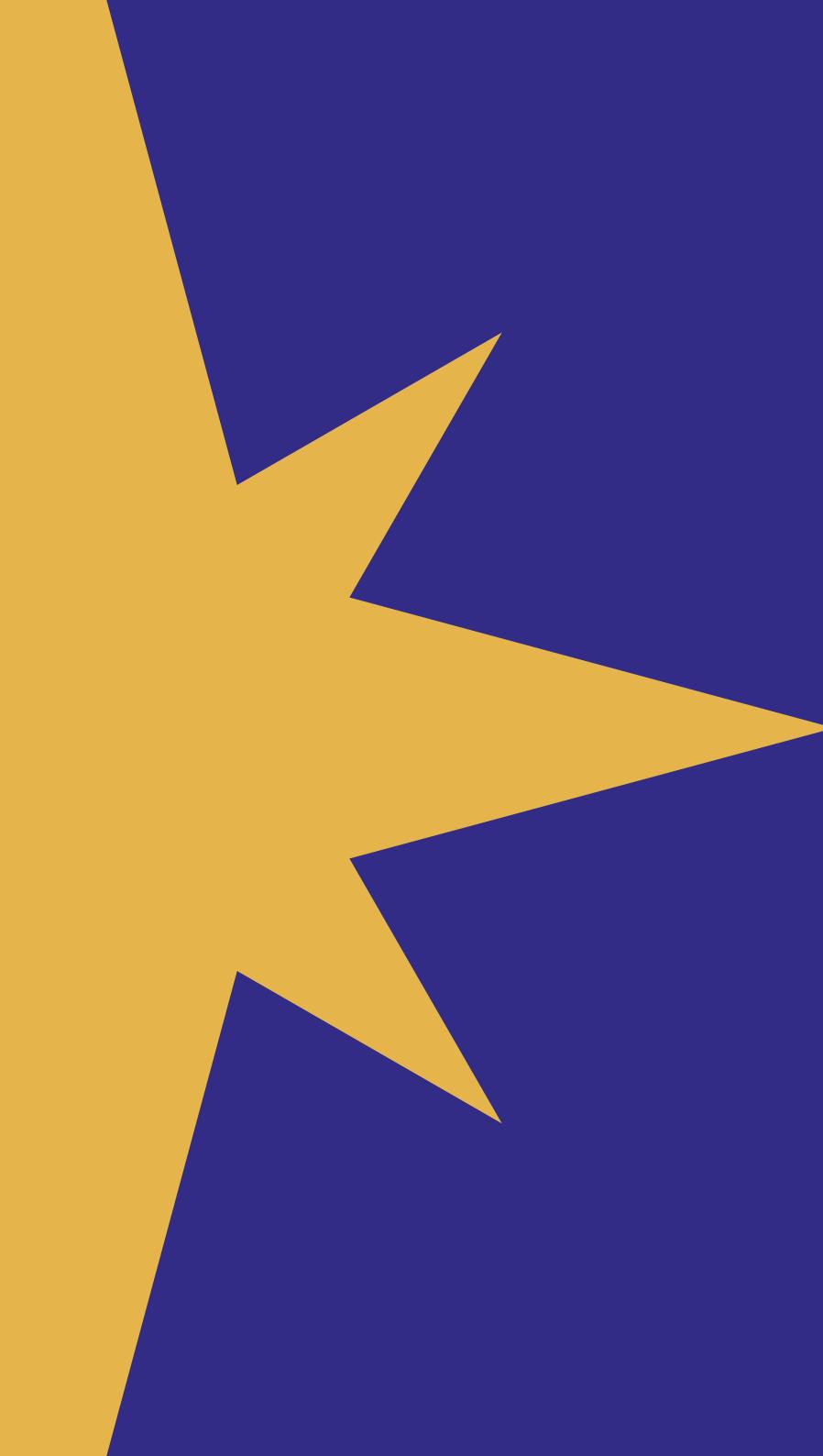




Brand Guidelines

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INTRODUCTION



INTRODUCTION

Introducing Bariu, a high-end brand of authentic Albanian dairy products that invites you to explore Albania's rich dairy heritage. Bariu is committed to producing a delightful selection of dairy necessities, such as different varieties of milk, cheese, yoghurt, and the traditional Albanian gjize.

At Bariu, we take great pride in preserving the time-honored techniques of Albanian dairy craftsmanship to ensure that each product embody our dedication to quality and freshness. Our traditional methods, passed down for generations, capture the true essence of Albanian culture and deliver an authentic taste with every bite.

The purest and freshest ingredients are used in crafting our dairy products, from the lush pastures of Albania to your table. Bariu's commitment to natural processes allows you to indulge in the authentic tastes of milk, cheese, and yogurt, just as they have been relished in Albanian households for years.

Our outstanding selection includes the gjize, a unique Albanian cheese that embodies the true essence of our brand. Crafted by hand with precision, this cheese embodies the distinct character of Albanian dairy traditions, delivering a rich and flavorful taste.

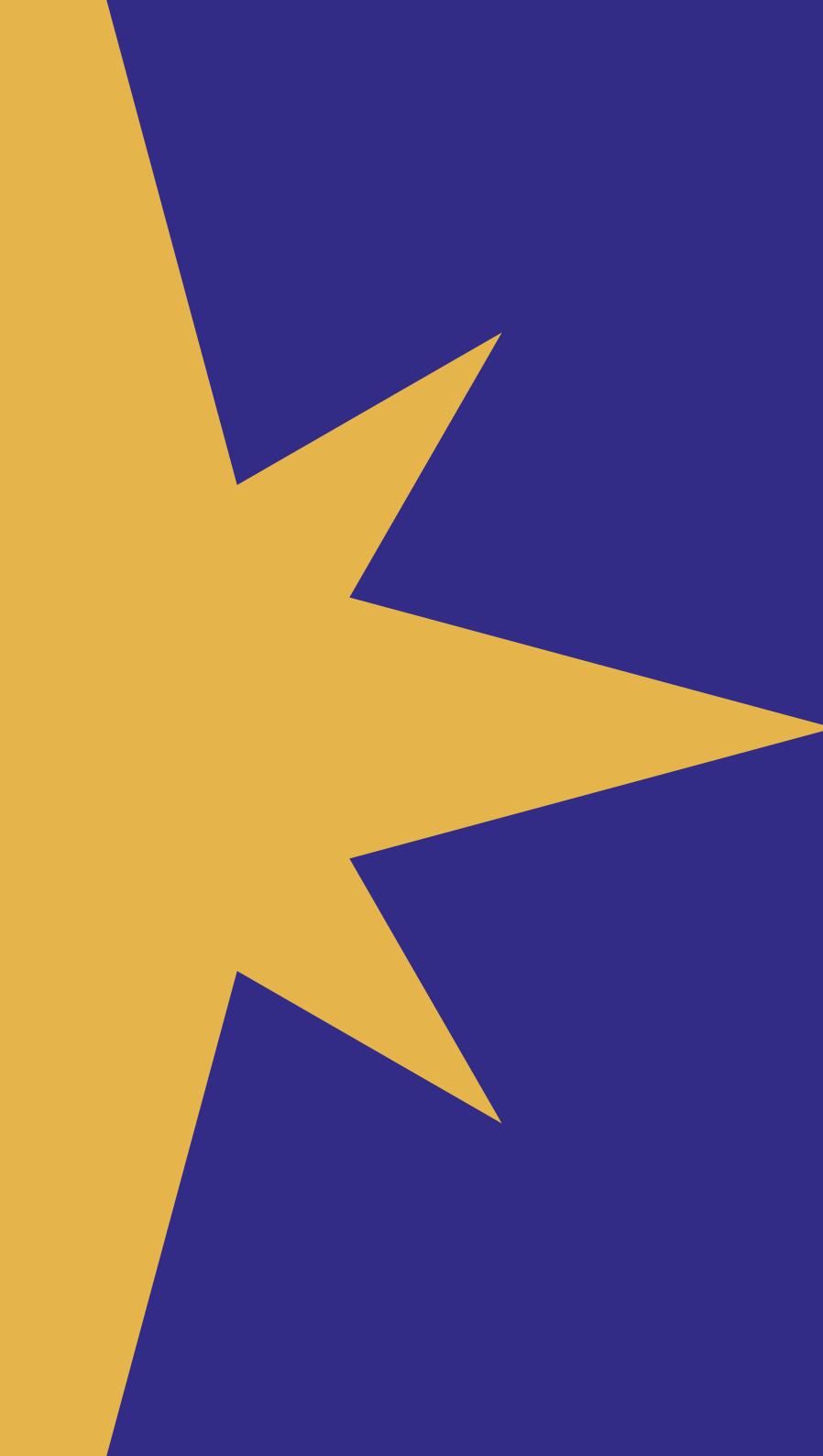


WHY DO THIS BRAND ?

Bariu is created to be differentiated from the competition not only by offering high-quality, locally-sourced, and uniquely processed dairy products but also by creating a distinct brand identity through innovation.

This will include using traditional Albanian recipes and implementing sustainable and ethical practices that appeal to environmentally conscious consumers.

Our brand identity will not only resonate with the target market but also innovate in the creation of traditional products and intelligent packaging solutions.

A large, stylized yellow lightning bolt graphic is positioned on the left side of the image. It consists of three main diagonal strokes pointing from the bottom-left towards the top-right. The background behind the lightning bolt is a solid dark blue.

LOGO



Creative Process

In ancient times, when there was no such thing as a clock, shepherds had to keep track of their location as they brought their flocks to the stables. When they saw Venus in the sky, resembling a star, they associated its arrival with nightfall. Consequently, the shepherds shared this knowledge, and Venus came to be known as the Shepherd's Star.

For this exact reason, we decided to represent Venus as a star and implement it into the design of our logo.



BARIU + ⭐ = BARIU

BARIU + Dairy Products = BARIU
Dairy Products



Primary Version of the Logo

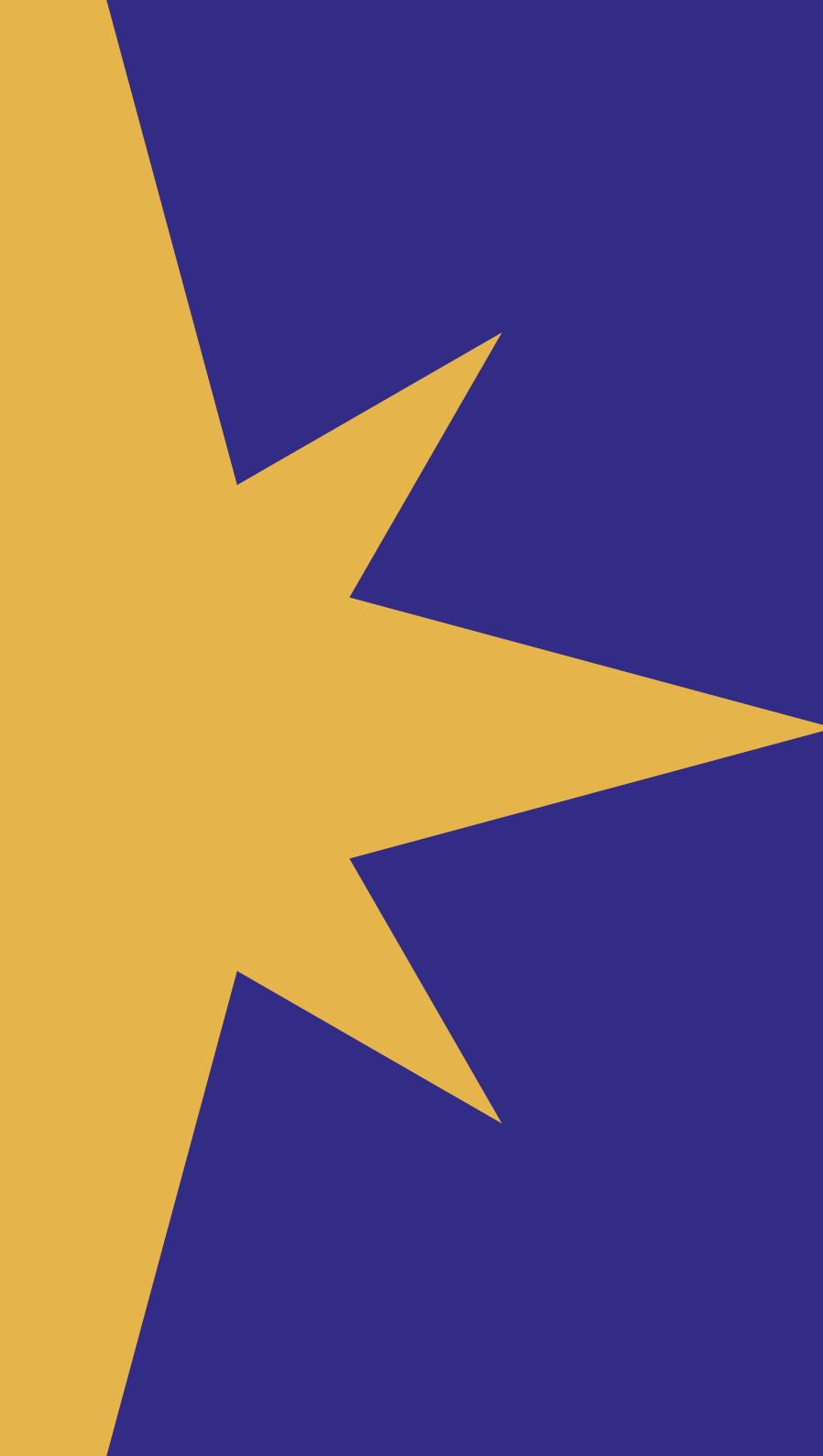
The Bariu logo is designed to be able to be used with the color minsk on a white background and inverse, with the color white on a minsk background, depending on the design.



The Bariu logo is allowed to be used in a black and white version when it's forbidden to use any other color in the design. In these cases, the logo can be colored in black on a white background or inverse, colored in white on a black background, depending on the design.

The star MUST ALWAYS be able to be used with the color anzac no matter the background.





COLORS



Primary Brand Colors and Their Values

Anzac	Minsk	Black	White
			
RGB	RGB	RGB	RGB
R : 229 G : 180 B : 76	R : 50 G : 45 B : 134	R : 0 G : 0 B : 0	R : 255 G : 255 B : 255
HSB	HSB	HSB	HSB
H : 39° S : 66° B : 89°	H : 242° S : 66° B : 52°	H : 39° S : 66° B : 0°	H : 242° S : 0° B : 100°
CMYK	CMYK	CMYK	CMYK
C : 10 % M : 29 % Y : 82 % K : 0 %	C : 98 % M : 100 % Y : 4 % K : 5 %	C : 100 % M : 100 % Y : 100 % K : 100 %	C : 0 % M : 0 % Y : 0 % K : 0 %
#	#	#	#
E5B44C	322D86	000000	FFFFFF



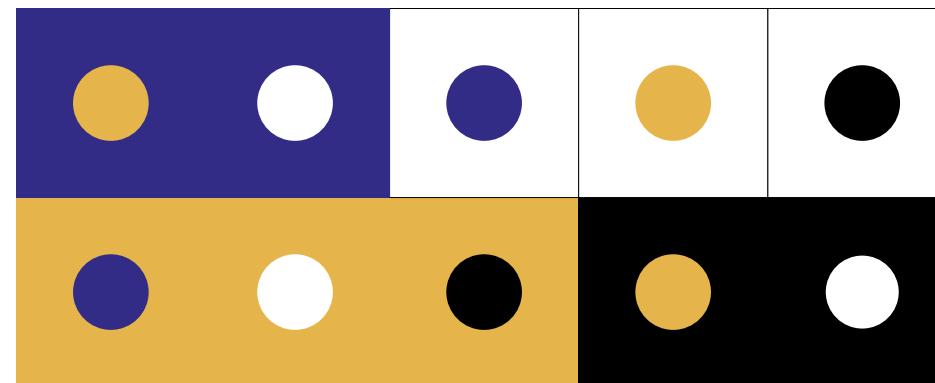
Allowed Color Combinations

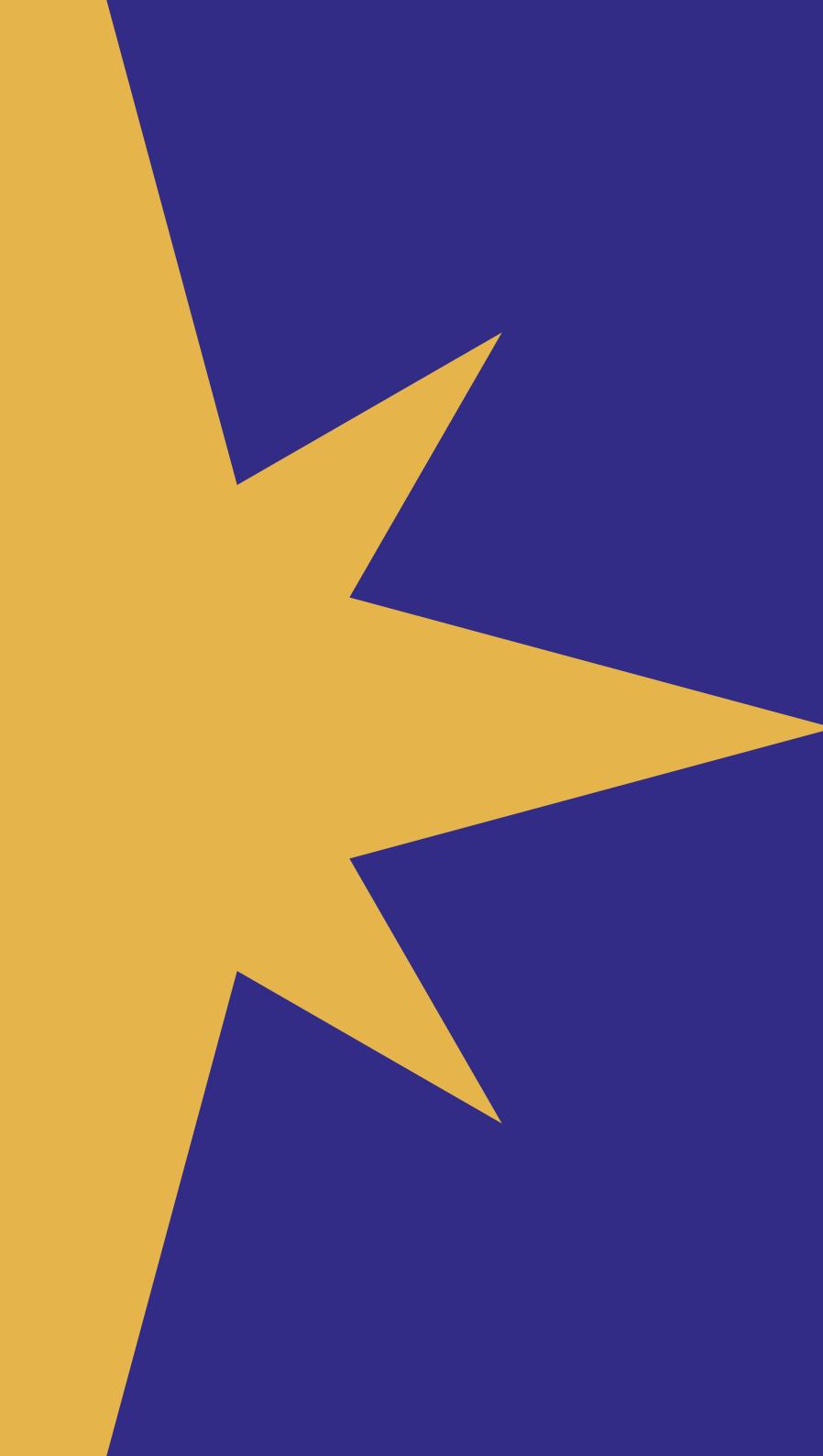
Our selection of palette colors is intended for paired usage. The aim with the pairing of these colors was to create a versatile and dynamic set of combinations that can be used across various design applications.

Whether it's Anzac on a Minsk background for a vibrant and lively look, or Minsk on an Anzac background for a bold and eye-catching contrast, our palette offers options for a range of visual styles.

White on Minsk and Anzac backgrounds provides clean and classic options, while black on white or Anzac backgrounds adds a touch of sophistication and contrast.

These pairings have been carefully chosen to offer flexibility and visual interest, ensuring that designers have a variety of options to create compelling and harmonious designs.



A large, stylized yellow lightning bolt graphic is positioned on the left side of the slide. It consists of several jagged, triangular shapes pointing towards the center of the slide, set against a dark blue background.

LOGO USE



Logo Clear Space

The logo needs a space around it, called clear space, to be strictly inalienable. Since the Bariu logo will be applied in different sizes across different formats, we recommend using a unique unit of measure.

In our case, the width of the U will be the pre-determined unit of measurement. Maintain suitable clear space around the logo at all times.

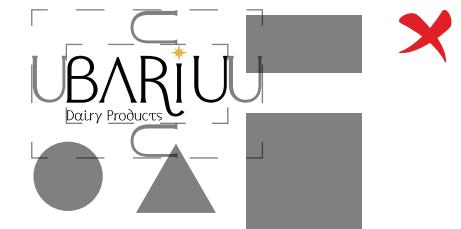


Logo Clear Space Examples

The clear space around the logo is 1 width of the U.

Texts must not be allowed closer than 1 width of the U.

This also applies to graphic elements and images when they attract attention and damage the image of the logo.





Logo Minimum Size

The Bariu Logo is not recommended to be used in smaller sizes than those displayed to the right.



10 mm
28 px



15 mm
42.5 px

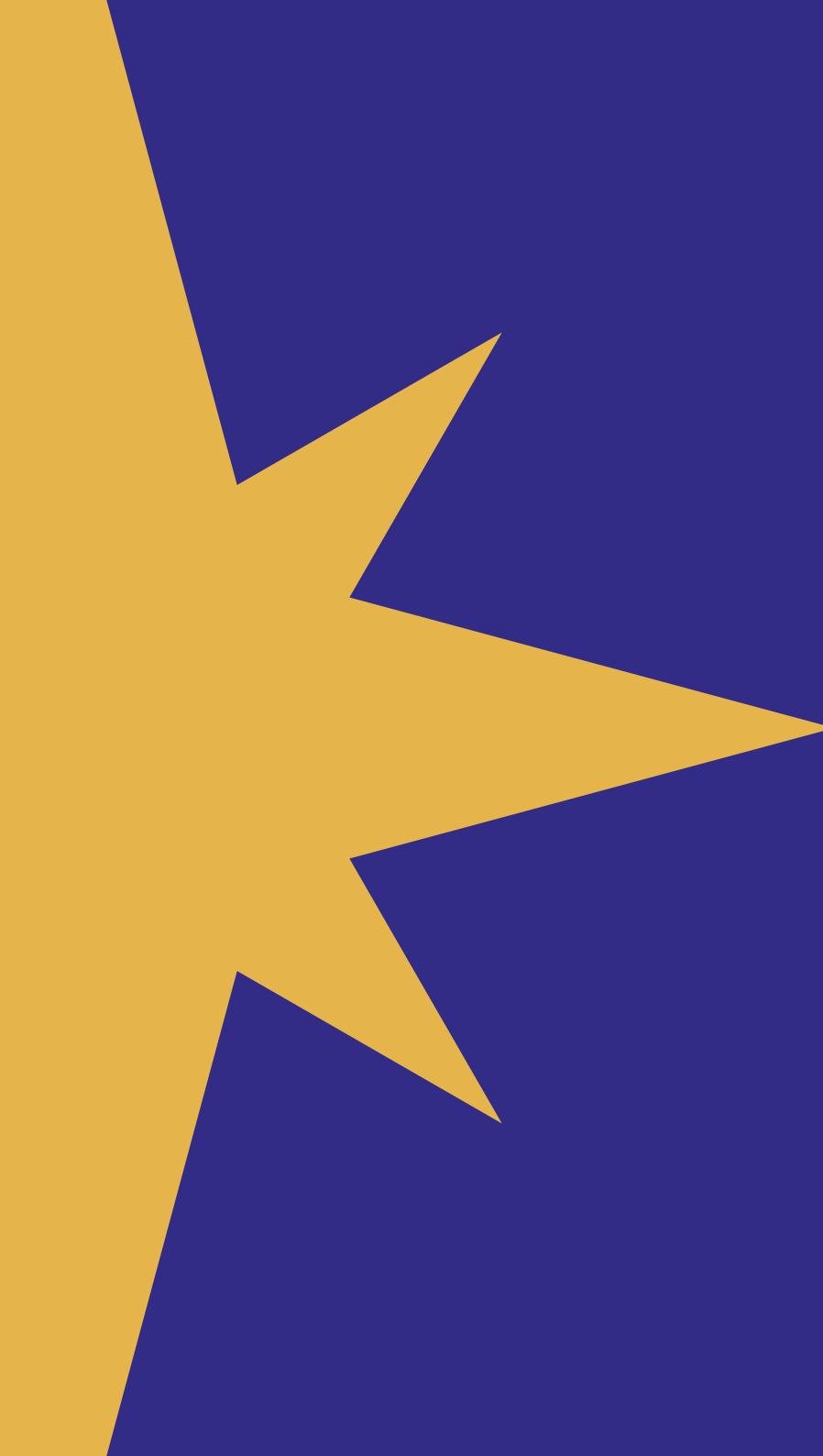


15 mm
42.5 px

Incorrect Uses of the Logo

1. Do not distort the logo.
2. Do not use only parts of the logo.
3. Do not use shadows.
4. Do not outline the logo.
5. Do not pair wrong corporate palette colors.
6. Do not use colors out of the corporate color palette.
7. Never use transparent logo.





TYPOGRAPHY



Fonts

We've opted for two fonts for our corporate identity.

The first one is Emilio, a serif font, and will be used for titles and displays of big sizes. The Emilio font also comes with an italic version of every weight.

The second font is Goga, a sans-serif font, and will be used for texts, descriptions, explanations, everything else that Emilio does not cover.

Emilio

Thin

Extralight

Light

Regular

SemiBold

Bold

Black

Goga

Hairline

Thin

Extralight

Light

Regular

Medium

SemiBold

Bold

ExtraBold

Black



Emilio Font

Emilio is an elegant typeface with friendly and warm personality which seeks a balance between traditional and modern.

Emilio is inspired by the visuality of the 1980s and the typefaces that were widely used in advertising at the time, such as Times and Garamond. However, Emilio offers a contemporary take on the serif font family, introducing new elements such as reductive, calligraphy-inspired details or the "K" and "R" legs shape.

The big headlines and titles are where Emilio shines the most. It is the ideal typeface for editorial design, posters, covers, branding and much more.

Emilio Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,?!

Emilio Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,?!

Emilio SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,?!

Emilio Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,?!

Emilio Extralight

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,?!

Emilio Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,?!

Emilio Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,?!



Goga Font

Goga is a versatile sans serif family available in 10 weights from hairline to black. It is a typeface that combines the best of geometric sans serifs and neo-grotesques. It draws inspiration from typefaces like Avenir on the one hand and Helvetica on the other.

Although Goga is a universal and neutral typeface, it is rather warmer and friendly in nature.

Goga Hairline

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,?!

Goga Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,?!

Goga Extralight

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,?!

Goga Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,?!

Goga Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,?!

Goga Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,?!

Goga SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,?!

Goga Bold

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Goga ExtraBold

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,?!

Goga Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,?!

Typography Guidelines

Examples on the right demonstrate techniques for achieving clear and readable text. These principles guarantee consistency across all materials within the ecosystem.

In paragraphs of text, maintain an even right edge.

Avoid having "hanging" lines, where the first or last lines of a paragraph are isolated from the rest of the text.

While center or right alignment is acceptable for certain formats or contexts, left alignment is the preferred choice.

The line spacing
is 120% of the size.

Example:
25 pt with 30 leading.

Kerning allows you to adjust letter spacing.

Kerning must always be optical and Tracking set to 0.

Always try aligning text to the left of the strip or columns.

Balance left-side line lengths, avoiding major differences.

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STATIONERY



Business Cards

Clean and professional business card design featuring a modern layout, elegant typography, and a minimalistic color scheme.

This design conveys a sense of sophistication and reliability, making it perfect for professionals and businesses looking to make a strong first impression.

The front of the card prominently displays the individual or company's name and title, while the back includes essential contact information.

With its sleek and timeless aesthetic, this business card design is sure to leave a lasting impact on recipients.

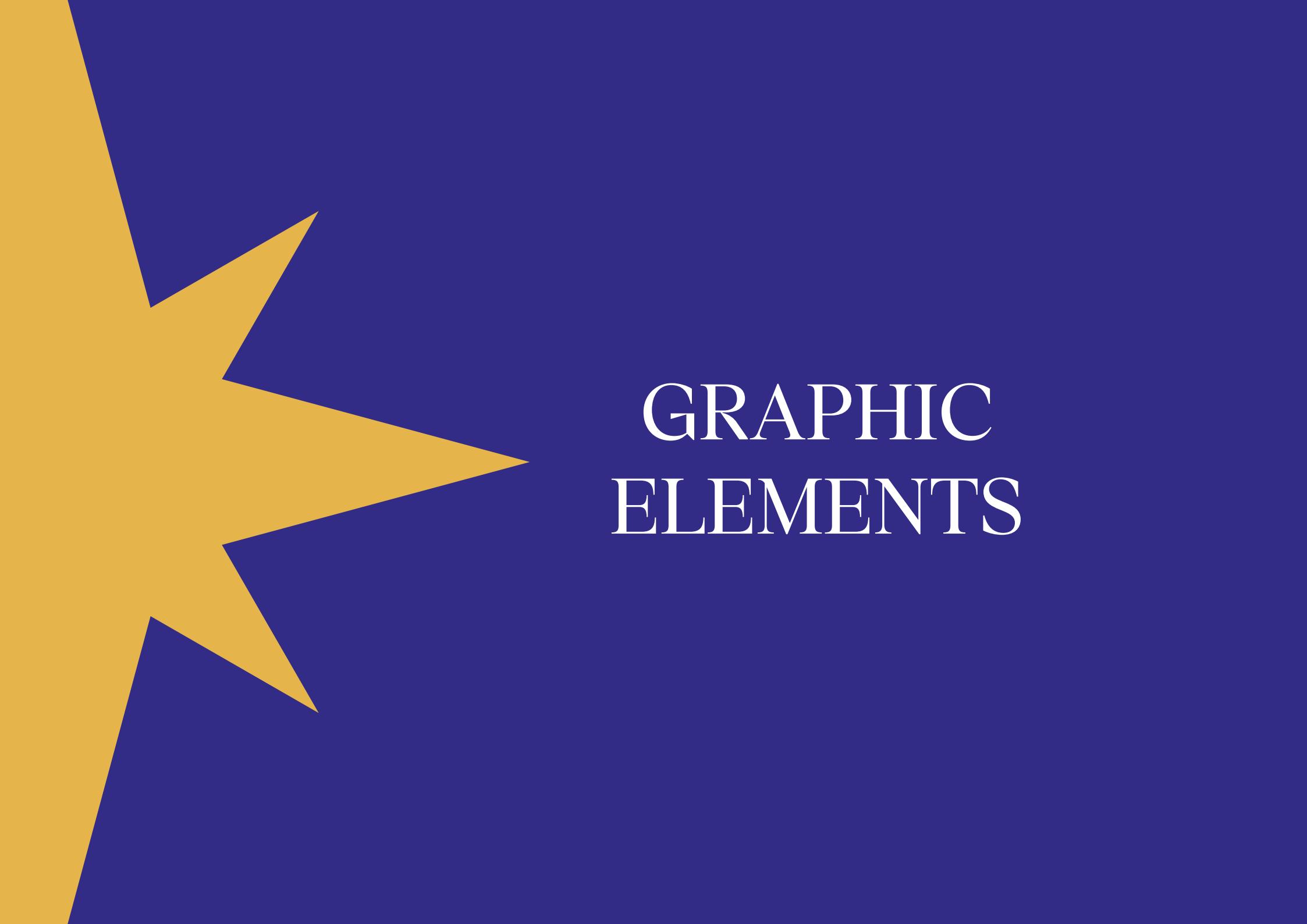




Letterhead

The design incorporates a subtle yet distinctive header, often featuring the company's logo and name for brand recognition. The layout is clean and uncluttered, allowing ample space for correspondence while maintaining a consistent visual identity. The chosen typography and color scheme reflect the organization's brand style, reinforcing a sense of professionalism. Whether used for formal letters, invoices, or official documents, this letterhead design complements the brand's image and leaves a memorable impression on recipients.





GRAPHIC ELEMENTS



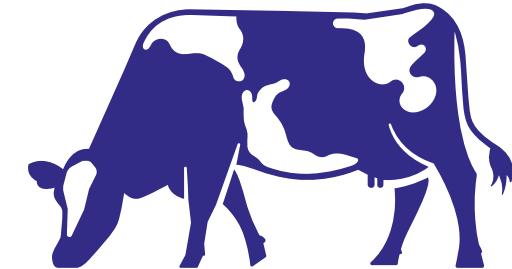
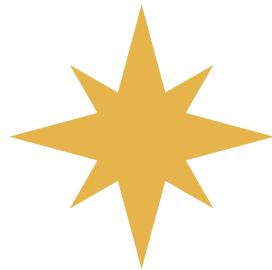
Graphic Elements

You have a diverse set of graphic elements featuring fragments of the star from the brand's logo, which can be creatively utilized in various designs such as packaging, billboards, citylights, and merchandising campaigns.

The elements' orientation can be adjusted based on the specific design requirements.

The color options of Minsk, Anzac, and white are interchangeable, offering flexibility in their application across different brand assets.

This adaptability ensures that the brand's visual identity remains consistent and impactful across a wide range of materials and promotional initiatives.



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PACKAGING



Packaging

Our milk packaging features a clean and simple design that emphasizes freshness and purity.

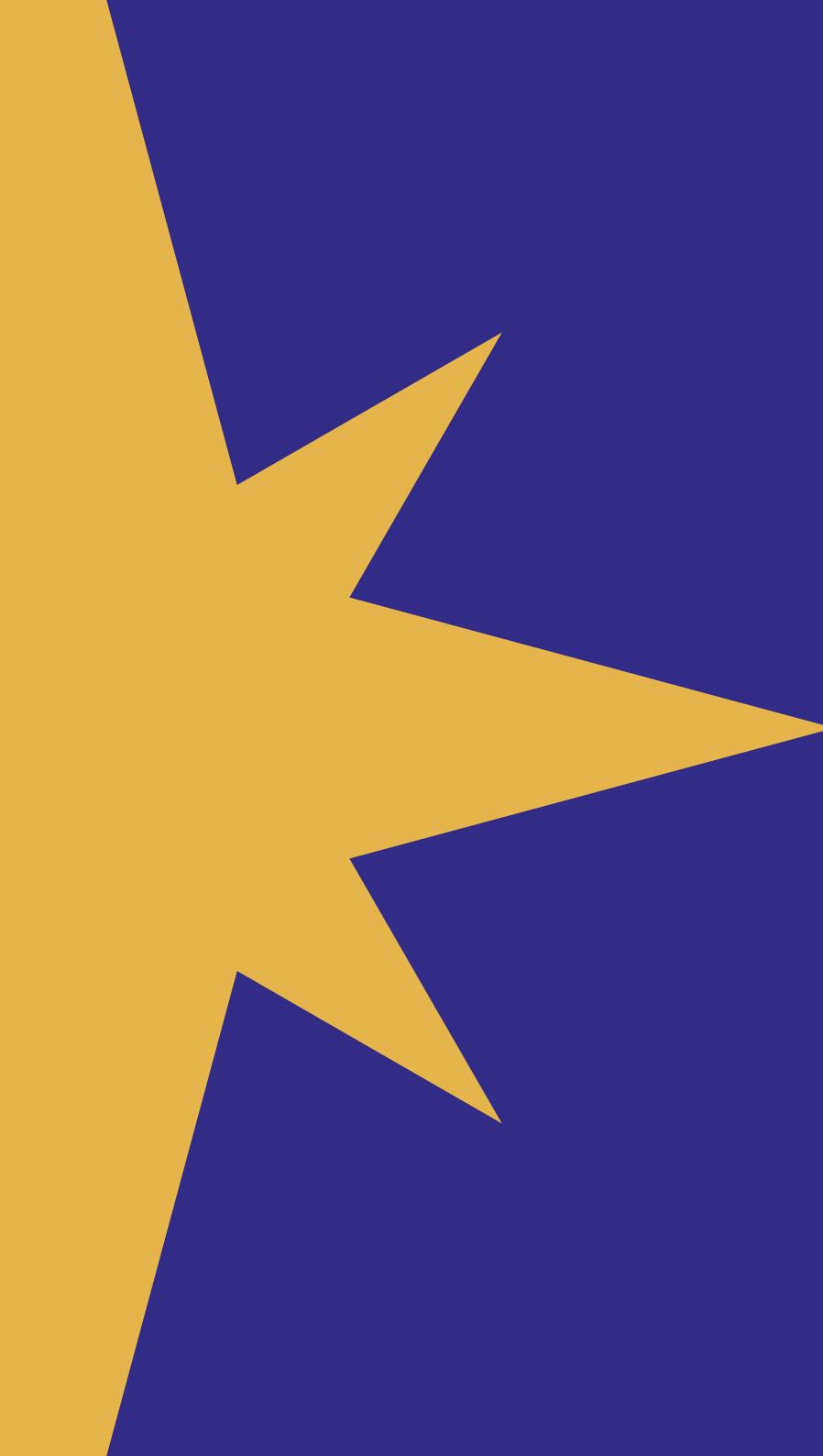
The labeling is clear and easy to read. Images of cows or pastoral scenes may be incorporated to convey a farm-fresh feel.

Additionally, we prioritize eco-friendly materials to promote sustainability in our packaging design.

Our yogurt packaging showcases a vibrant and inviting design.

The use of playful and energetic fonts and colors appeals to a wide audience, including both children and adults.



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STAFF CLOTHING



Staff Clothing : T-Shirts

The Anzac gold t-shirt design features a classic, comfortable fit with a vibrant, eye-catching color that exudes warmth and positivity.

The brand's logo is elegantly embroidered on the left pectoral, adding a touch of sophistication to the overall look.

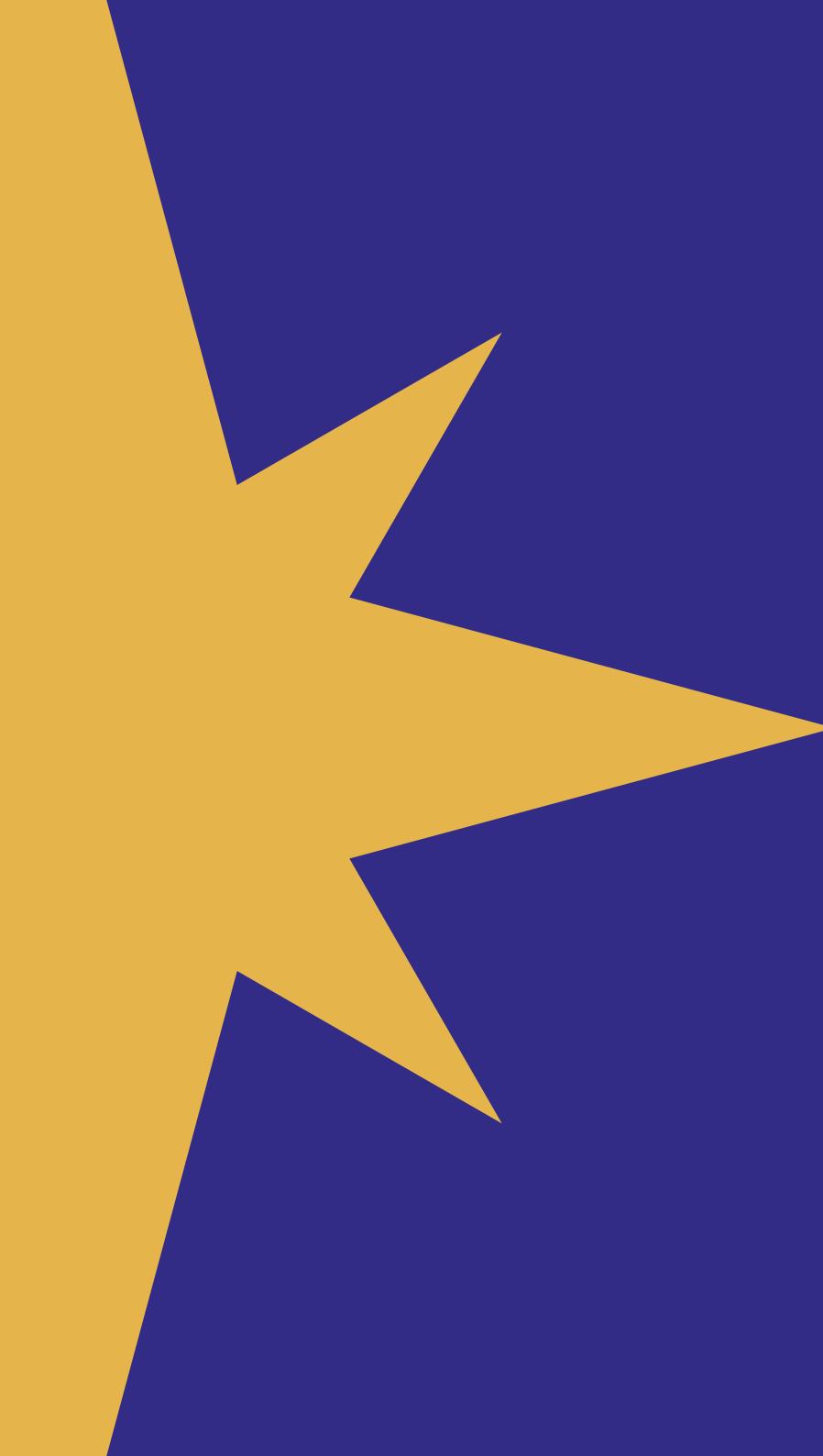
This design is perfect for those who appreciate a timeless and versatile wardrobe staple that effortlessly complements various styles and occasions.

On the other hand, the Minsk purple t-shirt design offers a modern and stylish twist with its rich and regal hue.

The brand's logo is tastefully displayed on the left pectoral, creating a subtle yet impactful statement. The Minsk purple color adds a sense of depth and individuality to the design, making it an ideal choice for those who seek a unique and contemporary addition to their wardrobe.

Whether dressing it up or down, this t-shirt is sure to make a fashionable impression.



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SOCIAL MEDIA



Social Media Posts

The social media post should be visually appealing and attention-grabbing, with a high-quality image or graphic that aligns with the brand's aesthetic.

The post should feature concise and engaging copy that encourages interaction.

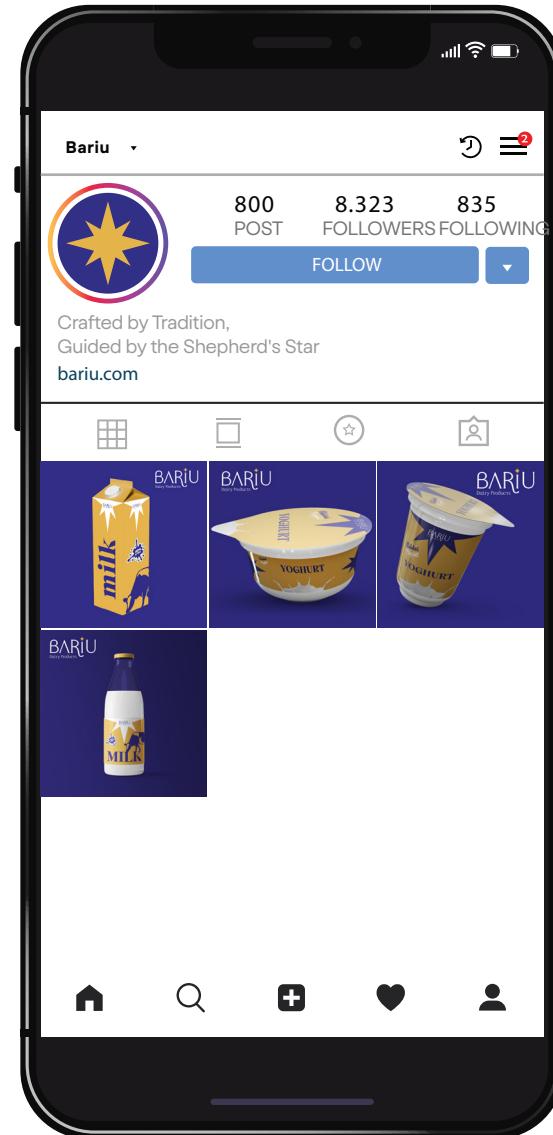
The design should incorporate the brand's color scheme and logo, maintaining a consistent look and feel across all posts.

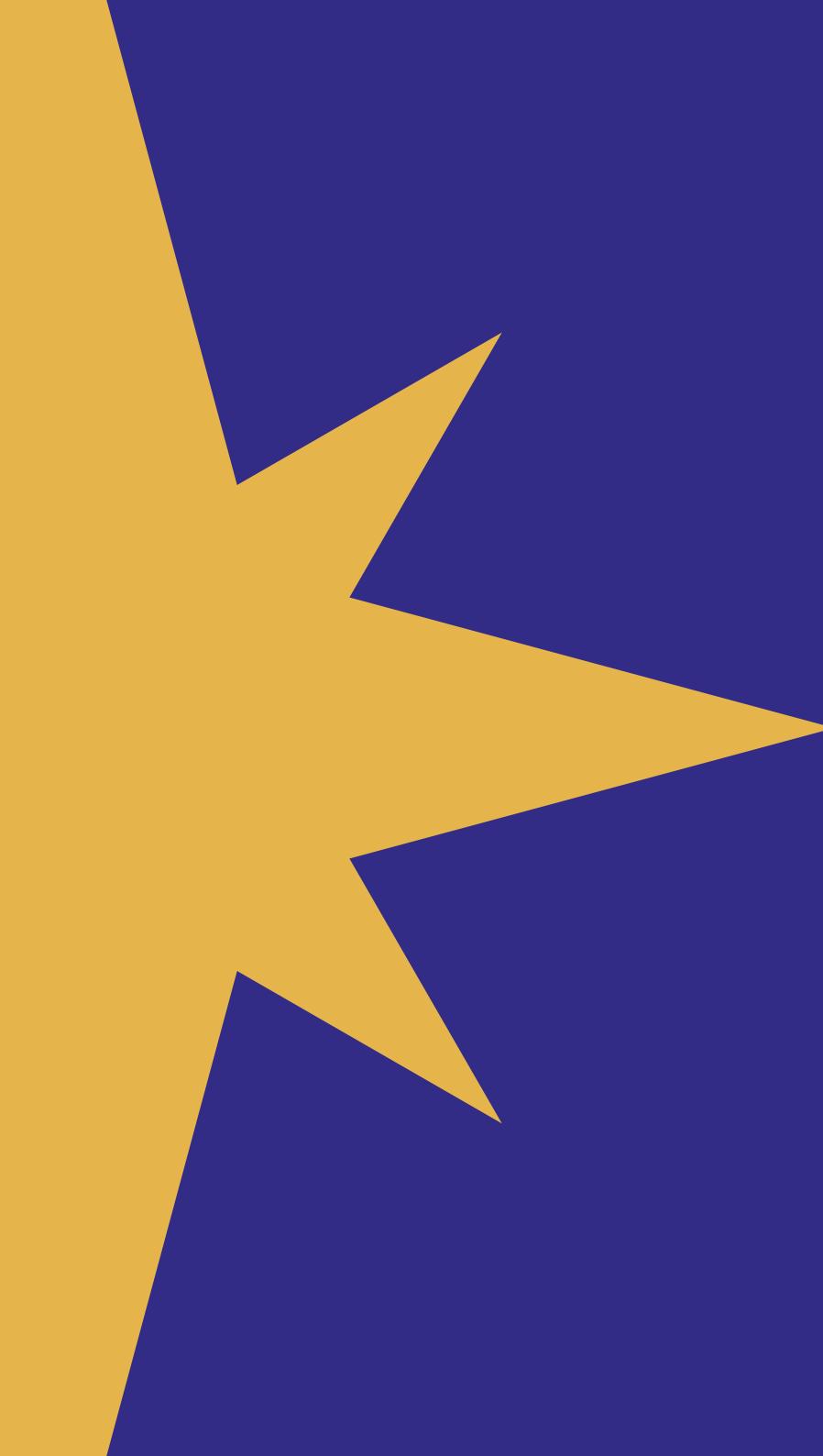




Social Media Account

As for the account, it should have a well-crafted bio that succinctly communicates the brand's identity and purpose. The profile picture should be the brand's recognizable logo, and the cover photo can either showcase the product or convey the brand's message.



A large, stylized yellow lightning bolt graphic is positioned on the left side of the image. It consists of several jagged, triangular shapes in a bright yellow color, set against a dark blue background.

PRINT OUTDOOR



Billboard





Citylight

