Start with the identity.

Use these combinations for the website, press material and everyday communication. The following pages retain the accent pairings and monochrome print variants.



Falsterbo on Höganäs

#E3D8BD on #695B24



Falsterbo on Skäralid

#E3D8BD on #0D3838



Skäralid on Falsterbo

#0D3838 on #E3D8BD



Skäralid on Paper

#0D3838 on #F6F4EC

The wordmark is the logo. Preserve the original paths, proportions and single-colour fill. The site’s animated geometry is illustration, not a replacement logo.

Keep clear space equal to the wordmark’s height. Minimum wordmark height: 24px digital or 8mm print. Use only the combinations shown in this guide.

The wordmark on accent surfaces - use first.

Every tile: the accent is the surface; SAPIEXO stands on it, set in a logotype ink - accents never colour the wordmark.
Two tiers - use first, then.

USE FIRST - LIGHT INKS ON DARK ACCENTS

SAPIEXO

Sofiero × Driftved
Warm Gray 1 C on 683 C · 6.4:1
wordmark on the surface

SAPIEXO

Sofiero × Falsterbo
7500 C on 683 C · 6.8:1
wordmark on the surface

SAPIEXO

Sofiero × Dimma
442 C on 683 C · 5.8:1
wordmark on the surface

SAPIEXO

Kärnan × Driftved
Warm Gray 1 C on 4705 C · 4.7:1
wordmark on the surface

SAPIEXO

Kärnan × Falsterbo
7500 C on 4705 C · 5.0:1
wordmark on the surface

SAPIEXO

Kärnan × Dimma
442 C on 4705 C · 4.3:1
wordmark on the surface

SAPIEXO

Höganäs × Driftved
Warm Gray 1 C on 455 C · 4.5:1
wordmark on the surface

SAPIEXO

Höganäs × Falsterbo
7500 C on 455 C · 4.7:1
wordmark on the surface

SAPIEXO

Höganäs × Dimma
442 C on 455 C · 4.1:1
wordmark on the surface

USE FIRST - DARK INKS ON LIGHT ACCENTS

SAPIEXO

Sockerbeta × Skäralid
546 C on 7502 C · 6.6:1
wordmark on the surface

SAPIEXO

Sockerbeta × Strandtall
560 C on 7502 C · 6.4:1
wordmark on the surface

SAPIEXO

Sockerbeta × Ven
534 C on 7502 C · 6.4:1
wordmark on the surface

SAPIEXO

Sockerbeta × Kullaberg
447 C on 7502 C · 6.0:1
wordmark on the surface

SAPIEXO

Raps × Skäralid
546 C on 7407 C · 5.3:1
wordmark on the surface

SAPIEXO

Raps × Strandtall
560 C on 7407 C · 5.1:1
wordmark on the surface

SAPIEXO

Raps × Ven
534 C on 7407 C · 5.1:1
wordmark on the surface

SAPIEXO

Raps × Kullaberg
447 C on 7407 C · 4.8:1
wordmark on the surface

The wordmark on Öresund - then.

Every tile: the accent is the surface; SAPIEXO stands on it, set in a logotype ink - accents never colour the wordmark.
Two tiers - use first, then.

THEN - ÖRESUND, THE ONLY MID ACCENT

SAPIEXO

Öresund × Driftved
Warm Gray 1 C on 5405 C · 3.3:1
wordmark on the surface

SAPIEXO

Öresund × Falsterbo
7500 C on 5405 C · 3.5:1
wordmark on the surface

SAPIEXO

Öresund × Dimma
442 C on 5405 C · 3.0:1
wordmark on the surface

SAPIEXO

Öresund × Skäralid
546 C on 5405 C · 2.6:1
wordmark on the surface

SAPIEXO

Öresund × Strandtall
560 C on 5405 C · 2.5:1
wordmark on the surface

SAPIEXO

Öresund × Ven
534 C on 5405 C · 2.5:1
wordmark on the surface

SAPIEXO

Öresund × Kullaberg
447 C on 5405 C · 2.3:1
wordmark on the surface

MONOCHROME PRINT - THE ONLY TWO

SAPIEXO

Black on White
17.5:1
mono print only

SAPIEXO

White on Black
17.5:1
mono print only

Not allowed: accents as wordmark ink · Krita · Skåne · Black or White against any other colour.
Use these accent and print pairs alongside the everyday combinations on page 1.