



GUIDELINE BOOK

Designed and engineered in Sweden | fractal-design.com

fractal
design

The logo for 'fractal design' features the word 'fractal' in a large, bold, lowercase sans-serif font. Below it, the word 'design' is written in a smaller, lowercase sans-serif font. The letters in 'fractal' are closely spaced, and the overall style is modern and clean.

COLOR



Solid Coated : **PANTONE Black 7 C**

Solid Uncoated : **PANTONE Black 7 U**

CMYK : **0,0,0,100**

RGB : **29,29,27**

HEX(Web) : **#1d1d1b**

IMPORTANT

Original file proportions must be maintained. Do NOT stretch the logo in any direction.

If enlarging or decreasing the size of the logo type, one must do so while keeping fixed aspect ratios as per the original logo file.

No gradient can be applied to the logotype. Solid black or white logo text, depending on the background it is placed on.

If placed on an ice background or any other colour other than black or white, use a transparent background.

Do not insert a logo template that uses a black or white background in this case.



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COLOR INTERIOR



Solid Coated : **PANTONE 297 C (or EC)**

Solid Uncoated : **PANTONE 297 U**

CMYK : **48,0,0,0**

RGB : **110,207,246**

HEX(Web) : **#6ecff6**

COLOR EXTERIOR OUTLINE



Solid Coated : **PANTONE 299 C (or EC)**

Solid Uncoated : **PANTONE 299 U**

CMYK : **82,10,0,0**

RGB : **0,174,239**

HEX(Web) : **#00aeef**

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LOGO COLORED VERSION



THE WORDS BEHIND THE CONCEPT OF 'LESS IS MORE'

1. Scandinavian Design
2. Fractal Design brings you Scandinavian design and quality
3. Skandinavisk design och kvalitet
4. Designed and engineered in Sweden

IMPORTANT

The taglines should always remain in English or Swedish on any documents, marketing material and advertisements, depending on which tagline is used.

Other copy on the page may be written in other languages but the taglines as indicated above shall remain consistently in the respective languages.

Forgotten Futurist Bold

This font is used for headlines, text in ads, taglines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Serpentine Light

This font is used for taglines and body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial

This font is used for body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz