LORANN

BRAND CONSOLIDATION

Monday, February 11, 2019

LOGO

Take away unnecessary images and tags to help consolidate the LorAnn logo to it's simplest form.

LORANN ~~Oils and Flavors~~

~~Since 1962~~

LOGO

Set the stage for the overarching LorAnn brand to establish a shift in the new color palette.

LORANN

CORPORATE LOGO

For internal use on company documents and applications where the full company name is necessary.

LORANN OILS

TAGLINE

Official tagline to be used across the LorAnn brand and different product lines. By having one overarching tag, we establish our company's positioning.

QUALITY—A FAMILY TRADITION SINCE 1962

SUBCATEGORIES

Eliminate subcategories and their taglines. These taglines can still be used in marketing language, but by removing them from our branding, we establish our brand's positioning and are less likely to confuse our consumers.

LORANN ~~GOURMET~~

~~Professional Quality for the Home Kitchen~~

LORANN ~~PROFESSIONAL KITCHEN~~

TYPOGRAPHY

Montserrat will be used as the main typeface which has many weights for multiple applications. Crimson text will be used as a serif compliment for body copy and long paragraphs.

Aa

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(0123456789!@#$%^&*+?)

The quick brown fox jumped over the fence.	Extralight
The quick brown fox jumped over the fence.	*Extralight Italic*
The quick brown fox jumped over the fence.	Regular
The quick brown fox jumped over the fence.	*Italic*
The quick brown fox jumped over the fence.	**Black**
The quick brown fox jumped over the fence.	***Bold Italic***
The quick brown fox jumped over the fence.	**Extra Bold**
The quick brown fox jumped over the fence.	***Extrabold Italic***

Aa

Crismon Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(0123456789!@#$%^&*+?)

The quick brown fox jumped over the fence.	Regular
The quick brown fox jumped over the fence.	*Italic*
The quick brown fox jumped over the fence.	Semibold
The quick brown fox jumped over the fence.	**Bold**
The quick brown fox jumped over the fence.	***Bold Italic***

COLORS

The main LorAnn color is supported by a wide range of bright hues inspired by LorAnn's flavors. These supporting colors do not have official color codes, but provide the general direction to be used in square grid branding elements.

LORANN

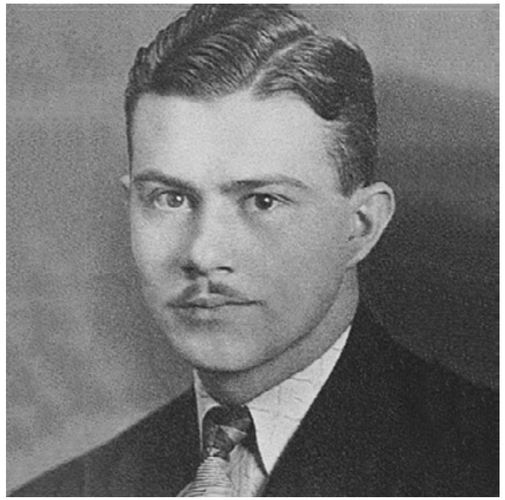
PANTONE: 227C
CMYK: 28/100/35/6
RGB: 175, 0, 97
HEX: AF0061

BRAND ELEMENTS

LorAnn brand elements will include a consistent visual ‘recipe’ of the following three ingredients in visual grids to communicate the brand’s story.

LORANN

Product



Heritage

Creations

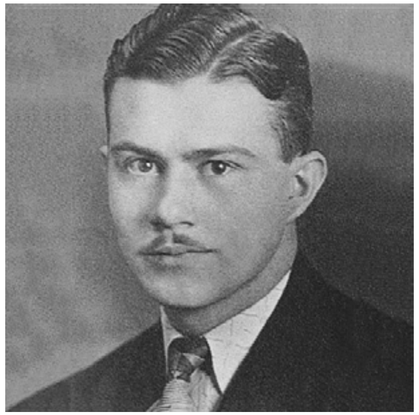
BRAND OVERVIEW

LORANN OILS

CORPORATE LOGO

LORANN

LOGO



BRAND ELEMENTS

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Crimson Text

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abcdefghijklmnopqrstuvwxyz
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TYPOGRAPHY
AND COLORS