



SEASALT
Europe

Brand Guidelines

The independent voice of sea salt producers in Europe.

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1. Primary Logotype

It is the clearest way we can identify SEASALT Europe.
Please, do not attempt to redraw or recreate our logotype. Use the approved versions.

Clearspace

In order to preserve the integrity of the Primary Logotype, please avoid placing other logos, texts, or graphic elements in the clearspace area around the logotype, which is equivalent to 1/3 of the height of the logotype.

Minimum size

The minimum size of Primary Logotype for print applications is 15 mm wide.
For digital applications, the minimum size is 50 pixels wide.

Primary Logotype over light background



Primary Logotype over dark background



Clearspace



Minimum size



Minimum print size 15 mm wide.
Minimum digital size 50 pixels wide.

2. Horizontal Logotype

You can use the Horizontal Logotype when there is not enough height to use the Primary Logotype. Please, do not attempt to redraw or recreate our logotype. Use the

Clearspace

In order to preserve the integrity of the Primary Logotype, please avoid placing other logos, texts, or graphic elements in the clearspace area around the logotype, which is equivalent to 1/2 of the height of the logotype.

Minimum size

The minimum size of Primary Logotype for print applications is 25 mm wide. For digital applications, the minimum size is 70 pixels wide.

Horizontal Logotype over light background



Clearspace



Horizontal Logotype over dark background



Minimum size



Minimum print size 25 mm wide.
Minimum digital size 70 pixels wide.

3. Monochromatic Logotype

The monochromatic version should only be used when there are not enough colors to properly reproduce the Primary Logotype. Please, do not attempt to redraw or recreate our logotype. Use the approved versions.

Clearspace

The minimum clearspace area around the Primary Logotype is equivalent to 1/3 of the height of the logotype.

The minimum clearspace area around the Horizontal Logotype is equivalent to 1/2 of the height of the logotype.

Minimum size

Primary Logotype, for print applications, should never be smaller than 15 mm wide and for digital applications, the minimum size is 50 pixels wide.

Horizontal Logotype, for print applications, should never be smaller than 25 mm wide and for digital applications, the minimum size is 70 pixels wide.

Monochromatic Black Logotype



Monochromatic White Logotype



Clearspace



Minimum size



Minimum print size 15 mm wide.
Minimum digital size 50 pixels wide.



Minimum print size 25 mm wide.
Minimum digital size 70 pixels wide.



5. Logotype incorrect uses

To achieve brand consistency, we would like to showcase some examples of how **not to use our logotype**.

The only acceptable alteration of the logo is increasing or decreasing its size through proportional scaling of the original vector artwork.



Do not separate the icon from the wordmark. They should be always treated as a whole.



Do not use the logotype over a red background.



Only use the specified colours.



Do not rotate, compress or skew the logo.



Do not add color gradients within or behind the logo.



Do not place the logo over complex, busy or low contrast imagery.



Do not add visual effects such as outlines, glows, reflections or shadows to the logotype.



Do not change icon or wordmark proportions of the original artwork.



Do not change wordmark typography.

6. Colour

Our logotype has two main colours.

It is important always have strong contrast between all of the colours used and the background in order to preserve the correct visualization of the logotype.

Solid colours work best in printed applications and for text.



SEASALT Europe Red

PANTONE: 1787C
C:0 M:79 Y:50 K:0
R:242 G:104 B:98
WEB: #f05662



SEASALT Europe Blue

PANTONE: 7683C
C:62 M:36 Y:0 K:33
R:65 G:108 B:170
WEB: #416CAA



Contact

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