GUIDELINE FOR USAGE OF NESCAFÉ LOGO

Minimum size: 15 mm

PROTECTION AREA

To maximise brand presence and visual standout, there is a defined minimum clear zone around the brandmark.

This clear zone defines the area into which no other graphic elements, such as text, imagery or other brands, can invade.

MINIMUM SIZE

To ensure legibility, the smallest version of the brandmark needs to consider packaging requirements and must not be used below 15 mm of the entire brandmark length.

Minimum size: 15 mm

The reversed version of the brandmark is recommended for use on a black background. It can also be used on dark coloured and photographic backgrounds (see page 21).

Please note: the black rectangle shown above is used for presentation purposes only, and does not indicate an approved shape or holding device for the brandmark.

MINIMUM SIZE

To ensure legibility, the smallest version of the brandmark needs to consider packaging requirements and must not be used below 15 mm of the entire brandmark length.

A monochrome version of the brandmark in white or black has been developed for use in case of specific technical constraints.

Please note the rectangles shown above are used for presentation purposes only, and do not indicate approved shapes or holding devices for the monochrome brandmark.

Examples of colour backgrounds

Examples of photographic backgrounds

COLOUR BACKGROUNDS

The positive version of the brandmark is recommended on light backgrounds and the reversed version on dark backgrounds.

For intermediary colours, a version of the brandmark should be chosen to ensure the best legibility on a background colour.

In the context of the NESCAFÉ Brandmark, the accent is red at all times except when used in monochrome (see page 20). To ensure good visibility of the NESCAFÉ Red Accent, the background must be a contrasting colour or a dark enough red for the accent to stand out.

PHOTOGRAPHIC BACKGROUNDS

The same rules apply when using photographs or illustrations. When the brandmark is positioned on an image, the background immediately under and within the clear zone of the brandmark must be sufficiently neutral to ensure legibility.

Do not change the colours

Do not change the typeface

Do not distort the elements

Do not add elements

Do not use on a coloured background without sufficient contrast
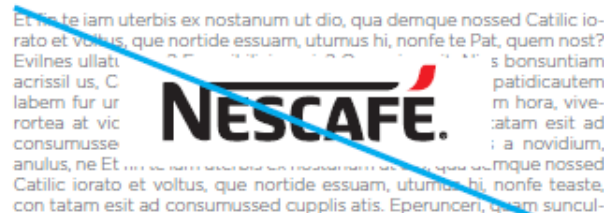
Do not use on a photographic background without sufficient contrast

Do not change the size of the accent

Do not use texture or pattern

Do not ignore the protection area