



PRIMARY FONT

Aa

Europa Grotesk Bold

**ABCDEFGHI
JKLMNOPQRSTUVWXYZ**

**abcdefghi
jklmnopqrstuvwxyz**

**123456789
{ \$ % # } [] ? > < ^ & @ " ! | : ; = \ _ - ~**

Europa Grotesk Bold is a bold sans-serif typeface defined by its clean geometry, solid structure, and modern character. It delivers a confident and accessible visual tone, offering strong readability while maintaining a refined and contemporary aesthetic. This makes it ideal for striking titles, branding applications, and clear communication across print and digital media.

TEXT FONT

Roboto Medium



GRID

The grid is the foundation of all communication materials For or & Sable. Every design, on every medium, begins with determining the basic grid. This grid also serves as the foundation for all derived visual identities of sub-brands.

For layout purposes, we use a grid made up of squares. This grid works across all formats. That is why we do not specify measurements in millimetres here, but instead use a universal formula.

FORMULA

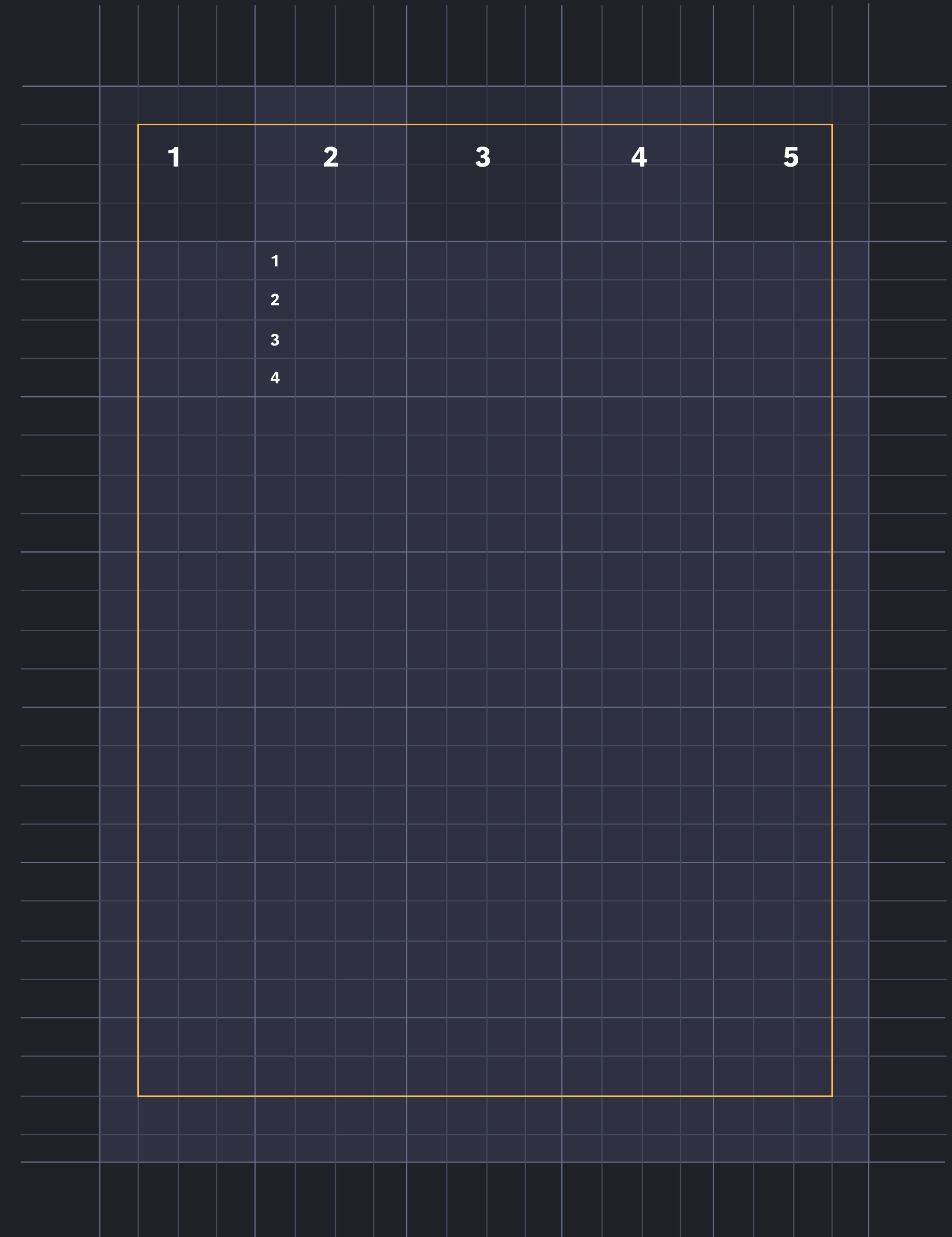
Divide the short side of a format by 5, then divide that result by 4. Start your grid from the top-left corner.

For a DIN A-format document (such as A5, A4, A3, A0, etc.), this creates a grid like the one shown alongside. The type area is created by applying a margin of 1 grid unit on all sides. This formula can be applied to the most common (DIN) formats.

TYPE AREA MARGIN

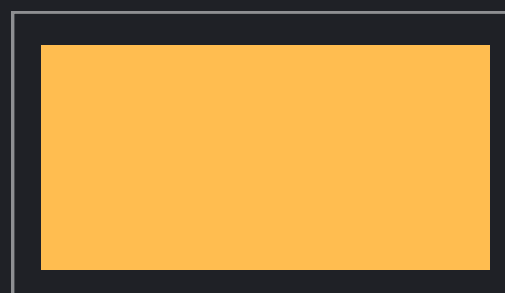
A0: 42 mm
($841 \times 1189 \text{ mm} \rightarrow 841 / 5 = 168.5 > 168.5 / 4 = 42.05$)

A1: 29.7 mm
A2: 21 mm
A3: 14.85 mm
A4: 10.50 mm
A5: 7.43 mm





COLORS

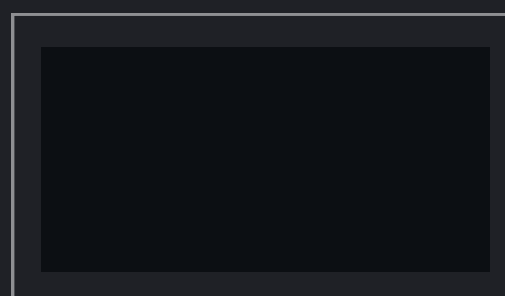


DESERT FIRE

#FFBE50

RGB (255, 190, 80)

Used for the logo and for highlighting key text elements. In forms, it is primarily used as an accent color.

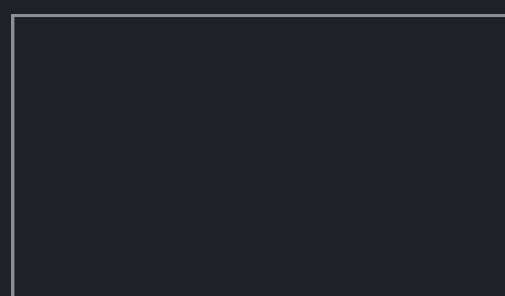


BLACK STEEL

#0D0F14

RGB (13, 15, 20)

Used as the primary background color for digital applications.

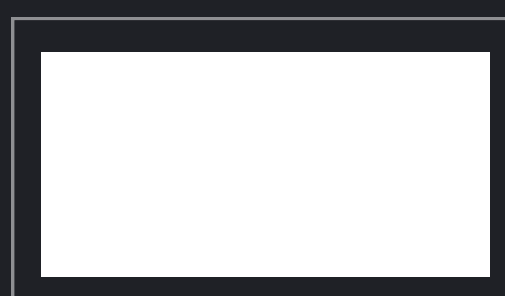


BRIGHT BLACK

#202226

RGB (32, 34, 38)

Used as an accent color in images and transparent overlays. Also for the background color for fiscal prints.



WHITE

#FFFFFF

RGB (255, 255, 255)

Used primarily for text and logo.



LOGO

The logo may only be used in the color combination shown as below. Preferred in the main logo white as it has the greatest prominence. If the logo is placed on a white background a slight spread out drop shadow is allowed. The contrast with the background must be at least WAI-AA (WCAG 2.0). Furthermore, the word mark may not be shortened or edited in any other way.



MAIN



YELLOW





PROPORTIONS

The logo must always be used in its original form and may not be modified. It may only appear in white or yellow and must not be distorted, mirrored, skewed, or separated into the baseline and symbol. The typeface may not be changed, and the safe space around the logo must be respected.

LOGO TEXT PROPORTION



SAFE SPACE

