

HOW TO USE THE KROMBACHER PILS LOGO

The 4c logo with colour gradient



This version is to be the standard logo. White & black background can be used according to context. The “simplified” version is used if the height of the coat of arms is less than 12 mm.



The 4c logo without colour gradient

Standard	Simplified
 The standard logo on a white background. It features a crest with a crown, a central shield with a green tree and a red banner, and the words 'SEIT' and '1803' on either side. Below the crest is the word 'Krombacher' in a bold, black, serif font, followed by five gold stars and the word 'Pils' in a black script font.	 The simplified logo on a white background. It features the same crest as the standard logo. Below the crest is the word 'Krombacher' in a bold, black, serif font, followed by the word 'Pils' in a black script font. The five stars are omitted.
 The standard logo on a black background. The crest, the word 'Krombacher', the five stars, and the word 'Pils' are all rendered in white.	 The simplified logo on a black background. The crest, the word 'Krombacher', and the word 'Pils' are all rendered in white. The five stars are omitted.

The halftone variant shown here is used for the monochrome representation of the logo, when a colour gradient cannot be printed. It applies to use in halftone printing (special colour is needed: Reichbleichgold, Euroscale (CMYK): 26 29 61 0, Pantone colour: 871 C).



Logo versions



Please note!
Is the height of the coat of arms less than 12 mm, the simplified version of the logo is used.
The simplified version has no date indication, no stars and a less complex coat of arms.

Data formats & colour types:

Print usage:

Resolution: 300 dpi
Formats: .AI; JPG
Colour type: CMYK

Web usage:

Resolution: 150 dpi
Formats: JPG; .PNG
Colour type: RGB



Sources & central ownership

ASSET SOURCES:

- Logos & packshots:  media.krombacher.com
- Brand content:  [@krombacherinternational](https://www.instagram.com/krombacherinternational)
-  www.krombacher.com

CONTACT DETAILS:

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