

SALMING.

no nonsense.

The Logo.

The new Salming logo is more condensed, upright, and a dot has been added at the end to emphasize willpower and determination.

SALMING.

The logo should not be used in a smaller size than 5mm in height.
The logo can be used in white should it be placed on a background colour.



White logo on black background



White logo on Salming blue (PANTONE Process Cyan blue or CMYK 100% Cyan Blue) background



Black logo on white background

Logo and payoff.

The Payoff / Tag line “no nonsense.” is a description of how we as a company want the brand Salming to be perceived. We have it placed in a close proximity of the logotype and it is written in a short sentence.

The Payoff / Tag line is our brand motto, a phrase chosen as encapsulating the beliefs or ideals guiding the brand.

No nonsense - originates from the core values of the Salming brand - Willpower, Progressiveness and Simplicity.
Bottom line - no bullshit, straight talk - no nonsense!

The Payoff / Tag line is written in a white text with a black or Salming blue background.



Black and white logo towards a white background



Logotype and payoff in a white text without a black or colored box towards a black bottom.
PLEASE NOTE! This is the ONLY time it is allowed to use the Pay Off without a black or coloured background.



White logo and pay off in white colour towards black and Salming blue background.



Black logo and pay off in white colour towards white and Salming blue background.

Typography

An important part of the graphic profile. It plays a vital role in creating recognition.

Typeface

A coherent use of the typeface makes the graphic profile come across as clear and concise. The Salming typeface is Accord Alternate and it should be used in ALL marketing productions. IF, for some unknown reason, it is impossible - please use Helvetica Neue.

Accord Alt Thin to be used in body text.

Accord Alt Thin with a black background, to be used as part of head line.

Regarding head lines - you might also use Accord alt Medium or Bold instead of using the black or coloured background.

Accord AltThin
Accord Alt Medium
Accord Alt Bold

Roll-ups

Examples...



Examples.

Salming Ads 1213 - available on our ftp server...

