

● ● LOGO USAGE - SAFE SPACE



LOGO USAGE - MINIMUM SIZE ● ●

The logo should never appear smaller than 250 pixels or 30 mm. At this scale, the fine candies tagline should be removed.

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● ● LOGO USAGE - REVERSING COLOR



When reversing out of any dark color, the logo may be used in all white or remain as is provided the background color is black.

LOGO USAGE - PHOTOGRAPHY ● ●



Any photography used should reflect the high quality products and standards möller strives to produce. The logo may be placed anywhere on the image as long as it is legible. A circle may be used if more contrast is needed.

● ● LOGO USAGE - DON'TS

1
müller
FINE CANDIES

2
müller
FINE CANDIES

3
müller
FINE CANDIES

4
müller
FINE CANDIES

5
müller
FINE CANDIES

6
müller
FINE CANDIES

LOGO USAGE - DONT'S ● ●

1

Do not alter colors

2

Do not alter scale of tagline

3

Do not change spacing

4

Do not alter fonts

5

Do not change kerning or tracking

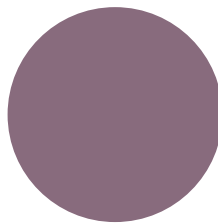
6

Diaeresis and tagline should
always be the same color

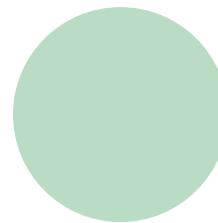


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FINE CANDIES

PRIMARY COLOR PALETTE ● ●



PMS: DS 137-6C
CMYK: 48 59 36 8
RGB: 136 108 125
HEX: #886C7D



PMS: DS 275-8C
CMYK: 27 2 27 0
RGB: 185 218 195
HEX: #B9DAC3

● ● SECONDARY COLOR PALETTE

THANKSGIVING PALETTE

OCTOBER 20 - NOVEMBER 28



PMS: DS 32-3C
CMYK: 0 35 70 0
RGB: 250 176 97
HEX: #FBB161



PMS: DS 53-1C
CMYK: 12 74 98 2
RGB: 213 98 42
HEX: #D5622A

CHRISTMAS PALETTE

NOVEMBER 31 - DECEMBER 25



PMS: DS 83-2C
CMYK: 20 82 79 9
RGB: 184 77 63
HEX: #B84D3F



PMS: DS 269-5C
CMYK: 66 23 54 3
RGB: 94 153 132
HEX: #5E9984

VALENTINES PALETTE

JANUARY 20 - FEBRUARY 14



PMS: DS 97-6C
CMYK: 0 50 35 0
RGB: 246 151 143
HEX: #F6978F



PMS: DS 99-1C
CMYK: 16 100 79 5
RGB: 196 16 132
HEX: #C41039

EASTER PALETTE

APRIL 1 - APRIL 20



PMS: DS 158-6C
CMYK: 29 57 11 0
RGB: 182 127 168
HEX: #B67FA8



PMS: DS 2-5C
CMYK: 5 3 72 0
RGB: 248 232 104
HEX: #F8E868

SECONDARY COLOR PALETTE ● ●

Seasonal palettes may be applied to the logo or realted material (packaging, ads, displays, etc.) only during the provided dates. The primary colors should be used during the rest of the year.

Secondary colors may be used to create patterns for packaging, ads, displays, etc. If using this method, no additional colors may be used in conjunction with the seasonal palettes.

SECONDARY COLOR PALETTE - VALENTINES



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FINE CANDIES

VALENTINES PALETTE
JANUARY 20 - FEBRUARY 14



PMS: DS 97-6C

PMS: DS 99-1C

CMYK: 0 50 35 0

CMYK: 16 100 79 5

RGB: 246 151 143

RGB: 196 16 132

HEX: #F6978F

HEX: #C41039

● ● SECONDARY COLOR PALETTE - EASTER

EASTER PALETTE
APRIL 1 - APRIL 20



PMS: DS 158-6C

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RGB: 182 127 168

HEX: #B67FA8



PMS: DS 2-5C

CMYK: 5 3 72 0

RGB: 248 232 104

HEX: #F8E868

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SECONDARY COLOR PALETTE - THANKSGIVING

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FINE CANDIES

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FINE CANDIES

THANKSGIVING PALETTE

OCTOBER 20 - NOVEMBER 28



PMS: DS 32-3C

PMS: DS 53-1C

CMYK: 0 35 70 0

CMYK: 12 74 98 2

RGB: 250 176 97

RGB: 213 98 42

HEX: #FBB161

HEX: #D5622A

● ● SECONDARY COLOR PALETTE - CHRISTMAS

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NOVEMBER 31 - DECEMBER 25



PMS: DS 83-2C

PMS: DS 269-5C

CMYK: 20 82 79 9

CMYK: 66 23 54 3

RGB: 184 77 63

RGB: 94 153 132

HEX: #B84D3F

HEX: #5E9984

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FINE CANDIES

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FINE CANDIES



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FINE CANDIES

TYPOGRAPHY ● ●

Avenir should be used as the primary typeface and Perpetua as the secondary.

It is recommended to use Avenir for headlines and Perpetua for most body text.

● ● PRIMARY TYPEFACE

AVENIR ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

LIGHT ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

ITALIC ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

BLACK **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
123456789

BLACK **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
ITALIC **abcdefghijklmnopqrstuvwxyz**
123456789

SECONDARY TYPEFACE ● ●

PERPETUA ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

ITALIC *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz
123456789

BOLD **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
123456789

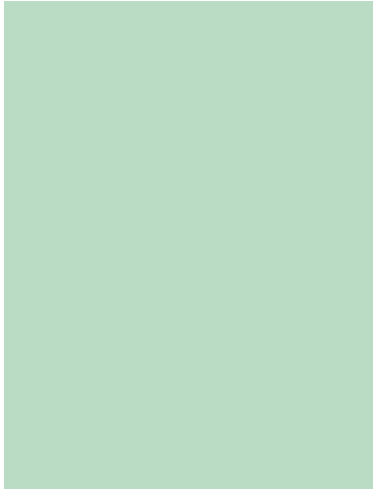
BOLD **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
ITALIC *abcdefghijklmnopqrstuvwxyz*
123456789



BUSINESS CARD ● ●



● ● LETTERHEAD



ENVELOPE ● ●

