

Identity structure

Classical line

Slanted line pattern
(from historical packaging)

Brand background color
(in front with *grain* texture
as reference from the past)

Taste description
Align to right
Typeface: Brother 1816 Extra Bold
Tracking: 100
Size: 8 pt



Historical belonging slogan

Individual design zone
(inspired by historical packagings)

Taste visualisation:
Watercolor style illustration,
including one chocolate piece
+ elements that represents taste

Static design elements:

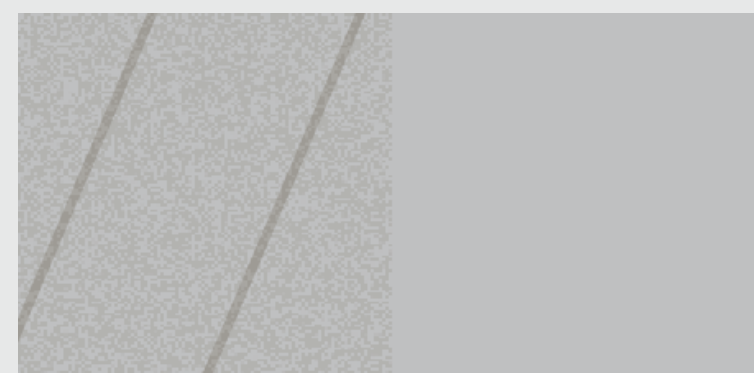
Sub brand logo placement
Characteristics inspired form
historical packaging designs

Laima logo placement

Place for certificates

Sub brand logo, Taste
description and historical
belonging slogan should be
in one color

Color with and without grain:



To reach joint visual look for Laima brand in stores, all tablet packaging designs are made by consistent structure principle.

While developing Classical line sub brands it is important to look back for inspiration at historical packagings and their graphic characteristics.

Identity structure Classical line

Individual design zone



Identity structure

Classical line



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Static design elements:

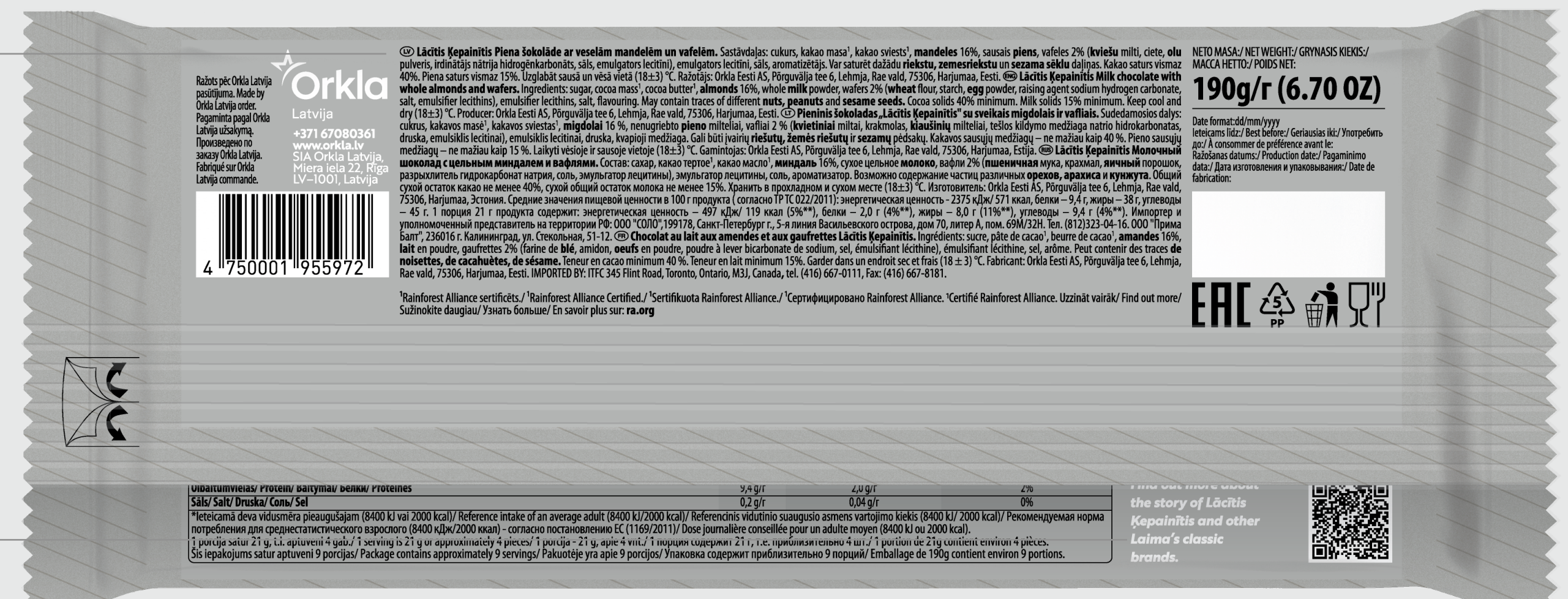
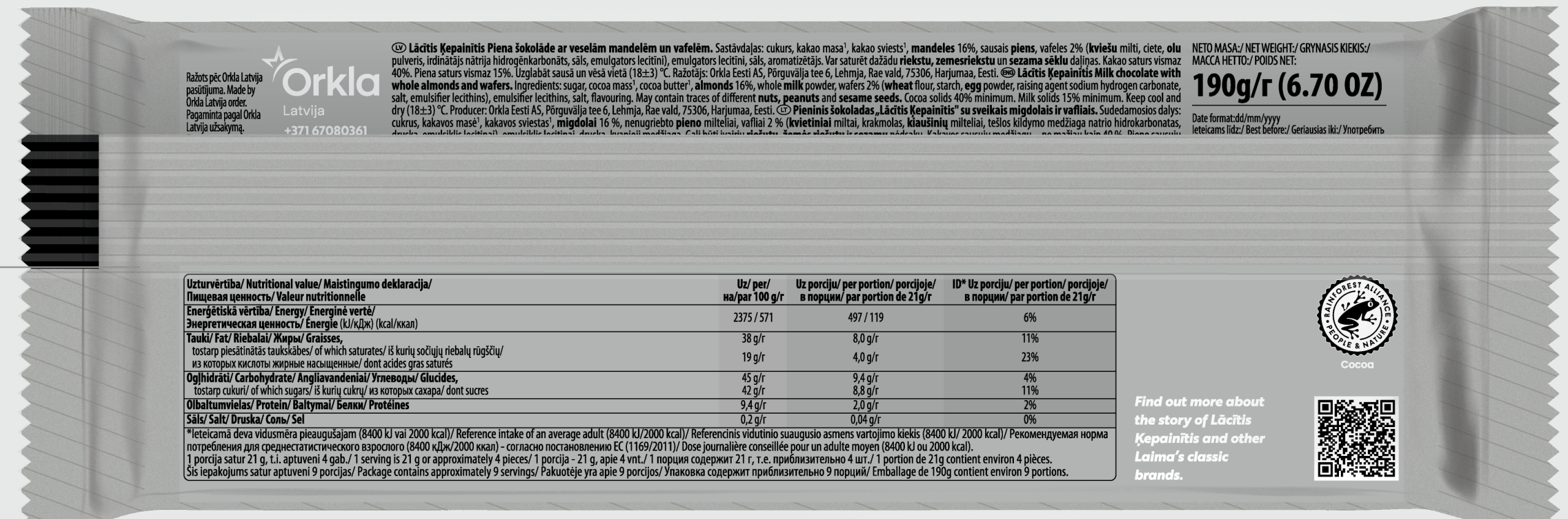
Backside description background color without grain texture and slanted lines

Product description
Typeface: Myriad Pro Condensed
Size: 7pt / 18 pt

Color with and without grain:



Call to Action description
Aligned to left
Typeface: Brother 1816 Extra
Bold italic
Size: 7pt



Uzturvērtība/ Nutritional value/ Maistīngumo deklarācija/ Пищевая ценность/ Valeur nutritionnelle	Uz/ per/ на/par 100 g/r	Uz porciju/ per portion/ porcija/ в порции/ par portion de 21g/r	ID* Uz porciju/ per portion/ porcija/ в порции/ par portion de 21g/r
Enerģētiskā vērtība/ Energy/ Énergie verte/ Энергетическая ценность/ Énergie (kJ/kJxk) (kcal/kxan)	2375 / 571	497 / 119	6%
Tauki/ Fat/ Riebalai/ Жиры/ Graisses, tostarp piesātinātās taukskābes/ of which saturates/ Iš kurių sočiųjų riebalų rūgščių/ из которых насыщенные жирные кислоты/ dont acides gras saturés	38 g/r	8,0 g/r	11%
Ogļhidrāti/ Carbohydrate/ Angļiavandeni/ Углеводы/ Glucides, tostarp cukuri/ of which sugars/ Iš kurių cukrai/ из которых сахара/ dont sucres	45 g/r	9,4 g/r	4%
Olbaltumvielas/ Protein/ Baltymai/ Белки/ Protéines	4,2 g/r	0,88 g/r	11%
Sāļi/ Salt/ Druska/ Соли/ Sel	9,4 g/r	2,0 g/r	2%
	0,2 g/r	0,04 g/r	0%

NETO MASA/ NET WEIGHT/ GRŪNASIS KIEKIS/ MACCA HETTO/ POIDS NET: **190g/r (6.70 OZ)**
Date format: dd/mm/yyyy
Ieteicams līdz/ Best before/ Geriausias iki/ Употреблять до/ À consommer de préférence avant le/ Rašobas datos/ Production date/ Pagaminimo data/ Дата изготовления и упаковки/ Date de fabrication

Find out more about the story of Lactis Kėpainitis and other Laima's classic brands.

