

Vi landsbyggare

GRAPHIC PROFILE MANUAL

The Landsbyggare
guide

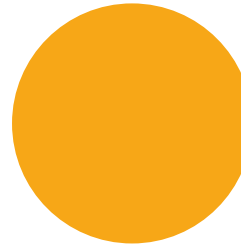
COLOURS

The primary colour is orange. There is also a complementary colour used to enhance or highlight a message or simply as decoration. All the colours can be used with opacity of 80% or 40% to increase the spectrum when needed.

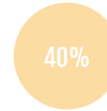
The profile colours may be used as backdrops to text fields. Please note that all text written on such backdrops shall be in white.

Remember that colours appear differently depending on the material and the paper, and also that any finishing process may affect the tone. For the best result, compare visually the sample with an up-to-date Pantone® colour chart in consultation with experienced consultants within advertising, web design, PR or similar.

ORANGE



80%



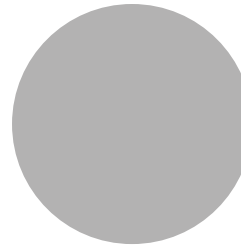
40%

HEX: #e3a62e

CMYK: 0 40 43 0

PMS: Pantone 7402

GREY



80%



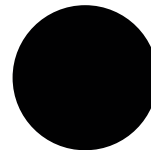
40%

HEX: #b1b1b0

CMYK: 0 0 0 40

PMS: Pantone 421

BLACK



HEX: #060708

CMYK: 0 0 0 100

WHITE



HEX: #ffffff

CMYK: 0 0 0 0

TYPEFACES

An important element in our graphic profile is the typography. It is important in creating recognition and should be applied in all aspects. Our main typeface is Fjalla One applied to headings, introduction and body text. We also use Helvetica Neue as a complement, such as in film production and in printed matter.

For longer body text or when producing marketing material, PT Serif should be used.

These typefaces are used for the production of printed matter:

Headings:	Fjalla One and Helvetica
Body text:	Fjalla One
Long body text:	PT Serif

[↓ DOWNLOAD FJALLA ONE](#)

[↓ DOWNLOAD PT SERIF](#)

Helvetica not being an "Open Source" typeface requires a valid license in order to use the typeface. For more information contact Leader Höga Kusten.

Fjalla One

abcdefghijklmnopqrstuvwxy^zåäö
ABCDEFGHIJKLMNOPQRSTUVWXYZ^{ÅÄÖ}
1234567890 §°!"#€%&/()=?`<>><*'-_@

PT Serif

abcdefghijklmnopqrstuvwxy^zåäö
ABCDEFGHIJKLMNOPQRSTUVWXYZ^{ÅÄÖ}
1234567890 §°!"#€%&/()=?`<>><*'-_@

Helvetica Neue LTD Roman

abcdefghijklmnopqrstuvwxy^zåäö
ABCDEFGHIJKLMNOPQRSTUVWXYZ^{ÅÄÖ}
1234567890 §°!"#€%&/()=?`<>><*'-_@

Helvetica Neue LTD Bold

abcdefghijklmnopqrstuvwxy^zåäö
ABCDEFGHIJKLMNOPQRSTUVWXYZ^{ÅÄÖ}
1234567890 §°!"#€%&/()=?`<>><*'-_@

EXAMPLES

Here are two examples showing the combined use of the typefaces in combination with the line used to profile headings and such.

VAD VILL DU
FÖRVERKLIGA

