

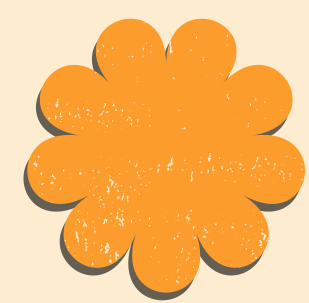


*Chupa Chups*

# *Brand Style guide*

**Smit Rana**





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# Introduction

Welcome to the official brand guidelines of the Chupa Chups brand and assets. This document is intended to educate anyone who is responsible for creating internal or external communications using the Chupa Chups brand.

It is important that we all share a basic understanding of how and when to use our identity. These Identity Standards are intended to introduce you to the basic usage. We want to make it easy for you to integrate Chupa Chups in all media formats while respecting our brand and legal/licensing restrictions.

Note that by using these resources, you accept our Terms of Service. Usage of these resources may also be covered by the Chupa Chups End User Agreement and our Privacy Policy.





# Mission

## Innovative Treats. Better Future

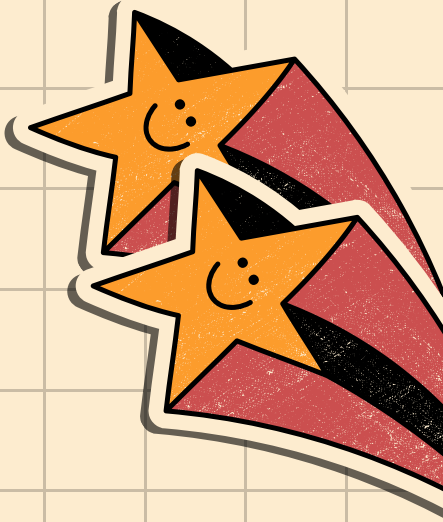
At Perfetti Van Melle, we:

- Develop, manufacture and market high-quality and innovative products for our consumers through the efficient use of our resources and in collaboration with our business partners.
- Create a fulfilling workplace for our employees built on trust, mutual respect, and appreciation of their diversity.
- Value the role we play in our communities, as a socially and environmentally committed organization.
- Generate economic value through superior growth and profitability.





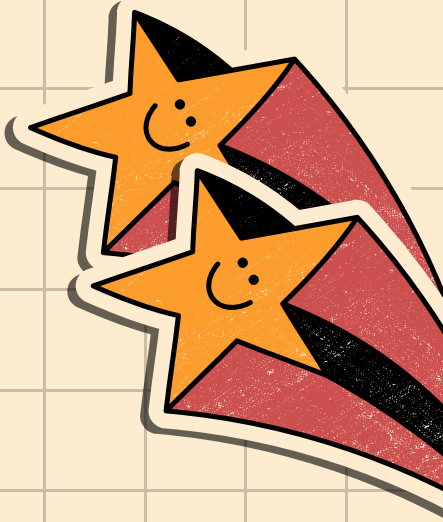
# Vision



"We will enhance our world leadership in confectionery by creating value for consumers through innovative and gratifying high-quality products."



# Logo

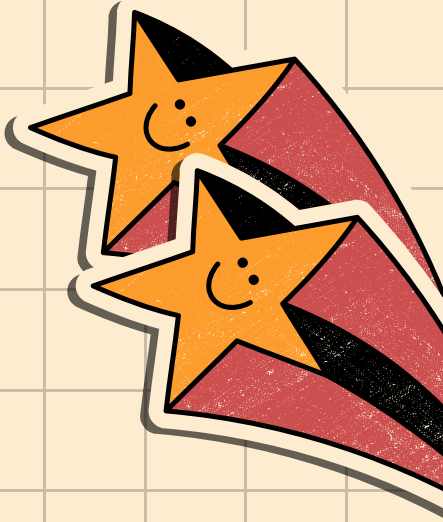


The Chupa Chups logo was designed in 1969 by the surrealist artist Salvador Dalí. Its first marketing campaign was the logo with the slogan "Es redondo y dura mucho, Chupa Chups", which translates from Spanish as "It's round and long-lasting

While redesigning the logo of Chupa Chups we did not want to change core brand value of the brand, so people can recall the brand while enjoying new playful color and typefaces.

**We kept the retro feel untouched.**

# Logo Versions



Primary & Colors



Positive on Black



Black & White Positive



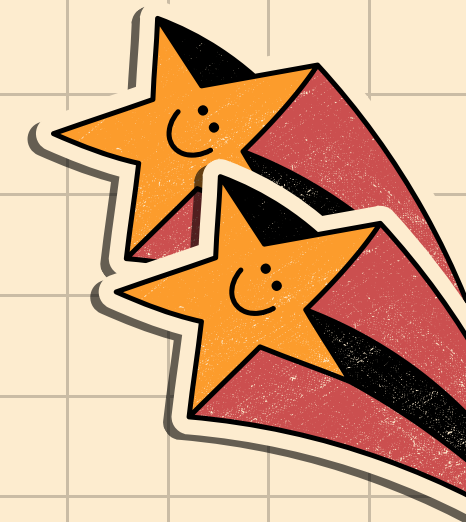
White Negative

The Chupa Chups Logo should be used mostly with the Burnt Sienna and Saffron colors. The negative Chupa Chups Logo can be used on dark image backgrounds with high contrast between them

The Monochrome version logo should be used on documents that are printed in black & white.



# Logo Versions



The Chupa Chups Logo should be used mostly with the Sunshine yellow Mustard orange and Coral pink. The negative Chupa Chups Logo can be used on dark image backgrounds with high contrast between them

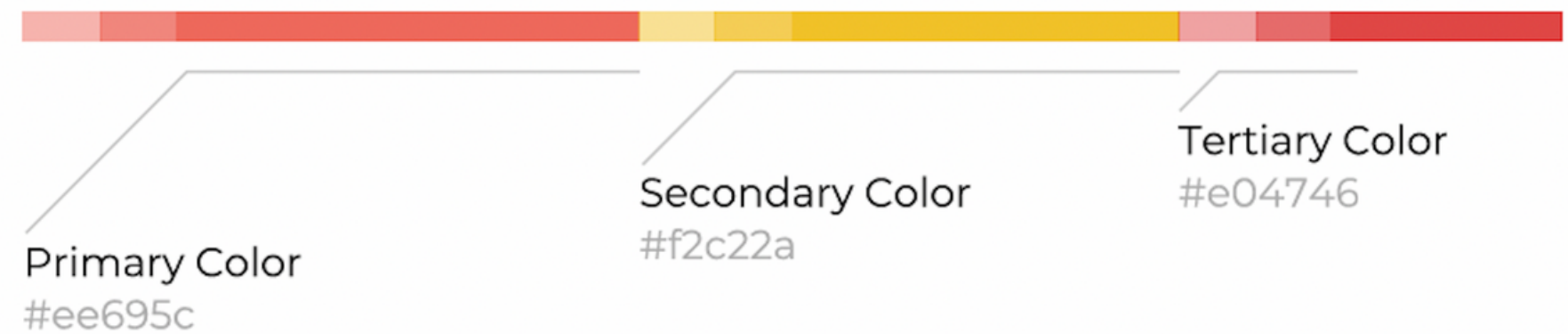
The Monochrome version logo should be used on documents that are printed in black & white.



# Color palette

The colors selected for the Chupa Chups signature reflect the company's values. The colors have been specifically chosen to represent the brand and should not be altered under any circumstance.

For Printing instances, a Rich Black should be used for text with C40 MO YO K100.

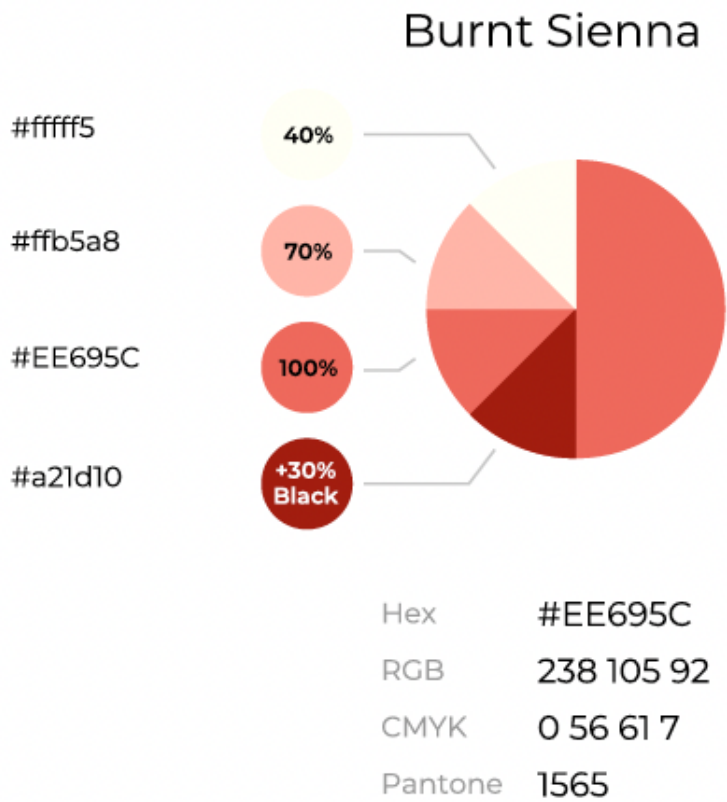
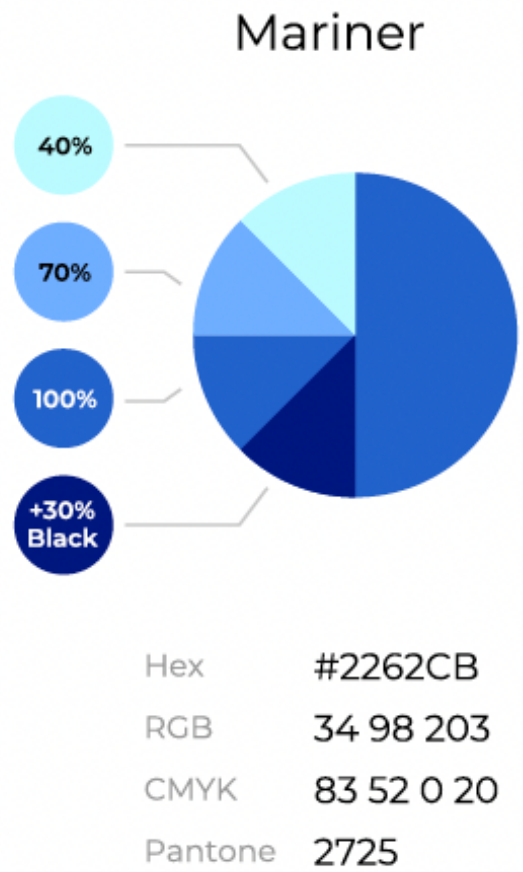
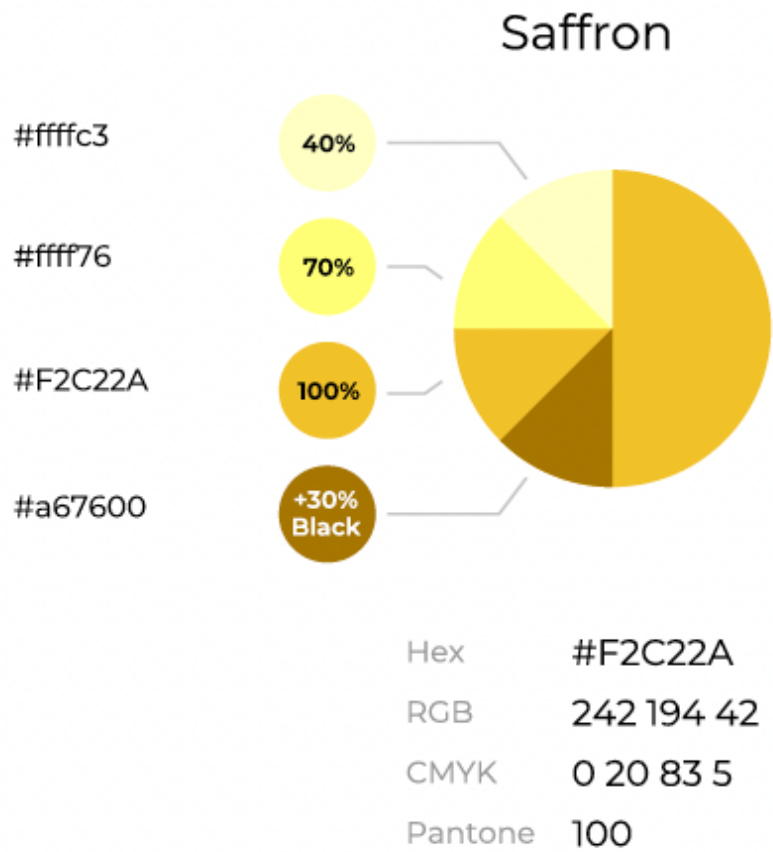


Instead of the colors referred to on this page, you may use the PANTONE® colors listed above the standards for which can be found in the current edition of the PANTONE COLOR FORMULA GUIDE. The colors shown on this page and throughout this guideline have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE color standards. PANTONE® is a registered trademark of PANTONE, Inc.,

# Color palette

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# Fonts



Aclonica

Aclonica Regular 100 Pt

Aclonica

Aclonica Regular 70 Pt

Aclonica

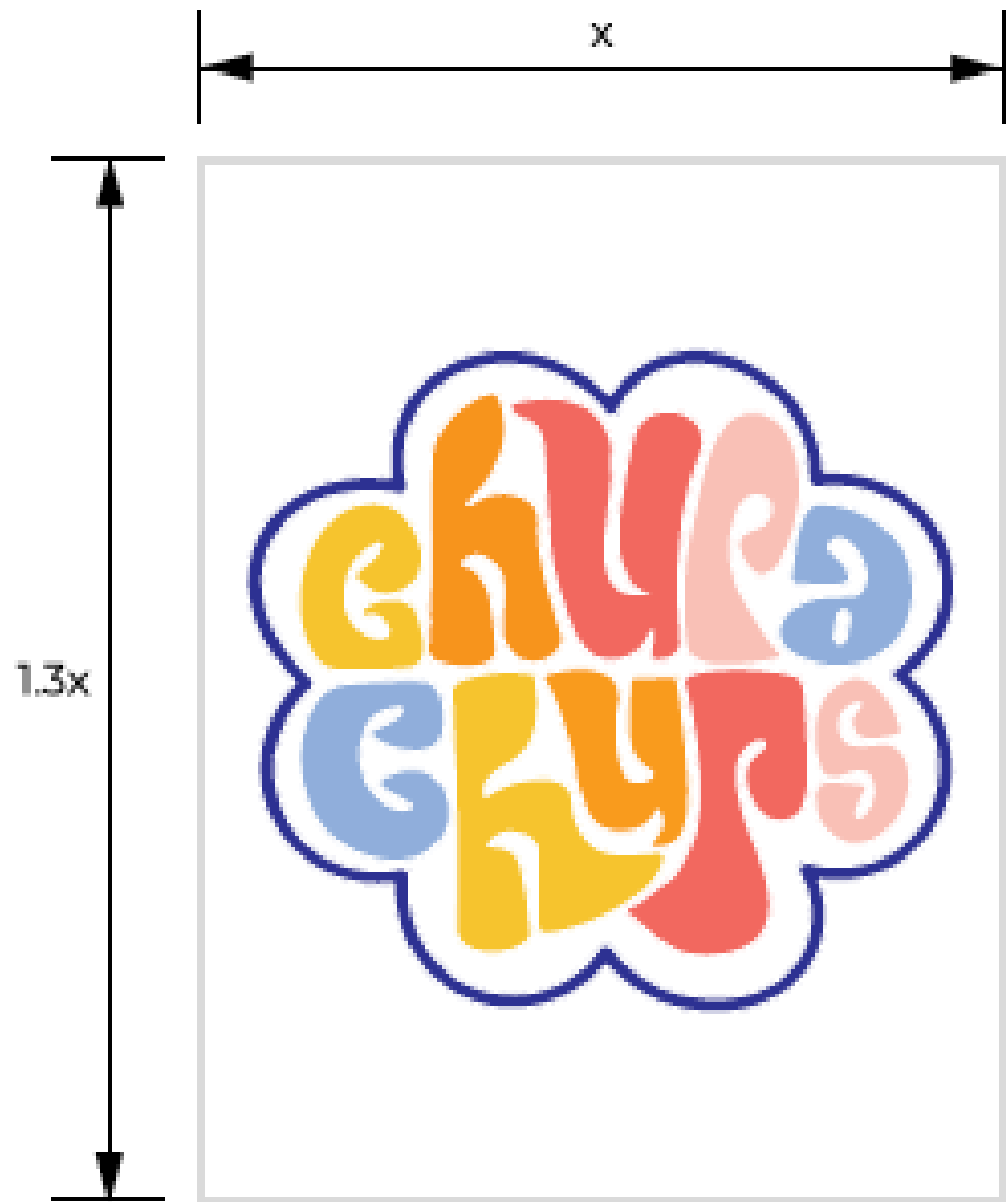
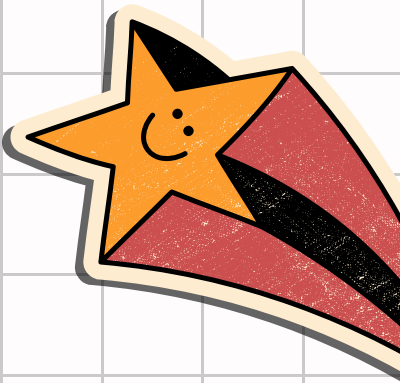
Aclonica Regular 50 Pt

Aclonica

Aclonica Regular 30 Pt

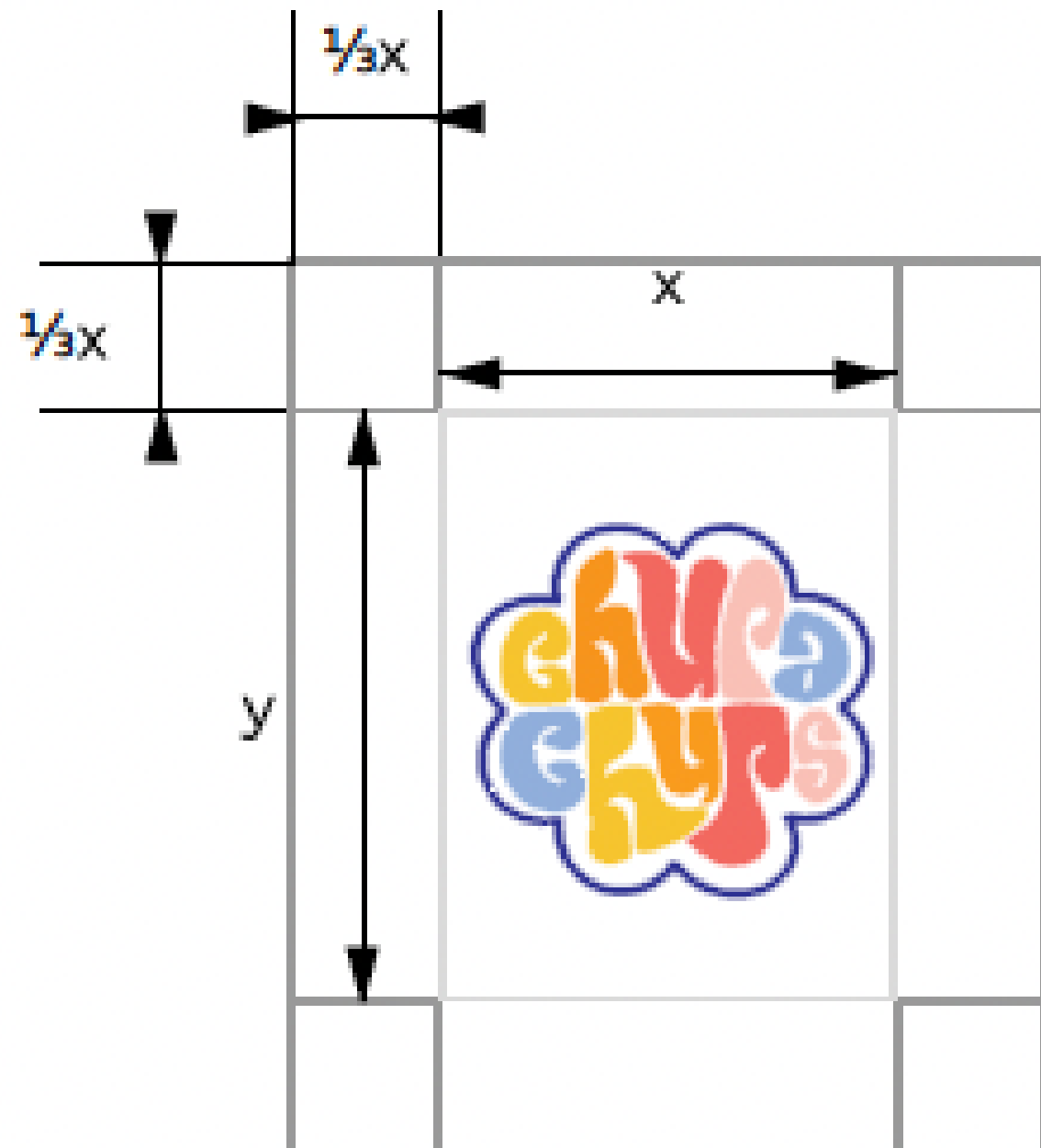
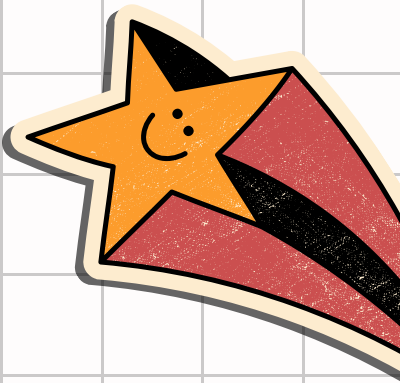
The primary font is Aclonica and it has 2 weights: Regular. Our secondary font is Akaya Telivigala and it has 2 weights : Regular.

# Logo & icon Properties



The Chupa Chups Logo has a neat proportion of 1:1.3 width. These proportions were chosen carefully and they are not to be changed. The Icon has a perfect square proportion of 1:1 Square Ratio and acts as the Favicon as well.

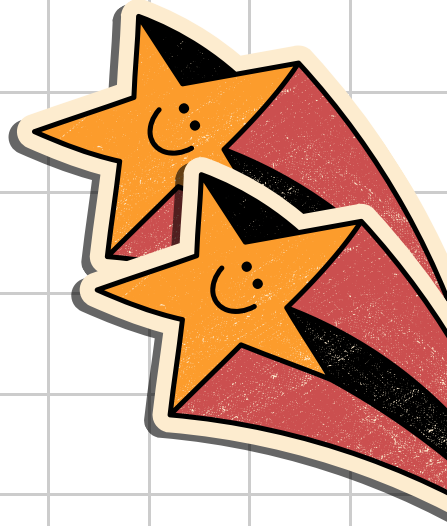
# Clear Space



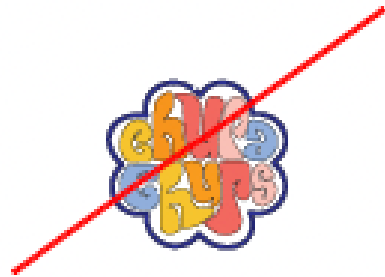
Clear space is the area surrounding the global signature and Icon that must be kept free of any elements, including text, graphics, borders, or other logos. The minimum clear space required for the preferred global signature is equal to "y", or the height and width of the Chupa Chups Icon.



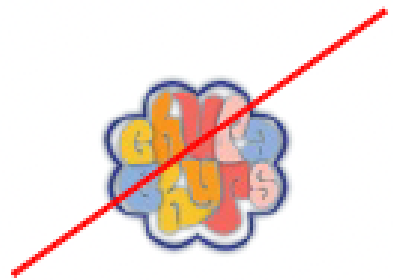
# Logo Misuses



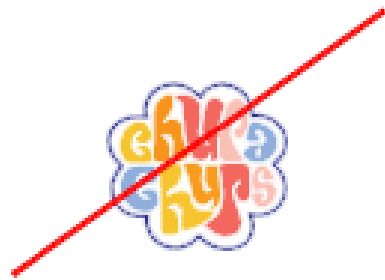
Do not distort or alter the proportions of the logo



Do not add contours to the logo



Do not add a drop shadow to the logo



Do not make the logo bolder



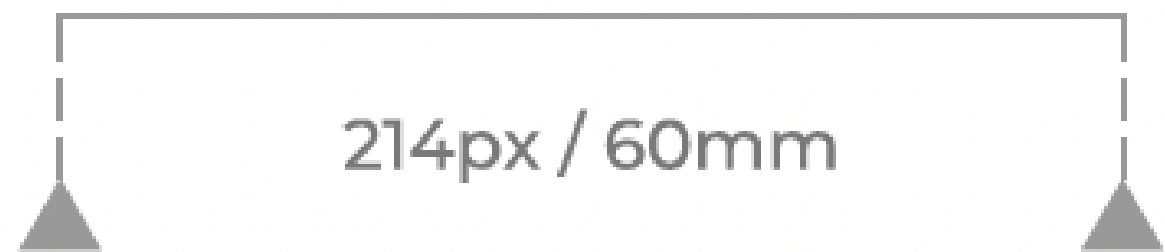
Do not change any elements respective to each other



Do not rotate the logo to any angle

is important that the appearance of the logo remains consistent. The  
It is important that the appearance of the logo remains consistent. The  
logo should not be misinterpreted, modified, or added to. No attempt  
should be made to alter the logo in any way. Its orientation, colour and  
composition should remain as indicated in this document -there are no exceptions.

# Minimum Size



Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.

The Chupa Chups logo should never be smaller than 2140x in digital or 60mm in print.

# Mock-Ups





# Social Media Ads







*Thank you*