Identity Guidelines

Fractal

These guidelines have been created to help build a new look and feel for Fractal Design. Everything they contain has been carefully considered and created. But before we go any further, it is important that we understand why this document is necessary and why it's important that these guidelines are followed.

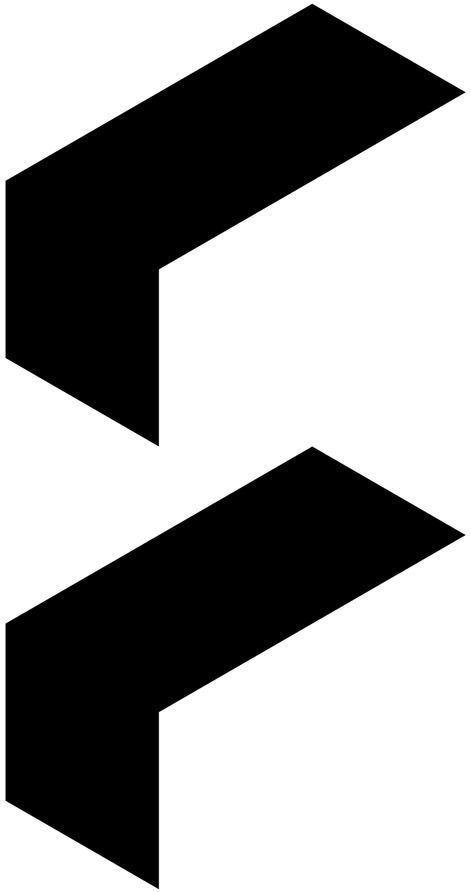
Our identity is not just a logotype. It is a design scheme composed of a number of core elements that come together to create a distinctive visual language that makes Fractal Design's brand instantly recognisable. Everything we say and do communicates something about us: the way an image is photographed, how an Instagram post feels, even the choice of words we use. These guidelines aim to develop a new communications framework and visual identity system for our communications, both internally and externally, across all media.

01 Logotype
02 Color
03 Typography
04 Imagery
05 Fifth element
06 Grid system
07 Applications

01.

When we speak or write about our company, we always refer to ourselves as “Fractal Design”. But our logotype uses the simpler “Fractal” in the wordmark in order to create a more concise and distinct mark. Together with our symbol this becomes the mark representing our company and what we have protected as an ImageMark. The logotype is one of our most important identity assets. It’s familiar and recognisable, both within and outside the company, and must appear on all official Fractal Design communication. The logotype is our sign-off or endorsement. It will always appear in a position reflecting the authority and trustworthiness that the Fractal Design brand stands for.

The Fractal Design symbol is the most distinct and recognisable graphic representation of our brand. The symbol is an abstraction of the initial ”F”, whilst carrying references to the physicalities of our products in its construction.



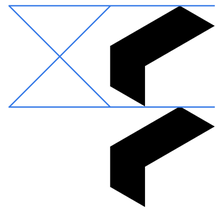
Our logotype is a combination of our symbol and a wordmark. Together they become the most common carrier of our brand.

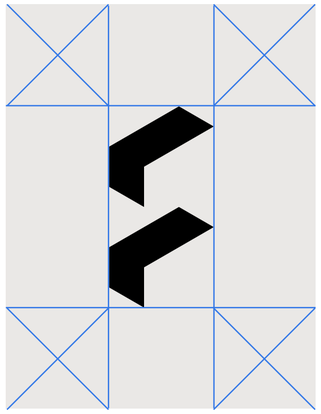
Logotype Clearspace

The Fractal Design logotype is most powerful when surrounded by an area of clearspace. This ensures a high degree of visibility and legibility, while preserving its integrity. The recommended amount of clear space is proportionate to the height of the top angle in the symbol.

Symbol Clearspace

The same system of clearspace applies to the symbol when it is used on its own.





These recommended positions help us to create a consistent visual expression and provide flexibility for individual situations. These positions should be applied at any size and in all media.

The Fractal logotype should always be placed in either the top or bottom corners, or aligned to the middle side of the layout.

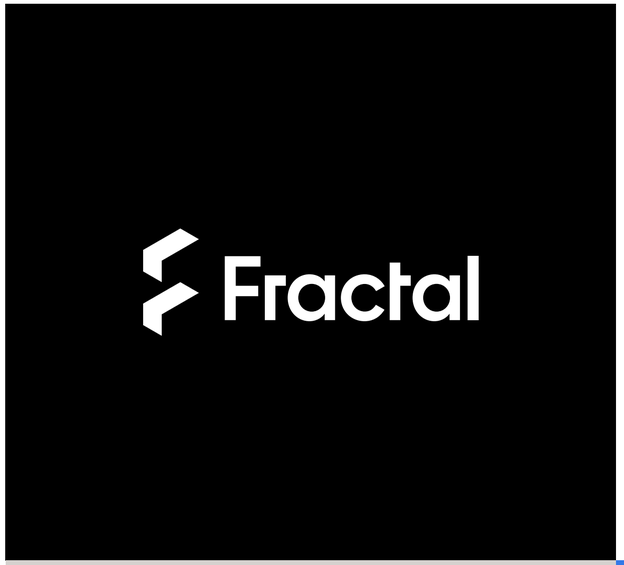
Occasionally in branding, a centered logotype is preferred, but all of the positions shown here are available for use.

The same system applies to our symbol, when used alone.

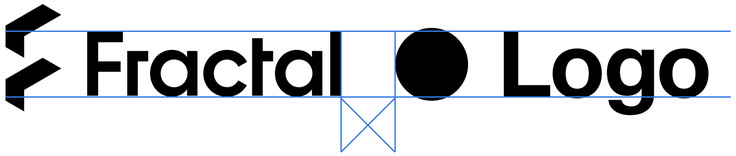
The logotype should always appear in black, white or blue. Always ensure there is enough contrast between the logotype and background.

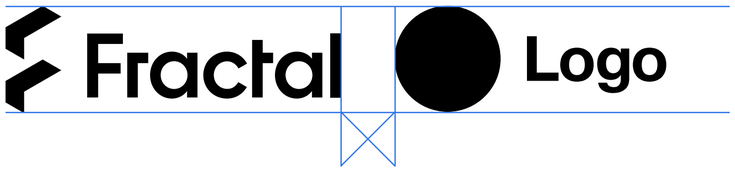
The logotype should never be modified or appear in any other way than stated in these guidelines.

The same system applies to our symbol, when used alone.

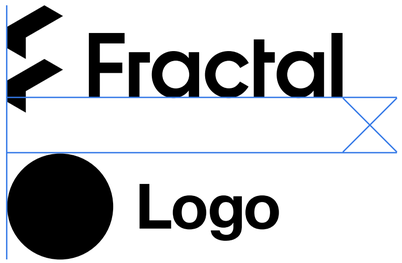


When the logotype or symbol appears with other logos, use the defined clearspace (as a minimum) to separate the logos. Then find points of alignment vertically to define a reasonable size relationship. Given the varying nature of different logos, there will have to be individual adjustments and custom solutions. But always use these basic treatments as a starting point.





Landscape

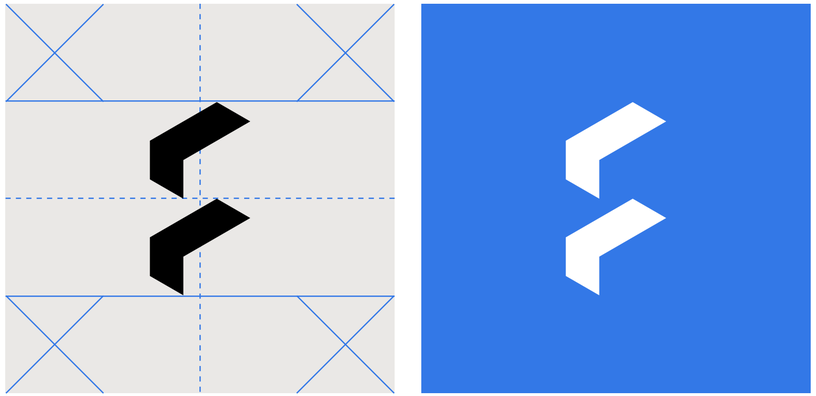


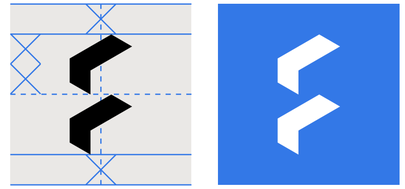
Portrait

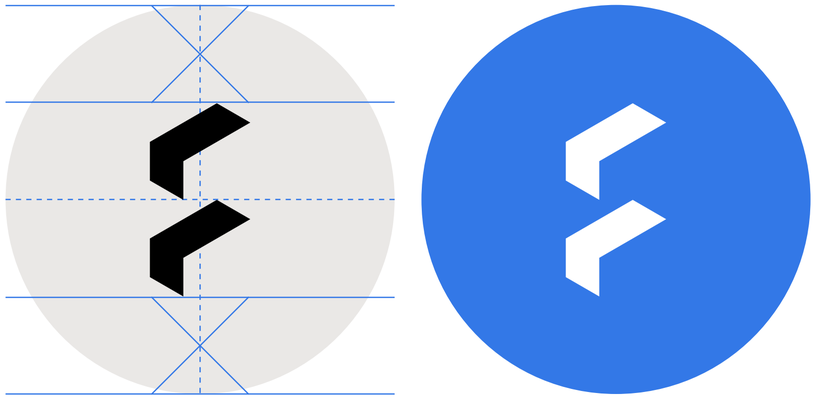
When creating avatars or representing our brand in social media, we always use our symbol. A white logo on a primary blue background will achieve most impact, but the same rules as for the regular logo treatments apply.

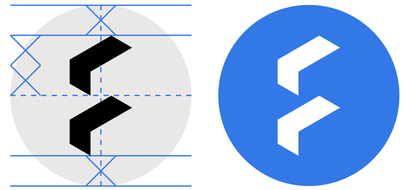
As shown on the right, use the defined clearspace to the define the margins in order for the logotype to sit comfortably centered within its shape or space.

For particularly small sizes, a slighty larger symbol might be required to create distinct representation and legibility. For these instances, use half the clearspace as a guide for margins as shown on the far right.









02.

Color is one of the most powerful parts of the brand. It’s an ownable element that has the power to ensure the brand is recognisable. We have a small but distinct palette of colors, with a strong blue that carries recognition and heritage and black and white providing the foundation. Together with our primary colors, we have a set of secondary colors used as backgrounds.

Primary
Fractal blue

Rgb: 51, 120, 231
Hex: #3478E7
Cmyk: 79, 53, 0, 0*
PMS: 3005*

* CMYK and PMS colors need test printing and color proofing to be finalized.

Primary
White

Rgb: 255, 255, 255
Hex: #FFFFFF
Cmyk: 0, 0, 0, 0
PMS: White

Primary
Black

Rgb: 0, 0, 0
Hex: #000000
Cmyk: 0, 0, 0, 100
PMS: Black

Secondary
Dark blue

Rgb: 19, 49, 127
Hex: #13317F
Cmyk: 100, 87, 24, 5*
PMS: Reflex Blue*

Secondary
Sand

Rgb: 221, 198, 175
Hex: #DDC6AF
Cmyk: 14, 23, 32, 2*
PMS: 468*

Secondary
Dark grey

Rgb: 128, 128, 133
Hex: #808085
Cmyk: 51, 40, 36, 19*
PMS: Cool Grey 8*

Secondary
Light grey

Rgb: 222, 217, 214
Hex: #DED9D6
Cmyk: 15, 14, 15, 0*
PMS: Warm Grey 2*

03.

Typography is a big part of our identity. It is almost always present in everything that we do and is therefore an important ingredient in our visual expression. When applied diligently it helps to create a consistent look and feel as well as creating clear and distinct information. Our typeface, Centra No.2, is a simple, functional and inviting typeface with unique characteristics. It works equally well in printed as in digital contexts.

Our typeface, Centra No.2, is a sans serif with modernist characteristics. Geometric in it's shapes, it still emphasizes readability over conceptual rationale, making it highly functional. It's distinct shapes and straight lines, aligns well with our symbol creating a visual relationship.

The Medium and Light weights of the font form the basis of our typographic language.

Centra No2 Light
& *Light Italic*
AaBbCcDd123456789
Centra No2 Medium
& *Medium Italic*
AaBbCcDd123456789

Centra No.2 Medium is intended for use in headlines, subheadings and shorter texts. Centra No.2 Lights is intended for use in longer paragraphs and body copy.

All of our body text should be left-aligned, Never right-align or center the text.

Headings, subheadings & body copy.

Medium heading, left aligned

Subheading or short sentence.

Medium subheading, left aligned

Paragraph or short text. Paragraph or short text. Paragraph or short text. Paragraph or short text. Paragraph or short text. Paragraph or short text. Paragraph or short text.

We emphasize single words or short sentences with Italic.

Medium paragraph, left aligned

Long paragraph or body copy. Long paragraph. Long paragraph or body copy. Long paragraph or body copy. Long paragraph. Long paragraph or body copy. Long paragraph or body copy. Long paragraph. Long paragraph or body copy. Long paragraph or body copy. Long paragraph. Long paragraph or body copy. Long paragraph or body copy. Long paragraph. Long paragraph or body copy.

We emphasize single words or short sentences with Italic.

Light body copy, left aligned

Leading refers to the vertical space between the lines of text. To ensure adequate legibility we recommend setting the leading to a value of 95% of the point size for headings.

For longer text, use a value of 120% as a starting point, but keep in mind that this might have to vary between 110–130% depending on font size. Larger font sizes need less leading and smaller font sizes need more leading as a general rule.

Tracking is the adjustment of horizontal space between letters in a word or block of text. Tracking can be set to -10 as standard for all texts and -20 for larger headings, but individual situations should to be considered for best result.

Kerning should be set to optical when possible. Kerning is the adjustment of space in between individual letters.

Leading refers to the vertical space between the lines of text.

Tracking is the adjustment of horizontal space between letters in a block of text

Kerning is the adjustment of space between individual letters.

When Centra No.2 is not available, we rely on the secondary typeface Arial which is available on all computers. This can for instance be when using programmes like Powerpoint or Word, or sending open documents externally.

As programmes such as Powerpoint and Word are not as exact in settings, we mostly use default setting in leading and tracking when using the secondary typeface.

Arial Regular
AaBbCcDdEeFfGgHh
1234567890
Arial Bold
AaBbCcDdEeFfGgHh
1234567890

Our primary palette is best suitable for applying colored text. These ensure contrast and legibility. Greys from the secondary palette can also be utilized when enough contrast is achieved.

White text on black.
Blue text on black.

White text on blue.
Black text on blue.

Black text on white.
Blue text on white.

Black text on light grey.
Blue text on light grey.

Black text on grey.
White text on grey.

White text on dark blue.
Blue text on dark blue.

Black text on sand.
White text on sand.
Blue text on dark blue.

White text on image
Black text on image.
Blue text on image.

04.

Imagery has the power to communicate our world and the world around us in a way that words never can. It can bring out emotions and enhance our brand on many levels. Our new imagery establishes Fractal Design in a new context and enables a consistent look and feel. Using soft lights and natural contrasts, it can range from simpler studio settings to fully furnished environments depending on purpose.

Our product imagery is simple and descriptive. We show the product in a straightforward manner. Staying away from the over saturated and hard we use soft natural light that puts the product design in focus.

Settings
— Studio setting
— Dark and light backgrounds
— Simple yet dynamic
— Overview shots
— Detail shots

Light
— Soft light
— Soft shadows
— Natural contrast

In the same way as with the product imagery we use soft and natural light to put the products design in focus when create hero images. We use interesting angles to create energy and get a dynamic feel in the images. The environments are furnished in a stylish, affluent way that aligns with our design aesthetic.

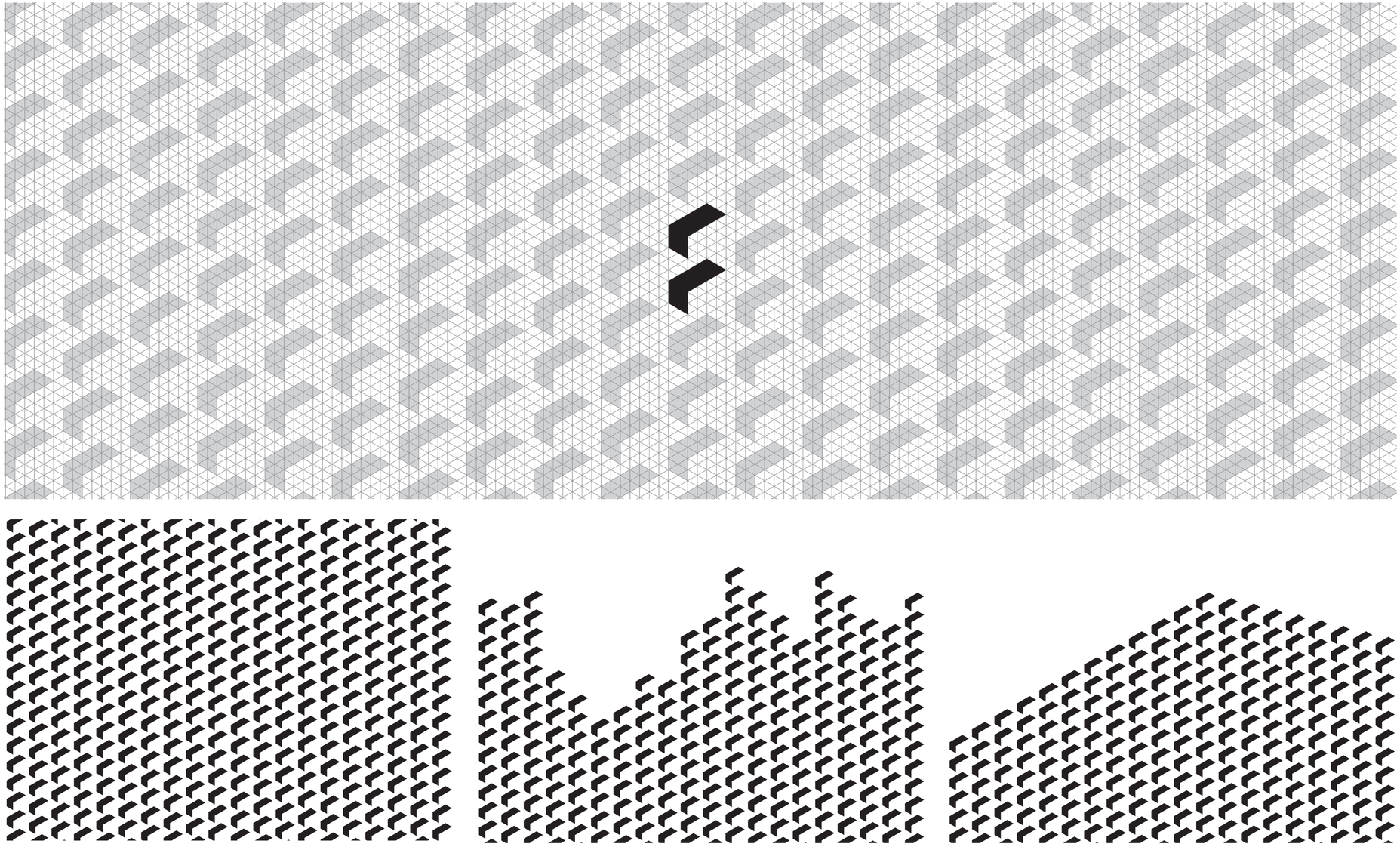
Settings
— Location/furnished environments
— Angles
— Overview shots
— Detail shots

Light
— Natural light
— Some use of natural shadows
— Natural contrast

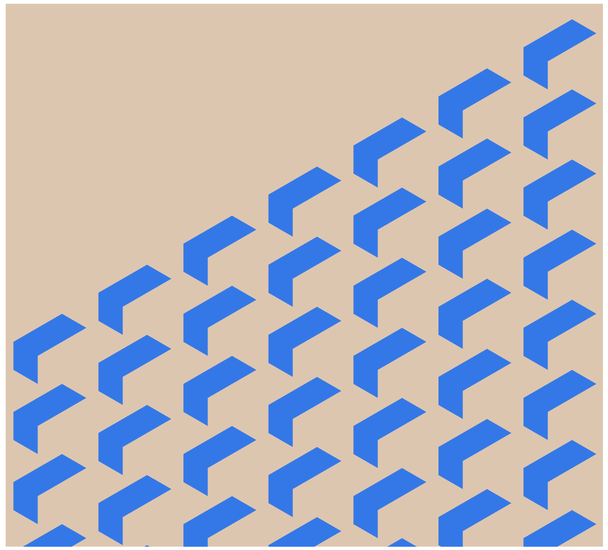
05.

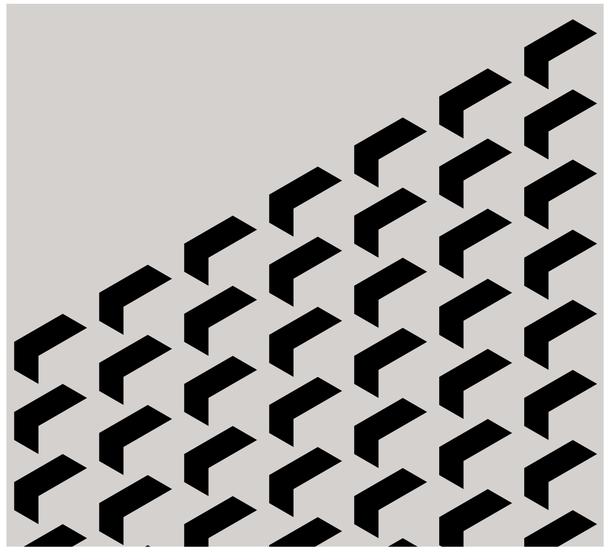
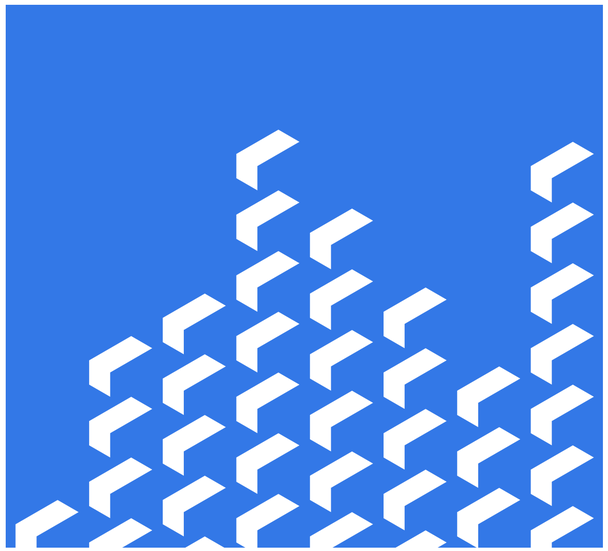
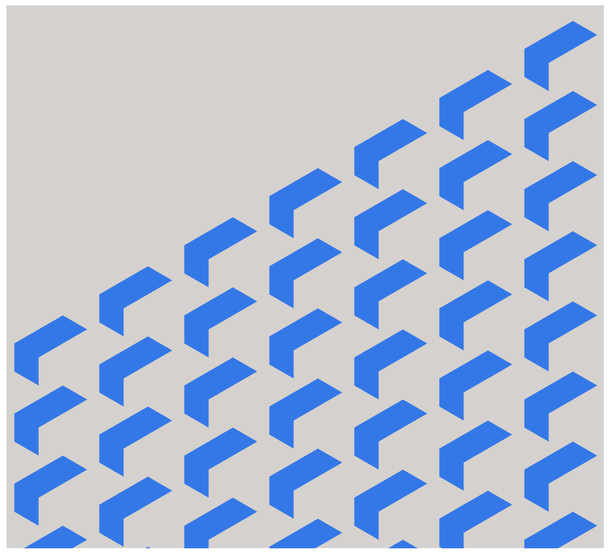
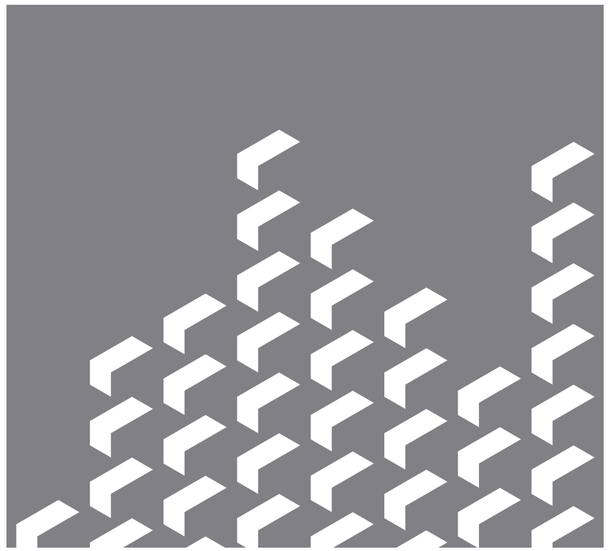
Our fifth element is graphic patterns created from the same grid as our symbol. These patterns becomes recognisable extensions of our identity and can be applied physically on our products as well as graphic pattern in print and communication. These patterns should not become the sole representation of our brand, but need to exist in a context where elements such as the logotype is present as well.

By repeating the symbol on same grid that it is created upon, we can create a variety of patterns – all with a distinct and coherent visual expression.



Our patterns should always use our primary palette. These can be combined with different contrasting colored backgrounds, including our secondary palette.



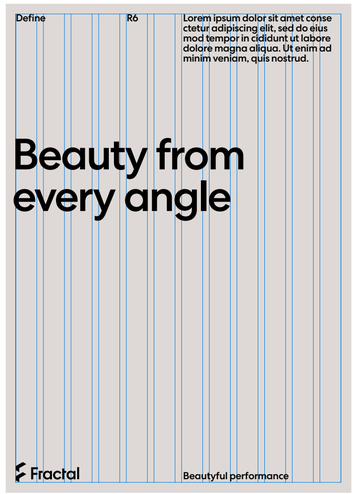





06.

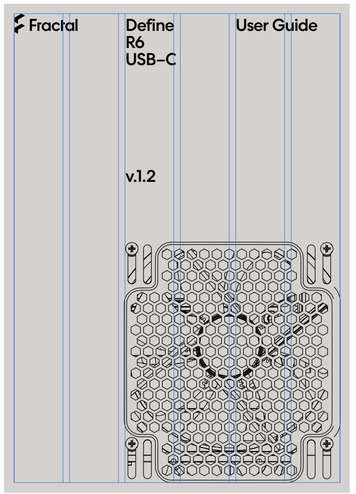
All graphic material should be laid out using a grid. This gives structure and order to any composition. The grid is there to help organize the text and imagery into a legible and visually pleasing arrangement. Over time, the grid also becomes a recognisable part of the identity itself.

Using an underlying 12-column grid as a starting point, you can create a variety of symmetric grids (2,3,4 or 6 columns). This will allow you to create different documents using the same template and create varied yet consistent layouts and design.

Adjustments will have to be made for different applications, both in print and in digital context – but this acts a basic starting point.

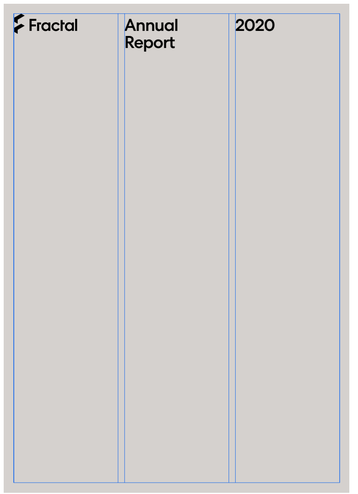


12-column



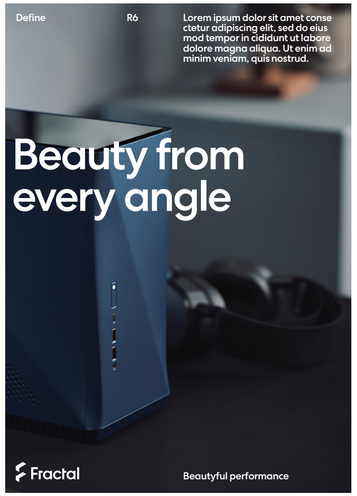
6-column

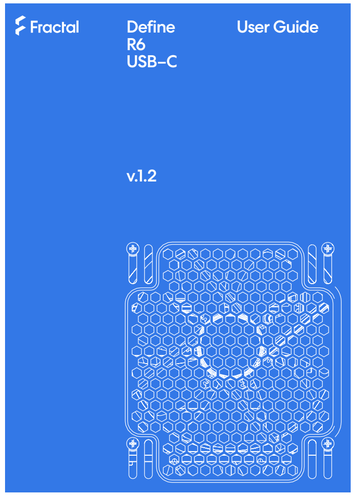
4-column

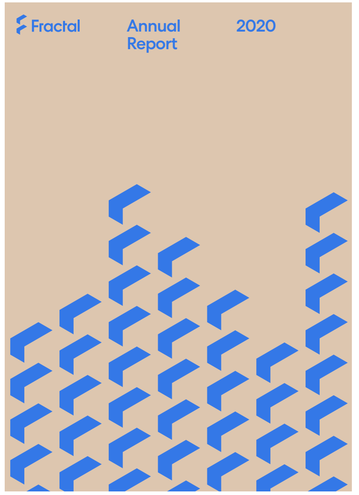


3-column

2-column







07.

Simple, yet sophisticated. Sturdy, but stylish. These are perhaps the main components of Scandinavian design, and largely what drives us at Fractal. Our choice of logo, typeface and imagery reflects us as a business: clear, relevant and meticulous. Always on point about our heritage and our history: Fractal is made in Sweden – to last, and to shine.

When we want to emphasize our Swedish origin (also called “SE branding”), we use this – our “SE logo”.

As the SE logo is so frequently used in Japan, China and Korea we have translated it for their regions.

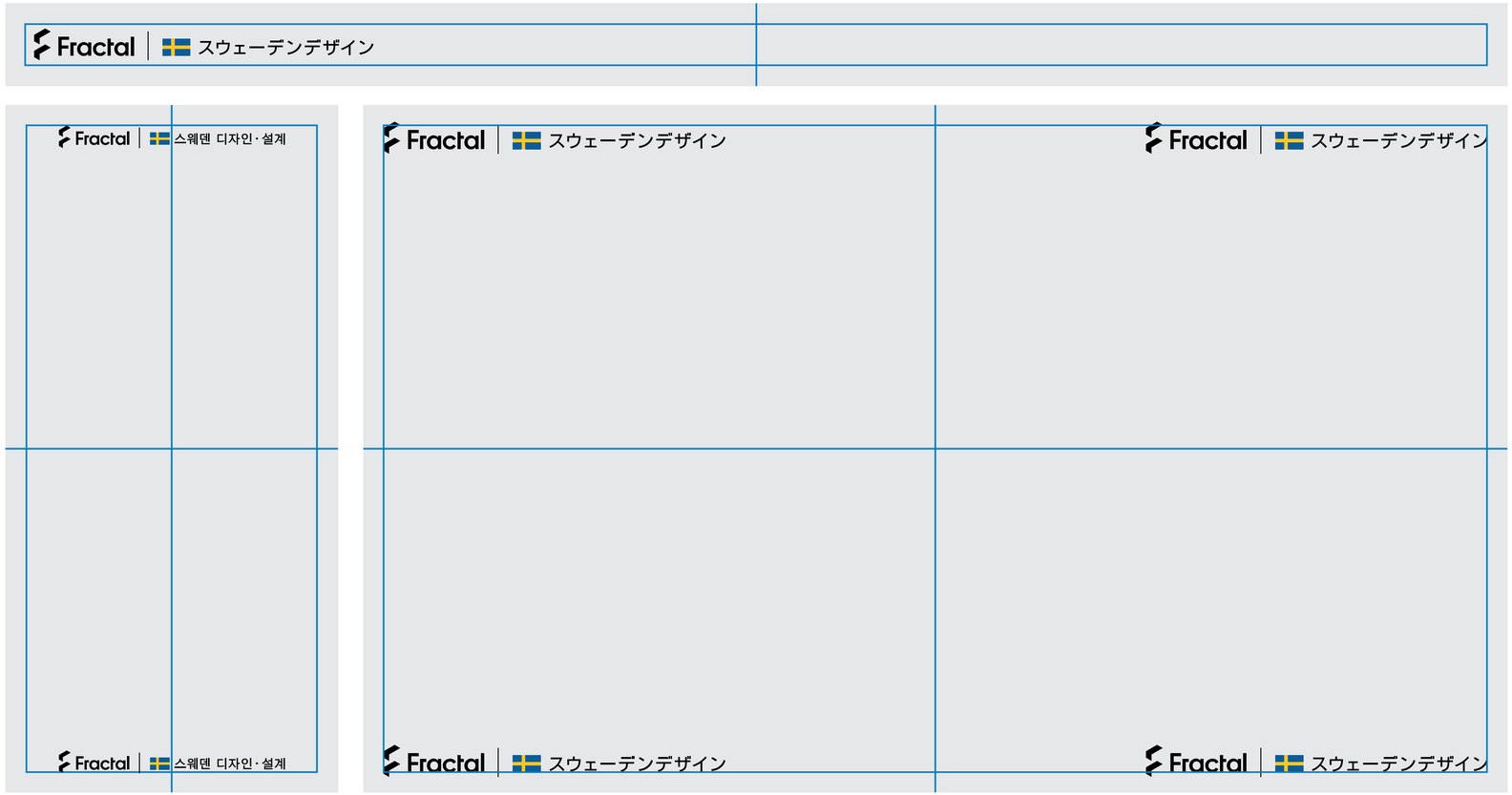
English

Japanese

Korean

Simplified Chinese

The format decides the positioning, as demonstrated here. With a narrow format, the SE logo is horizontally or vertically centered. When using wider formats, the SE logo is better placed in a bottom corner.

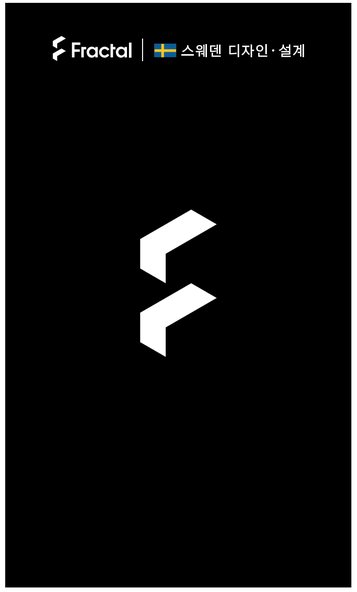


The SE logo works especially well with key visuals.

Sizing is important – note that the SE logo is considerably wider than the original logo, so smaller is often better (see examples).

Also note that the SE logo usually looks better on a background that is not Fractal blue, due to the colors of the Swedish flag.

If the SE logo coexists with a product text, try to avoid a clash of attention. Ideally, the user should see the headline first, tagline second and logotype last.



08.

The following inspirational applications of the identity showcases how the identity can be applied and used.

Fractal

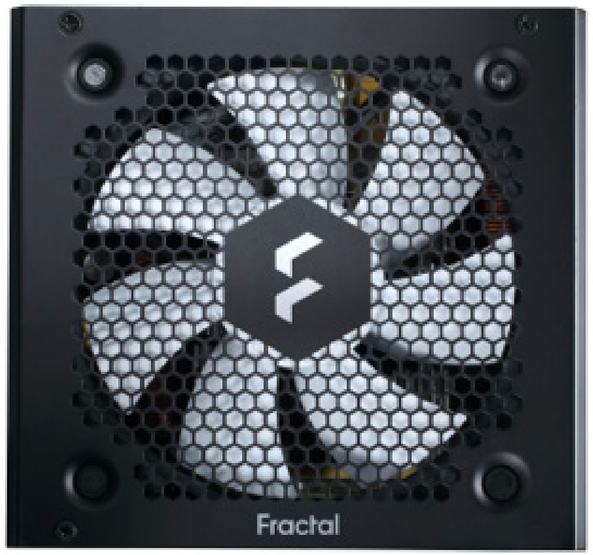
Define
R6
—
ATX
Micro
Mini

ATX
ITX

Model
A
M
I

Fractal
Fractal

Fractal


Fractal

AUTO
PWM

Fractal

Fractal

Define R6
Computer case
Tempered glass
White

Product Specifications

Front / 1 x Fractal Design Dynamic X2 GP-14 fan included & 2 x 120 or 140 mm fans supported

Top / 3 x 120 or 140 mm fans supported

Rear / 1 x Fractal Design Dynamic X2 GP-14 fan included, 1 x 120 or 140 mm fan supported

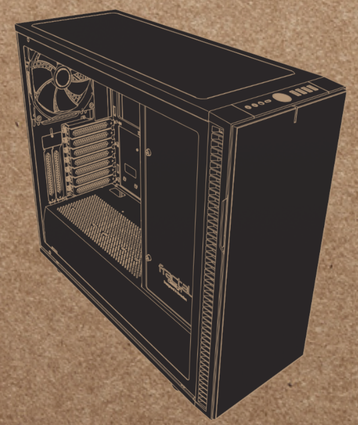
Bottom / 2 x 120 or 140 mm fans supported

Motherboard compatibility / ATX, Micro ATX, Mini ITX Drive bay capacity / 6 trays for 3.5" or 2.5" drives & 2 tray dedicated for 2.5" drives

Mini ITX Drive bay capacity / 6 trays for 3.5" or 2.5" drives & 2 tray dedicated for 2.5" drives

CPU cooler compatibility / CPU cooler up to 185 mm tall

Case dimensions / 233*469*543 mm



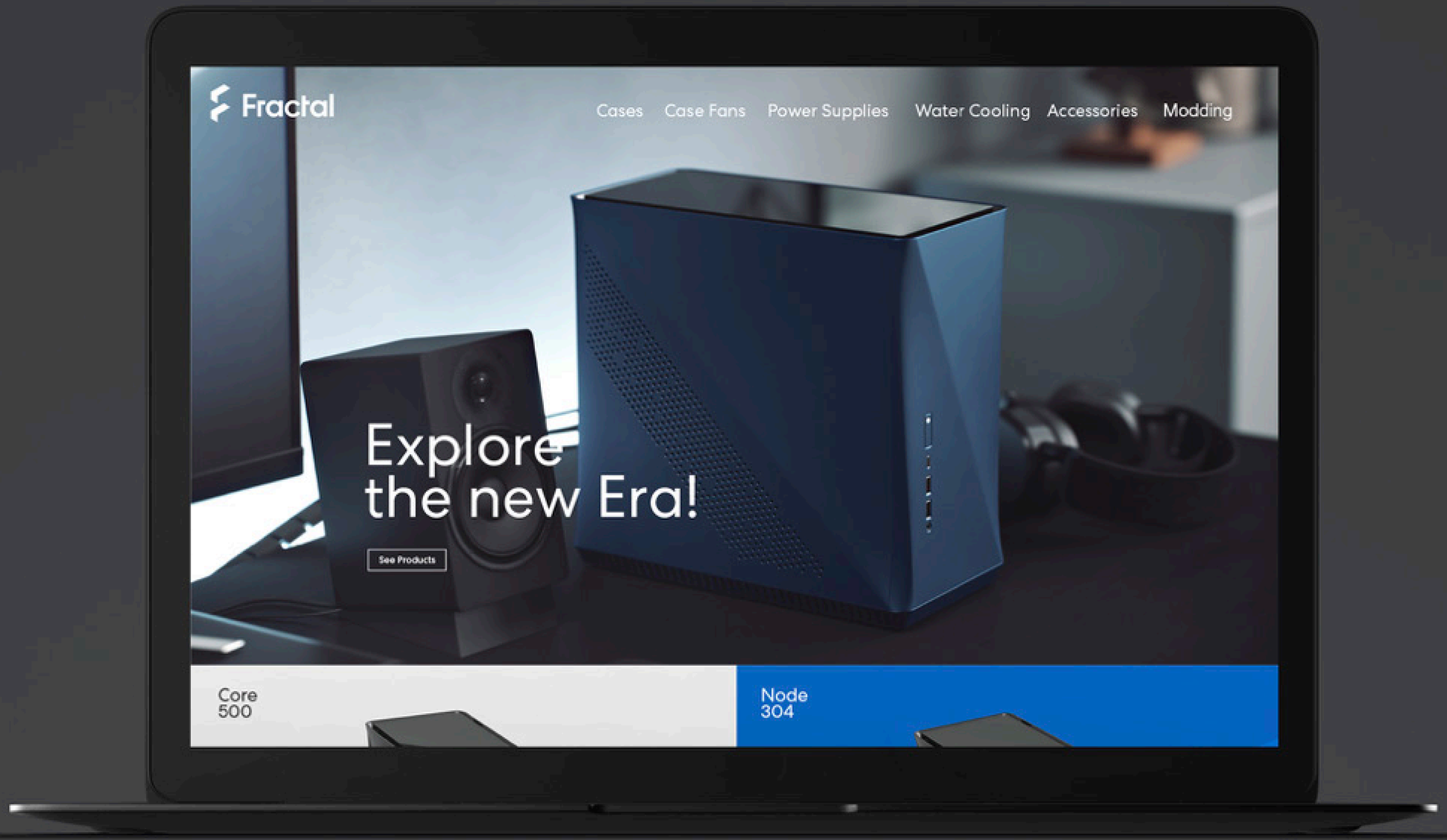
Designed in Sweden
fractal.se

USB-C

Define R6
USB-C

R6

Designed in Sweden
fractal.se


Fractal
Cases
Case Fans
Power Supplies
Water Cooling
Accessories
Modding
Explore
the new Era!
See Products
Core
500
Node
304

Fractal
Datavägen 37B,
S-436 32, Askim
Sweden
Henrik Ljungh
Product Developer
henrik.ljungh@
fractal-design.com
henrik_fractal_design
Fractal
Datavägen 37B,
S-436 32, Askim
Sweden
fractal-design.com
Fractal
Datavägen 37B,
S-436 32, Askim
Sweden

Fractal
Annual
Report
2020
Fractal

amazon.de
Last order dates Holiday delivery calendar
Fractal
Fractal Design
HOME
GEHÄUSE
WASSERKÜHLUNGEN
GEHÄUSELÜFTER
Fractal Design Define R6 Black Gedämmt
€114,99
prime
15
ADD TO BASKET
Fractal Design Define R6 TG Window Black Gedämmt
€129,99
prime
7
ADD TO BASKET
Fractal Design Define R5 Pearl Computer Case - Black
€137,49
prime
158
ADD TO BASKET
Fractal Design FD ca Hi-Def Nano S BK W Protective Case
€60,99
prime
9
ADD TO BASKET

Fractal

If you have any questions, please contact
info@fractal-design.com