



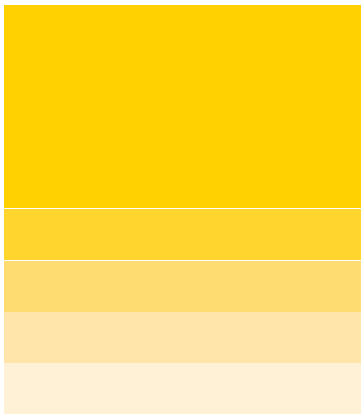
VÄSTERÅS IK

GRAFISKA RIKTLINJER 2019

FÄRGER

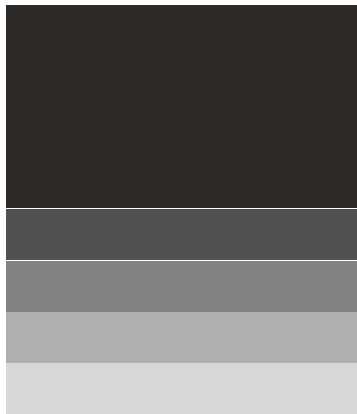
PRIMÄRFÄRGER

PANTONE 109



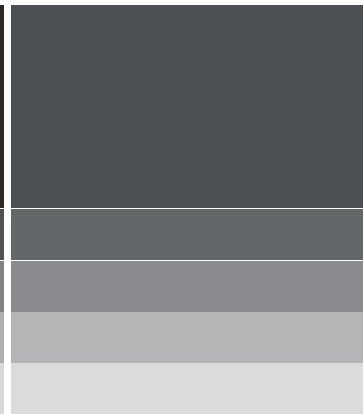
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HEX/HTML #FFD100
CMYK 0/9/100/0

PANTONE BLACK



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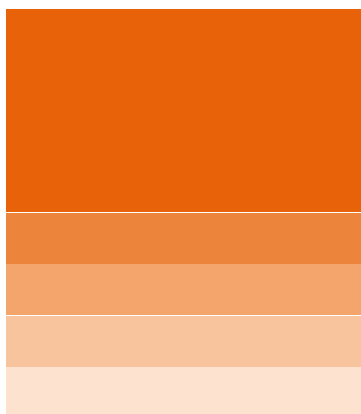
PANTONE 7540



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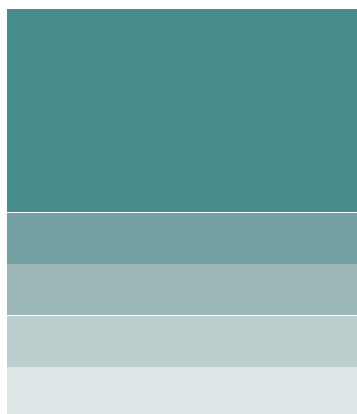
SEKUNDÄRFÄRGER

PANTONE 1595



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HEX/HTML #D86018
CMYK 0/71/100/3

PANTONE 5483



RGB 79/134/142
HEX/HTML #4F868E
CMYK 65/11/25/27

TYPSNITT

EXTERN KOMMUNIKATION
ACUMIN PRO - EXTRA CONDENSED BLACK ITALIC

VÄSTERÅS ISHOCKEYKLUBB
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
1234567890!"#€%&/()=+ -**

INTERN KOMMUNIKATION
ACUMIN PRO - EXTRA CONDENSED MEDIUM

VÄSTERÅS ISHOCKEYKLUBB
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
1234567890!"#€%&/()=+ -**

INTERN KOMMUNIKATION
ACUMIN PRO - WIDE MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
1234567890!"#€%&/()=+ -**

KOMPLEMENTTYPSNITT
ARIAL BLACK & ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
1234567890!"#€%&/()=+ -**
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
1234567890!"#€%&/()=+ -**

LOGOTYP

PRIMÄR LOGO



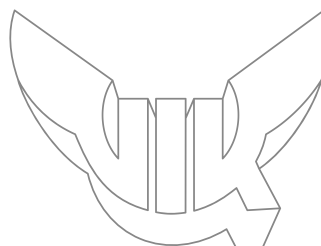
SEKUNDÄR LOGO



GRÅ LOGO



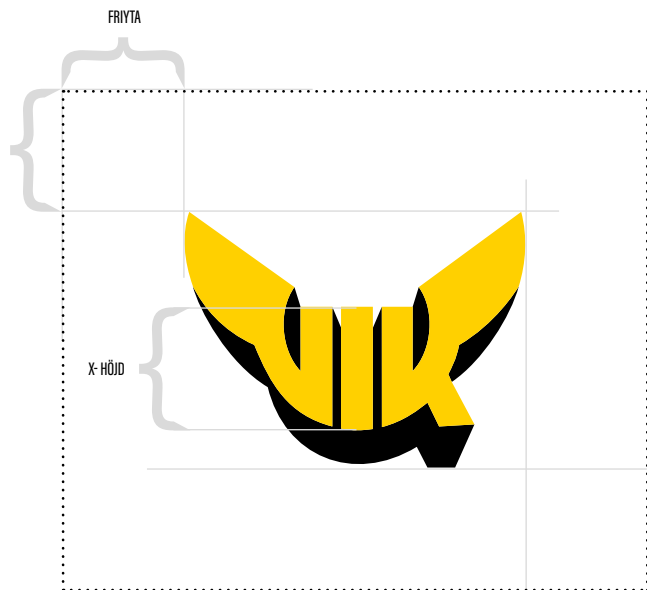
KONTUR LOGO



NEGATIV LOGO MED KONTUR



LOGOTYPENS FRIYTA
OMRÅDET RUNT LOGOTYPEN SOM SKYDDAS FRÅN ANDRA GRAFISKA ELEMENT
FÖR ATT LOGOTYPEN SKA BEHÅLLA SITT OBS-VÄRDE. FRIYTAN DEFINIERAS AV
X-HÖJDEN PÅ "I" I VIK.



UTFALLANDE LOGO
PLACERAS TILL HÖGER UTFALLANDE I 15 GRADERS VINKEL. SE FORMEXEMPEL

VINKEL 15°



EXEMPEL PÅ HUR DU INTE SKA ANVÄNDA LOGOTYPEN



KLÄDER



VISITKORT



PROFILERING PÅ BIL



MAILSIGNATUR

Med vänlig hälsning,

Eriq Christiansson

Marknad & Försäljning

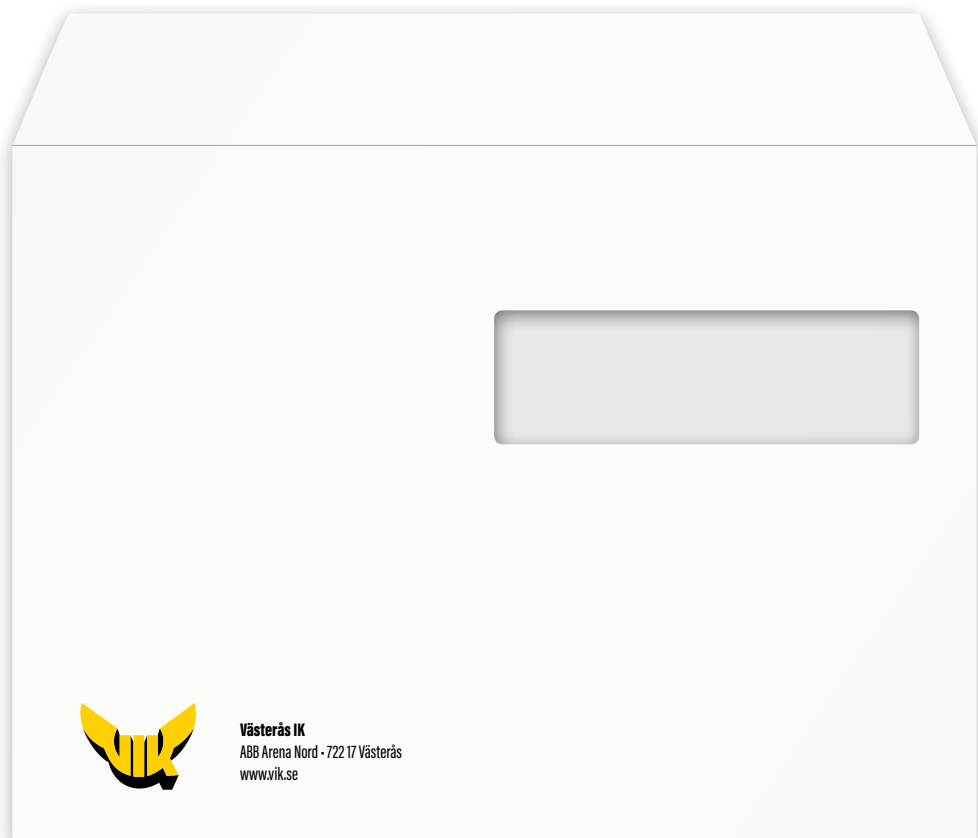
073-9425000

eriq.christiansson@vik.se

Västerås IK, ABB Arena Nord, 72217 Västerås



KUVERT



BREVMALL

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT SED DIAM NONUMMY NIBH.

Euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, velore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Bacon ipsum dolor amet fatback short loin ribeye turkey porchetta. Frankfurter t-bone bresaola, swine jowl capicola beef biltong chicken strip steak pork loin ground round ball tip. Spare ribs capicola kielbasa, pork ground round venison pancetta swine landjaeger. Tongue hamburger sausage strip steak meatball doner. Kielbasa bresaola chuck, short loin tail meatball hamburger leberkas sausage shank shoulder.

Doner shankle filet mignon, boudin pork belly leberkas shoulder burgdoggen sausage ribeye venison ground round ham hock frankfurter. Short loin fatback shoulder ball tip. Spare ribs tenderloin kielbasa bacon beef ribs sausage fatback jowl meatball. Porchetta filet mignon t-bone pork shoulder buffalo alcatra turducken beef meatball tail cow short loin leberkas. Rump fatback cow picanha jerky shank. Sausage biltong frankfurter, venison tail alcatra corned beef leberkas bresaola.

Shankle bacon meatball tongue andouille sirloin rump ground round turkey ham. Turducken landjaeger meatloaf prosciutto. Boudin doner picanha short ribs, andouille salami shankle swine meatball. Tenderloin landjaeger t-bone ground round filet mignon. Bresaola corned beef porchetta, rump tail strip steak turkey pork belly jowl ham ground round cupim tongue pork chop. Turducken hamburger picanha, filet mignon tongue spare ribs pig tail meatloaf shank pork belly.

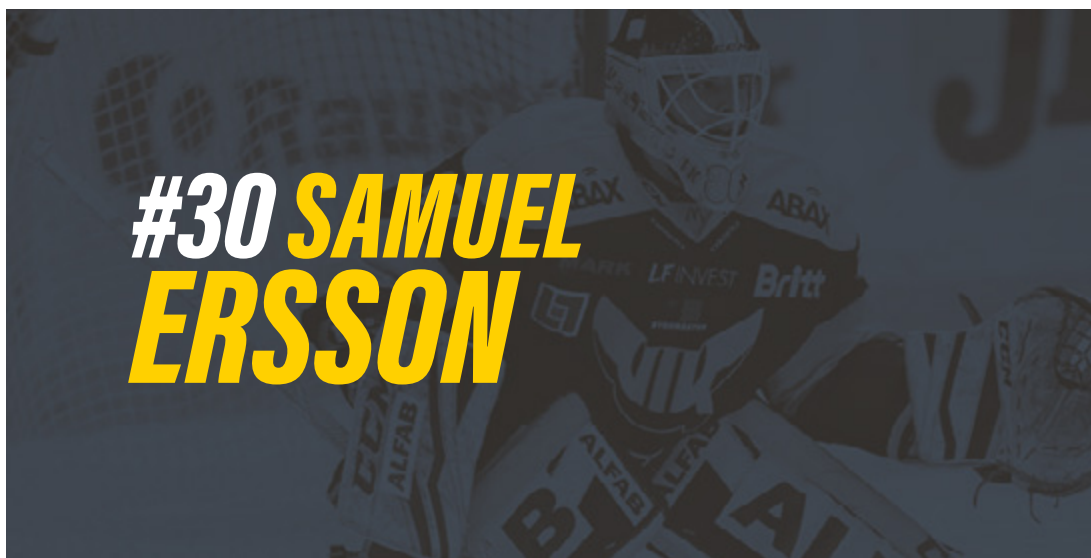
Tongue picanha prosciutto bresaola tenderloin. Bacon pork filet mignon rump, pork chop meatloaf biltong flank alcatra pancetta ham hock venison capicola. Shank leberkas beef ribs, salami pig pork belly sirloin prosciutto tri-tip cupim porchetta. Swine biltong buffalo pork loin flank boudin prosciutto ground round pancetta spare ribs brisket tenderloin buffalo shankle tri-tip biltong filet mignon salami brisket alcatra tongue. Ribeye cupim hamburger sirloin burgdoggen turducken prosciutto venison ham hock rump shankle. T-bone chicken ball tip, turkey jerky tenderloin cupim.



Namn Namnsson



BILDMANÉR





**FRAMMÅT
VÄSTERÅS!
TILLSAMMANS
ÄR VI GULSVART**

A grayscale photograph of two hockey players celebrating on the ice. They are wearing helmets with 'INTEROC AKUSTIK' and jerseys with 'ABAX', 'MARK', 'Britt', and 'LF INVEST' logos. The player on the right is smiling broadly. The background shows a hockey rink with various logos like 'ALFA ROMEO' and 'Västerås' visible.

**FRAMÅT
VÄSTERÅS!
TILLSAMMANS
ÄR VI GULSVART**

KORT

