



CORPORATE IDENTITY

MANUAL





CORPORATE IDENTITY

MANUAL

TABLE OF CONTENTS:

FOR INTERNAL USAGE

KRONEN® Worldmark logotype	3
KRONEN® Group logotype	4
Permissible colour palette	5
Clear space	7
Unacceptable uses of Corporate Identity	8
Typography	9
Business papers	10
Electronic applications	11

KRONEN® Worldmark Logotype



KRONEN® Worldmark Simplified Logo



KRONEN® Worldmark Logotype Horizontal



KRONEN® Group Logotype



KRONEN® Group Logotype Horizontal



Permissible Colour Palette



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)



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



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

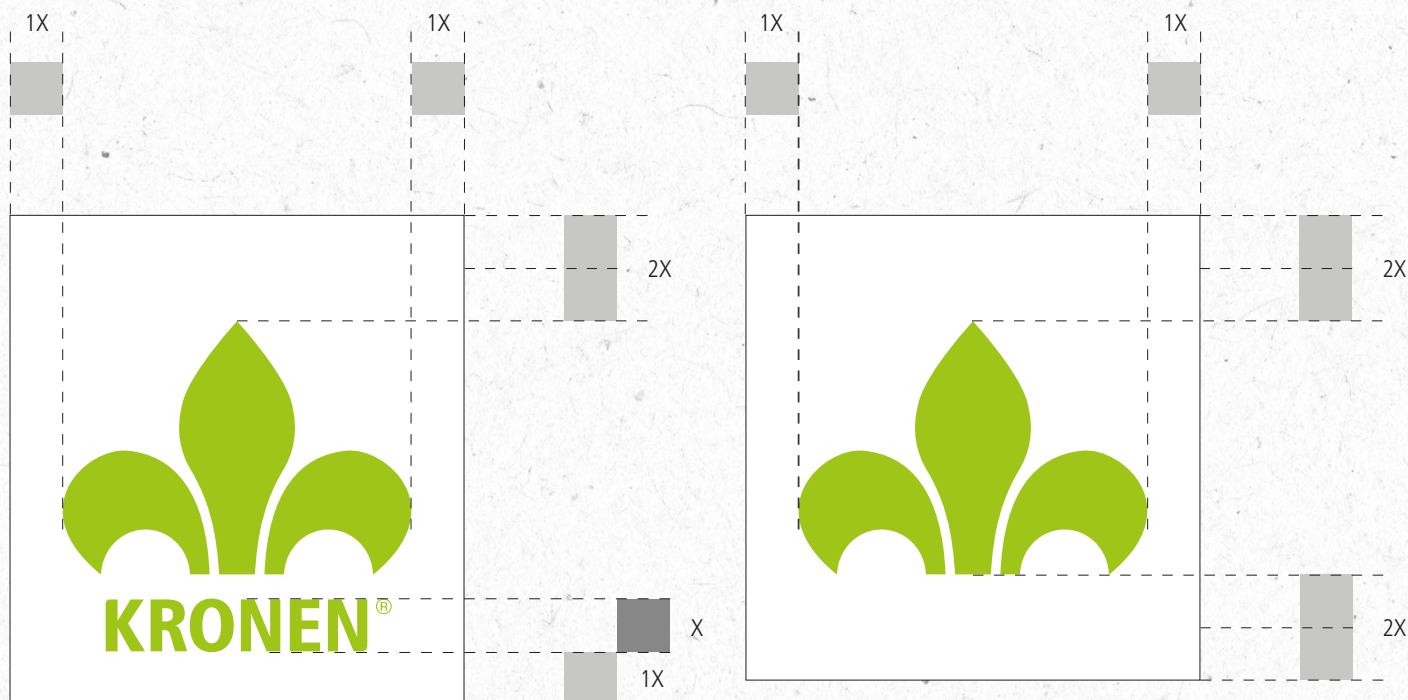


Achromatic
(positive/negative)



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.

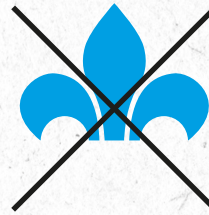
Clearspace



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

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.

Unacceptable uses of Corporate Identity



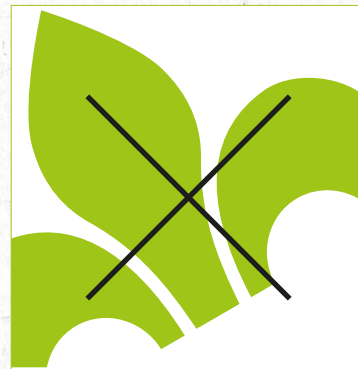
Wrong colour combinations



Wrong proportions and sizes of the elements



Wrong background opacity



Cropped or rotated

I use  substrates

KRONEN® Worldmark used "in-line" to text



Old KRONEN® Logo

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 an 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.

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.

Typography

Frutiger LT Com

Primary and Copy font

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

For headlines, titles and pull-out's 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

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

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.

Bussines Card

[back](#)

www.kronen-substrates.com



Letterhead



TITLE
SUBTITLE

Vel in iure dolore in hendrent vulpulate vel esse feugiat molestie consequat, vel illum dolore eu feugiat nulla facilis atque verro eros accumsan et iusto odio dignissim, consequat, vel illum dolore eu feugiat nulla facilis at illum dolore eu feugiat verro eros at accumsan et iusto a nulla facilis. Dui aute vel in iure dolore in hendrent in vulpulate vel esse molestie consequat, vel illum dolore eu feugiat nulla facilis at verro eros at accumsan et iusto odio dignissim, consequat, vel illum dolore eu feugiat nulla facilis at illum dolore eu feugiat verro eros at accumsan et iusto a nulla facilis.

Eugen Stohp GmbH | Südstrand 5; D-21217 Seeretal, Germany | T: +49 40 7689037 | F: +49 40 7689065 | E: info@eugenstohp.de
HRB Lübeck 110810 | Steuer Nr.: 15/200/15906 | Sparkasse ROWBRV, IBAN: DE552411512350000319913 | BIC: BRLADE21ROB
Geschäftsführer: Dr. L. M. Kulakowski

www.kronen-substrates.com

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.

Electronic applications

E-mail signature

Piotr Biegański
Head of Graphic Design

Mobile: +48 660 044 286
E-mail: piotr.bieganski@kronen-substrates.com



Lasland sp. z o.o.
Grądy k/Gryfic; 72-342 Cerkwica
T: +48 91 386 77 76
E: office@kronen-substrates.com

The information transmitted is intended only for the person or entity to which it is addressed and may contain confidential or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon, this information by persons or entities other than the intended recipient is prohibited. If you received this in error, please notify the sender and delete the material from your computer.

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

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

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.



IF YOU HAVE ANY QUESTIONS PLEASE CONTACT:

Piotr Biegański

T: +48 660 044 286

E: piotr.bieganski@kronen-substrates.com