

VERSION 2  
JUNE 2016

# *Corporate Manual*

# Intro

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# How do I use the corporate manual?

This profile manual presents our visual identity, which elements it is made up of and how they should be used. The purpose of the manual is to ensure a consistent and comprehensive presentation of the company and brand Friele. This is achieved by means of clear guidelines for the use of our graphic identity in various communication areas and media channels.

This profile manual is a tool for all employees and partners of Friele who manage the brand on behalf of the company.

Respect the guidelines contained herein, and remember that by using these guides for our visual identity we can ensure good management of the parent brand Friele. If there is any doubt, or if you have questions that are not answered in the profile manual, please contact the marketing department.

# Our visual identity

The brand Friele has a long and well established tradition as a coffee brand through many generations. This has resulted in strong opinions about who we are and what we stand for, both within the company and with our friends and partners in the coffee industry. In parallel with a very high awareness and loyalty among Norwegian consumers, we have to be aware of the graphic elements and other visual assets important for the brand. These must be preserved and developed further.

As the leading and one of the most innovative coffee brands in Norway, it is important that our graphic identity supports Frieles core values. It is a position we want to strengthen and further develop, and it is crucial to take care of the strong signals that are already in the trademark and associated profile elements that constitute one of the country's strongest brands.

2.0  
LOGO

*Logo*



**FRIELE**

# Frieles logo

The Friele logo was originally designed in the '50s and has only undergone minor adjustments to the present day. Friele is rich in tradition, and therefore respect and understanding of our history is important.

The simple typography of the logo is bold, has character, and is timeless. Positioning, size and use of materials are essential to strengthen Frieles position.



## 2.2 LOGO

### USE OF THE FRIELE LOGO

Frieles main logo consists of just 'Friele' typography. It is to be used in red, white, black or brown depending on the background colour. The Friele logo can be used as white on red, or red on white backgrounds. It can also be used in brown or black on white and vice versa. Where the background has other colours; dark or light, then the respective white, black or brown logo should be used.

Find examples here [DOWNLOAD](#)

#### Friele logo white

[DOWNLOAD](#): PNG | PDF (CMYK)

#### Friele logo red

[DOWNLOAD](#): JPEG | PNG | PDF (CMYK) | PDF (PMS)

#### Friele logo brown

[DOWNLOAD](#): JPEG | PNG | PDF (CMYK) | PDF (PMS)

#### Friele logo black

[DOWNLOAD](#): JPEG | PNG | PDF (CMYK)

***FRIELE***

***FRIELE***

***FRIELE***

***FRIELE***

***FRIELE***



## 2.3

### LOGO

#### LOGO AND MATERIAL CHOICE

The Friele logo should preferably be experienced on surfaces with good quality and texture. This may be paper, fabric, wood, leather, stone etc.

The lasting impression should be that the Friele logo is perceived as simple and 'down to earth'. Combined with tactile surfaces and of good craftsmanship.

***FRIELE***

***FRIELE***

***FRIELE***

***FRIELE***

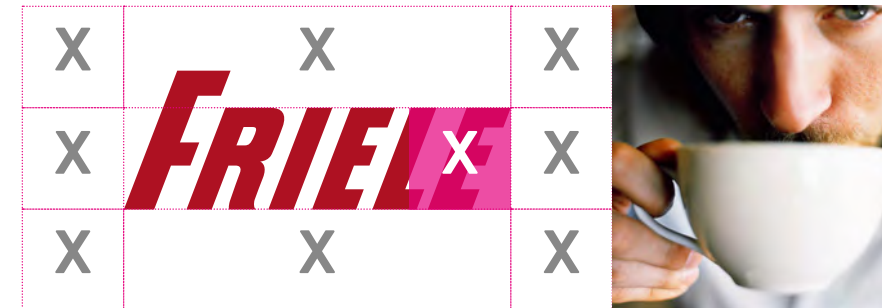
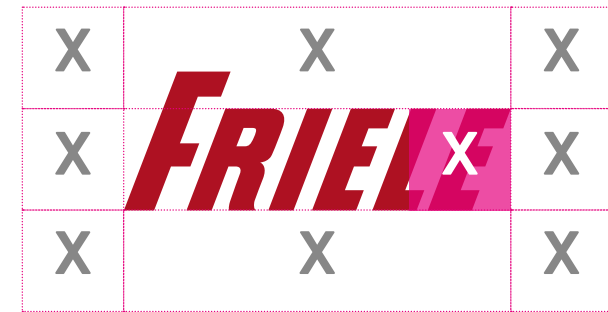


## 2.4 LOGO

### LOGO PLACEMENT

When the logo is placed close to text or images, the distance between them must be equivalent to the height of the letters in the Friele logo (x height).

The Friele logo can be used on a photo or graphic background, as long as the background is not too busy and is not disruptive to the logos appearance.



Text

## 2.5 LOGO

### INCORRECT USE OF LOGO

Frieles logo should always be used in its original form. The Friele logo must not be changed or adjusted in any way (color, shape or proportions).

The Friele logo must not be positioned on unsuitable backgrounds. These may be images with contrasting, and busy backgrounds, or large areas of colour that do not correspond with these guides.



3.0  
COLOUR

# Colour



**FRIELE**

### 3.1 COLOUR

#### PRIMARY COLOUR

*Frieles primary colour is red. Consistent and correct use of colour is very important so that Frieles profile can be clear and recognizable in all contexts. It is important to make sure that we use correct colour codes for relevant surfaces. In order for a colour to be reproduced as best as possible, it must be defined in the system that best corresponds to the medium. Different medias have different color options, therefore, there may be a slight deviation in colour.*

#### **Pantone 187c**

CMYK 7/100/82/26

CMYK 7/92/75/18 (Uncoated paper)

RGB 166/25/46

HTML: A6192E

RAL: 3031 Orientrot

Avery: 981 Soft Red

## 3.2 COLOUR

### SECONDARY COLOURS

*Frieles secondary colours are a central part of all graphic material produced. Secondary colours can be used in graphs and administrative presentation materials. They can also be used in both lighter and darker shades (as outlined on the right).*

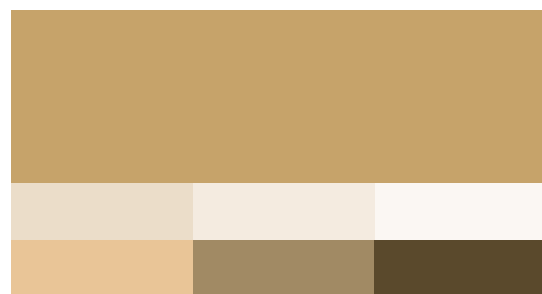
***More support colours are available for graphic presentations in the Friele PowerPoint template.***



**Paper tones and warm grays.**  
**Neutral materials in white tones, warm grays and black.**  
**White, Pantone Warm Gray 1-10, Pantone Process Black**

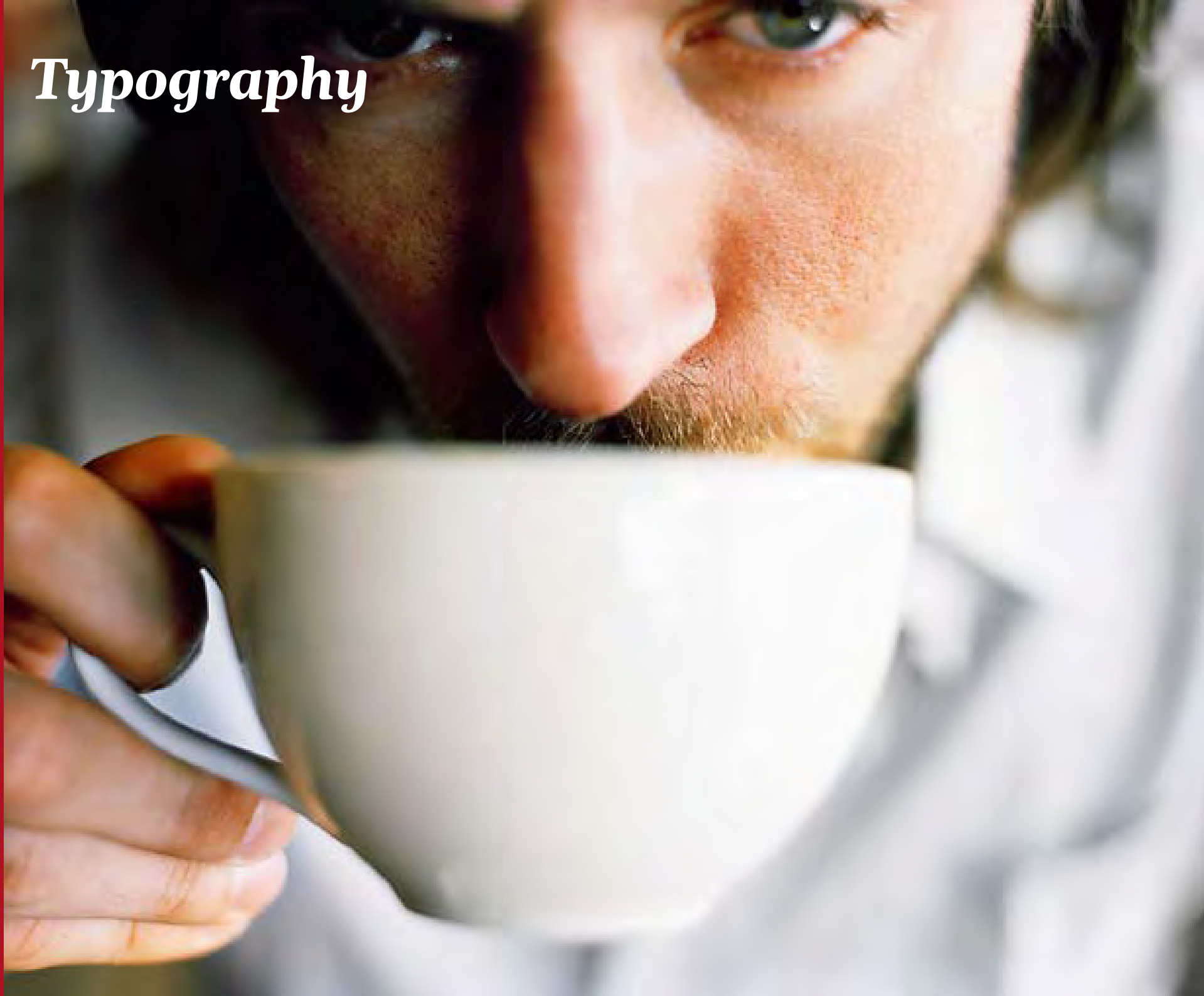


**Coffee brown**  
From light to dark (almost black)  
**Pantone 2322c**  
CMYK 32/72/99/81  
RGB 62/30/0  
HTML: 3e1e00  
RAL: 8019 Graubraun  
Avery: 915 Mahogany Brown



**Golden warm tones and gold.**  
**Can be used as a contrast to other colors, and in very small amounts.**  
**No large surfaces.**  
**Pantone 874c**  
CMYK 15/30/60/15  
RGB 184/141/91  
HTML: b88d5b  
RAL: 1035 Perlbeige  
Avery: 991 Gold Metallic

# Typography





## PROFILE FONT

Frieles primary font name is called **Nyte**. Nyte is a well-developed font family that has a classic, playful and elegant character. Typography is an important part of the Friele visual identity.

The Nyte font family is available in seven weights, plus italic versions in all weights. The Nyte font family was drawn by Dino dos Santos / DSType Foundry in 2012.

Nyte contains a good selection of special letters and characters. Typography should have a central role in Frieles visual expression in the future. Playful and creative use of typography on all appropriate surfaces is encouraged.

Nyte can be purchased from [www.luth.no](http://www.luth.no) or [myfonts.com](http://myfonts.com)

V6o



**Nyte** A Hankingering for the Sea

Aa Aa Aa Aa Aa Aa Aa  
Aa Aa Aa Aa Aa Aa Aa

e-post:

Thin – Black

## NYTE THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
1234567890'+''@-.,\$!''#\$%&/()=?`^\*;;

## NYTE THIN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
1234567890'+''@-.,\$!''#\$%&/()=?`^\*;;

## NYTE BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
1234567890'+''@-.,\$!''#\$%&/()=?`^\*;;

## NYTE MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
1234567890'+''@-.,\$!''#\$%&/()=?`^\*;;

## NYTE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
1234567890'+''@-.,\$!''#\$%&/()=?`^\*;;

## NYTE BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
1234567890'+''@-.,\$!''#\$%&/()=?`^\*;;

## SECONDARY FONT

Frieles secondary font is **Brandon Grotesque**.

Brandon Grotesque is a strong, sans serif font, with a classic character. Brandon Grotesque compliments Nyte, and can be used in titles, body text and on products.

Frieles primary font is Nyte, and should be used in the majority of situations. Brandon Grotesque is intended as a contrast to Nyte and for decorative use.

*Where Brandon Grotesque is not available,  
font should be replaced with Ariel or Helvetica.*

### BRANDON GROTESQUE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
1234567890'+``@-.,§!"#\$%&/()=?^\*;,:

### BRANDON GROTESQUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
1234567890'+``@-.,§!"#\$%&/()=?^\*;,:

### BRANDON GROTESQUE MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
1234567890'+``@-.,§!"#\$%&/()=?^\*;,:

### BRANDON GROTESQUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
1234567890'+``@-.,§!"#\$%&/()=?^\*;,:

### BRANDON GROTESQUE BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
1234567890'+``@-.,§!"#\$%&/()=?^\*;,:

5.0  
ADDITIONAL  
ELEMENTS

# Additional elements





## THE FRIELE CREST

The crest can be used as an additional element to the Friele logo to highlight the fact that Friele is the oldest coffee brand in Norway. The crest also signals tradition, craftsmanship and knowledge.

Implemented as a quality stamp; limited, and discrete use, is important in order to not devalue the crest. It can be used as an embossing, foil or varnish on paper. Other possibilities are sandblasted glass, stitched fabric, branding on leather or etched in stone.

The crest should never be used alone or be cropped.

The crest should never be used with 'Friele logo with 1799 marking', (see section 2.4).

Find examples here [DOWNLOAD](#)

### Friele crest in white

**DOWNLOAD:** PNG | PDF (CMYK)

### Friele crest in red

**DOWNLOAD:** JPEG | PNG | PDF (CMYK) | PDF (PMS)

### Friele crest in brown

**DOWNLOAD:** JPEG | PNG | PDF (CMYK)



## 5.2 ADDITIONAL ELEMENTS

### INCORRECT USE OF THE CREST

The Friele crest should always be used in its original form. The crest must not be changed or adjusted in any way (color, form and proportions) or placed on unsuitable backgrounds. These may be images with contrasting, and busy backgrounds, or large areas of colour that do not correspond with these guides.



6.0

PRODUCTS AND  
PROFILE ITEMS

# Products and profile items



**FRIELE**



## PAPER CUP

*Friele paper coffee cup.*



## 6.2

### PRODUCTS AND PROFILE ITEMS

#### MEASURING SPOON

*Friele coffee measuring spoon.*

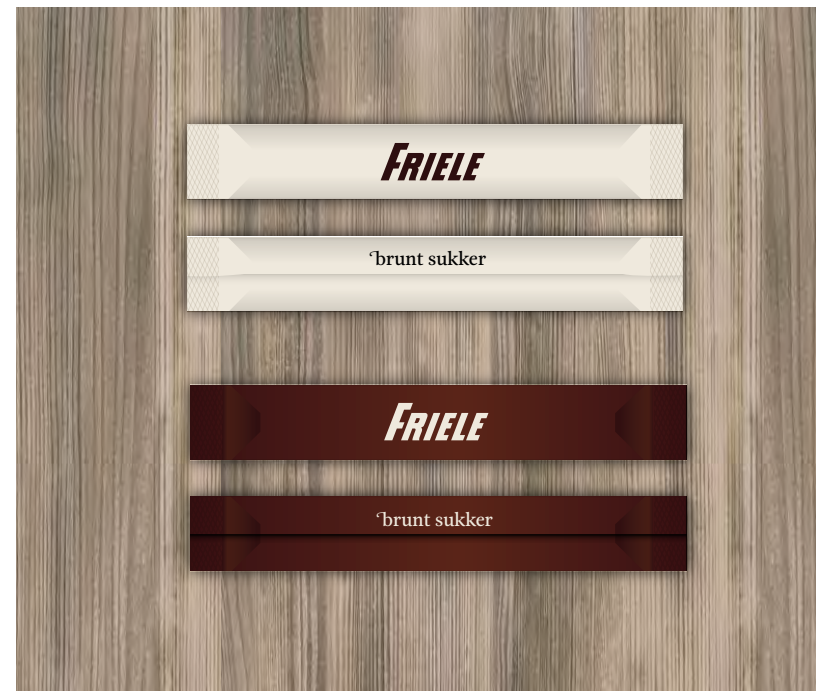


### 6.3

## PRODUCTS AND PROFILE ITEMS

### SUGAR SACHETS

*Friele sugar sachets.*



**FRIELE**

7.0  
ICONS

# Icons



**FRIELE**

## 7.1 ICONS

### GRIND ICONS

Friele have a series of icons that are used across various coffee ranges. These include a series of icons denoting how finely the coffee has been ground. Ranging from whole beans, medium-grind for French press pots, finer grinds for filter coffee, and so on.

The icons are colour-coded to help navigate between each product within the range.



**BØNNER**



**PRESS**



**FILTER**



**KOKE**





## 7.2 ICONS

### FLAVOUR INFORMATION

Other Friele information used across various coffee ranges, includes a 3 tiered flavour specification.

This system gives a simple and clear indication of the roast, body and acidity of the coffee.

These have a volume style grading for each of them in order to help navigate and compare between Frieles various coffees.





**Jacobs Douwe Egberts Norge AS**

Midtunhaugen 6,  
5224 Nesttun,  
Norway

[www.friele.no](http://www.friele.no)

Tel: +47 55 92 66 00

