



01

# INTRODUCTION

KLINT.  
ALL WHITE PORTION,  
FREE FROM TOBACCO.

02

# GRAPHIC IDENTITY

# LOGOTYPES

**KLINT**

LOGOTYPE  
PLACEMENT



THE LOGO IS CENTERED ON -I- HORIZONTALLY AND VERTICALLY.

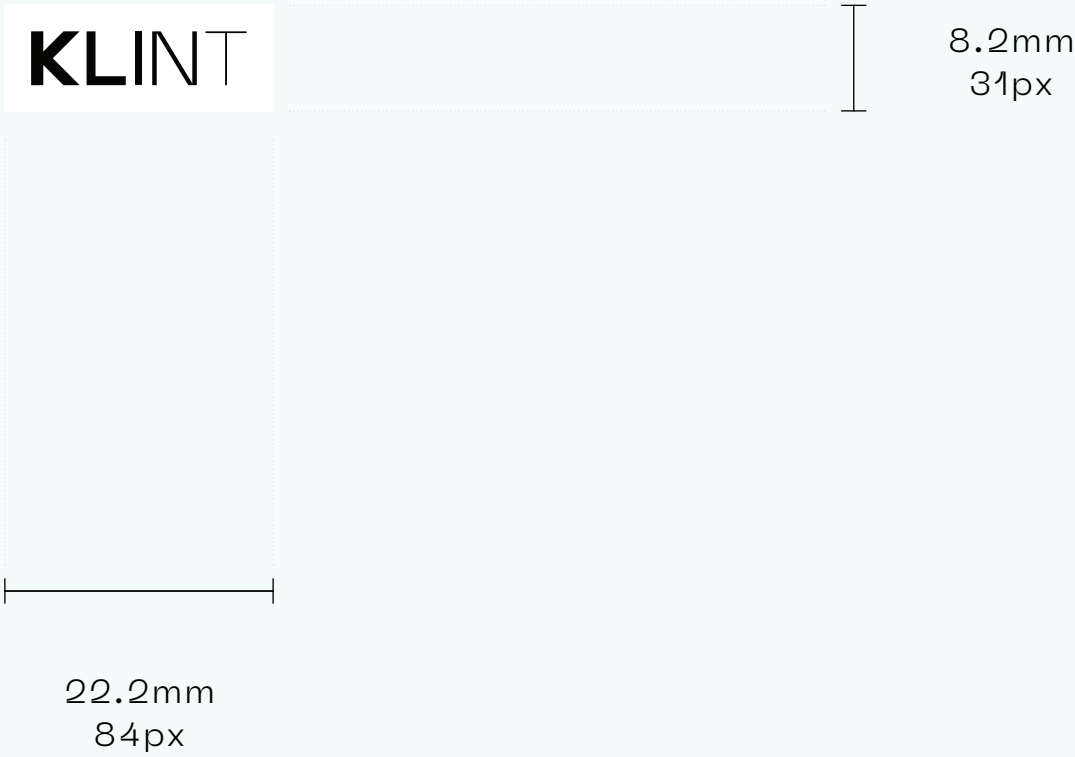
LOGOTYPE  
FREE SPACE



FREESPACE  
=  
1/2 THE HEIGHT OF THE LETTER K IN KLINT



LOGOTYPE  
MINIMUM SIZE



THE MINIMUM SIZE TO USE THE LOGOTYPE IS  
22.2×8,2MM (84×31PX).

LOGOTYPE  
IN COLORS

POSTIVE



NEGATIVE



PRIMARY

POSTIVE



NEGATIVE



SECONDARY

LOGOTYPE  
WITH TAGLINE

KLINT

ALL WHITE PORTION  
FREE FROM TOBACCO

PRIMARY

ALL WHITE PORTION  
FREE FROM TOBACCO

KLINT

SECONDARY

LOGOTYPE  
WITH TAGLINE PLACEMENT



THE LOGOS ARE CENTERED ON -I- VERTICALLY  
AND ON THE CENTER OF THE WHOLE BLOCK HORIZONTALLY.

LOGOTYPE  
WITH TAGLINE



FREESPACE  
=  
1/2 THE HEIGHT OF THE LETTER K IN KLINT

# COLORS

PRIMARY BRAND COLOR

PANTONE 332 C

RGB  
166 · 224 · 208

CMYK  
48 · 00 · 27 · 00

HEX  
A6E0D0

VARIATIONS

70%

50%30%

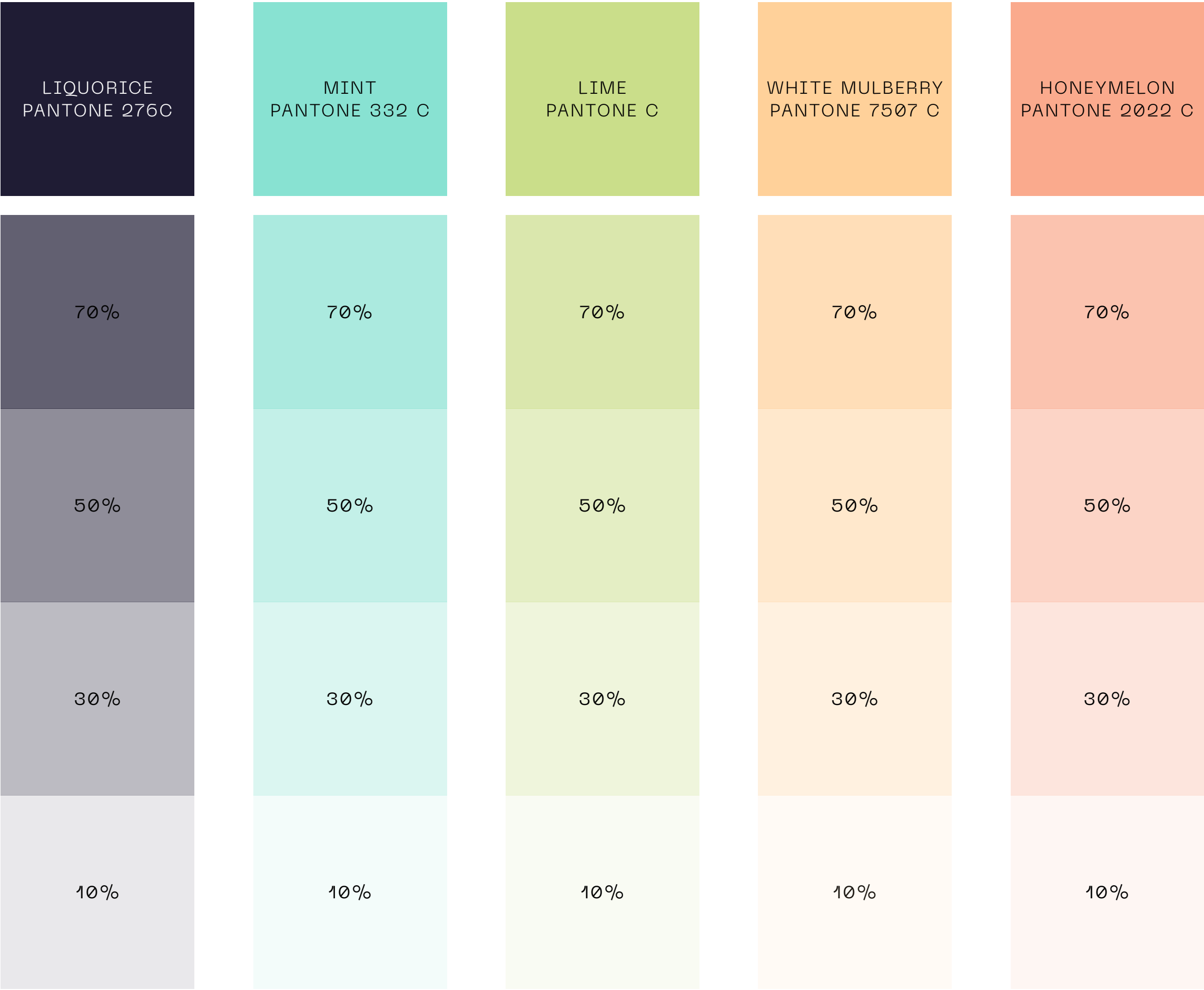
10%

SECONDARY COLORS

<div><p>RGB</p><p>255 · 163 · 000</p><p>CMYK</p><p>00 · 45 · 93 · 00</p><p>HEX</p><p>FFA300</p></div>	<div><p>RGB</p><p>64 · 95 · 102</p><p>CMYK</p><p>82 · 41 · 45 · 32</p><p>HEX</p><p>405F65</p></div>
<div><p>RGB</p><p>000 · 000 · 000</p><p>CMYK</p><p>91 · 79 · 62 · 97</p><p>HEX</p><p>000000</p></div>	<div><p>RGB</p><p>255 · 255 · 255</p><p>CMYK</p><p>00 · 00 · 00 · 00</p><p>HEX</p><p>FFFFFF</p></div>



PRODUCT COLORS



# TYPEFACES

Free from  
tobacco

Much like herbal cigarettes,  
snus is now available without  
tobacco.

**KLINT**  
is often used to help snus users cut  
down their snus consumption.

**TYPEFACE**  
NEUE MACHINA  
REGULAR, BOLD

**LETTER-SPACING**  
KERNING: OPTICAL  
TRACKING: 10

**PARAGRAPH ALIGNMENT**  
CENTERED  
(ALT. ALIGN LEFT)

**JUSTIFICATION**  
WORD-SPACING: 85%

**LEADING:**  
130%

PRIMARY TYPEFACES

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z Å Ä Ö  
0 1 2 3 4 5 6 7 8 9

NEUE MACHINA  
REGULAR

Aa

NEUE MACHINA  
BOLD

Aa

THE NEUE MACHINA IS USE TO BRING OUT THE CHARACTER OF KLINT:  
NEW, MODERN, INNOVATIVE, CLEAN AND FRESH.

SECONDARY TYPEFACE

KLINT  
ALL WHITE  
PORTION

**TYPEFACE**  
FOUNDERS GROTESK  
REGULAR, SEMIBOLD

**LETTER-SPACING**  
KERNING: OPTICAL  
TRACKING: 45

**PARAGRAPH ALIGNMENT**  
CENTERED

**JUSTIFICATION**  
WORD-SPACING: 180%

**LEADING:**  
130%

SECONDARY TYPEFACES

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z Å Ä Ö  
0 1 2 3 4 5 6 7 8 9

FOUNDERS GROTESK  
REGULAR

AA

FOUNDERS GROTESK  
SEMIBOLD

AA

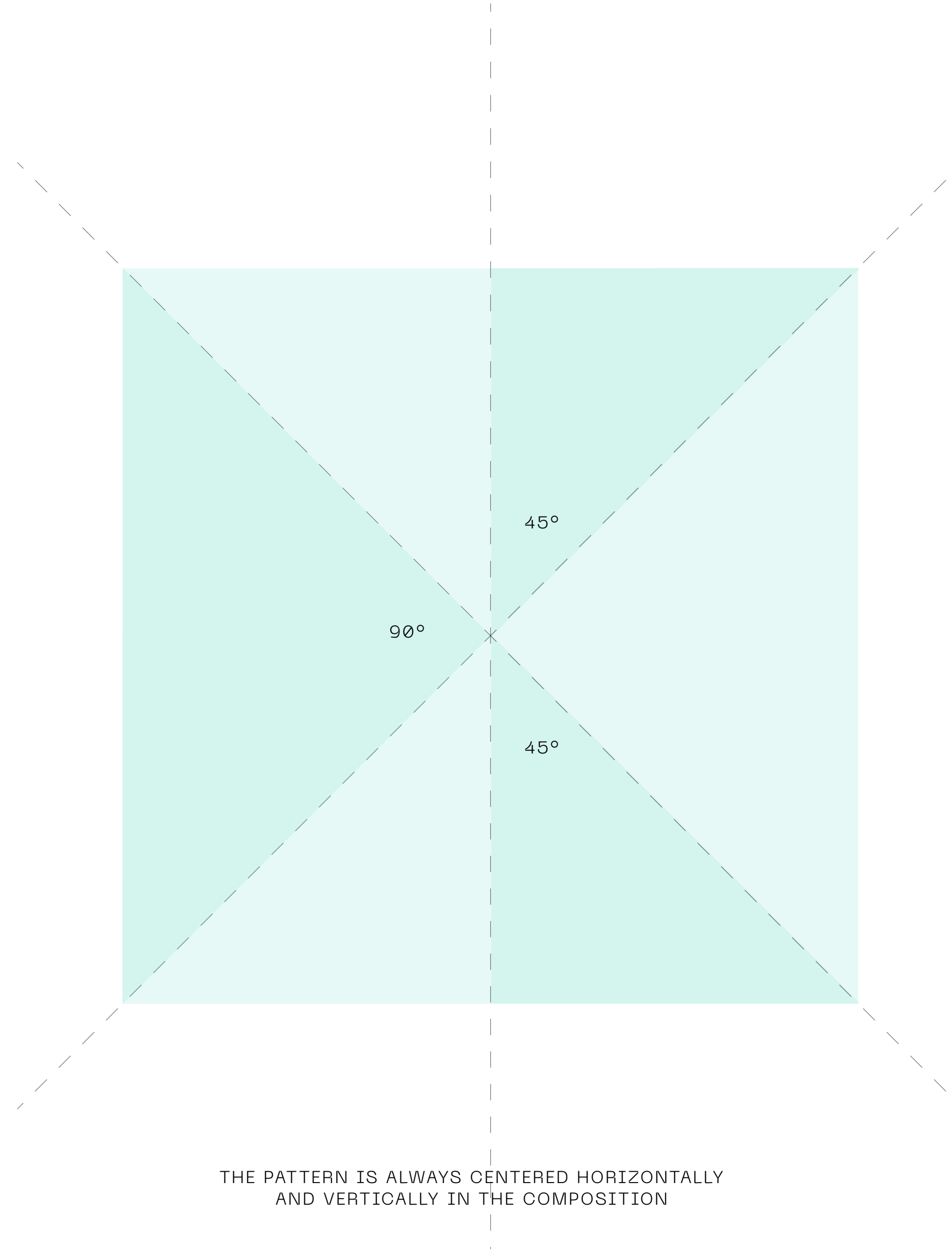
THE FOUNDERS GROTESK IS USED FOR CLARITY AND BOLDNESS.

# PATTERN



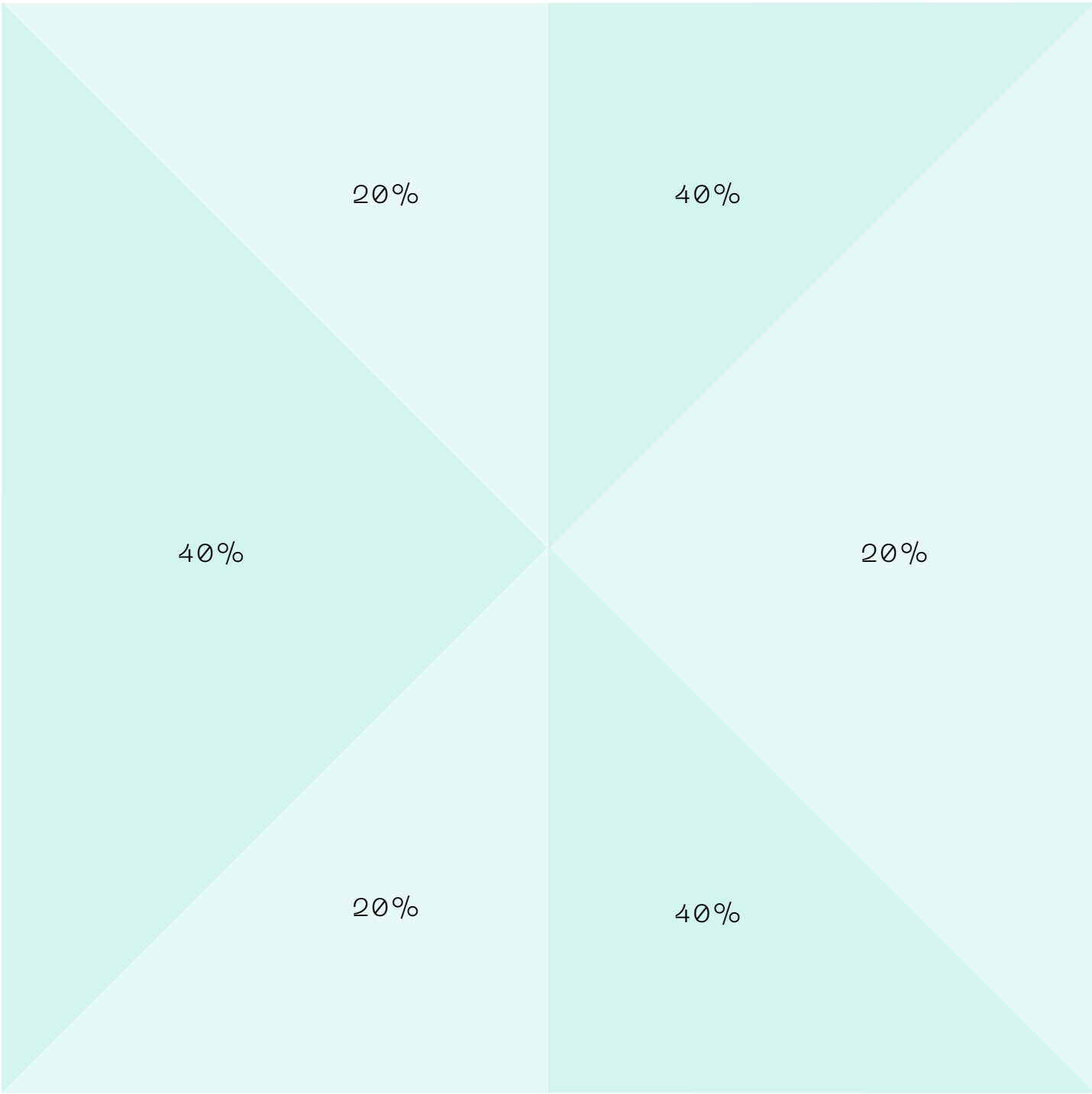


PATTERN



THE PATTERN IS ALWAYS CENTERED HORIZONTALLY  
AND VERTICALLY IN THE COMPOSITION

PATTERN



PRIMARY



SECONDARY

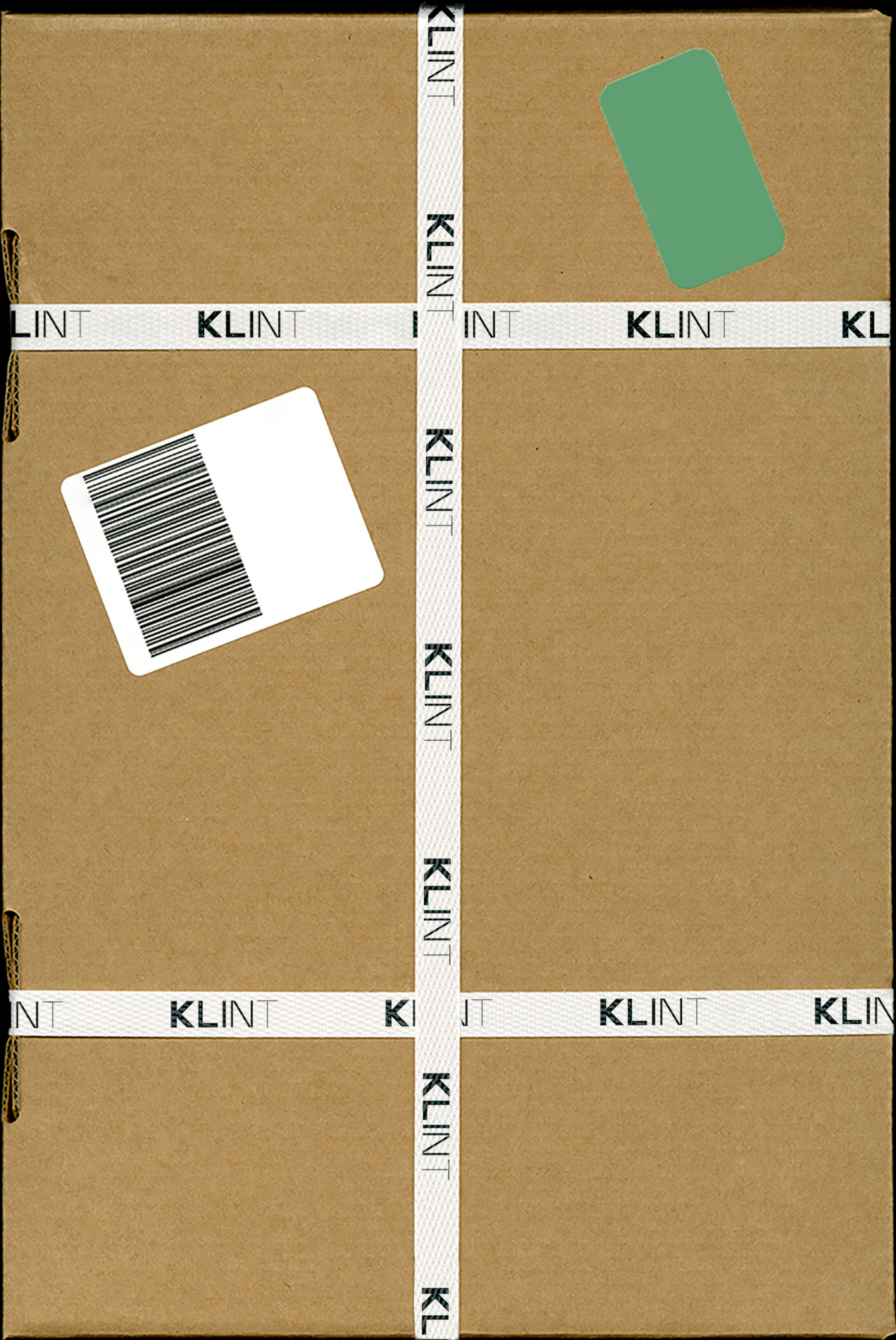
THE PATTERN IS COMPOSED OF SIX TRIANGLES  
WITH DIFFERENT OPACITIES OF THE SAME COLOR.

02

# APPLICATIONS



APPLICATIONS



MAIN LOGOTYPE / MAIN COLOR



APPLICATIONS

# KLINIT

ALL WHITE PORTION  
FREE FROM TOBACCO

MAIN LOGOTYPE / PRODUCT COLORS

03

# DO'S/DONT'S

DO'S/DONT'S  
LOGOTYPE WITH TAGLINE

DONT'S

**KLINT**

DO'S

**KLINT**

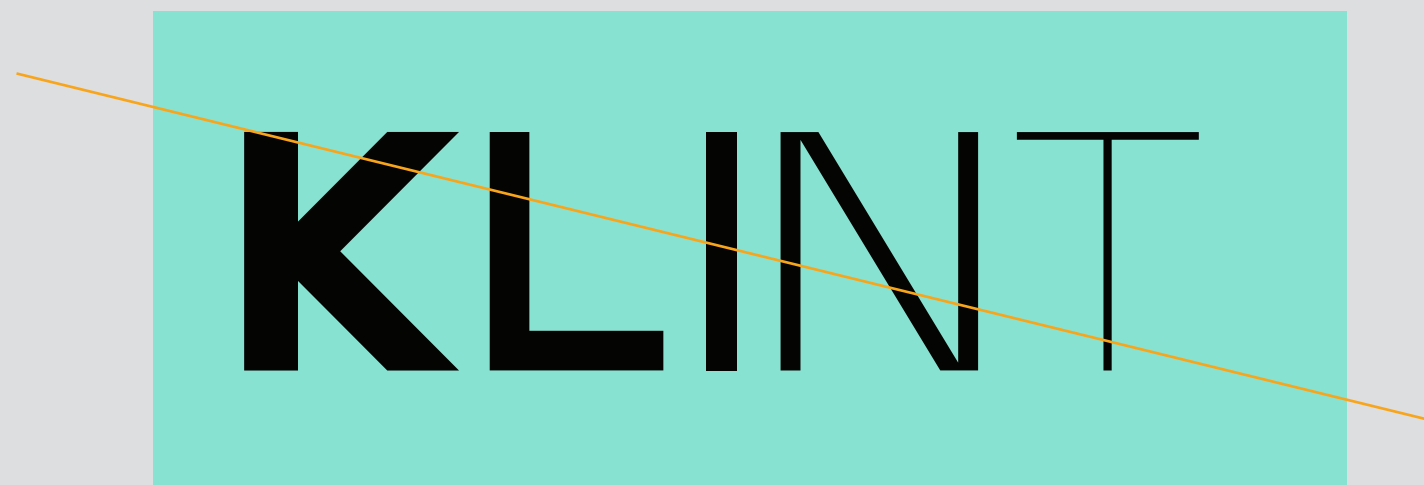
DONT'S

**KLINT**

RESPECT THE FREE SPACE.  
THE LOGOTYPE SHOULD NEVER BE DISTORT.

DO'S/DONT'S  
LOGOTYPE WITH TAGLINE

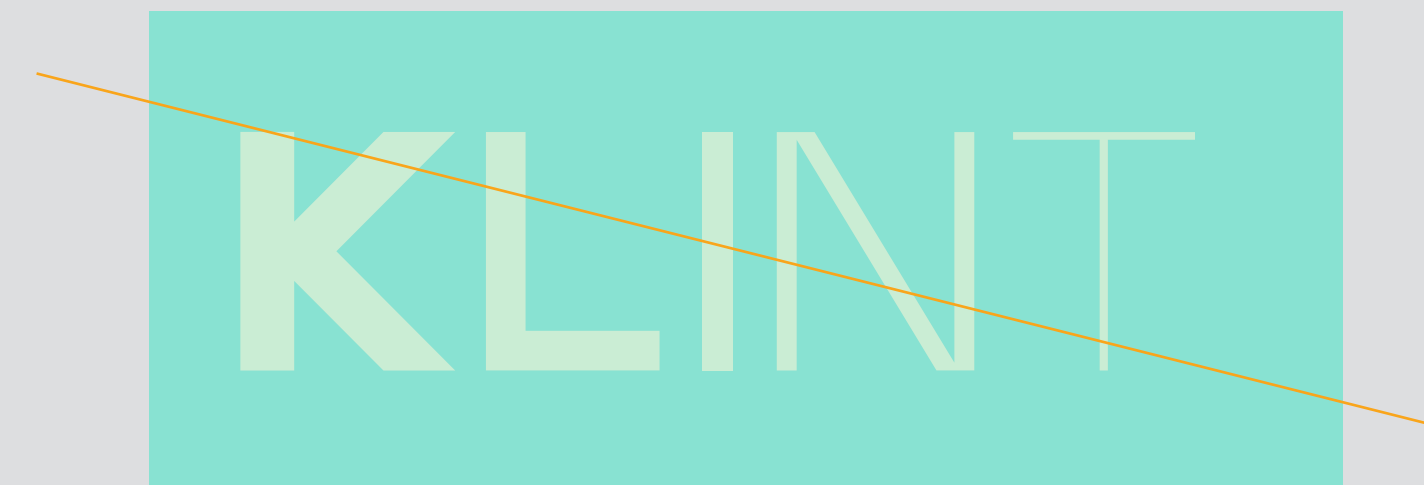
DONT'S



DO'S



DONT'S



DON'T MIX THE COLORS IN THE LOGOTYPE.  
DON'T CHANGE THE CONTRAST BACKGROUND/LOGO.



DO'S/DONT'S  
LOGOTYPE WITH TAGLINE

DONT'S



DO'S



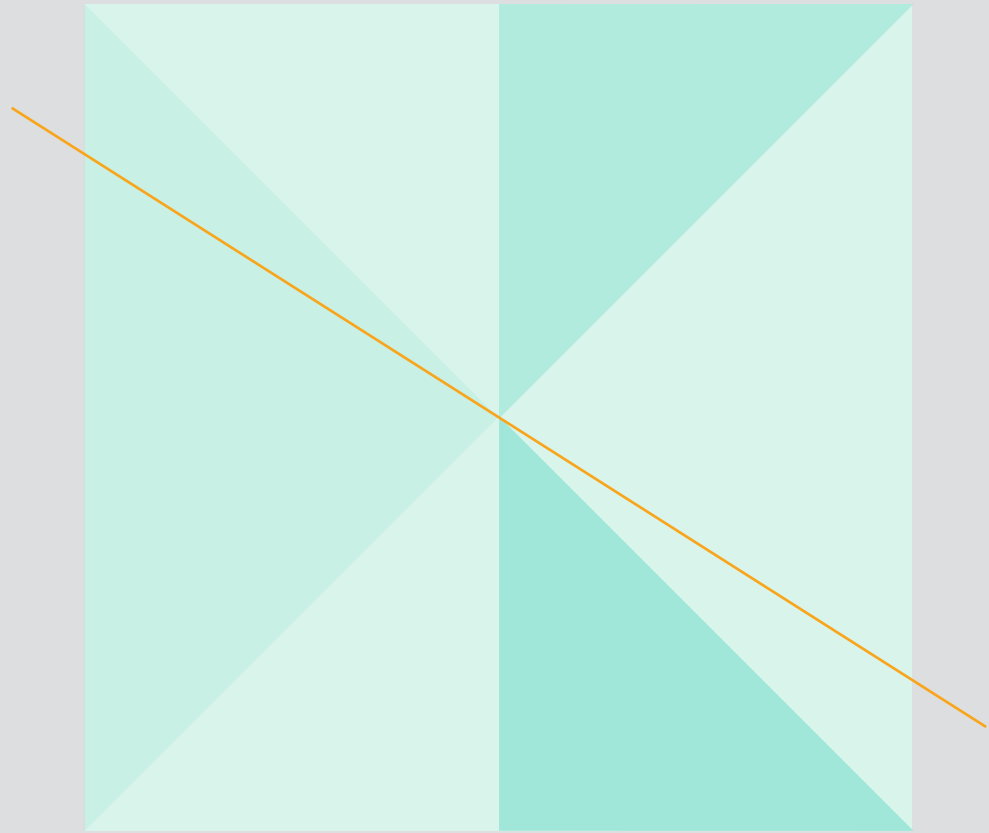
DONT'S



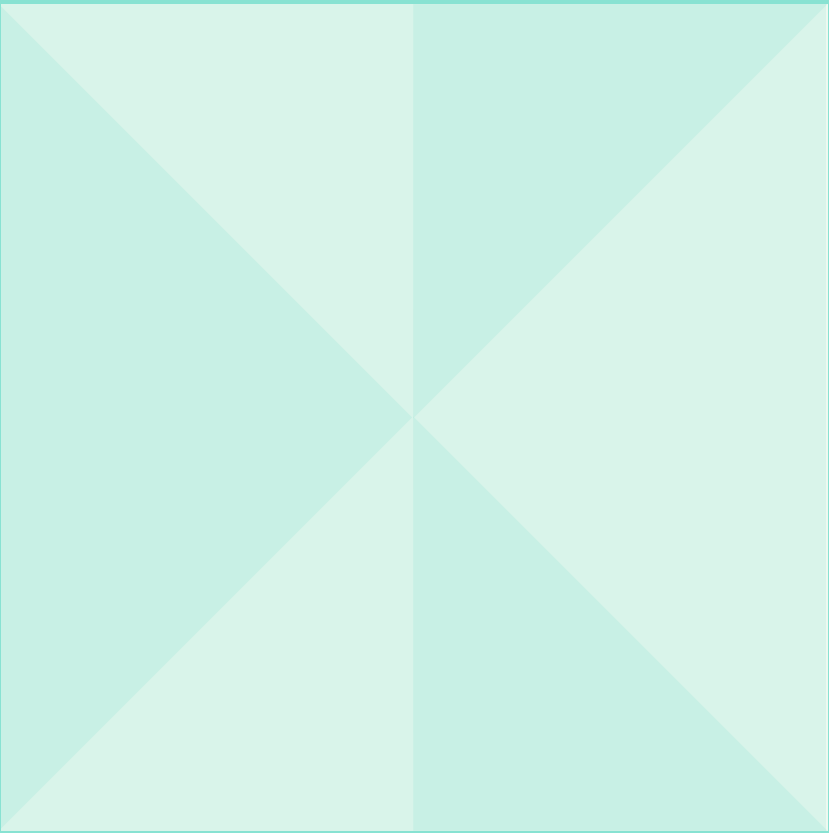
THE LOGOTYPE SHOULD NEVER JUSTIFY IN THE FREE SPACE IN  
ANY OTHER WAY THAN CENTERED.  
NEVER CHANGE THE PLACEMENT OF THE TAGLINE AND LOGOTYPE.  
DON'T USE EFFECTS SUCH AS DROP SHADOWS, ETC.

DO'S/DONT'S  
PATTERN

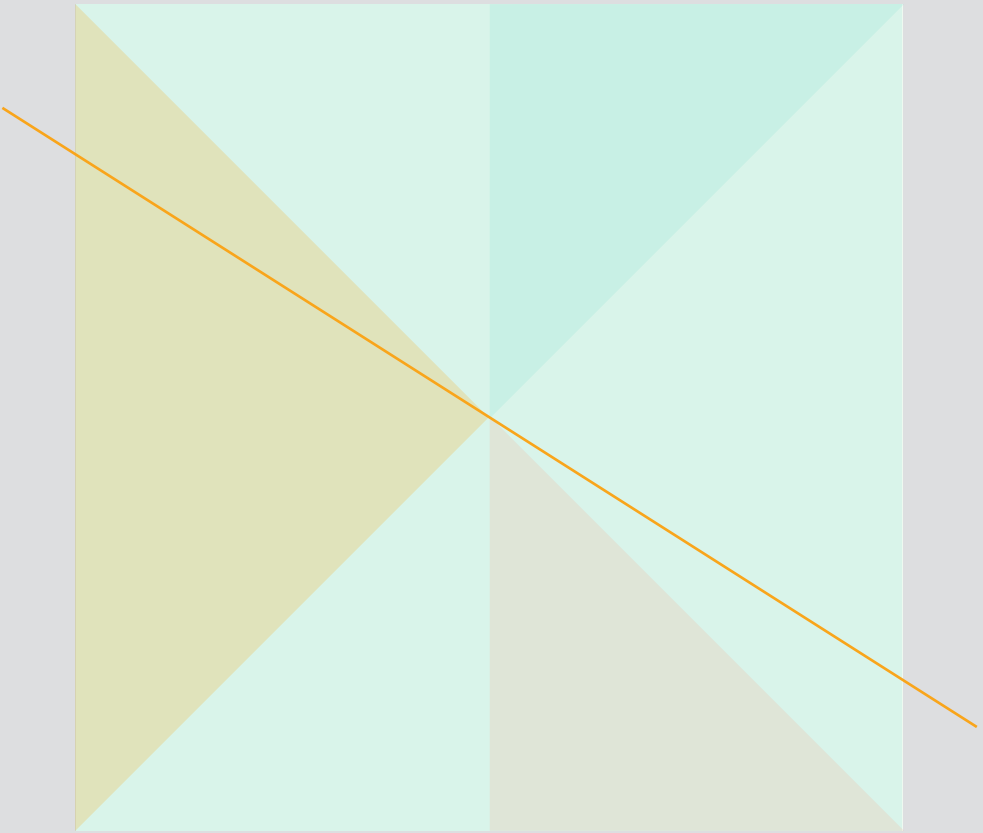
DONT'S



DO'S



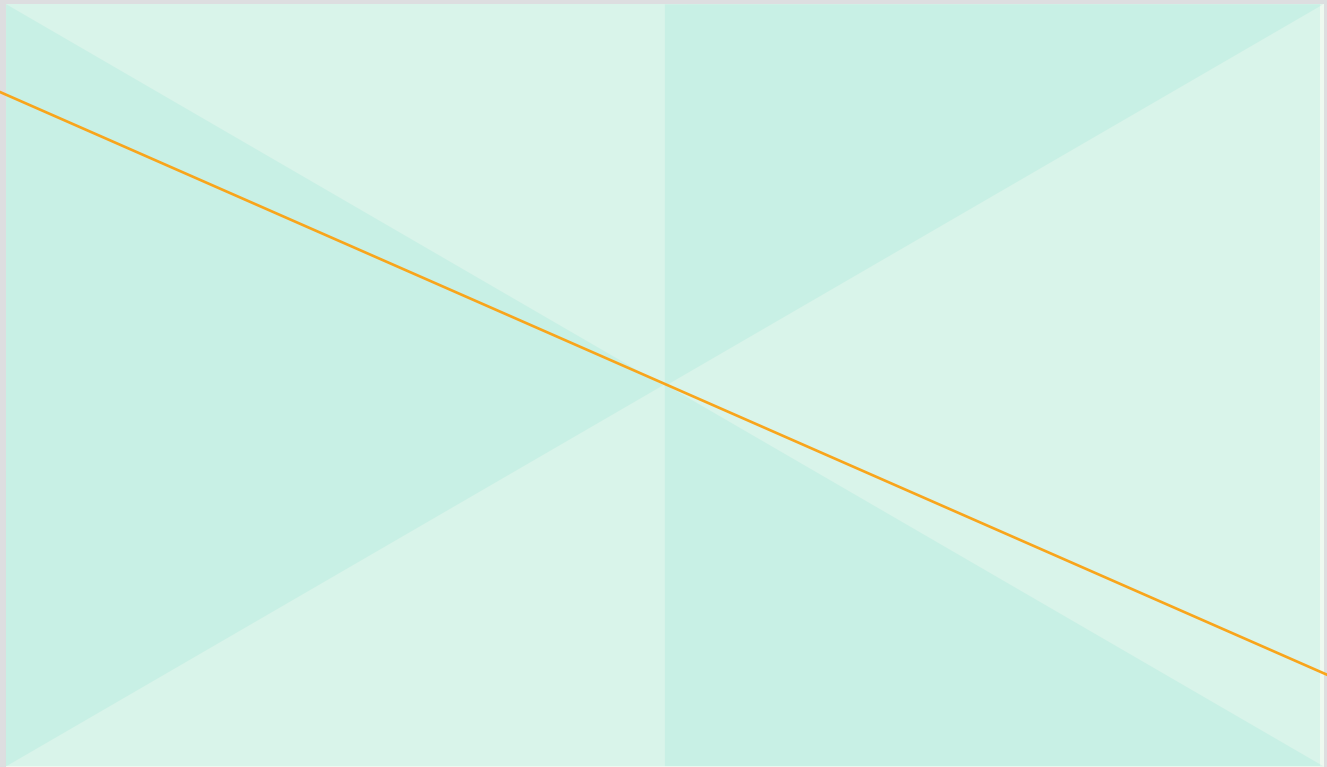
DONT'S



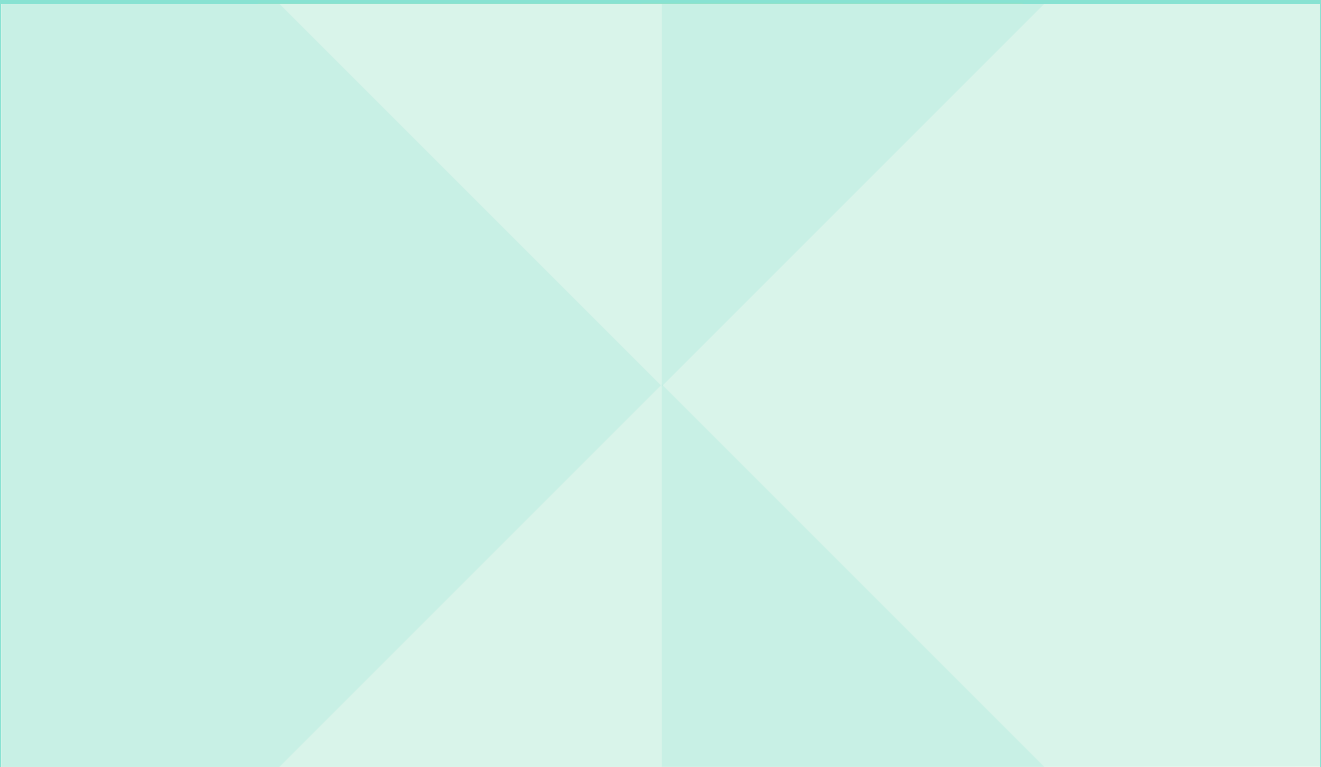
THE COLORS OF THE PATTERN HAVE TO BE  
TWO TONES OF THE BRAND COLOR.

DO'S/DONT'S  
PATTERN

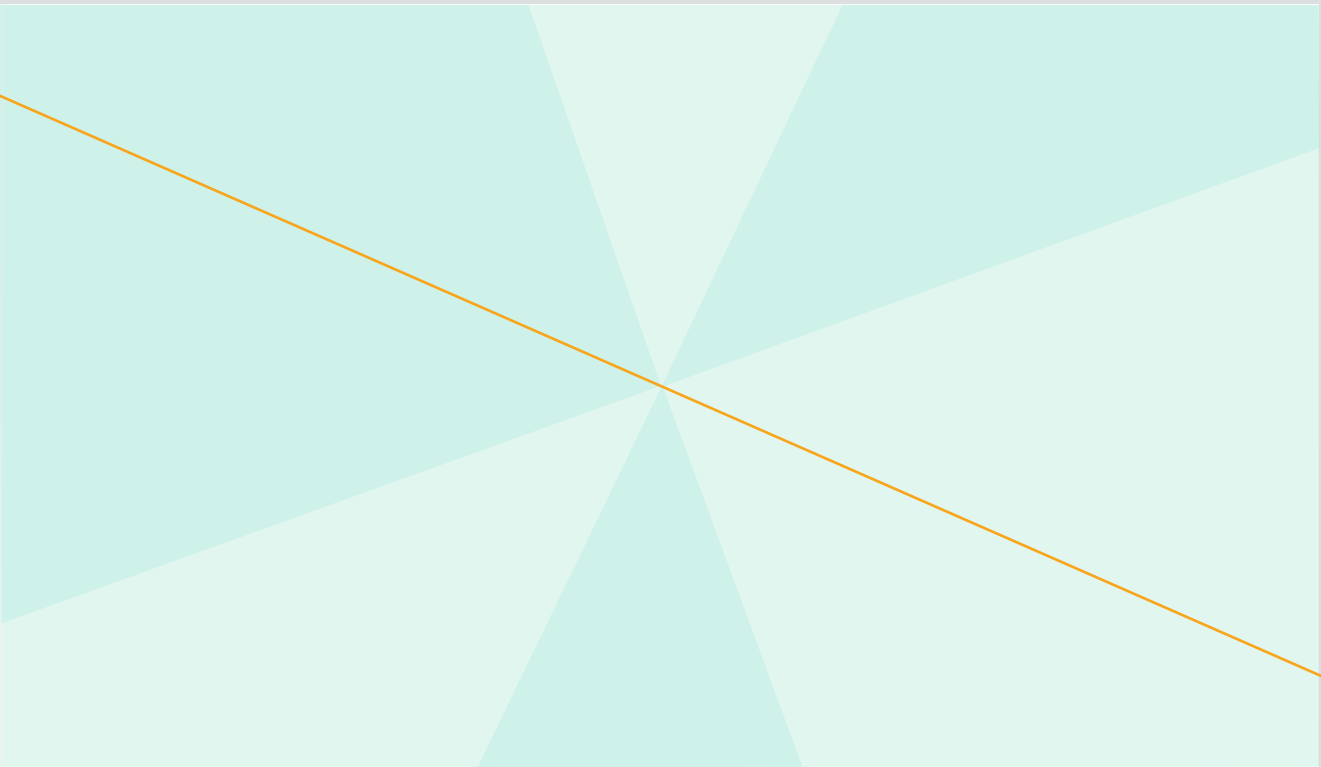
DONT'S



DO'S



DONT'S



THE PATTERN SHOULD NEVER BE DISTORT.  
THE PATTERN CAN NEVER ROTATED.

