

ÄLÖ – LOGOTYPE

Naturally, our logotype is a major part of our visual identity. It is well known and very different thanks to the special design with the name "älö" written in lower case letters. It is important therefore, that it as far as possible is reproduced in its original grey design. In cases where this is not possible, e.g.

when it is not possible to use color, or for any other difficult graphical circumstance, one of the two versions below is to be used. It is not permitted to use any other color for the logotype.



ÄLÖ – LOGOTYPE, CLEAR ZONES

Our logotype must never compete for space with any other one, or be placed near any other symbol or graphical element.

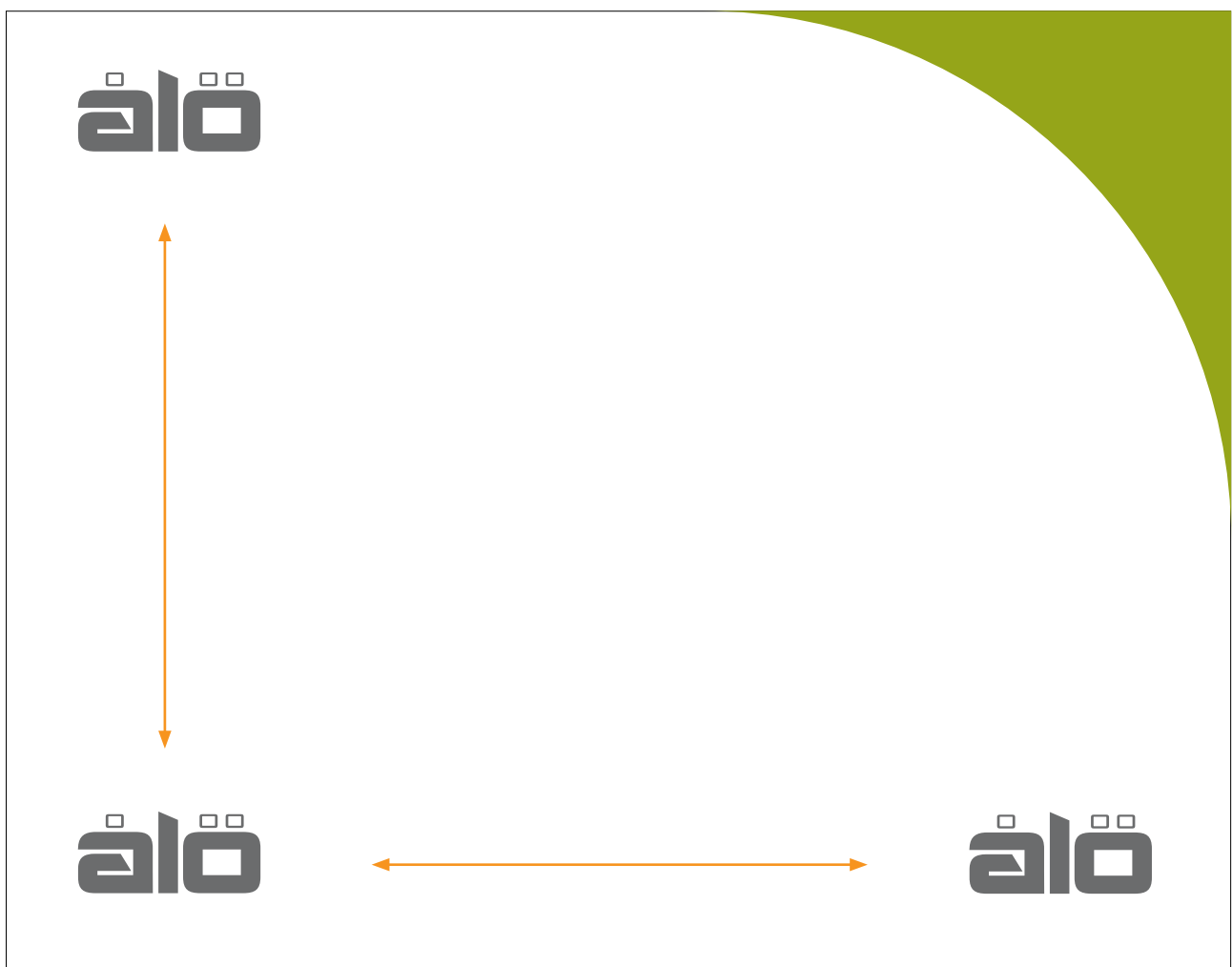
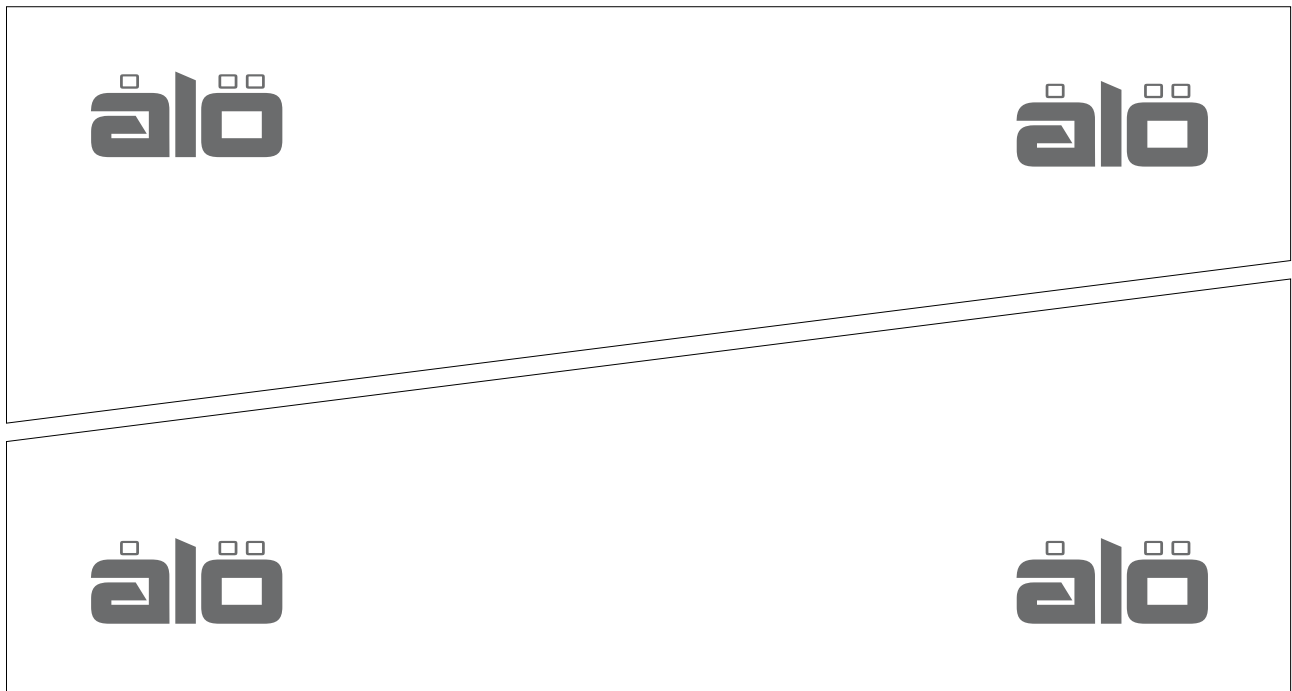
It is important to leave plenty of space around the logotype, always at least corresponding to the hole in the letter "ö"..



ÅLÖ – LOGOTYPE, PLACING

The position of the logotype is crucial for rapid and clear understanding of the identity of the sender. A rule of thumb

is that our logotype must always be placed in one of the four corners of the surface in question, with "with its back free".



ÄLÖ – LOGOTYPE, ERRONEOUS REPRESENTATIONS AND PLACINGS

Here we present a number of cases of how the logotype neither must be placed nor represented. If you have any doubts how to do, please contact Älö HQ.

