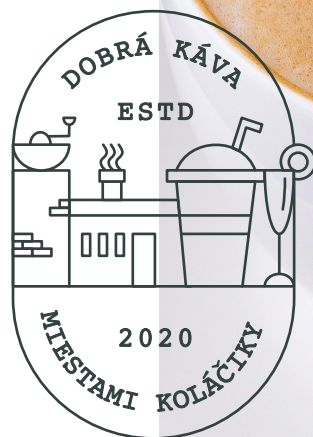


# Logo manual



The purpose is to define the basic elements of the logotype creating the elementary structure of the corporate identity of the Cafe concept of Industry.



**Intro**

**Explanation of Elements**

**Logo Clearspace**

**Color Palette**

**Typography**

**Summary**

02

Its proper use is important for a professional appearance. If you need additional information not contained in this document, please contact the author.

**S** This document contains the basic standards for the legitimate use of a given logotype in accordance with the existing standards of visual communication.

## Explanation of Elements

01

The image contains a company slogan that promotes core values and keywords

02

The atmosphere and the initial impression are enhanced by a simple illustration with the use of cafe elements

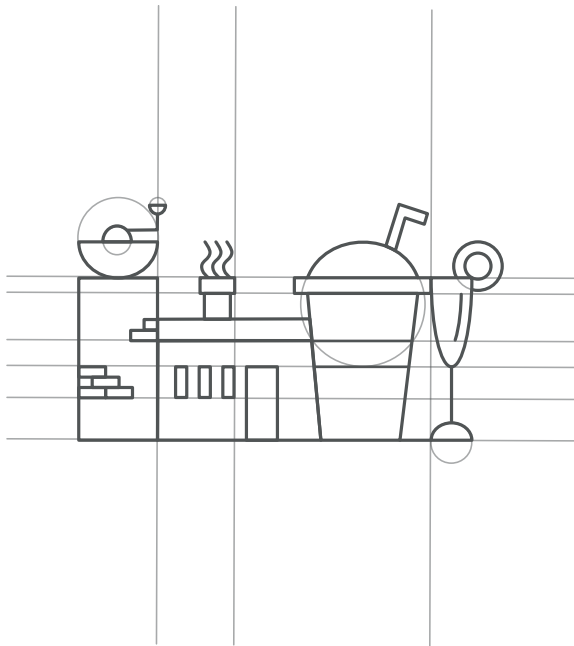
03

The Serif font reflects the current positioning and emotion characteristic of the segment

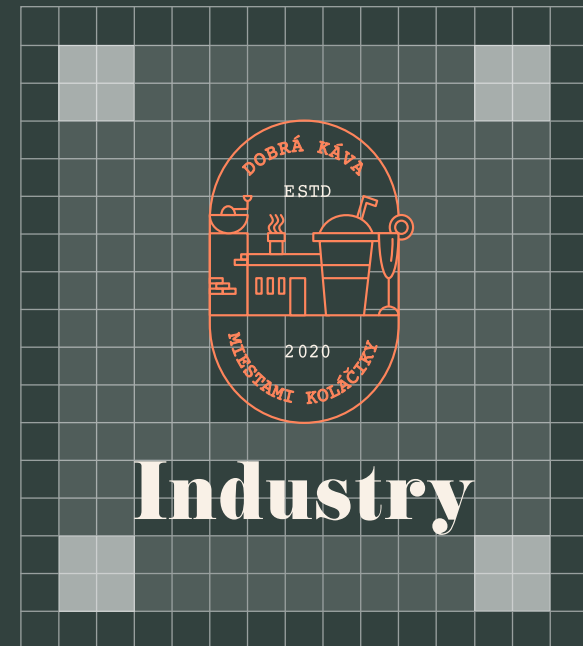


Industry

## Logo Clearspace



The protection zone is used to define the minimum distance from the logo in which it is permitted to place text or other appropriate graphic elements.



\* The unit of distance to keep the spacing is  $\frac{1}{5}$  of the total width of the character in its basic display.

## Color Palette

#F9F1E7

#505455

#32413E

#FF855C



The color image represents the basic identification ability of the brand and completes the overall emotional perception. All other shades of the given colors can be used.

\* In the case of the physical form of printed matter, it is also possible to use metallic colors (we recommend a copper shade).

## Typography

● Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@€\$%&

The Industry brand respects the fonts shown above within its identity. When working with the brand, we use Open Sans and Didoni URW, including any typeface (license from Adobe Fonts).

06

● Didoni URW

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@€\$%&**



Industry!



## Summary

We believe that the correct use of the logo will help in building your good image. When preparing elements that are not covered in this guide, please proceed so that the resulting outputs are in harmony with those already defined.



**You can't buy happiness.  
But you can buy coffee  
that is not that far from  
the feeling of happiness.**