

Startpaket/riktlinjer
NOLLVISIONEN
våren 2018

version 1.0



gul
RGB: 254.203.0
CMYK:0.14.100.0

blå
RGB: 0.82.147
CMYK: 100.54.4.19

NOLLVISIONEN

abcdefghijklmnopqrstuvxyzåäö

1234567890

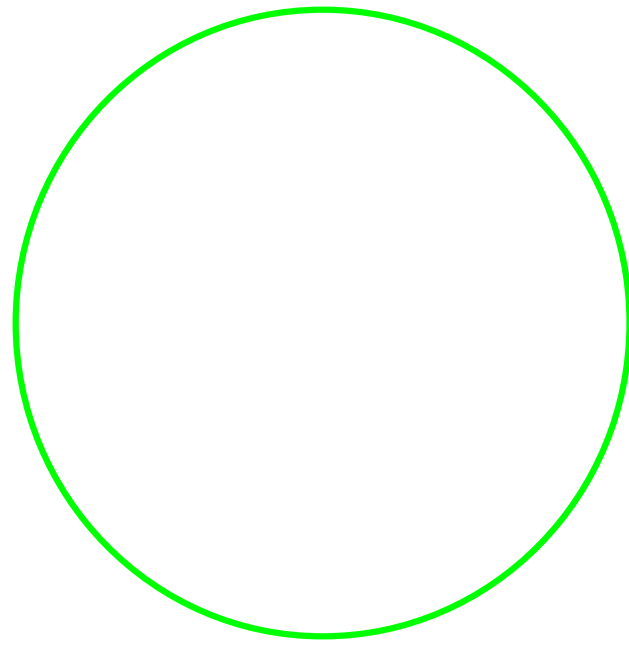


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THIS MANUAL IS AIMED AT PEOPLE WHO WORK WITH 'BRAND SWEDEN'.

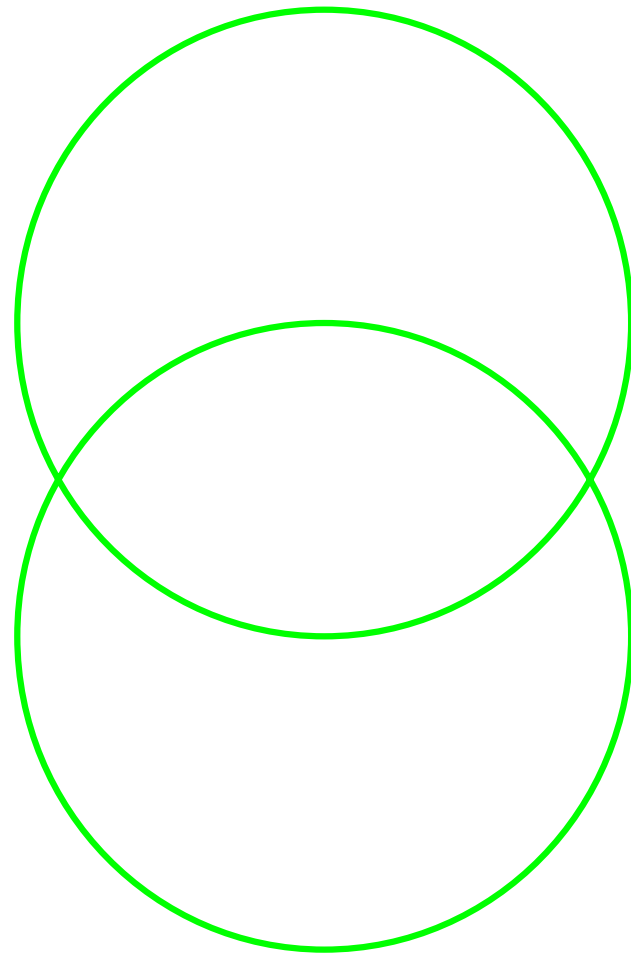
WE KNOW THAT YOU'RE A PROFESSIONAL. THAT'S WHY THIS MANUAL ONLY CONTAINS GUIDELINES AND GOALS FOR YOUR CREATIVITY.

THERE ARE A FEW SIMPLE RULES. APART FROM THAT, CHALLENGE YOURSELF.

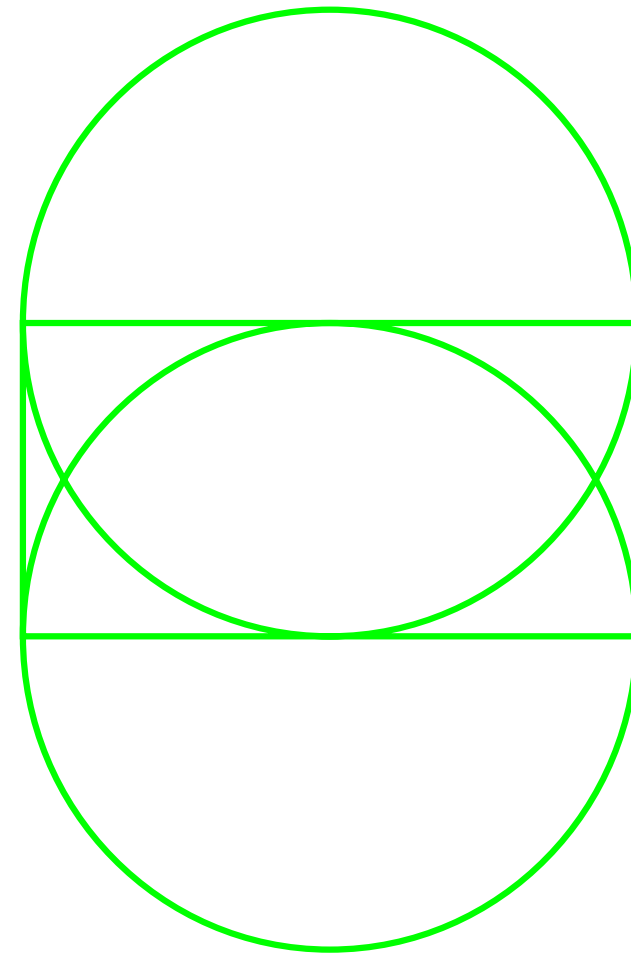
1.



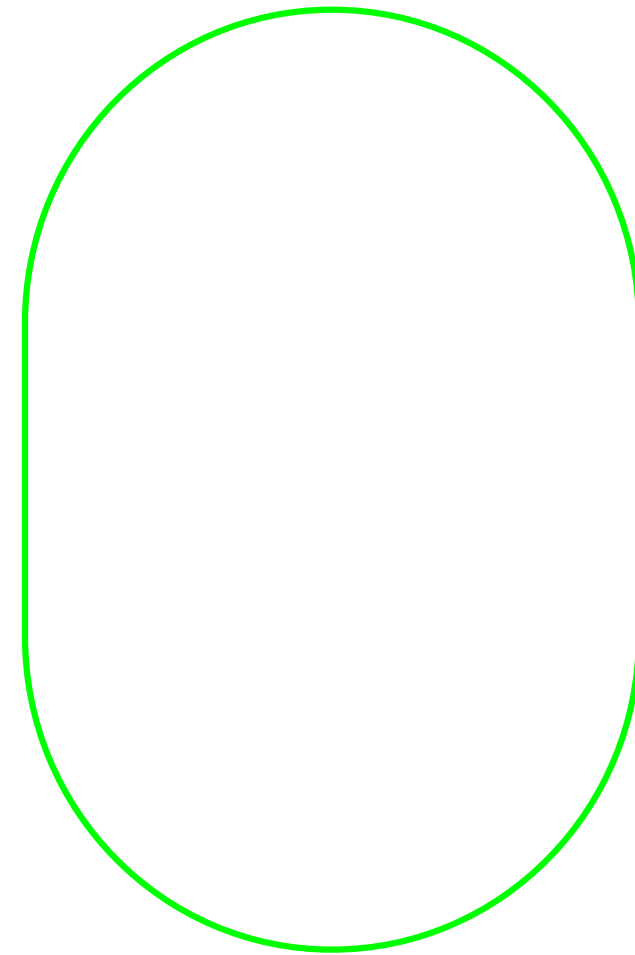
2.



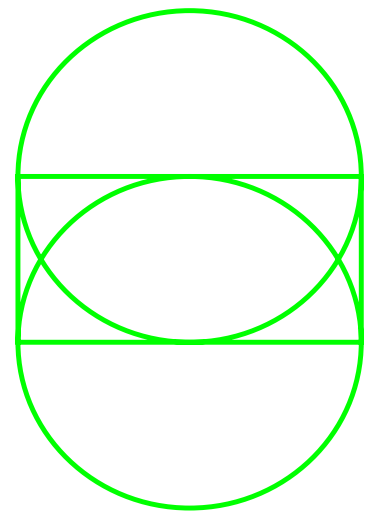
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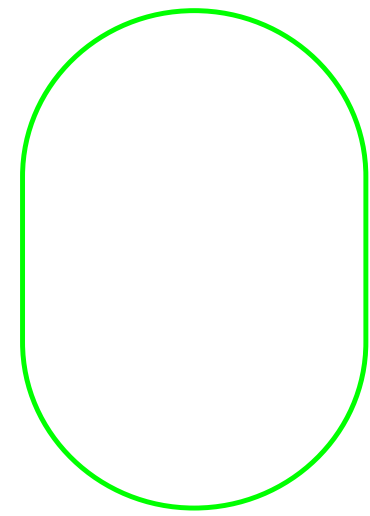
4.



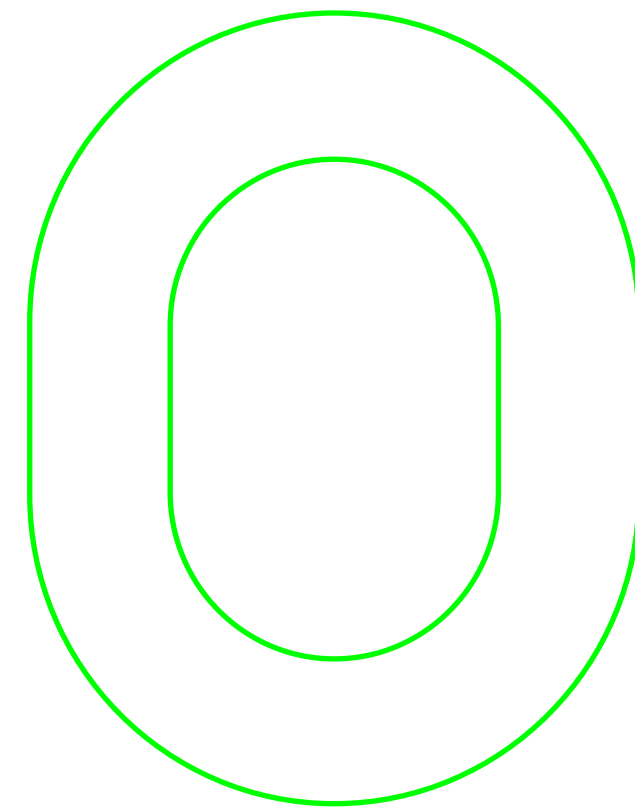
"Nollformen"



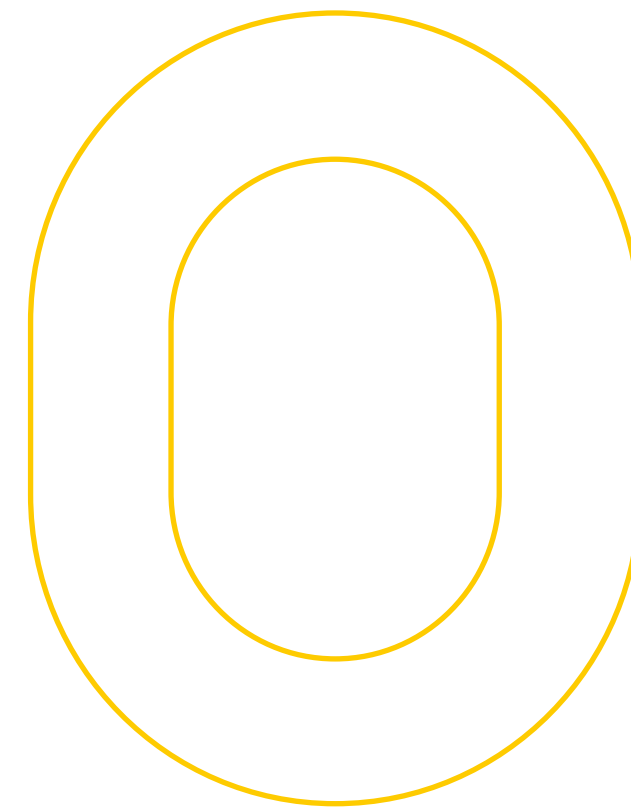
1.



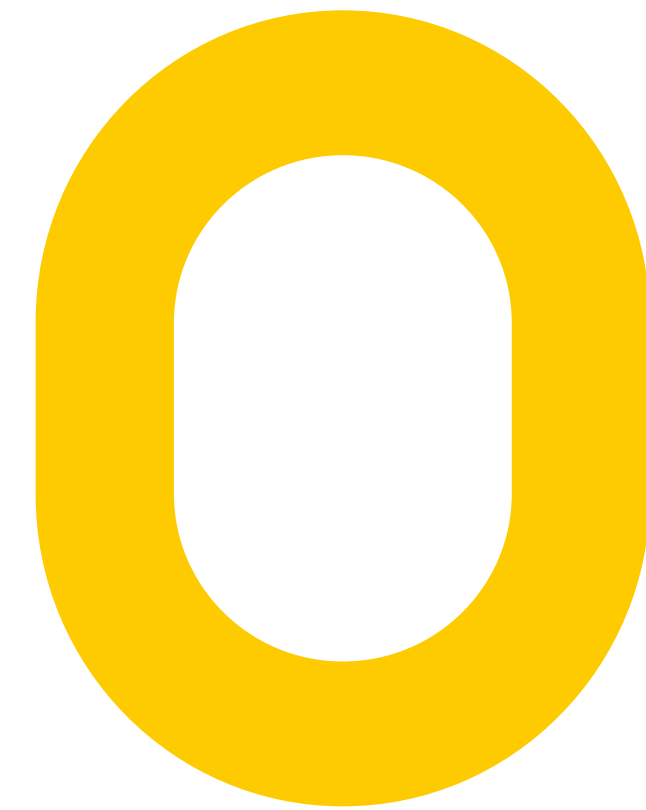
2.



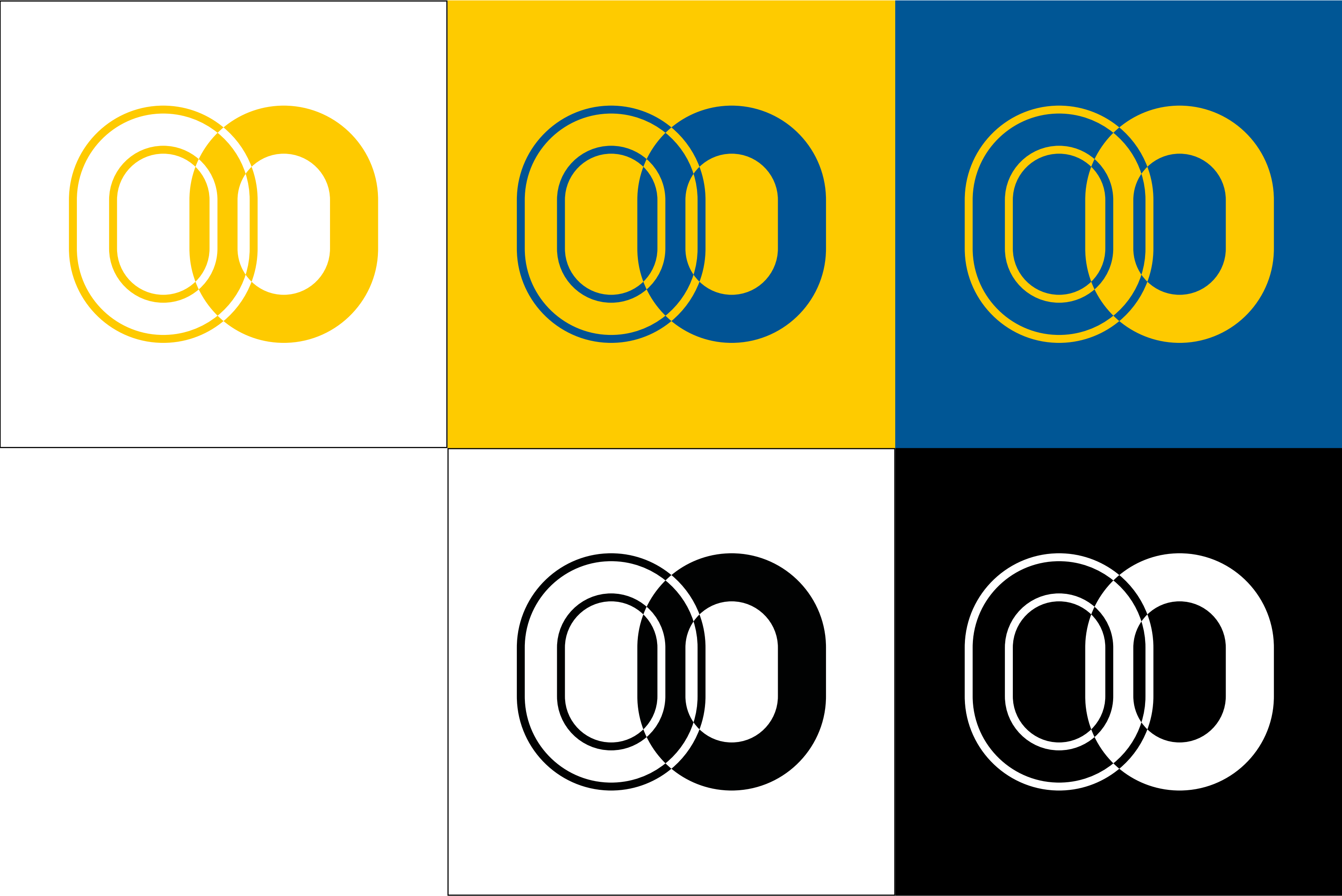
"Tillsammans"



4.





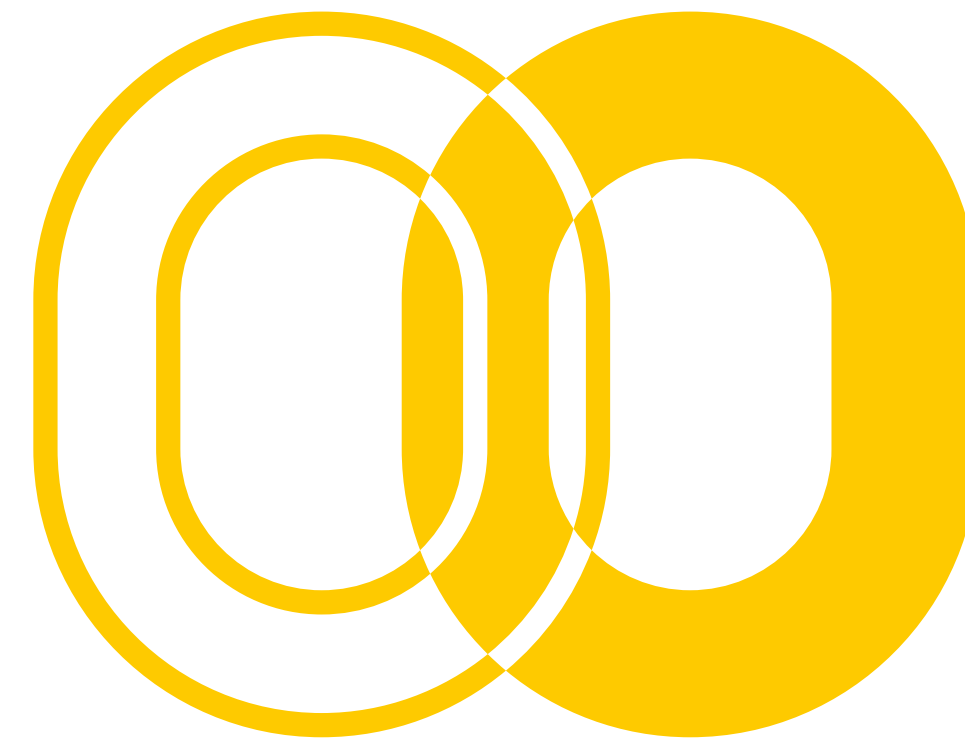


Stående



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TILLSAMMANS
RÄDDAR VI LIV

Liggande



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Huvudsymbol + text på vit bakgrund

Stående

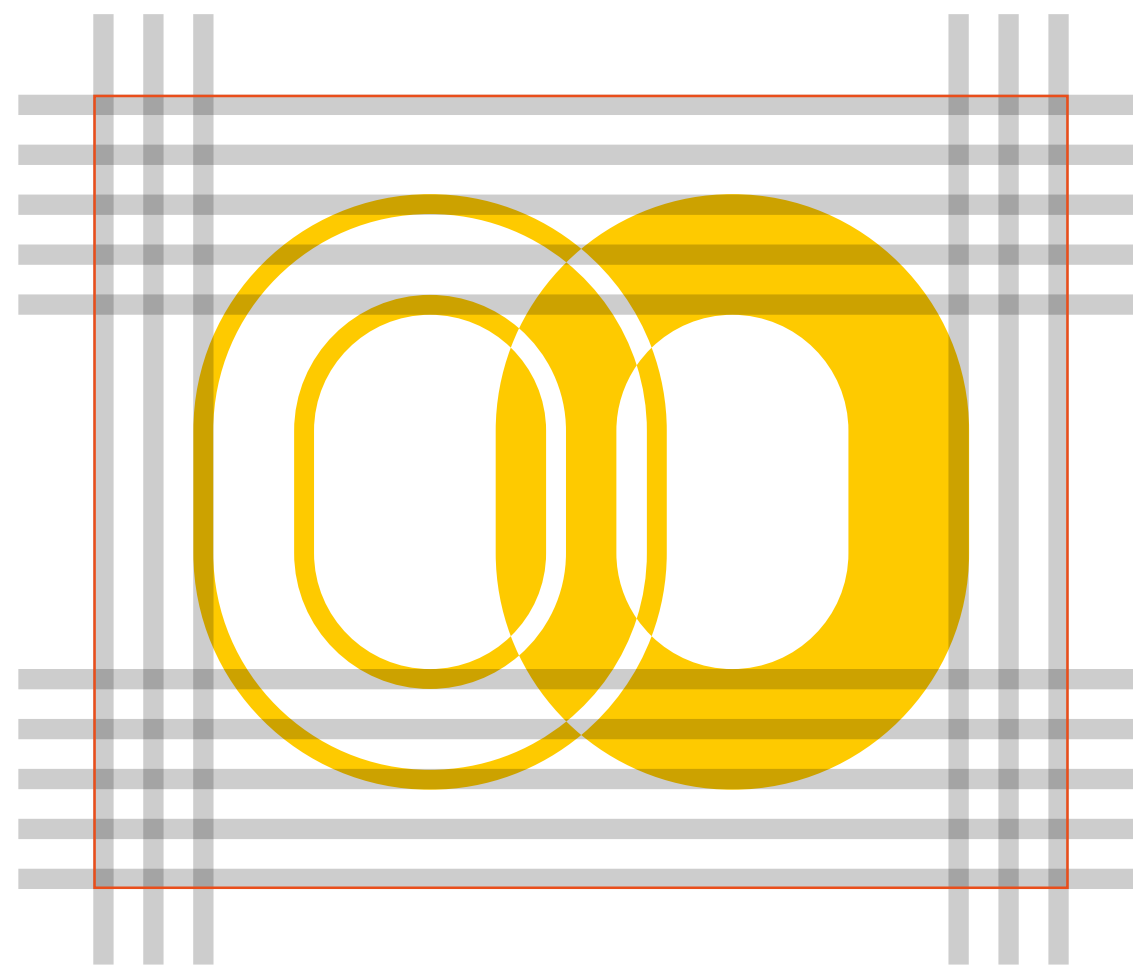
Liggande



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Frizoner (den röda linjen), symbol + text

Skissade exempel

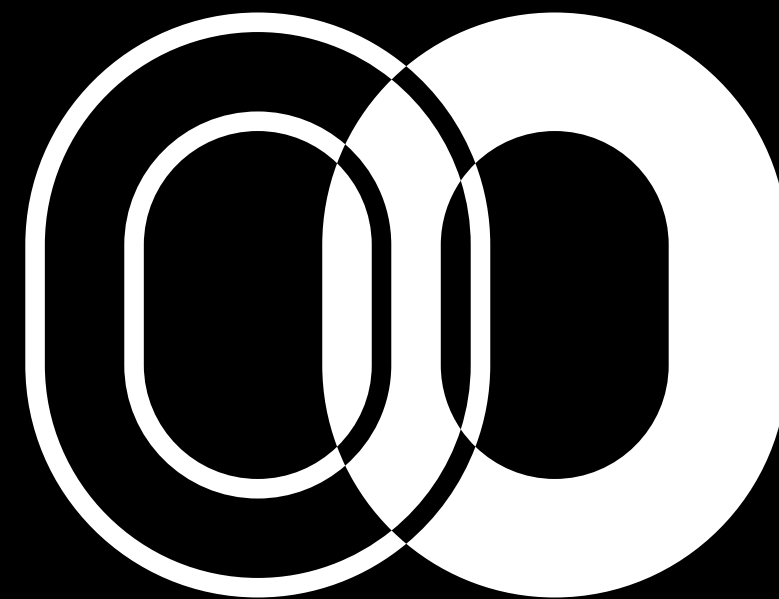
ANVÄNDNING

Symbol + text i blått får bara ligga på gul botten.

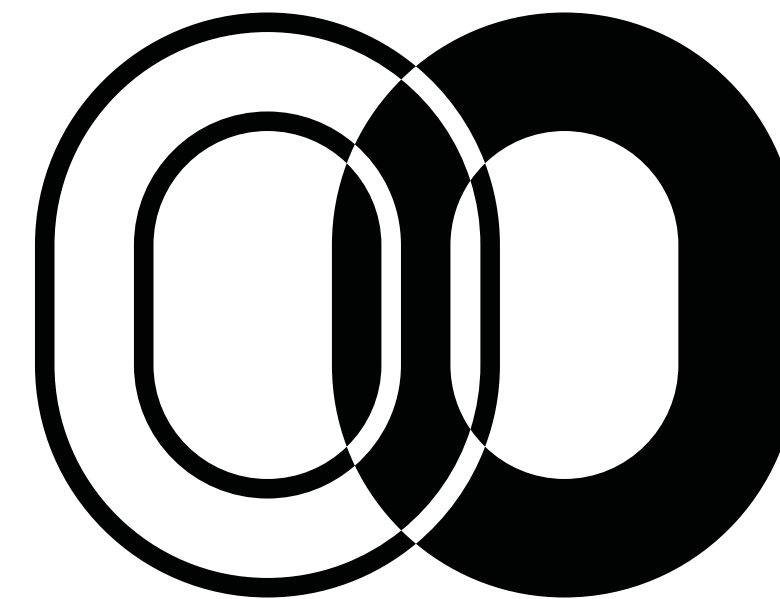
Svart eller vit symbol+text används i undantagsfall.



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Blå bakgrund/eller blå bild som förstärker Sverige med gul symbol





Skissexempel (roll-ups)

