

# *FRIELE*

Profile Manual  
Updated April 2026



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# How to use the profile manual?

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

The profile manual is intended to be a tool for all employees and partners of Friele who manage the brand on behalf of the company. Please respect the guidelines set out here, and remember that by using the brand assets correctly we ensure good management of the overall Friele brand. If there are any doubts or you have questions that are not answered in the profile manual, please contact the marketing department.



***FRIELE***



# Our visual identity

The Friele brand has a long and well-established tradition as a coffee house through many generations. This has resulted in strong perceptions of who we are and what we stand for, both internally in the company and among our friends and partners in the coffee industry. In parallel with a very high level of awareness and loyalty among Norwegian consumers, this means that we must be aware of which graphic elements and other visual assets are important for the brand. These must be taken care of and further developed.

Our graphic profile is the visual proof of Friele as Norway's leading and most innovative coffee house. It is a position we want to strengthen and further develop, and it is therefore crucial to take care of the strong signals that are already in the trademark and associated profile elements in what constitutes one of the country's strongest brands.



1799



1893



1938



1966



2015

## 2 Logo



## 2.1 Friele's logo

The Friele logo was originally designed in the 1950s and has only undergone minor adjustments to this day.

Friele is steeped in tradition in its logo design and graphic design, and respect for history has been important. The simple typography in the logo is distinctive, strong and timeless. The choice of placement, size and materials are essential to reinforce Friele's position.

# Der er bare en ener...

Det er ingen tilfældighet at FRIELE står frem som det ledende merke i kaffebyen Bergen. Det skyldes ene og alene KVALITET: verdens beste kaffesorter, blandet av eksperter, foredlet i det største og mest moderne brenneri – midt i kaffebyens hjerte. Når det tales om kaffe, har man Friele på tungen.



Fryd Dem over «FRIELES FROKOST» det er kaffe.

## FRIELES fremfor alt

Rik, fyldig og velsmakende. En utsøkt blanding av kaffe fra mange land.



Alltid nybrent og frisk i røde aromatette poser.

Eller «FRIELES EKSTRA med JAVA» — den eksotiske blanding med den særpregete smak som bare JAVA kan gi. Alltid nybrent og frisk i sorte aromatette poser.



## 2.2 Use of the Friele logo

Friele's main logo consists of the typography Friele. It should be used in red, black or white depending on the background colour.

A good rule of thumb is to use a white logo on a dark background, while a red logo on a light background. The goal is always to ensure good contrast and legibility.

The logo will only be reproduced in secondary colour brown in very specific applications, such as merchandise.



***FRIELE***



***FRIELE***



***FRIELE***



***FRIELE***

## 2.3 Logo and material selection

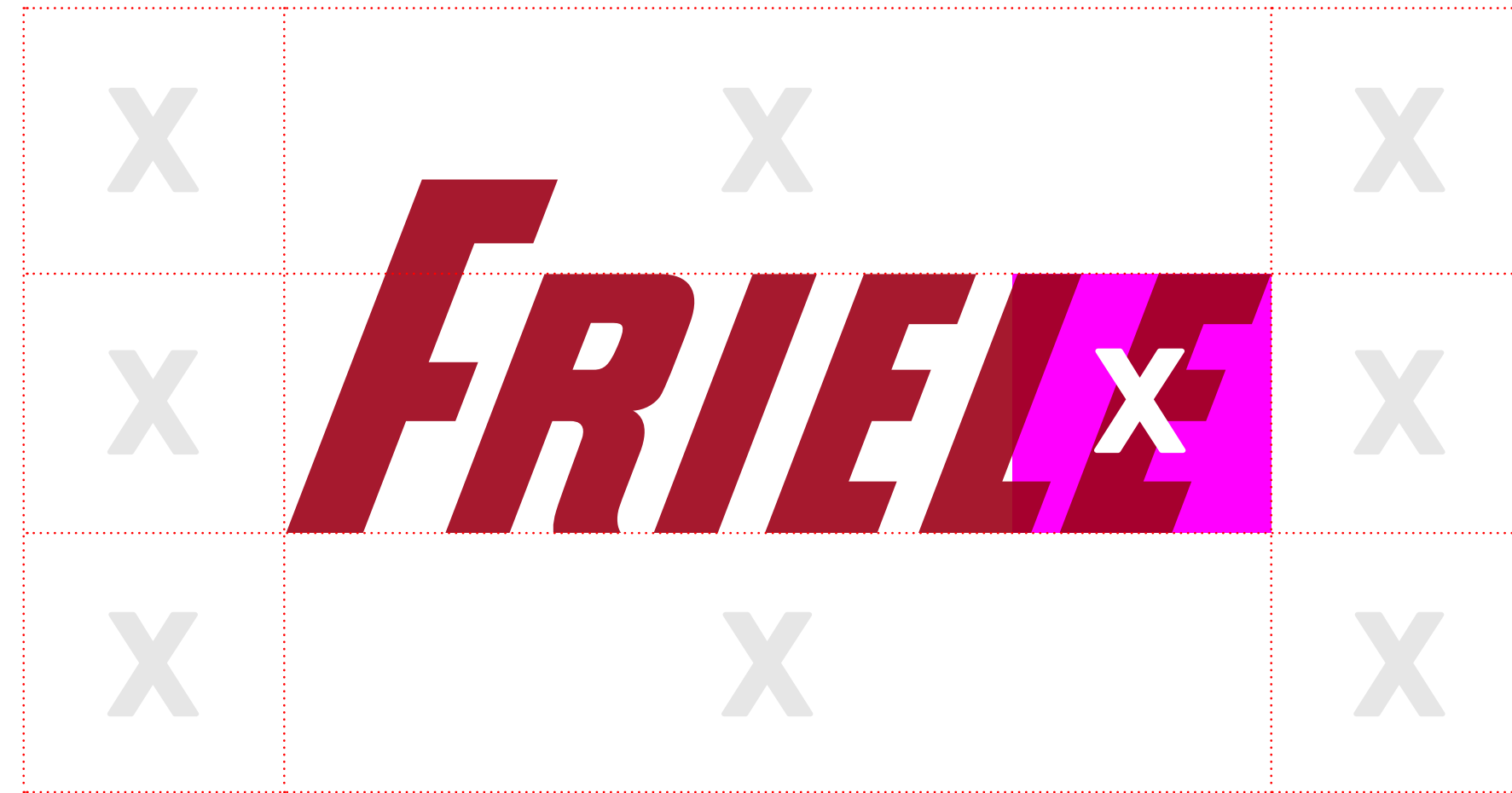
The logo should preferably be experienced on surfaces with good quality and texture. This can be paper, fabric, wood, stone, etc. The impression left should be that the Friele logo is experienced as simple, crafted and confident.



## 2.4 Clearspace

When the logo must be placed close to text and images, an empty area must be left around the logo, where no other elements are included.

The minimum empty area is defined by the x-height of the wordmark. This ensure readability.



## 2.6 Incorrect use of the logo

The Friele logo should always be used in its original form. This means that there is no room for changing the logo in any way (colour, shape, or proportions) or placing it on inappropriate backgrounds.



THE ORIGINAL PROPORTIONS OF THE LOGO SHOULD NOT BE CHANGED.



THE LOGO SHOULD NOT BE ROTATED.



LOW CONTRAST: RED LOGO SHOULD NOT BE USED ON A DARK BACKGROUND.



LOW CONTRAST: WHITE LOGO SHOULD NOT BE USED ON LIGHT BACKGROUNDS.



THE LOGO'S LEGIBILITY MUST ALWAYS BE MAINTAINED.



THE LOGO SHOULD NOT BE REPRODUCED IN COLOURS OTHER THAN RED, BLACK OR WHITE.



THE LOGO SHOULD NOT BE USED IN MULTIPLE COLOURS AT THE SAME TIME.



SUPPORT COLOURS SHOULD NOT BE USED IN MARKETING MATERIALS.



THE LOGO SHOULD NOT BE USED WITH AN OUTLINE.



THE LOGO SHOULD NOT BE APPLIED VISUAL EFFECTS.



CONTENT SHOULD NEVER BE PLACED WITHIN THE LOGO'S FREE ZONE.



LOGO WITH 1799 MARKING SHOULD NOT BE USED TOGETHER WITH THE HERALDIC SYMBOL.

# 3 Heraldry



## 3.1 Heraldry

Heraldry is an important element of the Friele's brand. The heraldry establishes Friele as Norway's oldest coffee house, and supports tradition and knowledge.

The heraldry should never appear alone or be cut.

The heraldry is a seal of quality. It can be reproduced, for example, as an embossing, foil or varnish on paper. Other options are sandblasted into glass, sewn into fabric, stamped onto leather or carved into stone.

HIGH CONTRAST



LOW CONTRAST



POSITIVE



BROWN



RED



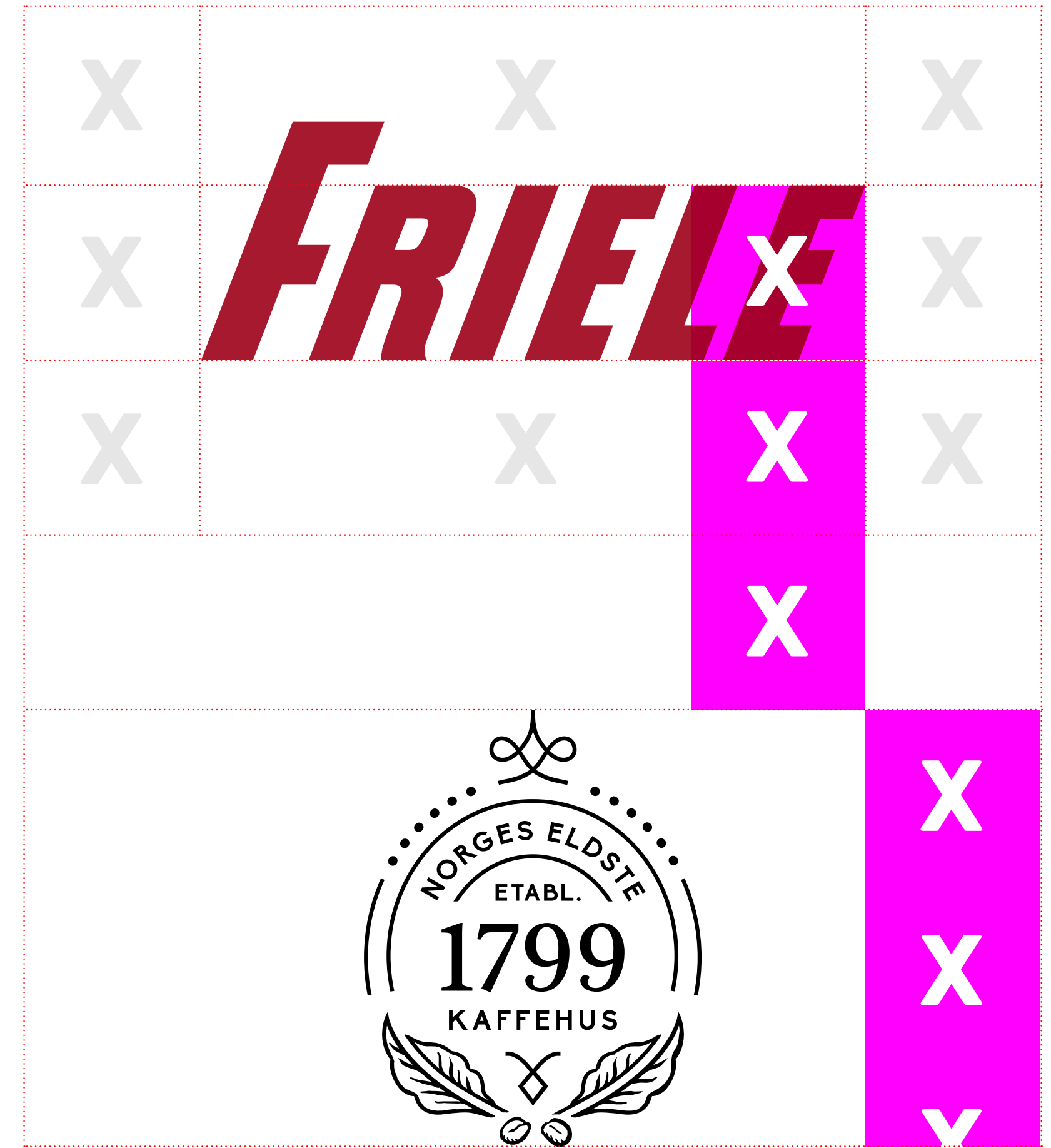
NEGATIVE



## 3.2 In relation to the logo

The minimum distance between the logo and the heraldry is 2x, where x is the x-height of the wordmark. The heraldry should never be larger than the logo, and the maximum height is 2.5x in relation to the logo.

The heraldry can be used in a smaller size and with a greater distance from the logo. In marketing materials, it is typically detached from the logo.

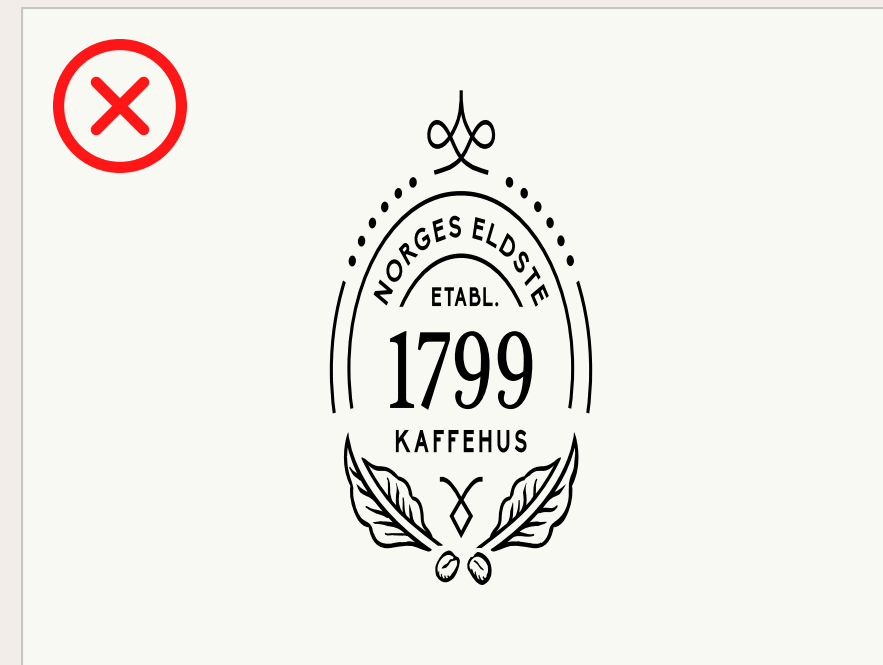



## 3.2 Examples

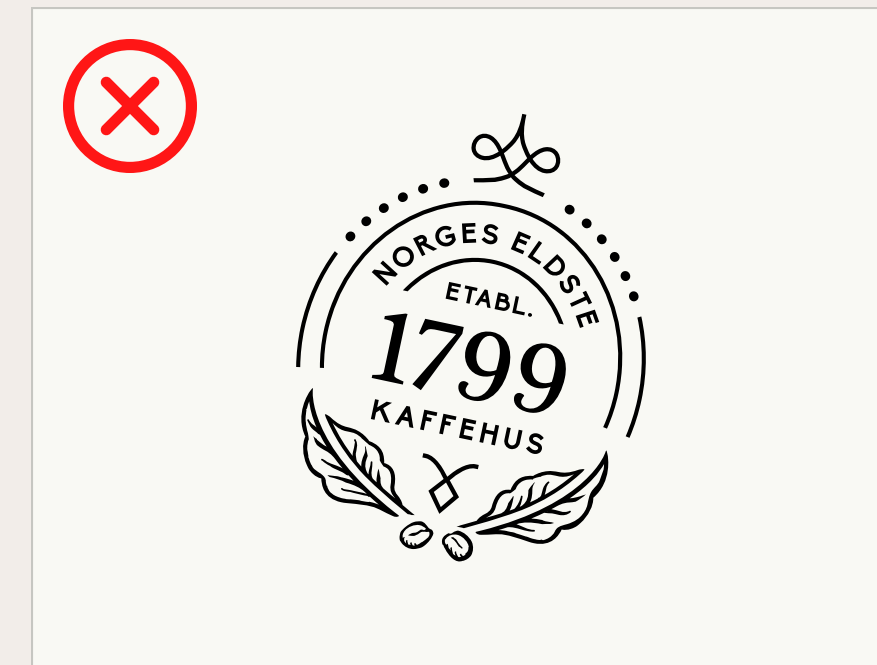


### 3.3 Incorrect use of heraldry

Heraldry should always be used in its original form. There is no room for changing it in any way (colour, shape, and proportions) or placing it on inappropriate backgrounds.



THE PROPORTIONS OF THE HERALDRY SHOULD NOT BE CHANGED.



THE HERALDRY SHOULD NOT BE ROTATED.



LOGO WITH 1799 MARKING SHOULD NOT BE USED TOGETHER WITH THE HERALDRY.



HERALDRY SHOULD NOT BE USED AS A WATERMARK BEHIND THE LOGO.



THE HERALDRY SHOULD ALWAYS BE READABLE, EVEN WHEN PLACED ON TOP OF AN IMAGE.



HERALDRY SHOULD NOT BE REPRODUCED IN COLOURS OTHER THAN RED, BLACK OR WHITE.



HERALDRY SHOULD NOT BE USED IN MULTIPLE COLOURS AT THE SAME TIME.



THE HERALDRY SHALL NOT BE SUBJECTED TO VISUAL EFFECTS.



HERALDRY SHOULD NOT BE USED WITH CONTOUR.



THE RELATIONSHIP BETWEEN LOGO AND HERALDRY SHOULD NOT BE CHANGED.



THE TEXTUAL CONTENT OF THE HERALDRY SHALL NOT BE CHANGED.



CONTENT SHOULD NOT BE PLACED TOO CLOSE TO THE HERALDRY.

## 4 Profile colours



## 4.1 Primary colour

Friele's primary colour is red. Consistent and correct use of colour is very important for Friele's profile to be clear and recognizable in all contexts. It is important to make sure that we use the correct colour codes on the different surfaces. In order for a colour to be reproduced in the best possible way, it must be defined in the system that best corresponds to the medium. Different media have different colour possibilities, so we must expect some deviation in the colours.

### Friele red

RGB 166 25 46  
WEB #A6192E  
CMYK 7 100 82 26  
CMYK 7/92/75/18 (uncoated paper)  
Pantone 187 C  
RAL 3031 Orientrot  
Avery 981 Soft Red

## 4.2 Secondary colours

Friele's secondary colours can be used in graphic materials, graphs, administrative presentation materials and merchandise.

### Friele coffee brown

RGB 62 30 0  
WEB #3e1e00  
CMYK 32 72 99 81  
Pantone 2322 c

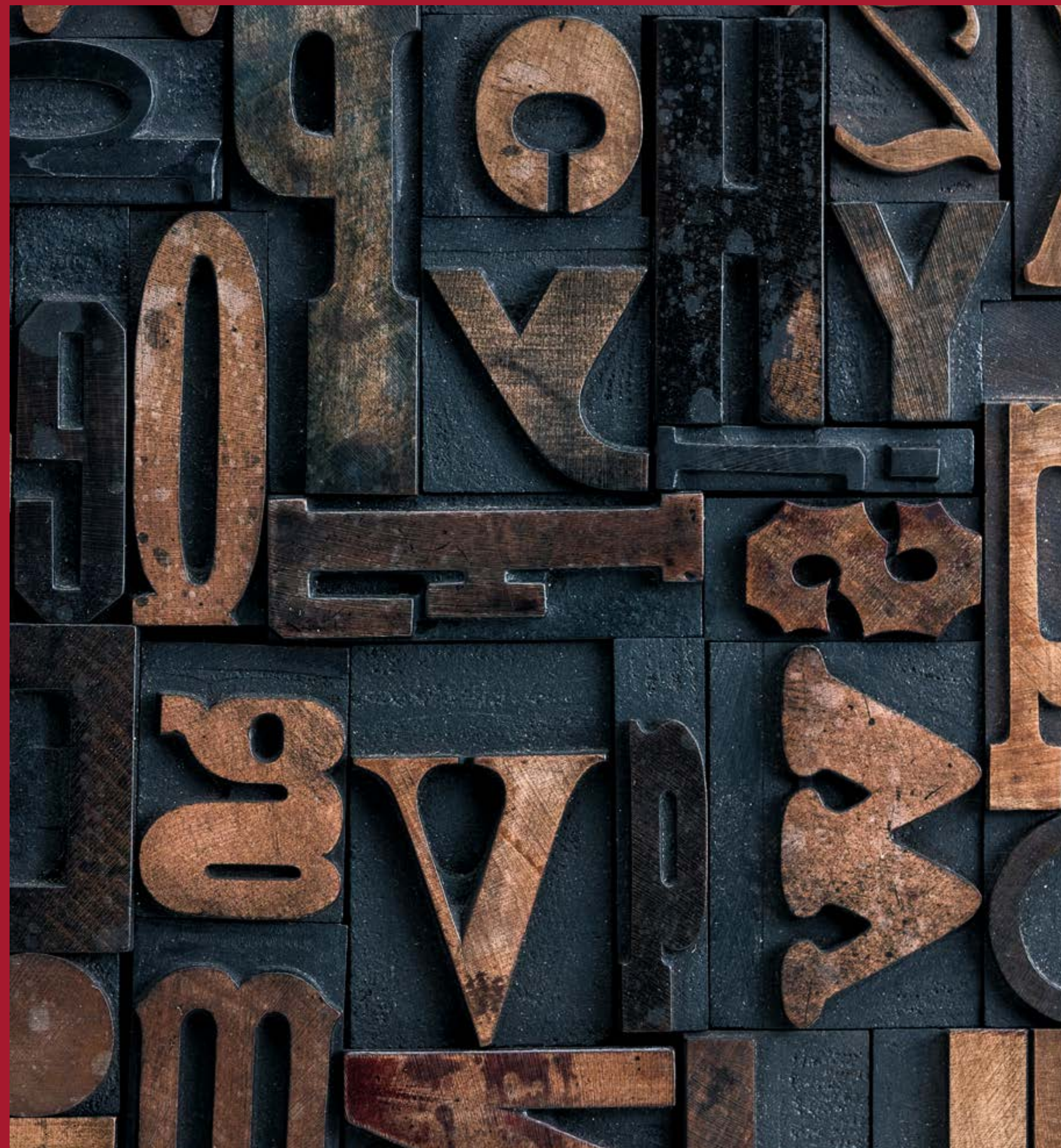
### Friele gold

RGB 184 141 91  
WEB #b88d5b  
CMYK 15 30 60 15  
Pantone 874C  
RAL 1035 Perlbeige  
Avery 991 Gold Metallic

### Friele warm gray

RGB 242 237 234  
WEB #f2ede9  
CMYK  
Pantone Warm Gray 1–10  
Pantone Process Black

# 5 Fonts



## 5.1 Friele's profile font

Typography is an important part of the visual identity and has a central role in Friele's visual expression. Friele's primary font is called Nyte and fits well with our identity. Nyte is a classic and well-developed font family that has a clean, classic and elegant expression.

**The Nyte font family** is available in 7 weights, plus italic versions of all weights. The Nyte font family was designed by **Dino dos Santos**/DSType Foundry in 2012.

Nyte contains a good selection of special letters and characters.

# Passion for coffee since 1799.

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

## 5.2 Friele's secondary font

Friele's secondary font is Brandon Grotesque. Brandon Grotesque is a nice contrast to Nyte, and can be used in titles, body text and on products.

In its entirety, Nyte should be considered Friele's main profile font; although Brandon Grotesque will in some cases be used to a greater extent than Nyte.

**Where Brandon Grotesque is not available, the font can be replaced with Arial.**

Passion for coffee  
since 1799.

### 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'+''@-.,§!'#\$%&/()=?`^\*;,:**

## 5.3 Friele's alternative font

The alternative font for Friele is Arial. Arial is a nice contrast to Nyte and can be used where Nyte is not available and/or suitable.

Passion for coffee  
since 1799.

ARIAL REGULAR

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

ARIAL BOLD

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

# 6 Communication



## 6.1 Language and communication

Language and communication are an important part of Friele's identity and contribute to building trust and recognition across all surfaces.

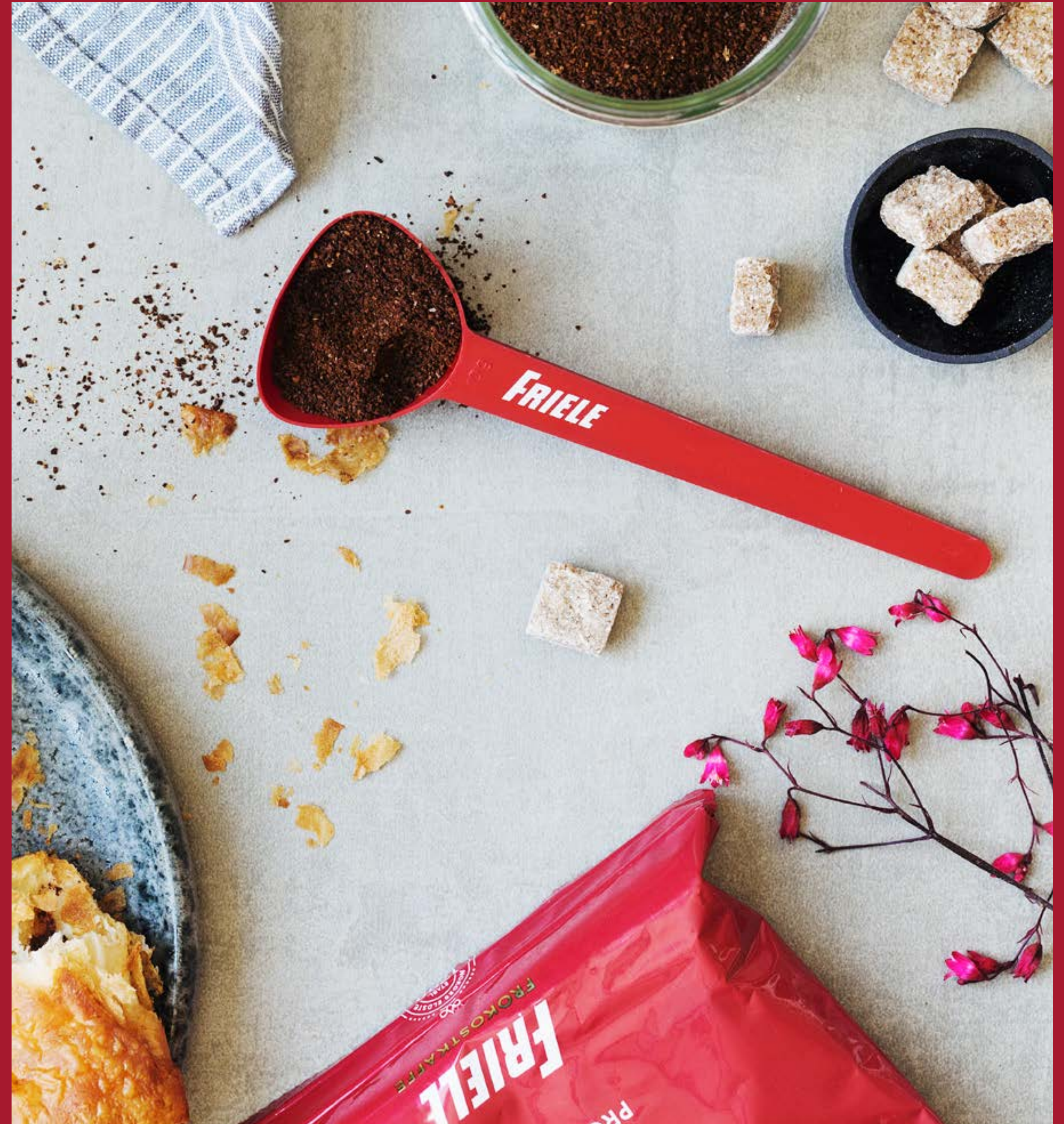
To ensure a comprehensive and recognizable communication across all surfaces, beyond the standard use of the logo and profile elements, must be clarified with and approved by the marketing department.



## 6.1 Examples



# 7 Merchandise



## 7.1 Coffee accessories



FRIELE SUGARCANE



FRIELE PAPER CUP



FRIELE MEASURING SPOON

## 7.2 Clothing

Clothing is an important part of Friele's visual expression and helps to strengthen the brand externally.

The design should be in line with Friele's identity and the logo should be used in a balanced and discreet way to ensure a professional and classic expression.



## 7.3 Coffee machine labeling

To link the Friele brand more closely to the coffee machines, special elements have been developed adapted to the different machine types. See the separate machine manual for instructions and assembly.



# 8 Vehicles



## 8.1 Vehicles





**JACOBS DOUWE EGBERTS**

PO Box 175  
5852 Bergen

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

? *If you have any questions about using Friele's profile, please contact the marketing department.*

