

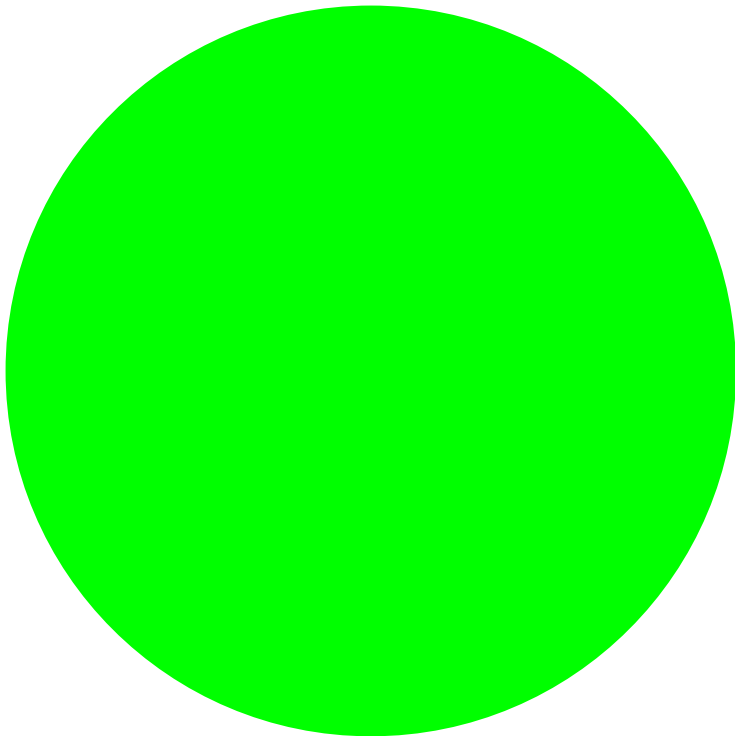


ALTERNATIVE

DESIGNGUIDE

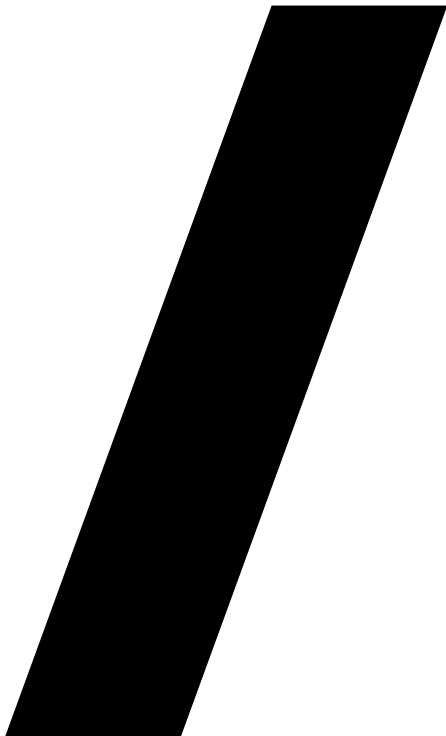
Alternativets visuelle identitet har tre bærende grafiske kendetegn.

NEONGRØN



+

SKRÅSTREG



+

TYPOGRAFI

A	B	C	D
E	F	G	H
I	J	K	L
M	N	O	P
Q	R	S	T
U	V	W	Y
Z	Æ	Ø	Å

LOGO

Alternativets grundlogo består af et navnetræk (1), som kan varieres på forskellig vis med den grønne skråstreg (2,3,4).

1.

ALTERNATIVET

2.

ALTERNATIVET



3.



ALTERNATIVET

4.

ALTERNATIVET



LOGO NEGATIV

Alternativets logo kan placeres i negativ
på mørke baggrunde

1.

ALTERNATIVET

2.

ALTERNATIVET



3.

ALTERNATIVET



4.

ALTERNATIVET



LOGO HALLMARK

Alternativets hallmark vist i positive
negative versioner. Sort bruges på lyse
baggrunde, hvid på mørke baggrunde.
Grøn kan både bruges på mørke og
lyse baggrunde.

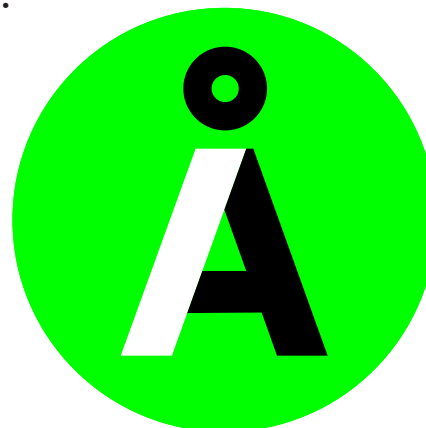
1.



2.



3.



4.



TYPOGRAFI

OVERSKRIFTER

NEUZEITS HEAVY

ABCDEFGHIJKLMNO
PQRSTUVWXYZÆØÅ

BRØDTEKSTER

NeuzeitS Book

ABCDEFGHIJKLMNO
PQRSTUVWXYZÆØÅ

abcdefghijklmno
pqrstuvwxyzæøå

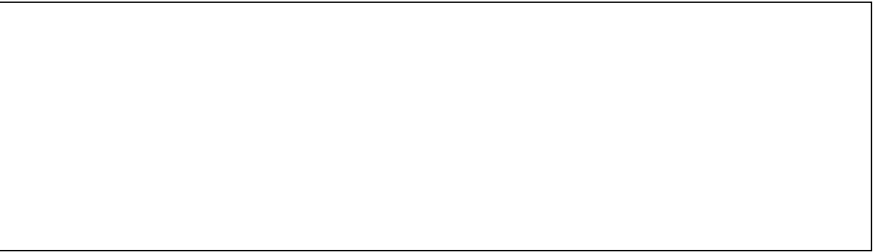
Hvis disse skifter ikke er tilgængelige bruges Arial

FARVER

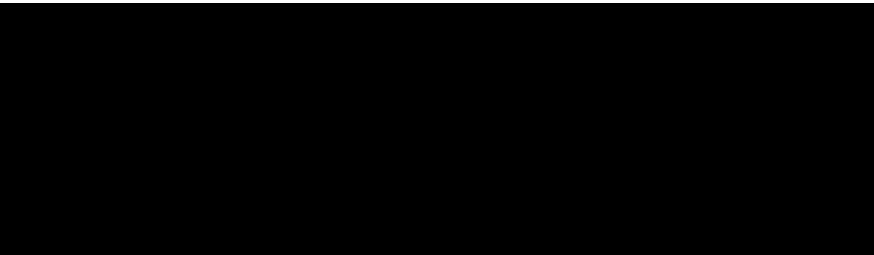
PRIMÆRE



HEX: #00FF00
RGB: 0,255,0



HEX: #FFFFFF
RGB: 255,255,255

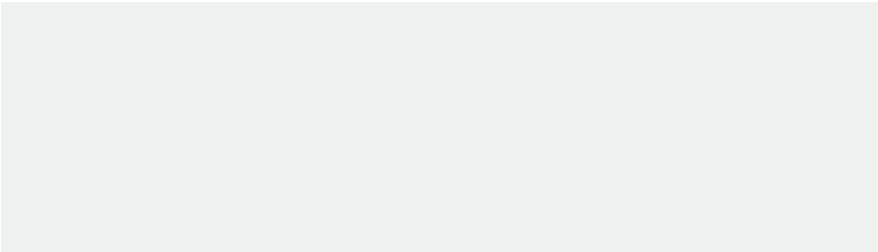


HEX: #000000
RGB: 0,0,0
CMYK: 30,30,30,100

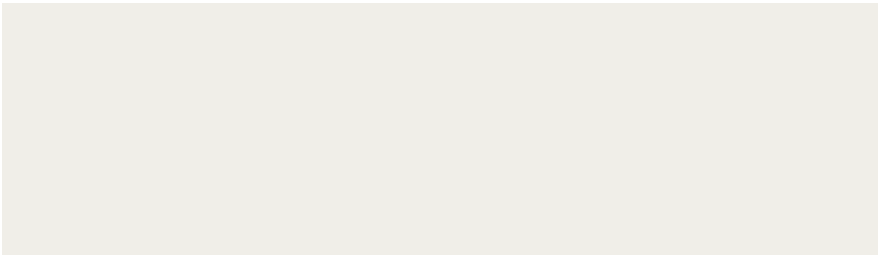
SEKUNDÆRE



HEX: #00BE00
RGB: 0,190,0
CMYK: 84,0,98,0



HEX: #F4F4F4
RGB: 244,244,244
CMYK: 0,0,0,5

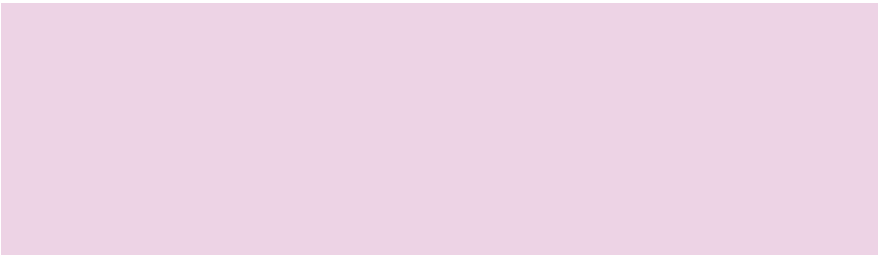


HEX: #F0EEE8
RGB: 240,238,232
CMYK: 7,6,10,0

TRYK



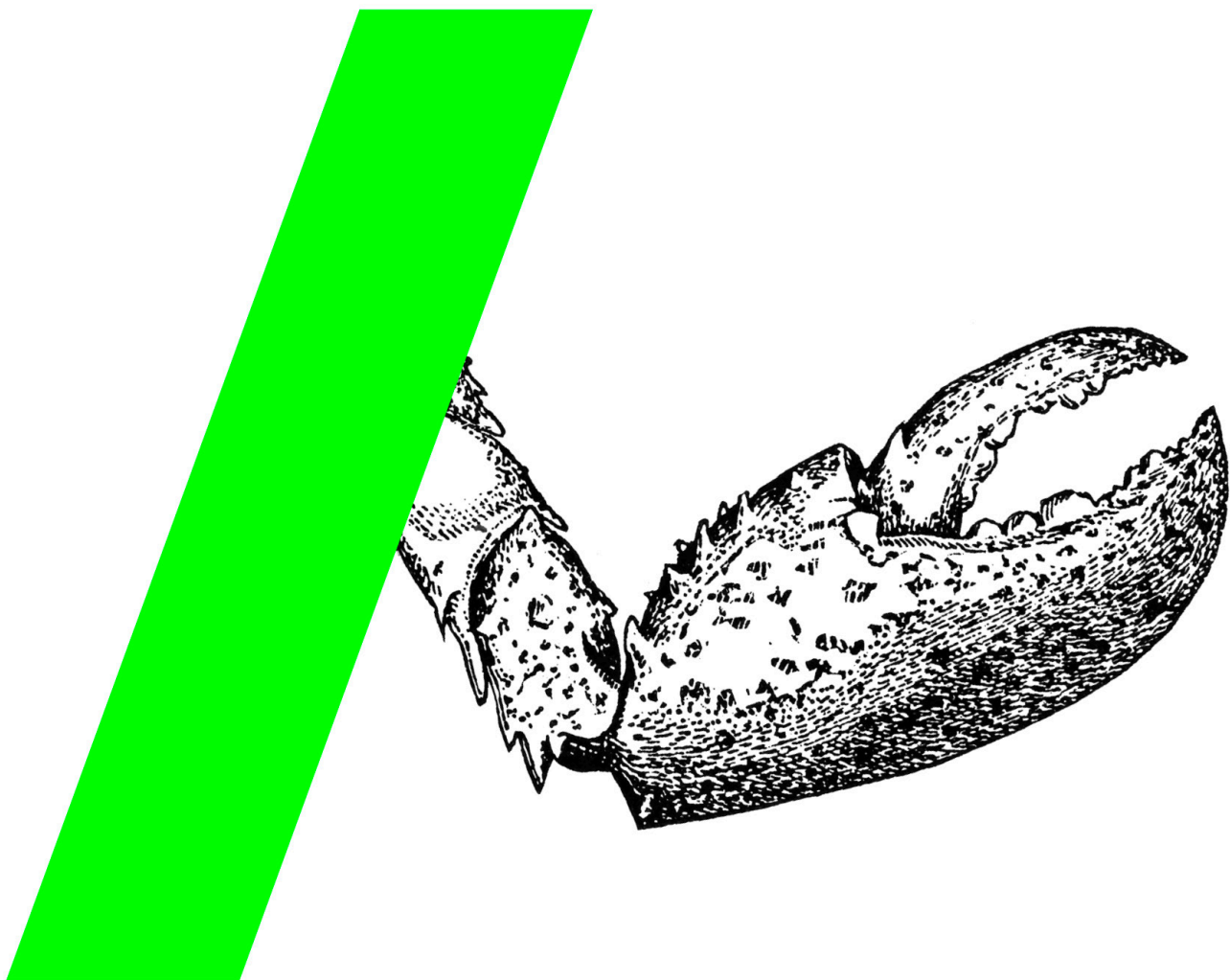
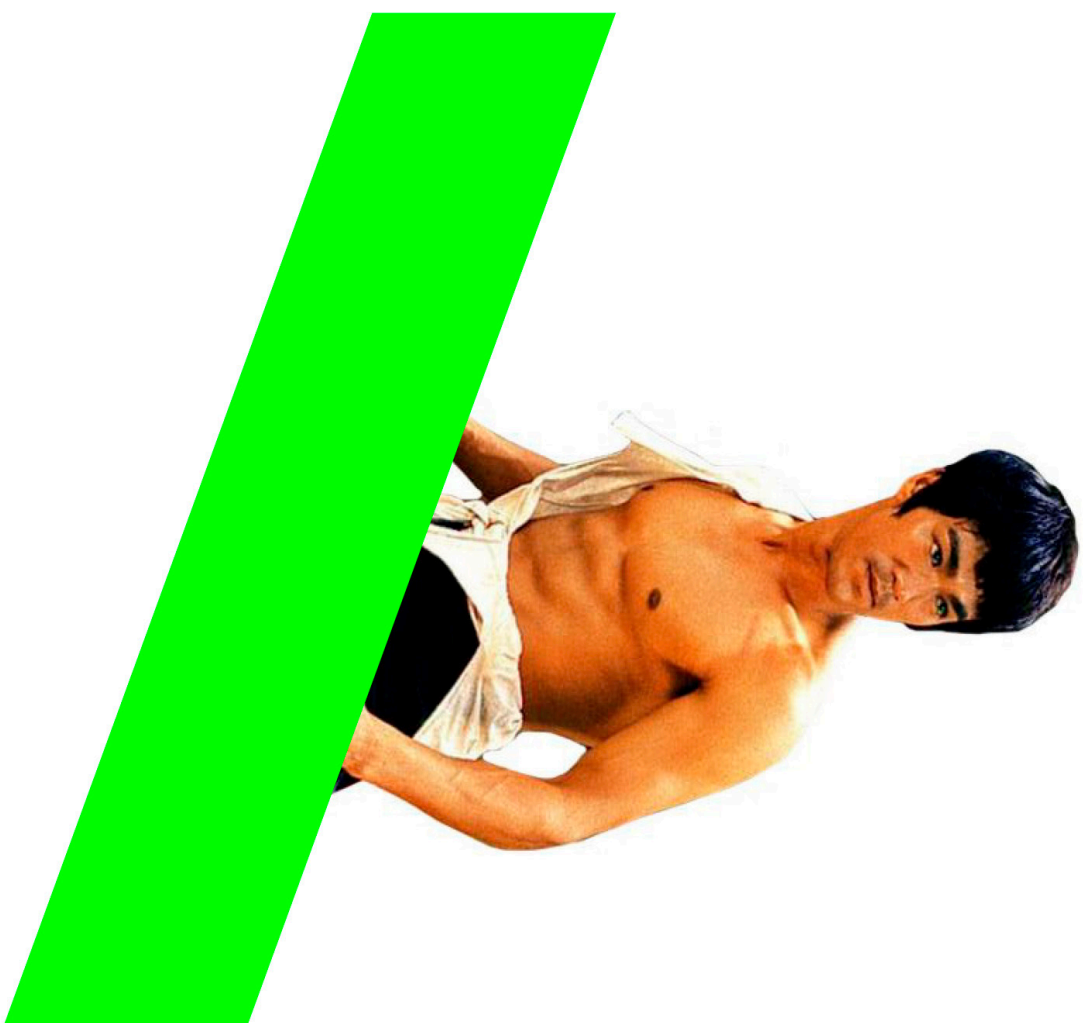
Pantone 802 C



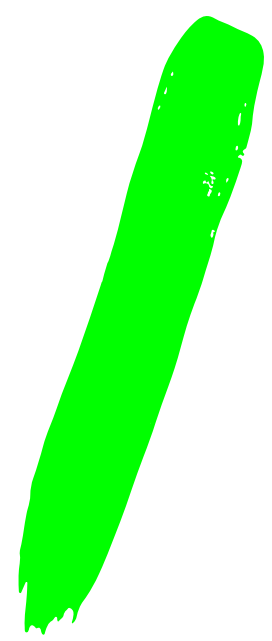
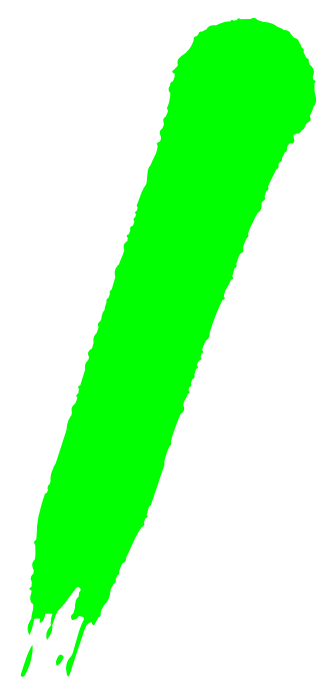
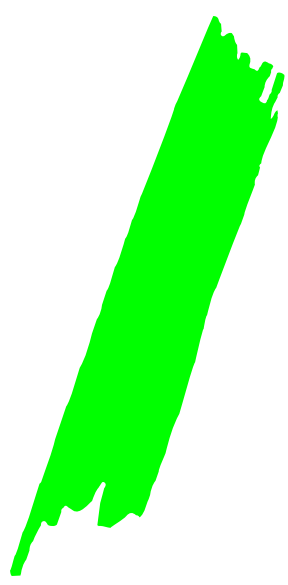
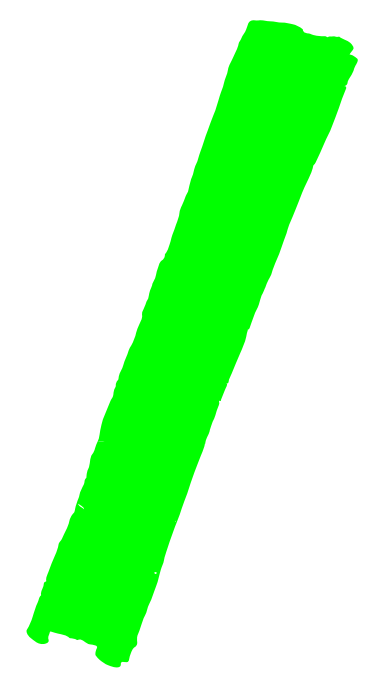
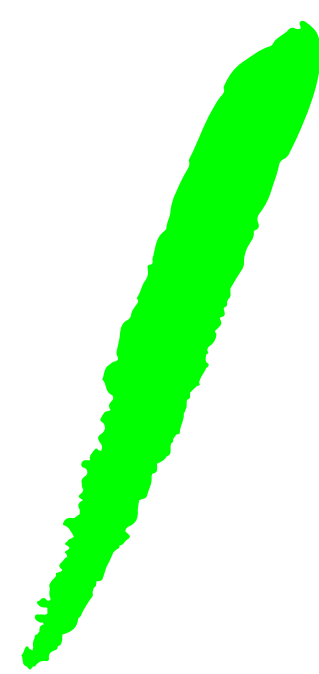
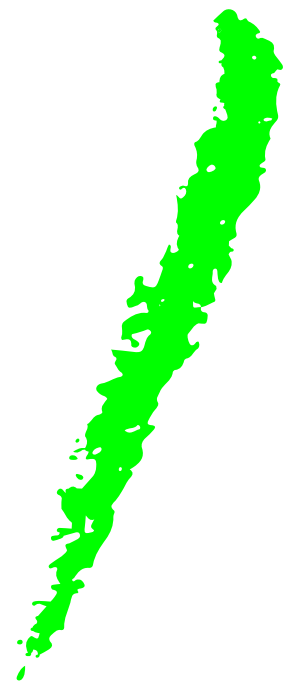
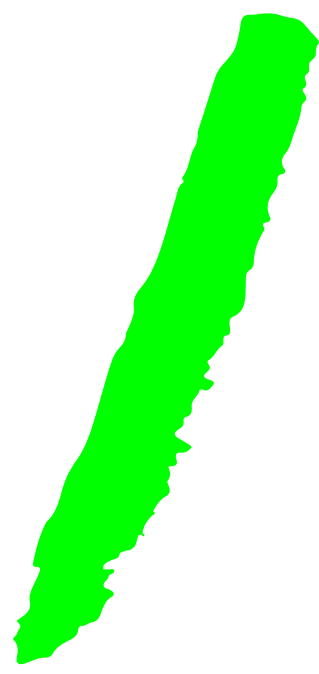
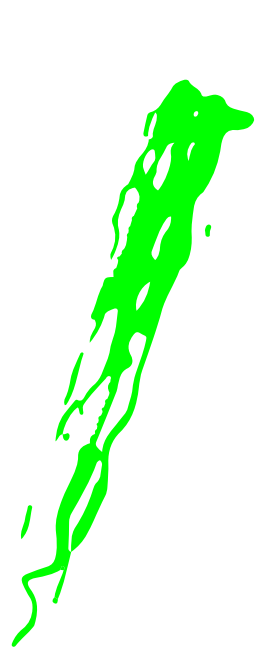
HEX: #EDD3E5
RGB: 237,211,229
CMYK: 2,23,0,0

EKSEMPLER













GOD KAMPDAG

ALTERNATIVET

CO2-AFGIFT NU!

 **ALTERNATIVET**



ALTERNATIVET

Franciska Rosenkilde



ALTERNATIVET

Torsten Gejl