Cookies
BY DESIGN®

THE *original* COOKIE BOUQUET® COMPANY

DIGITAL BRAND LOGO GUIDELINES

Digital Logo Guidelines

This document contains a guide for Cookies by Design identity system. Make sure to follow the rules to keep brand consistency.

The guide helps you with all elements – logo, colors, typeface, etc – in order to keep consistency in all materials. You should reference the document often to become an expert when it comes to using Cookies by Design identity elements.

Logo Lockup

logotype in both options. They can both be used interchangable for varying applications.

Logo Colors

Cookies by Design logo can be used in it's monochromatic form, working in positive and negative backgrounds.

Tagline

Life is Better wtih Cookies. Inter font.
Can be used with either logol
Only to be used with "cookies'
portion of logo.

Life is Better with *Cookies*

Life is Better with *Cookies*

Whitespace

The whitespace around the brand elements is extremely important. It helps to keep things clean and professional.

The minimum whitespace around the elements is equivalent to half of the mark size. Keep in mind this is the minimum – the more the better, always.

Minimum Size

Specially for readability, scale needs to have special attention. Do not use brand elements below the following pixel values.
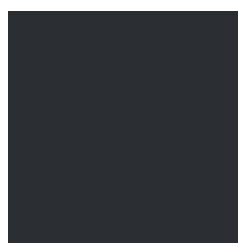
Mark

20px

Lock-ups

80px

Color Palette

These are the primary and complementary colors of the brand.

Make sure to always use these exact color codes, either for screens or prints.

Hex	#2A2E30	#EE4388	#CCCCCC
RGB	42, 46, 48	238, 67, 136	204, 204, 204
CMYK	73, 64, 62, 62	0, 88, 13, 0	19, 15, 16, 0
Pantone	426	710	427

Typography

The complementary typeface for
Cookies by Design brand identity
is Inter.

To represent the brand voice,
make sure to use only
Merriweather (for headers)
and Inter (for text in general).

Fonts

Merriweather – Headers

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
!@#$%?*^:

Inter – General Text

Aa

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
!@#$%?*^:

Favicon

The most appropriate version
to use as favicon is the
bouquet icon from the mark,

marks.

Cookies by Design | Brand

General Information

This document is the ultimate guide to use Cookies by Design brand elements correctly. It contains the rules for each and every element in order to keep the visuals of this brand consistent.
If ever in doubt, please refer back to this document.

It's recommended to share this guide with anyone responsible to use the brand elements in any way.