

Voltaren

Back and Muscle Pain

Brand
Guide



February 2021



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Voltaren's Brand

Voltaren utilises masculine colours and fonts to show how strong our brand, and our product is. Voltaren wants aims to show the aftermath of consuming our product, which is feeling like royalty and being able to be active.



Text version.



King Voltaren

Voltaren's logo is of a king. The king had back pain, but now that he drank Voltaren he is back pain free. As you can see he is jumping for joy, a clear indication that Voltaren works. He is also a king and we hope that when our consumers drink Voltaren, they will feel like kings no matter what.



Alternate version with white text.



Logo Clear Space

The clear space around the Voltaren beer logo is marked by one 'n' in the Bunday Slab font. The 'n' should be the same size as the one in the word 'Voltaren'. The first example of the logo without text will have the clear space of the 'n' of the nearest instance of the word 'Voltaren'.



Three



Logo Sizes

It's very crucial that the Voltaren brand is able to be seen by consumers. This is why we must make sure that the logo is legible at all times. That means ensuring that the logo does not go under a specific size.



0.25' Size



0.5' Size



1' Size



2' Size





Colour Study

Colours are an important part of any brand. Voltaren beer's colours are masculine and earthy while still being colourful. These colours should be primarily used, but black and white may also be used.



Pantone 1215 C
CMYK 0%, 14%,
55%, 2%
RGB 250, 216, 113
Hex #fad871



Pantone 4021 C
CMYK 0%, 21%,
74%, 28%
RGB 183, 144, 48
Hex #b79030



Pantone 1605 C
CMYK 0%, 48%,
77%, 36%
RGB 163, 85, 37
Hex #a35525



Pantone 3405 C
CMYK 87%, 0%,
44%, 30%
RGB 23, 178, 100
Hex #17b264



Pantone 627 C
CMYK 83%, 0%,
37%, 81%
RGB 8, 48, 30
Hex #08301e



Pantone 2042 C
CMYK 0%, 66%,
51%, 54%
RGB 118, 40, 58
Hex #76283a



Pantone 1805 C
CMYK 0%, 83%,
74%, 26%
RGB 189, 33, 50
Hex #bd2132





Main Font: Bunday Slab
A strong font, to be used for titles
and headers.

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890

Secondary Font: Arial
A simple sans serif, to be used
for paragraphs and captions

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Typographic Study

The large font used in Voltaren's branding is called Bunday Slab. Bunday slab is a strong serifed font and is used in the logo and the label. This font should be used for any title or header.

The small font is Arial, a standard sans serif font. Arial should be used for any captions and paragraphs. Italics and bold can be used, but only for emphasis.

Any other similar sans serif font can be used in place of Arial.



Enviroment Application

Not only does Voltaren produce a delicious line of beers, but we also have a fashion line with our logos and imagery printed on shirts, hats, joggers and more.

Voltaren's advertisements are perfectly in brand, and interesting to the viewer.

WIP (Work in Progress)



Seven



