



Albatross

信食坊素食宅配

BRAND IDENTITY GUIDE

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PRIMARY LOGOTYPES

These are the go-to logos for all brand communications.



ALTERNATIVE LOCKUP

These are to be used particularly in situations where legibility at dark background an issue.



CORRECT LOGO USAGE

The logo can be placed on a dark and bright background. Here are examples of the logo applied in these instances.

The logo can also be placed on images, but there must be enough contrast between the image and logo for acceptable readability.



INCORRECT LOGO USAGE

The logo should not be adjusted or edited in any way.



TYPOGRAPHY

Consistent use of typography helps to make the brand identity strong and cohesive across all applications. The typeface Work Sans was selected to complement the voice and tone of our brand.

OSWALD

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

SOURCE SANS PRO

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

BRAND COLOR PALETTE

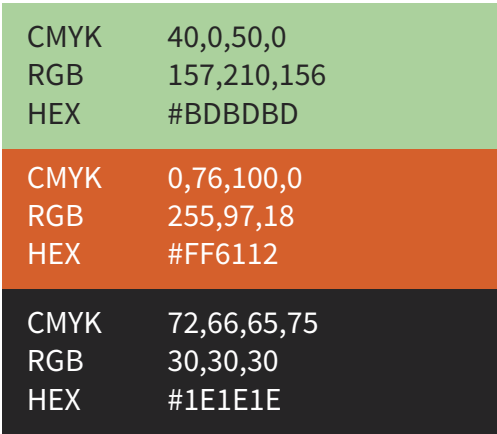
Our color palette has two sets: primary and secondary.

Primary



CMYK	40,0,99,0
RGB	166,206,58
HEX	#A6CE3A

Secondary



CMYK	40,0,50,0
RGB	157,210,156
HEX	#BDBDBD

CMYK	0,76,100,0
RGB	255,97,18
HEX	#FF6112

CMYK	72,66,65,75
RGB	30,30,30
HEX	#1E1E1E