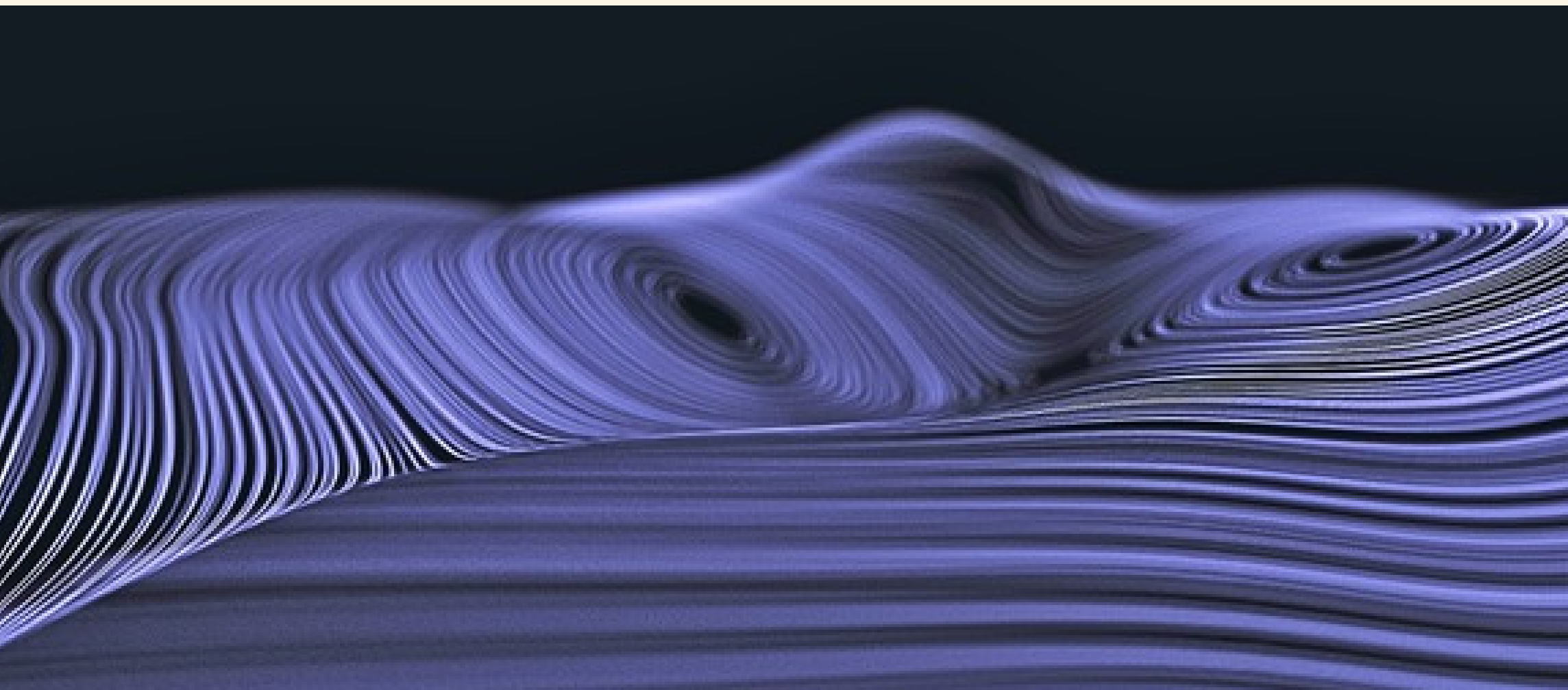


2024



# BRAND 2020s

INTERLUNAR



**01 THE LOGO**

**02 THE BRAND**



**LIST OF  
CONTENT**





## PRIMARY

**#0B1308**

Pantone 190 C

RGB: (11, 19, 8)

CYMK: (42, 0, 58, 93)

**#6558B1**

Pantone 2102 C

RGB: (101, 88, 177)

CYMK: (43, 50, 0, 31)

**#F9E1EA**

Pantone 190 C

RGB: (252, 245, 229)

CYMK: (0, 3, 9, 1)

## SECONDARY

**#F67599**

Pantone 190 C

RGB: (246, 117, 153)

CYMK: (0, 52, 38, 4)

**#00816D**

Pantone 569 C

RGB: (0, 129, 109)

CYMK: (100, 0, 16, 49)

**#FF9800**

Pantone 2013 C

RGB: (255, 152, 0)

CYMK: (0, 40, 100, 0)

# COLOR PALETTE



# TYPEFACES



## PRIMARY

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

1234567890,.-+?!@#&

## SECONDARY

Fraunce

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

1234567890,.-+?!@#&

MORE



ACCENTS

Typefesse

A B C D E F G H I J K L M N O P

Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 . ? ! & # @



Giant Boss

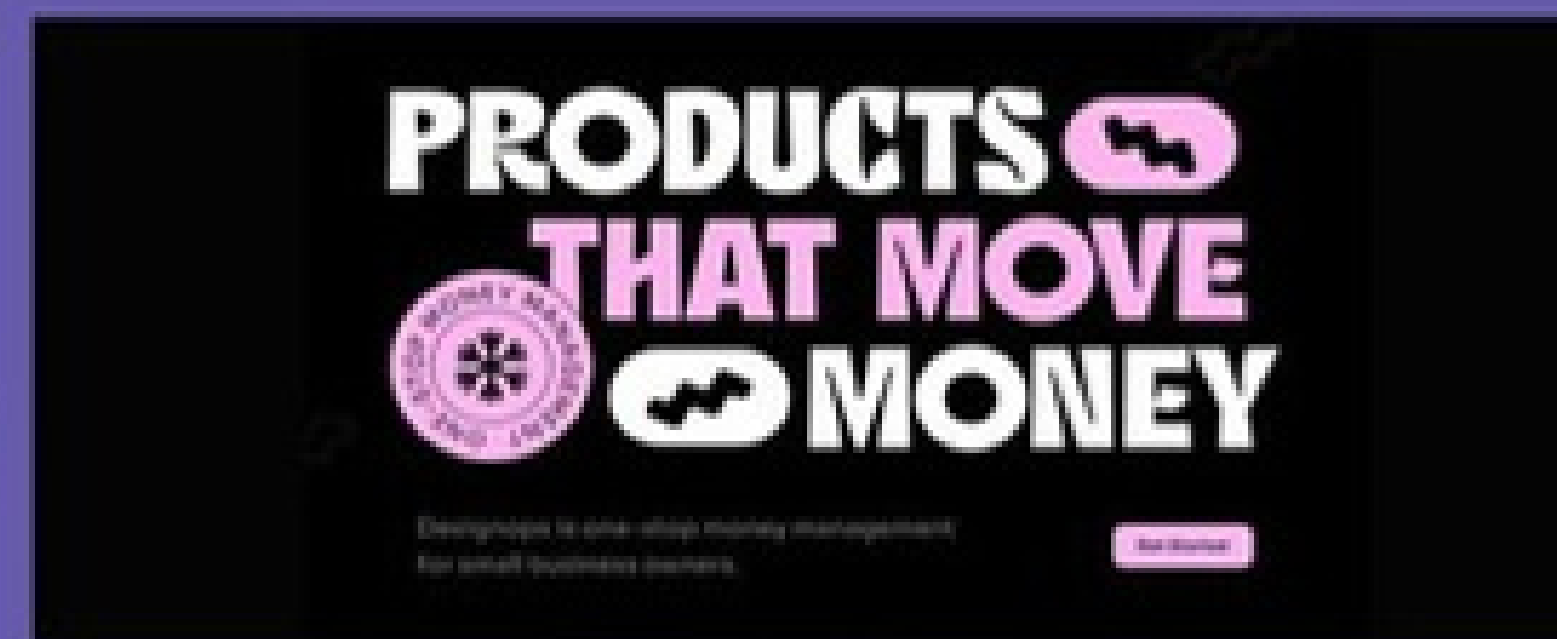
A B C D E F G H I J K L M N O P  
Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 . ? ! & # @

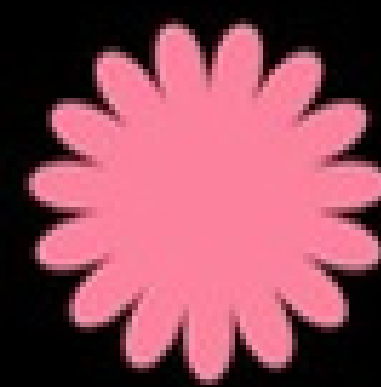
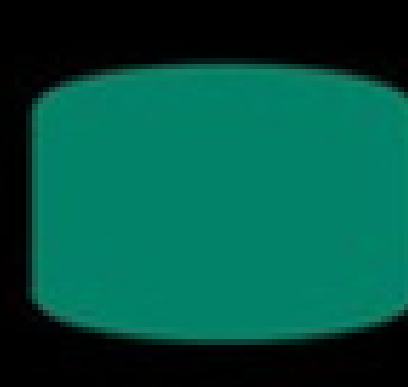
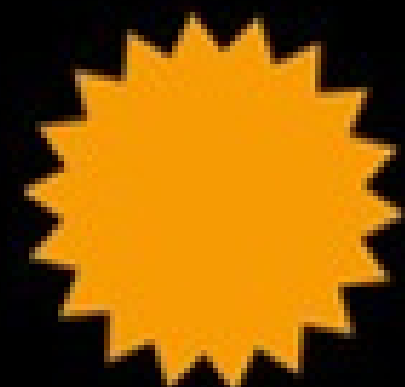
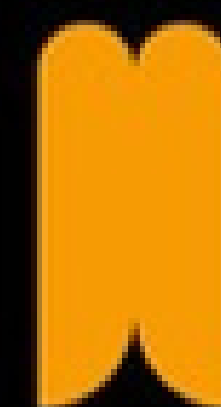
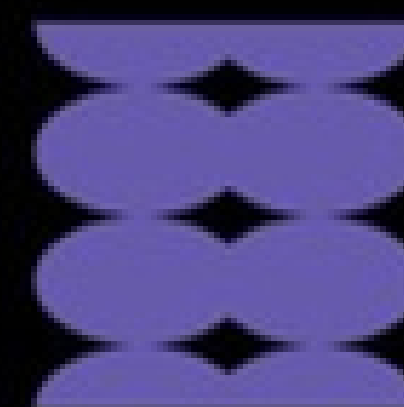
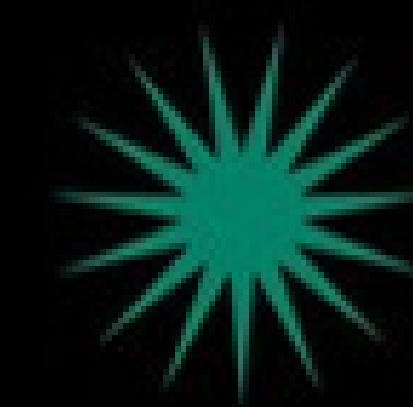
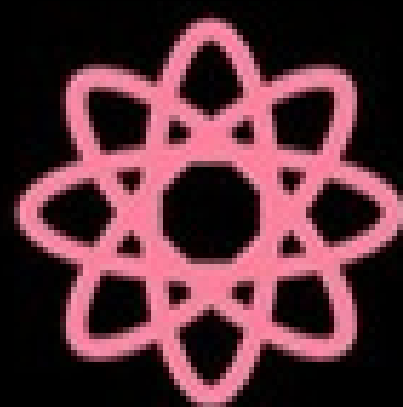
## BRUTALISM

## 2D - 3D

M  D → B  A R D



# GRAPHIC ELEMENTS

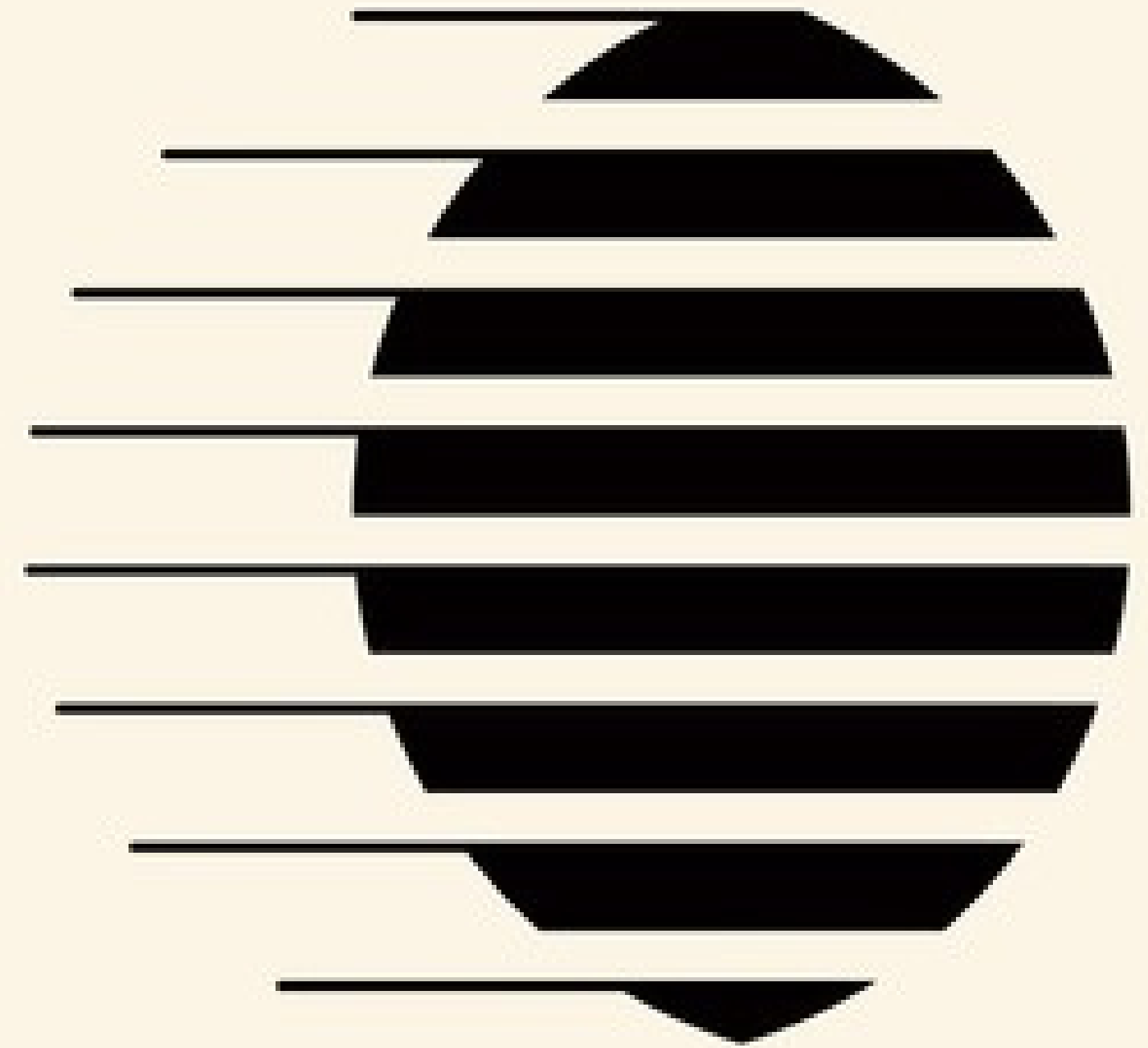


o2

## Story Behind Our Logo

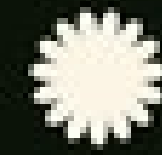
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

# ABOUT

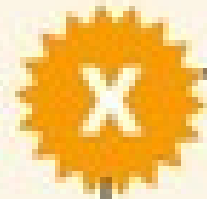


# LOGO

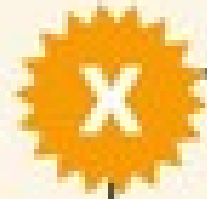
## DON'Ts



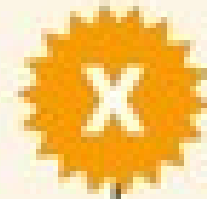
DONT DO THIS • DONT DO THIS • DONT DO THIS • DONT DO THIS • DONT DO THIS • DONT DO THIS • DONT DO THIS •



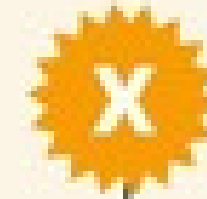
Logo shouldn't  
be flipped



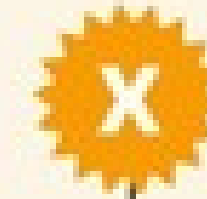
Logo shouldn't  
be cut off



Logo shouldn't  
be upside down



Logo shouldn't  
be diagonal



Logo shouldn't  
have shadows

# EXCLUSION ZONE



The minimum clear space is defined as 'x', measured by the sixth of the height of the jar.  
Try to maximize clear space whenever possible. Always scale logo proportionally

# LOGO VARIATION

VERTICAL



HORIZONTAL



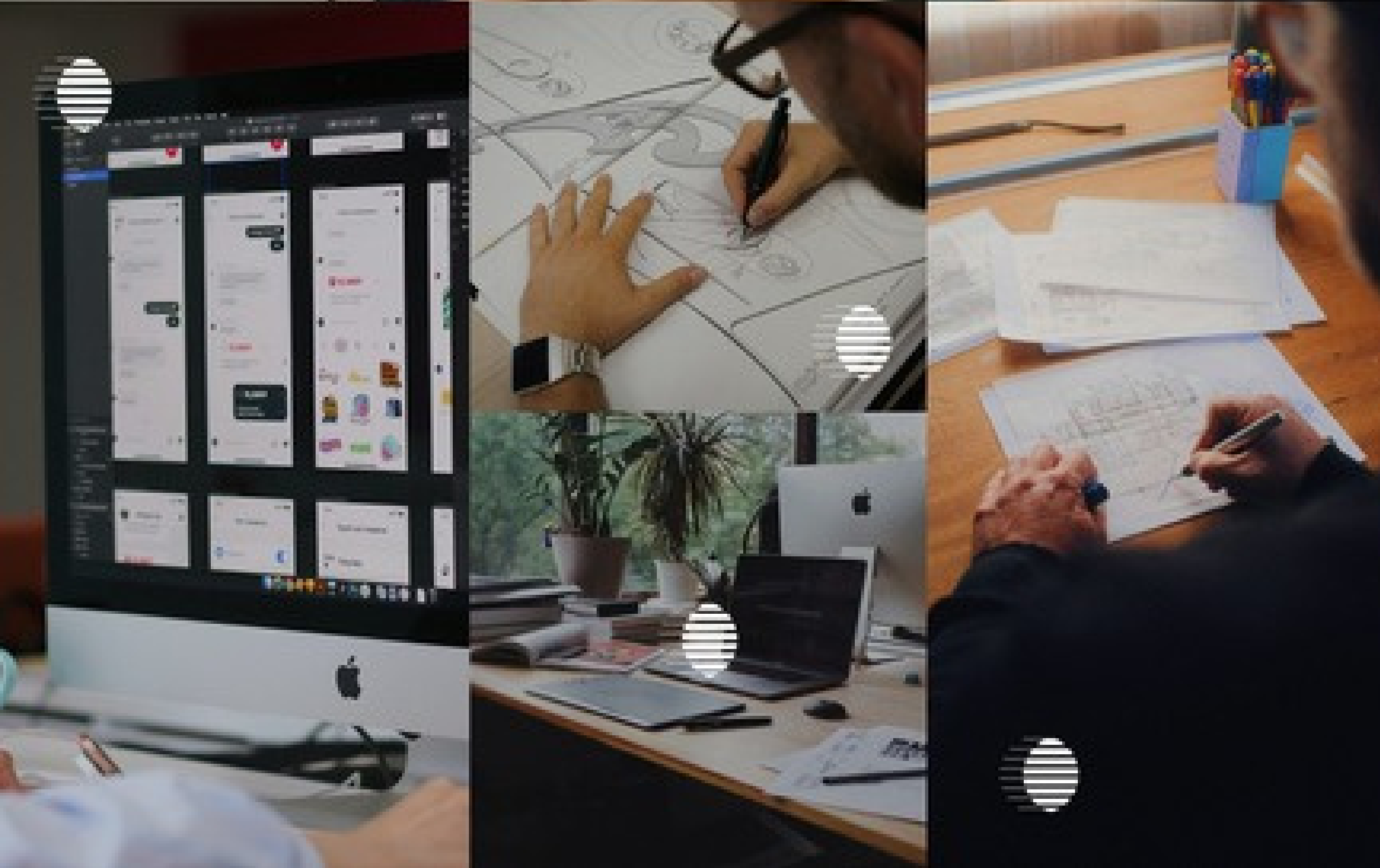
ICON



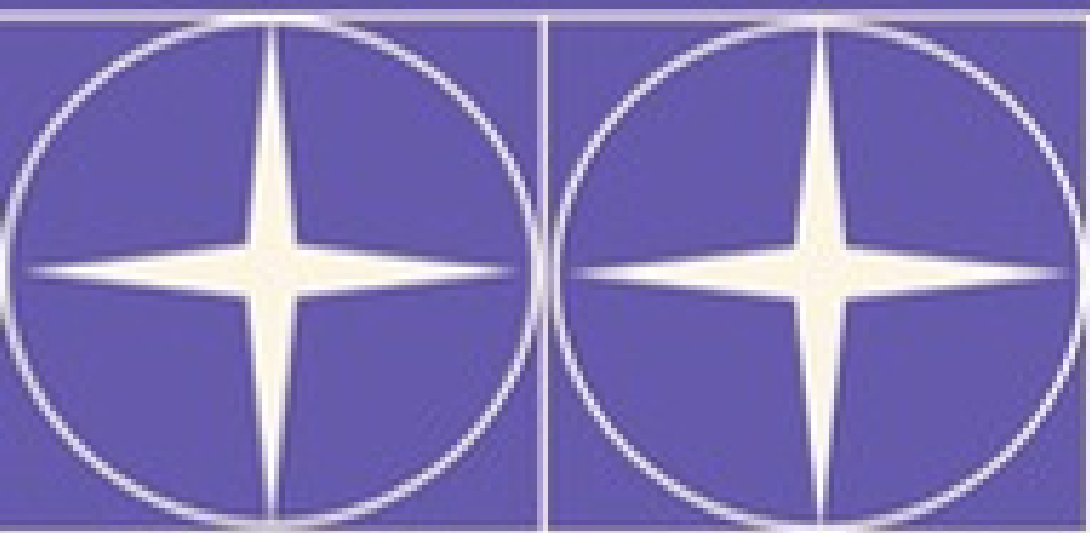


## The Rules on Proper Positioning

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.



# LOGO APPLICATION

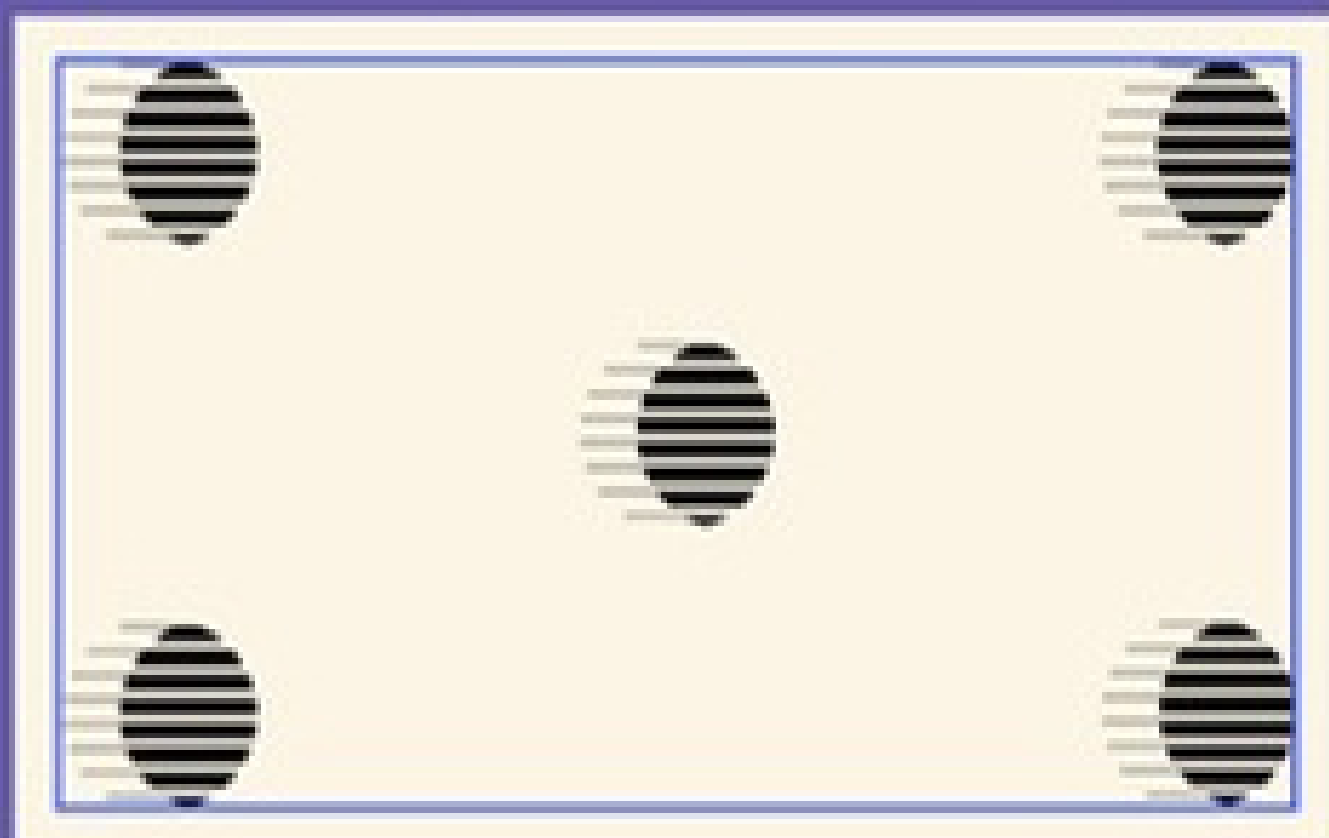


LOGO

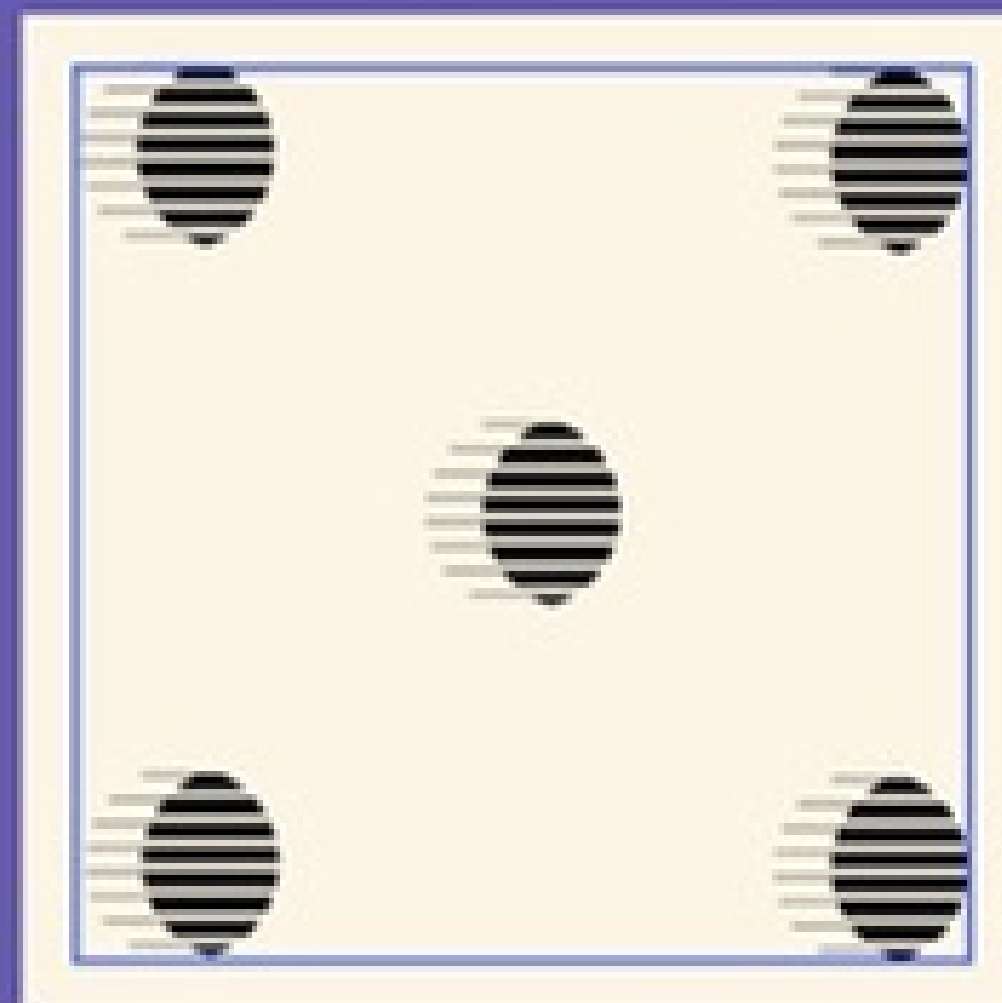


# POSITIONING

LANDSCAPE



SQUARE



PORTRAIT



# LOGO FONT



Fraunce

Our Official Logo Font

Fraunce Font  
Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,-+?!@#&

#000000

#FFFFFF

LOGO COLORS



# LOGO SIZE

## Minimum Size Icon



100 px



50 px



21 px

## Minimum Size Logo



INTERLUNAR

150 px



INTERLUNAR

75 px