

Brand Style Guide



The logo for Klinikk Farstad is built on the initials K and F. The form is designed so that K embraces F – like a therapist who supports, lifts, and brings new energy.

F stands firmly in the center as a symbol of the person in focus, while K represents the competence and care surrounding them.

In the following pages, you will see how to use the logo correctly and consistently.

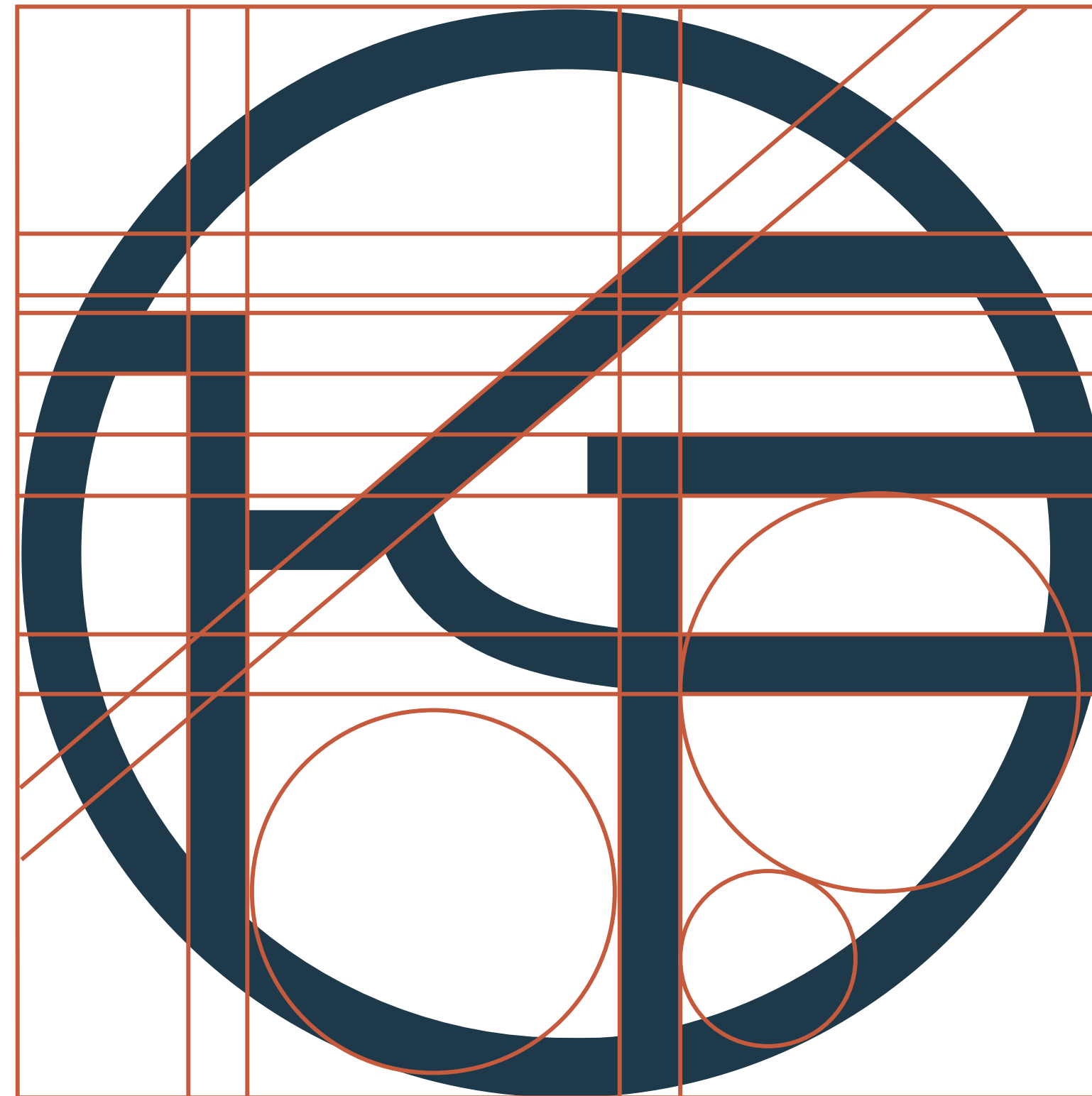
Logoene

logo mark

Circular wholeness and a safe framework

The circular frame around the letters represents wholeness and safety. The clinic is meant to be a place where you gain a clear direction forward, always within a safe framework. The clean, graphic lines express professionalism and structure, while the soft movement in the form illustrates the process from imbalance towards more calm, strength, and mastery in everyday life.

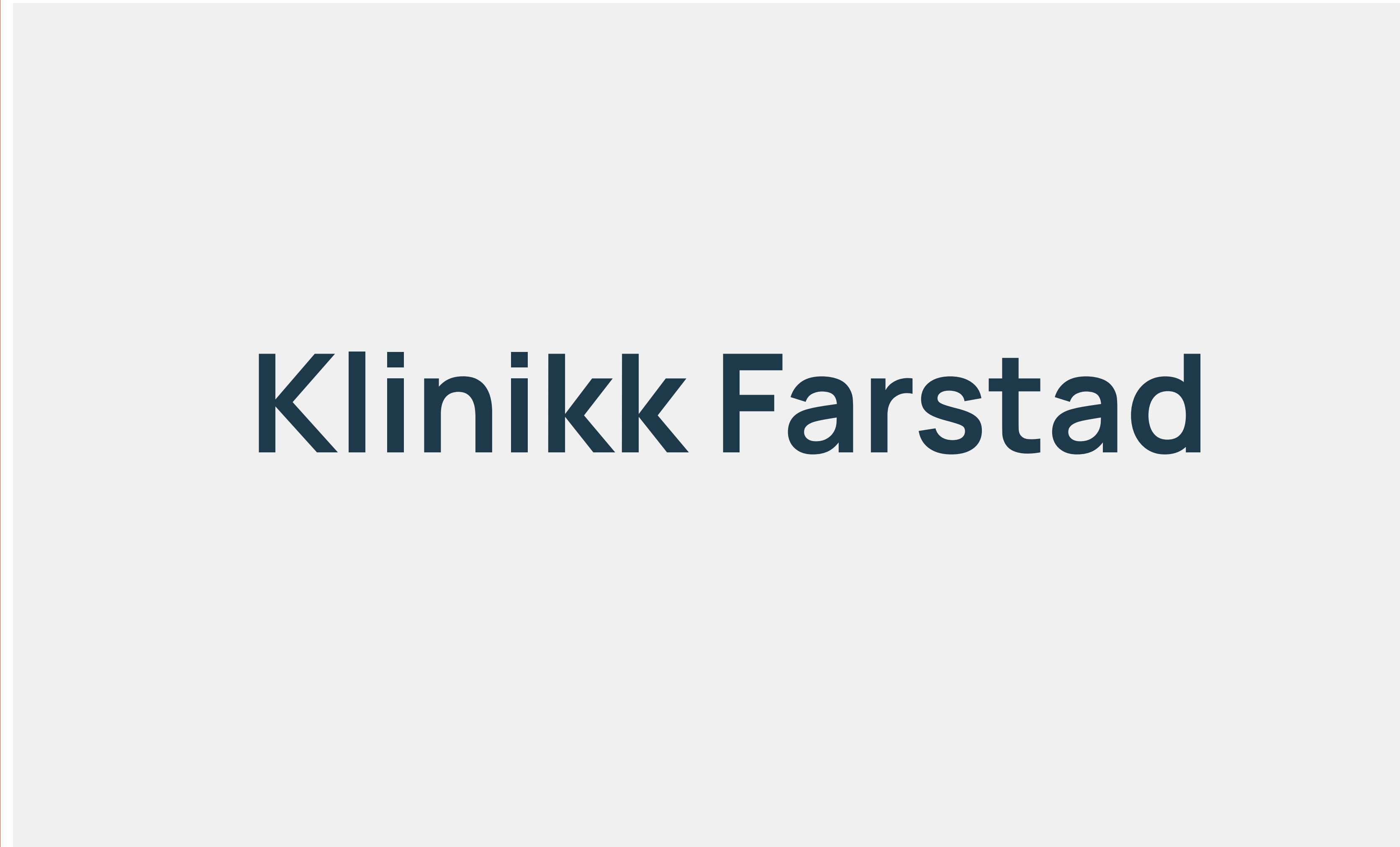
The logo for Klinikk Farstad is built on the initials K and F. The form is designed so that K embraces F – like a therapist who supports, lifts, and brings new energy. F stands firmly in the center as a symbol of the person in focus, while K represents the competence and care surrounding them.



Logoene

wordmark

The wordmark can stand alone without the logomark where the space is limited or it is necessary.



Klinikk Farstad

The Logos

lockups

Our identity is flexible
and responsive

Horizontal Logo

Optimal Uses:
Websites | Billboards | Email Signatures: Letterheads and Stationery

Stacked Logo

Optimal Uses:
Mobile Applications | Packaging | Swing Tags | Social Media Profiles

Stacked Logo



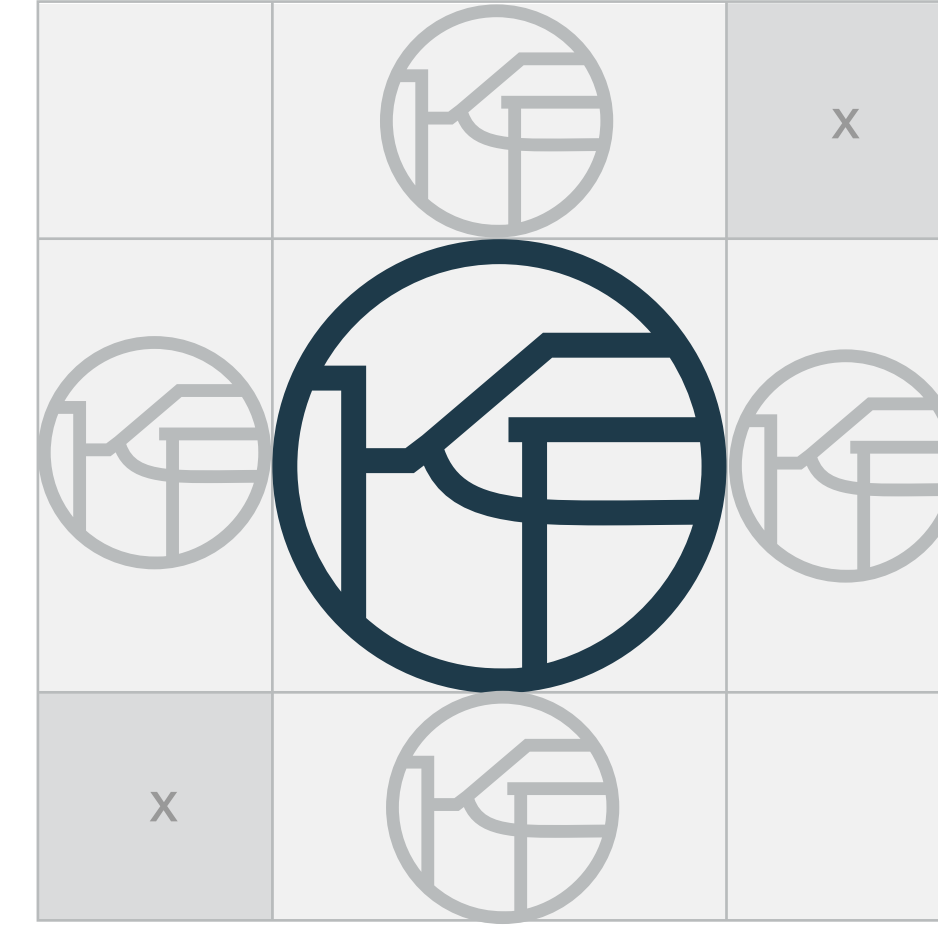
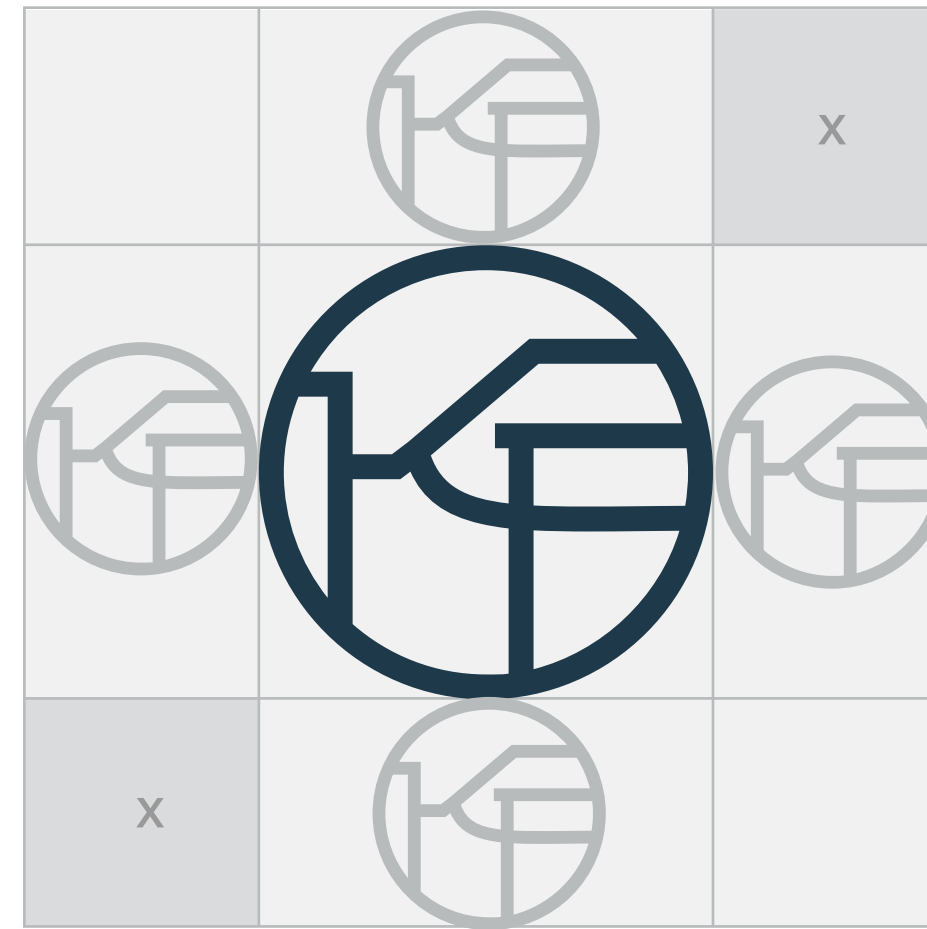
Horizontal Logo



The Logos

logo usage

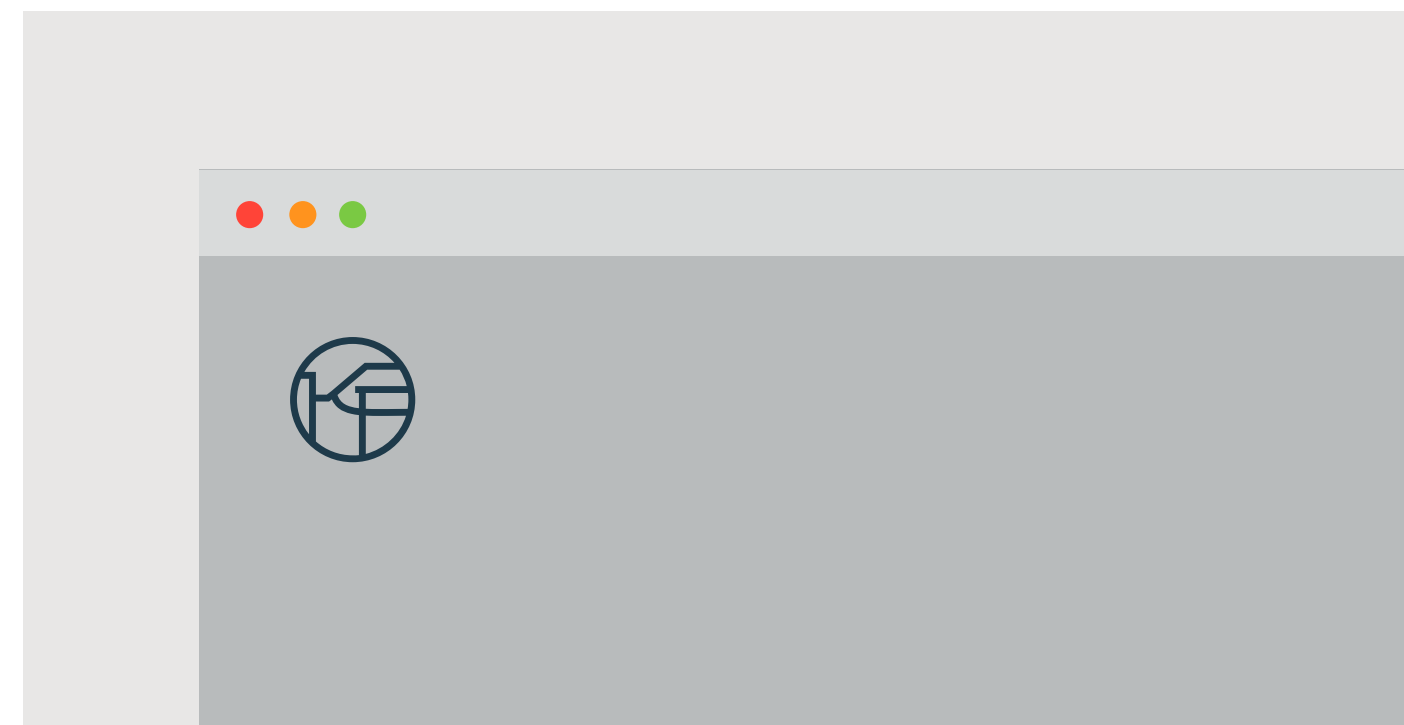
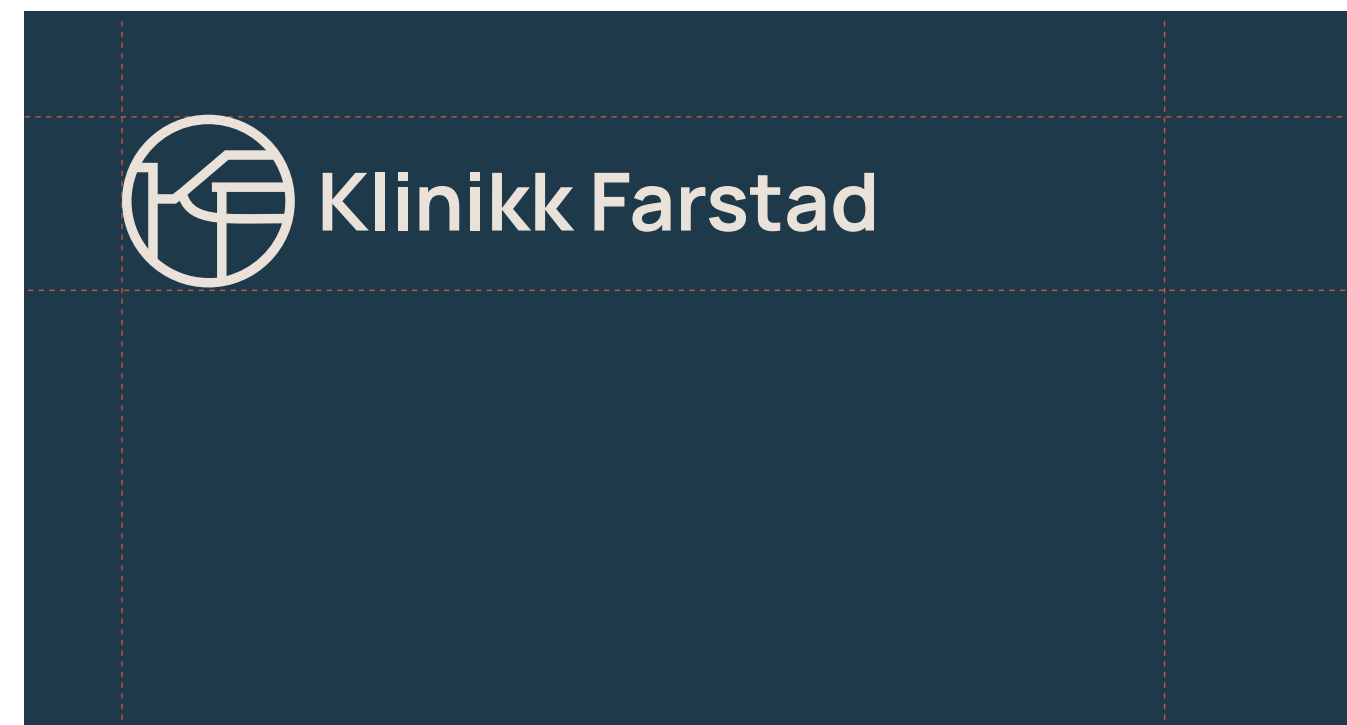
Always leave space around our
logo mark and workmark



The Logos

logo usage

The logo lockups should also be given space to breath

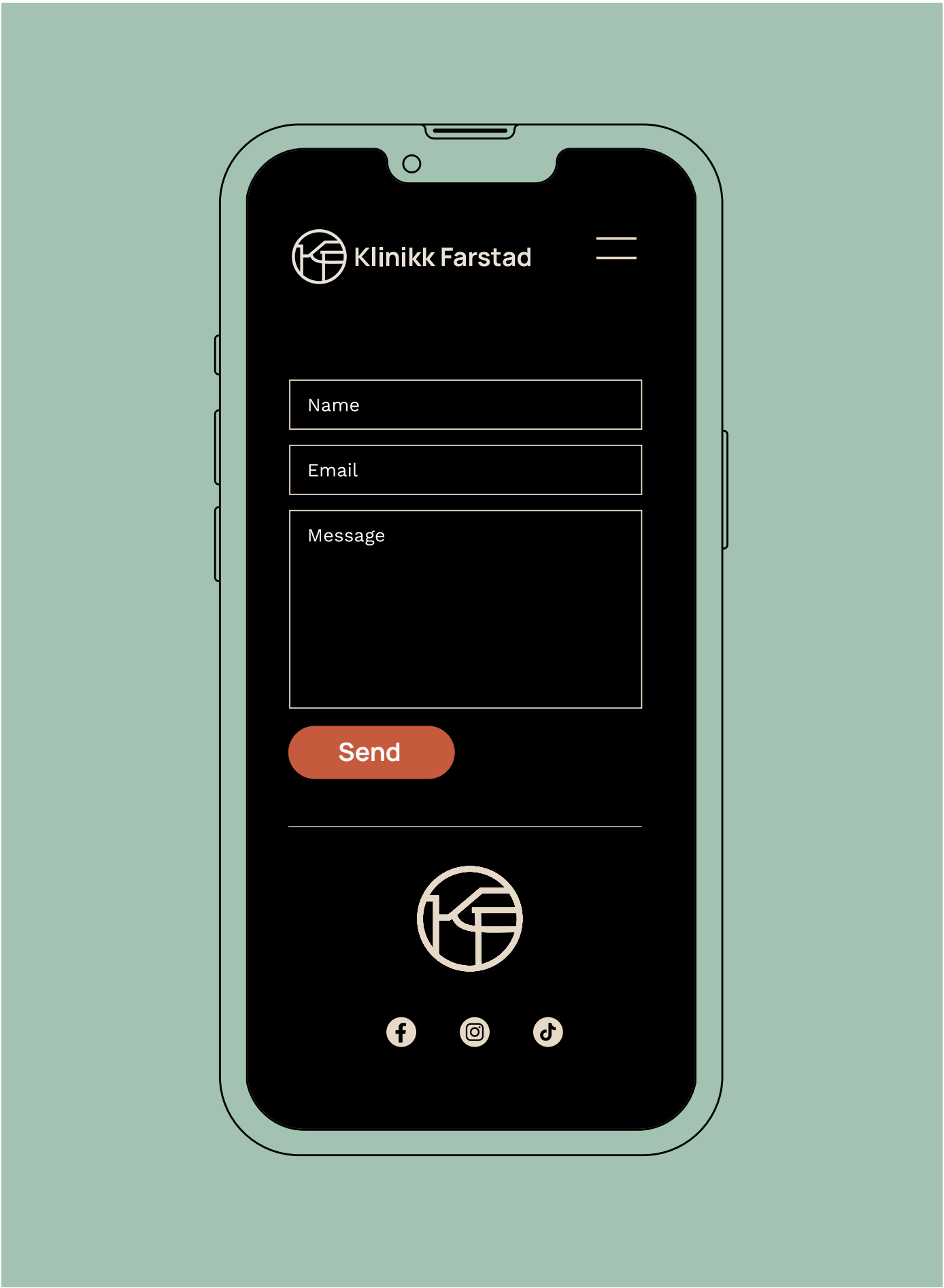


The Logos

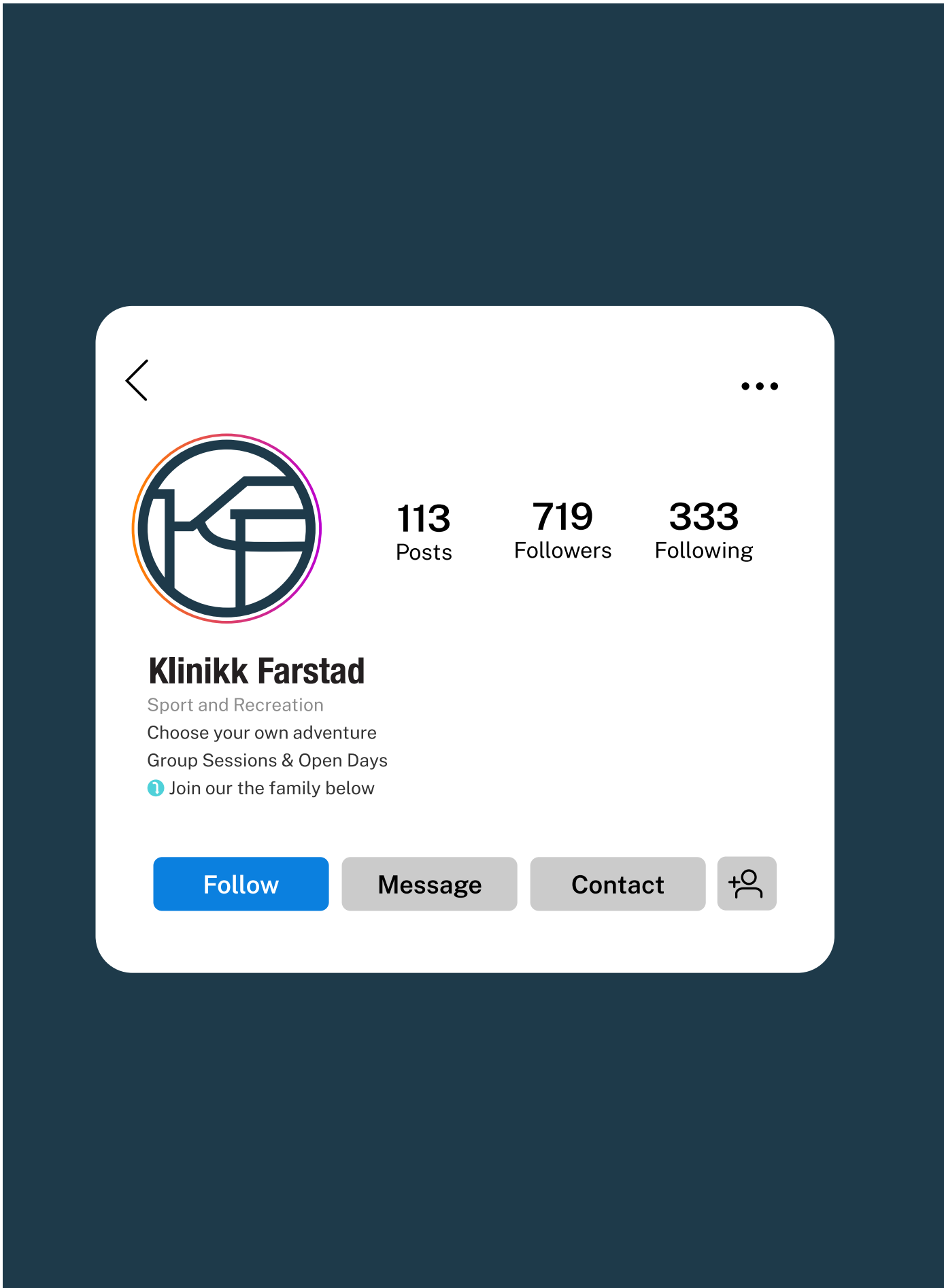
logo online

- Example 1
Horizontal Space = Horizontal Lockup
- Example 2
Minimal space = Logo Mark

Example 1



Example 2



logo rules

How not to use the logo

✗ Do not rotate logo



✗ Do not add a gradient



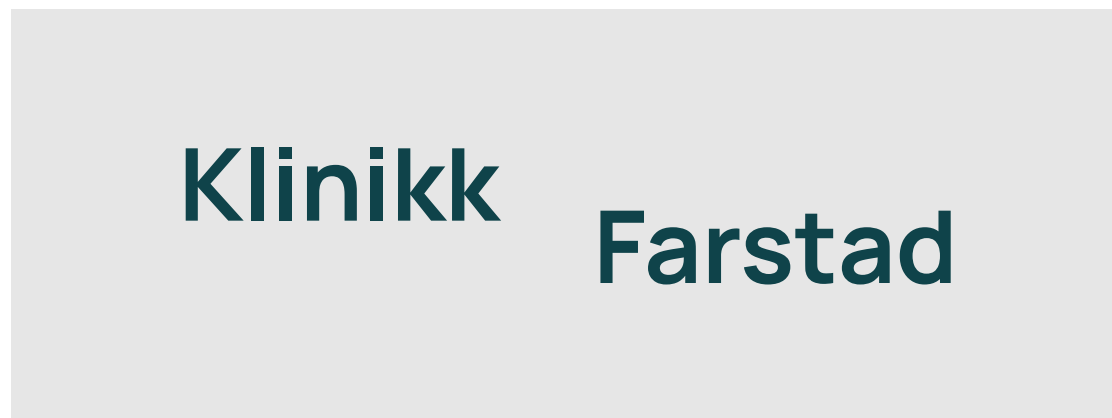
✗ Do not add a shadow



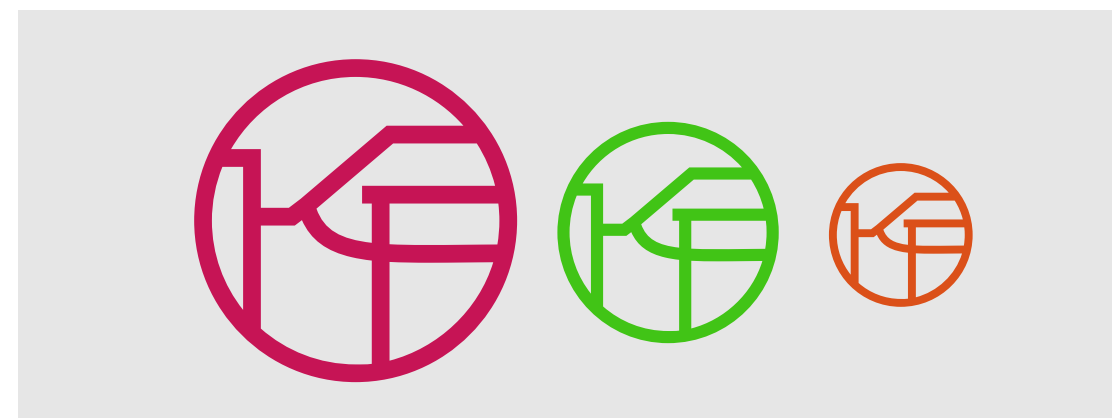
✗ Do not stretch/skew



✗ Do not separate



✗ Do not add colour to elements



✗ Do not use two colours



✗ Do not add a stroke



typography

Typography

overview

Manrope

Extra Light
Light
Regular

Medium
Bold
Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Typography

styles & weights

Simple and clean font

Manrope

Bold

Display | Headlines | Sub-headers

Tracking: -40

Manrope

Regular

Body Copy

Tracking: -40

Typography

hierarchy

How we scale and size our typography is important to ensure we are telling the right message effectively

Headline
Manrop
Bold

Sub-header
Manrope
Medium

Body Copy
Manrope
Regular

CTA
Manrope
Bold

Headline

Sub-header

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia nonnumquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

CALL TO ACTION

Typography

colour usage

How we use colour within our typography is important to ensure we are telling the right message effectively.

Mer ro. Mer kraft. Mer deg

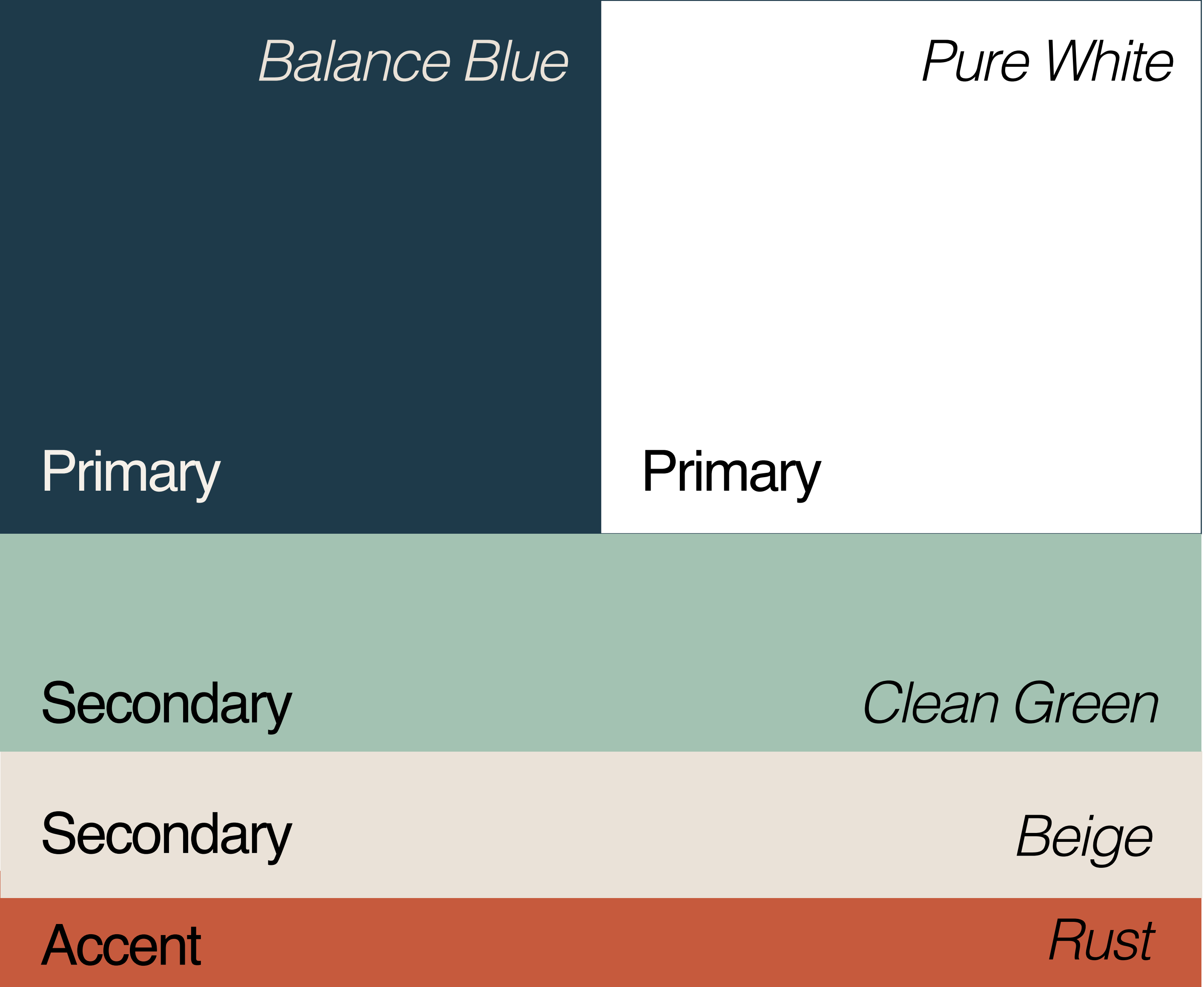
Fra utbrent til robust

Mer ro. Mer kraft. Mer deg

colour

Colour

hierarchy

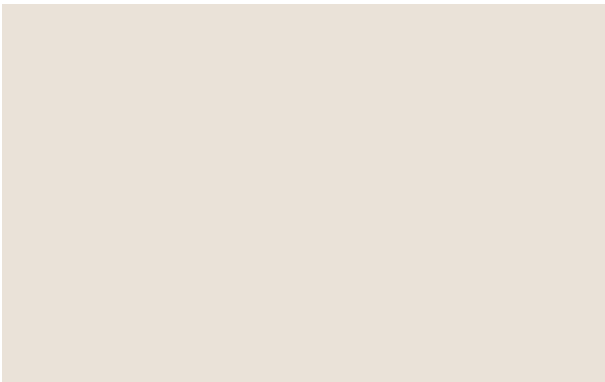


Colour

color codes



Balanseblå
HEX **#1E3A4A**
RGB **30, 58, 74**
HSB **202, 59%, 29%**
CMYK **89, 68, 50, 43**
INKTYPE **Process**



R=234 G=226 B=216
HEX **#EAE2D8**
RGB **234, 226, 216**
HSB **33, 8%, 92%**
CMYK **7, 9, 13, 0**
INKTYPE **Process**

R=255 G=255 B=255 1
HEX **#FFFFFF**
RGB **255, 255, 255**
HSB **0, 0%, 100%**
CMYK **0, 0, 0, 0**
INKTYPE **Process**



KraftRust
HEX **#C65A3D**
RGB **198, 90, 61**
HSB **13, 69%, 78%**
CMYK **17, 77, 83, 5**
INKTYPE **Process**



R=163 G=194 B=178 1
HEX **#A3C2B2**
RGB **163, 194, 178**
HSB **149, 16%, 76%**
CMYK **37, 12, 32, 0**
INKTYPE **Process**



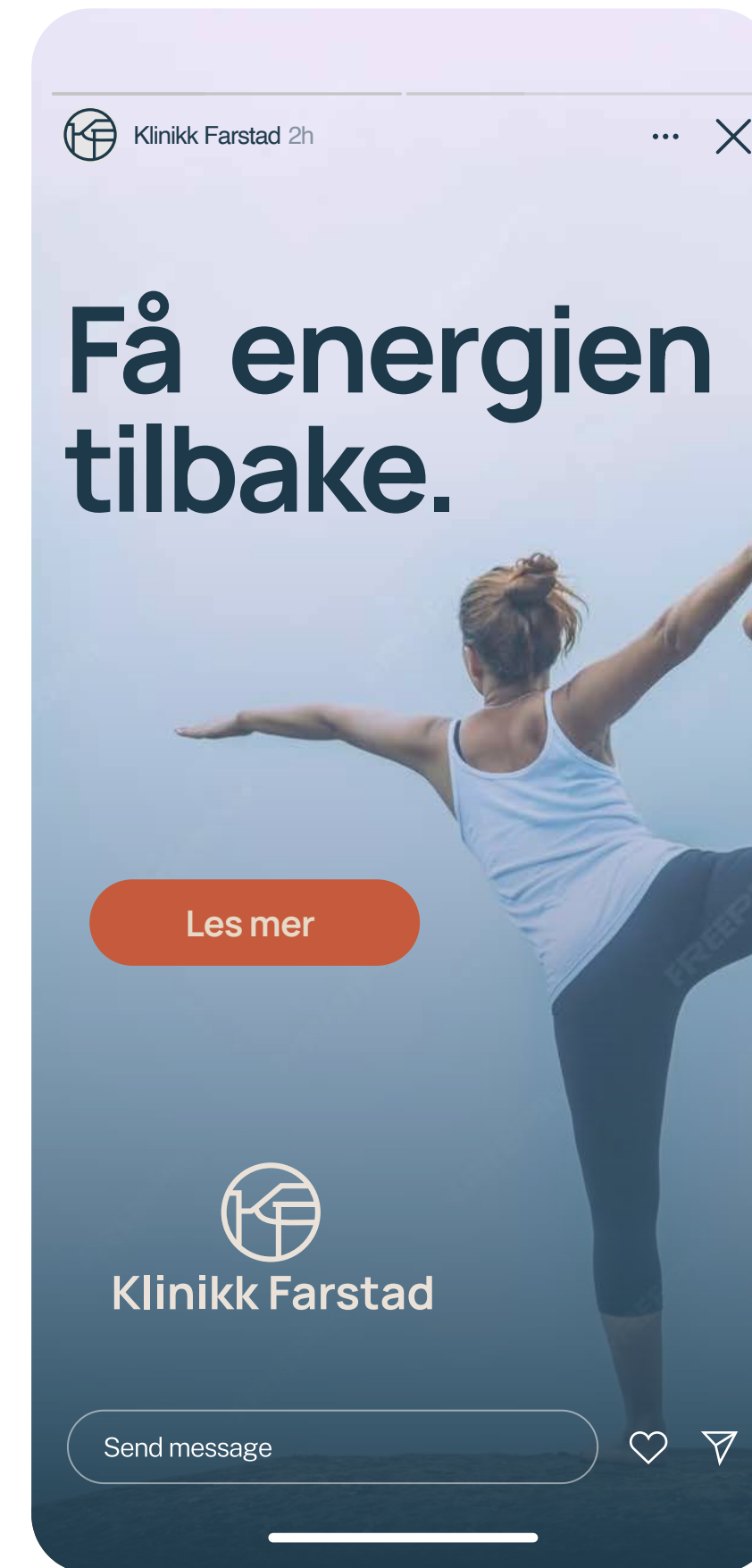
Colour

usage

Our colour palette should be used carefully to ensure our brand is legible



social media examples



social media examples



Assets

more examples



Assets

more examples



Assets

more examples





Klinikk Farstad