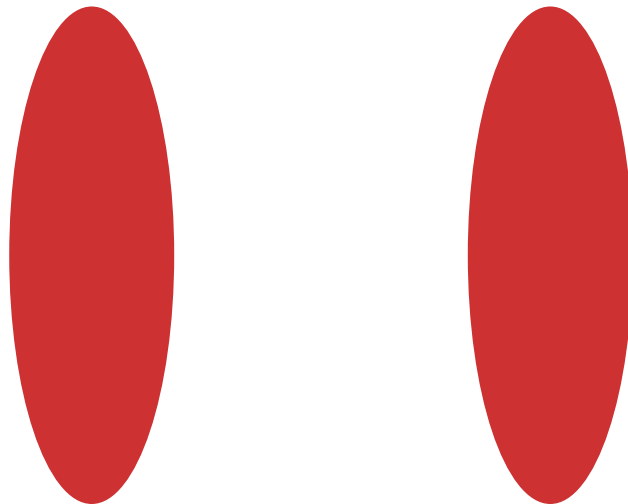
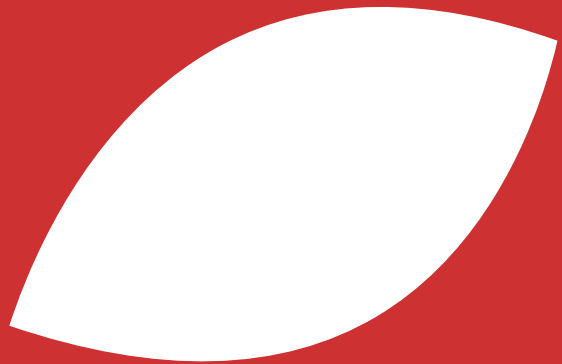


# BRAND GUIDE

Matthieu Hoareau

**NEW  
POM**





## We are **NEW POM**

This publication has been developed to guide users of **NEW POM**' visual identity on how to use the company's logos and graphic material. This reference guide aims to guarantee consistency with the corporate image conveyed internally and externally that **NEW POM** has been building.

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# Logo

A company's logo expresses its identity, personality and values. This identity is accentuated by the quality of the various graphic elements that reinforce it.

To preserve the integrity of the NEW POM brand, its use must be managed through the standards set out in this guide.

## Colour – positive version



## Autorisation

If the apple is already used on a visual it is authorized / advised to use the typography of New Pom by keeping the "O" and by not putting again the apple.

## Proscribed uses

The core components of the logo form an indivisible whole: symbol, colours, proportions and positioning of its different elements must not be modified in any way.



## Black – positive version

The NEW POM logo must be used in black only when production constraints do not allow the use of colour.



## Negative version



## Buffer zone

To optimize its presence in any given space, the logo must include a buffer zone, i.e., a minimum area of protection, free of external graphic or textual elements.

The size of this area is based on a relative measurement, which can be applied in any context, and is equal to half the height of the apple logo.



## Minimum size

A minimum size for usage of the logo must be determined to ensure optimal visibility. The NEW POM logo must measure at least 1 inch wide (2.5 cm).



# Colours

The official corporate colours for the visual platform, i.e., for all graphic elements used in support of the logo, are Red and White.

Technical specifications are detailed below.

HEX : #FFFFFF

RGB : 255, 255, 255

CMYK: (0%,0%,0%,0%)

PANTONE : 11-4800-TPX

HEX : #000000

RGB : 0, 0, 0

CMYK : (0%,0%,0%,100%)

PANTONE : BLACK C

HEX : #CD3132

RGB : 205, 49, 50

CMYK: (20%,100%,100%,0%)

PANTONE : LAVA

## Atmosphere

New Pom communicates on a happy and enthusiastic tone trying to convince of the freshness and the taste of its drink.

The tone used in the commercials must always correspond to this energy and be in agreement with the slogan : Always More Flavors

Possibility to communicate via humor and Internet tendencies (targeting a Teenager clientele) in a friendly and positive atmosphere (no black or hurtful humor).

Possibility to communicate via the values of the brand also: The good taste, the fun, the good mood, the ecology

# Typography

## Corporate and marketing communications

The official typefaces to be used in corporate and marketing communications, for printed or electronic documents, are FUTURA. Produced by Paul Renner.

# FUTURA

**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 Æ Æ**

abcdefghijklmnopqrstuvwxyzæœfifl

0123456789!/?#€\$¢£¥&§%@

{(\<-+=->/)} \*TM®αο////////'«<<>>»:;.....

Medium **Bold** Condensed ExtraBold



# Graphic elements



## Leaf

The Leaf can be trimmed and used on any support, nevertheless it is necessary to see at least one of these corners for a better understanding of the graphic element.



## Apple

The apple is one of the major graphic elements, it can be trimmed, any part of the apple can be used as a graphic element however the eyes must always appear

Never use it without using the leaf.



## MW

Can only be used together, the symbol can be used repeatedly to form a mural, however if it is used only once, it must not be trimmed.









# NEW POM

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