

Corporate Identity Manual

V 1.0 - 08.09.2024



lenzen

Introduction

Corporate Identity manual

A brand is unique. It is an emotional tie that binds all stakeholders, establishing an expectation of quality and consistency, and ultimately adds value over and above our products and services. The Corporate Identity Manual (CIM) strengthens brand quality by providing a unique, strong and consistent image of Tasted Better in the minds of all our stakeholders. The CIM will will guide you in the application of the corporate identity in all of your communication activities. If you have any questions about the corporate identity, do not hesitate to contact oyo@taste.co.th I wish you every success in the daily building of our corporate image.

Perada Suponpun
CEO



Logotype

Color Standards

The following colours are the only ones which may be used for the logotype.

No other colours may be used or substituted for the logo.



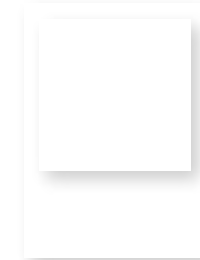
lenzen



Hex #ffd732
CMYK 0, 16, 80, 0
RGB 255, 215, 50
HSL 48.29, 1, 0.6



Hex #000000
CMYK 0, 0, 0, 100
RGB 0, 0, 0
HSL 0, 0, 0

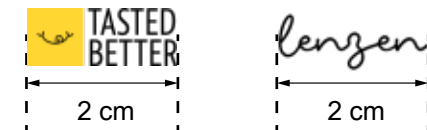


Hex #ffffff
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HSL 0, 0, 1

Logotype

Dimensions

The following are specific guidelines related to the sizing of the logotype. The minimum logo size in all usages is Tasted Better, Lenzen 2 cm wide and Dancing with a baker 1.5 cm wide.



Minimum logo size
Tasted Better, Lenzen



Minimum logo size
Dancing with a baker

Logotype

Clear Space Requirements

The logo must stand out in all uses. Maintain clear space on all sides of the logo. The free zone stops the logo competing with other elements and graphic expressions.

The minimum clear space all sides the

- Tasted Better logo is equal to the width of the letter T.
- Lenzen logo is equal to the width of the letter L.
- Dancing with a baker logo is equal to the size is 1/6 of the logo.



Logotype

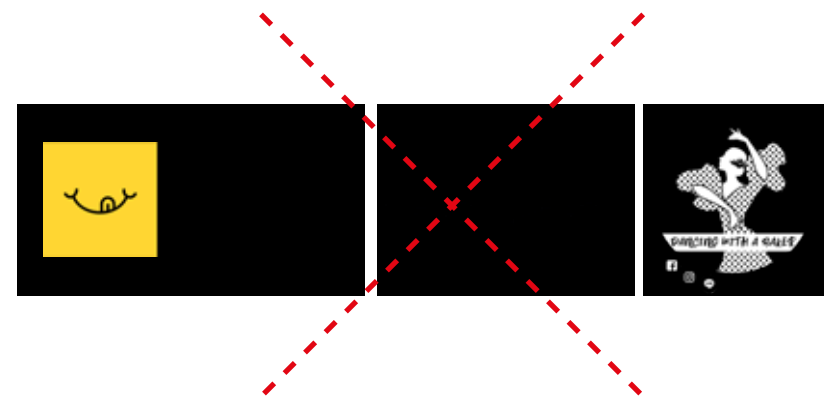
Incorrect use of the logo

To ensure that our logo is always recognisable, it must be used consistently, with discipline, and with precision.

The power of a logo is easily weakened by misuse. We can avoid this problem by guarding against poor or incorrect usage.



Do not use drop shadows



Logo is not suitable for this same color background



Clear space around the logo is not respected



Logo is incorrectly scaled

Typefaces

The following fonts are acceptable for Tasted Better's brand imaging. Guidelines are provided for the use of each version.

Corporate identity

The baseline of the Tasted Better logo, and our address or other co-ordinates should be typeset in Montserrat.

Body Copy

Use Montserrat for body copy (blocks of text or paragraphs). No other font families or typefaces may be used or substituted

Headings

Headings are used in print and web materials. All headlines should be typeset in Montserrat

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
123456789.,;:"()!?

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
123456789.,;:"()!?

Montserrat SemiBold

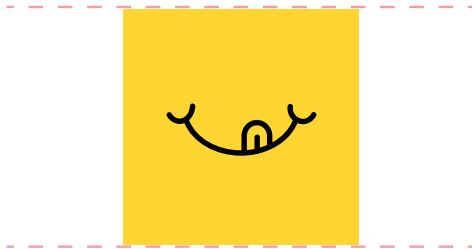
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
123456789.,;:"()!?

Montserrat SemiBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
123456789.,;:"()!?

Pictogram

The pictogram can be used as a decorative element. It can be trimmed according to the following instructions. Don't forget to take into account the clear space required around the pictogram (see page 5).



Signature in Microsoft Outlook

Tasted Better's auto signature in MS Outlook

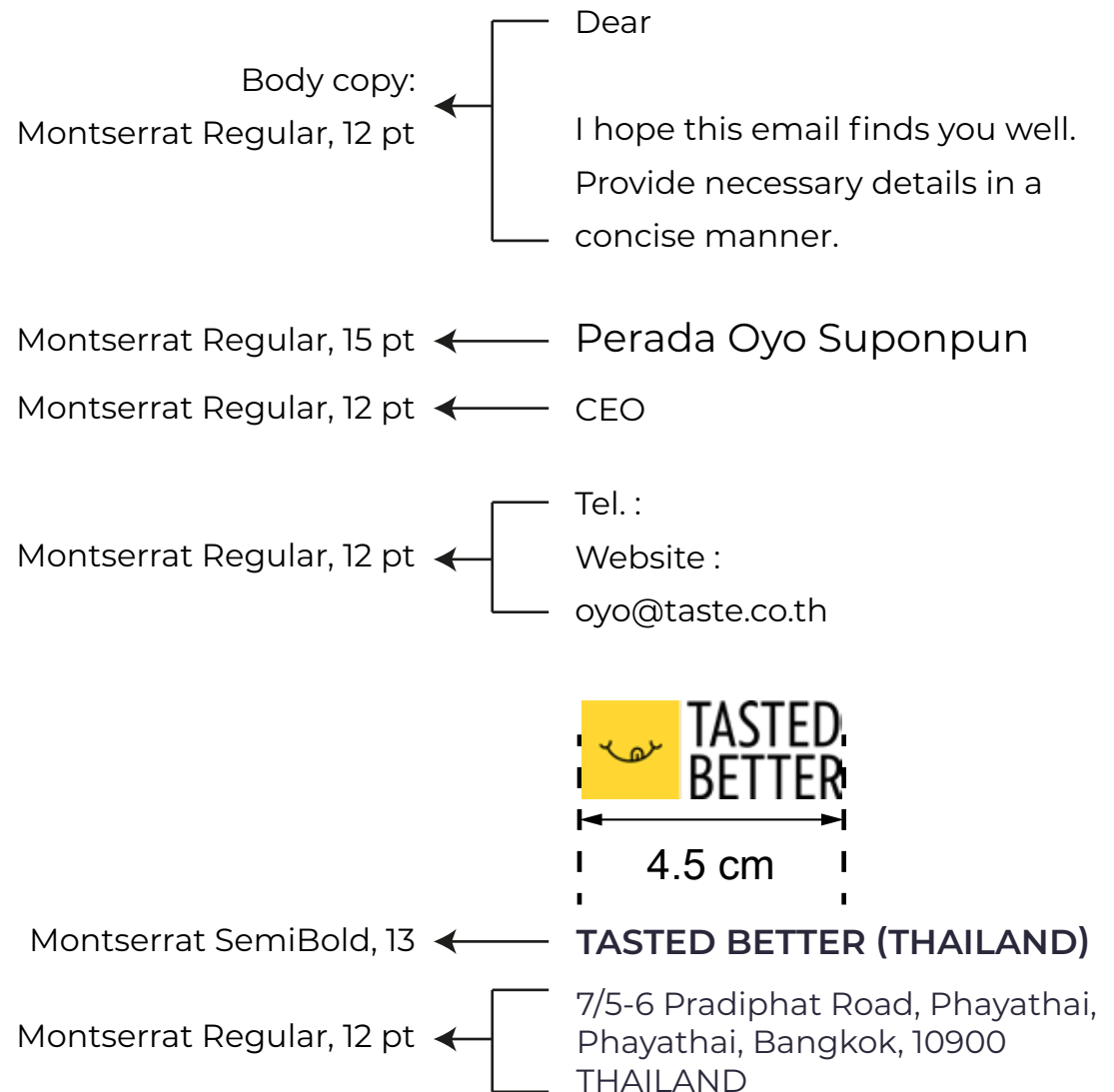
Signatures can be used to automatically add text to an outgoing message sent by email. Signatures should be used if you send multiple emails to contacts outside Tasted Better. This makes the message more personal and the recipient has access to your contact information. Signatures sent from Tasted Better should have a uniform appearance. No background colour or background images may be used.

Content in signature

The content of a signature consists of the sender's name, title, telephone number, email address, and Tasted Better's company name, address and web address.

Setting the signature in MS Outlook

Auto signature is set under Options – Mail Format – Signatures. Insert the signature in the email message by going to Insert – Signature.



Letterhead

Tasted Better letterhead is printed on A4 paper (210 mm x 297 mm) with the three specified PMS colours and black.

Bodytext: Montserrat 10 pt and 12 pt leading

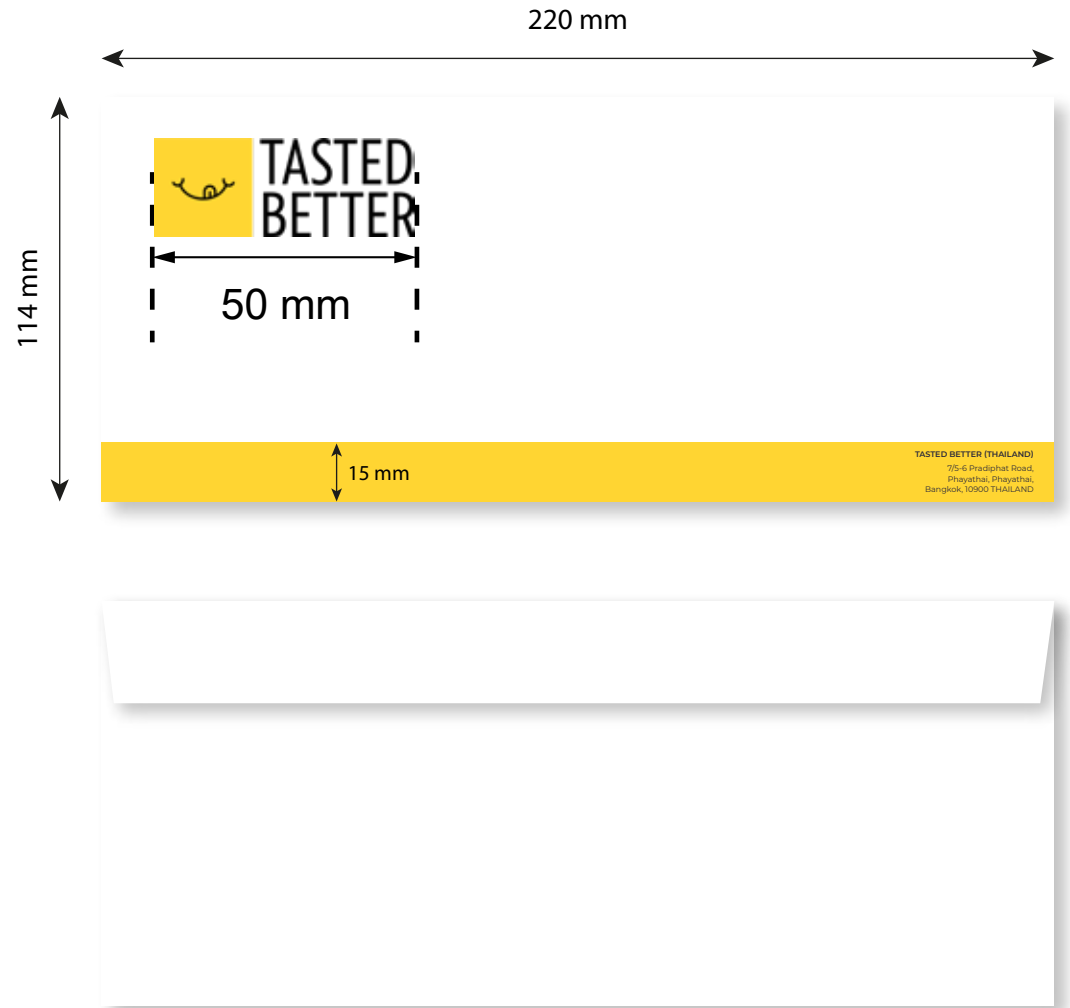
Address footer: Montserrat 8 pt, yellow bar and logo

297 mm



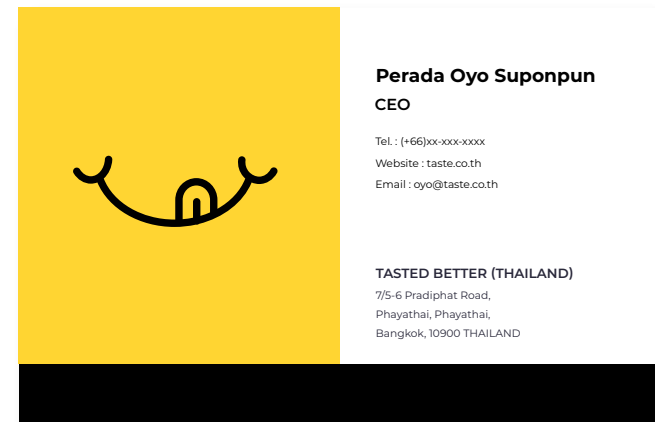
Business Envelopes

Tasted Better business envelope is (220 mm x 114 mm)
printed with the four specified PMS colours



Business Card

Tasted Better business card is (85 mm x 55 mm) printed with the three specified PMS colours



Greeting Card

Tasted Better greeting card is (220 x 110 mm) printed with the three specified PMS colours

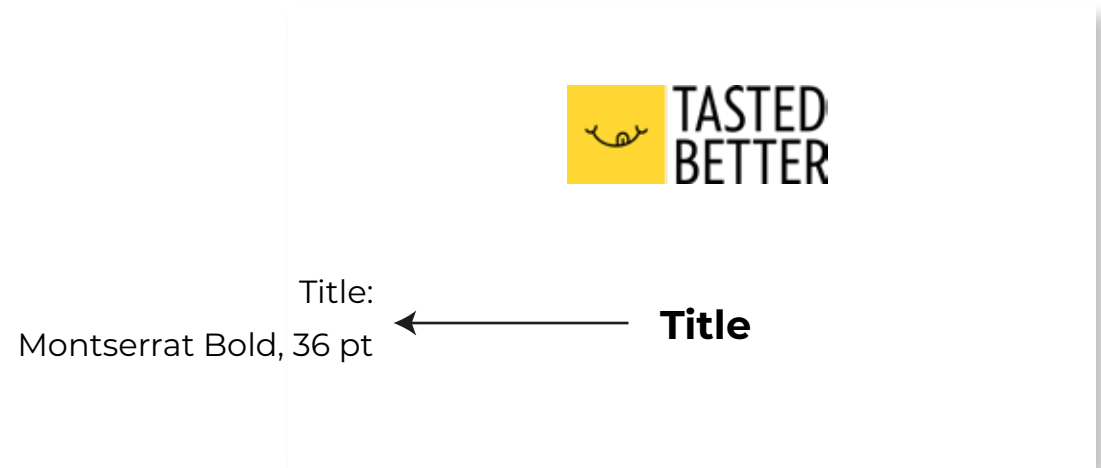


Powerpoint

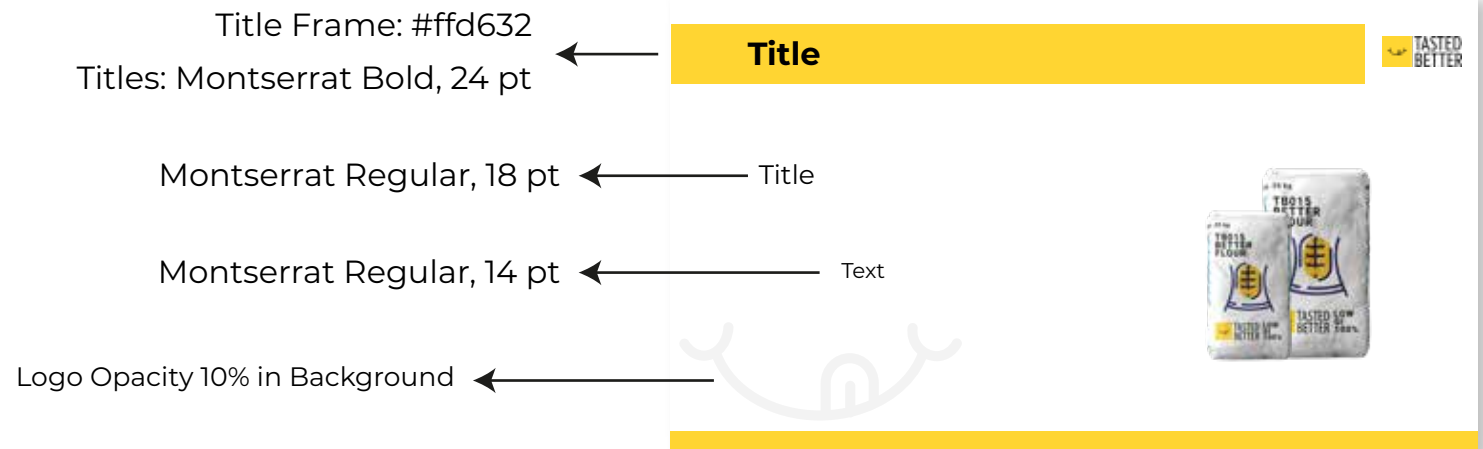
Basic slides

A standard template has been developed for use in all Tasted Better PowerPoint slides and presentations. In order to maintain a standard organisational image. Photos may be added to the presentation below the title bar. The template consists of a Title slide, Text slide (with example of image positioning) and an End slide, all in Montserrat font.

Title Slide



Text slide (Title)



Powerpoint

Alternative slides

Title Slide

Title Frame: #ffd632 ←

Titles: Montserrat Bold, 24 pt ←

Subtitle Frame: #ffd632 ←

Titles: Montserrat SemiBold, 18 pt ←

Montserrat Regular, 18 pt ← Title

Montserrat Regular, 14 pt ← Text

Logo Opacity 10% in Background ←

End slide