



# Graphic manual

Möbelfakta is a brand that stands for quality, environmental awareness and social responsibility. Furniture that meets the requirements and has been certified by Möbelfakta may be marked with our logo. Möbelfakta's marking is a guarantee for everyone in the furniture industry. The fact that we together care for the Möbelfakta brand is the basis of our strength. It will make a difference to mark your furniture with Möbelfakta.

Logo.....	Page	03
Colours .....	Page	09
Marketing.....	Page	11

# Logo

Download the logo on our webpage

Möbelfakta's logo is a representative of our brand and our work. It is our signature and our seal of quality. It consists of a symbol and the word Möbelfakta. The symbol is made up of three triangles that represent Möbelfakta's three requirements; Quality, Environment and Social Responsibility. Together, the three triangles form a stylized M.



The logo consists of a stylized icon on the left, composed of two dark green triangles meeting at a diagonal line, followed by the word "Möbelfakta" in a dark green, sans-serif typeface.

Möbelfakta

The positive (dark) version of the logo is intended for use on a white or light background.

The logo is rendered in white against a dark, wood-grain textured background. It features the same stylized icon and the word "Möbelfakta" in a white, sans-serif typeface.

Möbelfakta

The negative (white) version is intended for use on a black or dark background, or over photos.

Place the logo left-aligned. Use the specified margins and set the logo in black or white. Always use the logo in its entirety.



The logo must be surrounded by a free space corresponding to the height of the symbol..

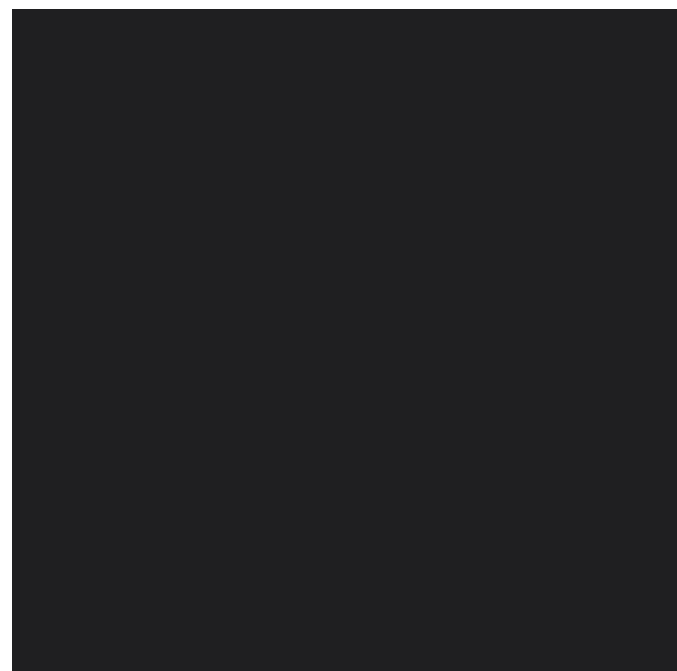


The logo is also available in a square version that is suitable for use where the oblong version does not work due to the format. For example, in lists together with other markings.



# Colours

Möbelfakta's color palette consists primarily of various tones of turquoise and green. There is also a black for text, and two neutral, light colors used as background colors.



RGB 30, 30, 32  
Hex #1E1E20  
RGB 30, 30, 32  
CMYK 77, 67, 59, 79



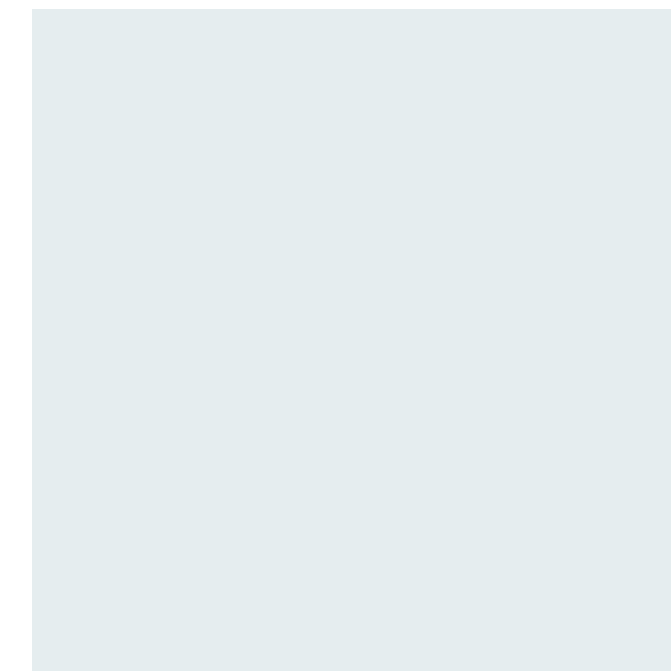
RGB 0, 54, 44  
Hex #00362C  
RGB 0, 54, 44  
CMYK 92, 48, 72, 64



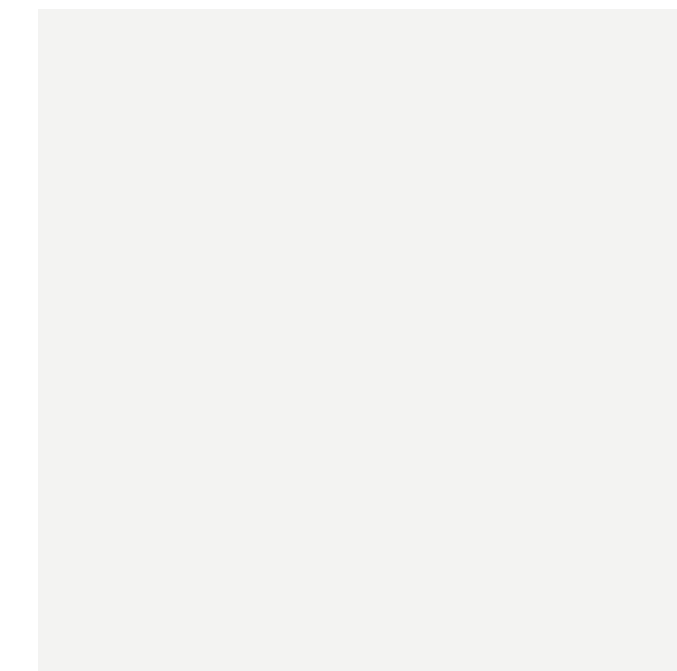
RGB 0, 131, 135  
Hex #008387  
RGB 0, 131, 135  
CMYK 83, 26, 44, 10



RGB 81, 215, 211  
Hex #51D7D3  
RGB 81, 215, 211  
CMYK 59, 0, 25, 0



RGB 230, 238, 240  
Hex #E6EEF0  
RGB 230, 238, 240  
CMYK 12, 4, 6, 0



RGB 244, 244, 243  
Hex #F4F4F3  
RGB 244, 244, 243  
CMYK 5, 4, 5, 0

# Marketing manual

As a manufacturer of certified products, you have the right to use the Möbelfakta logo in your marketing. If you have any questions about using the trademark, please contact us at [info@mobelfakta.se](mailto:info@mobelfakta.se)

See also the license terms (section 6) for information about the licensee's marketing and information obligations.

Guidelines for marketing with Möbelfakta:

- Use the Möbelfakta brand only for approved products and link the product to the declaration number.
- Marketing must not give the impression that it applies to other products or parts of the business that are not licensed.
- During the license period, Möbelfakta may be used in product documentation and in digital channels, but only in direct connection with registered products.



