



Design Guidelines

Version 1 – August 2022

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Introduction

It's important that Landfolk appears recognizable on all platforms and all over the world. Therefore this guideline – and let's start with the thoughts behind our visual identity.

At Landfolk, we want to help people get out of the city by staying in handpicked summer houses – closer to nature, each other and themselves. Our summer houses have four basic characteristics: Personality, access to nature, great hosts and quality solutions. Characteristics, we want our identity to radiate and support.

Basically, we have the logo, which consists of the word "Landfolk" in a frame. Think of it as a kind of floor plan – the frame encloses the entire Landfolk experience. As part of the logo we have the simplified A which, in addition to giving the logo a unique and recognizable symbol, also refers to some of the characteristics mentioned above: It is a treetop in the forest, a meeting place for people (guests and hosts, generations, different relationships), a place that creates shelter – and then an interpretation of the Chinese character for people and humans: 人.

In our color palette, we have our very own take on Nordic colors combined with nature and the time of year. Fortunately, a summer house is not, despite the name, reserved for the summer. So we mix the warm and cool colors and create our own expression without using a traditional tomato red, sunny yellow or sky blue.

And finally, we have the personality and the quality. The visuals balance this with handmade and playful elements against the more tight and controlled ones. Landfolk as a brand is incredibly photo driven, so the design must always include plenty of air and support the photos.

We've named our identity LDS – Landfolk Design System. In addition to the basics found in this guideline, new components are continuously added to design.landfolk.com.

Enjoy!

Lars Silkjær
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Logo

Variants

We have two different versions of the Landfolk logo. Here shown on a light and dark background.

One should always aim to use the primary color for the logo, but the other brand colors could also be used.



Primary



Secondary



Primary



Secondary

Logo

Clear space

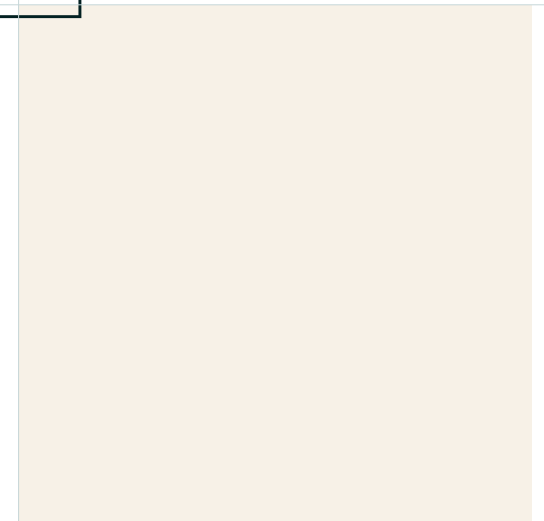
A minimum clear space of $2x$ must be left around the logo as shown (the red border) when placed near the edge of a screen, paper or other asset.



Logo

Do's and don'ts

There are one exception from the clear space rules.
The logo can be used on top of a colored box or image
like shown in the examples here. The rule is to keep
“Landfolk” free but to create a connection between the
logo and the graphic elements.



Logo

Do's and don'ts

These are all examples of **wrong** ways to use the logo.



Never resize the logo elements individually



Do not re-draw or recreate the logotype with another font



The logo must not be outlined or stroked



Do not apply a drop shadow to the logo



Do not squash, stretch or deform the logo



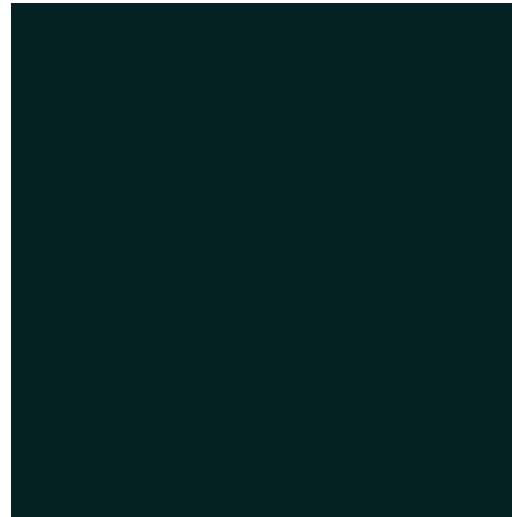
Do not deconstruct the logo

Colors

Primary

These two are our primary colors. February is a very dark green as has its name from February 2021, where Landfolk was founded (fun fact: see the hex code).

These colors are always used in 100%, and can be combined with all other brand colors. For more neutral colors for e.g. lines, use the four defined under “Neutral”.



February

CMYK 93/60/63/77
RGB 2/32/33
Hex #022021
PANTONE 5463



Honey

CMYK 13/23/73/2
RGB 226/191/89
Hex #E2BF59
PANTONE 117 65%

Colors

Saturated

The four seasons are strong colors, that can be used for background, borders og text that need to be highlighted (great in combination with our tertiary typography). They all have a muted version, that works well together with the saturated ones (see next page).

Always to be used in 100%.

For digital use, please see design.landfolk.com for further information on when to use white or February color for text on top of these, in order to gain the right contrast.



Winter

CMYK 52/19/29/2
RGB 134/174/178
Hex #86AEB2



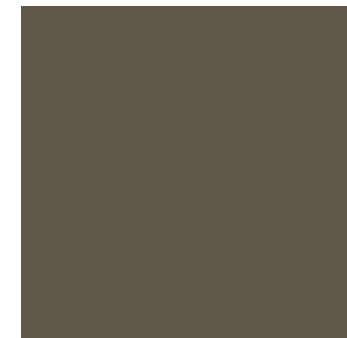
Spring

CMYK 78/37/67/29
RGB 54/103/82
Hex #366752



Summer

CMYK 17/75/100/7
RGB 197/84/23
Hex #C55417



Fall

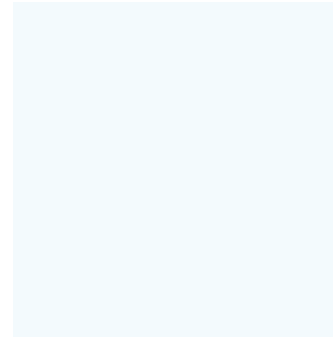
CMYK 53/47/60/44
RGB 96/89/74
Hex #60594A
PANTONE 405

Colors

Muted

These four are primarily used for backgrounds and boxes with text, and must always be used in 100%.

It is allowed, though, to lower the opacity to 95%, if the box includes text and is placed on top of an image. This way it doesn't feel too solid, as the image is slightly visible through the box, but the color also doesn't change that much.



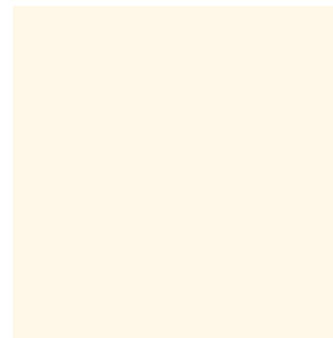
Air

CMYK 6/0/1/0
RGB 243/250/253
Hex #F3FAFD



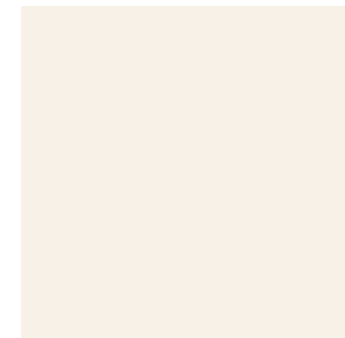
Moss

CMYK 10/0/10/0
RGB 235/245/236
Hex #EBF5EC



Daylight

CMYK 0/3/12/0
RGB 255/248/232
Hex #FFF8E8



Beach

CMYK 4/5/11/0
RGB 247/242/233
Hex #F7F2E9

Colors

Neutral

Used for secondary og dimmed text, border and lines.
Primo, Secundo and Tertian are primarily for digital use.



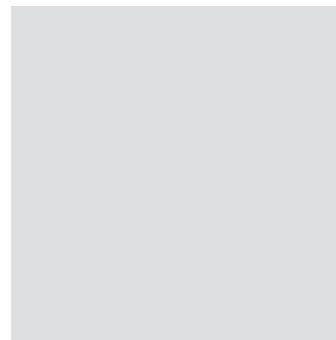
February Muted

CMYK February 60%
RGB 103/121/121
Hex #677979



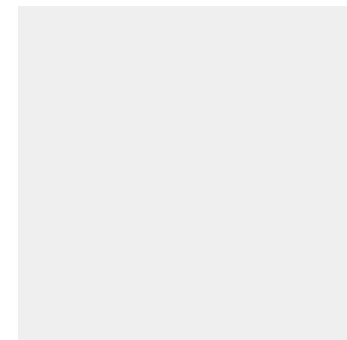
February Tertian

CMYK February 20%
RGB 204/210/210
Hex #CCD2D2



February Secundo

CMYK February 10%
RGB 229/232/232
Hex #E5E8E8



February Primo

CMYK February 5%
RGB 242/243/243
Hex #F2F3F3

Colors

Combinations

The colors can be combined (one primary, one saturated and one muted), as long as it looks great visually.

Otherwise, these combinations works well in general (for use on landfolk.com, please make sure that contrast is high enough to pass WCAG AA – see <https://colourcontrast.cc> for more details).



Typography

Primary

Work Sans is our basic typography. Used for copy and in four variants: Regular, Italic, Semibold and SemiBold Italic (when using e.g. Google Apps, Bold can be used instead of SemiBold).

On landfolk.com we use the Medium variant for some UI components – see design.landfolk.com for further examples.

A a B b C c
1 2 3 4 5 6 7

abcdefghijklmnopqrstuvxyzæøå
ABCDEFGHIJKLMNopqrstuvwxyzÆØÅ
1234567890 “@#€\$!?”,-~

abcdefghijklmnopqrstuvxyzæøå
ABCDEFGHIJKLMNopqrstuvwxyzÆØÅ
1234567890 “@#€\$!?”,-~

Typography

Secondary

Study is used in Regular and Italic variants only. Used for headlines and quotes.

A a B b C c
1 2 3 4 5 6 7

abcdefghijklmnopqrstuvwxyæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
1234567890 “@#€\$!?”,-~

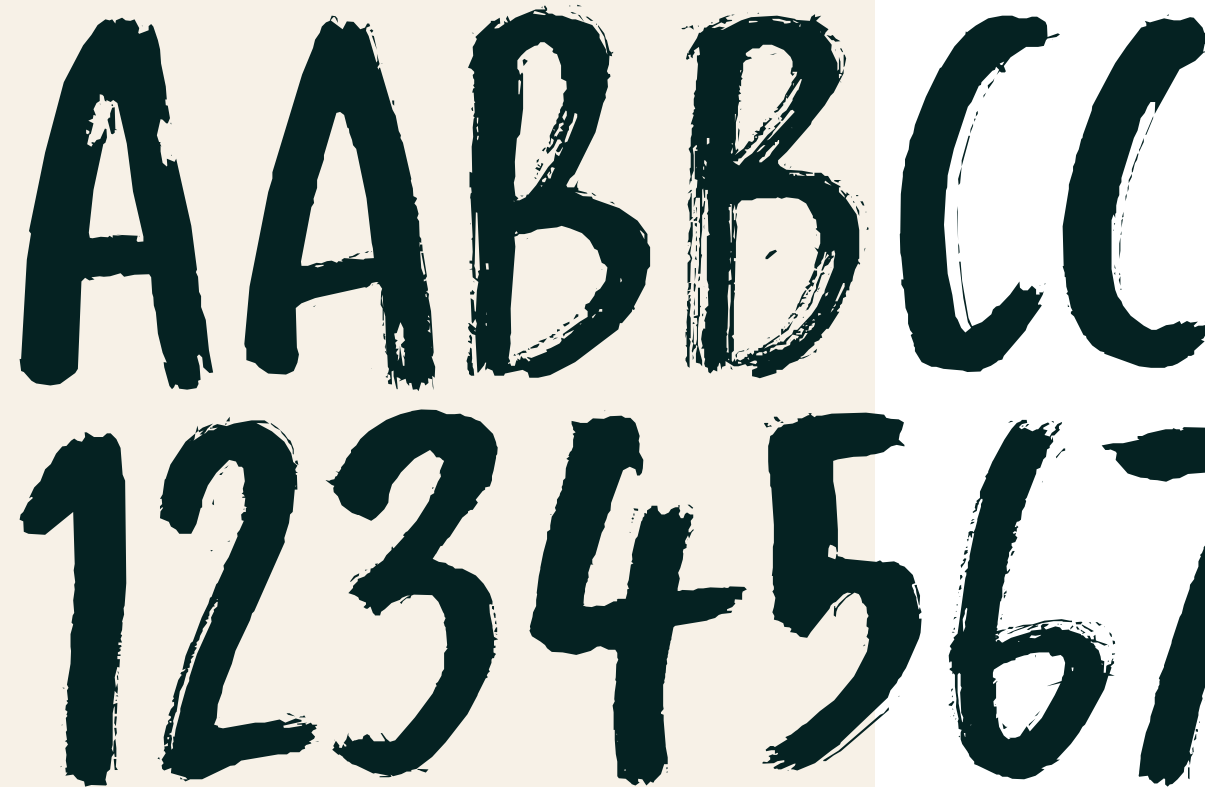
Typography

Tertiary

For highlighting something extra, we have the option for using this hand drawn font, *Symbolic Prophecy*. It works best when used very big, and as the font is only in caps, remember to switch between uppercase and lowercase if there's identical letters in a word and/or to create a more unique appearance (e.g. sumMer houSE).

May never be used for more than 1-2 words and always in combination with either the primary or secondary font.

Use with caution and as little as possible.



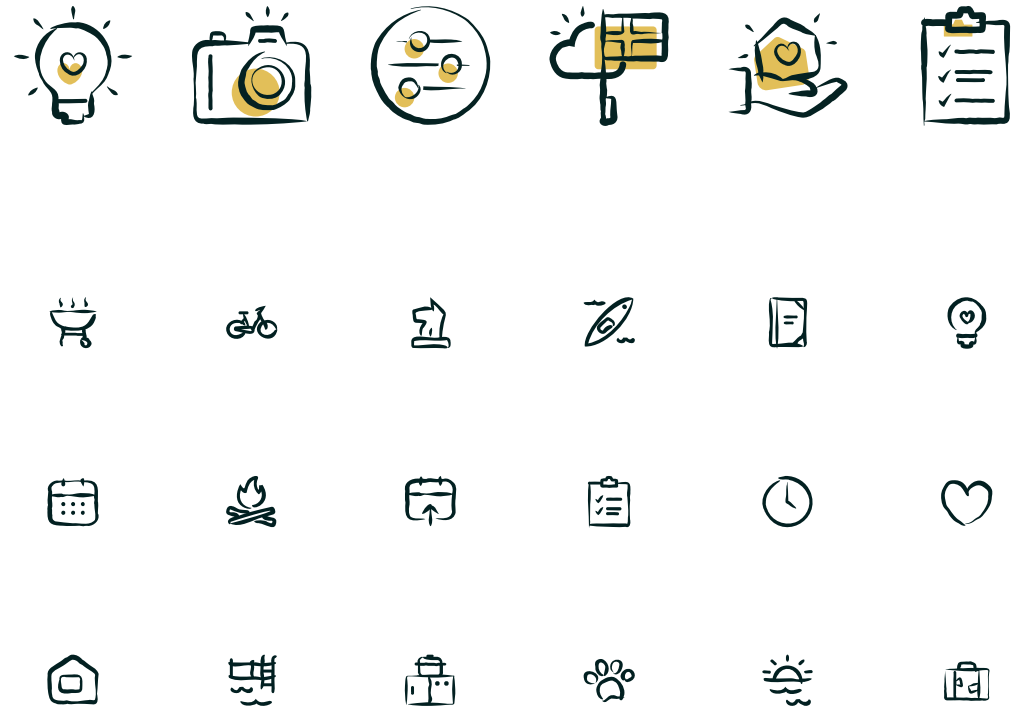
A A B B C C
1 2 3 4 5 6 7

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
1234567890 "@#€\$!?" ,.-

Icons

We often use icons in combination with text to make it easier to understand. Both online and offline. There are two versions of icons – the simple ones and the advanced ones. We have a huge catalog of icons, but here's a few of them.

The complete list can be found on design.landfolk.com.

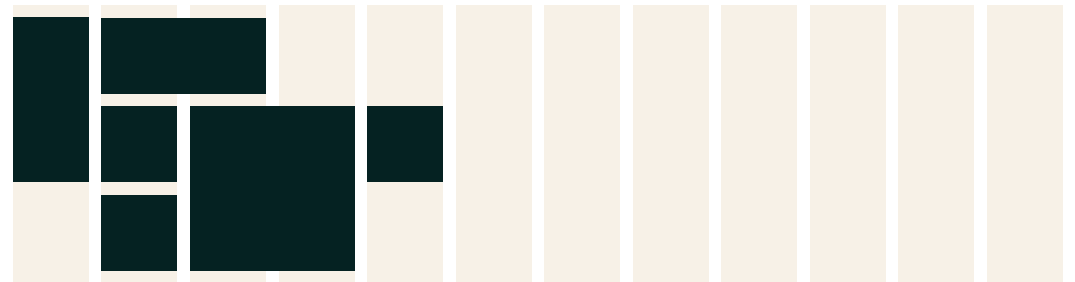


Building blocks



Elements

To complement images and typography, we use solid boxes and boxes with borders mimicking the border from the logo. See illustration for guidance on how to use them in order to create depth without using shadows.



Forms

Squares are a big part of the identity. The corners are always hard*, and when combining e.g. images, use 1:1, 1:2 etc that aligns beautifully with each other.

Circles are primarily used for notifications, and rectangles with fully rounded corners are used only for clickable components online.

Grid

We often use a 6 or 12 column grid with a small gap between each column.

*When used online, LDS have a few exceptions, where rounded corners are okay to use

Paper

Preferably use uncoated paper where possible.

Primary choice: Munken Pure and Munken Pure Rough

Secondary choice: Scandia 2000 Ivory

For postcards, notes etc. choose a weight of 300g.

