FINNERO

Lifestyle with pets

Logo usage guidelines

1. Space around the logo

Provide at least as much space around the logo as what we've displayed below. This helps our logo appear clean and uncluttered.

On a black background:

with the slogan

FINNERO
Lifestyle with pets

without the slogan

FINNERO

Black based logo on a photo or colored background

FINNERO

Lorem ipsum dolor sit

amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate
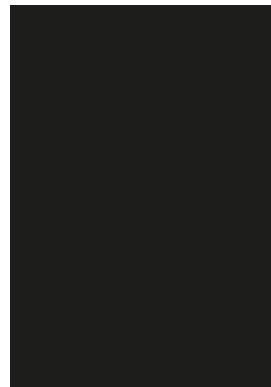
2. Color palette

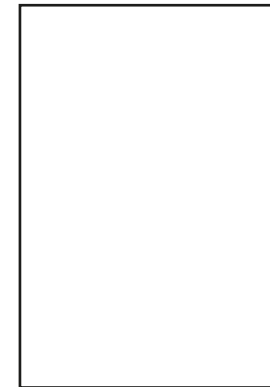**RED**
PANTONE 185 C

C = 2 %
M = 100%
Y = 92%
K = 0%

R = 234
G = 0
B = 41

BLACK

C = 0 %
M = 0%
Y = 0%
K = 100%

R = 35
G = 31
B = 32

WHITE

C = 0 %
M = 0%
Y = 0%
K = 0%

R = 255
G = 255
B = 255

3. Typography and fonts in FINNERO's advertising

For branding / higlights

Shadows into light
ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
abcdefghijklmnopqrstuvxyzåäö
1234567890

Headlines

Corbel bold
ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
abcdefghijklmnopqrstuvxyzåäö
1234567890

Body text 1

Corbel
ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
abcdefghijklmnopqrstuvxyzåäö
1234567890

Body text 2

Corbel light
ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
abcdefghijklmnopqrstuvxyzåäö
1234567890

4. Logo size

Logo should be legible at any size.
Do not use our full logo unless there is ample space to allow for legibility. If the space is too small for the full logo, use our small, round logo.
Do not stretch or distort the logo.

5. Description of the logo

The text of the logo is always written in capital letters.
The name of our company is also written in capital letters. We are not Finnero, but FINNERO.

6. Colors

The FINNERO full logo is always either with white text on a black background or with black text on a white background.
The word FINNERO in our full logo is never used directly in a photo or in a colored background without a black or white background.

For the full logo we primarily use the black background version with white letters, the red detail of the letter F and a slogan.
For the smaller, round logo, we primarily use a black-edged version with a white base and a black F letter with red detail.

7. Logo versions

Primary

Secondary