2:1   Logotype   Overview

Tele2 logotype
Tele2 logotype is always to be used when communicating with our residential customer segments.

Tele2 Business logotype
Tele2 Business logotype is always to be used when communicating with our business customer segments.

Tele2 Wholesale logotype
Tele2 Wholesale logotype is always to be used when communicating with our Wholesale customer segments.

Tele2 in written text
Tele2 in text always writes with intial cap and then small caps. Never use all caps, i.e. TELE2. The same goes for Tele2 Business, Tele2 Wholesale etc.

Tele2 logotype with pay–off
A Tele2 logotype with pay–off is to be used when needed. There are three different ways of using a pay–off.

Tele2 logotype	**TELE2**
Tele2 Business logotype	**TELE2 Business** **TELE2 Bizness** **TELE2 Verslas** **TELE2 Äriklient** **TELE2 ZAKELIJK**
Tele2 Wholesale logotype	**TELE2 Wholesale** **TELE2 WHOLESALE**
Tele2 in written text	Tele2 Tele2 Business Tele2 Wholesale
Tele2 logotype with pay–off	**TELE2 Why pay more?** **TELE2 Born to be cheap**

2:1.1   Logotype

Tele2 is identified by the Tele2 logotype. It's the most important element in our corporate identity. It's the manifestation of our brand and soul. To ensure maximum impact and awareness of the Tele2 brand it's important to treat the logotype according to the guide–lines in this manual.

Correctly used, the Tele2 logotype is the single most effective tool in the recognition of Tele2 and in our marketing. It's vital that the original logotype is used at all times. You must never create a new logotype nor modify the logotype.

To ensure consistency, maximum impact and awareness of the Tele2 brand, the logotype must always be used in black or in white.

2:1.1.1   Logotype   Clear Space

The logotype is most powerful
when surrounded by an area of
clear space. This ensures a high
degree of visibility and legibility,
and preserves the integrity of the
logotype. The minimum amount of
clear space is shown on this page.

The basic principles of clear space
should also be applied when using
the logotype against a photographic
background. Also, the logotype
should never be positioned along–
side distracting elements in a
photograph or a layout.
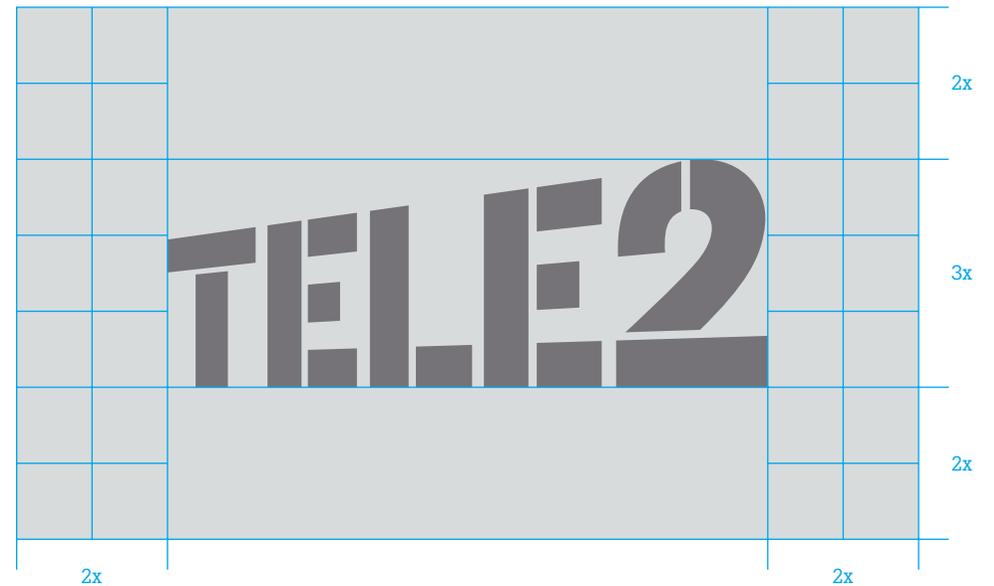
2:1.5   Logotype

Sizes

The preferred sizes of the Tele2 logotype on print applications are shown on this page. The purpose of using the sizes is to create a visual standard, minimize variation and co-ordinate all different Tele2 brand applications. Note that the standard formats that are to be used on Tele2 printed matter are A4 portrait, A5 portrait and A65 portrait. Other formats are permitted in markets where the A-formats are not standard or as required in other applications such as ads with custom size formats or in web applications.

Efforts should be made to ensure that when the logotype appears across a range of related applications that may be seen together, a consistent approach is taken regarding the size, positioning and color use. For example stationary, that has different sizes of applications, but uses the same logotype size for consistency.

The Tele2 Business logotype and pay-offs in direct connection to the Tele2 logotype can be 85% of the sizes mentioned to the right.

Note 1. These are only recommendations. Depending on the usage, the sizes might need to be adjusted to fit the special requirements.

Format name	Format size	Logotype width
A0	841×1189 mm	180 mm
	700×1000 mm	150 mm
A1	594×841 mm	120 mm
	500×700 mm	105 mm
A2	420×594 mm	90 mm
A3	297×420 mm	60 mm
A4	210×297 mm	45 mm
A5	148×210 mm	36 mm
A65	105×210 mm	36 mm
A6 (portrait)	105×148 mm	36 mm
A6 (landscape)	148×105 mm	24 mm
Digital 4:3	788×576 pixels	400 px
Digital 16:9	1024×576 pixels	400 px

The logotype's width

2:1.6   Logotype   Positioning

There are four permitted positions
for the main Tele2 logotype on
printed matter, shown in the
diagram as 1, 2, 3 and 4. The placing
of the logotype is limited to these
positions to minimize variation and
ensure a co-ordinated, uniform
appearance on all applications.
Please observe that positions 1 and
2 are the standard positions and
should be used unless otherwise
directed in this manual or in a
template. Always ensure that when
the logotype appears across a range
of related applications that may be
seen together, a consistent ap-
proach is taken in size, positioning
and color use.

3
TELE2

4
TELE2

2
TELE2

1
TELE2