

sand  
castle.

**condello's liquor stores**  
style guide

CREATIVE AGENCY





# condello's logos.

Condello's Main and Secondary Logo Formats  
in the following:

- A positive logo style
- A negative logo style
- A monochromatic logo style

Our logo is the central element in our visual communications system. It is a universal signature across every channel and is the most immediate representation of our company, our people, and our brand.



01

CONDELLO'S  
LIQUOR STORES  
— Estd 1985 —

**CONDELLO'S**  
LIQUOR STORES  
— Estd 1985 —

CONDELLO'S

LIQUOR STORES

— Estd 1985 —



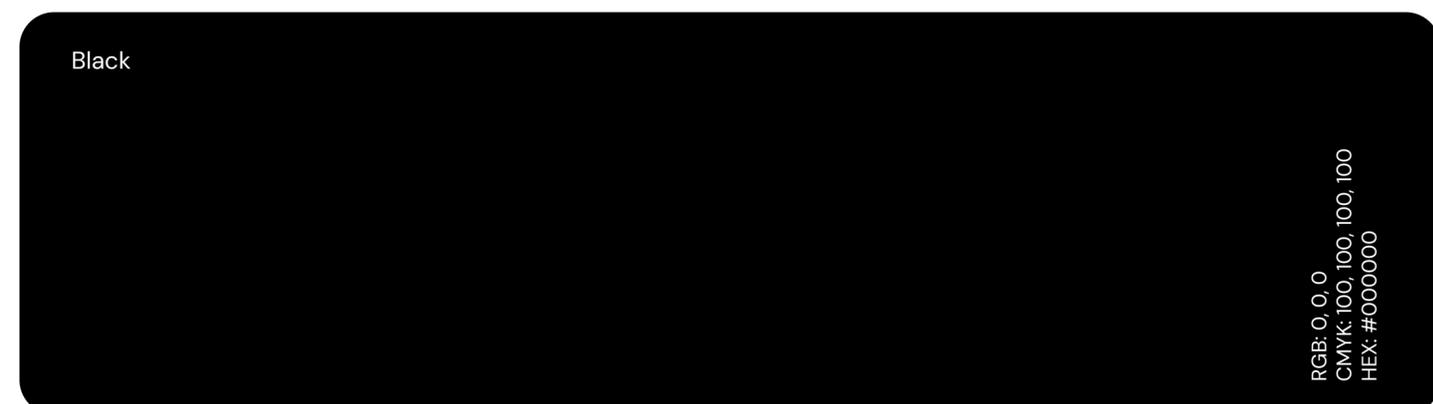


# colours.

The colour palette used for all Condello's logos. Colour is one of the strongest elements we use to connect with our audience. It simultaneously establishes tone and aids in the recognition of our brand across all communications, thus the balanced use of colour is crucial.

# 02

The Condello's brand is underpinned with a vintage-inspired colour palette that evokes the rich heritage of classic liquor craftsmanship. Acented with a bold, consistent palette, it's tailored for a brand steeped in tradition, warmth, and authenticity. To help achieve greater brand recognition it is important that our colour palette is applied consistently.





# typography.

The fonts used for Condello's logos. Typography is an essential element in our visual language. Our typographic system is built on legibility and accessibility. It's clear, bold, and endlessly expressive. It's a keystone of our identity, and through careful and consistent application of typographic principles across all communications, a vital tool in building brand recognition.

03

We use Refrigerator Deluxe for our Main Logo headline and Ofelia Display for our subheads.

Refrigerator Deluxe is a stylish, mid-century inspired blocky sans serif, with a modern style but retro feel, making this font very impactful on display. Ofelia Display is a refined geometric sans-serif, consistent with brand style. It's subtle enough to not take any emphasis away from the headline and its clarity and readability makes it perfect for display.

## Fonts used for **MAIN LOGO**

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“CONDELLOS”

Refrigerator Deluxe — Bold

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“LIQUOR STORES”

Ofelia Display — Medium

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“EST 1985”

Ofelia Display — Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789w\$%^&\*()[]+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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abcdefghijklmnopqrstuvwxyz

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## Fonts used for **SECONDARY LOGO**

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“CONDELLOS”

Ofelia Display — Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ-  
VWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789!@#\$%^&\*()[ ]+**

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“LIQUOR STORES”

Ofelia Display — Regular

“EST 1985”

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&\*()[ ]+

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“C”

Refrigerator Deluxe — Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

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**0123456789!@#\$%^&\*()[ ]+**