

CARLS

NOT FOR DISTRIBUTION

NOT FOR PRODUCTION

2.1	Brand Wordmark	11
2.2	Brand Icon	12
2.3	Clear Space	13
2.4	Logo Misuse	14

LOGO

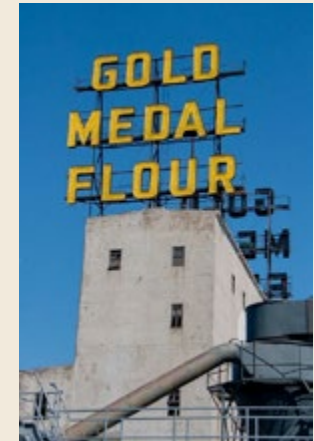
2.1 Wordmark

CARLS

CARLS

2.1 Wordmark

CARLS

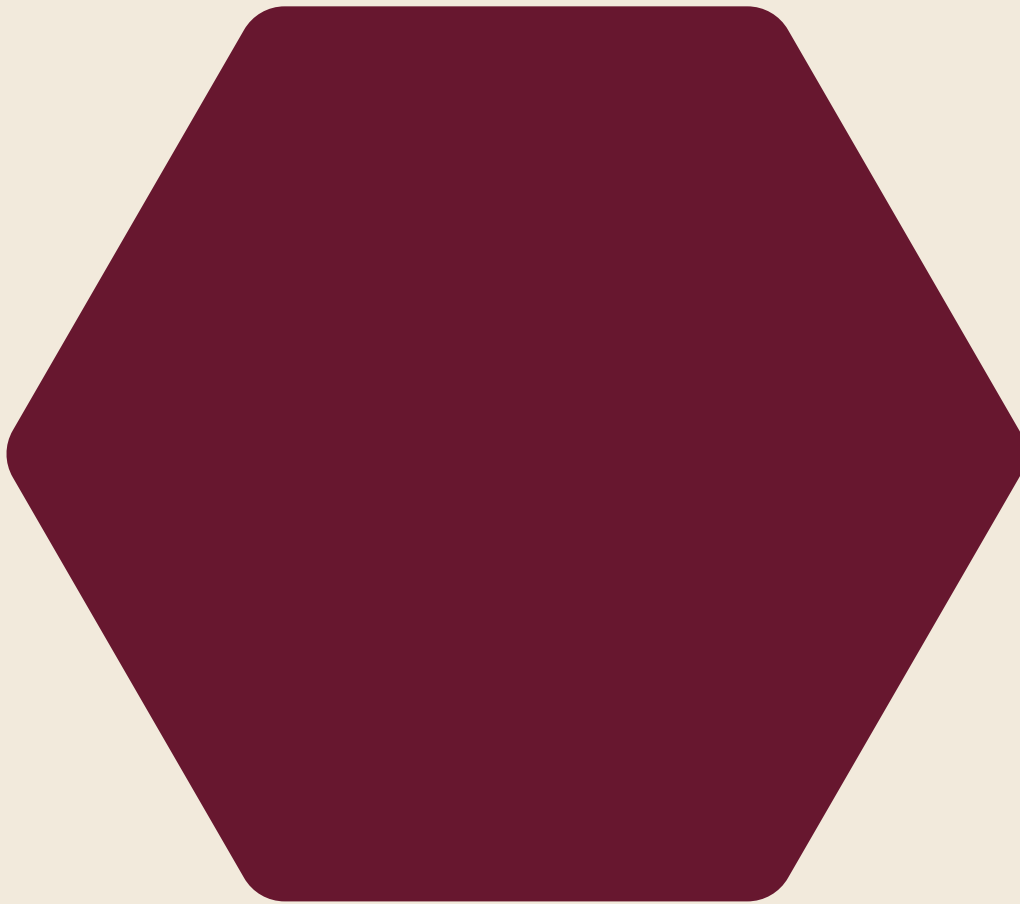


2.1



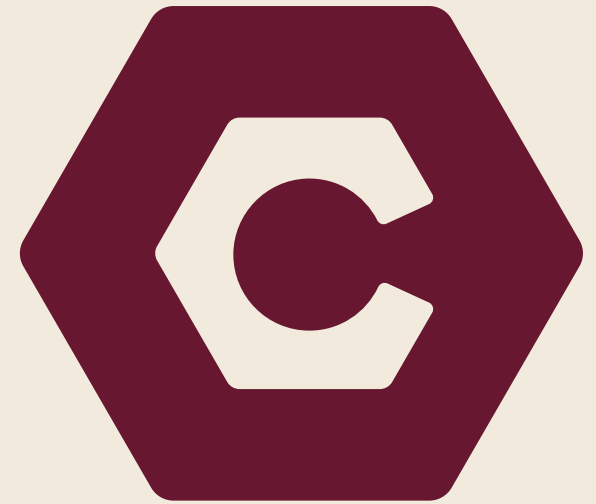
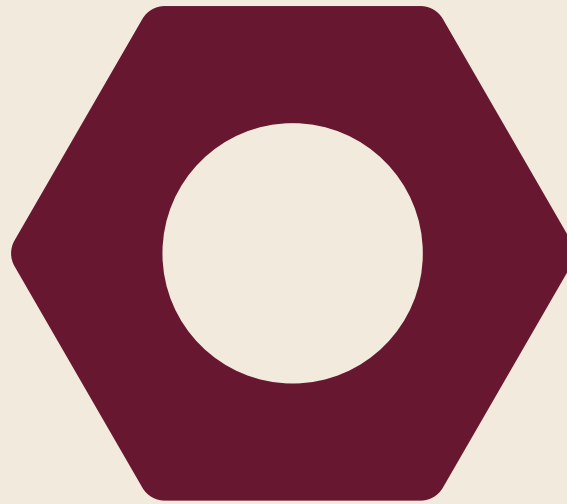
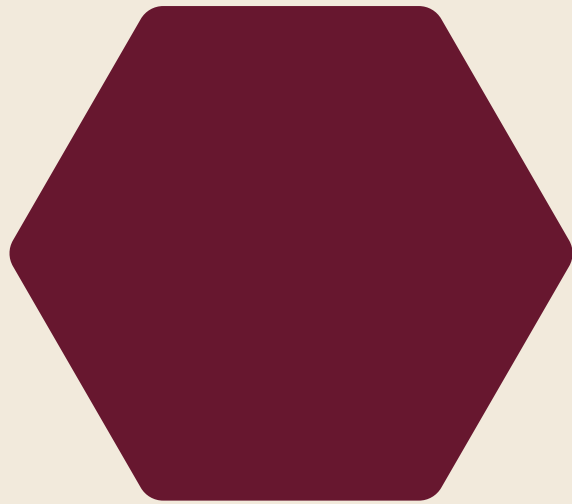


2.2 Hexagon

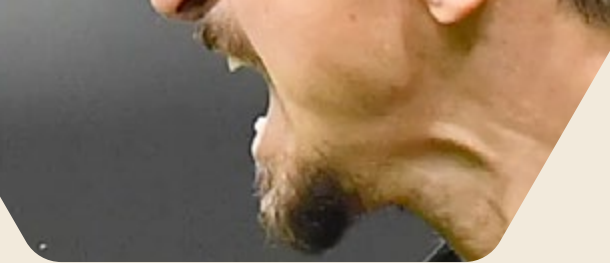


2.2

Hexagon

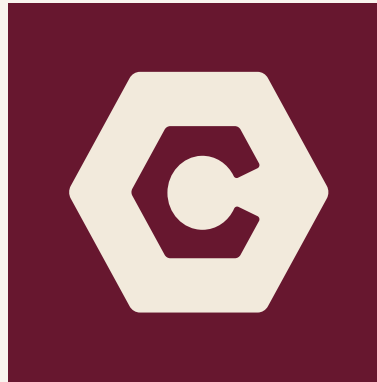






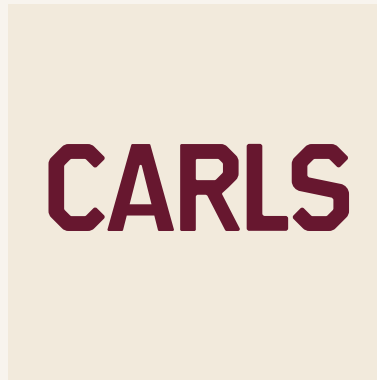


6.1 Social Media Avatars



ICON AVATAR

Preferred avatar for use on all platforms. All approved color combinations may be used.



WORDMARK AVATAR

All approved color combinations may be used. The wordmark must be visually centered, not mechanically.



Instagram profile size: 110 x 110 pixels

Facebook profile size: 180 x 180 pixels

Twitter profile size: 400x400 pixels

Pinterest profile size: 165 x 165 pixels

YouTube profile size: 800 x 800 pixels

4.1	Display Typeface	20
4.2	Text Typeface	21
4.3	Use of Type	22

TYPOGRAPHY

4.1



SPORT
KULTUR
KUNNSKAP

12345
67890
& % ? @

FOUNDRY
GRIDNIK

Lorem ipsum dolor sit amet, consectetur 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, vel illum dolore 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.

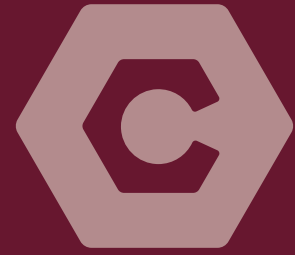
LIGHT
REGULAR
MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+
ÆÇÈÉÊË×βāæç

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+
ÆÇÈÉÊË×βāæç

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+
ÆÇÈÉÊË×βāæç

1ST HALF



CARLS

RED CARD ON ^{NO}9

OSLO

FOOTBALL

WHEN YOU WIN
NOTHING HURTS

4.1

CARLS CAFÉ

CARLS DELI

CARLS VINBAR

ARENA

EM-KVALIFISERING

NORGE – NEDERLAND

ONSDAG 10 SEPTEMBER

Gjestekommentatorer: KNUT BJØRNSSEN og BJØRGE LILLELIEN

BESTILL

SOMMER PÅ SYKKEL

TOUR DE FRANCE 9. ETAPPE

ONSDAG 10 SEPTEMBER

BESTILL

MAJOR LEAGUE CRICKET

CHENNAI SUPER KINGS – MUMBAI INDIANS

ONSDAG 10 SEPTEMBER

BESTILL

BISTRO

SALAT MED GRILLET CHÊVRE

Aspargesbønner, tomat og bakt hvitløk

295

M, G, E, S

KLASSISK TARTAR

100 G, egg, løk, kapers og rødbeter

215

M, G, E, S

1 2 3 4 9
5 6 7 8



VINBAR

2.ETG



STORSTUA

2.ETG



BISTRO

1.ETG



ARENA

1.+2.ETG



WC

1.+ 2.ETG



HEIS

MARGARET

THATCHER

CAN YOU

HEAR ME?

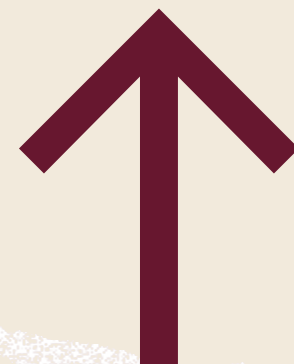


CA

W I N
W I N
W I N



G O O O O
O O A A A
A A A A L



R L S



3.1	Brand Colours	16
3.2	Greyscale Colours	17
3.3	Using Tints	18

COLOURS

3.1

