Visual
Identity

Logo

Logo

Primary Logo

The logo is inspired by the shape of an apple, reflecting a hand-drawn, handcrafted style that combines organic elements with a contemporary aesthetic.

Baltic Cider

Logo

Primary Logo & Slogan

The primary logo is complemented by the slogan 'Cool by Nature,' which is positioned inside a shape that follows the same aesthetic approach as the logotype. The logo and slogan can be used together, as shown in the example, or separately, as demonstrated in the following slides. This flexibility ensures consistency while allowing for versatility in usage.

Baltic Cider

Logo

Logo Usage

Choose the logo version based on the format size and the message you want to convey. For smaller spaces, like the back of a drink label or in sponsorship areas alongside other logos, use the primary logo version. For larger items, like souvenirs or materials with more space, use the logotype along with the slogan. In design materials that feature multiple branding elements, it's best to separate the logo and the slogan for a clean, balanced look. This approach ensures the logo always feels right for the context.

Logo

Logo + slogan

Logo and slogan seperated

Baltic Cider

Logo

Primary Logo Colors

To maintain a fresh and modern feel, use the vivid accent color in combination with the other brand colors. The vibrant accent adds energy and attention, while the supporting colors keep the overall look cohesive and balanced. This combination ensures that your brand feels both dynamic and consistent, capturing attention without overwhelming the design.

Baltic Cider

Logo

Secondary Logo Colors

When color limitations arise, use those colors to capture the essence of the brand while being more cost-effective. The secondary colors are carefully chosen to complement the primary palette, ensuring that your brand still feels consistent and vibrant, even with fewer colors.

Baltic Cider

Logo

Logo on Monochrome Backgrounds

On a white background, you can use either the vivid, colorful logo or the simple monochrome version. The monochrome version works best in small sizes or when placed alongside other logos in sponsorship spaces.

On a black background, only use the white version. This should be used on black backgrounds only when necessary, such as fitting into a partner's design system or sponsorship guidelines.

Baltic Cider

Logo

Wrong Color Usage

Here's a list of things to avoid when using the logotype. The main principles to keep in mind are:
- Stick to the color combinations shown in the previous slides—don't create new ones
- Always ensure the logo has enough contrast to be easily readable
- Avoid mixing colors that don't complement each other (you'll find more on color usage in the upcoming slides)

Baltic Cider

Logo

Wrong Logo Usage

We kindly ask that you keep the logo usage simple and consistent. Here are a few things to avoid:
- Don't mix colors inside the logo
- Avoid using shadows or other effects
- Don't outline the letters
- Don't place the slogan or other elements inside the logo shape
- Don't add 'Baltic Cider' inside other fruit shapes
- Don't use letters separately without the apple shape
- Avoid changing the proportions or scale of the logotype
- Don't create new combinations of elements

Baltic Cider

Typography

Typography

Primary Typeface

To maintain a friendly, organic feel with a bit of a rebellious touch, a key part of our brand identity is using the hand-drawn, inspired font. This adds a unique and personal touch to everything we do.

Poster Cut Neue Regular available at: https://fonts.adobe.com/fonts/poster-cut-neue

Baltic Cider

POSTER CUT NEUE REGULAR

ABC

Typography

Secondary Typeface

Although the Headline font gives a bigger character, its humble companion is also a big part of the visual design system. The Secondary font complements the Headline text, giving a natural, inviting, and intelligent touch.

Aesthet Nova Regular available at:
fonts.adobe.com/fonts/aesthet-nova

Baltic Cider

Aesthet Nova Regular

Body Text

Abc

Typography

Type Combination

To maintain energy with a touch of rebellion while keeping things simple and clear, we recommend using this font combination.

Remember, keep headlines short and catchy. If needed, you can always provide more details in the body text.

Baltic Cider

COOL BY NATURE

Headlines

Experience the authentic taste of Baltic Cider.

Body Text

Typography

Type Usage Examples

Here are a few examples of how to use typography in materials. Pair headline text with body text to create contrast and a balanced feel. For longer paragraphs, you can also use just the body text font, even if it's not paired with the primary headline font. This keeps things clear and easy to read while maintaining a cohesive look.

COOL BY NATURE

Experience the authentic taste of Baltic Cider.

100% APPLE JUICE

Sourced from our local gardens.

Made from 100% pure apple juice from local orchards, these ciders owe their fresh, aromatic flavors to the cooler Northern European climate.
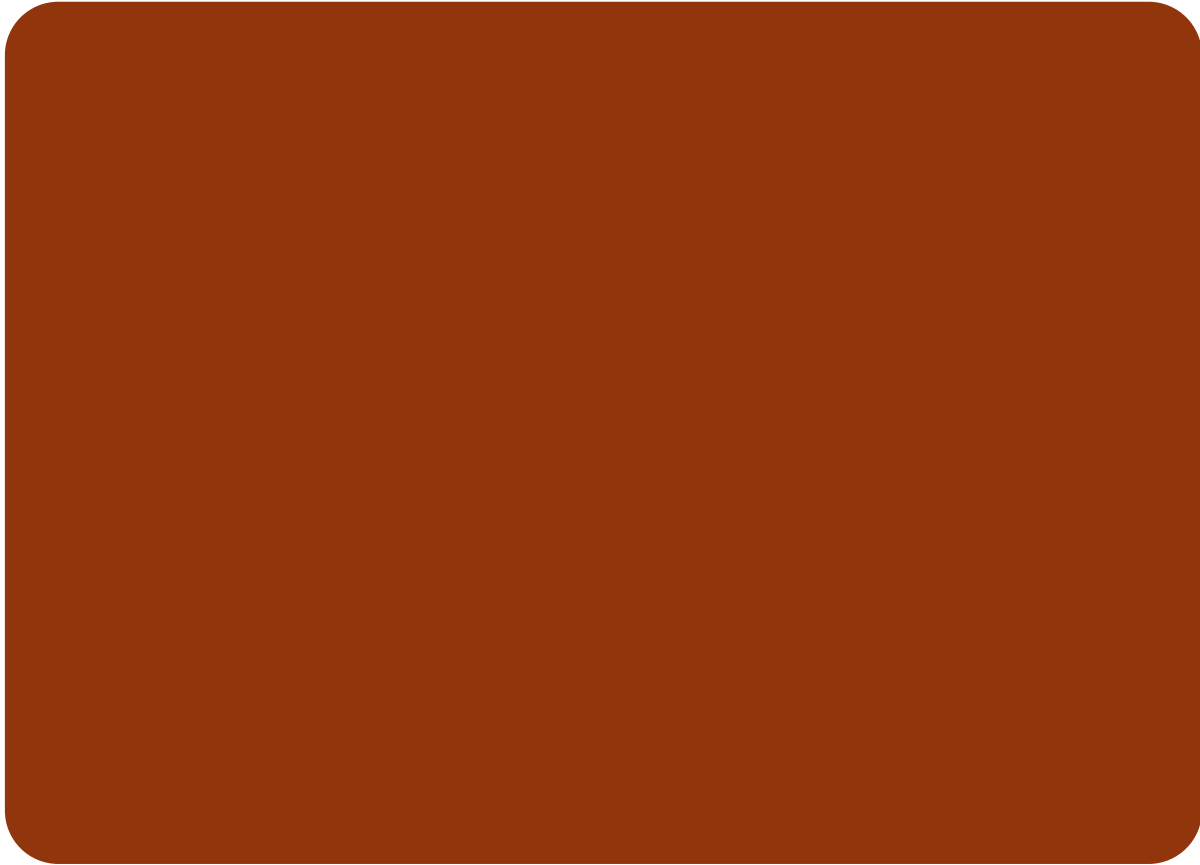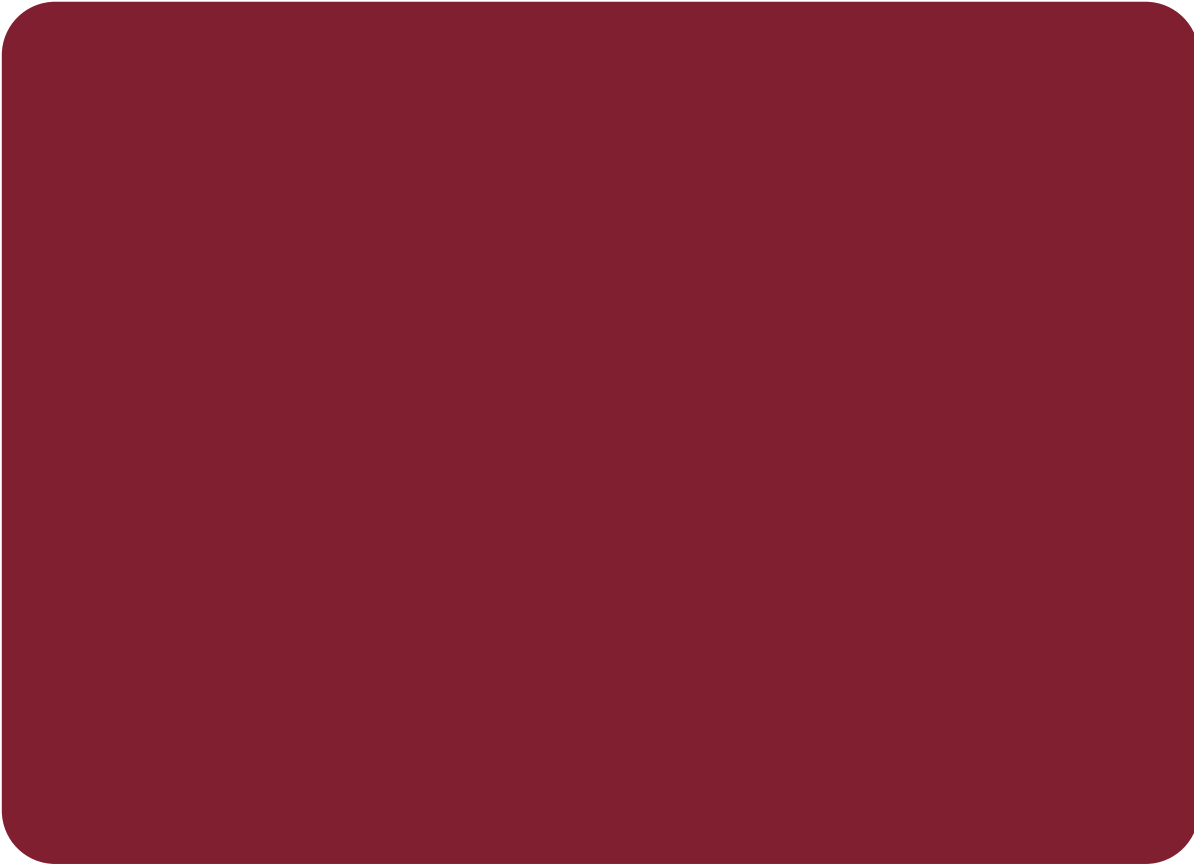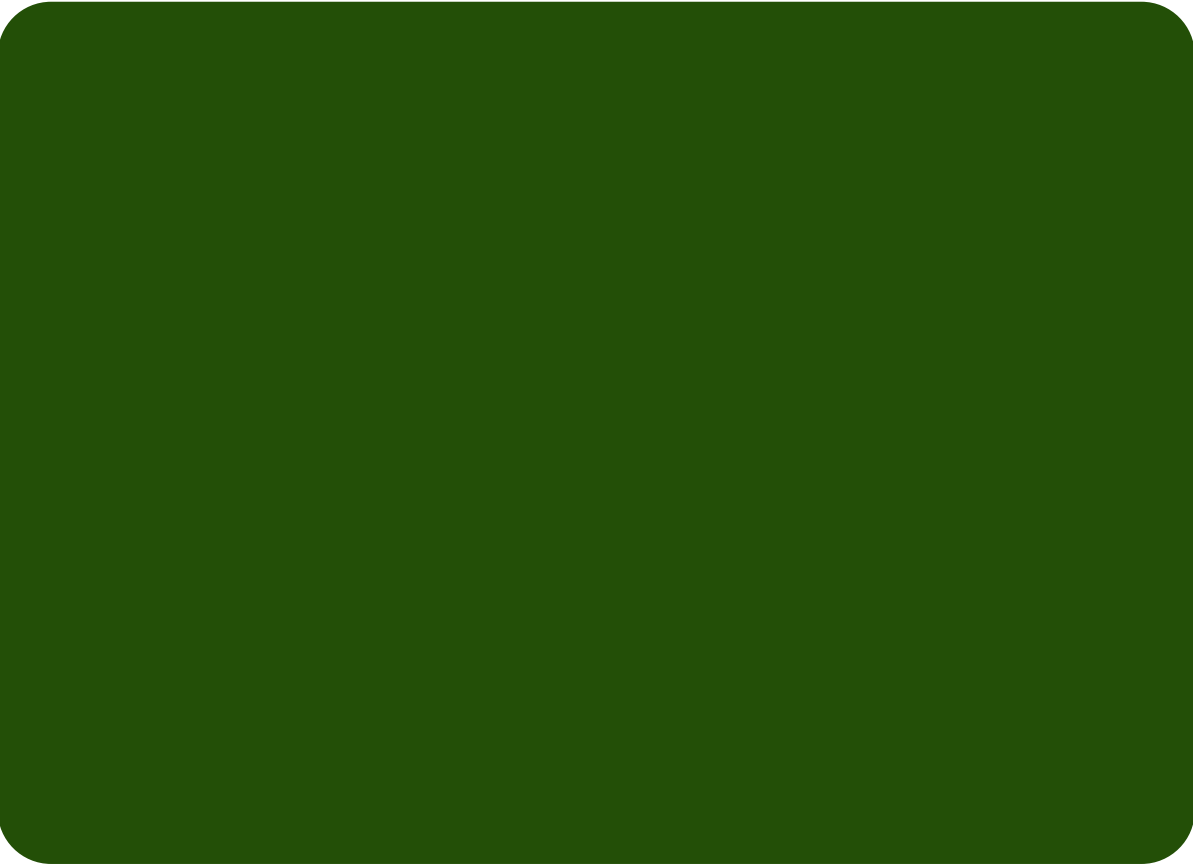
BALTIC CIDER

Color

Colors

Color Inspiration

The color palette is inspired by the apples and berries found in the Baltic region, with a vibrant twist to bring energy and a youthful feel to the design. It's all about capturing the natural beauty of the region while adding a modern, lively touch.

Baltic Cider

Apple Green

CMYK 14 / 3 / 93 / 8
RGB 220 / 210 / 0
HEX DCD200
PMS 103 C

Vivid Yellow

CMYK 10 / 0 / 92 / 0
RGB 240 / 250 / 0
HEX F0FA00
PMS 809 C

Leaf Green

CMYK 70 / 15 / 100 / 65
RGB 35 / 80 / 10
HEX 23500A0
PMS 357 C

Sand

CMYK 0 / 0 / 30 / 0
RGB 255 / 250 / 200
HEX FFFAC8
PMS 7449 C

Pale Rose

CMYK 0 / 35 / 25 / 0
RGB 255 / 190 / 180
HEX FFBEB4
PMS 169 C

Mustard

CMYK 0 / 35 / 95 / 0
RGB 250 / 175 / 0
HEX FAAF00
PMS 130 C

Berry Red

CMYK 20 / 90 / 60 / 50
RGB 125 / 30 / 40
HEX 7D1E2D
PMS 208 C

Dark Ochre

CMYK 10 / 80 / 95 / 45
RGB 140 / 40 / 5
HEX 8C3205
PMS 174 C

Colors

Color Combinations

To keep the color palette consistent yet interesting and diverse, here are several color combinations that can be used across materials. This way, you can maintain a cohesive look while adding variety to your designs.

TEXT COLOR

TEXT COLOR

TEXT COLOR

TEXT COLOR

TEXT COLOR

TEXT COLOR

Baltic Cider

Colors

Color Usage

Here's some guidance on how and when to use each color combination:

<u>Primary colors</u> - When introducing the brand to someone new, it's best to use the primary colors most of the time. Examples include:
- Brochure covers
- Digital and printed banners in external resources

<u>Secondary colors</u> - To keep the style visually interesting, use secondary colors for:
- Social media posts
- Design elements on the website
- Stickers and other souvenirs

COOL BY NATURE

Experience the authentic taste of Baltic Cider.

BALTIC CIDER

COOL BY NATURE

Experience the authentic taste of Baltic Cider.

BALTIC CIDER

COOL BY NATURE

Experience the authentic taste of Baltic Cider.

BALTIC CIDER

COOL BY NATURE

Experience the authentic taste of Baltic Cider.

BALTIC CIDER

50% of the time

50% of the time

Baltic Cider

Colors

Color Usage

Here's some guidance on how and when to use each color combination:

Primary colors - When introducing the brand to someone new, it's best to use the primary colors most of the time. Examples include:
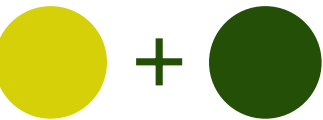- Brochure covers
- Digital and printed banners in external resources

Secondary colors - To keep the style visually interesting, use secondary colors for:
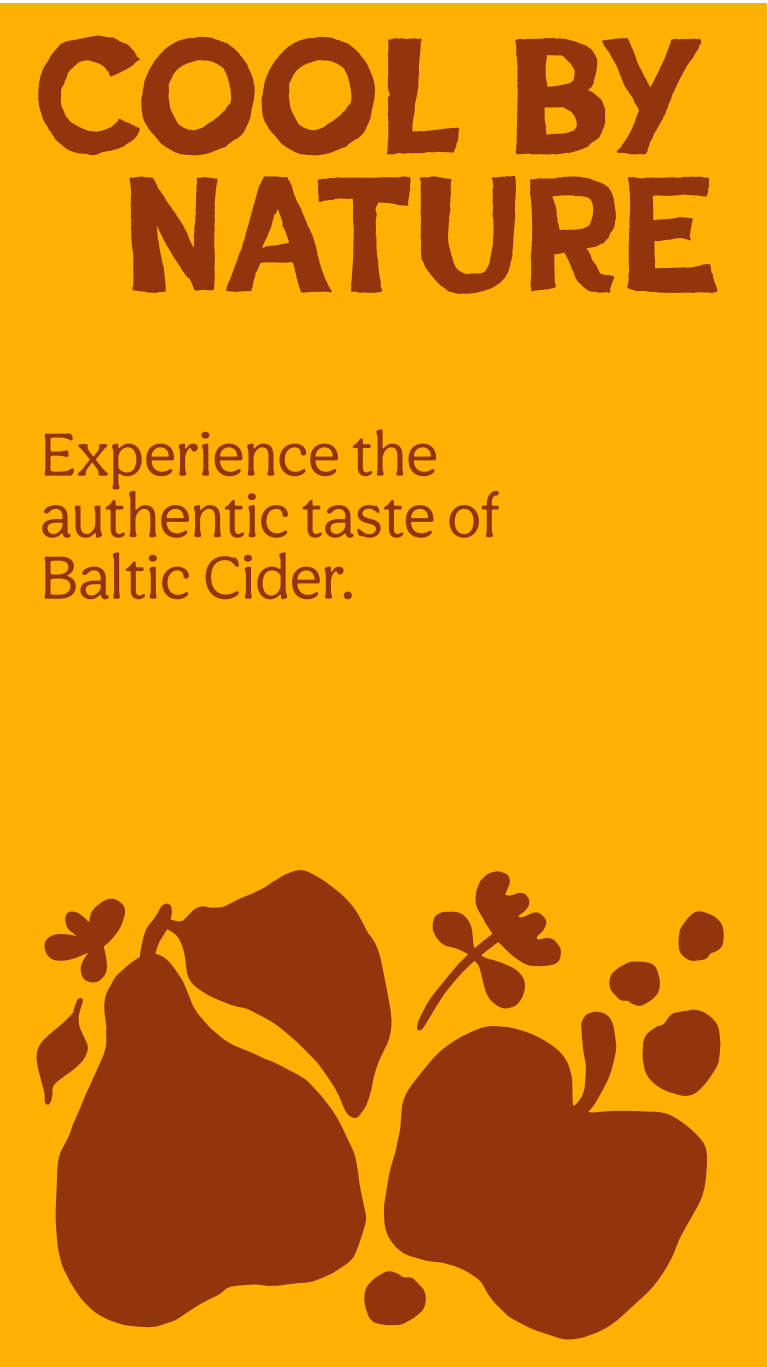- Social media posts
- Design elements on the website
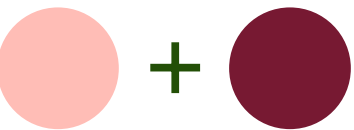- Stickers and other souvenirs

Primary Colors

Secondary Colors

COOL BY NATURE

Experience the authentic taste of Baltic Cider.

COOL BY NATURE

Experience the authentic taste of Baltic Cider.

COOL BY NATURE

Experience the authentic taste of Baltic Cider.

COOL BY NATURE

Experience the authentic taste of Baltic Cider.
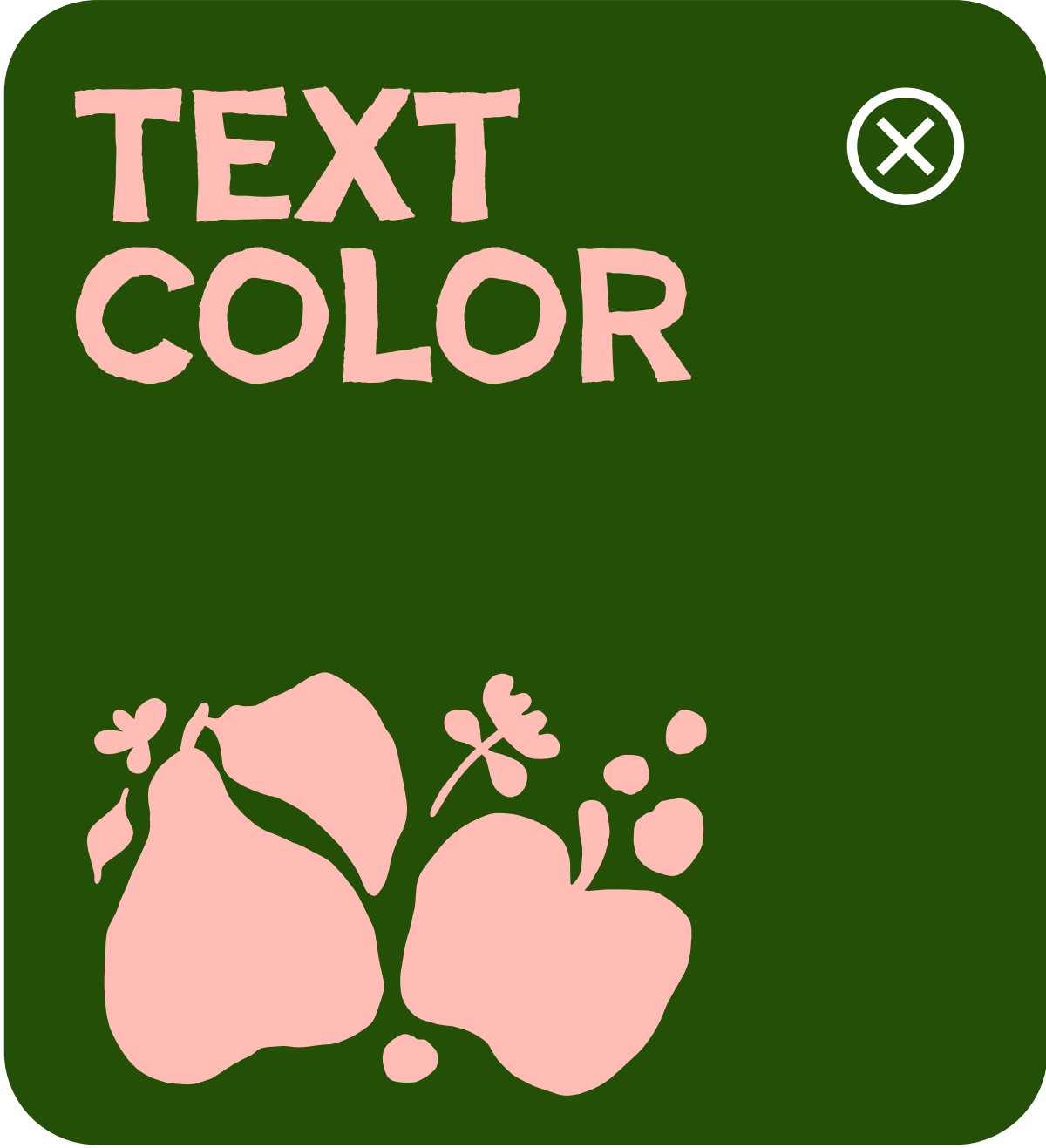
50% of the time

50% of the time

Baltic Cider

Colors

Wrong Color Usage

We kindly ask that you follow the color combinations shown in the previous slide. Here are a few examples of incorrect color usage to help guide you in the right direction.
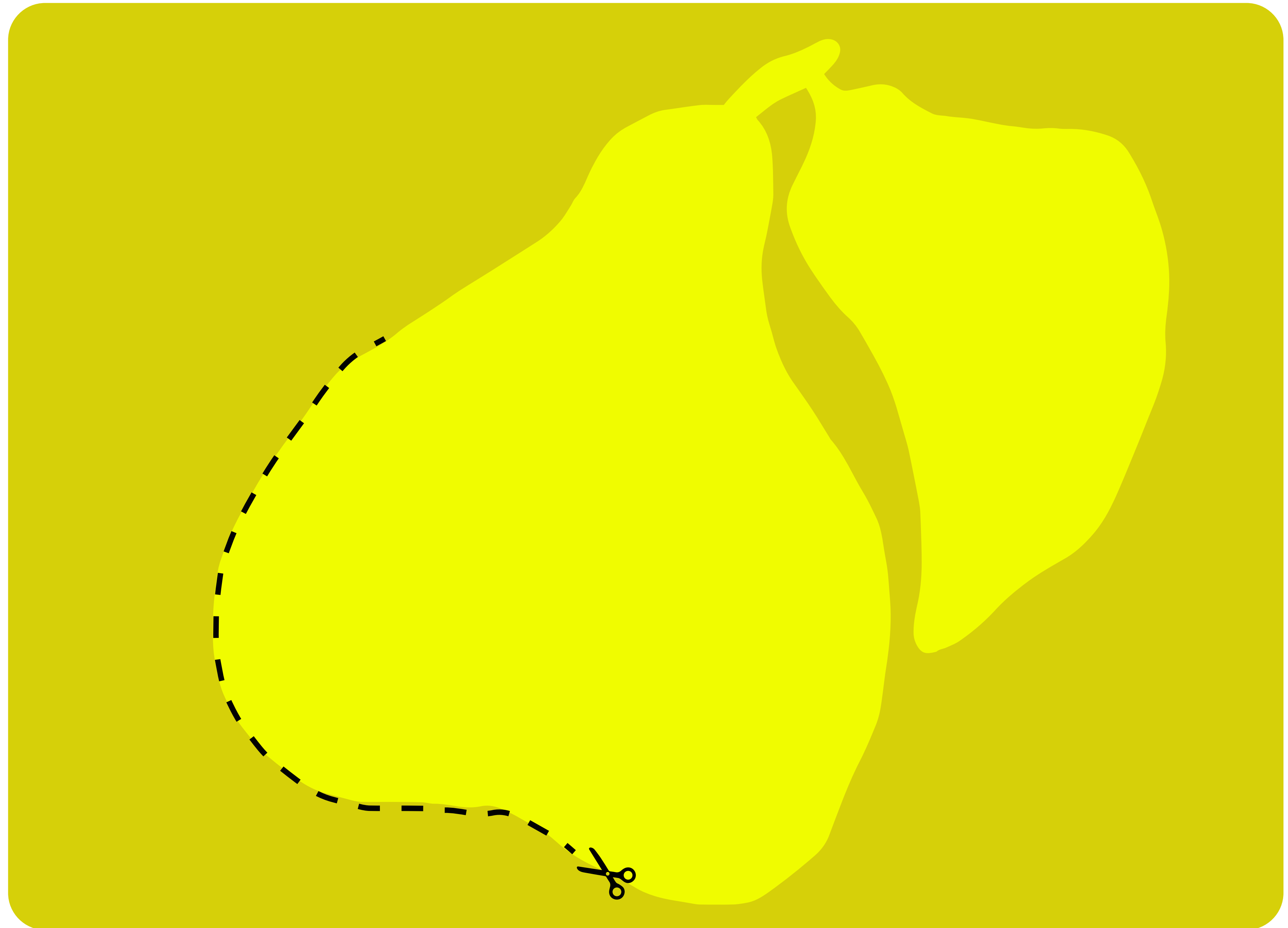

Baltic Cider

Illustration

Illustration

Illustration Style

The illustration follows the same aesthetic as the logo and primary typeface, maintaining the hand-cut, freehand style. This approach is easy to replicate and blend with other elements. It brings an active, dynamic feel while still feeling approachable.
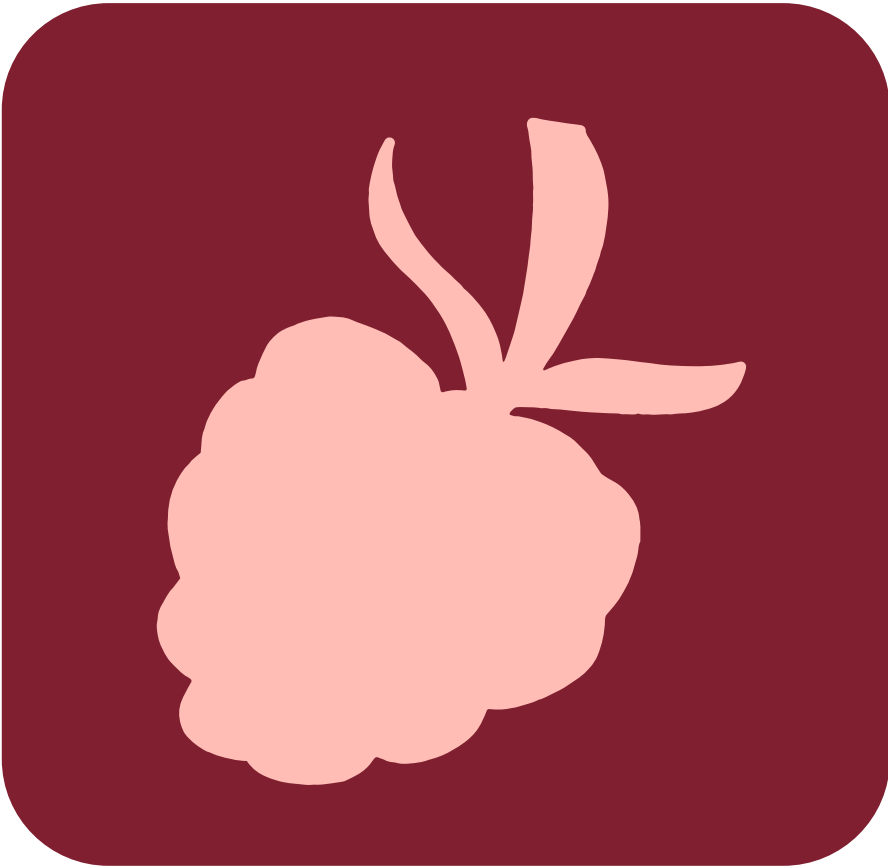
Baltic Cider

Illustration

Illustration Elements

Here are a few elements that represent the fruits and berries found in the Baltic region, such as apples, quinces, berries, and other natural elements. These illustrations can help bring a sense of local flavor and authenticity. You're also welcome to get creative and add new elements that fit with the overall style.

Baltic Cider

Illustration

Illustration Pattern

Illustrations can be used both as a pattern in the background or as a composition of several elements (examples shown in the next slide). Using them as a pattern is a great way to create a fresh, modern feel while making the brand feel more inviting.

Baltic Cider

Illustration Usage Examples

Here are two examples of how to use illustrations in visual materials:

On the left – you can use a few natural elements to complement the design, while keeping enough white space to let the design breathe.

On the right – you can "turn up the volume" by using illustrations as background elements, adding the logotype on top. When using it as a pattern, make sure the text remains readable and stands out clearly.

COOL BY NATURE

Experience the authentic taste of Baltic Cider.

BALTIC CIDER

COOL BY NATURE

Examples

ENJOY LOCAL TASTE :

Local Tours

Cider Tasting

Events & Celebrations

Cider Workshops

BALTIC CIDER

More info:
balticcider.com

DISCOVER BALTIC CIDER

Learn the craft, flavors, and traditions behind Baltic cider.

Start Your Journey

BOOK A CIDER TOUR →

COOL BY NATURE

Experience the authentic taste of Baltic Cider.

100% APPLE JUICE

Sourced from our local gardens.

Made from 100% pure apple juice from local orchards, these ciders owe their fresh, aromatic flavors to the cooler Northern European climate.

BALTIC CIDER

COOL BY NATURE

Craft cider
made with care
from local orchards

MADE FROM 100 % PURE APPLE JUICE

Sourced from
our local gardens

BOOK A CIDER TOUR

100% APPLE JUICE

Sourced from our local gardens.

FROM LOCAL GARDENS

2025