

Handbook Logotype



Variants

1 Full logo

Complete logo with text, icon, and frame.



2 Horizontal

Text and icon, without frame. Preferably used when the logo needs to be in a landscape format or when the logo must be small, and including the full logo makes the text unreadable.



3 Text

Text only, without icon or frame. Can be used, for example, when one wants to keep the logo as minimalist as possible while retaining the company name.



4 Icon

Lightning bolt icon only. Preferably used in situations with very limited space, such as a website's browser tab icon (favicon).



Color alternatives

Each logo variant, except for the icon, is delivered in these color options:

Color

Suitable for light backgrounds.



Color - Inverted

Suitable for dark backgrounds.



Monochrome

A single color, black or white. This format may be required for different types of printing, 3D printing, etching, and when other companies want to link to Torpets Elteknik's website for sponsorship or similar.



Technical info

File formats

Each logo variant is delivered in 3 different file formats:

PNG

Commonly used for the web and other digital areas. They have a transparent background, high image quality, and can be saved repeatedly without losing quality.



PDF

Ideal for preserving the logo's appearance and formatting across various platforms and devices. They can be used both digitally and in printed materials. PDF files work well for presentation materials, printing, brochures, and similar uses where the logo needs to maintain high quality and scalability.



SVG

Vector-based and can be scaled up to any size without losing quality. They are ideal for use in very large formats, such as on websites, in print, and in scalable graphic elements, ensuring the logo remains sharp and clear.



Sizes

To make it easy to use the logo in various digital contexts, the PNG version is delivered in 5 different sizes. The size is indicated in pixels in the folder name.

Working files

In the main folder, there is a subfolder containing copies of the files used to create the logo (in two different file formats). The working files include all logo variations and can be useful if any changes need to be made in the future.

Font & color

Typeface

Ubuntu - A free font commonly pre-installed in operating systems and various programs. It is also available for [free download](#).



Primary color

Carrot orange

Hex: #F891D
HSB: 34, 88, 97
HSL: 34, 100%, 67%
CMYK: 0, 38, 88, 3
RGB: 248, 153, 29



Suggestions for matching colors

Xanthous

Hex: #FFC759
HSB: 40, 65, 100
HSL: 40, 100%, 67%
CMYK: 0, 22, 65, 0
RGB: 255, 199, 89



Blue green

Hex: #219EBC
HSB: 192, 82, 74
HSL: 192, 70%, 43%
CMYK: 82, 16, 0, 26
RGB: 33, 158, 188



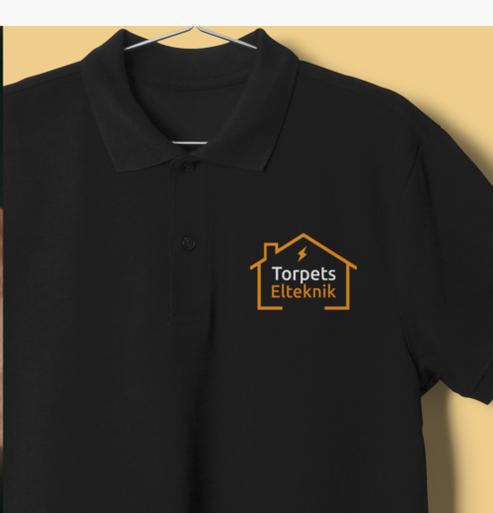
Sky blue

Hex: #8ECAE6
HSB: 199, 38, 90
HSL: 199, 64%, 73%
CMYK: 38, 12, 0, 10
RGB: 142, 202, 230



Prussian blue

Hex: #023047
HSB: 200, 97, 28
HSL: 200, 95%, 14%
CMYK: 97, 32, 0, 72
RGB: 2, 48, 71



Keshti Gyllinger

www.keshti.se