

DESIGN MANUAL

FREDCO'S
DELI

LOGO

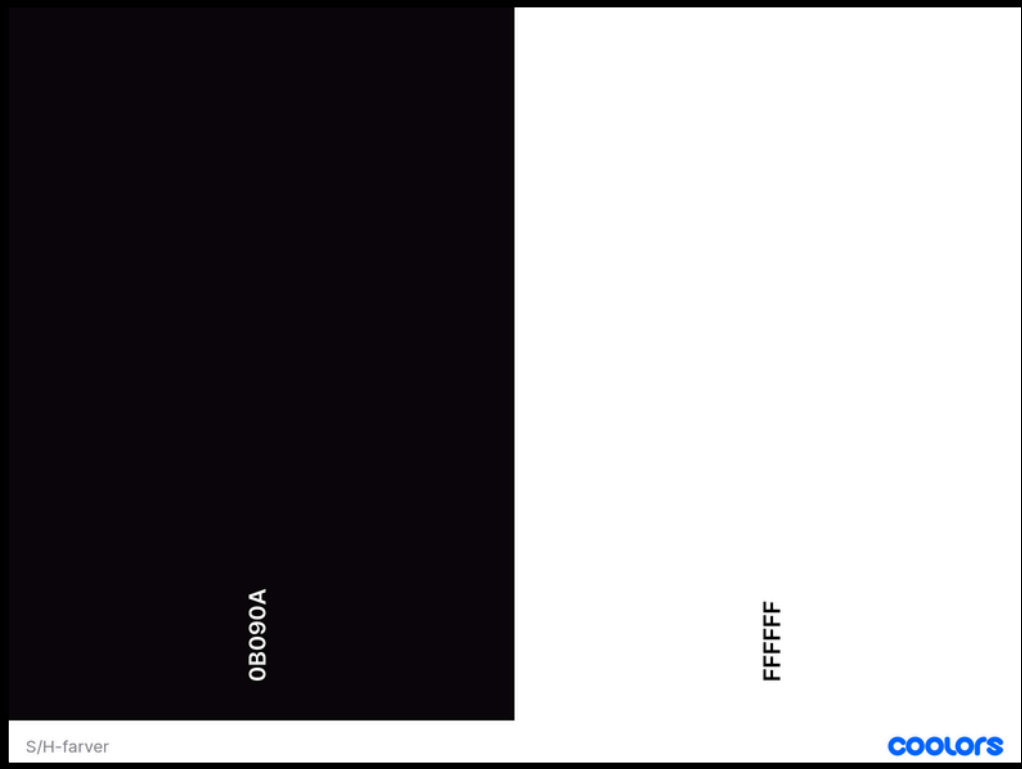
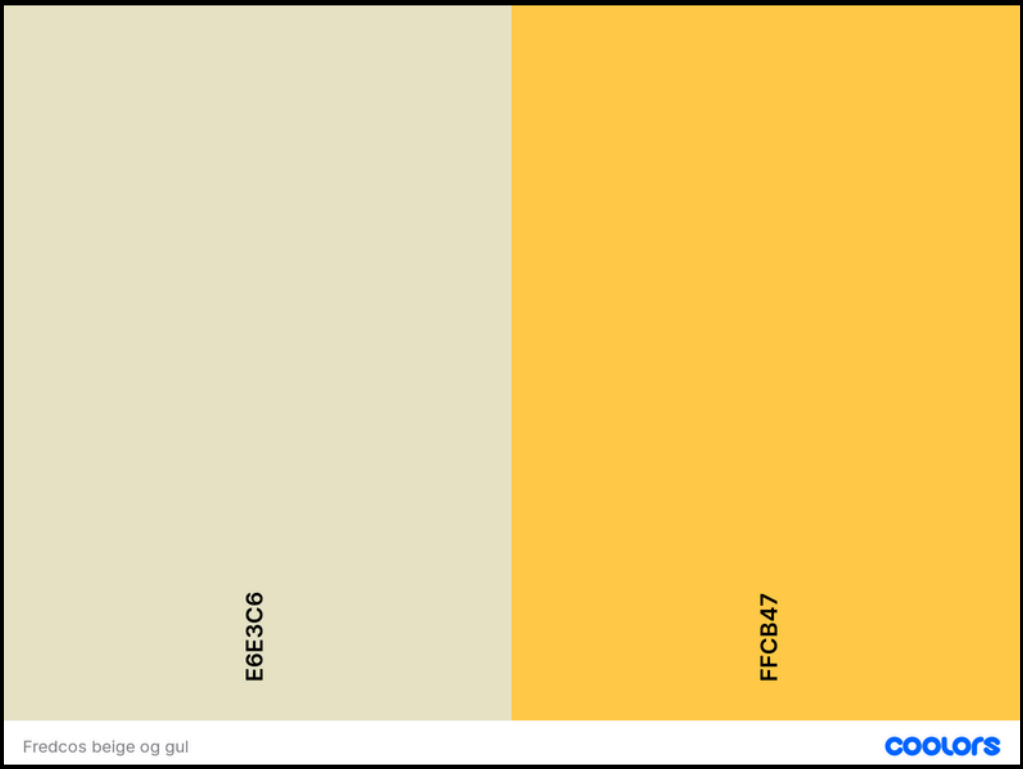
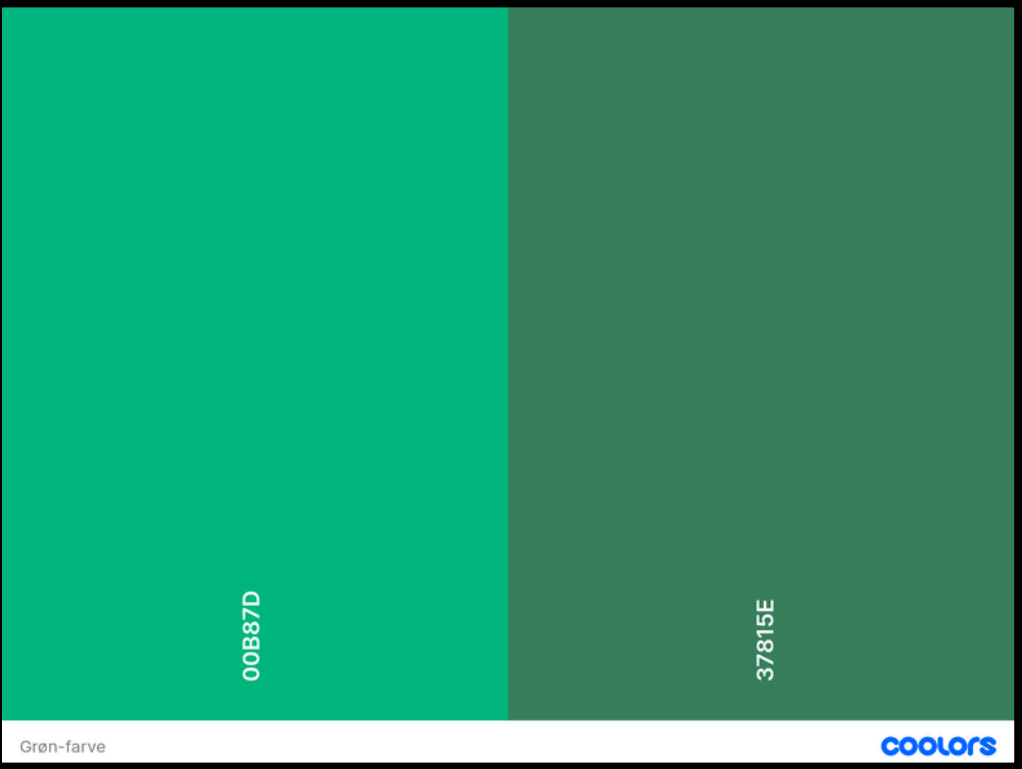
FREDCO's

DELI

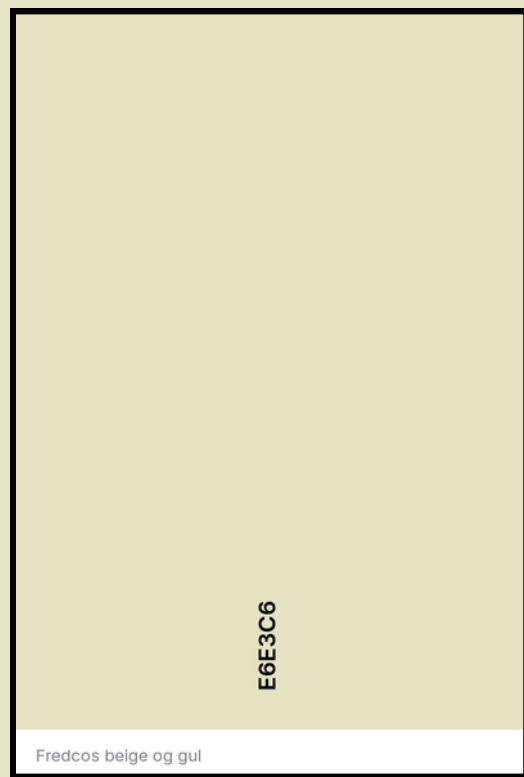
Respektafstand



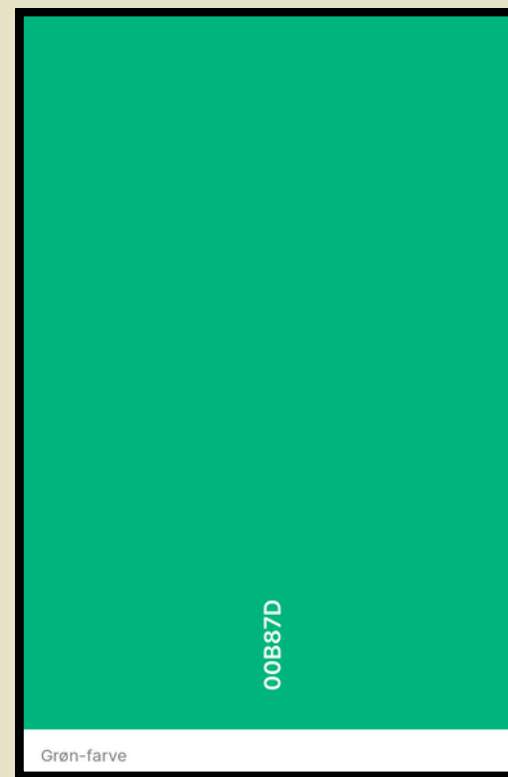
FARVER



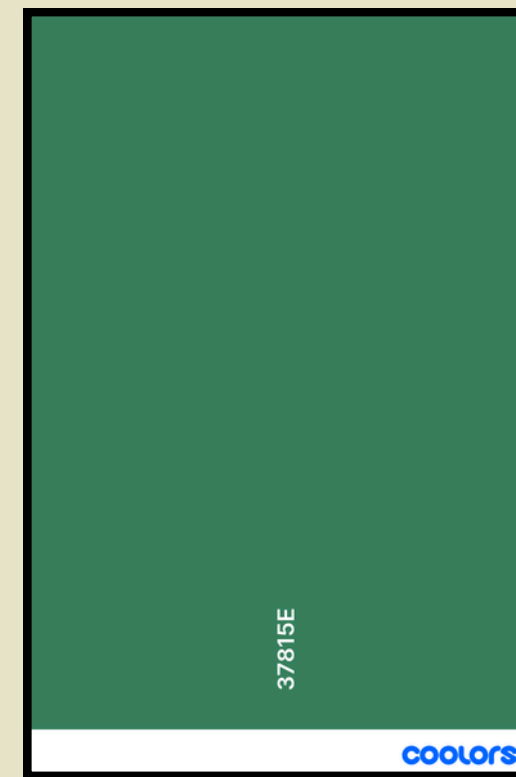
Primære farver - og farvekoder



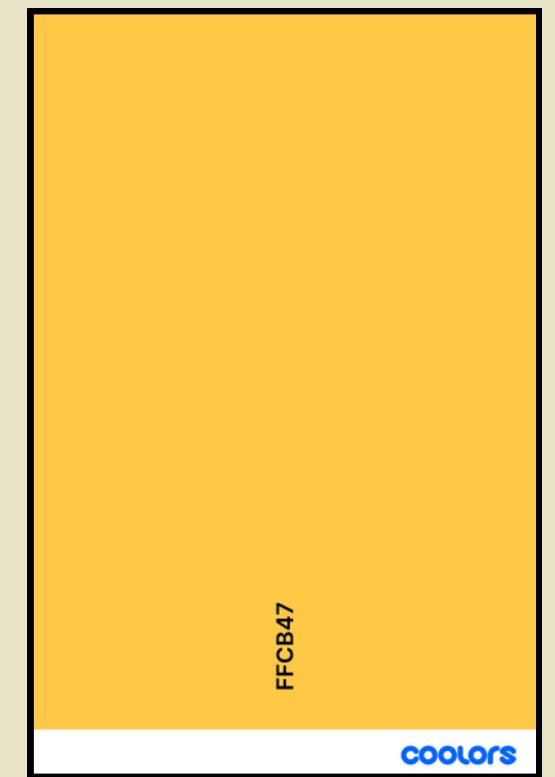
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#00B87D

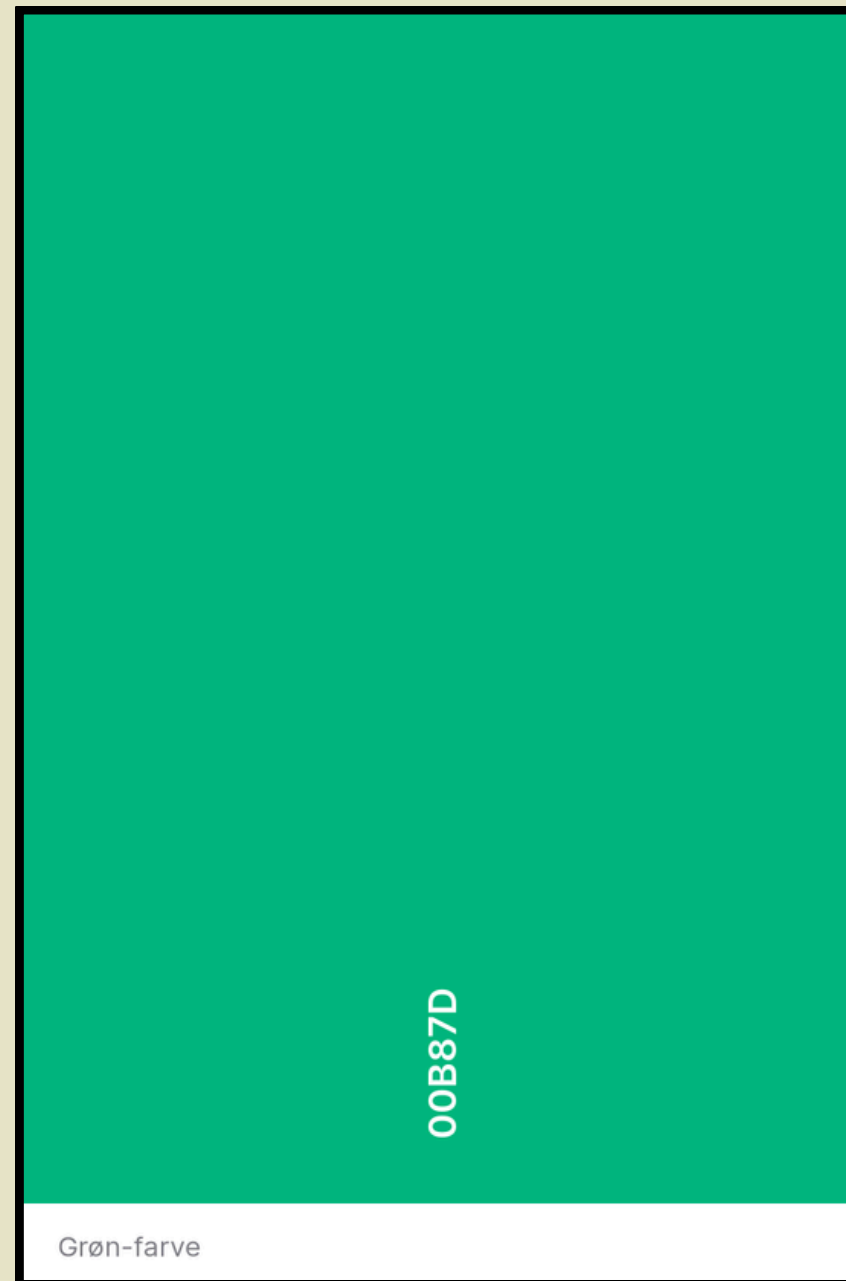


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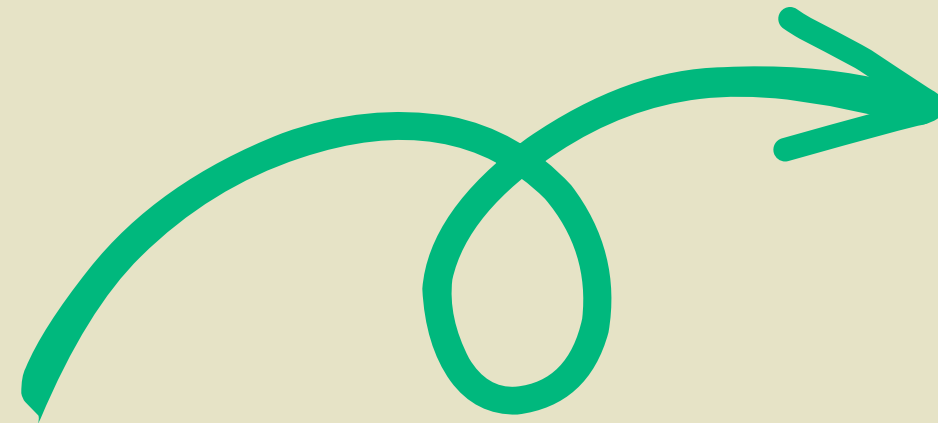
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Hero Color



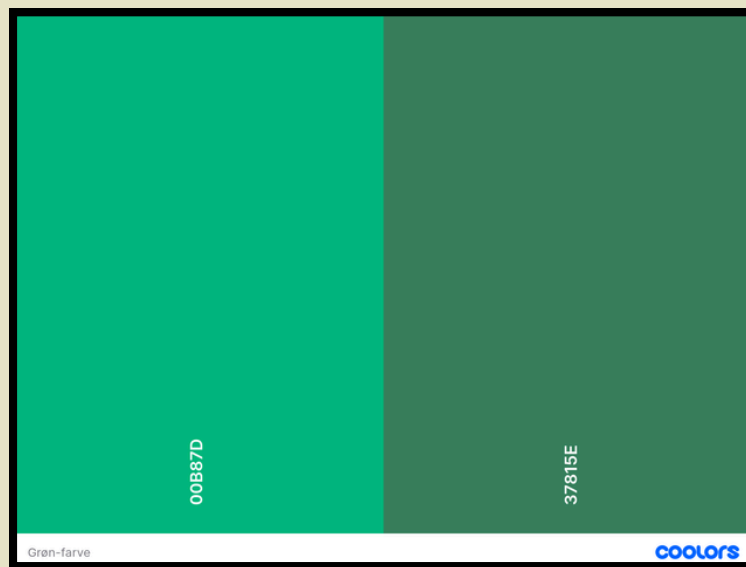
Farvekode på logo

FREDCO's
DELI



#00B87D

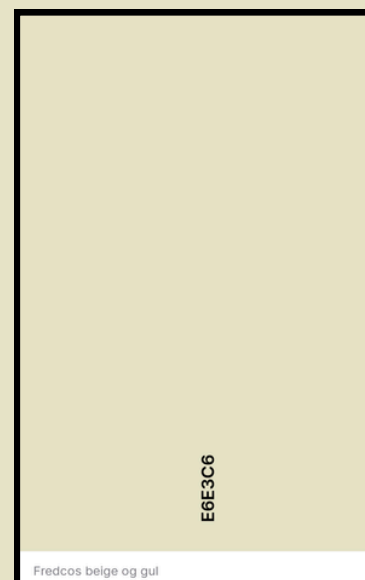
Farvernes betydning



Sundhed

Natur

Harmoni



Venlig

Jordnærhed

Ærlig



Glæde

Varme

Positiv og
stærkere
hukommelse

FONTS

Fonts

Font: Open Sans

A B C D E G H I J K L M N O P Q R S T U V W X Y Z Æ Ø Å

Font: Toony line

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Ø Å

Font på logo

FREDCO'S
DELI



TOONY LINE

LOGO I PRAKSI

Brugen af logo



BILLED

Billedstil

Varme farver

Billeder af maden

Høj kontrast

Fugleperspektiv



