



Brand book

newrest



A

Graphic Elements

01

Corporate logos



Newrest logo

Colored versions

CMYK (for printing)

newrest



C 52
M 42
Y 40
K 23



C 25
M 65
Y 100
K 15

RGB + HEX (for digital use)

newrest



#757578
R 117
G 117
B 120



#AF6114
R 175
G 97
B 20

PANTONE (for printing)

newrest



PANTONE
COOL
GREY 9 C



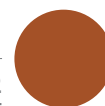
PANTONE
1605 C

RAL (for painting)

newrest



RAL 7012
BASALT
GREY



RAL 8003
CLAY BROWN

Black & white versions



nɛwrest

nɛwrest

Black version for Fax communications only (see p.23)

Use of the logo on different background

▼ Use white logo on black and dark backgrounds



Use logo in color version on white and very light backgrounds ▲

4 different displays

The Newrest logo, featuring the word "newrest" in a sans-serif font. The "new" is in orange and the "rest" is in grey. The "e" is stylized with three horizontal bars.

▲
LOGO

The Newrest logo with "CATERING UNLIMITED" in a smaller, grey, sans-serif font below it.

▲
LOGO + BASELINE

The Newrest logo with five circular icons below it: a fork and knife, a hand holding a spoon, a train, a hammer and saw, and a coffee cup.

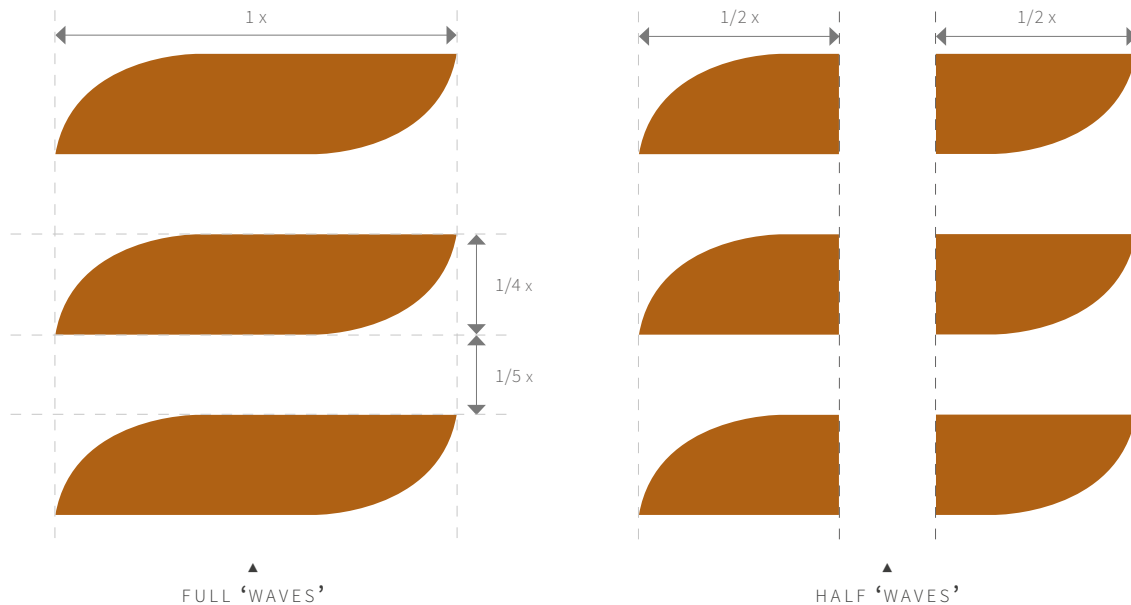
▲
LOGO + ICONS

The Newrest logo with "CATERING UNLIMITED" below it, followed by five circular icons: a fork and knife, a hand holding a spoon, a train, a hammer and saw, and a coffee cup.

▲
LOGO + BASELINE + ICONS

Associated elements

The 3 waves



▲ Please respect these proportions ▲

Activity sector icons



▲
CATERING



▲
INFLIGHT



▲
RAIL



▲
REMOTE SITE



▲
RETAIL

Country logos

In English

n_≡wrest
Spain

In country language

n_≡wrest
España

n_≡wrest
Algeria

n_≡wrest
Algérie

n_≡wrest
Greece

n_≡wrest
ΕΛΛΑΣ

n_≡wrest
Peru

n_≡wrest
Perú



Please find all country logos on Share or on special request at Newrest Communication Department.

Joint Ventures logos



Example



Do not create your own Joint Ventures logo!

Each new request must be addressed to the Newrest Communication Department.
The logo must be imperatively validated by our CEOs before any official use.

Subsidiaries logos

n=wrest
wagons-lits

n=wrest
travel retail

facilit' air 

facilit' rail 



Do not create your own Subsidiary logo!

Each new request for logotype must be addressed to the Newrest Communication Department. Each Subsidiary logo refers to one special activity: don't mix them up, don't combine subsidiary and country logo...

A

Graphic Elements

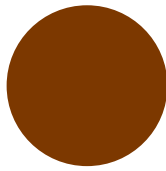
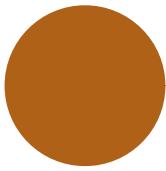
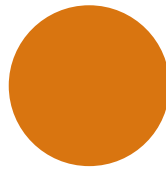
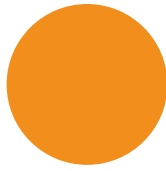
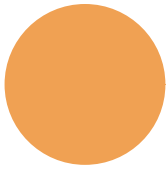
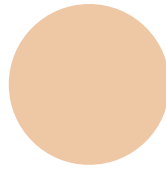
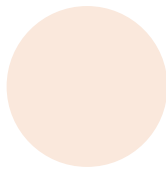


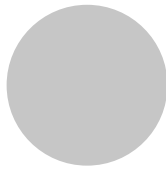
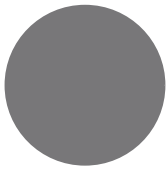
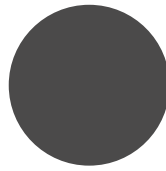


02


Corporate colors



Color chart

 <p>#7B3800</p> <p>C 0 R 124 M 70 G 56 Y 100 B 0 K 60</p>	 <p>#AF6114</p> <p>C 25 R 175 M 65 G 97 Y 100 B 20 K 15</p>	 <p>#D8750F</p> <p>C 12 R 217 M 61 G 117 Y 100 B 16 K 2</p>
 <p>#F28D1B</p> <p>C 0 R 242 M 52 G 142 Y 93 B 28 K 0</p>	 <p>#EFA052</p> <p>C 3 R 240 M 44 G 161 Y 72 B 83 K 0</p>	 <p>#EEC7A4</p> <p>C 6 R 239 M 25 G 200 Y 38 B 165 K 0</p>
 <p>#F9E8DC</p> <p>C 2 R 250 M 11 G 232 Y 14 B 220 K 0</p>	 <p>#F1F1F1</p> <p>C 6 R 242 M 4 G 242 Y 5 B 242 K 0</p>	 <p>#E8E8E7</p> <p>C 11 R 233 M 7 G 232 Y 9 B 232 K 0</p>
 <p>#C6C6C5</p> <p>C 0 R 198 M 0 G 198 Y 0 B 198 K 30</p>	 <p>#757578</p> <p>C 52 R 117 M 42 G 117 Y 40 B 120 K 23</p>	 <p>#4B4A4A</p> <p>C 63 R 75 M 53 G 74 Y 51 B 75 K 50</p>



 <p>#98AC6A</p> <p>C 47 R 152 M 19 G 172 Y 68 B 106 K 3</p>

This colour has been added
in order to highlight
**ecological and nutritional
information.**

A

Graphic Elements

03

Corporate fonts



Corporate fonts

newrest

semibold

/ Lower-case letters

▶ abcdefghijklmopqrstuvwxyz
≡ 0123456789

Newrest icons



SOURCE SANS PRO

LIGHT

/ Upper-case letters

▶ ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Regular

/ Lower-case letters

▶ abcdefghijklmopqrstuvwxyz
0123456789

Semibold

/ Lower-case letters

▶ abcdefghijklmopqrstuvwxyz
0123456789

Black

/ Lower-case letters

▶ abcdefghijklmopqrstuvwxyz
0123456789

Source Serif Pro

Regular

/ Lower-case letters

▶ abcdefghijklmopqrstuvwxyz
0123456789

Verdana

Regular

/ Lower-case letters

▶ abcdefghijklmopqrstuvwxyz
0123456789

For print & publishing

SOURCE SANS PRO / Source Serif Pro

Titles & Subtitles



BLACK
66%

SOURCE SANS PRO LIGHT
Upper-case letters / Letter spacing: +120



C 25
M 65
Y 100
K 15

Source Sans Pro Black
Lower-case letters / Letter spacing: +50



BLACK
66%

Source Sans Pro Semibold
Lower-case letters / Letter spacing: +50

Text

BLACK
75%

Source Sans Pro Regular
Font size: 9 pt / Letter spacing: +30



BLACK
90%

Source Sérif Pro Regular
Font size: 9 pt / Letter spacing: +5

or

Example

SENEGAL & TURKEY –

The Catering network spreads its wings internationally

In April 2019, Newrest Senegal commenced Catering activities by inaugurating its first restaurant on the premises of the Société Africaine de Raffinage. Newrest serves the refinery's 250 employees meals with local flavours in an environment designed in the colours of Les P'tits Plats du Chef. Anxious to provide its customers

with original solutions, Newrest deployed 'Mobile Money' at the restaurant, an innovative contactless remote payment system.

Newrest acquired a stake in a family-run company in out-of-home Catering in Turkey

On August 21, 2019, the Group acquired a stake in Parıltım Yemek, a family-run company and a benchmark player in out-of-home Catering in Turkey. Its strategic scope has now been extended around the Mediterranean region and its activities and expertise have been diversified.

On Share: B - Communication → 3 - Newrest Brandbook → A - Graphic Elements → 03 - Corporate Fonts

For web & internal communications

Verdana

Email Text & Signature



BLACK
100%

Verdana Regular

Font size: 10 pt

Font color: #000 (black 100%)

Bureautic Documents



R 175
G 97
B 20

Titles: **Verdana Bold**

Font sizes: 14 → 34 pt

Font color: R=175 G=97 B=20



R 52
G 52
B 52

Text: Verdana Regular

Font size: 11 pt

Font color: R=52 G=52 B=52



You don't need to download this font!

Verdana is a basic font already available on every computer, you will find it in all your bureautic softwares.

newrest

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