



Brand book

newrest



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Graphic Elements

01

Corporate logos



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SUMMARY

Newrest logo

Colored versions

CMYK (for printing)



C 52
M 42
Y 40
K 23



C 25
M 65
Y 100
K 15

RGB + HEX (for digital use)



R 117
G 117
B 120



R 175
G 97
B 20

PANTONE (for printing)



PANTONE
COOL
GREY 9 C



PANTONE
1605 C

RAL (for painting)



RAL 7012
BASALT
GREY



RAL 8003
CLAY BROWN

Black & white versions

nΞwrest

nΞwrest

BLACK VERSION: FOR FAX COMMUNICATIONS ONLY

Use of the logo on different backgrounds

▼ USE WHITE LOGO ON BLACK & DARK BACKGROUNDS



USE LOGO IN COLOR VERSION ON WHITE & VERY LIGHT BACKGROUNDS ▲

Logo with baseline

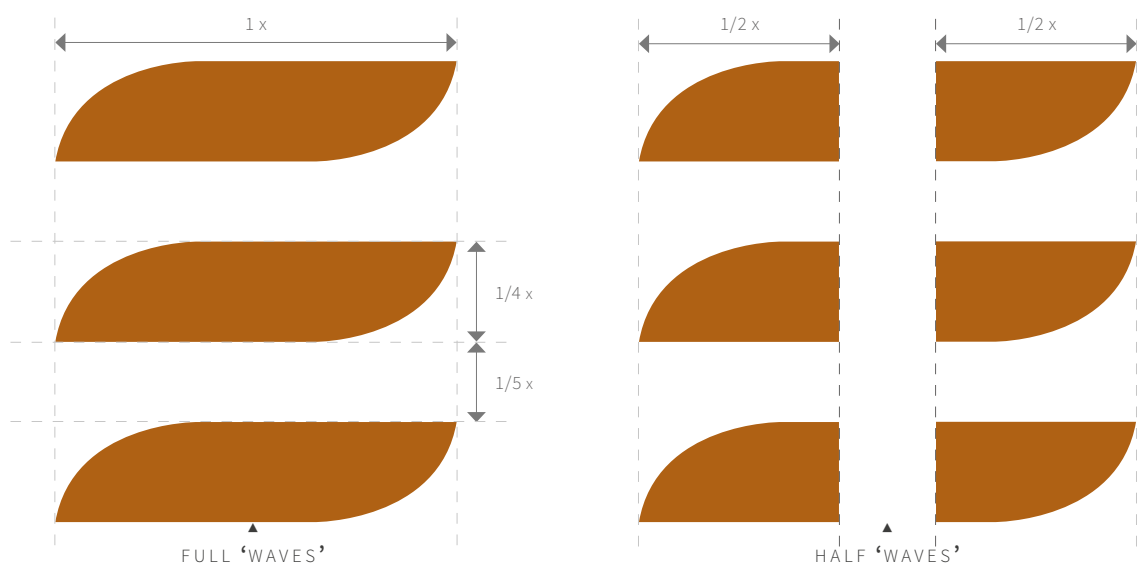
nɛwrest
CATERING UNLIMITED

nɛwrest
CATERING UNLIMITED

▲
THE LOGO WITH BASELINE CAN BE USED
AS A SUITABLE ALTERNATIVE TO THE USUAL LOGO

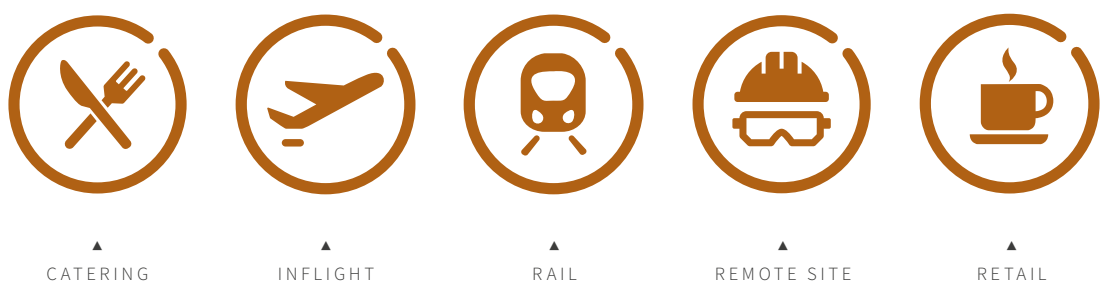
Associated elements

The 3 waves



▲ Always respect these proportions ▲

Activity sectors icons



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

Joint-ventures logos

n≡wrest XYZ

Examples

n≡wrest
Canonica®

n≡wrest
wacasco

n≡wrest uis
UGANDA
INFLIGHT
SERVICES

Subsidiaries logos



Graphic Elements

02

Corporate colors



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Color chart

Chocolate
Pantone **168 C**
RAL **8016**
#**7B3800**

C **0** R **124**
M **70** G **56**
Y **100** B **0**
K **60**

Original Brown
Pantone **1605 C**
RAL **8003**
#**AF6114**

C **25** R **175**
M **65** G **97**
Y **100** B **20**
K **15**

Caramel
Pantone **159 C**
RAL **8023**
#**D8750F**

C **12** R **217**
M **61** G **117**
Y **100** B **16**
K **2**

Tangerine
Pantone **152 C**
RAL **2011**
#**F28D1B**

C **0** R **242**
M **52** G **142**
Y **93** B **28**
K **0**

Apricot
Pantone **472 C**
RAL **1034**
#**EFA052**

C **3** R **240**
M **44** G **161**
Y **72** B **83**
K **0**

Eggshell
Pantone **473 C**
RAL **1001**
#**EEC7A4**

C **6** R **239**
M **25** G **200**
Y **38** B **165**
K **0**

Cream
Pantone **482 C**
RAL **1015**
#**F9E8DC**

C **2** R **250**
M **11** G **232**
Y **14** B **220**
K **0**

Ice Grey
Pantone **COOL GREY 1 C**
RAL **7035**
#**F0F0F0**

C **6** R **240**
M **4** G **240**
Y **5** B **240**
K **0**
BLACK **8%**

Light Grey
Pantone **COOL GREY 3 C**
RAL **7083**
#**E7E7E7**

C **11** R **231**
M **7** G **231**
Y **9** B **231**
K **0**
BLACK **13%**

Medium Grey
Pantone **COOL GREY 5 C**
RAL **7042**
#**C6C6C6**

C **0** R **198**
M **0** G **198**
Y **0** B **198**
K **30**
BLACK **30%**

Original Grey
Pantone **COOL GREY 9 C**
RAL **7012**
#**757578**

C **52** R **117**
M **42** G **117**
Y **40** B **120**
K **23**
BLACK **67%**

Anthracite
Pantone **432 C**
RAL **7021**
#**4A4A49**

C **63** R **75**
M **53** G **74**
Y **51** B **75**
K **50**
BLACK **90%**



What are these codes for??

- RAL is **for painting**
- RGB and # are **for screens/digital use**
- Pantone, CMYK and black % are **for printing**

Graphic Elements

03

Corporate fonts



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Corporate fonts

Source Sans Pro

LIGHT
/ Upper-case letters

▶ ABCDEFGHIJKLMNOPQRSTUVWXYZ
#0123456789

Regular
/ Lower-case letters

▶ abcdefghijklmnopqrstuvwxyz
#0123456789

Semibold
/ Lower-case letters

▶ abcdefghijklmnopqrstuvwxyz
#0123456789

Black
/ Lower-case letters

▶ abcdefghijklmnopqrstuvwxyz
#0123456789

Source Serif Pro

Regular
/ Lower-case letters

▶ abcdefghijklmnopqrstuvwxyz
#0123456789

Fonts for print, publishing & PowerPoint presentations

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

or

BLACK
90%

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

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

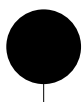
with original solutions, Newrest deployed 'Mobile Money' at the restaurant, an innovative contactless remote payment system.

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.

Fonts for e-mails & external Word communications

Email text & signature, Word docx



#000

Verdana Regular

Font size: 10 pt / Font color: #000 (black 100%)

or

Aptos Regular

Font size: 11 pt / Font color: #000 (black 100%)



newrest

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