

FRISTADS®

GUIDELINES FRISTADS LOGOTYPE



LOGOTYPE

Fristads logotype has a timeless design, a sporty feeling and easy to recognize. The logotype is inspired by the energy and ambition that has been the foundation of the brand since 1925.



For corporate use.



To be used at light background/image for maximum contrast.

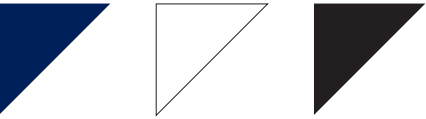


To be used at dark background/image for maximum contrast.

LOGOTYPE COLOURS

The logotype is available in colour blue, white or black.

BLUE	
PMS	281
CMYK	100/88/38/35
RGB	30/40/80
HEX	#1F294F



CORPORATE USE

Always use the blue logotype. For business cards, envelopes, letterheads, stationery etc.



BRANDBUILDING USE

Always use the white or black logotype. Do not use the logotype on a solid rectangle. This is just to show the appearance on a darker background.



LOGOTYPE WITH WORKWEAR

Only to be used by UK, NO, FI and Baltics.



WEB ADDRESS

It is OK to add the web address to the logotype when it is not in a layout. For example in small ads without images or other text.



LOGOTYPE WITHOUT REG MARK SYMBOL

In small formats or if there is a risk of lack of quality due to the material/print process it is OK to crop the reg mark symbol.



SIZE

For example: if the width of the area is 150 mm, the margin should be at least 15 mm on each side (reg mark not included). For wide formats, repeat the logotype.

LOGOTYPE SIZE IN LAYOUTS

The logotype should always be smaller than the statement (For any mission...)

PLACEMENT

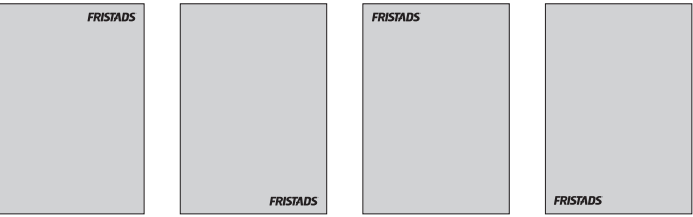
In layouts the logotype should always be placed top right, bottom right, top left or bottom left. Not centered.

When the logotype is presented alone it can be centered. Aligned centered from F to S. Reg mark not included.

FREE SPACE

The free space to other objects should always be at least the height of the logotype.

15 mm (10 % of the width)



DO NOT ROTATE THE LOGOTYPE

Do not rotate the logotype other than standing 90°. Do not use the logotype upside-down.

DO NOT USE OTHER COLOURS

Only use the logotype in the original colours, blue, black or white.

DO NOT TINT THE LOGOTYPE

Only use the logotype in full opacity.

DO NOT CROP THE LOGOTYPE

In cases where the registered trademark symbol is in a very small size, it can be taken out.

DO NOT STRETCH THE LOGOTYPE

Do not change the proportions of the logotype.

DO NOT USE EFFECTS

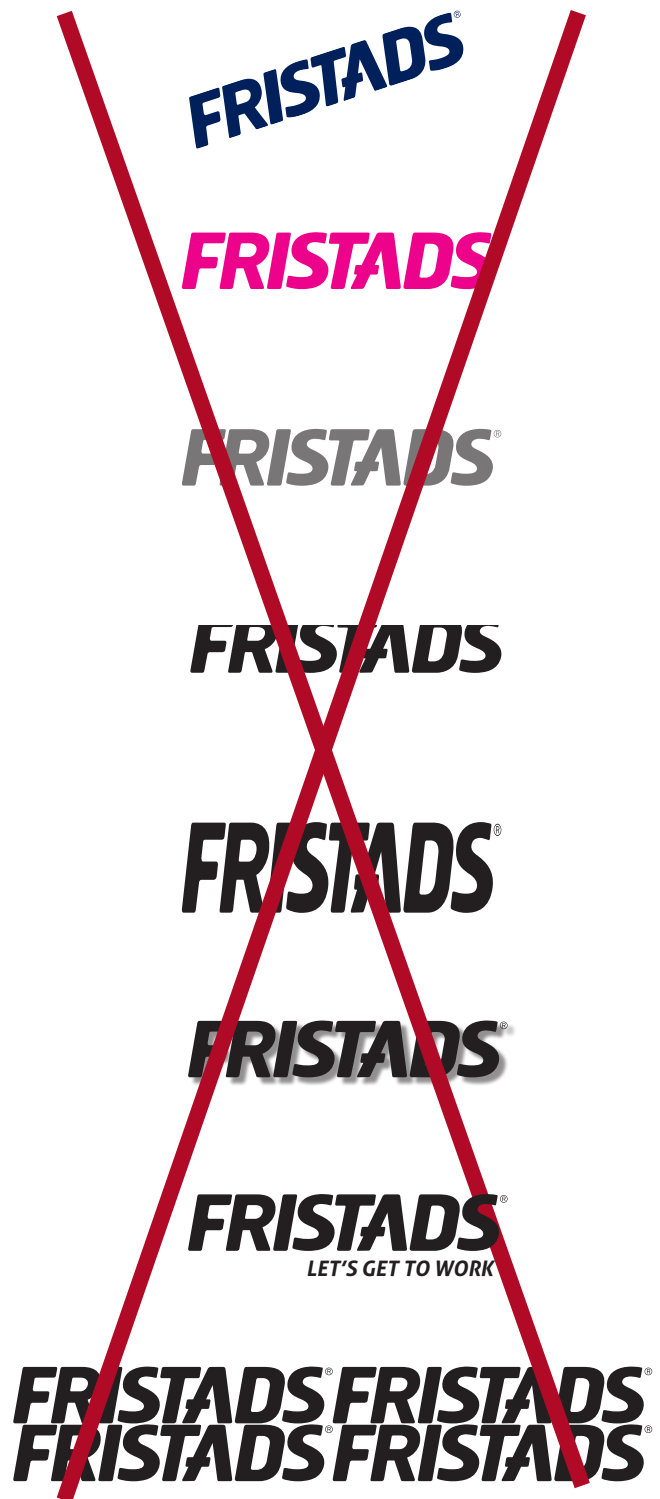
Do not add shadows, blur, glow or any other effects to the logotype.

DO NOT ADD TEXT

Do not add any text to the logo. Only web address or workwear are in certain cases permitted. Please see page 2.

FREE SPACE OF THE LOGOTYPE

Do not place text or other logos too close to the logotype.



Please contact Fristads Marketing department if you have any questions, opinions or concerns about the logotype.

FRISTADS

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FRISTADS®