

Cadbury

fix your day with cadbury



We've been inventing, inspiring and investing in a nation of chocolate lovers for nearly 200 years. Our classic bar of deliciously creamy Cadbury Dairy Milk milk chocolate, made with fresh milk from the British Isles and Ireland. A mouthful of "mmmm" in every piece!

#4D2819

#372B67

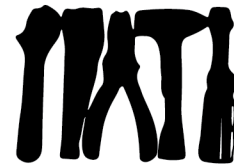
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Pantone 161 C

Pantone 269 C

Pantone 642 C

Semiotics Cadbury



Icon

The tools are direct illustrations of wrench, saw, pliers, hammer and screw driver.



Symbol

The most prominent symbol is the cadbury logo of the company.



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Tools made of cadbury suggests that that Cadbury chocolate can make you feel better. Like tools are used to fix objects, similarly the idea is cadbury helps people fix their mood.

Cadbury logo typography is not a standard font. Its **cursive script** represents **friendly, fun, and high-quality treat** that can bring a touch of joy and indulgence.

The purple in the colour palette is used to give tribute to queen Victoria, which evokes a sense of luxury.