Brand Manual

THE DESIGN GUIDELINES FOR FREMTIDENS HJEM

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BRAND DESIGN GUIDELINES V1

PREPARED FOR

Fremtidens Hjem
Tingvej 58
4000 Roskilde
Denmark

+45 2044 7755
info@fremtidenshjem.dk
www.fremtidenshjem.dk
 klik her

Corporate
Design Manual

Design is
the silent
ambassador
of your brand.

(PAUL RAND)

FREM
TIDENS
HJEM

[●●●]

Usability is about people and how they understand and use things, not about technology.

STEVE KRUG

FREM TIDENS HJEM

[● ● ●]

// Introduction

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **FREMTIDENS HJEM** corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company. These guidelines reflect **FREMTIDENS HJEM** commitment to quality, consitency and style.

The **FREMTIDENS HJEM** brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **FREMTIDENS HJEM** name and marks.

TORBEN VOGNSEN
Co-founder

Logo introduction

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

THE FULL LOGOTYPE

FREMTIDENS HJEM Masterbrand or Corporate Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of design services - the connection between the strength of communication and the different points that influence.

It has a particular relationship with the FREMTIDENS HJEM name.The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is Montserrat Bold and has also been chosen to compliment and balance perfectly with the logo symbol.

The corporate logo is presented through the use of colour as well as shape and form. The two corporate colours are Yellow and Grey. It is a fresh and appealing blend of colours chosen for their strong combination - modern - classic - timeless.

The Colours have been selected according to international standards as shown below and are easily implemented.

RECOMMENDED FORMATS:
.eps | .ai | .png | .jpg | .tiff

ATTENTION:
Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with FREMTIDENS HJEM Trademark Licensing if you have any questions or need further help.

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1 THE FULL LOGO

2 THE LOGO TITLE

3 THE LOGO ICON

1) The Logo Symbol
Consists of a powerful element evoking the culture of design services and a blue square backround. The main logo is the colored logo used on white or colored backround. For other backrounds you will find an alternative below.

2) The Logo Title
Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in blue tone of the chosen corporate color. The font that is used here is Helvetica Bold.

xxxx

4 LOGO DARK VERSION

5 LOGO LIGHT VERSION

6 LOGO COLOR VERSION

*
ON THE NEXT PAGES WE GET INTO TO THE COLORS OF THE LOGO

3) The Logo Dark Version
will be used when the backround color ist light colored.

4) The Logo Light Version
will be used when the backround color ist dark colored.

xxx

Logo Construction and Clearspace

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark.of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.
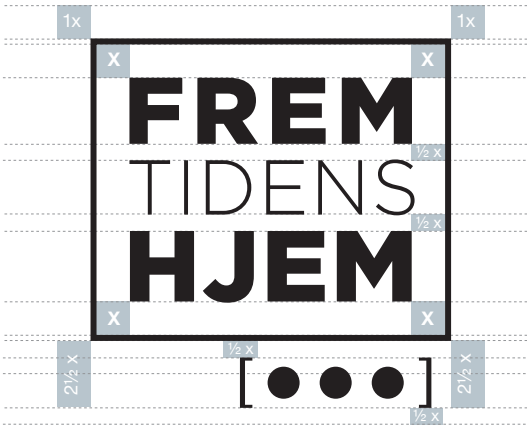
Logo Application Guidelines

MINIMUM LOGO SIZES

Full Logo
Minimum Size: 10mm x 10,3 mm

Logo Symbol
Minimum Size: 7 mm x 2 mm
[●●●]

LOGO DIMENSIONS

Full Logo

CLEARSPACE

Definition

-

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

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To work out the clearspace take the x space an use as minimum clearspace (Clearspace = x).

Size: 37 x 38 mm

Size: 27 x 27,6 mm

Size: 18 x 18,6 mm

Size: 10 x 10,3 mm

Vertical and horizontal possibilities

LOGO ICON *possitv*

[● ● ●]

LOGO ICON *negativ*

[● ● ●]

FULL LOGO VERTICAL *possitv*

FREM
TIDENS
HJEM
[● ● ●]

FULL LOGO VERTICAL *negativ*

FREM
TIDENS
HJEM
[● ● ●]

FULL LOGO HORIZONTAL *possitv*

FREMTIDENSHJEM
[● ● ●]

FULL LOGO HORIZONTAL *negativ*

FREMTIDENSHJEM
[● ● ●]

The Corporate Colors
Primary Color System
Secondary Color
System

The primary Color System and Color Codes

PRIMARY COLOR SYSTEM

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Color plays an important role in the FREMTIDENS HJEM corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the "One Voice" color scheme.

Consistent use of these colors will contribute to the cohesive and harmonious look of the FREMTIDENS HJEM brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

Explanation:
The FREMTIDENS HJEM Company has three official colors: Yellow, Black and Gray. These colors have become a recognizable identifier for the company.

Usage:
Use them as the dominant color palette for all internal and external visual presentations of the company.
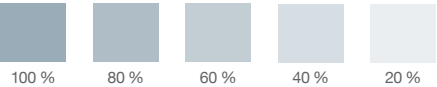
**PRIMARY COLOR
DUSTY NORDIC
BLUE**

-

COLOR CODES

CMYK	:	50 21 18 4
RGB	:	127 160 172
Web	:	#7FA0AC
Pantone	:	2177U

**Pantone 2177
uncoated**

COLOR TONES

100 %	80 %	60 %	40 %	20 %

**PRIMARY COLOR
NORDIC FOREST
GREEN**

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COLOR CODES

CMYK	:	82 38 48 60
RGB	:	36 69 69
Web	:	#244545
Pantone	:	4168U

**Pantone 4168
uncoated**

COLOR TONES

100 %	80 %	60 %	40 %	20 %

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TIDENS
HJEM

[●●●]
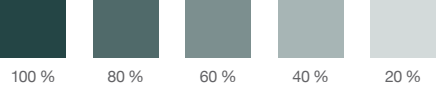
Colors are one of the most important Things to transfer a brand to the customers.
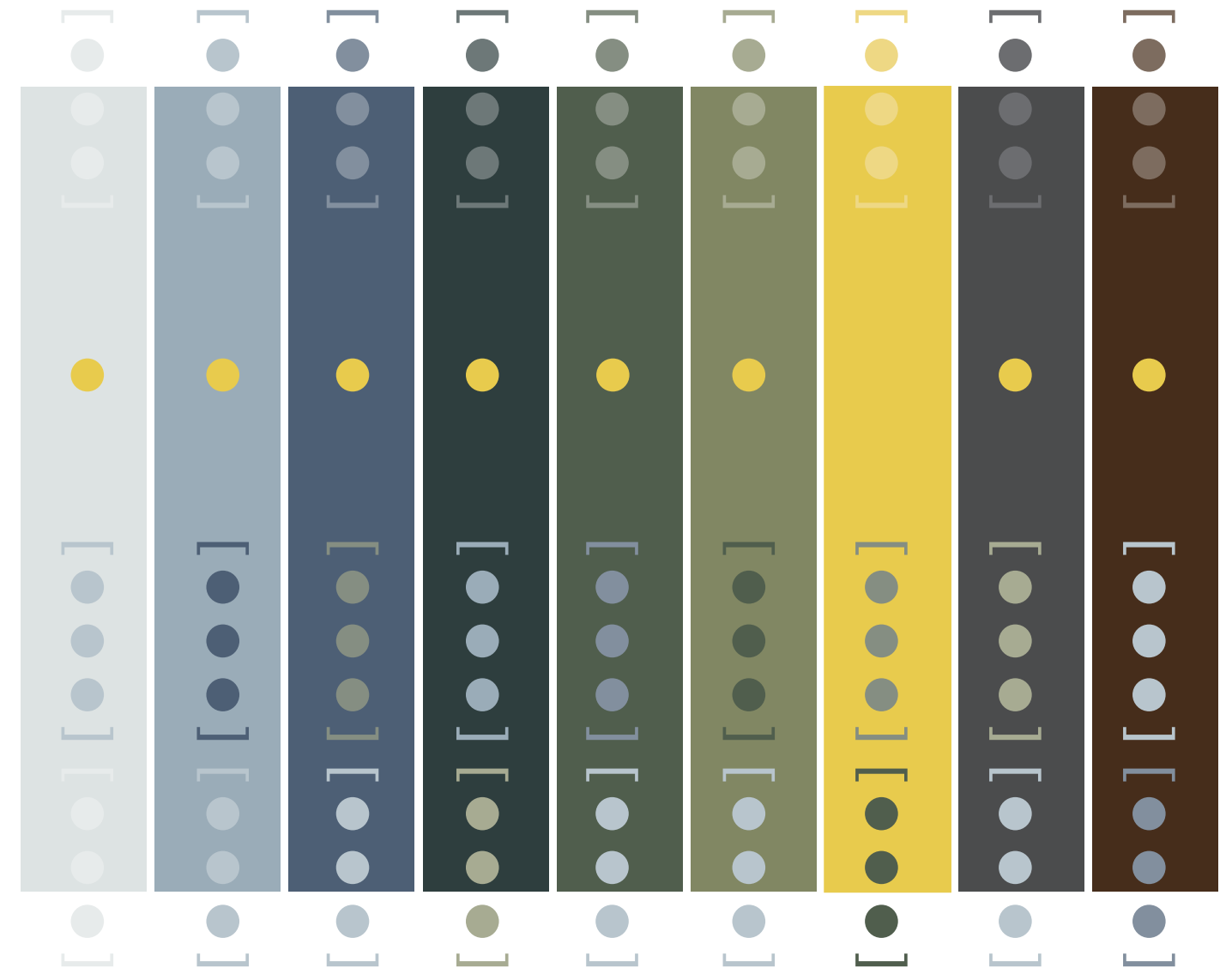
FREM
TIDENS
HJEM
[●●●]

The secondary Color System and codes
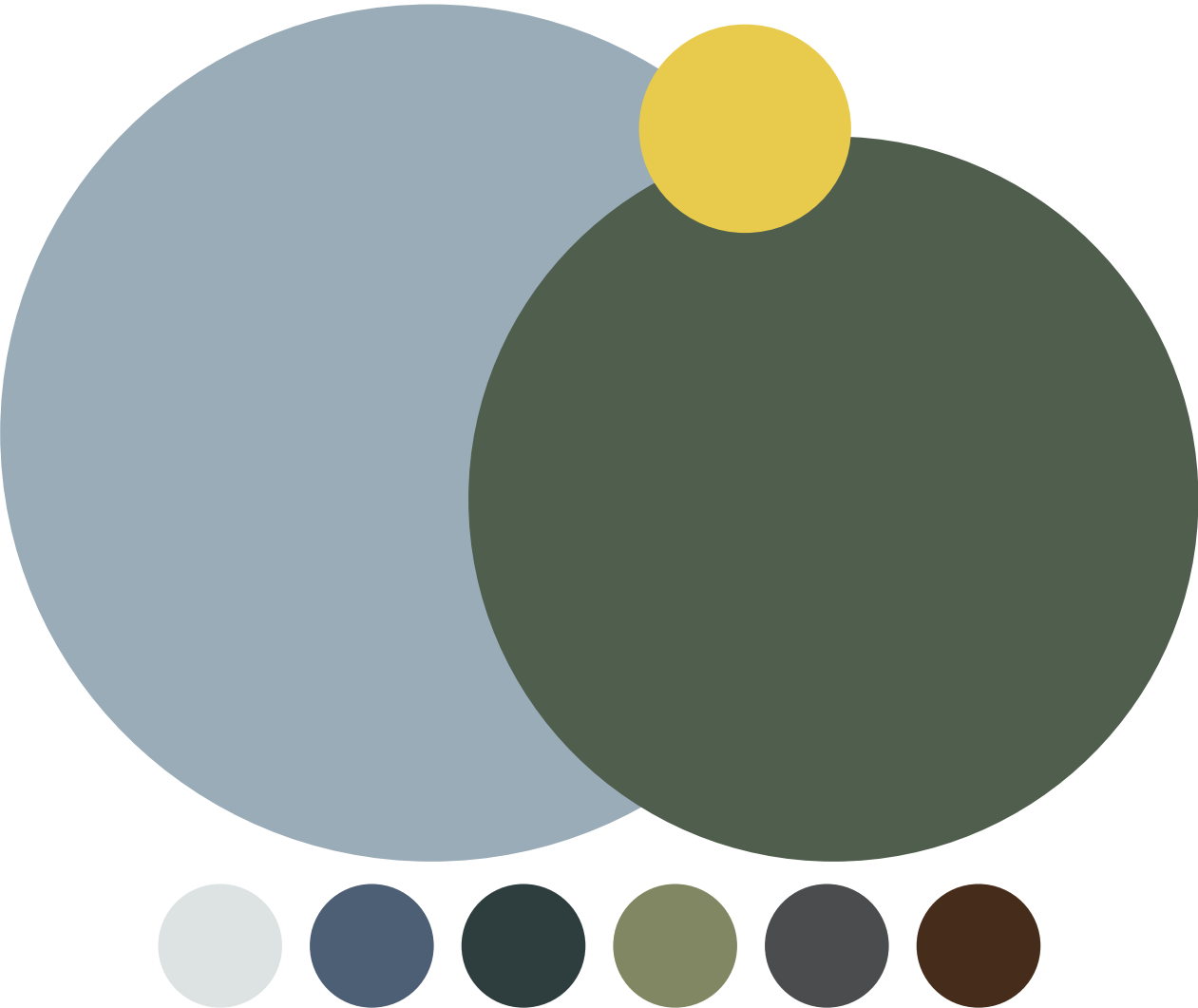
SECONDARY AND SPOT COLOR SYSTEM

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Explanation:
The Secondary colors are complementary to our official colors, but are not recognizable identifiers for FREMTIDENS HJEM company. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

Usage:
Use them to accent and support the primary color palette.

SPOT
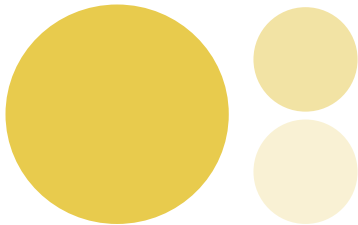
SUNNYNORDIC YELLOW

CMYK	:	C000 M020 Y100 K000
Pantone	:	297C
HKS	:	02K
RGB	:	R000 G000 B000
Web	:	#000000

FUGGY NORDIC BLUE

CMYK	:	10 3 0 0
Pantone	:	7541U
RGB	:	221 227 227
Web	:	#D9E1E2

WARM NORDIC BLUE

CMYK	:	70 49 26 27
Pantone	:	4138U
RGB	:	76 95 113
Web	:	#4C5F71

DEEP NORDIC GREEN

CMYK	:	78 57 39 56
Pantone	:	432U
RGB	:	51 63 72
Web	:	#333F48

NORDIC FIELD GREEN

CMYK	:	38 22 59 18
Pantone	:	5773U
RGB	:	137 144 100
Web	:	#899064

NORDIC DARK GRAY

CMYK	:	61 55 56 46
Pantone	:	2336U
RGB	:	77 77 79
Web	:	#4c4c4e
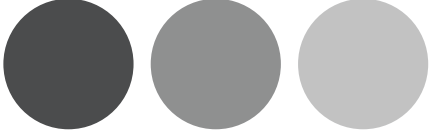
NORDIC DARK GRAY

CMYK	:	27 63 84 72
Pantone	:	2322U
RGB	:	78 53 36
Web	:	#4E3524
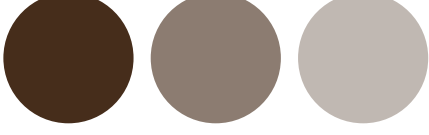
Logo variations

The Corporate Font

The Font and Structure

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all FREMTIDENS HJEM communications. We have selected Montserrat and Source Sans Pro, which helps inject energy and enthusiasm into the entire FREMTIDENS HJEM communications, as the primary and secondary corporate typefaces.

**TYPE EXAMPLES
HELVETICA NEUE**

helvetica
neue

**CORPORATE FONT
HELVETICA NEUE**

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THE FONT

Neue Helvetica sets new standards in terms of its form and number of variants. It is the quintessential sans serif font, timeless and neutral, and can be used for all types of communication. Neue Helvetica is one of three Helvetica typeface families from Linotype.

The Neue Helvetica family had been extended with the range of eight compressed weights.

Bold	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
	a b c d e f g h i j k l m n o p q r s t u v w x y z
Regular	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
	a b c d e f g h i j k l m n o p q r s t u v w x y z
Figures	0 1 2 3 4 5 6 7 8 9 0
Special Characters	! " § $ % & / ( ) = ? ` ; : ¡ " ¶ ¢ [ ]	{ } ≠ ¿ '
	« ∑ € ® † Ω ¨ / ø π • ± ' æ œ @ Δ ° ª © ƒ ∂ , å ¥ ≈ ç

Typography and Hierarchy

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for FREMTIDENS HJEM layouts.

CONTENT TEXT AND INNER HEADLINES

You want to explain something more in detail? This is the best way to do it.

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Helvetica Neue Regular

6 pt Type / 9 pt Leading

This text is reserved for copy text and huge text amount. Use it.

-

Helvetica Neue Regular

8 pt Type / 11 pt Leading

FOLLOW THE RULES OF DESIGN.

Helvetica Neue Regular - Capital Letters

10pt Type / 10pt Leading

HEADLINES AND TYPOBREAKS

MUCH MORE THAN AN INTERESTING HEADLINE!

-

Helvetica Neue Bold - Capital Letters

16pt Type / 16pt Leading

Super.Headlined

-

Helvetica Neue Light

34pt Type / 30 pt Leading

Spectacular.

-

Helvetica Neue Light

48pt Type / 48 pt Leading

Contact

DO YOU HAVE QUESTIONS? CONTACT US.

For further information please contact:

Torben Vognsen
Co-founder

E: info@fremtidenshjem.dk
P: +45 2044 7755
www.fremtidenshjem.dk

**FOR THE COMPLETE CORPORATE
DESIGN MANUAL AND LOGOFILES
CONTACT US**

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[● ● ●]

Fremtidens Hjem
Tingvej 58
4000 Roskilde
Denmark