



*Brand Standards*  
*August 2014*



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## RJ's Licorice Brand Standards

A successful brand identity system is achieved through consistent use of the brand identity. These standards provide guidelines and rules that help this to happen.

Unquestionably, a brand is one of the most valuable assets a company can possess.

Once this brand is used and applied consistently, it acts as a great signal, symbolising the corporate and brand's philosophy in the marketplace.

These brand standards clearly define and prescribe how the RJ's Licorice brand identity should be used. They are not intended to restrict the creative freedom of design or advertising. However, by consistently applying the brand identity you will be helping to build strong brand recognition and recall of RJ's Licorice, as well as strengthening the brand's personality and image.

**To obtain agreement to use the brand identity, or for further information on the use of the RJ's Licorice brand, please contact:**

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RJ's Licorice,  
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## Hero Standalone Logo Option

The Hero Standalone Logo is the preferred logo option and is to be used in the first instance where the logo will be sitting among other colours, or over top of background imagery.

## Brand Identity

The RJ's Licorice brand identity logo has been specifically designed as a graphic unit. It should never be reset to match another typeface.

The RJ's Licorice logo unit should always be reduced or enlarged in proportion.

The RJ's Licorice logo unit is made up of:

1. RJ's Licorice logotype
2. Background branding device
2. TM

These elements must always be used together and in the proportions shown below.

### HERO LOGO



## Reversals

The RJ's Licorice brand identity should never appear in a negative format.



## Area of Isolation

This is a nominated measured clear space based on the letter 'O' in the 'RJ's Licorice logotype'.

This is placed once on each side of the logo as shown, and should be adhered to in all applications of the logo. This area relates to the space required when using the RJ's Licorice logo with other logos, objects or text. An area of isolation is an ideal minimum measurement - it can be larger, but should never be smaller.





## 4. Colour Use

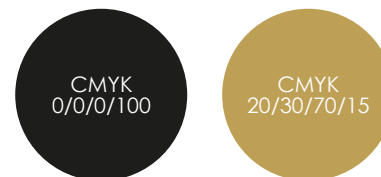
The RJ's Licorice brand identity is to be reproduced in its preferred two (2) colour version. This is the preferred 'Primary' option.

When the Primary Option 'Spot' colours are not available, the process colour option may be used. This is the 'Secondary' option.

### 4a. PRIMARY OPTION: Spot Colour



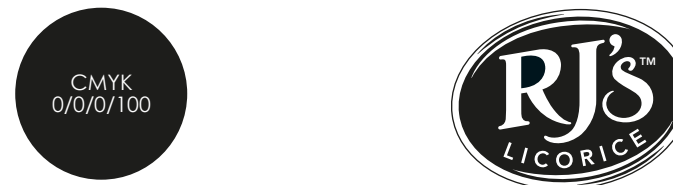
### 4b. SECONDARY OPTION: Process Colour



### 4c. TERTIARY OPTION: Black



### 4d. TERTIARY OPTION: Black



NOTE: 100K (100% black) is to be used when both the Primary and Secondary options above are not available for use.

## 5. Misuse of Logo

The RJ's Licorice brand identity system has been designed to fulfill specific needs of the company it represents. These brand standards aim to achieve visual consistency. For this reason the following examples should never be used.



stretching horizontally



or vertically



rotating



colourising



change or add to the holding shape



change the logotype

## 6. Minimum size

The recommended minimum size of the RJ's Licorice brand identity is 20mm in width. This minimum size is required to retain the legibility of all elements of the RJ's Licorice brand identity. All minimum size applications require the approval of the RJ's Licorice Managing Director.



20mm

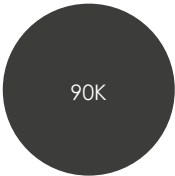
# Supporting Elements

## 7a. RJ'S BACKGROUND PATTERN

A RJ's background pattern has been specially designed to support the brand as a secondary element in: Packaging, POS, Media and Advertising.



100K



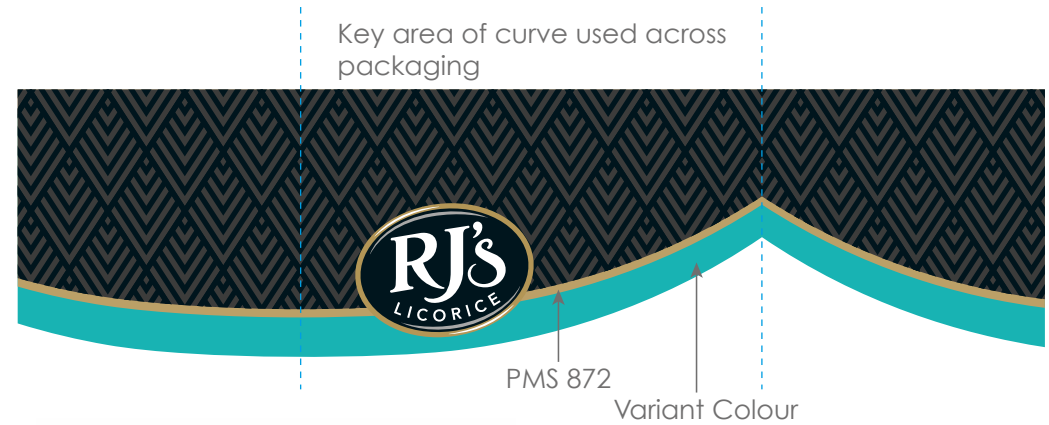
90K

Colour tone guide for offset/digital printed material

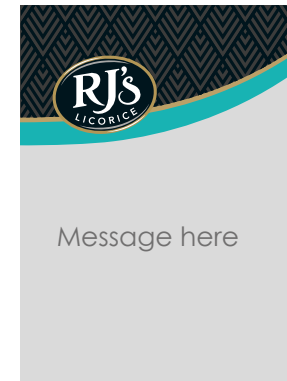
# Supporting Elements

## 7b. RJ'S BRAND CURVE

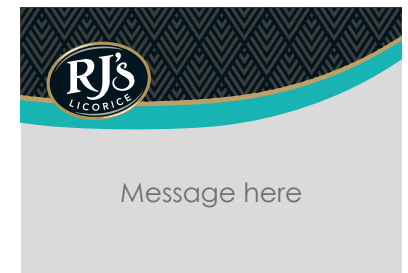
A RJ's brand curve has been specially designed to support the brand as a variant identification element on packaging. This could also be used on POS, Media and Advertising as required.



Example shown: New packaging umbrella template. RJ's background pattern and brand curve on hangsell packs. The Area of Isolation does not apply when being used with RJ's supporting elements.



Example: A4 Advert



Example: POS Header Card



## Supporting Elements

### 7c. RJ's Typeface Selection

Supporting Typeface – Lindy Regular  
To be used in pull out headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Supporting Typeface – Helvetica Neue Light  
To be used in large areas of body copy, and back of pack information.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### 7d. Claims and Copy

Various claims have been created and can be used as a mark of quality, or information.



Use of any Supporting elements requires approval from the RJ's Licorice Managing Director.