



Toronja

Brand Manual

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1 Logo size

a Resizing

The logos should never be resized or skewed so that they are out of proportion.

b Maximum Size

The size of the logo can vary depending on the medium. There is no restrictions for maximum size, but good judgement should be used.

c Minimum Size

The combination mark (with tagline) should appear no smaller than 4cm (print) or 113 pixels (web) in length.

The wordmark logo should appear no smaller than 3cm (print) or 85 pixels (web) in length.

The lettermark and symbolmark logos should appear no smaller than 1cm (print) or 28 pixels (web) in length.



1 Colors

a Print vs Web




There are two versions of the Toronja logos: simple flat-color versions for print, and embellished versions with a glass-like appearance for use on the internet. Both versions should be left unaltered aside from resizing, and the colors should always be as specified in this manual.


Print
Toronja

Web
Toronja

b Logo colors

Logos should always appear in the colors specified:

	CMYK: 0/83/59/0 RGB: 251/80/88
	CMYK: 0/54/43/0 RGB: 249/143/128
	CMYK: 16/0/98/0 RGB: 228/246/24



1 Typography

a Logo Font

The font used for the logo is Chubby Cheeks. It is reserved for use on the logo only.

Chubby Cheeks

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
{(,.;!;?&\$%)[]}

b Typeface

The font to be used with all Toronja applications is Trebuchet MS. This font comes in bold, italic, and bolditalic, although these are only to be used sparingly. Whenever possible, difference in size should be used to create headers and emphasis.

Trebuchet MS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345
67890 {(,.;!;?&\$%)[]}

Trebuchet MS Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234
567890 {(,.;!;?&\$%)[]}

Trebuchet MS Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234
567890 {(,.;!;?&\$%)[]}

Trebuchet MS Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234
567890 {(,.;!;?&\$%)[]}

