Graphic manual

LOGOTYPE

The logotype consist of a vector-portrait of Olof Palme with the international globe-symbol together with a word mark on a white background.

WORD MARK WITH INKTRAPS

The word mark is a custom version of our main font United Sans Cond with ink traps. The ink traps make sure that the word mark is legible even in smaller sizes.

WHITE SPACE

The white background behind the portrait and word mark is there to make sure the logo is visible at all times. It also acts as a guide for placement in contact with borders and edges.

PRIMARY LOGOTYPE

Primary logotype with white background.

SECONDARY LOGOTYPE

The secondary logotype is in 100% black. It is only to be used when color is not an option.

FREE SPACE

The globe in the logo is used as a marker for the free zone around the logo outside the white frame and at a distance from other elements.
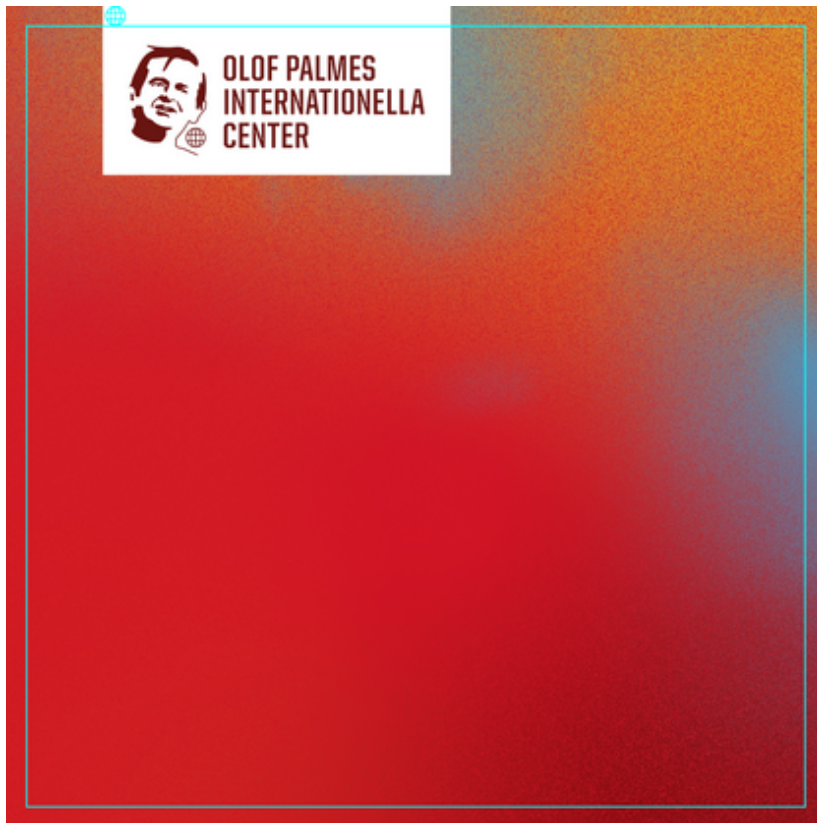
PLACEMENT

When placing the logtyp on a background, whether a gradient, solid color or photo, it is to be connected to the upper or bottom edge.

PRINTING WITH BLEED

While sending files for print it is common to create files with bleed to make sure the color fills the page to the edge. To make sure that the logotype kan satisfy this need there are different versions with bleed top and bottom.

In the example image to the right the blue frame symbolizes the cutting edge. Make sure to have one globe-symbol of white space frpóm the illustration to the cutting edge to ensure proper placement of the logotype.
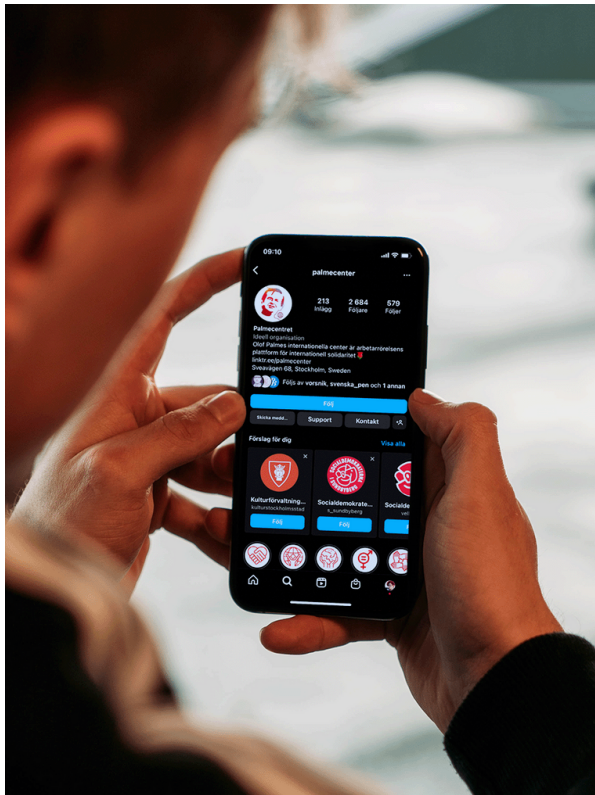
SOCIAL MEDIA ICON

The social media icon is to be used as profile picture in social media where the full logotype will be too big to fit the given space.

The image is a combination between the Palme face from the logotype and the colorful gradient to create recognition. The image is not to be confused with the logotype and should not be used in the same way as the logotype. It is strictly to be used in social media where space is scarce and the sender is clear.

You can download the icon as a jpg. in the downloads list below. You can also download the working file in Adobe Illustrator to change up the gradient for the different social media outputs.
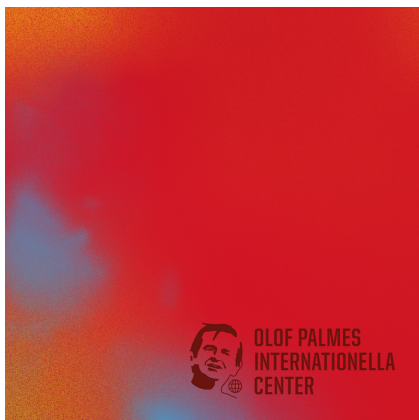
Social media icon

Download the icon from the list further down the page.
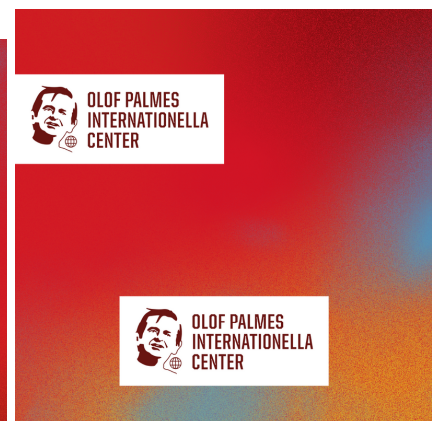
The social media icon in use on instagram.

DON'TS

⊗ **WITHOUT WHITE**

Do not use the symbol and word mark without the white background.

⊗ **TOO MUCH WHITE SPACE**

Do not make the white background larger than the original size.

⊗ **ALIGNMENT**

The logo must always be placed against the bottom or top edge of the background. Do not center it or align it to the left or right.