

FREED.COM

Freemed Brand Styleguide

2026



What is Freed?

Freed is Finland's largest teacher community and marketplace for teaching and learning materials. It brings teachers together to discover, share, buy and sell practical resources that support everyday teaching.

At Freed, teachers can find thousands of free and paid materials, connect with other education professionals, and get inspiration and support for their work. Freed also enables teachers to earn from their own expertise by publishing and selling original learning materials to other teachers and schools.

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01

Colours

Primary Palette

When creating graphics related to the Freed brand, it's important to begin with the primary palette. **As a green brand**, Freed's graphics should prominently feature shades of green, with at least 75% of the design using green colours. This will help ensure consistency across all Freed-related graphics and reinforce the brand's visual identity.

Green

HEX	#008558
RGB	0, 133, 88
HSL	160%, 100%, 26%

Light green

HEX	#D9F5D6
RGB	217, 245, 214
HSL	114%, 61%, 90%

Dark green

HEX	#00291B
RGB	0, 41, 27
HSL	160%, 100%, 8%

White

HEX	#FFFFFF
RGB	255, 255, 255
HSL	0%, 0%, 100%

Complementary colours

Only use these complementary colours to emphasise or to accent the content of your graphics. These should be kept at the most minimal and should not overpower the general graphical direction of graphics

Yellow

HEX	#F8DC7B
RGB	248, 220, 123
HSL	47%, 90%, 73%

Orange

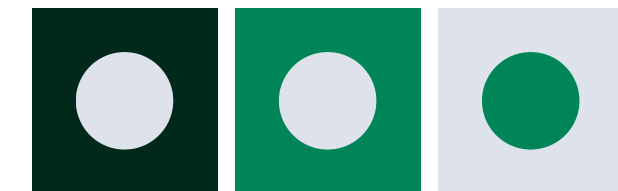
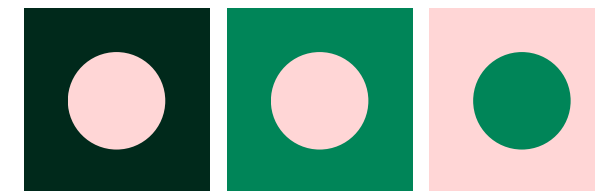
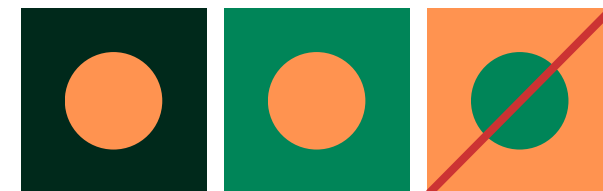
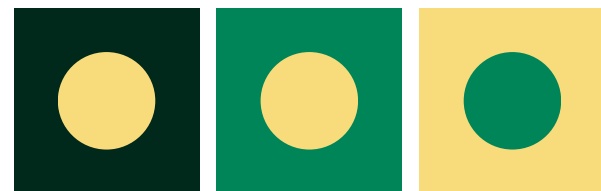
HEX	#FF9350
RGB	255, 147, 80
HSL	23%, 100%, 66%

Pink

HEX	#FFD6D6
RGB	255, 214, 214
HSL	0%, 100%, 92%

Blue

HEX	#DEE3EB
RGB	222, 227, 235
HSL	217%, 25%, 90%



Logos



Full logo

Use full logo version by default



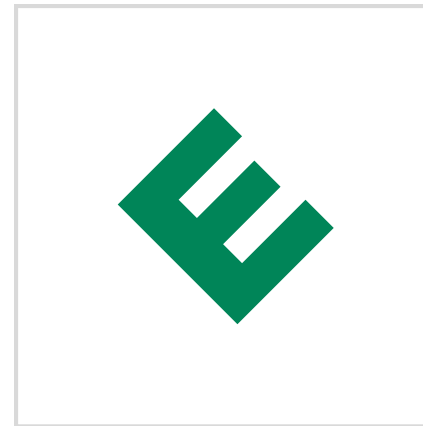
Default – Green logo on white (or light background)



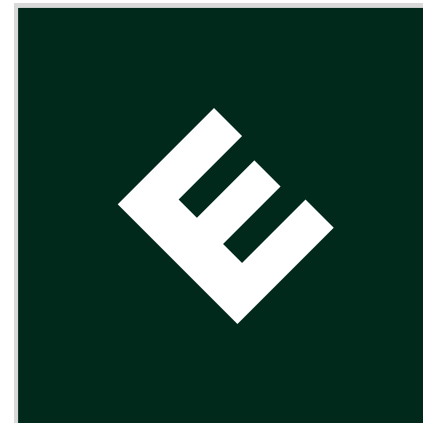
Inverse – White logo on dark green and black

Logo mark

Only use this when there is not enough space to display the full logo



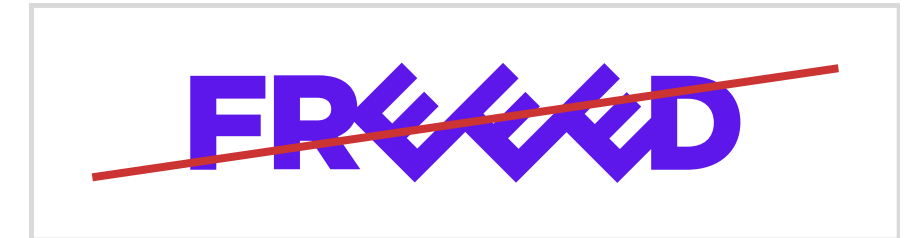
Green logo mark on white (or light background)



White logo mark on dark green, and black



Don't use the logo mark with the full logo



Don't apply non-Freed brand colours to the logo

Logo Usage

Sample Applications

The Freed logo is displayed in white against a dark grey wall. The logo consists of the word "FREED" in a bold, sans-serif font, with the letter "E" stylized as two overlapping, slanted shapes.

Freed.com is a teacher community and marketplace where educators discover, share, buy and sell teaching materials that make everyday teaching easier.

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Typography

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

~!@#\$%^&*()_+

Medium

500

Semibold

600

Aa123

A brown fox jumps over the lazy dog

A brown fox jumps over the lazy dog

Highlighted text in colour green

Sub heading

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur.

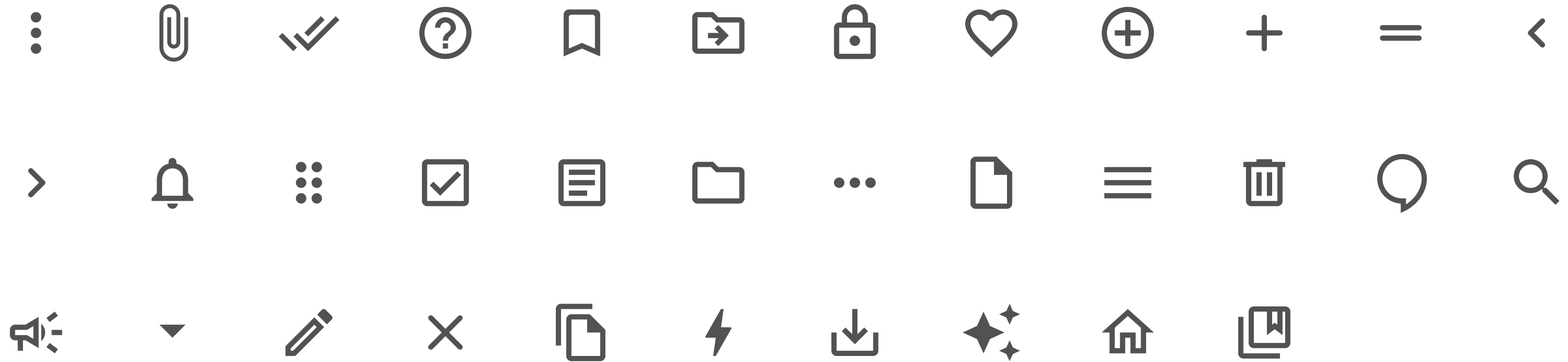
Magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima

04

Icons

Icons

We use [material design icons](#) in outlined style powered by Google



06

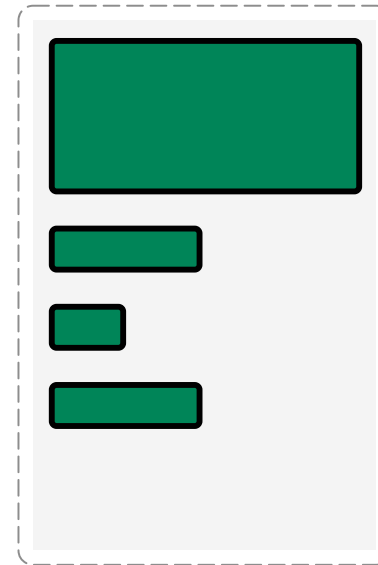
Layout

Layout

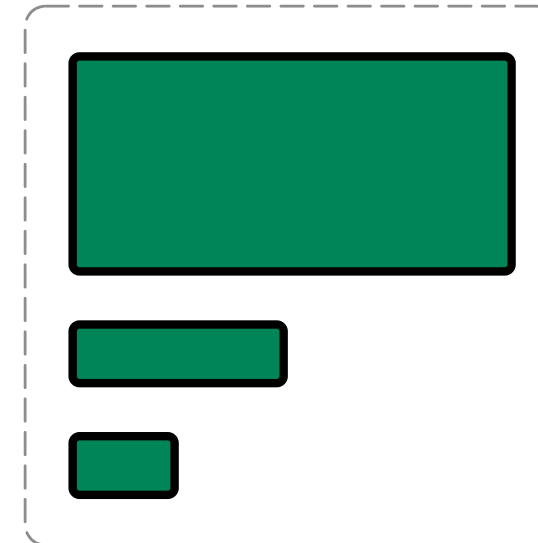
Generally we want to left align. Center alignment can be applied case by case with own judgement

We don't right align, unless we open community in the Middle East where Hebrew or Arabic are used.

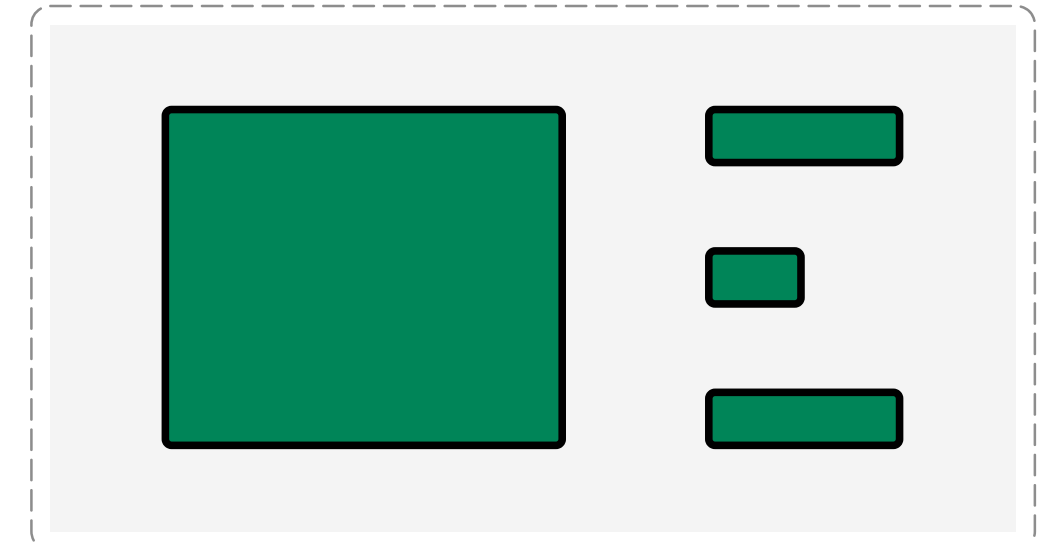
The dimension of the final assets dictate the size of graphics to be placed



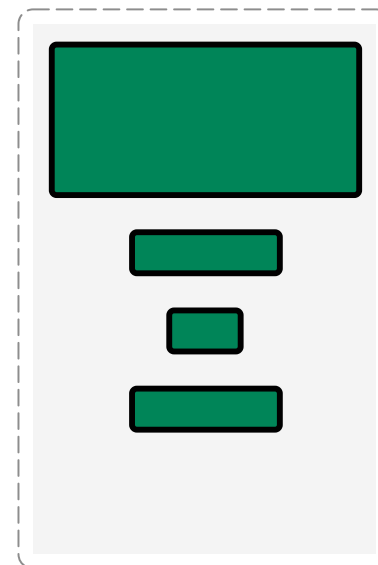
Vertical rectangle



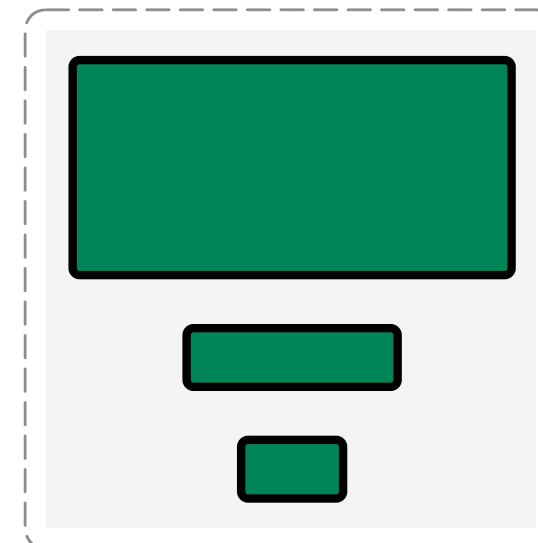
Square - Left align



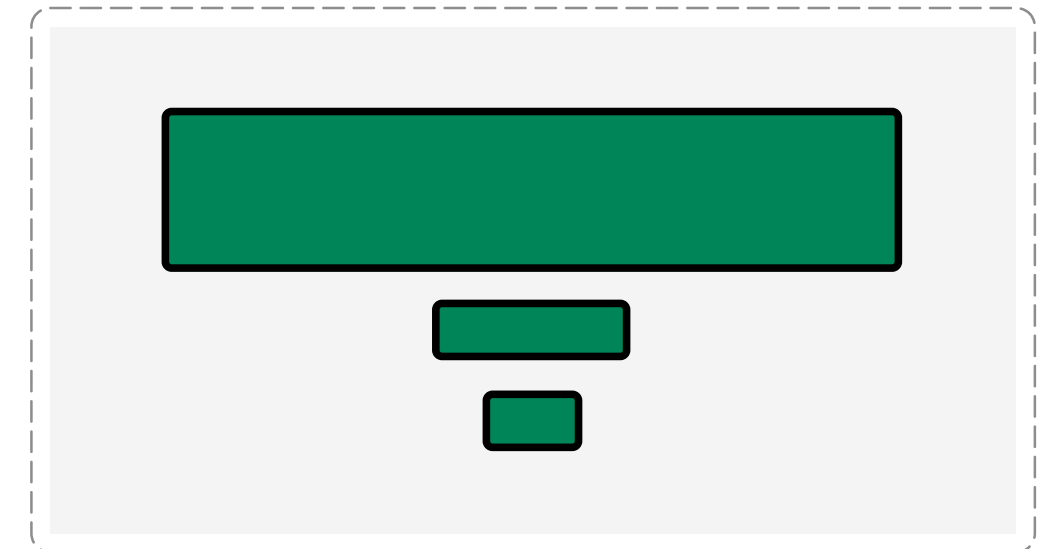
Rectangle



Vertical rectangle



Square - Center align



Rectangle

Contact us

For questions and clarifications

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