

LOGOTYPE

Brämhults' logotype is arched, just like the brand's label. The logotype has a genuine, crafty and authentic feel to it, communicating that the Brämhults' juice and its logotype have been around for quite a while. The characteristic leaves over the "ä" in Brämhults create recognition to the brand.

Primary logotype colour:

C92 M30 Y95 K36
RO G96 B52
#006034
PMS: 357 C



BRÄMHULTS

We invite you to be creative with the Brämhults' identity, but ask you to follow a number of important rules.

FREE SPACE

To make sure that items are not placed too close to the logotype, please pay attention to the space defined as "free space". The free surface is the same height as the leaf in the logotype. Don't place any objects within this area - such as images or text.

FREE SPACE EXCEPTIONS

For special cases, if text is needed, it should be placed directly below the logotype and close to it.

SMALLEST SIZE OF LOGOTYPE

To make sure that the logotype is readable, please don't make it smaller than 3 cm.



BRÄMHULTS

3 CM

This is how the logotype is placed.

CENTRED

When the logotype needs both space and attention, please place it right in the centre of the your space.

RIGHT OR LEFT ALIGNED

When the logotype functions as a Sign-off, place it in the lower right or lower left corner of your design.

BOTTLE IMAGE

When the bottle is used in an artwork, with the logotype clearly visible, no other logotype is needed.

THE LABEL

The logotype has a specific fixed placing on the bottle.



CENTRED



RIGHT OR LEFT ALIGNED



LOGOTYPE PLACEMENT WITH BOTTLE



THE LABEL

Logotype colour variations.

GREEN - PRIMARY LOGOTYPE COLOUR

The green logotype has the widest range of applications and is preferably used.

WHITE

If you want to place the logotype on a green or patterned background, the white logotype should be used.

ON A PICTURE

As long as the logotype is clearly readable, images and photos can be used.

BLACK / NEGATIVE

The negative version of the logotype should only be used if absolute necessary.



GREEN — PRIMARY



WHITE



ON A PICTURE



BLACK / NEGATIVE — SHOULD ONLY BE USED IF ABSOLUTE NECESSARY.

To keep the Brämhults' identity consistent, please avoid the following.

LOGOTYPE ON BOTTLE

When the bottle is used in an artwork, with the logotype clearly visible, no other logotype is needed.

LOGOTYPE ON LABEL

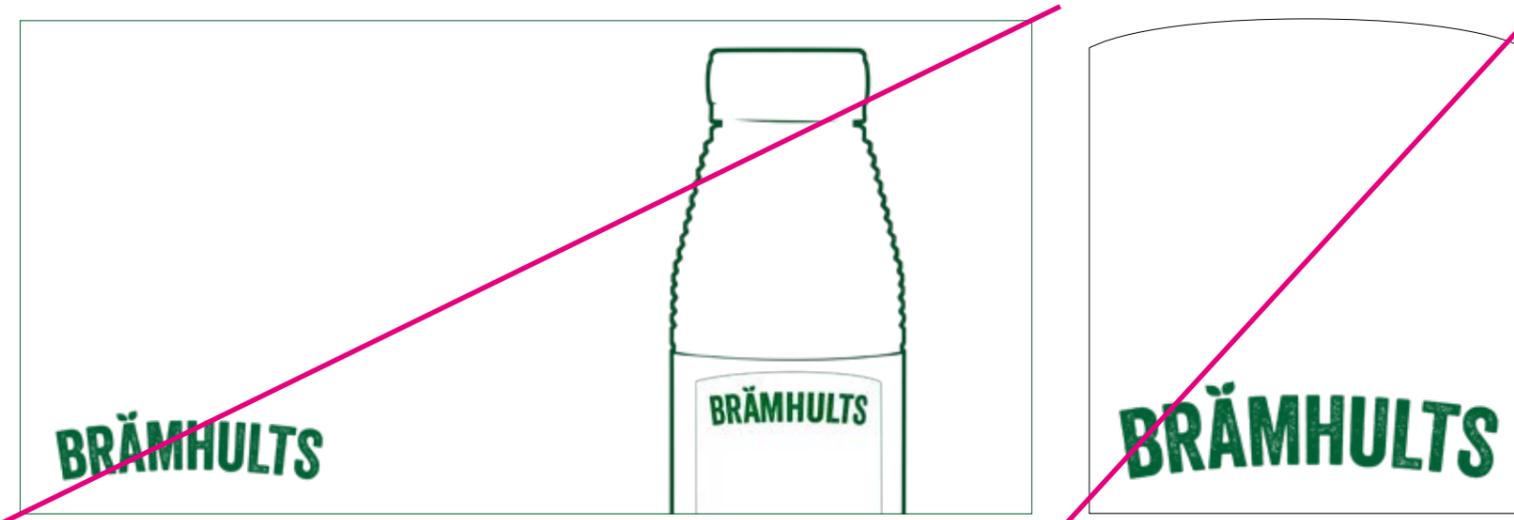
The logotype has a specific fixed placing on the bottle.

GREEN ON GREEN

Do not place the primary logotype on a dark green background.

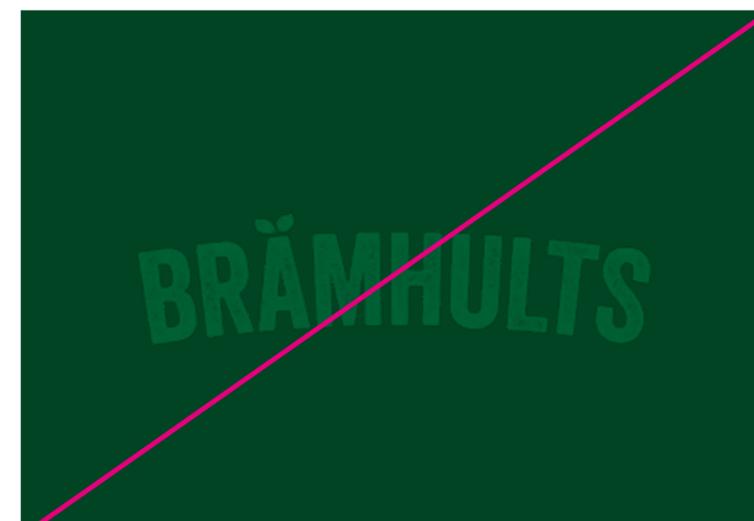
CHANGE COLOUR

It is not allowed to change the colour of the logotype, nor is it allowed to use any colour that isn't on brand.



DOUBLE LOGOTYPE

LABEL



GREEN ON GREEN



CHANGE COLOUR