



Västerbottensost  
guidelines for trademark use



Västerbottensost has a distinguished position among Swedish hard cheeses. Both the way it is produced and its character have remained unchanged since 1872. Västerbottensost was produced at a large number of independent dairies at the beginning of last century, resulting in a great variation in quality. To address this problem, Västerbotten County's cheese dairies registered the trademark so they could guarantee the quality of the cheese. Since that time, the "W" with its earl's crown has adorned each and every Västerbottensost cheese produced, and the quality has remained consistently high.

The goal of Västerbottensost's graphic representation is designed to confirm the trademark's core value: "unchanging, yet modern". In a time of constant change, the desire for enduring quality has become increasingly important. The feeling of timeless quality is therefore our most important competitive edge in today's market.

The graphic profile of Västerbottensost cheese is built around just one thing – the trademark. The design should otherwise be subdued. It is consciously discreet and conveys authenticity, originality and the cheese's robust character. But "discreet" does not mean "bland". The use of high quality printing methods and materials is highly recommended and the packaging process should reflect the same pride in craftsmanship as is embodied by the product itself.



### **Standard version**

The trademark consists of a "W" crowned with an earl's crown and the name "Västerbottensost" printed in a special font. The motif is printed in black with white filling the body of the "W". The gold-coloured background is either included or omitted depending on the printing technique used:

1. Golden metallic colour (Pantone 871 C). This is the basic design. It should not be used in conjunction with uncoated paper or if the printing technique in question will not produce a satisfactory result.
2. If possible, the logo can be rendered in gold foil. This technique should not be used for sizes smaller than 20mm, however.
3. Four-colour printing. In this case, a special original with a tinted colour mixture is used. This mixture has been selected so as to resemble gold as closely as possible.

Always use the appropriate original for the specific printing technique or areas of application. Note that a special original is to be used for sizes smaller than 30mm. This original places the ® symbol outside of the trademark.

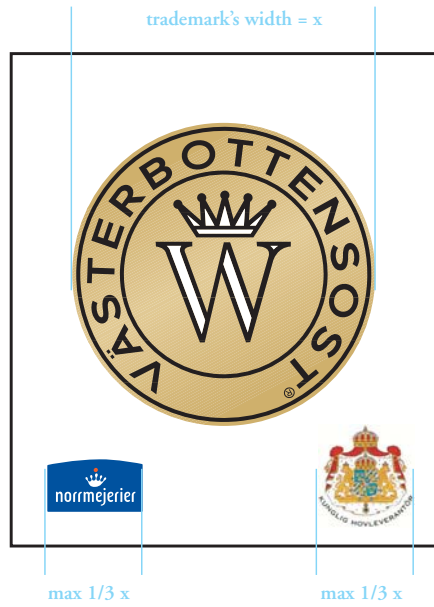
### *Background colour*

- |              |                                   |
|--------------|-----------------------------------|
| Spot colour: | Pantone 871 C                     |
| 4 colour:    | according to the digital original |
| Decal foil:  | 3M 100-54 or equivalent           |
| Monitors:    | according to the digital original |



### Backgrounds

The trademark can be applied in its original form on a white, dark or golden background. A version with a white contour can be used in conjunction with other background colours or "busy" backgrounds, such as images.



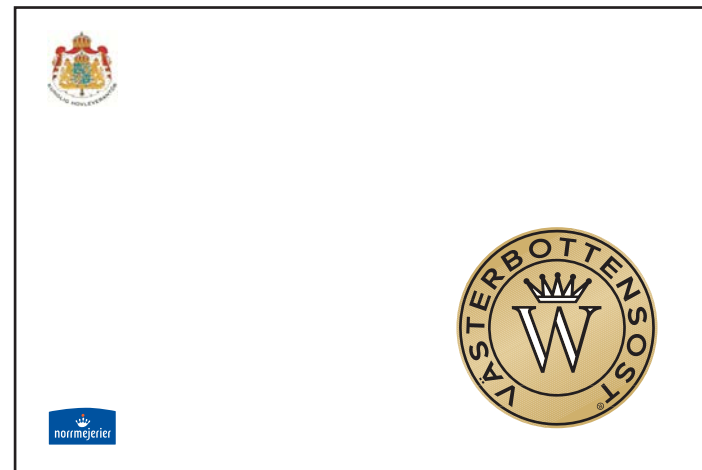
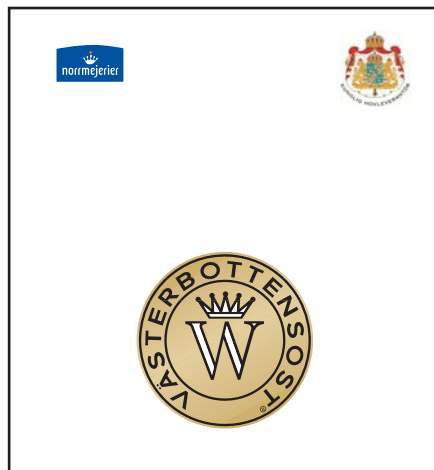
### In combination with other logotypes

The trademark must never be placed so as to suggest association with other logotypes or graphic elements.

When space allows, the national coat of arms, that is, the mark of an official purveyor to the King, should be used together with the Västerbottensost trademark. In cases where a mark identifying corporate affiliation is required, Normmejerier's logotype can also be used.

When these trademarks are used together, the Västerbottensost trademark should always be dominant. The secondary trademarks should be placed as far as possible from the product trademark and from each other, respectively. Under no circumstances are the secondary trademarks to be larger than one-third of the breadth of the product trademark.

See also the separate graphics instructions for the respective trademarks.



Examples of the concurrent placement of trademarks.

Adobe Garamond (Regular)

ABCDEFGHIJKLMNO abcdefghijklmno  
1234567890!?!&

Adobe Garamond Italic

*ABCDEFGHIJKLMNO abcdefghijklmno*  
*1234567890!?!&*

Adobe Garamond Regular SC (small caps)

ABCDEFGHIJKLMNO ABCDEFGHIJKLMNO  
1234567890!?!&

Font colour

Black  
Gold

## Fonts

Fonts from the Adobe Garamond family should be used in the case of text included in printed materials and advertising, and as far as possible in all other materials.

*Headings:* Adobe Garamond Italic

*Subheadings etc.:* Adobe Garamond Regular SC

*Running text:* Adobe Garamond (Regular)

*Emphasised text:* Adobe Garamond Italic

The following alternatives may be used for computer screens or in situations in which Garamond cannot be used:

*MS Word and Powerpoint:* Times New Roman

*Internet sites (html)*

*Running text:* Verdana

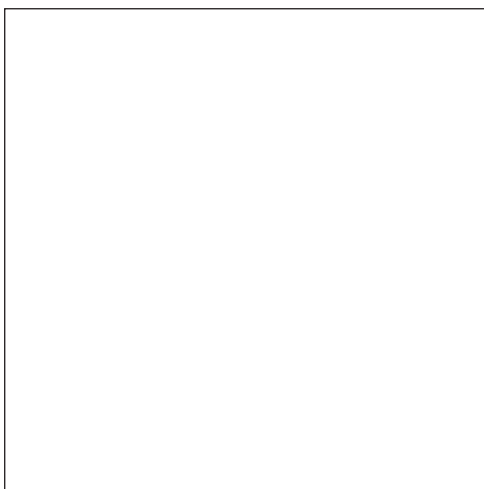
*Headings:* Georgia

*Font colours:* black, except for in headings, where gold may also be used.

*Gold colour*

Pantone: 871C

CMYK: 16C 26M 65Y 4K



### Spot colours and background patterns

In principle, spot colours and adornments should be avoided. Backgrounds used in conjunction with text and images should be primarily white.

Golden metallic (Pantone 871) can be used as the background colour for profile materials such as packaging, in-store materials or promotional give-aways. In cases such as these, a special background pattern can also be used. The pattern consists of the “W” with its crown repeated to form a wallpaper pattern. The background pattern is produced in two golden metallic tones.

The gold-coloured background should not be used if the printing technique or material used does not allow for a high quality result. The gold colour used as a background colour should never be simulated with 4 colour printing or in digital displays. Simulated gold colour may be used for coloured headings, however.

Black may also be used as a background colour for smaller areas and for contrast. Black should never be the dominant colour, however, and should not give the impression of being the profile colour.