

USAGE GUIDELINES

FRÖLUNDA HC

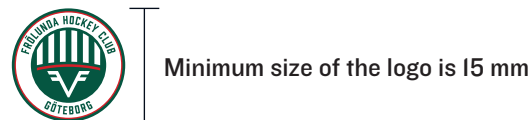
NEW CLUB LOGO 2022/23



PRIMARY LOGO



This is our primary logo, for use against red, white or grey background.



ONE-COLOUR LOGO

The one-colour logo could be used on photos and altered colour backgrounds.



DON'T DO THIS

Our logo shouldn't be used in any way of the following examples.



Don't crop the logo



Don't cut out elements from the logo



Don't use in smaller size than 15 mm



Don't use drop shadows or any other effects



Don't distort the logo

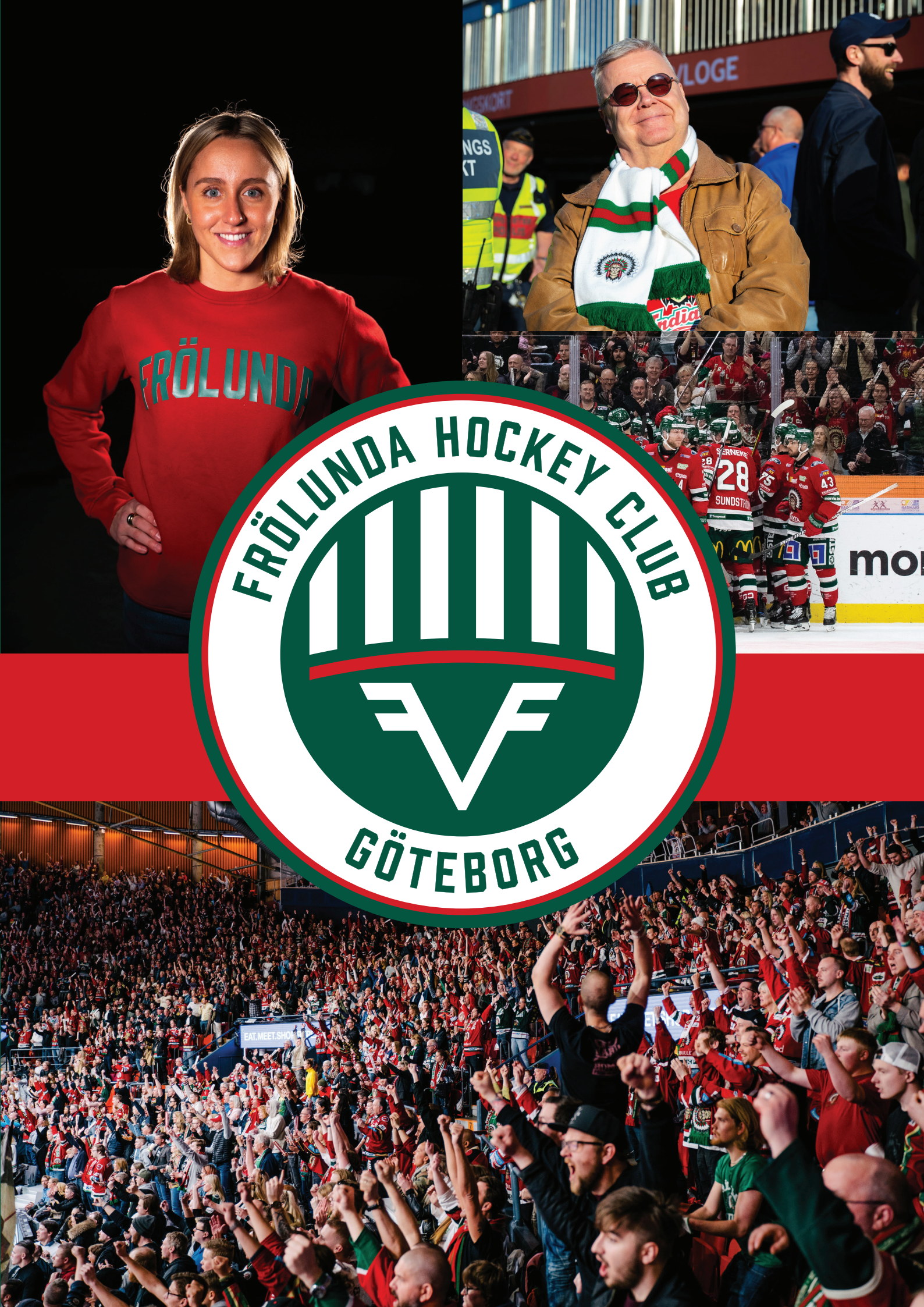
OUR COLOURS

RED
PMS: 186C
CMYK: 11 100 98 3
RGB: 206 0 20
HEX: #CE0014

GREEN
PMS: 7484C
CMYK: 93 38 77 39
RGB: 0 87 63
HEX: #00573F



Use this version of our logo with the white outline only on green background.





OUR LOGO IS TRADEMARKED AND FRÖLUNDA HC RESERVES THE RIGHT
TO OBJECT TO ANY INAPPROPRIATE USES OF ITS TRADEMARK.

FROLUNDAHOCKEY.COM