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.
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