



Logo flat



Logo in 3D



Logo with Milka cow



Logo black

Milka Brand Guidelines

The Milka logo and its components can only be reduced or enlarged proportionally in one go.

The Milka logo consists of the logotype and the cow. The 3D logo version is always used, print technology permitting.

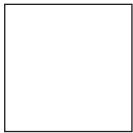




Fond
Special color for laquering: RAL 4005
Textil-Pantone: 17-3730TP
Four color process:
60 % C - 63 % M - 0 % Y - 0 % K



Shadow
Special color: Pantone 485 C
Textil-Pantone: 19-3528TP
Four color process:
100 % C - 100 % M - 0 % Y - 30 % K



Typeface
white

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:;! ?-/+@%&\$§0#

Friz Quadrata Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:;! ?-/+@%&\$§0#

Friz Quadrata Bold

Color palette

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

1. Special colors
2. Four color process

The background color corresponds to the color of the package and must eventually be mixed anew.

Typefaces

The Friz Quadrata is used for all Milka applications.

