

For nearly a century, we have lived and breathed workwear. The styles and materials have evolved over time but our commitment to quality is as strong today as it was when we started. Our focus is to keep our users safe and comfortable at work – today and in the future.

# Brand book.

**FRISTADS®**

Design guide.

# Our logotype, make some space.

The logotype is our brand summed up in one single visual element, so we need to make sure it stands out. Always maintain a minimum clear space/free zone around the logotype to protect its integrity. The minimum clear space around the logo is 100% (1.0 x) of the height of the text in the logo. But why stick to the minimum? Leaving more space around the logo makes an even more powerful impression.



The way we  
protect our  
integrity.

When it comes to our logotype, things are literally black or white. We use our logotype two ways. The black logo is used on white and light backgrounds and the white logo is used on black and dark coloured backgrounds. To increase recognition, we always make sure the logotype is clearly visible and primarily placed in the lower right corner. There should never be any ambiguity about the sender of the message.

***FRISTADS***<sup>®</sup>



# Our graphic element, F is for Fristads.

At times, we express our brand as a graphic element, derived from our logotype. We have chosen to build our graphic element around the F, a strong visual symbol of our brand and what it stands for. F is for Fristads.

The F is found on a selection of our products as well as in some presentations, ads and other marketing materials. We use it judiciously and to add some interest without distracting from the products. There are three versions of the F. A coloured F for light backgrounds, a black F for light backgrounds and a white F for dark backgrounds.

# The way we type and write.

Typography is an essential component of Fristads' visual identity and overall branding strategy. We use a limited palette of type fonts to ensure that the graphic profile in all our communication is coherent and easily recognisable. The typography creates a visual voice that commands attention and elicits emotions. It should reflect our core values and how we want to be perceived.

Each font in the palette is carefully selected to serve a specific purpose, whether it is used for a headline in an ad or the body of an email. We consistently use sentence case throughout our channels to give a calm, grounded impression. Just like our company, our typography is genuine and humble.

abcdefghijklmnopqrstuvwxyzaöö1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ!?.,@

PRIMARY TYPEFACE — ALLER LIGHT

Always use in sentence case.

abcdefghijklmnopqrstuvwxyzaöö1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ!?.,@

PRIMARY TYPEFACE HEADLINES — ALLER LIGHT

Always use in sentence case.

**abcdefghijklmnopqrstuvwxyzaöö1234567890**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ!?.,@**

**PRIMARY TYPEFACE HEADLINES ADS — ALLER BOLD**

Always use in sentence case.

abcdefghijklmnopqrstuvwxyzaöö1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ!?.,@

WEB & MAIL — HELVETICA NEUE

Always use in sentence case.

# The way we colour the world.

We use a limited palette of colours to paint our brand and corporate visual identity. Our corporate colours are blue, black and white, complemented by soft hues of red and green.

Our primary colour is a hue that we choose to call Core Blue. We use it for our signature duotone images or as a background in combination with white typography. It gives us a solid, modern expression.



Core Blue

PMS: 7454 C  
CMYK: 66/36/15/2  
RGB: 111/141/179



Pitch Black

PMS: PANTONE BLACK  
CMYK: 30/30/30/100  
RGB: 0/0/0



Smooth Green

PMS: 5777 C  
CMYK: 41/24/66/7  
RGB: 161/163/107



Simply White

PMS:  
CMYK: 0/0/0/0  
RGB: 255/255/255



Pale Red

PMS: 7608 C  
CMYK: 25/78/71/18  
RGB: 148/74/64

Our secondary colour is black. We use it in most typography, including our logotype, and for backgrounds. We always use white typography against black backdrops.

Our third colour is white, which is used to create a sense of space and simplicity at the same time. We use it both for backgrounds and typography.

We finish out our palette of corporate colours with two earthy hues that go by the names Pale Red and Smooth Green. These hues are primarily used for background elements and shapes to make our presentations, catalogues and print materials pop. They are always used with white typography. The warm tones accentuate our positioning as a caring and genuine brand.

If in doubt  
or if you need  
more information.

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**FRISTADS®**