



  
DOUBLE DELI
— BUTCHER & DELICATESSEN —

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04	THE BRAND
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KINGDOM US



THE BRAND



THE BRAND

BRAND DEVELOPED IN COMBINATION MARK,
VERTICAL AND HORIZONTAL APPLICATION



VERSIONS

THERE ARE TWO VERSIONS FOR
LOGO APPLICATION

USAGE VARIES FROM
NEED FOR SUPPORT

FOR GRAPHIC APPLICATIONS, **MATTE BLACK**
SHOULD BE USED



COLORS

COLORS USED

C 75 M 68 Y 67 K 90
R 0 G 0 B 162
HEX 000000



C 9 M 33 Y 74 K 0
R 231 G 174 B 92
HEX E7AE5C



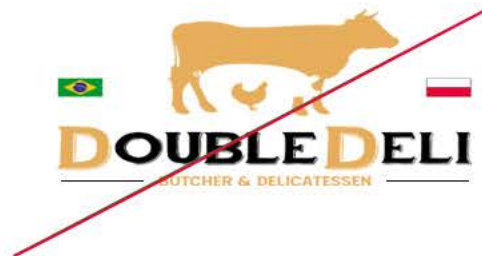
C 13 M 100 Y 100 K 4
R 202 G 0 B 35
HEX CA0023



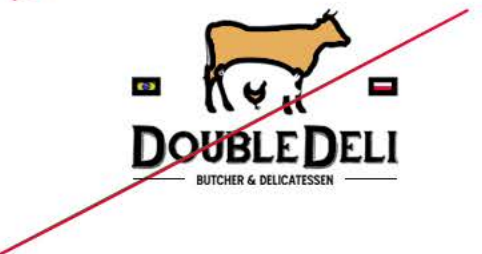
GUIDANCE



NÃO ALTERE
PROPORÇÕES



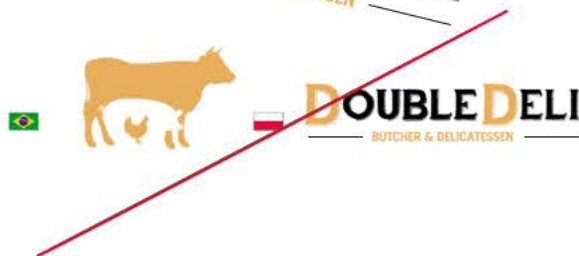
NÃO ACHATE
OU ESTIQUE



NÃO CONTORNE



NÃO ROTACIONE



NÃO ALTERE
POSIÇÕES DOS
ELEMENTOS



NÃO ALTERE
TONS



NÃO ALTERE
CORES



NÃO REESCREVA
COM OUTRAS
FONTES

TYPOGRAPHY

INSTITUTIONAL MATERIAL SHOULD
BE USED WITH THE SOURCE
BAHNSCHRIFT

Bahnschrift

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
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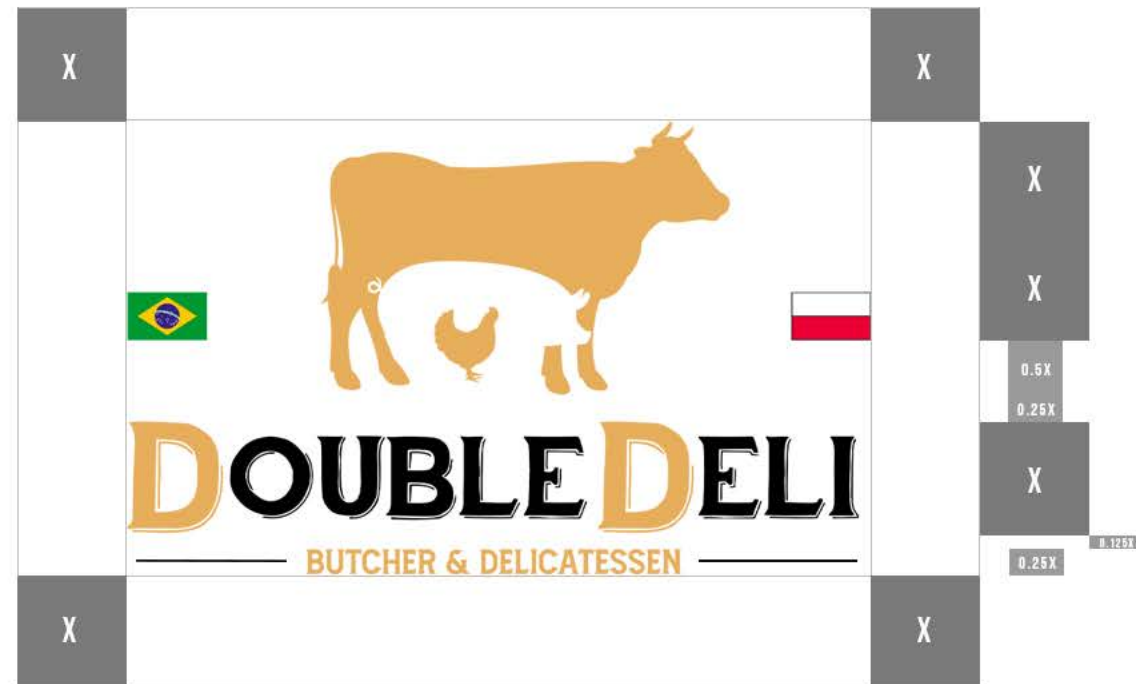
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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.
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LOGO PROPORTION

PROPORTION OF READING AND
DIAGRAMMING OF PARTS
COMPOSED IN THE BRAND

HORIZONTAL AND VERTICAL





  
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