



bonterra

LE GOÛT DU VRAI !

Brand guidelines

AVRIL 2026



Logo **clear space**



We have defined specific parameters for the logo's clear space — the area where no graphic element may encroach. Please ensure all graphic elements remain at the required minimum distance from the logo.


Logo colors

Please adhere to the colour combinations on this page when using a logo.




Core colors


CMJN



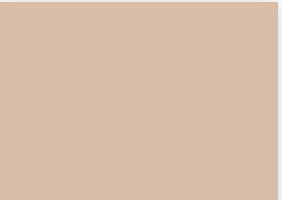
C	M	Y	K
80	42	65	44



C	M	Y	K
73	28	60	11




C	M	Y	K
41	0	54	0




C	M	Y	K
13	23	30	2


RVB



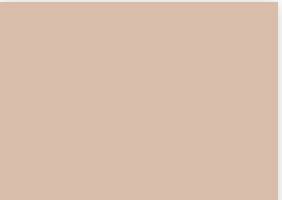
R	V	B
44	83	71



R	V	B
73	134	111



R	V	B
168	208	146



R	V	B
223	198	178

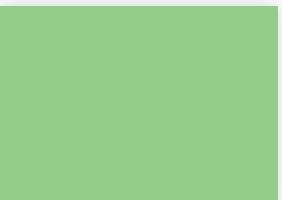
PANTONE



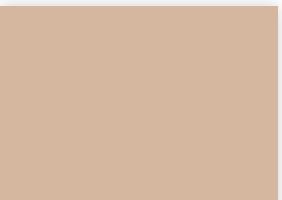
PANTONE
4167



PANTONE
2458



PANTONE
359



PANTONE
4675

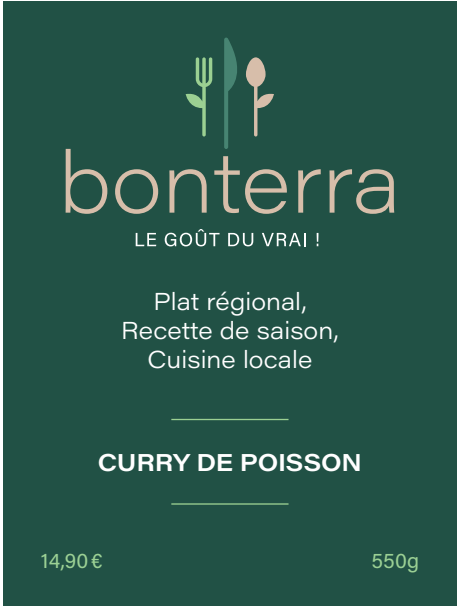
Vending layout



Graphic elements



Label layout



Typography

Acumin Variable Concept Wide Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;()!?é»èà

Used for the logo

Acumin Variable Concept Semi Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;()!?é»èà

Used for the USPs
or product descriptions / titles

