

CORPORATE LOGOTYPE GUIDELINES

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1.0.1 NEW LOGOTYPE

The new Fiskars logotype to be used throughout all applications. The logotype is a timeless statement, graphic and simple.

The logotype may only be used in its original format, which can be obtained from <http://logos.fiskars.com>



Previous Fiskars logotype. No longer to be used.

The image shows the new Fiskars logotype, which is the word "FISKARS" in a large, bold, grey, sans-serif font. The letter spacing is significantly tighter than the previous version, making the word appear more fluid and modern.

Logotype version to be used. The letter spacing has been made tighter to make it read more fluidly.

1.0.2 CORPORATE LOGOTYPE VERSIONS

The Fiskars corporate logotype should be used in grey on a white background whenever possible (see colour codes on right). A black version is allowed for use on one-colour applications, such as fax sheets, etc.

An inverted version of the logotype may be used on dark backgrounds.

A silver foil option is also available for special prints.

The word "FISKARS" is displayed in a bold, sans-serif typeface. The letters are a uniform grey color against a plain white background.

Grey

The word "FISKARS" is displayed in the same bold, sans-serif typeface. The letters have a silver foil effect, with a gradient from light to dark grey, giving them a metallic appearance.

Silver foil

The word "FISKARS" is displayed in the same bold, sans-serif typeface. The letters are a solid, opaque black against a white background.

Black

The word "FISKARS" is displayed in the same bold, sans-serif typeface. The letters are white, set against a solid black rectangular background.

Negative/White

1.1.1 SIZE

1. Printed material

For printed material such as brochures and catalogues (e.g., A4, US letter size) the simple rule of logotype x 3 should be used to achieve the optimal size for a specific format.

2. Stationery

All stationery applications use a fixed logotype size, 52.5 mm. This size should be applied on all stationery to be consistent. Please use the available layout templates.

3. Minimum logotype size.

To ensure good print quality, please observe the minimum reproduction size for the logotype.

N.B.
For some packaging and other applications the logo size may need to vary.

1



The logotype multiplied three (3) times in width. This means that for a normal A4 format, the logo is 70 mm wide.

2



The logotype multiplied four (4) times in width. This means that for a normal A4 format, the logo is 52.5 mm wide.

3

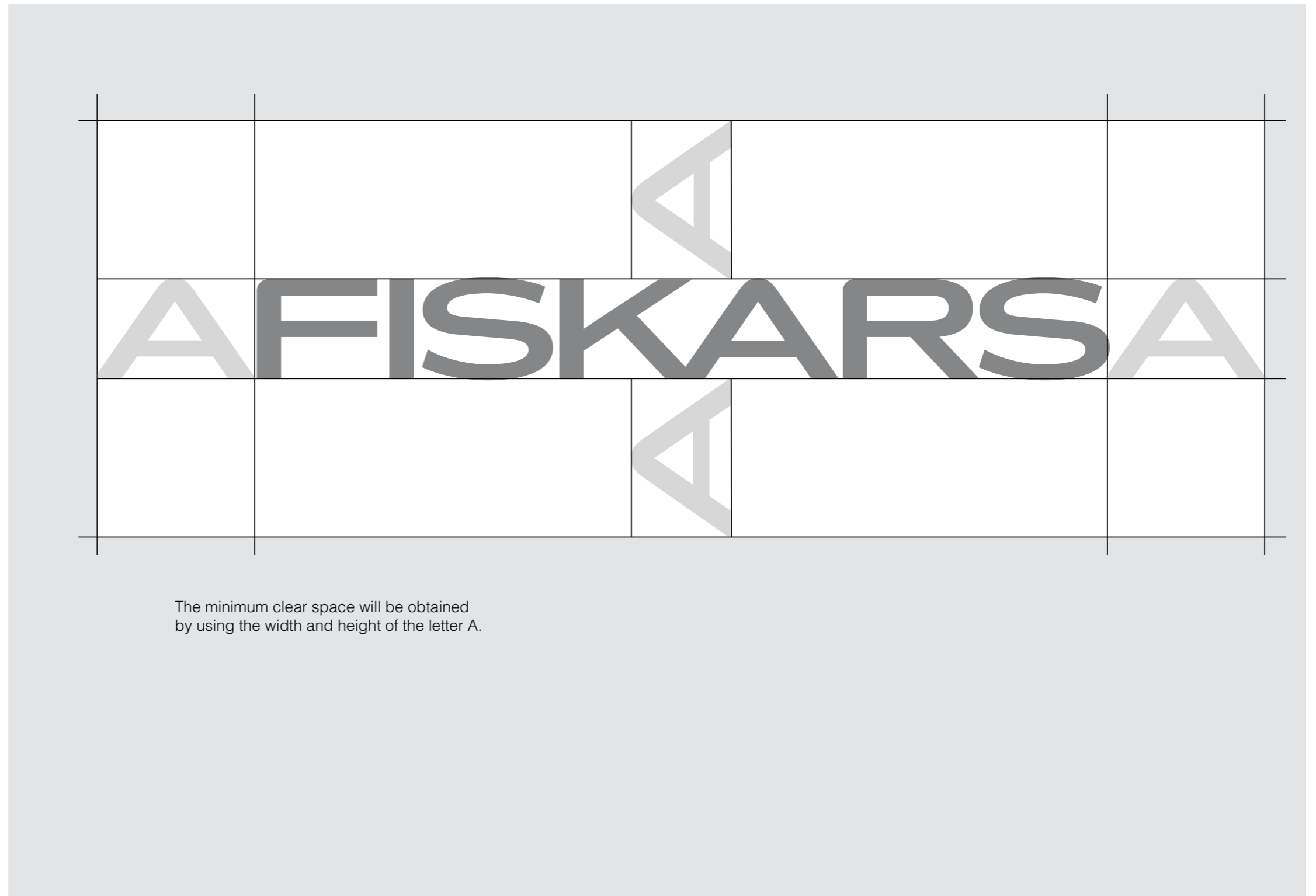


1.1.2 CLEAR SPACE AREA

The clear space area is important to adhere to, since it ensures legibility and consistency throughout the visual identity. It provides maximum impact and protects the integrity of the logotype.

The minimum clear space is in direct proportion to the size of the A letter in the logotype. This is only the minimum clear space; there is usually more free space around the logo.

N.B.
There will be applications where this guide can't be followed, however one should always aim for a distinct clear space surrounding the logotype. If in doubt, please contact the Corporate Communications for support.



The minimum clear space will be obtained by using the width and height of the letter A.

1.1.3 PLACEMENT

The Fiskars logotype should always be placed on the right-hand side of a document.

By using the logotype's letter A as a measurement, the placement of the logotype can be obtained.



Alternative 1 – Bottom right placement

Bottom right placement of the logo is used in all printed applications, as well as in the Powerpoint template.

Alternative 2 – Top right placement

This placement is used throughout the stationery applications, and is an option when alternative 1 isn't possible.

N.B.
Applications which may have to use different placement due to restricted format or other purpose include packaging, envelopes and business cards.

1



2

