

DELTALAB STYLEGUIDE OVERVIEW

CORE LOGO:



SECONDARY LOGO:



1/c Black Triangular Logo



1/c White Reverse Triangular Logo

Older brand packaging styles may still be in circulation in stores and online.

FONTS:

Product Headline:
Apotek Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 -=+,:;!@#[]'"

Body Copy:
Gill Sans Nova SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 -=+,:;!@#[]'"

Legal Type:
Gill Sans Nova SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 -=+,:;!@#[]'"

STYLE:

Packaging Style:

- Core Logo used for packaging
- All images are 4/c
- All legal and barcode stay on the smallest or least visible end of box

