



We're family.

BRAND GUIDELINES

September 2020

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LOGO APPLICATIONS

The full logo should be used at all times where possible

Full logo - For advertising, corporate communication, video endframes and branding



Packaging ONLY - with gold band behind the logo



Logo only - Fast on-screen views, or as part of design/messaging, or product specific POS where using a pay-offline is not necessary



ALTERNATIVE LOGO APPLICATIONS

To be used selectively ONLY where the 3 options above can not be applied.

Nameplate logo



Name only logo



MINIMUM SIZE

For clear legibility this is the minimum full logo size application.



INCORRECT USAGE

DO NOT use the name only without the black lined frame.



DO NOT change the logo proportions of the monks to the nameplate.



DO NOT change the logo colours.



DO NOT use a different font for the payoffline



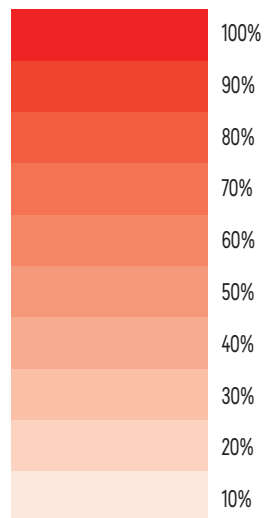
COLOUR SPECIFICATIONS

The corporate colour system reflects the variety of our brands. The San Remo Spot Red colour is the primary corporate colour, working as a key visual identification factor of the brand on packaging and a nod to the history of the brand too.



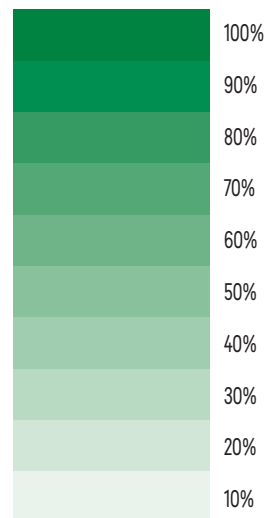
San Remo Red

C	0	R	238
M	98	G	38
Y	100	B	36
K	0		



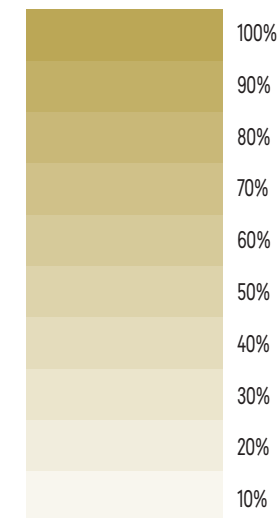
Pantone 348

C	96	R	0
M	2	G	132
Y	100	B	61
K	12		



Pantone 871

C	30	R	187
M	30	G	167
Y	80	B	86
K	0		



RECOMMENDED FONTS

To maintain brand consistency, these are the recommended fonts to be used in website design and marketing collateral.

LOGO / CORPORATE



We're family.

ABC

Friz Quadrata Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABC

Lucian BT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WEBSITE

OUR PASTA

THE RISE OF SAN REMO'S DURUM WHEAT

Wheat is often referred to as the ancient grain because its origins as a cultivated crop can be traced back to over 10,000 years ago. These days we know it as common wheat or bread wheat. Although it continues to be the most commonly grown of all wheat crops, durum wheat is far better suited to pasta.

In early Australia, wheat was one of the first crops planted by colonists and quickly became our most important grown produce. Those initial harvests would be considered poor by today's standards, but over time Australian wheat has been developed to endure our unforgiving conditions.

"Durum wheat is far better suited to pasta."

For San Remo, the story of durum wheat is very similar. San Remo wanted to produce the best pasta in Australia, but to do that they needed access to the best durum wheat that could be grown. Based in South Australia, San Remo knew that durum wheat crops would perform better if they were best suited to the environment in which they're grown.

ABC

SIGNAL NO.1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ABC

Baton Regular (with kerning +100)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



We're family.

ALTERNATIVE FONTS

If you do not have access to the corporate or website fonts, these are the following alternatives:

SIGNAL NO.1 —————→

ABC

SOURCE SANS PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Lucian BT Bold —————→

ABC

Times Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Baton Regular —————→

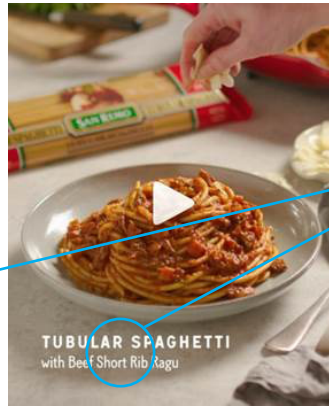
ABC

Akagi Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Please always apply kerning or scaling to best replicate a consistent corporate look and feel.

RECIPE NAMES



TOP LINE

Sub-line Description

SIGNAL NO.1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Baton Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PROMOTIONAL ELEMENTS



*shovelines
script bold*

Lucian BT Bold



Lucian BT Bold



We're family.

SAN REMO SWOOSH

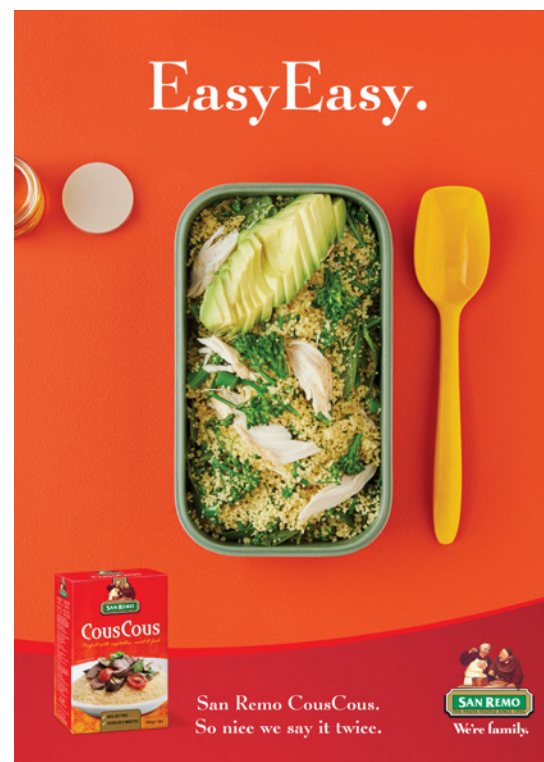
To reinforce the consistency of San Remo print material, a signature red swoosh can be used behind the full San Remo logo, at the base of the page.



ADVERTISING SAMPLES



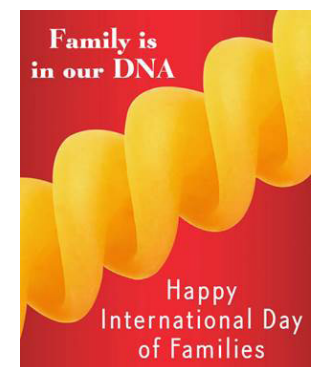
Flyer



Poster



Display Stand



Social Media Post



RECIPE BOOKS

Layout for one recipe per spread



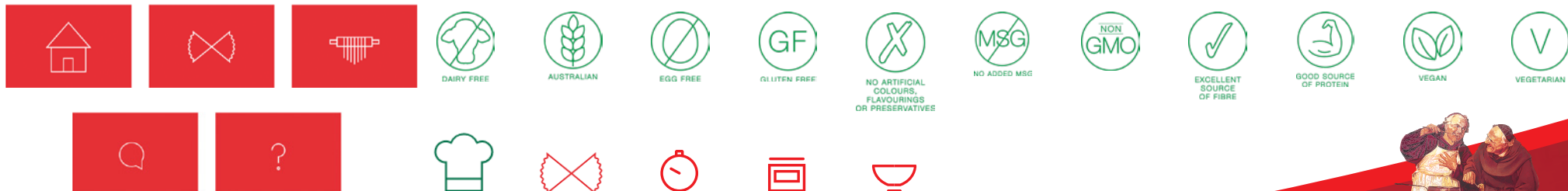
Layout for one recipe per page



- Recipe name in red
- Ingredients, method, step numbers and icons always in red
- Type justified left
- Relevant packshot for each recipe

STYLE OF ICONS

Icons should always be simple line drawings with no shading to give a contemporary feel to the design



We're family.

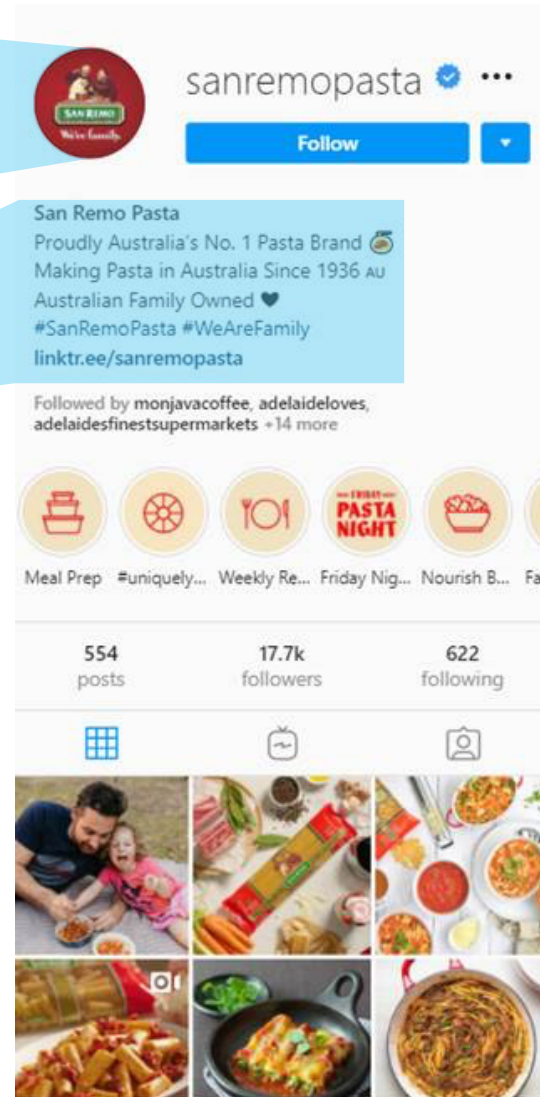
SOCIAL MEDIA RECOMMENDATIONS

PROFILE PICTURE



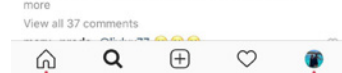
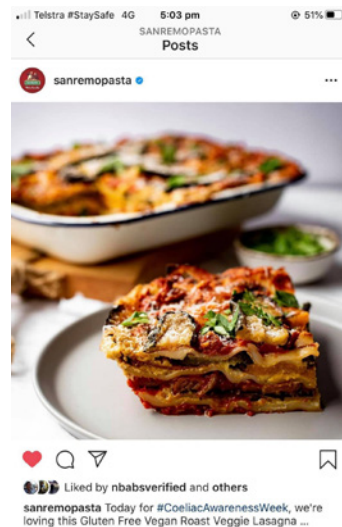
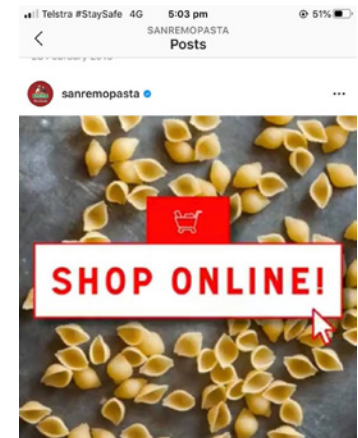
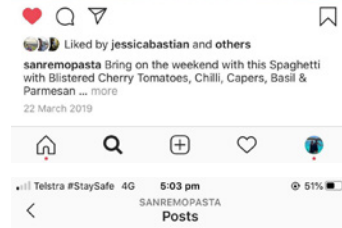
'BIO' INFO OPTIONS

- Proudly {insert country} No.1 Pasta Brand
- Making Pasta Since 1936
- Australian Family Owned
- We're Family
- #SanRemoPasta #WeAreFamily
#SanRemoAustralia {or relevant country}
- Website link/links to recipe content etc.



EXAMPLES OF IMAGERY/POST

- Imagery to be high resolution, bright, appetising meal shots
- Images with text to use recommended fonts where possible and where appropriate
- Some meal shots to feature packaging
- Incorporate images of families eating/preparing San Remo Pasta
- Only use images you have the rights to use or have paid for





We're family.

San Remo Pasta Pty Ltd,
4 Boden Court, Windsor Gardens,
South Australia 5087.

September 2020

sanremo.com.au   @sanremopasta