



Fragsters - logo kit

Brand idea

The Fragsters brand is more than just a logo. It is a visual system and graphic language with color and text that communicates our vision and values to the target audience.

Morten Beutelmann

Normal logo

Clear space

The Fragsters logo should always be surrounded by a minimum area of space. Scale and proportion should be determined by the available space, aesthetics, function and visibility.



<http://fragsters.org/wp-content/uploads/2016/02/fragsters-color-logo.jpg>



<http://fragsters.org/wp-content/uploads/2016/02/Fragsters-logo-badge.png>

Monochrome – one color

A negative/positive logotype available for one-color purposes such as transfer prints.



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<http://fragsters.org/wp-content/uploads/2016/03/fragsters-color-logo.svg>

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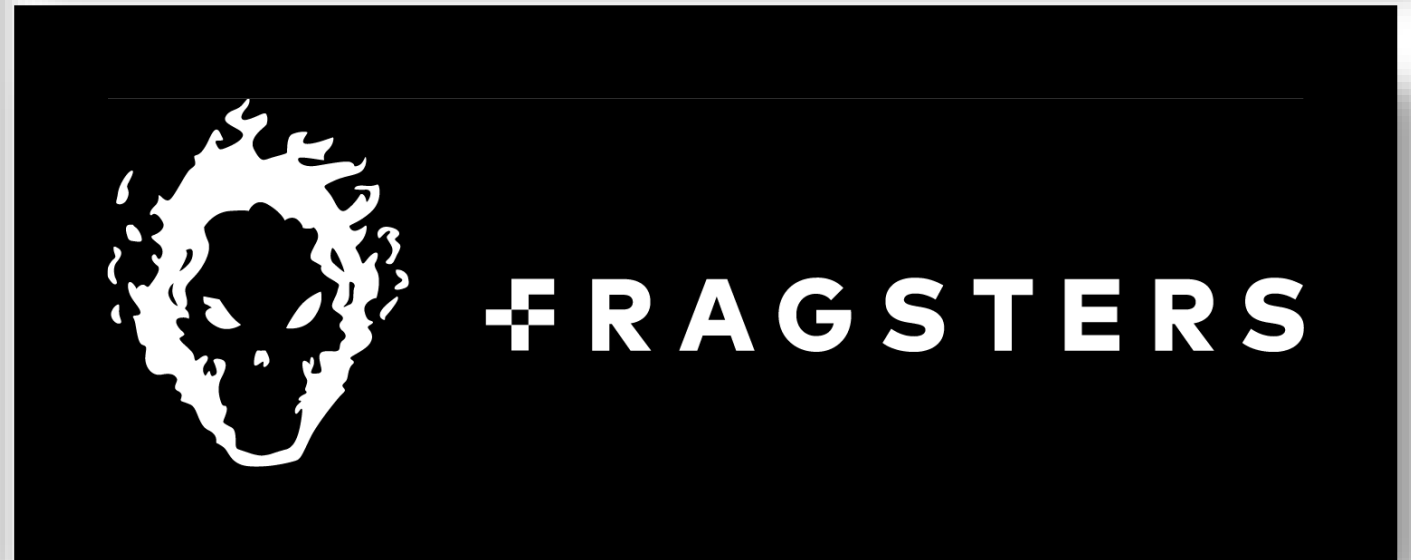
http://fragsters.org/wp-content/uploads/2016/01/fragster_logo_text_only_black-1.png

Monochrome - white on black

http://fragsters.org/wp-content/uploads/2016/01/fragster_logo_text_only_white.png



http://fragsters.org/wp-content/uploads/2016/11/fragster_logo_white.png



http://fragsters.org/wp-content/uploads/2016/11/fragster_logo_horizontal_white.png

Logo – typical errors

Logo usage
One must simply avoid these typical errors.



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Got a question?



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