



FREJA

Branding Guide

1.0 Freja Logo

Depending on the level of trust required by your product or service, you should use a different version of Freja logo:

For levels Basic and Extended

FREJA

For level Plus

FREJA+

1.1 Freja Logo Colors

When possible, use white Freja logo on Freja gradient background.

Use white logo on Freja gradient background

FREJA

FREJA+

Use indigo logo on light backgrounds

FREJA

FREJA+

Use white logo on dark backgrounds

FREJA

FREJA+

1.2 Freja Logo Size and Spacing

Use Freja logo according to the following rules:

The word "FREJA" in a bold, blue, sans-serif font. A vertical red line to the right of the text indicates a height dimension labeled "a".

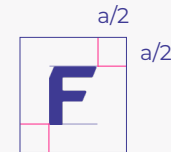


Freja logo

Please use Freja logo so that it is visible and readable.

Min logo height: 12px on screens
0,5 cm on print

A bold, blue, sans-serif capital letter "F". A vertical red line to the right of the letter indicates a height dimension labeled "a".



Freja symbol

Use Freja symbol when there isn't enough space to use the Freja logo.

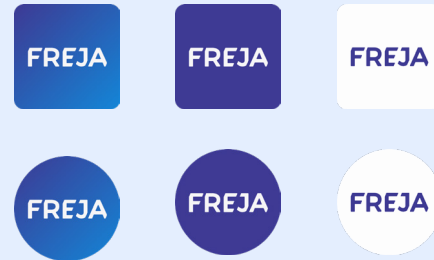
2.0 Freja Icons

When needed, you can use Freja icons instead of the logo:

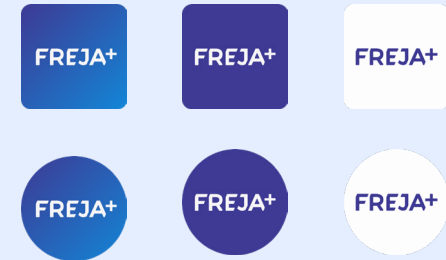
F symbol icon



Freja icon



Freja+ icon



3.0 Freja Typografy

Fonts in use for the brand:

Montserrat Medium

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ abcdef-
ghijklmn opqrstuvwxyz
1234567890 !@£\$%^&*()

Montserrat Semibold

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ abcdef-
ghijklmn opqrstuvwxyz
1234567890 !@£\$%^&*()

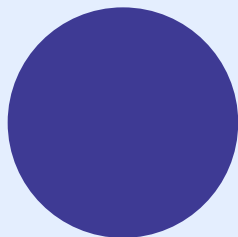
Montserrat Bold

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ abcdef-
ghijklmn opqrstuvwxyz
1234567890 !@£\$%^&*()

4.0 Freja Colors

Colors in use for the brand:



Indigo Blue

Hex: #3E3A94
CMYK: 92, 93, 2, 0
RGB: 62, 58, 148



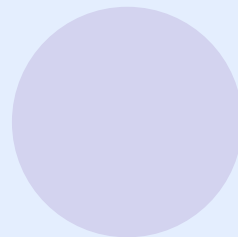
White Gray

Hex: #FDFDFD
CMYK: 0, 0, 0, 0
RGB: 253, 253, 253



Indigo Blue Gradient

Dark Hex: #3E3A94
Light Hex: #1B7BCD



Indigo Light

Hex: #D3D3EF
CMYK: 15, 14, 0, 0
RGB: 211, 211, 239

5.1 Freja Button Content

Button content recommendations for levels **Basic and Extended**, and for level **Plus**:

Basic and Extended

Content in Swedish

Fortsätt med Freja

Content in English

Continue with Freja

Plus

Content in Swedish

Fortsätt med Freja+

Content in English

Continue with Freja+

6.0 Freja QR code

We recommend using Freja branded QR codes. See how:



To generate a Freja QR code, send the following HTTP GET request to:

```
https://resources.prod.frejaeid.com/qrcode/generate?qrcodedata=<YOUR\_DATA>
```

Replace `<YOUR_DATA>` tag with the data that you need to be embedded in the QR code.

Make sure that your data is URL encoded (thus safe to be sent as GET parameter) prior sending a GET request.

For example, to have the URL `https://frejaeid.com` in the QR code, send the following:

```
https://resources.prod.frejaeid.com/qrcode/generate?qrcodedata=https%3A%2F%2Ffrejaeid.com%0A
```