

BRAND GUIDE

Cobs Bread

COBS  BREAD

PURPOSE

A logo tells the story of a brand. It is the image, text and colours that welcomes customers, stakeholders and other publics to a brand. The logo and branding are what holds the reputation of a brand.

The purpose of this guide is to have continuity through all of Cobs Bread branding material.

This guide will cover four guidelines for graphic usage, colour, positioning and typography.

COLOUR

The colours used for the branding material should match the identity of Cobs Bread. The amount of colours should be kept to a minimum.

The logo should be universal enough to place on any background colour or image related to the brand's image. The background should have sufficient colouring in order to make sure the logo, text and colours are fully visible



BLUE
CMYK: 92/63/24/6.4
RGB:29/93/139
HSB:204/79/54



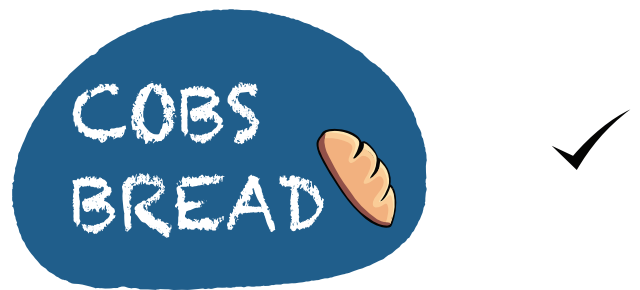
WHITE
CMYK: 0/0/0/0
RGB:255/255/255
HSB:300/0/100



BLACK
CMYK: 0/0/0/100
RGB:35/31/32
HSB:346/10/13.7

POSITIONING

The Cobs Bread logo should always be used in similar variations to ensure continuity. The loaf of bread should always be placed on an angle to the right of the words in the circular version of the logo. The loaf of bread should always be between the words in the horizontal version of the logo.



TYPOGRAPHY

The text used the Cobs Bread logo should always be:

Chalduster - **Aa**

Size- 28 point

GRAPHIC USE

The graphic use in the Cobs Bread logo should always be an SVG file in one of the two positioned displayed earlier in this plan. Either on the correct angle in the circular logo or straight across in the horizontal logo version between both words.

