



L4 PERFORMANCE

**CHOSEN BY PROFESSIONALS.
FOR A REASON.**

BRAND GUIDELINES

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CONTENTS

The brand	03
Logo	04
Logo usage	05
Colour	06
Typography	07
Type in use	08
Layout system	09
Photography	10
Applications	11
Print specifications	12
Digital and social	13
Contacts	14

This document defines how L4 Performance is presented in print, on signage and on screen. It exists so that anything produced by a printer, a retailer or a partner looks like it came from the same company. The system follows the website: white surfaces, photography that fills the format, bold uppercase headlines and technical data set as data.

THE BRAND

WHAT L4 IS

A Finnish manufacturer of premium made-to-order tactical equipment for military and law enforcement end users across NATO member states. Design, laser cutting, sewing, assembly and inspection happen in one building in Tampere.

HOW IT SHOULD FEEL

Restrained, precise and technical. Closer to an instrument manufacturer than to a lifestyle brand. Never loud, never camouflage-patterned graphics, never stock imagery of anonymous operators.

THE SLOGAN

CHOSEN BY PROFESSIONALS. FOR A REASON. Set in the bold weight, uppercase, on two lines, both full stops included. It is a closing line rather than a headline: it sits at the foot of a piece or over the lower part of a photograph, never above the logo. It is never translated.

NAME

“L4 Performance” in running text; “L4” alone once the full name has appeared. Never “L4P”, never “L-4”, never all lower case.

PROCUREMENT DATA IS PART OF THE IDENTITY

In business-to-government and business-to-business material, NCAGE, VAT number and country of origin travel with the logo. They appear on the business card, the folder, the catalogue and stand signage — they are what separate a manufacturer from a webshop.

NO STREET ADDRESS IN PRINT

Printed pieces carry “Tampere, Finland” and the web address, never the street address. The company is growing out of its premises and will move; the website carries the current address and can be changed in a minute, a printed banner cannot.

LOGO



PRIMARY LOCKUP

Mark above the wordmark. The default wherever there is room for it.

L4 PERFORMANCE



MARK ONLY

When the name is already present or the space is too small for the wordmark: workstation signs, hang tags, the letterhead footer, social avatars.

CLEAR SPACE



Clear space equals the height of the mark on every side. Nothing enters it: no text, no photo edge, no rule, no second logo.

MINIMUM SIZE

Print 20 mm wide for the lockup and 6 mm for the mark. Screen 80 px and 24 px. Below that the wordmark closes up and the notch in the mark disappears.

LOGO USAGE

White on dark surfaces and on photographs, near-black on white. There is no third version.



✓ White on rich black



✓ White on a darkened photo



Never recolour

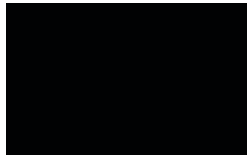


Never stretch or rotate

- Do not place the logo on a busy part of a photograph. Darken the area first, or move the logo.
- No shadows, glows, gradients, bevels or outlines.
- Do not rebuild the lockup, reset the wordmark in another typeface or change the space between mark and wordmark.
- No box or circle around the logo, except the social avatar, which uses the mark alone.

COLOUR

White is the base. Black is ink, not a canvas: large black areas belong to signage and packaging, while documents and cards are white. Colour comes from the product photography, never from graphics.



Rich black

Large black areas in print

C40 M30 Y30 K100

#1A1A1A



Text black

All small text and hairlines

C0 M0 Y0 K100

#000000

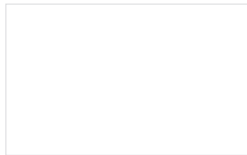


Grey

Secondary text and labels

C0 M0 Y0 K55

#8C8C8C



Paper

Backgrounds and reversed type

C0 M0 Y0 K0

#FFFFFF

RICH BLACK

Any black area larger than a business card prints as rich black (C40 M30 Y30 K100). K100 alone goes grey and blotchy over large areas. Small text stays K100 only, because four-colour text will not register cleanly.

DATA COLOURS

Charts use green #6FBF73 for positive and amber #E0A93E for partial on background #0E0F10. Screen values only — they are not part of the print palette.

TYPOGRAPHY

HEADLINE AND TEXT

Headlines, product names and body copy share one family. Headlines and product names are set in the bold weight, uppercase, tight. Body copy is regular, sentence case.

BACK PANEL COMPATIBILITY	Bold, uppercase
Back panel compatibility	SemiBold
Back panel compatibility	Medium
Back panel compatibility	Regular

TECHNICAL DATA

A monospaced face carries labels, part numbers, measurements and anything that reads as machine output. Uppercase with letterspacing for labels. Never used for body copy.

NCAGE AA83G VAT FI24435893

P R O C U R E M E N T D A T A

THE FILES IN USE

Print applications are built with Instrument Sans and IBM Plex Mono, both open licence and free for any printer or partner to install. Where the website uses a different display face, the website specification takes precedence on screen and this document is updated to match — the two must not drift apart.

SUBSTITUTES

If neither face is available, use Helvetica Neue or Arial for the text family and Courier New for the monospace — and say so, because it means a file was rebuilt outside the system.

TYPE IN USE

Sizes are for A4. Scale proportionally for other formats; the relationships matter more than the absolute values.

ELEMENT	WEIGHT	SIZE	NOTES
Headline	Bold	18–22 pt	uppercase, tight
Product name	Bold	11.5–13 pt	uppercase
Descriptor	Regular	8.2 pt	grey, one line
Body copy	Regular	8.5–9 pt	leading 4.5 mm
Section label	Mono	6.8 pt	uppercase, +1.1 tracking
Data value	Mono	5.7–8 pt	no tracking
Running head	Mono	6 pt	uppercase, +1.0 tracking
Page number	Mono	6.4 pt	two digits

RULES

Sentence case for body copy, uppercase for headlines, product names and mono labels. No italics. No underlines except live links. Minimum size in print is 6 pt, and 7 pt for white type on black.

THE PRODUCT CARD

Product name in bold uppercase, one grey descriptor line underneath, nothing else. Example: MARITIME L4PC / AVS compatible, integrated phone mount, composite frame.

LAYOUT SYSTEM

STRUCTURE

Generous margins, one column of text, and a hairline instead of a box wherever something needs separating. Hairlines are 0.4–0.5 pt at 15 % black. Boxes, drop shadows and rounded panels are not part of the system.

THE DATA BLOCK

Technical and procurement data is a two-column list: mono label in grey on the left, mono value in black on the right. It should read as a specification, because that is what it is.

NCAGE	AA83G
VAT	FI24435893
ORIGIN	FINLAND / EU
GUARANTEE	10 YEARS

PHOTOGRAPH OR WHITE

A piece is either a photograph filling the format with reversed type over it, or white with black type. Those are the two layouts. Solid black panels are used only where a photograph cannot be printed — small labels, hang tags, workstation signs.

IMAGE PLACEMENT

Photographs fill the format edge to edge or sit as a band across the full width. Small floating pictures with captions do not belong to the system.

NUMBERING

Sequences — pages, workstations, field notes — are two-digit mono figures: 01, 02, 03.

PHOTOGRAPHY



PRODUCT

Cut out on pure white, even lighting, no props. Same angle within a family. The white background carries over to the website and the catalogue.



FIELD

Real users, real training, no staged aggression. Used full bleed. Darkened with a gradient before type is placed over it — never rely on a drop shadow to make text readable.

TREATMENT

No filters, no teal-and-orange grading, no vignettes. Black-and-white is allowed as a deliberate choice for a full section, not as a fix for a weak photograph.

CREDITS AND RIGHTS

Photographer credits are set in mono at 5.6–6 pt on the image or on the last page: © NICKRAINPHOTOGRAPHY & STEYR ARMS, © COMBATCLICKS. Never publish an image carrying another party's watermark, and never use an image without written permission.

RESOLUTION

300 dpi at final size for anything held in the hand, 100–150 dpi for large format read from more than two metres. Never upscaled from a social-media export.

APPLICATIONS

Every piece below exists as a print-ready file. Ask before creating a new one — in most cases the format already exists.

Business card	90 × 50 mm	Black front, white data back
Product catalogue	A4, 32 pp	Perfect bound, English
Presentation folder	A4	Quotations and tender annexes
Letterhead	A4	Data footer, NCAGE and VAT
Hang tag	50 × 90 mm	Two-sided, writable back
Parcel label	70 × 70 mm	On every outgoing box
Window sticker	850 × 1000 mm	Showroom door
Door sign	400 × 300 mm	Aluminium, entrance
Workstation signs	400 × 200 mm	Wall stations
Ceiling signs	600 × 250 mm	Two-sided, island stations
Roll-up	850 × 2000 mm	Photo hero, showroom and fairs
Facade banner	3000 × 1000 mm	Building
Beach flag	800 × 2600 mm	Outdoor events
Event banner	2000 × 800 mm	Fence or stand front
Table front	1800 × 800 mm	Folding table 180 × 74 cm
A-board	500 × 700 mm	Two-sided, demo events
Demo spec cards	A5	One per product on the table
Field Notes	1080 × 1350 px	Instagram, technical charts

PRINT SPECIFICATIONS

COLOUR

All print files are CMYK with the Fogra39 profile. No RGB objects and no spot colours unless a special finish is ordered. Photographs are converted to CMYK before placement, not left to the printer.

FILES

PDF at 1:1 scale, no crop or registration marks, fonts embedded rather than converted to outlines, TrimBox and BleedBox set on every page.

BLEED BY PRODUCT

Business cards	2 mm bleed, 3 mm safe area inside the cut
Catalogue	3 mm bleed; text 15 mm from the binding edge
Stickers and vinyl	1 mm bleed, 5 mm safe area
Rigid signs	3 mm bleed, 10 mm safe area
Banners	10 mm bleed, 80 mm clear of the eyelets
Roll-ups	bottom 130 mm disappears into the cassette

ALWAYS CHECK THE TEMPLATE

The figures above are house defaults. Every printer publishes its own template per product: download it, measure the guides and set the file to those numbers. Die-cut products — folders, shaped stickers, flags — cannot be built without the supplier’s die-line.

MINIMUMS

Type 6 pt. Vector lines 0.25 pt. Reversed type on black not below 7 pt, because ink spread closes up thin letterforms.

DIGITAL AND SOCIAL

WEBSITE

White surfaces, photography that fills the width, bold uppercase headlines, product cards with a bold name and one grey descriptor line. Print follows the site, not the other way round.

FIELD NOTES

The technical chart format published on Instagram: 1080 × 1350 px, near-black background, mono labels, numbered sequence (FIELD NOTES · 01). Its job is to be useful to people who own other brands too. It carries no price and no call to action.

SOURCING AND ACCURACY

Community-sourced data is labelled as such. If a claim about another manufacturer turns out to be wrong, the chart is corrected and republished — the credibility of the format is the asset.

SCREEN COLOURS

Background #0E0F10, text #F2F2F0, secondary #9AA0A6, positive #6FBF73, partial #E0A93E. Product shots keep the white studio background on screen as well.

AVATAR

The mark only, white on rich black, no wordmark. The same file on every platform.

VIDEO

Same typefaces, same restraint. No transitions, no music-driven cuts, no on-screen text larger than the product. Subtitles in the monospace face.



L4 PERFORMANCE

BRAND FILES AND QUESTIONS

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NCAGE

AA83G

VAT

FI24435893

BUSINESS ID

2443589-3

Logo files, typefaces and every print-ready application are held by L4. Ask before rebuilding anything — a file almost certainly exists.

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