

TEAM
RYNKEBY
2022

TEAM RYNKEBY

MAIN LOGO

This is the new main logo as used on the 20 years celebration teamwear of 2021.

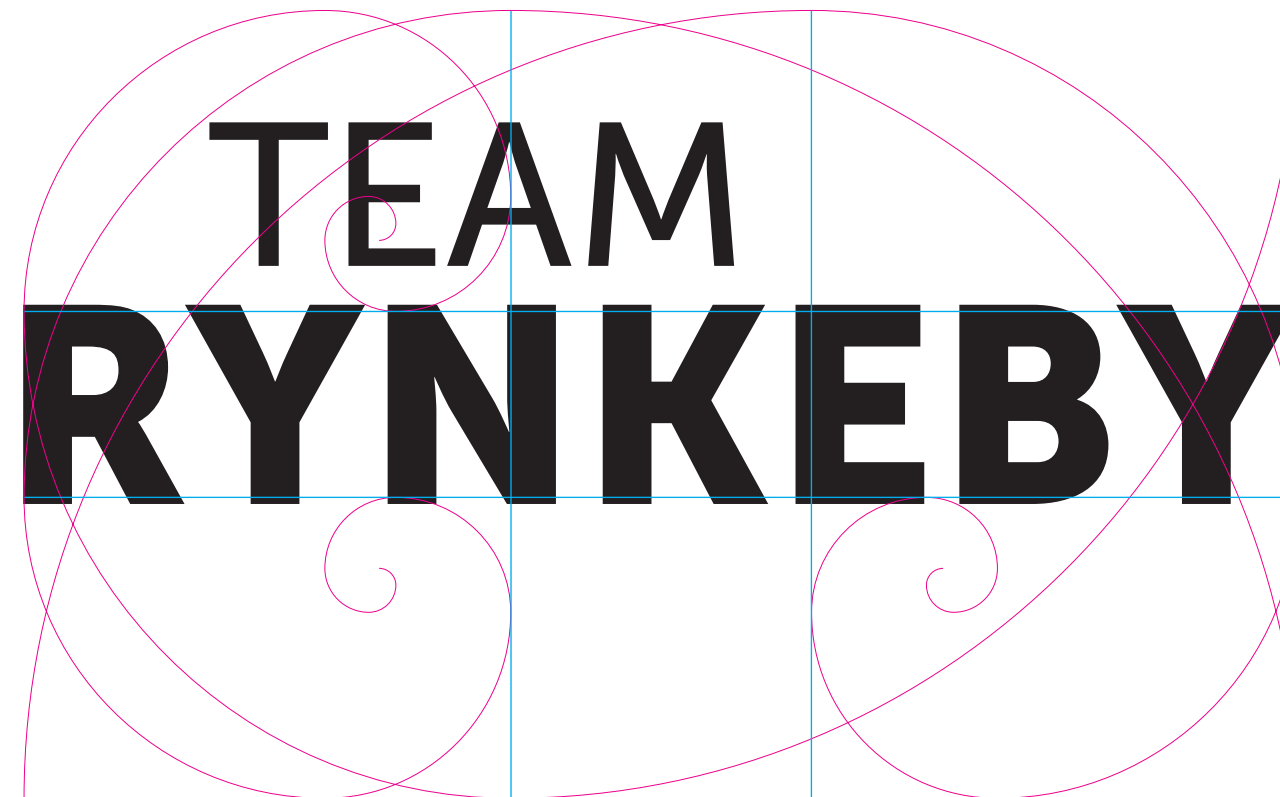
The logo has been constructed by using the rules of the Golden Ratio and is therefore both balanced mathematically and optically which results in a logo pleasing to the eye.

It is the ultimate mediator of the visual identity and takes a fundamental part of the brand. It is therefore also important that:

- Any version of the logo is never to be changed or corrupted. This means that it should not be cropped or altered in its proportions. It must also not be included as a part of another symbol other than the symbols described in this guide.
- It is used when the Team Rynkeby brand is the sender.
- It can be used in Black, White or Prime Yellow (only on black) **only**.

The **TEAM RYNKEBY** logo should clearly appear in any communication where **TEAM RYNKEBY** is the sender.

TEAM
RYNKEBY



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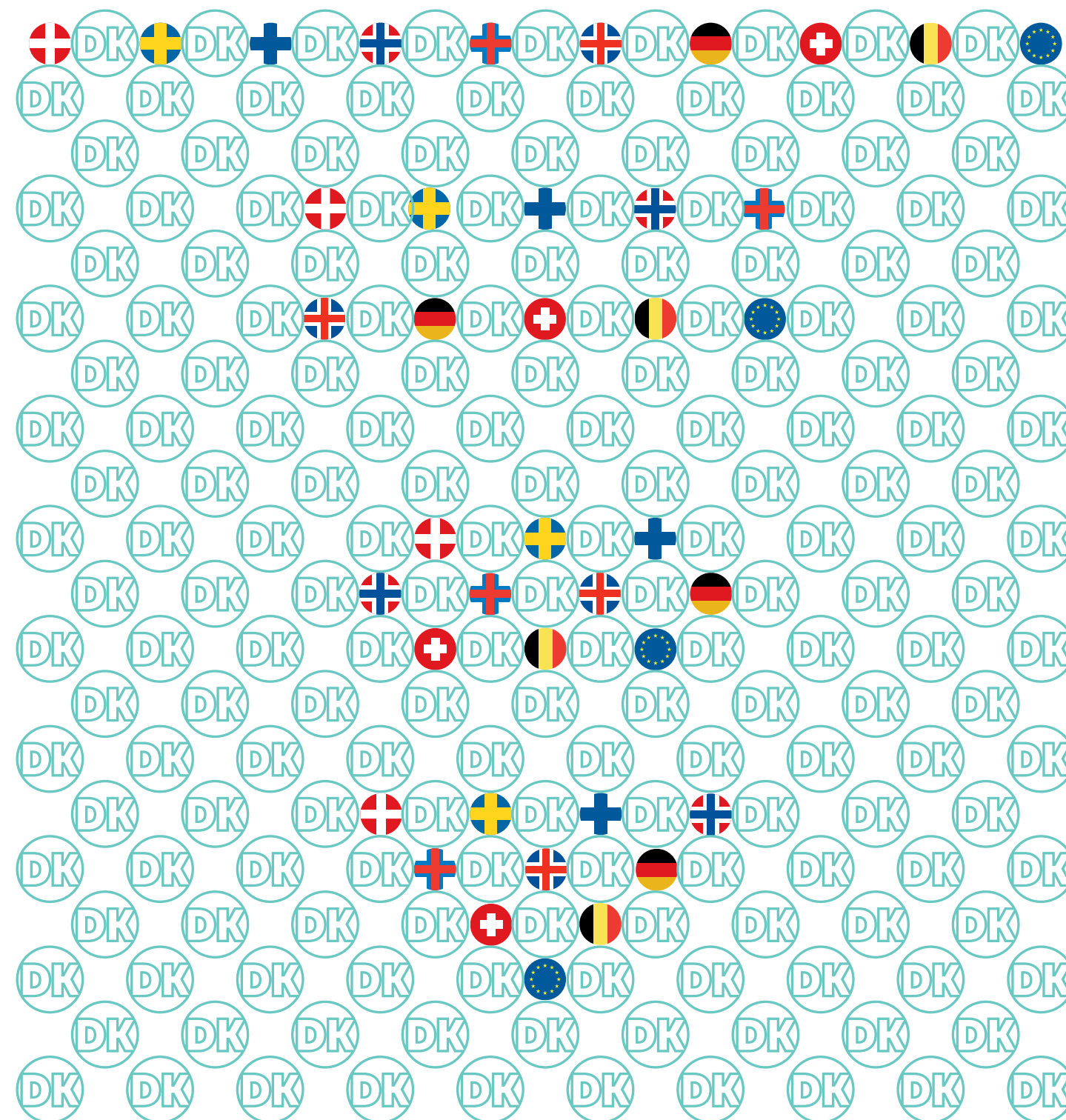
THE GLOBAL LOGO

The Global logo is to be used for Global communication when Team Rynkeby is the sender.

It is important that:

- The logo is never to be changed or corrupted. This means that it should not be cropped or altered in its proportions. It must also not be included as a part of another symbols.
- It is used when the Team Rynkeby brand is the sender.
- It can be used in Black, White or Prime Yellow (only on black) **only**.

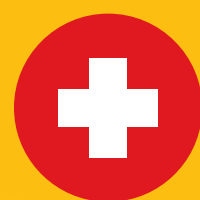




TEAM RYNKEBY

ELEMENTS

The flag elements seen below are used as country identification marks and can be used alone with a team name or in groups arranged as needed within the provided grid system. In the grid system it is always possible to find a symmetrical arrangement no matter how many or few elements you have. More flags can be added or removed when needed



TEAM RYNKEBY

SUPPORTED BY **ECKES** granini

SUPPORTED BY
ECKES granini

TEAM RYNKEBY

SUPPORTED BY

The "Supported by Eckes Granini" element should always be used on any communication external and internal.

If it is obvious, **TEAM RYNKEBY** is the sender you can use the element without **TEAM RYNKEBY**. Otherwise you should use the full "**TEAM RYNKEBY** supported by Eckes Granini" logo.

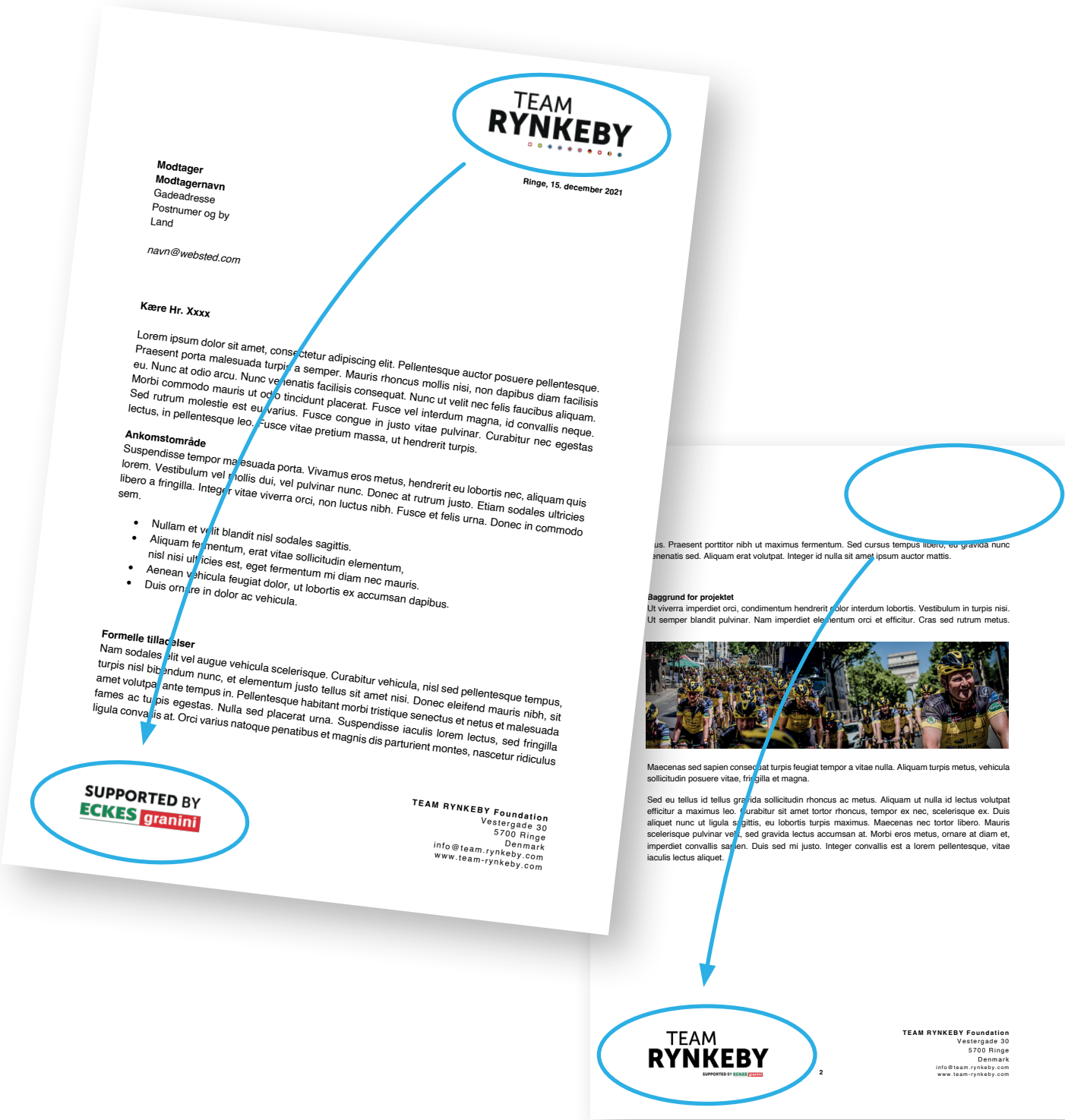
THE USE OF

"SUPPORTED BY" ELEMENTS

The "Supported by Eckes Granini" element should always be used on any communication external and internal.

If it is obvious, **TEAM RYNKEBY** is the only sender, you can use the element without **TEAM RYNKEBY**. Otherwise you should always use the full "TEAM RYNKEBY supported by Eckes Granini" logo.

The Word template used as an example here, is also available in the logopack provided.





TEAM
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RYNKEBY



TEAM
RYNKEBY

TEAM **RYNKEBY**

NEW LOCALIZED LOGO
WITH BRAND

TEAM RYNKEBY

LOCALIZED LOGO
WITH BRAND, TEAMNAME AND
COUNTRY IDENTIFICATION MARK



TEAM
RYNKEBY

 SØNDERJYLLAND

TEAM RYNKEBY

ALL CURRENT COUNTRIES



TEAM
RYNKEBY
🇩🇰 SØNDERJYLLAND



TEAM
RYNKEBY
🇫🇷 FØROYAR



TEAM
RYNKEBY
🇮🇸 ÍSLAND



TEAM
RYNKEBY
🇳🇴 ARCTIC



TEAM
RYNKEBY
🇸🇪 GÖTEBORG



TEAM
RYNKEBY
🇫🇮 JYVÄSKYLÄ-KUOPIO



TEAM
RYNKEBY
🇨🇭 ZÜRICH



TEAM
RYNKEBY
🇩🇪 FLENSBURG



TEAM
RYNKEBY
🇧🇪 BRUXELLES

TYPOGRAPHY

MUSEO SANS

The extensive font family Museo by Jos Buivenga comprises four different styles. Museo, Museo Slab, Museo Sans and Museo Sans Rounded. Eventhough we will only make use of the Museo Sans font.

Museo Sans shares its basic character forms with those of Museo, whereby the almost total lack of differentiation in line width emphasizes the linear character of the letters. Because of the lack of variation in line width,

Museo Sans has a geometrical appearance. The large counters and a generous x-height make Museo Sans substantial and accessible and ensure that it is clearly legible both in display and small text font sizes.

Museo Sans comes in five weights, each with matching Italic cuts.



abcdefghijklmnopqrstuvwxyz

PRIMARY TYPEFACE

MUSEO SANS

Primarily the first 3 weights (900, 700 and 500) must be used for print.

The last 2 weights (300 and 100) should be avoided to keep it legible.

Museo Sans 900

ABCDefghijk01234,.&%?

Museo Sans 500

ABCDefghijk01234,.&%?

Museo Sans 300

ABCDefghijk01234,.&%?

Museo Sans 100

ABCDefghijk01234,.&%?

SECONDARY TYPEFACE

HELVETICA

The secondary font is meant as a fallback and should only be used when it is impossible by technical reasons to use the primary font.

It can be used on internal and external communication materials where it is not appropriate to use the primary font.

Helvetica Bold

ABCDefghijk01234,.&%?

Helvetica Regular

ABCDefghijk01234,.&%?

Helvetica Light

ABCDefghijk01234,.&%?

BRAND COLOURS

AND USE OF THEM

The primary colours of the brand are Black, White or Prime Yellow (only on black) and the logotype can be used in Black, White or Prime Yellow (only on black) **only**.

The secondary colours are for backgrounds and watermarks only.

PRIMARY COLOURS

<div>1</div> <div>BLACK</div> <div>Pantone BLACK C</div> <div>CMYK 0 0 0 100</div> <div>HEX #000000</div>	<div>1</div> <div>WHITE</div> <div>Pantone WHITE C</div> <div>CMYK 0 0 0 0</div> <div>HEX #FFFFFF</div>	<div>1</div> <div>PRIME YELLOW</div> <div>Pantone 1235 C</div> <div>CMYK 0 27 100 0</div> <div>HEX #FFB81C</div>
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SECONDARY COLOURS

<div>2</div> <div>YELLOW</div> <div>Pantone 123 C</div> <div>CMYK 0 22 100 0</div> <div>HEX #FFC72C</div>	<div>3</div> <div>YELLOW</div> <div>Pantone 122 C</div> <div>CMYK 0 18 98 0</div> <div>HEX #FED141</div>	<div>4</div> <div>YELLOW</div> <div>Pantone 115 C</div> <div>CMYK 0 14 96 0</div> <div>HEX #FDDA24</div>	<div>5</div> <div>YELLOW</div> <div>Pantone 107 C</div> <div>CMYK 0 10 94 0</div> <div>HEX #FBE122</div>
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USE OF THE LOGO

FACEBOOK & MAIL USE

The logo can be used as a part of a profile picture on Facebook.

The Team should use the suggested profile picture, which is also provided in the new logo-pack. Please use a action or situation picture for your cover photo.

For the Main Team Rynkeby Facebook account a Global profile picture is provided in the logo-pack.

On you own private profile picture you can add a frame. You just have to search for "Team Rynkeby 20years", then add your Country-frame to your profil picture.

Mail signature should be written In the same style all over. Use The Secondary Typeface (Helvetica) In Regular And Bold as follows:

- Regards: 12/9 pt Regular
- **NAME: 15/9 PT BOLD (ALL CAPS)**
- Titel: 12/9 pt Regular
- Contact: 10/6 pt **Bold**/Regular

As a part of the Team Rynkeby Foundation you can use the flag line to indicate That You Are Global. Both The Signature Pictures are available in the Logo-pack.



Med venlig hilsen/Best Regards

JESPER BJERG

Landechef/Country Manager Danmark

Team Rynkeby Fonden
Vestergade 30
DK – 5750 Ringe
CVR: 3531 8798

Phone: +45 2014 0299
Mail: jeb@team-rynkeby.com
Web: www.team-rynkeby.dk
FB: www.fb.com/TeamRynkeby



Med venlig hilsen/Best Regards

K. A. GEBORDET

Team Manager Sønderjylland

Team Rynkeby Sønderjylland Phone: +45 2030 0302
S. A. Jensens Vej 4 Mail: info@team-rynkeby.com
DK – 6200 Aabenraa FB: www.fb.com/TeamRynkeby



TEAM RYNKEBY

SUPPORTED BY **ECKES** granini

Udviklet og samfattet af

