



Soft Edge Full Colour

Cadbury Brand Guidelines

The Cadbury logo should always be shown in white and maintain an angle of 15 degrees.

The Cadbury Script is our highly distinctive logotype and is based on the original signature of William Cadbury.

The swirl that forms the Cadbury Ellipse has been created to increase impact and recognition of the Cadbury brand across all packaging and through-the-line communication.



Ellipse on Purple Background



Hard Edge Full Colour



Continuous Tone Black & White



Single Colour Vector



Colour Background Ellipse



Single Colour Vector- Dark Background

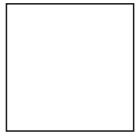




Special Bespoke Colour:
Cadbury Purple
contact *SmartColour*
for ref *SCEQ2069-A01*
info@smartcolour.com



Process Colour Version:
C: 90%
M: 100%
Y: 0%
K: 0%



Cadbury Script:
White



Shadow Detail:
Black Graduations

Colour Palette

Because Cadbury always projects a quality look & feel, the following printing techniques should be followed, budget permitting.

1. Special Colour
2. Four Colour Process

