



# CORPORATE IDENTITY

MANUAL







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## MANUAL

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#### FOR INTERNAL USAGE

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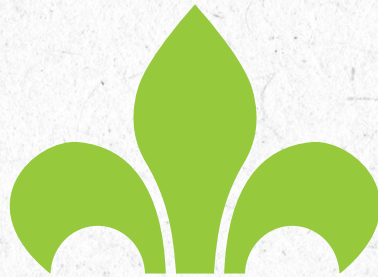
KRONEN® Worldmark Logotype

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KRONEN® Worldmark Simplified Logo

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KRONEN® Worldmark Logotype Horizontal

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Note the KRONEN® Worldmark Logotype and Simplified Logo may be used on communications ONLY WITH EXPLICIT CONSENT of Corporate Marketing and the Head of Graphic Design.



Permissible Colour Palette

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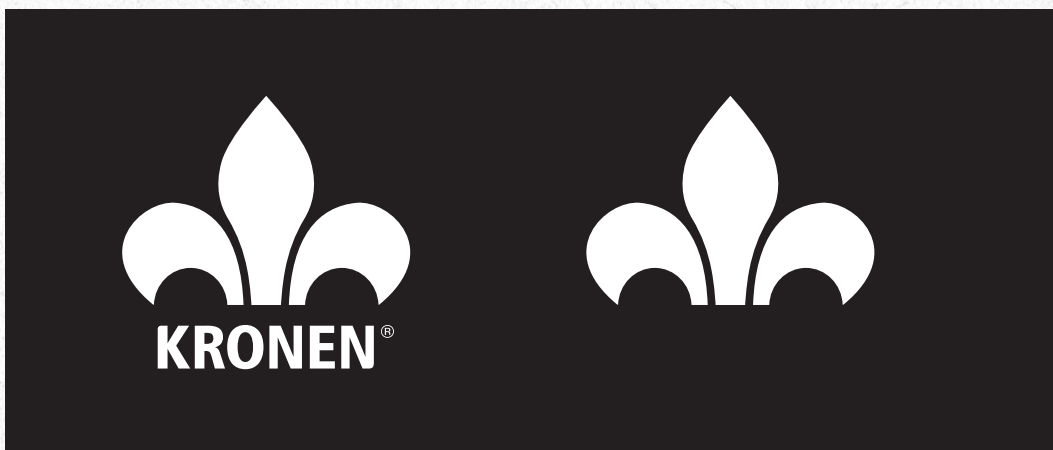
PANTONE® 375C  
PANTONE® 374U  
C=55 M=0 Y=100 K=0  
R=150 G=210 B=0



PANTONE® Cool Gray 4C  
PANTONE® Cool Gray 4U  
C=0 M=0 Y=0 K=50  
R=187 G=187 B=187



Achromatic  
(positive/negative)



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Permissible Colour Palette

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PANTONE® 375C  
PANTONE® 374U  
C=55 M=0 Y=100 K=0  
R=150 G=210 B=0



PANTONE® Cool Gray 4C  
PANTONE® Cool Gray 4U  
C=0 M=0 Y=0 K=50  
R=187 G=187 B=187



Achromatic  
(positive/negative)



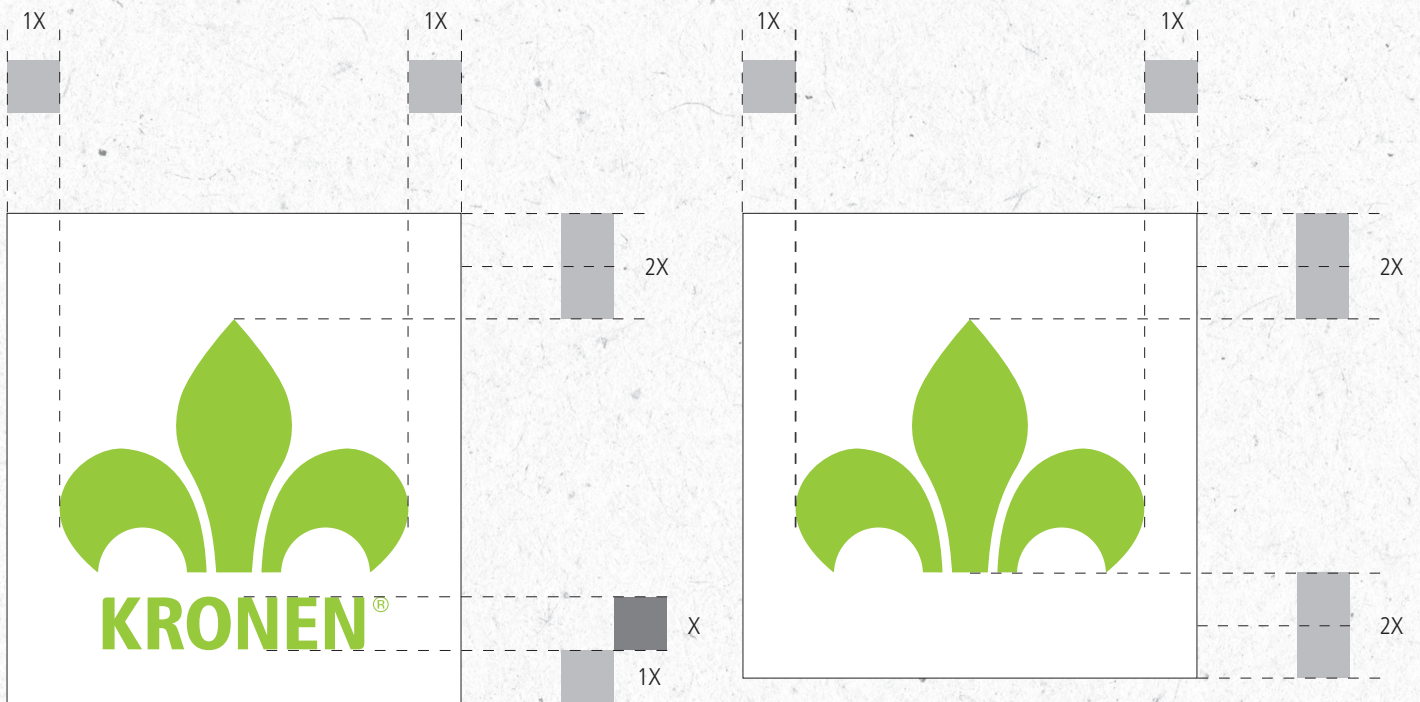
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## Clearspace

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A clearspace (X) equal to the vertical height of "N" in the KRONEN® must be maintained around KRONEN® Worldmark Logotype and Simplified Logo in every application. No other visual element may intrude within this clearspace. The KRONEN® Worldmark Logotype and Simplified Logo may **NOT** be used "in-line" as part of headlines, copy or other typography, but should always be used as a stand-alone element

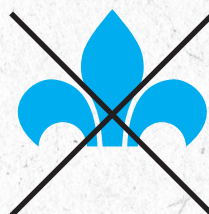
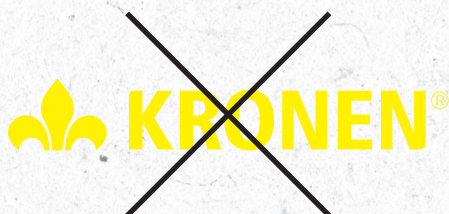
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## Unacceptable uses of Corporate Identity

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Wrong colour combinations

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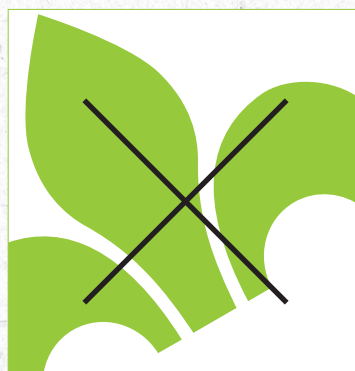


Wrong proportions and sizes of the elements

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Wrong background opacity



Cropped or rotated

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I use  substrates

KRONEN® Worldmark used "in-line" to text



Old KRONEN® Logo

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The images above are some examples of ways in which the variations of the KRONEN® Corporate Identity **should not** be used. This is by no means a complete list, but it illustrates some of the most common issues. In particular, please make sure that the identity is also performed in correct colours and position and is not distorted. It is also important to ensure that the identity has sufficient clear space.

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## Typography

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### Frutiger LT Com

Primary and Copy font

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Our primary typeface is Frutiger LT Com.

It is a sanserif typeface family, highly legible, economical with space and comes in a variety of weights that give distinction and impact to any communication.

The Frutiger family is available globally for PC and Macintosh systems.

Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Bold Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 0123456789*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 0123456789***

### Lato

Secondary and Headline font

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For headlines, titles and pull-outs you may use our secondary typography. Lato is a sanserif typeface family designed in the Summer 2010 by Polish designer Łukasz Dziedzic.

The Lato family is available globally for PC and Macintosh systems.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

### Calibri

Electronic font

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For electronic applications, it is important to use a typeface that is installed as a standard on all PC and Macintosh systems.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

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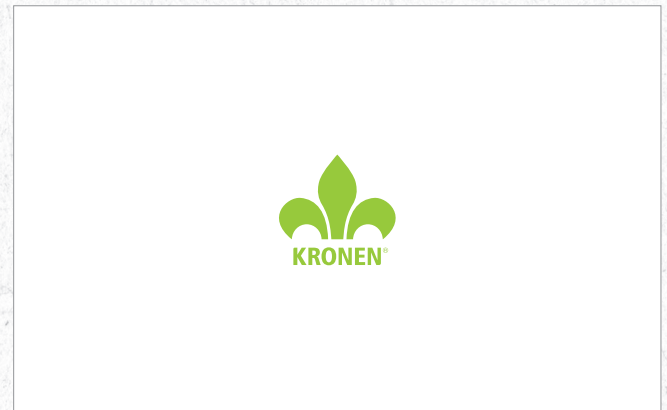
## Business papers

### Bussines Card

front



back



Size: 85,5 x 54 mm; Head: Frutiger LT Com Condensed 9pt; Position and contact data: Frutiger LT Com Light Condensed 8pt 70% black; Company name: Frutiger LT Com Light Condensed 7pt; Company address: Frutiger LT Com Light Condensed 7pt 70% black; WWW: Frutiger LT Com Light Condensed 8pt.

A few countries may need to adapt the size or bilingualism of the business card to comply with local standards. The graphic elements must always remain the same and the proportion of height to width of the business card must not be altered. Recommended paper stock for business cards is Cyclus Offset 350 gsm (more: <https://www.cycluspaper.com/en/cyclusoffset/>).

### Letterhead

Title: Lato Bold 24px; Subtitle Lato 18px; Body text: Frutiger LT Com Roman 9px.

Ask the marketing department for the offset printable or Word based Letterhead Template.



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## Electronic applications

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### E-mail signature

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Grądy k/Gryfic; 72-342 Cerkwica

T: +48 91 386 77 76

E: [office@kronen-substrates.com](mailto:office@kronen-substrates.com)

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Head: Calibri 16px; Position and contact data: Calibri 13px, color: #5b5b5b; Company name: Calibri 12px; Company address and contact data: Calibri 16px, color: #9f9f9f; Logotype size: 96x103px.

Ask the IT department for the Outlook based E-mail signature Template.

For message body text use: Calibri 16px/12pt/1em/medium.

### Editorial guidelines

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KRONEN® is a premium brand with best quality products. KRONEN® can be delivered directly to the Grower anywhere in the world. KRONEN® products are homogenic, repeatability and ensure security for horticulture production. The voice must reflect this trait.

DO:

- always use ALL CAPS for KRONEN®
- use ® sign at the end when it is possible.
- start the products name with KRONEN® (eg. KRONEN® Potting soil, KRONEN® Substrate etc.).
- Use 3rd person. "The grower" is better than "you." "KRONEN®" is better than "our."
- Ask the headquarters marketing team for guidance as necessary.

DO NOT:

- Use the logo in-line with text

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**IF YOU HAVE ANY QUESTIONS PLEASE CONTACT:**

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