

Section 1:  
Emblems  
Global Word Mark Logo usage

These are our sub brand variant Word Mark Logos, only to be used when space is too limited to carry the variant Master Logos or Reduced Logos (e.g. on narrow outer trays and keg labels).

As size ratios differ considerably per variant, please pay particular attention to the scale of 'EFES' to each variant name.

The variant Word Mark Logos can be used in either a single or double line, depending on available space dimensions. A double line option is always preferable, as it more closely resembles the variant emblem.

EFES

EFES

EFES

