

BRAND NESPRESSO

PRÉMIOVÁ ZNAČKA KÁVY

VYSOKÁ KVALITA KÁVY

ZNAČKA SE ZAVAZUJE K TRVALÉ UDRŽITELNOSTI A RECYKLACI

INSPIRE

AUTHENTIC

UNIQUE

ORIGINAL

STYLISH

PREMIUM

BAREVNOST

13.1 COLOUR PALETTE OVERVIEW

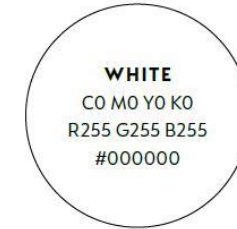
Core colour palette

We are a dark, luxurious brand that uses colour in a contemporary, sophisticated way.

Our core palette comprises of textural black, white, black and gold.

Gold is used sparingly, accenting the simple, confident palette. We should find opportunities to create physical gold, ie foiling.

Vibrancy comes through rich imagery and our colourful coffee capsules to bring vibrancy to our palette.



1. IMAGE PRÉMIOVÉ & VEČERNÍ AKCE

Typy eventů :

> KVIFF, MBPFW, Český lev, Magnesia Litera, Classic Prague Awards, Ceny Vize 97, Chefs Awards

2. DESIGN UMĚNÍ & ARCHITEKTURA

Typy eventů :

> Designblok, předávání cen za architekturu, HR konference, Business konference

3. COFFEE TASTING KONFERENCE & FESTIVALY

Typy eventů :

> HR konference, coffee festivaly, ochutnávky kávy ve firmách

4. SPORT GOLF & FOOD FESTIVALY

Typy eventů :

> Golfové turnaje, food festivaly



NESPRESSO LOGO GUIDELINES

Možnosti užití loga

This is our Logotype. It has been refined over the years so please ensure you are using the correct 2008 version.

The Nespresso Logotype is available in white and black for use on light or dark backgrounds.

Under no circumstances should either element be altered in any way.

A clearspace equal to the full height of the E should be observed at all times.

Logotype



Clearspace



Old logotype



The tail of the H has been refined

Minimum size



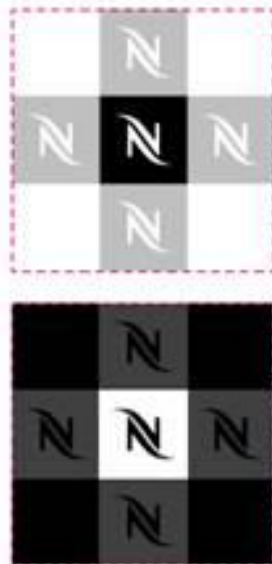
NESPRESSO MONOGRAM GUIDELINES

Možnosti užití monogramu

Monogram



Clearspace



Minimum size



Old logotype

