

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 initial 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

The Tele2 logotype consists of the word "TELE2" in a bold, sans-serif font. The letter "E" is stylized with a horizontal bar that extends to the right and then curves downwards.

Tele2 Business logotype

The Tele2 Business logotype features the word "TELE2" in the same stylized font as the main logotype, with the word "Business" in a smaller, sans-serif font directly below it.The Tele2 Bizness logotype features the word "TELE2" in the same stylized font, with the word "Bizness" in a smaller, sans-serif font directly below it.The Tele2 Verslas logotype features the word "TELE2" in the same stylized font, with the word "Verslas" in a smaller, sans-serif font directly below it.

Tele2 Wholesale logotype

The Tele2 Äriklient logotype features the word "TELE2" in the same stylized font, with the word "Äriklient" in a smaller, sans-serif font directly below it.The Tele2 ZAKELIJK logotype features the word "TELE2" in the same stylized font, with the word "ZAKELIJK" in a smaller, sans-serif font directly below it.

Tele2 in written text

Tele2
Tele2 Business
Tele2 Wholesale

Tele2 logotype with pay-off

The Tele2 logotype with pay-off "Why pay more?" features the word "TELE2" in the same stylized font, with the phrase "Why pay more?" in a smaller, sans-serif font directly below it.The Tele2 logotype with pay-off "Born to be cheap" features the word "TELE2" in the same stylized font, with the phrase "Born to be cheap" in a smaller, sans-serif font directly below it.

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 guidelines 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.

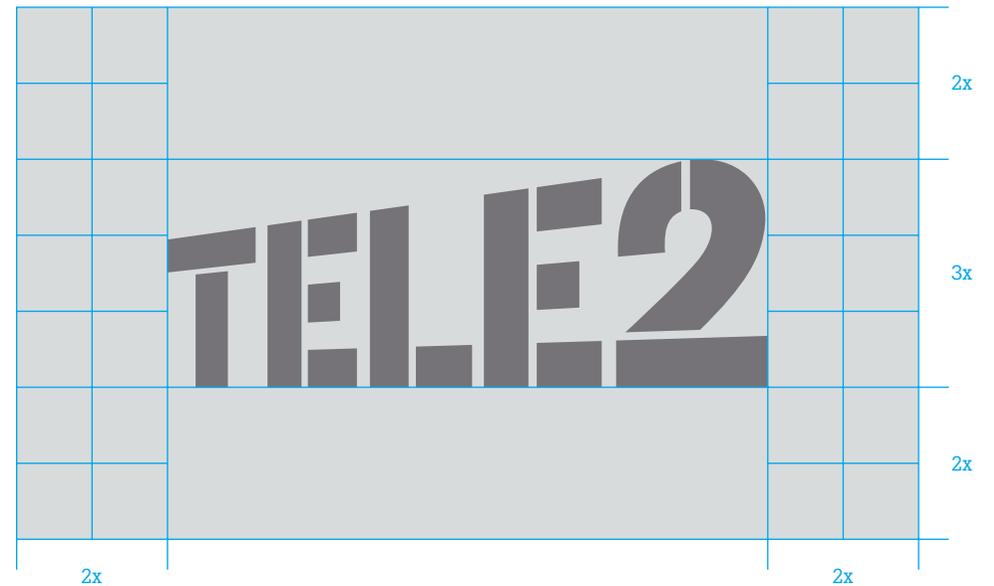
The image shows the Tele2 logotype in a bold, black, sans-serif font. The letters are thick and blocky, with a distinctive design where the 'E' and '2' have a unique, stylized appearance. The '2' is particularly large and rounded, with a small vertical stroke at the top right.The image shows the Tele2 logotype in a bold, white, sans-serif font, centered on a solid black rectangular background. The design of the letters is identical to the one shown in the previous image, maintaining the same thick, blocky, and stylized appearance.

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 alongside 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



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 approach is taken in size, positioning and color use.

