



CÂLIN D'OURS

Brand Guidelines

Version 1.0 September 2024

01

Brand Overview



To promote a brand visually, use consistent colors, typography, and imagery across all platforms to reinforce recognition and convey the brand's identity clearly and compellingly.

Câlin d'Ours is a Prosecco brand originating from Treviso, Italy, known for its fresh, fruity profile.

The brand was founded by two lifelong friends to celebrate friendship, love, and shared moments. Their Prosecco features gentle bubbles and is crafted from Glera grapes grown in the renowned Prosecco DOC region.

Câlin d'Ours emphasizes slowing down to savor life's special moments, embodying the warmth and strength of a bear. The brand also offers cocktails, music playlists, and stylish merchandise to enhance the drinking experience.

02

Brand Logo

A brand's logo visually represents its identity, embodying core values and creating immediate recognition and emotional connection with audiences.

Logo shape

The bear shape should be in white on dark backgrounds with a contrast higher than 3.5 from white.

On light backgrounds the bear is in black.

Title name

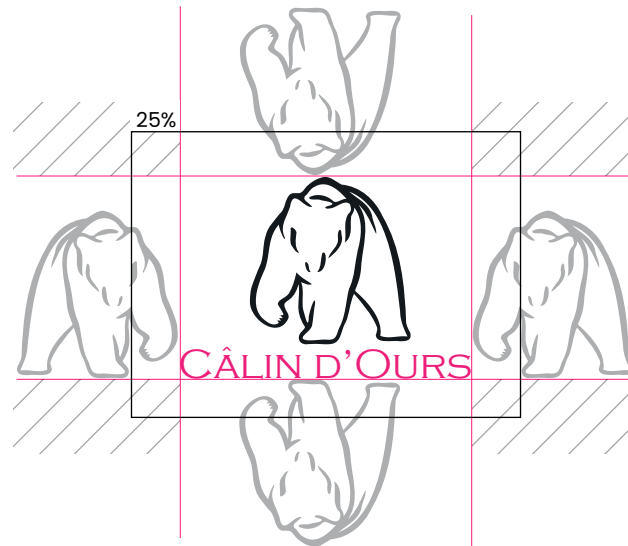
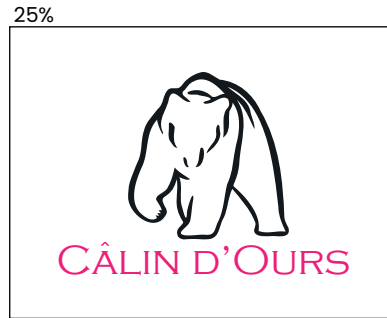
The name Calin d'Ours is always in pink and the used font in COPPERPLATE GOTHIC LIGHT.



03

Logo Use

The logo should be used consistently, maintaining proportions, colors, and clarity at any size. Ensure clear space around the logo, using consistent margins and frames.



Clear Space

For the special usage logo, 25% of the symbol height is the minimum area that should be allowed around all of the logo and Calin d'Ours tilte for consistent use.

04

Typography

A brand's typography and color palette should reflect its identity, ensuring readability and emotional impact. Consistent colors enhance brand recognition and visual harmony.



Poppins regular/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

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

05

Color Palette



A brand's color palette should reflect its identity and values, creating a consistent visual impression that enhances recognition and emotional connection with its audience.

Pink

C000 M087 Y049 K007
R237 G030 B121
#FF914D

White

C000 M000 Y000 K000
R255 G255 B255
#000000

Dark Blue

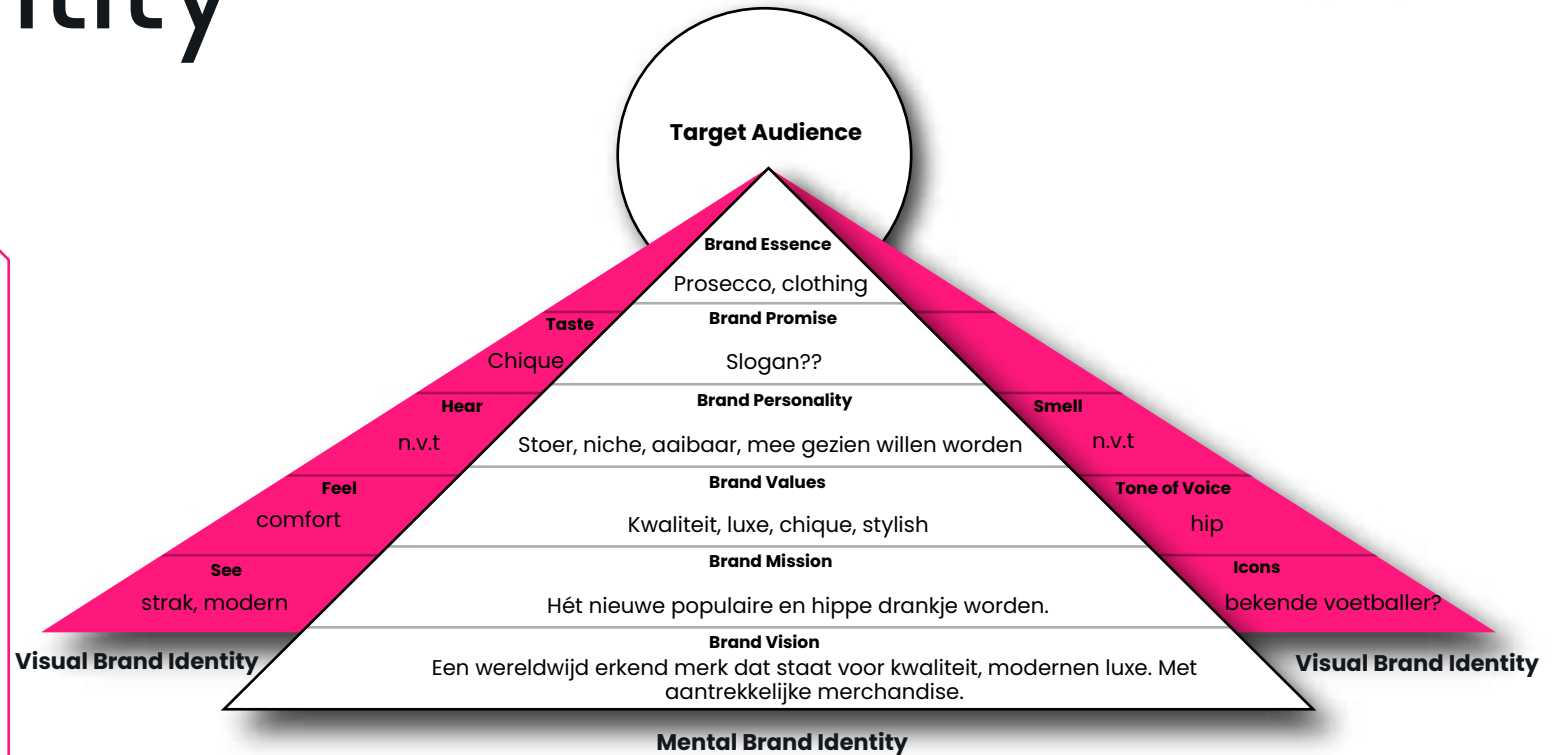
C051 M021 Y000 K083
R021 G034 B043
#15222B

06

Brand identity



The "Merkwijzer" stresses that brand identity must be authentic and consistent, aligning visual and verbal elements with core values to ensure a meaningful, cohesive customer experience.



07

Stationary

Stationery showcases a company's brand identity. A consistent use of colors, fonts, margins and logos ensure clean layouts to enhance readability and professionalism, reinforcing the brand image.

Text: Font: Poppins Regular, size: 12pt, letterspace: 110, line-height: 15pt.

H1: White fill with an pink outline.
Font: Poppins Regular, size: 58pt, letterspace: 0.

H2: White fill with a black outline.
Font: Poppins Regular, size: 36pt, letterspace: 0.

H3: Black fill.
Font: Poppins Bold, size: 20pt, letterspace: 20.

H4: pink fill.
Font: Poppins Regular, size: 15pt, letterspace: 66.



H1

H2

H3

H4