

## LOGO

The logo is the ultimate mediator of our visual identity and constitutes a fundamental part of our brand.

The God Morgon® logo consists of the word God Morgon® in a black square with rounded corners. The last vowel in the word morgon is replaced with a stylised orange. It is the most recognisable aspect of our brand, and it is essential that it's used correctly and consistently throughout touchpoints.

If used on a dark background, the black box can be omitted.

Please make sure that:

- The logo is never changed or corrupted. This includes cropping, altering proportions or inclusion of other symbols.
- The God Morgon® logo must be clear and legible in any communication, where God Morgon® is the sender.



LOGO

Primary use

The logo should primarily be used with the square black box behind, ensuring high legibility, even on bright, light coloured backgrounds.

Secondary use

Alternatively the logo can be used in white lettering on top of darker backgrounds, removing the black box all together.

Primary use



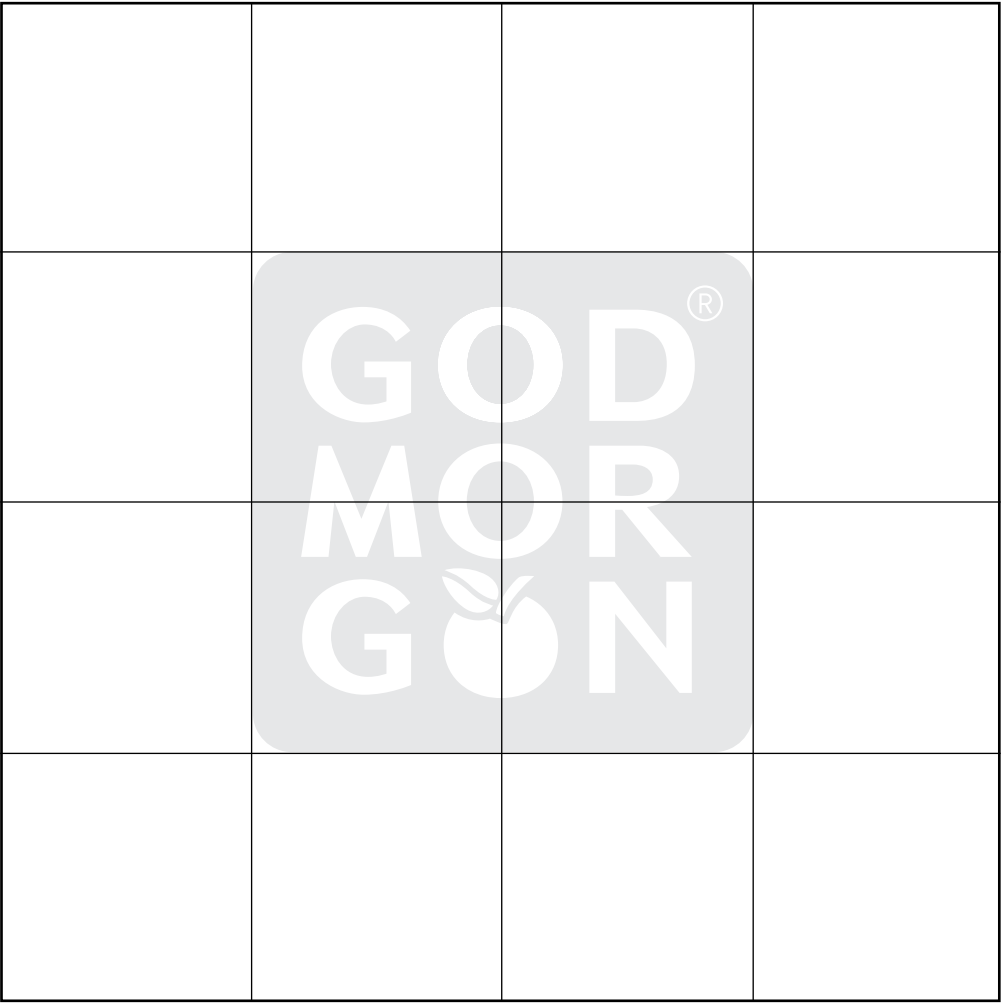
Secondary use



DISTANCE TO LOGO

Appropriate space between the logo and other elements must be maintained.

The appropriate distance equals half of the logo width or height.



LOGO SIZES

The logo size is defined by the size of format.

The appropriate logo size (spacing included) always equals ¼ of the format's shortest side.

Eg. for an A4 format:  
210 mm / 4 = 52,50 mm.

NB: Use same logo size for M65 as you would for A5 (37 mm).

Format	Logo-width
A5/M65	37,00 mm
A4	52,50 mm
A3	74,25 mm
A2	105,00 mm
A1	148,50 mm
A0	210,25 mm

Ad format		
131 x 365 mm	20 mm	(Logo-width)
266 x 365 mm	20 mm	(Logo-width)





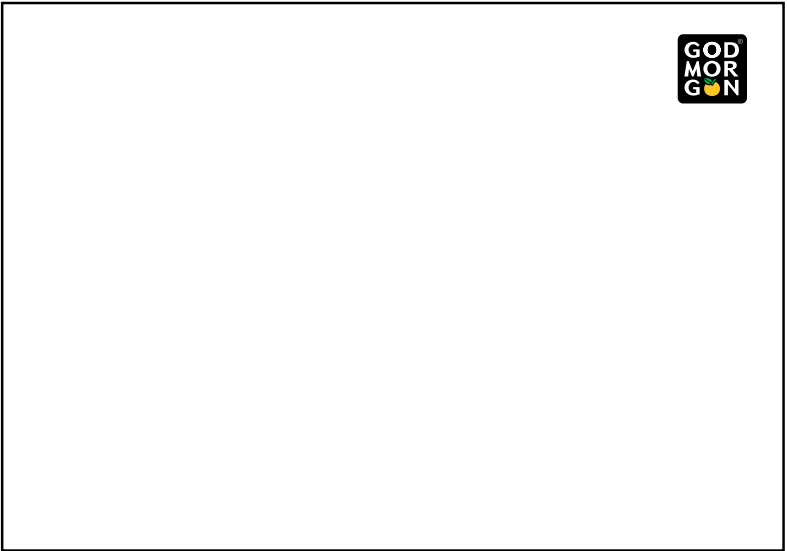
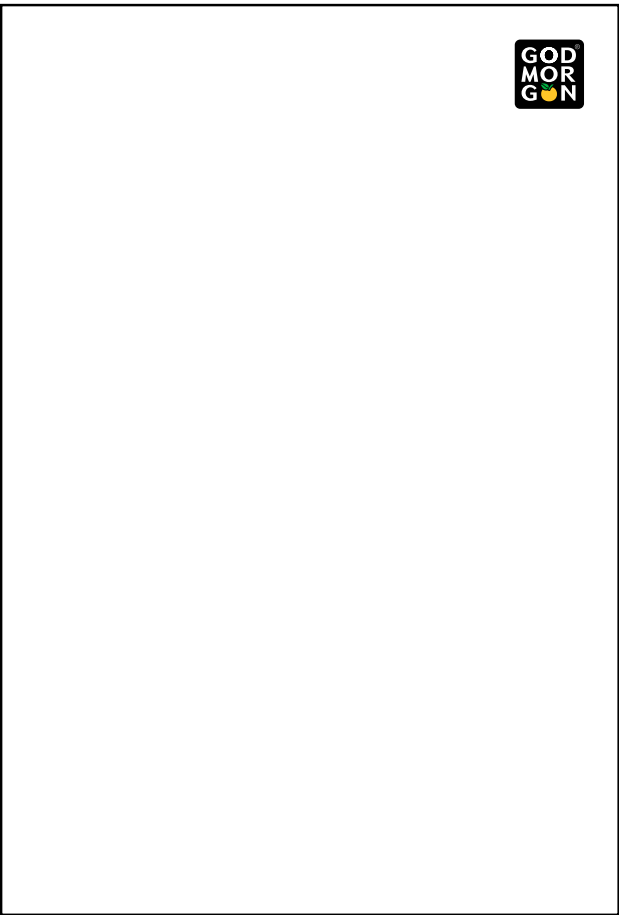
# LOGO PLACEMENT

The logo is primarily placed in the upper right corner.

For alternative layouts, such as POS materials, the logo can be placed in the centre.

The logo can be omitted if there is a large photo of a product with the logo on.

## Usage



COLOURS

Our primary colour is black. Separating us from other juice brands, It brings exclusivity and great contrast to our secondary color, yellow, which is directly derived from the juice.

The tertiary color is orange, which will primarily be used on white background.

Primary		Secondary		Tertiary	
<div>CMYK 100 0 0 0</div> <div>PANTONE Black C</div>	<div>RGB 0 0 0</div> <div>HX 000000</div>	<div>CMYK 0 20 100 0</div> <div>PANTONE 123 C</div>	<div>RGB 255 198 30</div> <div>HX FFC61E</div>	<div>CMYK 0 72 76 0</div> <div>PANTONE 171 C</div>	<div>RGB 258 96 58</div> <div>HX F9603A</div>
80 % tint	80 % tint	80 % tint	80 % tint	80 % tint	80 % tint
60 % tint	60 % tint	60 % tint	60 % tint	60 % tint	60 % tint
40 % tint	40 % tint	40 % tint	40 % tint	40 % tint	40 % tint
20 % tint	20 % tint	20 % tint	20 % tint	20 % tint	20 % tint