2:1 Logotype

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.

Core elements
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.
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

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.

Sizes

<table>
<thead>
<tr>
<th>Format name</th>
<th>Format size</th>
<th>Logotype width</th>
</tr>
</thead>
<tbody>
<tr>
<td>A0</td>
<td>841×1189 mm</td>
<td>180 mm</td>
</tr>
<tr>
<td>A5</td>
<td>148×210 mm</td>
<td>36 mm</td>
</tr>
<tr>
<td>A65</td>
<td>105×210 mm</td>
<td>36 mm</td>
</tr>
<tr>
<td>A6 (portrait)</td>
<td>105×148 mm</td>
<td>36 mm</td>
</tr>
<tr>
<td>A6 (landscape)</td>
<td>148×105 mm</td>
<td>24 mm</td>
</tr>
<tr>
<td>Digital 4:3</td>
<td>788×576 pixels</td>
<td>400 px</td>
</tr>
<tr>
<td>Digital 16:9</td>
<td>1024×576 pixels</td>
<td>400 px</td>
</tr>
</tbody>
</table>

The logotype’s width
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.