

The background of the entire page is a close-up, high-resolution photograph of dark blue gravel or crushed stone. The texture is granular and uneven, with many small, angular pieces of stone visible. The lighting is somewhat uneven, creating subtle variations in the blue tones across the surface.

Van Schaik's b10 gro

Brand Guidelines
June 2015

Primary Brand Mark

Van Schaik's
bio gro

Mono Brand Mark

Van Schaik's
bio gro

Van Schaik's
bio gro

Brand Mark Image Treatment

Van Schaik's
bio gro

Van Schaik's
bio gro

Clear Space

An exclusion zone has been established to ensure the brand mark remains clear and identifiable.



Minimum Size

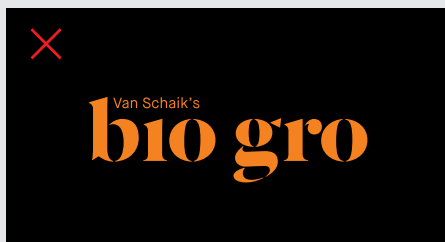
It is important that all parts of the identity can be easily read in every application. To ensure this, we have established a minimum size.



What NOT to do



Don't distort or stretch the brand mark vertically or horizontally



Don't reproduce in other colours



Don't change or alter the different elements

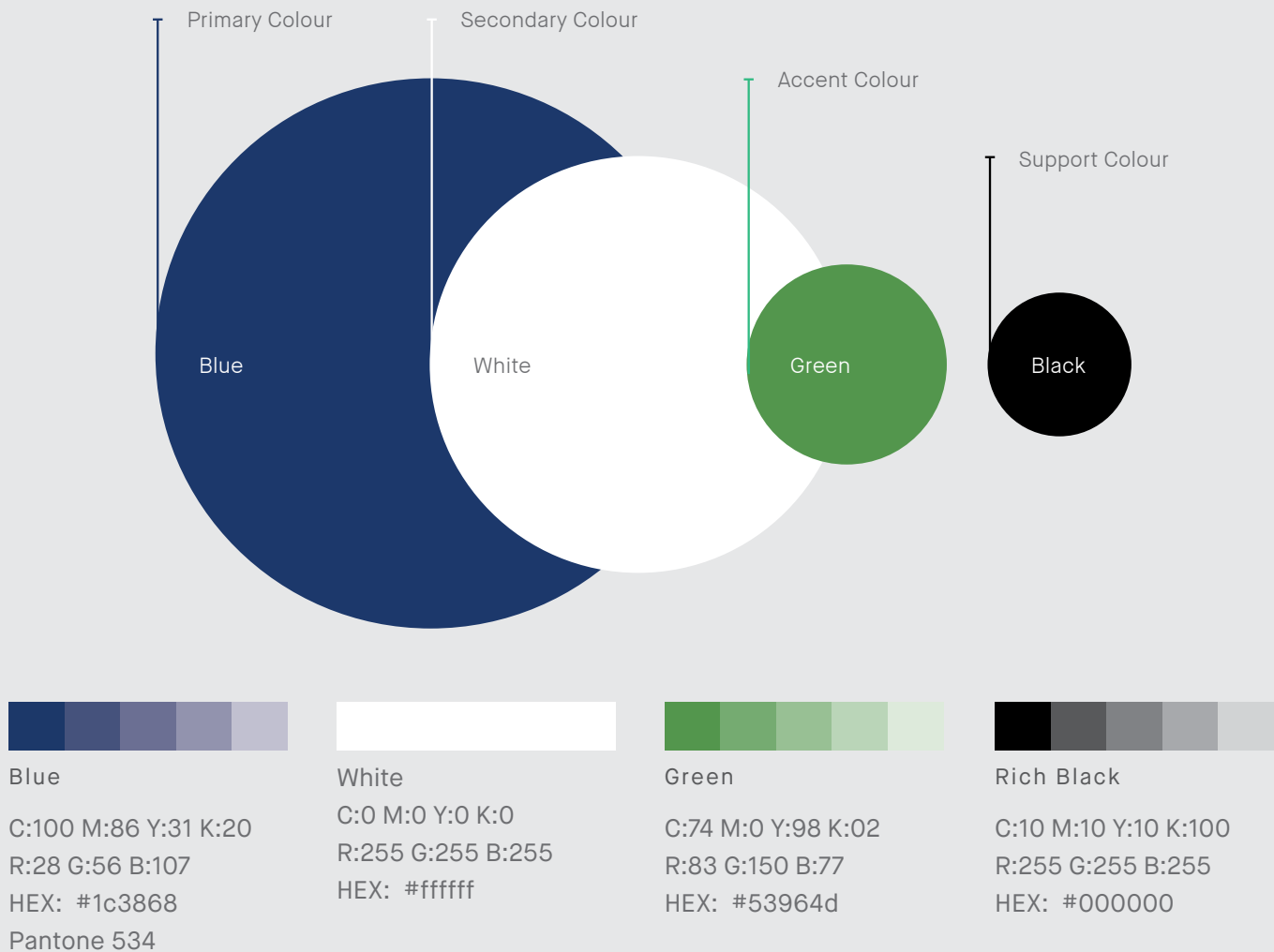


Don't place brand mark on incorrectly coloured backgrounds



Don't place brand mark on backgrounds that make it difficult to read

Colour Palette



Headline Typeface

Dala Floda Roman No.2

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp

1234567890.'"\$%&()*@

Primary Typeface

Maison Neue

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp

1234567890.'"\$%&()*@

Best Practice

Here are a few examples to explain the BioGro brand in practice.

