

TOOLS & RULES

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 these guidelines.

The original logotype must be used at all times – always in black or in white. Never ever modify the logotype or create a new one.

Our logotype is available for download from our brandportal www.tele2brandportal.com

Logotype + tagline

The Tele2 logo can also appear in a lock-up together with a tagline. The tagline should always be the same colour as the logotype. Any locally produced taglines needs to be approved by Central Marketing Communications.

Construction, logotype + tagline

The lock-up is a fixed relationship that should not change. The only exceptions are certain special occasions, such as a specific marketing campaign.

No other variations, where another wordmark or graphic element is added in direct relationship to the logotype, are allowed. If the need to create a 'title' arises, it should be set as text using Tele2 Slab.

Centred



These are the recommended positions for the Tele2 logotype. The placement of the logotype is limited to these positions in order to minimize variation and ensure a coordinated, uniform appearance across all applications.

Centered at the bottom of the live area is the default logotype position. When the logotype is the main message or image, it can also take a centered position, horizontally as well as vertically.

Bottom, aligned left/right



If the format or layout is not appropriate for centering the logotype, a position to the left or right is also possible.

Size (width)

Formats

20mm	A6/A5
30mm	A5/A4
42mm	A4/A3
60mm	A3/A2
84mm	A2/A1
120mm (For larger formats, see below)	A1

Using a set of recommended sizes for the Tele2 logotype aims to create a visual standard, minimize variation and coordinate all different Tele2 brand applications.

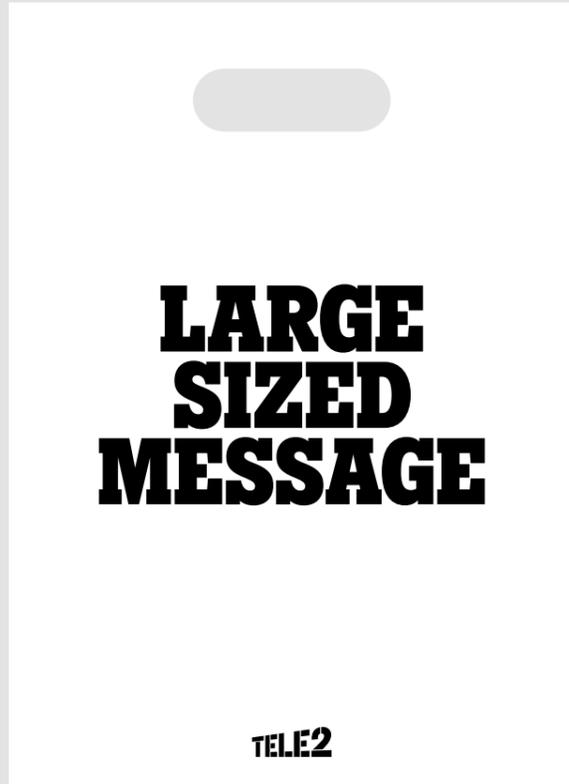
When the logotype appears across a range of related applications that are seen together, try to be consistent in terms of size, positioning and use of colour.

Larger formats



When applying the logotype to supersized formats and surfaces, custom sizing may be needed in order to optimize the live area. On the left are two formulas that can be used as rules of thumb for a larger or smaller size. The logotype size is created using a width corresponding to either five or seven logotypes across the live area.

Do's



When the logotype appears across a range of related applications that are seen together, try to be consistent in terms of size, positioning and use of colour.

Don'ts

