

la crème

we get office people

brand book

la crème
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Color shows our spirit and promotes brand recognition. Our powerful corporate color, la crème magenta reinforces the stature of our company.

Please note that there are different versions of the logo for use on COATED and UNCOATED paper. UNCOATED includes newsprint. The la crème magenta spot and process colours vary depending on whether the printing surface is coated or uncoated.

See the current edition of the PANTONE formula guide. The colors shown on this page and throughout this guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color.

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Do not try to alter any aspect of the logotype and do not try to recreate it. Use only the logotype which has been supplied and approved. The logotype, tagline and diamond should never be separated.

la crème colours

	Pantone®	PROCESS Newsprint/Uncoated	PROCESS Coated	RGB	Web-safe hex
■ la crème magenta	■ PMS 226	■ 0, 100, 0, 0	■ 0, 100, 0, 0	■ 255, 0, 153	■ FF 00 99

preferred usage

NB: The logotype and tagline form an intergrated logo and should NEVER be separated.

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On a light coloured background:



la crème
we get office people

Logo reversed out of solid magenta:



la crème
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Correct

Logo reversed out of group blue or dark colour:



la crème
we get office people

Correct



la crème
we get office people

Incorrect



la crème
we get office people

Incorrect



la crème
we get office people

Incorrect



la crème
we get office people

Incorrect



la crème
we get office people

Incorrect

MONO LOGO

Mono Logo (B&W) on a light background.



la crème
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The logo consists of the words "la crème" in a large, lowercase, sans-serif font, with "we get office people" in a smaller, lowercase, sans-serif font below it. The text is black on a white background.

Correct



la crème
we get office people

The logo is identical to the correct version, but it is crossed out with a large red 'X'.

Incorrect

When reproduction is of a lower standard the black & white version of the logotype is to be used.

Examples include: mono press ads, in-house documents output on mono laser printers, photocopies etc.

The correct version of the logotype should be used and reproduced in black only. Do not render in any other colour.

Do not try to alter any aspect of the logotype and do not try to recreate it. Use only the logotype which has been supplied and approved.

Mono Logo (B&W) reversed out of black background



la crème
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The logo is white on a black background.

Correct



la crème
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The logo is identical to the correct version, but it is crossed out with a large red 'X'.

Incorrect

eurostile T regular eurostile T medium eurostile T bold

for body text and titling

Please try to avoid using other fonts.

notes on typography:

- Use all lowercase for titles
- Only use normal upper and lowercase characters for typesetting of body text.
- Small Caps: eg. HR Administrator: use small caps: ie. HR administrator

legal

dublin 1 €35k
s exp ess. Duties
ie, processing of
fford@lacreme.ie

dublin 12 €27k
Leading Irish co req sales administrator. Duties incl customer
queries, relationship building, etc. Min 3 years sales admin/
customer service exp essential. **geraldinesmith@lacreme.ie**

dublin 2 €11.50p/h
Prof manner ess
iers.org meeting
oods@lacreme.ie

admin assistant **citywest** €20k
Prestigious company req administration assistant. Position
involves dealing with customer queries, filing, faxing, typing.
Good MS Word & Excel ess. **sharonodonnell@lacreme.ie**

dublin 2 to €32k
d Irish co. Duties
vel arrange, diary
livan@lacreme.ie

students looking for summer work?
D24, D22, D10, D12, Citywest. PC skills and great people
skills? Administration, customer services & reception
roles. €10-€12per hour. **annaomara@lacreme.ie**

XXXX XXX

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