



BRANDING GUIDE

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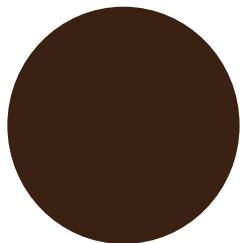
Promotional Elements ----- 6



Anna came from a family that has a history in the pastry and chocolate industry, he combined her passion with the experience that she got from the family and did her apprenticeship in pastry and chocolate in her hometown, Ibbenbueren, Germany, where she worked as a chef until she immigrated to Canada in 2002. After working in her father's shop for twelve years. she knew it was time for her to explore these wonderful ingredients in her own kitchen. Where she can share her family heritage with as many people as possible.

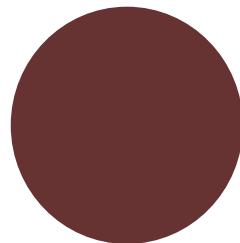
To share our love of Chocolate, with costumers who seeking for integrity





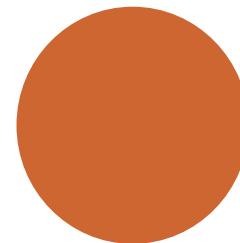
Dark Chocolate

C=0% M=0% Y:0% K:80%
R=51 G=51 B=0
HEX:#333333



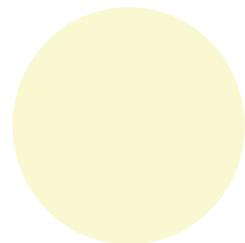
Milk Chocolate

C=41% M=78% Y:67% K:45%
R=102 G=51 B=51
HEX:#663333



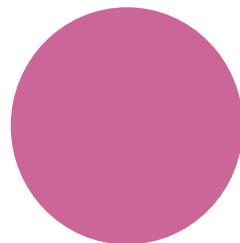
Caramel

C=15% M=92% Y:71% K:15%
R=204 G=102 B=51
HEX:#cc6633



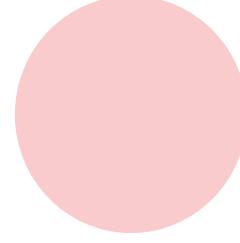
Almond

C=1% M=0% Y:24% K:0%
R=255 G=255 B=204
HEX:#ffffcc



Bonbon

C=18% M=73% Y:11% K:0%
R=204 G=102 B=153
HEX:#cc6699



Candy

C=0% M=24% Y:11% K:0%
R=255 G=204 B=204
HEX:#ffcccc



Dark



Light



Black & white

Our logo considered as the main part of *Anna Stubble* brand and should be used in many aspects. The dark version of the logo will be the main logo of the brand. Also, the logo with the light background can be used often to represent the brand tone, in addition to the black & white which is more adequate with white background elements. *Anna Stubble* logo is a combination of two powerful features. Graphic and Textual, where been used to deliver the main message of the brand.

used for headlines

font size :24-60pt, Sentence Case

used for body text

font size :16-40pt, Sentence Case

used for logo and headlines

font size 32-80pt, Sentence Case

ANOTN **REGULAR**

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

a b c d f g h i j k l m n o p q r s t u v w x y z

Amiri **Bold,Regular**

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

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

The Nautical **Bold**

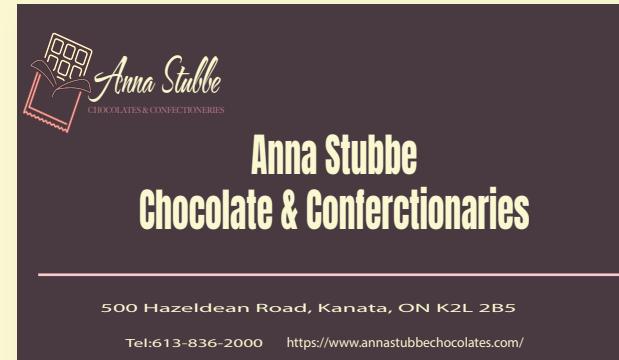
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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

Chocolate box



Bussiness Card



Gift Packing



Apron

