

Grocery Aid

Brand Guidelines.

Typography

Bariol is used in all print communication, Bariol Bold is the logotype for Grocery Aid.

**Bariol Bold is the font of GroceryAid.
This is a headline font.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£\$%^&*()_+{}:"|<>?= [];'\.,/`~

HEADINGS:

Bariol \ Bold

**This is Bariol Light.
Use this for main body text.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£\$%^&*()_+{}:"|<>?= [];'\.,/`~

REGULAR TEXT:

Bariol \ Light

Bariol Bold is the logotype for Grocery Aid.

GroceryAid

**Aa Cc Dd
Ee Gg Ii
Oo Rr Yy**

Aa Cc Dd

Ee Gg Ii
Oo Rr Yy

VAG Rounded is a secondary font used in print and web communication when Bariol is unavailable.

**This is VAG Rounded Bold.
This is a headline font.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£\$%^&*()_+{}:"|<>?= [];'\.,/`~

HEADINGS:

VAG Rounded \ Bold

**VAG Rounded Thin.
Use this font for main body text.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£\$%^&*()_+{}:"|<>?= [];'\.,/`~

REGULAR TEXT:

VAG Rounded \ Thin

Arial is a secondary font used in applications such as Power Point when Bariol and VAG Rounded are unavailable.

Arial Bold is used as a headline font when using Microsoft Office.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£\$%^&*()_+{}:"|<>?= [];'\.,/`~

HEADINGS:

Arial \ Bold

The main body text is Arial Regular when using Microsoft Office.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£\$%^&*()_+{}:"|<>?= [];'\.,/`~

REGULAR TEXT:

Arial \ Regular

Logo

LOGO

Below is the Grocery Aid logo and the simplified version.
The logo should remain consistent and should not be
changed unless shown within the guidelines.



The logo should not be used **below**
52mm wide x 20mm high.



The simplified logo should not be
used **above** 26mm wide x 10mm high.

When using the logo on A4 size communication and documents
it should follow the rules below. Text or imagery should not enter
the red exclusion zones.

A4

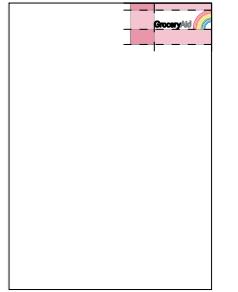
LOGO



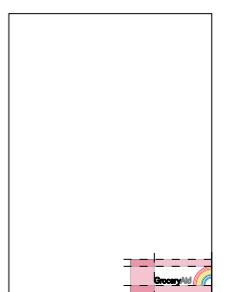
The logo should be used at
91mm wide x 35mm high.

The logo should have
exclusion zones as shown
on the left.

The logo should be ranged top
right to the page.

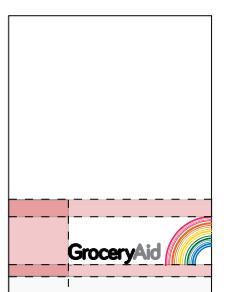


The logo can be ranged
bottom right to the page
following the exclusion
zones shown to the left.



If the logo should be scaled
up it should be used at
149mm wide x 57mm high.

It should be ranged
bottom right to the page
following the *exclusion
zones shown to the left.



* The exclusion zones should remain a constant when scaling
the logo up or down

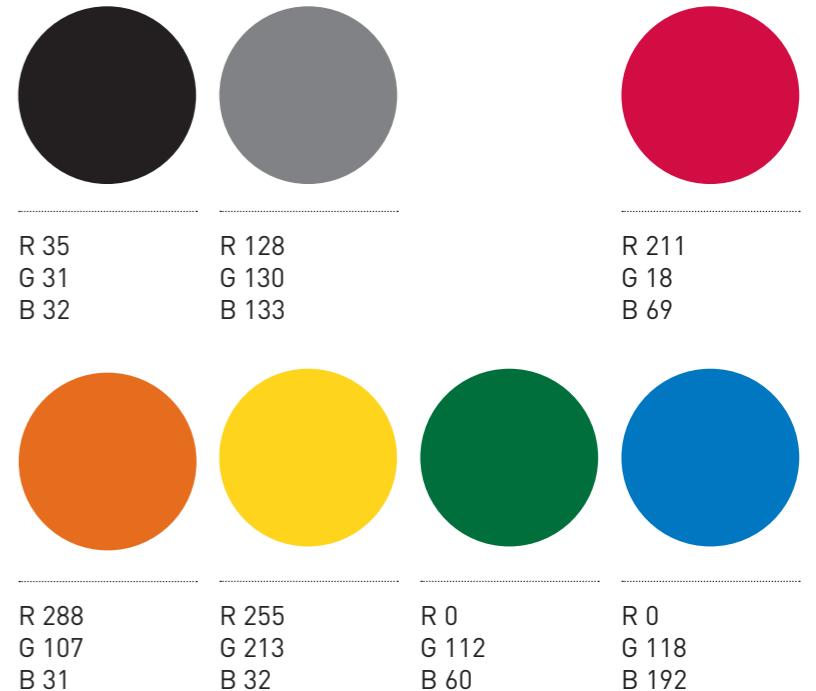
Colours

The seven colours that are used in the Grocery Aid logo are represented below in CMYK, RGB and Websafe values.

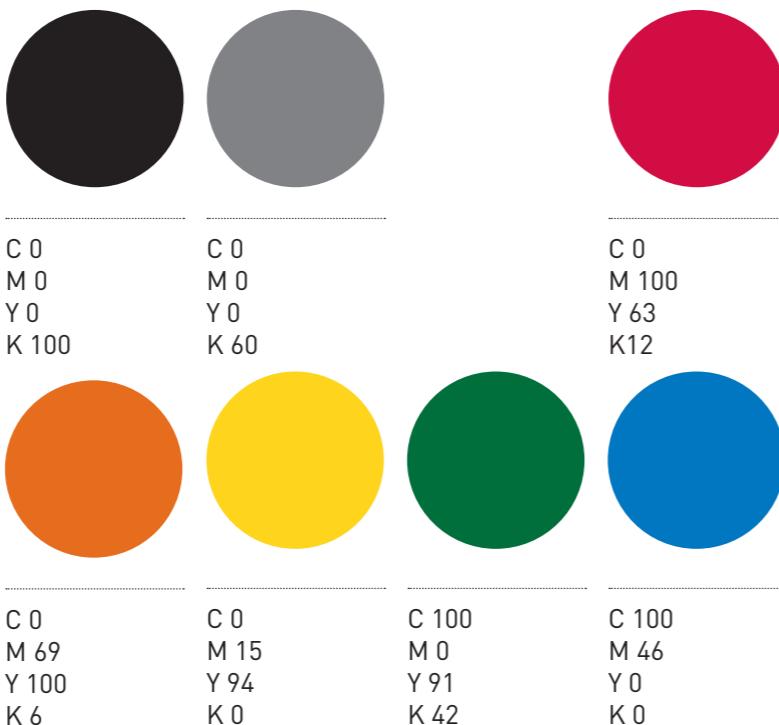
COLOURS



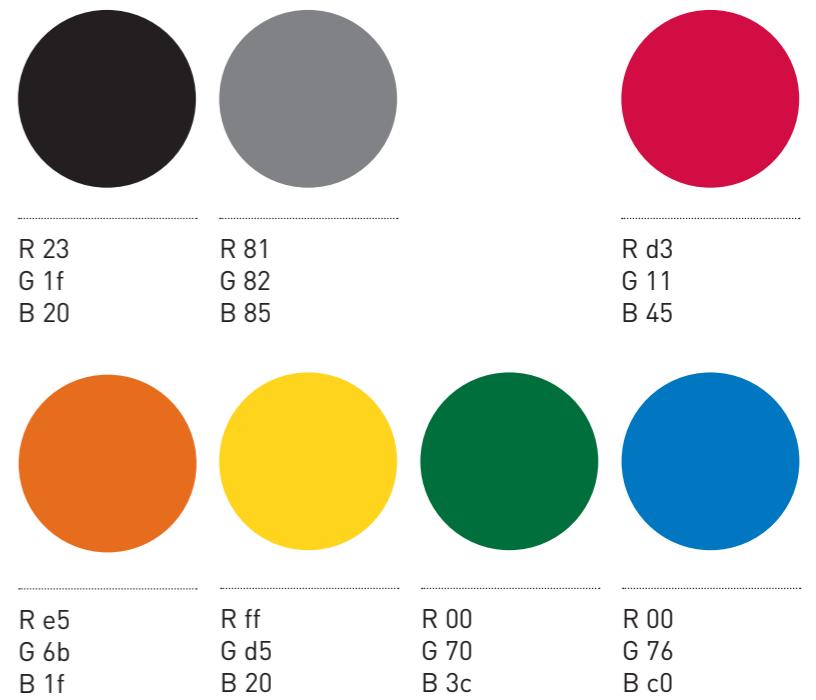
RGB values



PROCESS values



WEBSAFE values



Colours

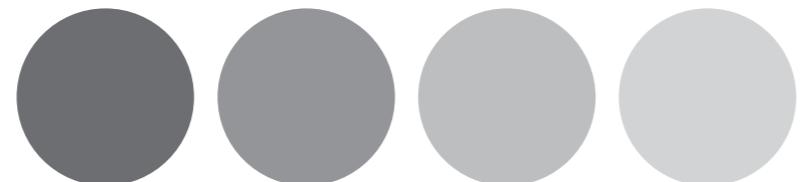
The black and white logo is represented below in PROCESS, RGB and Websafe values should it be used in black and white or online in this style.



PROCESS values

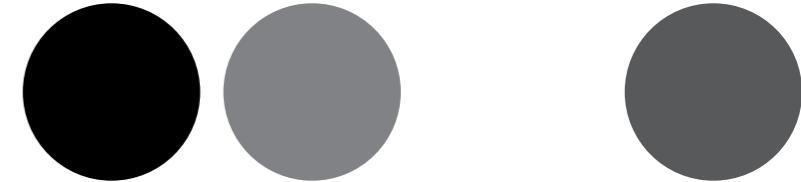


C 0	C 0	C 0
M 0	M 0	M 0
Y 0	Y 0	Y 0
K 100	K 60	K 80

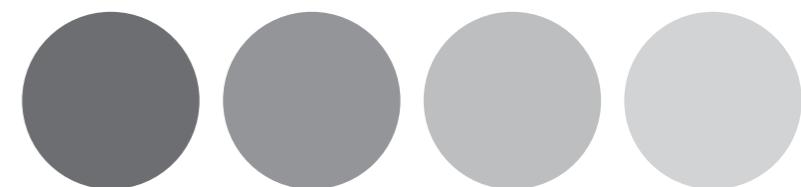


C 0	C 0	C 0	C 0
M 0	M 0	M 0	M 0
Y 0	Y 0	Y 0	Y 0
K 70	K 50	K 30	K 20

RGB values



R 35	R 128	R 88
G 31	G 130	G 89
B 32	B 133	B 91

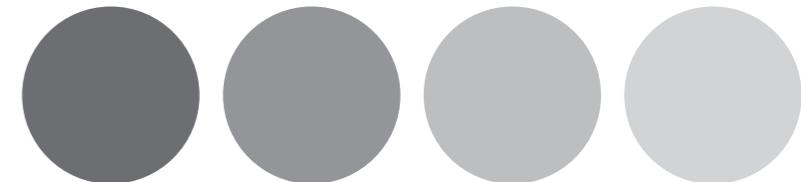


R 109	R 147	R 188	R 209
G 110	G 149	G 189	G 210
B 113	B 152	B 192	B 212

WEBSAFE values



R 23	R 80	R 58
G 1f	G 82	G 59
B 20	B 85	B 5b



R 6d	R 93	R bc	R d7
G 6e	G 95	G bd	G d2
B 71	B 98	B c0	B d4

Mercieca