



Brand Guidelines

*Rarăul*'s story began in the heart of Bucovina, where rich pastures and traditional craftsmanship inspired the creation of authentic Romanian dairy products.

Founded decades ago, the brand grew from a small local dairy into a trusted national name known for quality and purity.

Over the years, *Rarăul* has remained faithful to its roots, preserving traditional recipes while embracing modern production standards.

The brand's commitment to local farmers and sustainable practices has strengthened its connection to the community.

Today, *Rarăul* continues to represent the genuine taste of Romanian dairy, blending tradition with innovation for future generations.

The brand has worked closely with hundreds of local farmers, supporting sustainable milk production across the region.



Today, after more than five decades, *Rarăul* continues to honor its heritage while expanding its presence both in Romania and abroad.

*Rarăul* is more than a brand. It is the story of how we see the world and the way we want to shape it.

Our name carries a sense of identity and originality, chosen to reflect strength, clarity, and a boldness to stand apart.

Our logo embodies these values - simple yet powerful, designed to endure while always pointing us forward.

Our vision is rooted in creativity, authenticity, and purpose.

We believe the future belongs to those who dare to imagine differently and who act with integrity.

At *Rarăul*, we aim to create not only products and experiences, but also meaning - moments of connection that transcend trends and leave a lasting impact.



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# Brand Voice and Tone

01  
Brand Voice and Tone

## The Voice of Rarăul

At Rarăul, we believe our voice should feel as *genuine* as the land we come from.

Our words should be *warm, honest*, and *welcoming*, just as we are when sharing a meal around the table. We always keep our tone *friendly* and *approachable*, using simple, heartfelt language that everyone can understand.

Our roots are in *tradition*, so the way we speak should reflect the values we carry forward: *authenticity, nature*, and *heritage*.

Most of all, our voice must be *positive* and *reassuring*, giving people the comfort of knowing that every product we offer is made with care.

We don't just talk about *quality* - we share *trust, safety*, and the pure taste of the Carpathians that families have enjoyed for generations.

***This is the voice of Rarăul: close, human, and true.***



## Brand Experience

Experiencing Rarăul is more than enjoying dairy products - it is stepping into a story rooted in *purity*, *tradition*, and the spirit of the Carpathian Mountains.

From the first taste, Rarăul carries with it the *freshness* of alpine pastures, the *care* of generations of farmers, and the *authenticity* of a brand that has always placed *trust* and *quality* first.

The Rarăul experience is about more than food - it is about *belonging*.

It's the *warmth* of family gathered around the table, the *comfort* of traditions passed on, and the *pride* of sharing something truly authentic.

*Rarăul is not simply consumed - it is **felt**, **remembered** and **trusted**.*



AUTHENTICITY • TRADITION • SIMPLICITY



NOSTALGIA • PRIDE • COMFORT

QUALITY • TRUST • WARMTH

01/ Brand Voice and Tone



NATURE • HOME • HARMONY

# Brand overview



## Brand's Values

At Rarăul, there are a few things we will always share with the world:

**Authenticity** – Made with care, from the heart of the mountains.

**Purity & Quality** – Natural ingredients, crafted through traditional processes, and safeguarded with modern standards.

**Cultural Pride** – Every product is a celebration of Romanian heritage, craftsmanship, and the spirit of Bucovina.

**Family & Togetherness** – Rarău belongs at the table, in daily life and special moments alike.

**Trust & Transparency** – We speak openly about where our ingredients come from and how our products are made.



## Brand's Values

The soul of Rarău is told through stories.

**Heritage Stories** – Tales of mountain life, old recipes, and the farmers who keep our traditions alive.

**Nature & Origin Stories** – The Carpathian pastures, pure air, and clean waters that give our milk its unique taste.

**Family & Community Stories** – Grandparents teaching recipes, shared Sunday meals, festive gatherings.

**Innovation with Tradition** – How we bring timeless recipes into the present, staying true while embracing the future.



## Brand's Mission

Rarăul's mission is to craft dairy products that embody the *pure, natural* goodness of Romanian milk.

We are dedicated to maintaining the highest quality standards, from farm to table, ensuring every product reflects our *passion* for *authenticity*.

Our mission includes supporting local communities and farmers, strengthening the *bond* between *tradition* and sustainable growth.

We continuously innovate to meet the evolving needs of our consumers while preserving the *timeless* flavors that define us.

At Rarăul, we exist to nourish people with *honest*, wholesome dairy that celebrates Romania's rich *heritage*.



## Brand's Vision

At Rarăul, our vision for the future is to preserve the *authentic* taste of Romanian dairy while embracing innovation and sustainability.

We aim to bring natural, high-quality dairy products from the heart of Bucovina to every home, staying true to our *heritage* and local traditions.

Our commitment is to support local farmers, ensuring fair partnerships and the highest standards of freshness and purity.

Looking ahead, we strive to reduce our environmental footprint through responsible packaging and eco-friendly production practices.

Above all, Rarăul seeks to inspire *trust* and *pride* in Romanian dairy, blending tradition with progress for generations to come.



# Logo Guidelines

## Primary Logo

The Rarăul logo is far more than a graphic mark – it is the *heart* of our brand identity. It embodies the *authenticity*, *purity*, and deep-rooted *tradition* that define us.

Inspired by the *strength* and *serenity* of the Rarău Mountains and the cultural richness of Bucovina, the logo stands as a symbol of origin, *craftsmanship*, and nature's unchanging rhythm.

Its clean, enduring lines express *simplicity* and *trust*, while its solid form conveys *stability*, *care*, and *timelessness*.

Every curve and contour of the logo speaks to who we are – a brand grounded in *nature*, guided by *tradition*, and committed to quality that never wavers.

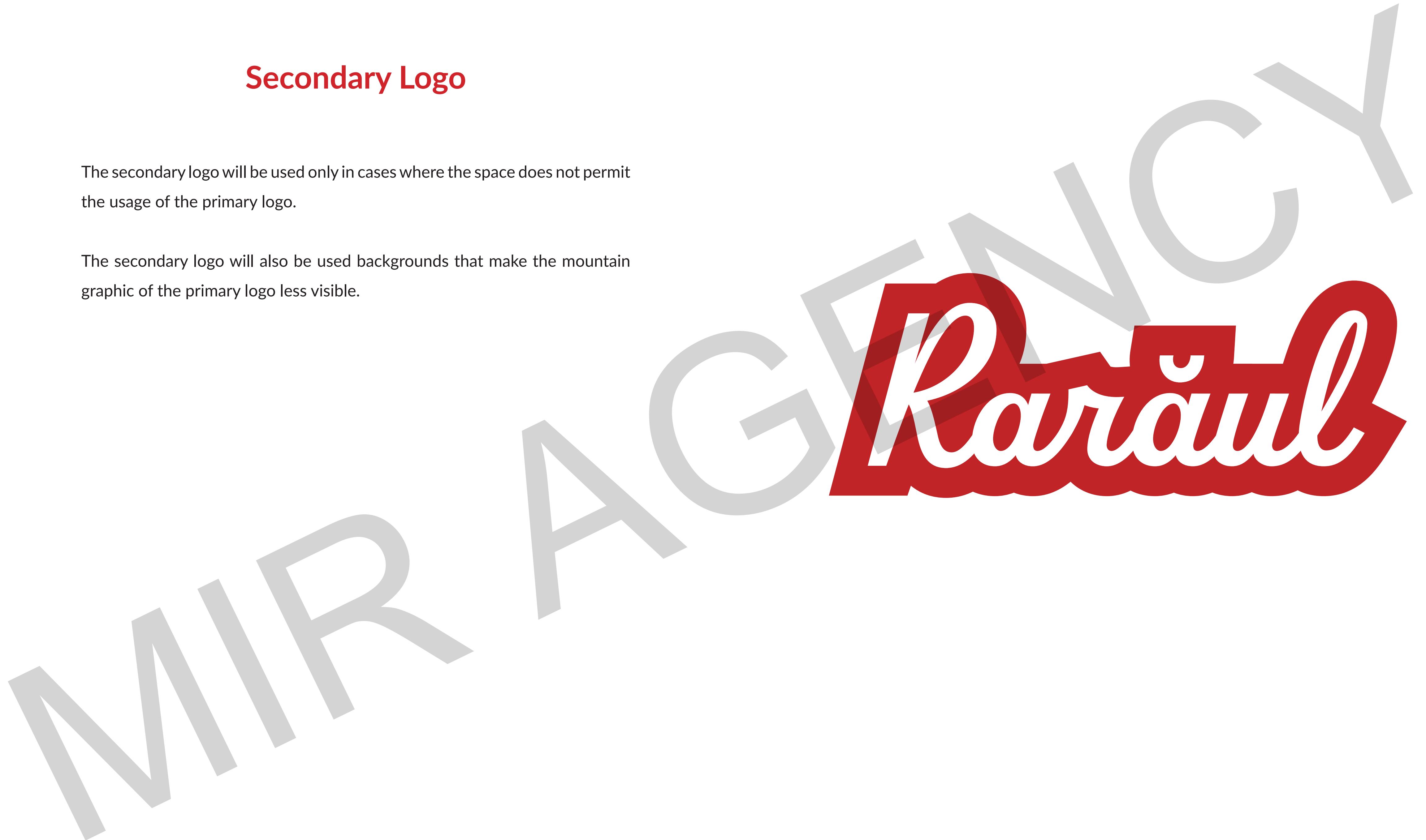
For our consumers, the Rarăul mark is more than a sign; it is a *promise* – that every product carrying it brings the *pure* taste of the Carpathians, the *warmth* of *heritage*, and the assurance of uncompromising *quality*.



## Secondary Logo

The secondary logo will be used only in cases where the space does not permit the usage of the primary logo.

The secondary logo will also be used backgrounds that make the mountain graphic of the primary logo less visible.



## Wrong usage

Never do any of the following to the logo:

- 1 Don't stretch the logo.
- 2 Don't rotate the logo.
- 3 Don't use the incomplete logo.
- 4 Don't draw your own version.
- 5 Don't apply random colours.
- 6 Don't add strokes or shadows.

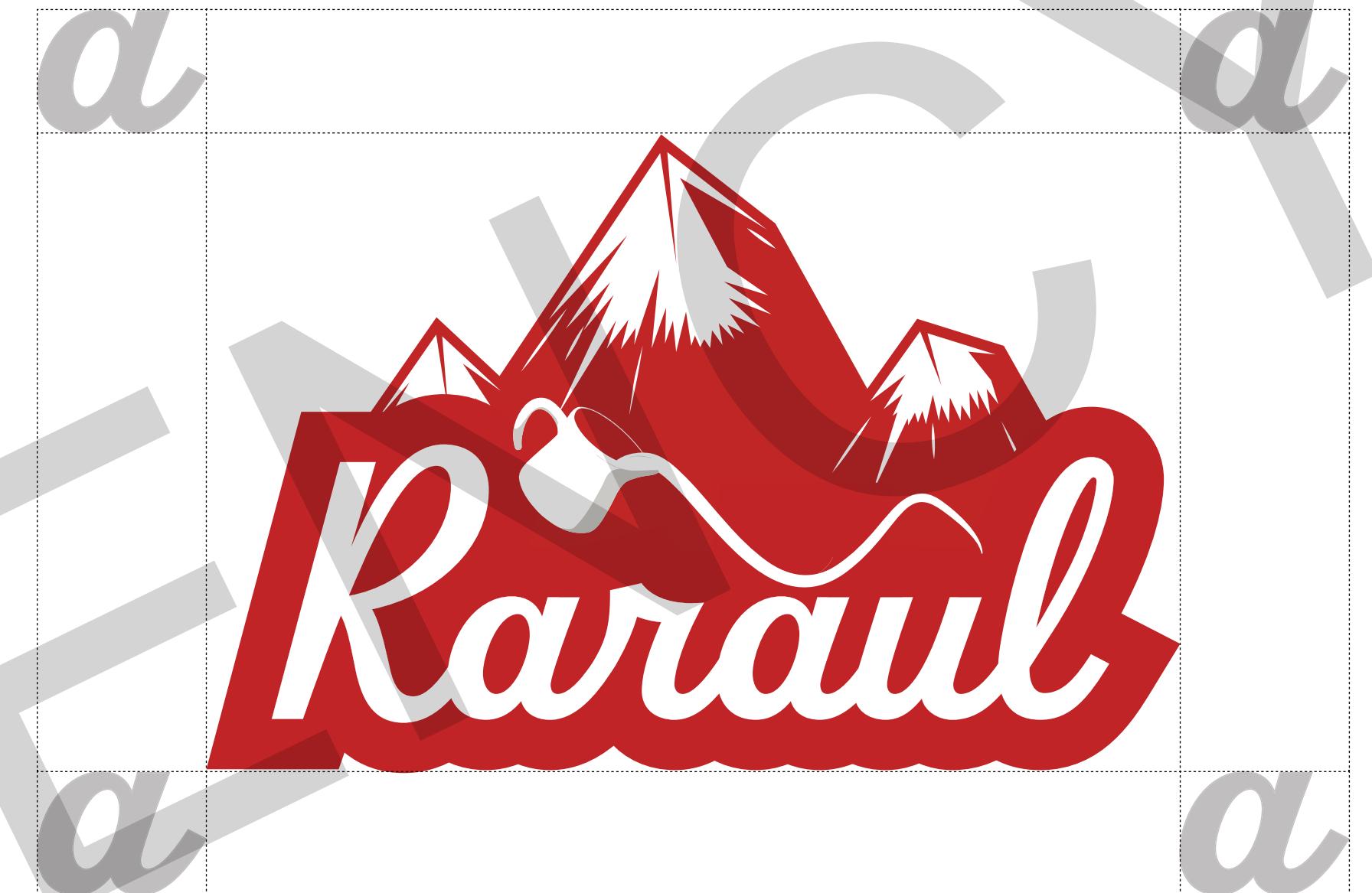
The same guidelines highlighted here are applied for the secondary version as well.



## Clear Space

Make sure to keep white space around the logo for better legibility.

The clear space around our logos equals one a from the logo itself for both primary and secondary logo.



# Colour Palette

NDPAGENCY 04

## Primary colours

Rarăul's Rustic Red primary colour embodies the *warmth*, *strength*, and *vitality* of the brand.

It reflects the *passion* and care that go into every product, while symbolizing the richness of Romanian *heritage* and the energy of the Carpathian spirit.

The color should be used purposefully and confidently tow— as an accent of authenticity and emotion that unites all Rarăul communications and packaging.

It is a color that draws the eye and evokes trust — bold yet comforting, just like the flavors it represents.

When used consistently, Rarăul red becomes an unmistakable signature of *quality*, *tradition*, and heartfelt craftsmanship.



HEX: #C22628  
RGB (194, 38, 40)  
CMYK (0.00, 0.80, 0.79, 0.24)  
Pantone Equivalent: 711 C

HEX: #FFFFFF  
RGB (255, 255, 255)  
CMYK (0.00, 0.00, 0.00, 0.00)

## Secondary colours

### Whole Milk & Fresh Cheese

#### #C22628 – Rarăul Red

It draws inspiration from traditional Romanian craftsmanship and warmth of mountain hearths. Used thoughtfully, it brings depth and recognition to every Rarăul product. Used for High Fat Content Milk and Cheese.



HEX: #C22628

RGB (194, 38, 40)

CMYK (0.00, 0.80, 0.79, 0.24)

Pantone Equivalent: 711 C

#### #741618

Darker than the Rarăul Red, used for bordering or contrast with white text areas.

HEX: #741618

RGB (194, 38, 40)

CMYK (0.00, 0.80, 0.79, 0.24)

Closest Pantone Equivalent: 1815 C

## Semi-skimmed Milk

### #1888D3 - Carpathian Blue

A clear, confident blue inspired by mountain skies and cold alpine springs. It represents purity, reliability, and freshness. This shade reinforces Rarău's promise of trust and clarity in every product. Used for Low Fat Content Milk.



HEX: #1888D3

RGB (0, 157, 209)

CMYK (1.00, 0.25, 0.00, 0.18)

Closest Pantone Equivalent: 801 C

### #105F93

Darker than the Carpathian Blue, used for bordering or contrast with white text areas.

HEX: #105F93

RGB (16, 95, 147)

CMYK (0.89, 0.35, 0.00, 0.42)

Closest Pantone Equivalent: 647 C

## Low-Fat Fresh Cheese

### #009349 – Mountain Green

A vibrant, natural green symbolizing the lush pastures and pure meadows where Raräul's story begins. It evokes freshness, health, and the richness of nature – a reminder of the brand's deep connection to the land. Used for Low Fat Content Cheese.



HEX: #009349

RGB (0, 147, 73)

CMYK (1.00, 0.00, 0.50, 0.42)

Pantone Equivalent: 7482 C

### #006633

Darker than the Mountain Green, used for bordering or contrast with white text areas.

HEX: #006633

RGB (0, 102, 51)

CMYK (0.89, 0.35, 0.00, 0.42)

Closest Pantone Equivalent: 647 C

## Făgăraș Cottage Cheese

### #009DD1 – Sky Blue

Soft yet bright, this tone captures the openness and tranquility of Bucovina's horizons. It pairs harmoniously with the greens and red, balancing warmth with freshness. Used for Fagaras Cheese.



HEX: #009DD1

RGB (0, 157, 209)

CMYK (1.00, 0.25, 0.00, 0.18)

Pantone Equivalent: 801 C

### #006D92

Darker than the Sky blue, used for bordering or contrast with white text areas.

HEX: #006D92

RGB (0, 109, 146)

CMYK (1.00 0.25, 0.00, 0.43)

Closest Pantone Equivalent: 7691 C

## Făgăraș Low-Fat Cottage Cheese

### #8EC740 – Fresh Meadow Green

Lively and refreshing, this green brings a sense of vitality and renewal. It reflects growth, nourishment, and the energy of nature in motion. Ideal for Fagaras Usor.



HEX: #8EC740

RGB (142, 199, 64)

CMYK (0.29, 0.00, 0.68, 0.22)

Pantone Equivalent: 7488 C

### #557836

Darker than the Fresh Meadow Green, used for bordering or contrast with white text areas.

HEX: #557836

RGB (85, 120, 54)

CMYK (0.29, 0.00, 0.55, 0.53)

Closest Pantone Equivalent: 7742 C

## Moldovița Cottage Cheese

### #2A2159 – Evening Violet

This deep, elegant violet reflects the calm and richness of twilight over Romania's landscapes. It conveys wisdom, authenticity, and quiet strength – qualities that embody the Rarăul brand. Used for Moldovita.



HEX: #2A2159  
RGB (42, 33, 89)  
CMYK (0.53, 0.63, 0.00, 0.65)  
Pantone Equivalent: 273 C

### #7F799B

Lighter than the Evening Violet, used for bordering or contrast with white text areas.

HEX: #7F799B  
RGB (127, 121, 155)  
CMYK (0.18, 0.22, 0.00, 0.39)  
Closest Pantone Equivalent: 7675 C

Typography

NUDARAGENCO 05

## Primary Typeface

The Rarăul logo uses the Beverly Drive Right extrabold typeface, chosen for its *elegant* curves and warm, handcrafted character that reflect our authentic Romanian *roots*. Its flowing lines evoke a sense of tradition and care — qualities deeply connected to how we craft our dairy products.

The typeface's vintage-inspired style symbolizes our heritage while maintaining a modern, approachable look that resonates with today's consumers.

Its clean yet expressive design captures the balance between *authenticity* and *innovation* that defines Rarăul.

Overall, Beverly Drive Right embodies our brand's spirit — *timeless, trustworthy*, and proudly rooted in Romanian tradition.

# Beverly Drive Right

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

## Secondary Typefaces

The secondary typeface, Lato, complements the warmth of our primary logo font with a clean and modern aesthetic.

It's balanced, open forms ensure clarity and readability across all Rarăul communications, from packaging to digital media.

Lato's versatility allows us to convey information in a *professional* yet *friendly* tone, reflecting our approachable and trustworthy brand personality.

The typeface bridges tradition and modernity, supporting Rarăul's mission to honor *heritage* while embracing innovation.

Together with Beverly Drive Right, Lato helps create a cohesive visual identity that feels both authentic and contemporary.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9



Imagery & Photography

IMAGENCIÓN 06

## Imagery

Rarăul's imagery should embody the authentic spirit of the mountains and the *purity* of nature, capturing the brand's roots in *tradition* and *craftsmanship*.

Each image should feel *genuine* and *unfiltered* — rich in texture, light, and emotion. The visual style should blend natural landscapes, *honest* human moments, and wholesome food scenes, evoking *warmth*, *simplicity*, and *trust*.

Colors should remain *soft* and *natural*, with earthy tones and gentle light that highlight *freshness* and *authenticity*.

Whether depicting the misty hills of Bucovina, a farmer's caring hands, or a family gathered around a rustic table, Rarăul imagery should always tell a story of *origin*, *honesty*, and connection to nature.

These illustrations should be used for packaging design backgrounds.



## Photography

Rarăul's imagery should capture the authentic essence of mountain life, *purity*, and *craftsmanship*.

Photography should feel *warm*, *natural*, and *honest* — never overly posed or artificial. Each image should tell a story of origin and care: fresh pastures bathed in morning light, dairy farmers working with devotion, and simple, wholesome foods shared at family tables.

Natural light, soft tones, and a slightly *rustic* aesthetic help convey the sincerity and grounded nature of the Rarăul brand.

MIRAC



MIRACO

Landscapes, wooden details, and organic materials can serve as visual anchors that reinforce the brand's *roots* in nature and heritage.

Altogether, Rarăul imagery should make viewers feel the *warmth* of home, the purity of the mountains, and the timeless trust that defines the brand.

The style of the photos presented here should be used in association with the brand.



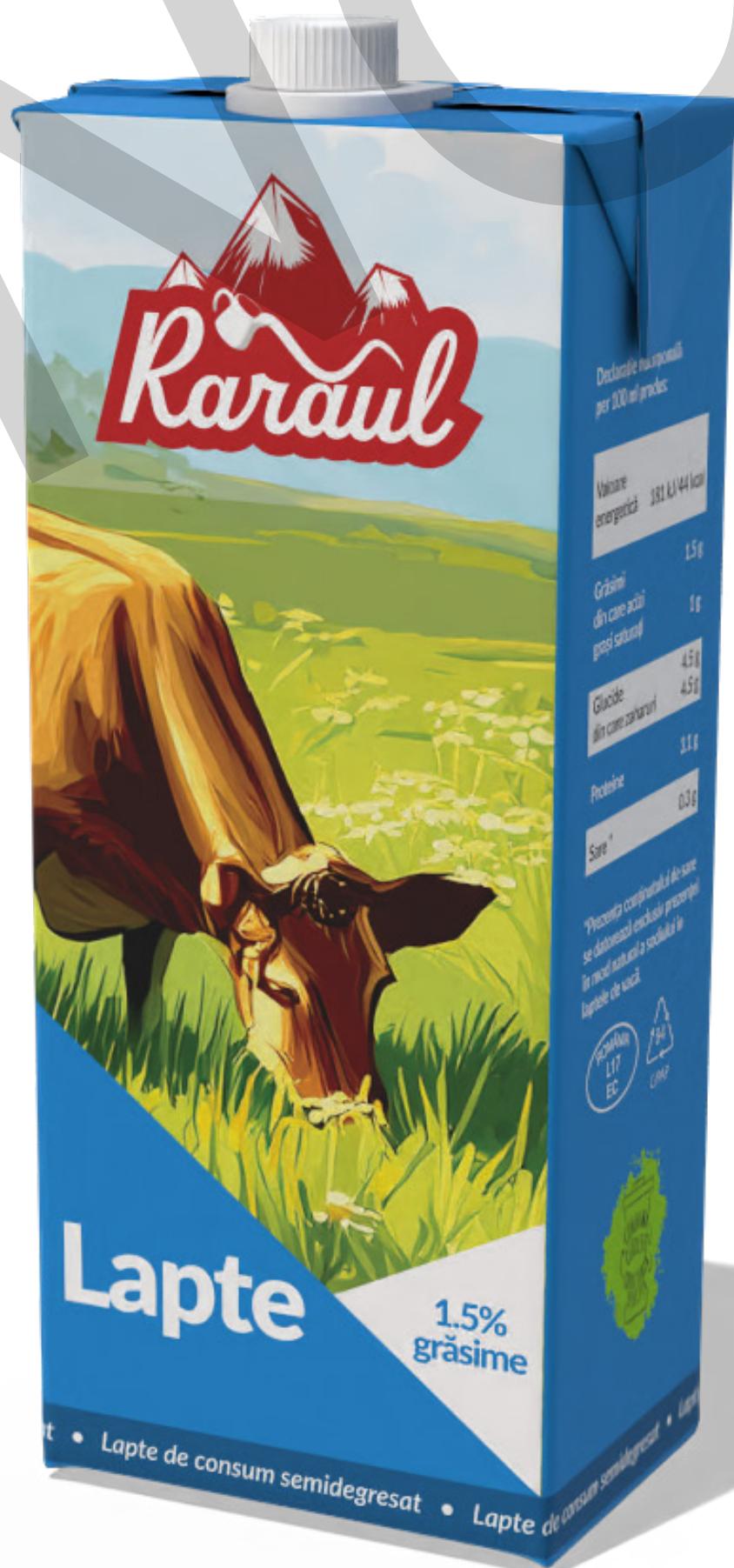
# Packaging Designs

PACKAGING 07

## Whole Milk



## Semi-skimmed Milk



## Fresh Cheese





# Fresh Low-Fat Cheese

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Brânză de vaci cu smântână.  
Continut de grăsimi: 5,3%.

Ingrediente:  
50% brânză din lapte de vacă degresat pasteurizat,  
50% smântână fermentată,  
culturi lactice selecționate.

Expiră la:/ Nr. lot: vezi capac.  
A se păstra la o temperatură cuprinsă între +2°C și +6°C.

Cantitate netă:  
400g

5 941355 017365



Declarație nutrițională per 100g produs:

Valoare energetică 430 kJ/103 kcal
Grăsimi 5,3 g
din care acizi grăși saturati 3,3 g
Glucide 3,6 g
din care zaharuri 3,6 g
Proteine 10,2 g
Sare 1 g

Producător: Albalact S.A., DN1, km 392+600, 517293, Olejdea, jud. Alba, România.

ROMÂNIA L17 EC 05 PP



## Făgăraș Cottage Cheese

PACKAGING



# Făgăraș Low-Fat Cottage Cheese



# Moldovița Cottage Cheese

07 / Packaging Designs



## Entire Brand Assortment



## Entire Cheese Assortment



## Whole Milk - Supermarket Mock-up

The supermarket's dairy aisle features a bright and inviting whole milk display designed to immediately catch the shopper's attention.

The packaging highlights freshness and quality, with vibrant imagery of green pastures and contented cows to reinforce the idea of natural, farm-fresh milk.

MIRAGE



## Whole Milk - Coffee Shop Mock-up

Bring the comforting essence of a neighborhood café with this traditional Whole Milk mock-up in an artisanal coffee shop environment.

Designed to evoke warmth, authenticity, and handcrafted quality, this mock-up showcases your whole milk packaging as a natural fit within a barista's daily workspace.

MIRACO



# Logo Applications



# Chef Apparel

The Rarăul logo, symbolizing rich tradition and authentic dairy craftsmanship, takes center stage on this chef's apparel.

Designed for culinary professionals who value quality and heritage, the logo embodies the essence of wholesome, artisanal dairy products.



## Commercial use

Raräul, a brand rooted in tradition, has masterfully brought its heritage into the modern era with its latest commercial.

The iconic Raraul logo, synonymous with quality and authentic dairy products, takes center stage—bridging the gap between generations.

With its classic design, the logo evokes trust, nostalgia, and a connection to wholesome, time-honored dairy craftsmanship.

In the commercial, Raraul seamlessly combines this traditional identity with contemporary visuals and storytelling, showing that while times may change, the dedication to natural, high-quality dairy remains unwavering.

The result is a perfect blend of heritage and modernity that resonates with both loyal customers and a new, younger audience.



## Store display

Rarăul's logo is more than a symbol—it's a mark of authenticity and quality.

Inspired by traditional dairy craftsmanship, it reflects the rich heritage of natural, wholesome ingredients that have been passed down through generations.

Every product carrying the Raraul logo promises freshness, care, and the unmistakable taste of tradition.



## T-Shirt

On a white t-shirt, the logo stands out beautifully, creating a sense of professional yet approachable branding.



MIRAGENCY

Brand Guidelines Rarăul 2025