



Norsk Folkehjelp

GUIDELINES FOR VISUAL IDENTITY

Retningslinjer for visuell identitet

Norwegian People's Aid main vision

SOLIDARITY IN ACTION

We support people so that they may defend themselves and promote their own interests. Our work is based on equal cooperation with partners. Charity gives the donor control over the recipient whereas solidarity involves respecting partners' integrity and their right to set their own conditions.



Solidaritet i praksis

Vi støtter mennesker slik at de selv kan forsvare og fremme sine interesser. Vårt arbeid bygger på samarbeid mellom likeverdige partnere, ikke veldedighet. Veldedighet gir giveren kontroll over mottakeren, mens solidaritet innebærer å respektere partnerens integritet og deres rett til å sette egne betingelser.

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Logofiles on CD.

Main logo

The main logo is Norwegian People's Aid's correct signature and is to be preferred in all profiling. Variants of the logo have been produced for specific areas of use. The main logo must always be used unless the use of an alternative logo is concretely defined under any of the variants. The relationship between its two elements – symbol and name – is fixed and must never be altered. The logo original is available for use in four colours (CMYK), two colours (PMS) and for screens (RGB).



Hovedlogo er Norsk Folkehjelps korrekte signatur og skal alltid foretrekkes i all profilering. Det er utviklet varianter av logoen, som er tilpasset spesielle bruksområder. Hovedlogo skal alltid benyttes, om ikke bruken av alternativ logo er konkret definert under noen av variantene. Forholdet mellom merket og navnetrekket er fast og må aldri endres. Logoen finnes som original for bruk i fire farger (CMYK), to farger (PMS) og for skjerm (RGB).



Norsk Folkehjelp



Logofiles on CD.

Secondary logos

The logo is available in different variants, adapted to different backgrounds and materials.

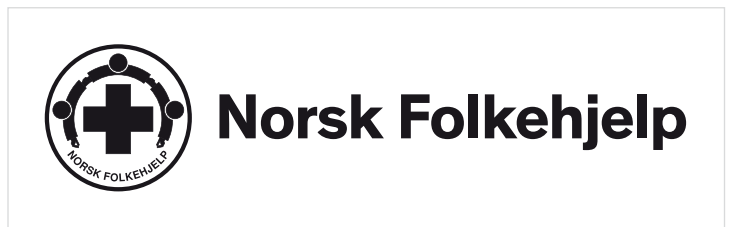


Logoen finnes i flere varianter, tilpasset forskjellige bakgrunnsflater og materialer.

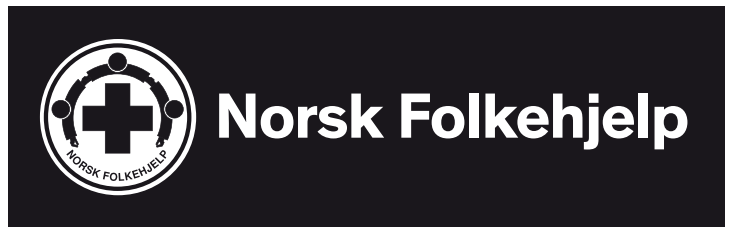
Colored background



Black on white



Black background





Local and international logofiles on CD.

Regional and local departments

Each department and local chapter has a logo with their own subtitle. These logos are to be used on all occasions where the department or local chapter is the creator of the content. The use of reconstructions is not allowed. The logo is available in both full colour and monochrome.



Hver avdeling eller lokallag har logo med sin egen undertittel. Disse logoene skal brukes i alle tilfeller der lokallaget er skaper av innholdet. Det er ikke tillatt å benytte seg av rekonstruksjoner. Logoen er tilgjengelig både i fullfarge og monokrom.

Region



Norsk Folkehjelp
Ungdom

Local department



Norsk Folkehjelp
Horten

Area of protection

The logo is to be given sufficient space at all times. Text or graphics must never be placed within the defined area. The protective area corresponds to one quarter of the logo's height.

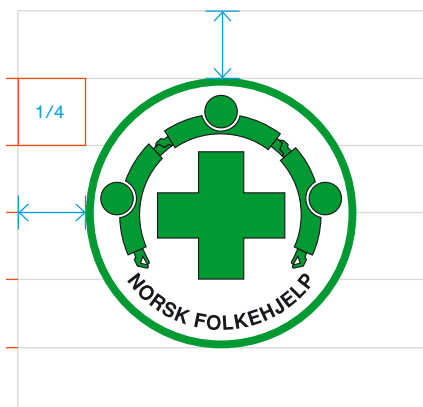


Logoen skal til enhver tid omgis med rikelig luft. Tekst eller grafikk skal aldri plasseres innenfor definert område. Beskyttelsesområdet tilsvarer én fjerdedel av logoens høyde.

Illustration



Illustration
with area of
protection



Main font: Theinhardt

Theinhardt is an OpenType-font made by Optimo. It is a classic sans serif typeface available in a variety of weights and styles. Theinhardt is intended for headlines, titles and all primary messaging. Buy the font at www.optimo.ch



Theinhardt er en OpenType-font laget av Optimo. Typesnittet er en klassisk grotesk tilgjengelig i en rekke vektorer og stiler. Theinhardt er tiltenkt overskrifter, titler og all generell kommunikasjon. Fonten er tilgjengelig på www.optimo.ch

Theinhardt
Regular 60 pt.

AaEeGg

Substitute font for Theinhardt

If Theinhardt is not available, Arial is a good replacement. Arial is used on all digital surfaces and in other Windows Office productions. The font is standard on almost all computers.



Alternativ font for Theinhardt

Hvis Theinhardt ikke er tilgjengelig, er Arial en god erstatter. Arial anvendes på alle digitale flater, og i andre produksjoner i Windows Office. Fonten er standard på de aller fleste maskiner.

Arial Regular 30 pt.

AaEeGg

Text font: Mercury Text

Mercury Text is a modern text font in a range of weights and styles that gives a broad area of use. It has a specific language of form which supports the graphic design in the Norwegian People's Aid visual profile. Mercury should be used on longer texts for high legibility. The font can be bought at www.typography.com



Mercury Text er en moderne tekstfont i en rekke vekter og stiler som gir et bredt bruksområde. Den har et særegent formspråk som bygger opp under den grafiske formgivningen i Norsk Folkehjelps visuelle profil. Mercury bør anvendes på lengre tekster for høy lesbarhet. Fonten kan kjøpes på www.typography.com

Mercury Text G1
Roman 60 pt.

AaEeGg

Substitute font for Mercury

If Mercury is not available, the use of Times New Roman is recommended. This font can be applied in various productions in Windows Office. The font is standard on almost all computers.



Alternativ font for Mercury

Hvis Mercury ikke er tilgjengelig, anbefales det å bruke Times New Roman. Denne fonten kan anvendes i diverse produksjoner i Windows Office. Fonten er standard på de aller fleste maskiner.

Times New Roman
Regular 30 pt.

AaEeGg



Colour use and specifications on CD.

Primary colors

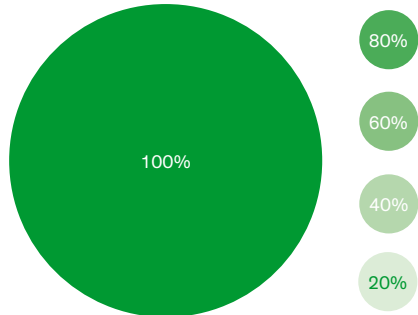
Green is the primary colour for Norwegian People's Aid and should therefore receive most attention. The clear, distinct green colour is used in combination with the deeper green tone to illustrate overlapping and presence.



Grønn er primærfargen til Norsk Folkehjelp og skal derfor få mest oppmerksomhet. Den klare distinkte grønnfargen brukes i kombinasjon med den dypere grønn-tonen for å illustrere overlapping og tilstedeværelse.

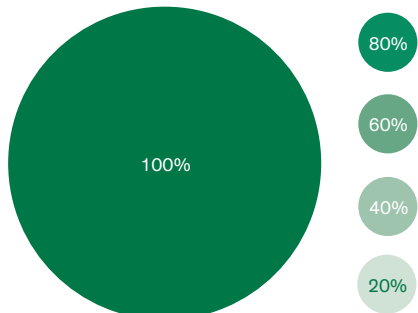
Primary colour

C:90 M:0 Y:100 K:0
R:0 G:170 B:50
PMS:355
Web HEX:#009933



Primary colour

C:100 M:10 Y:85 K:20
R:0 G:120 B:70
PMS:341
Web HEX:#007745



Secondary colours

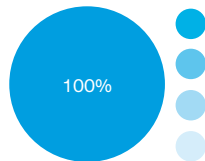
The main purpose of the secondary colours is to emphasise, highlight or increase visibility of the message communicated by Norwegian People's Aid. This may be done with headlines, text-boxes or other graphics. The chosen black has a good selection of tints. Grey tones often provide a good balance between the primary colours and the other secondary colours.



Sekundærfargenes hovedhensikt er å understreke, fremheve eller synliggjøre Norsk Folkehjelps budskap. Dette kan gjøres i overskrifter, tekstbokser eller annen grafikk. Den sorte fargen har et godt utvalg av tints. Gråtoner kan fungere som en fin balanse til både primærfargene og de andre sekundærfargene.

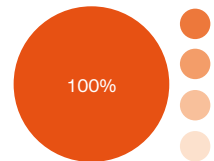
Secondary colour

C:100 M:0 Y:0 K:0
R:0 G:170 B:230
PMS:312
Web HEX:#009EE0



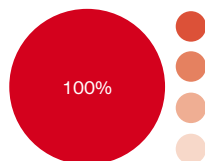
Secondary colour

C:0 M:80 Y:100 K:0
R:250 G:100 B:0
PMS:021
Web HEX:#E75113



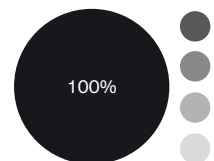
Secondary colour

C:0 M:100 Y:100 K:0
R:220 G:0 B:40
PMS:185
Web HEX:#E2001A



Secondary colour

C:0 M:0 Y:0 K:100
R:0 G:0 B:0
PMS:0 Pantone black
Web HEX:#000000





Design templates on CD.

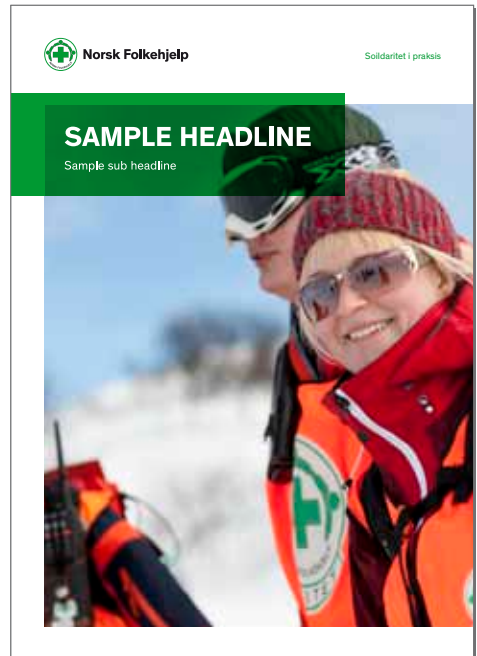
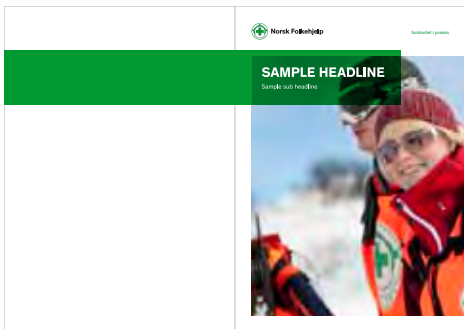
How to use the graphic elements

The examples show how our identity functions in practice. The top or bottom fields containing the logo are fixed, whereas the graphic elements are adjusted to fit the format, message and content. Dynamic compositions and consistent use of colour are also important aspects that should be taken into consideration in relation to the graphic expression.

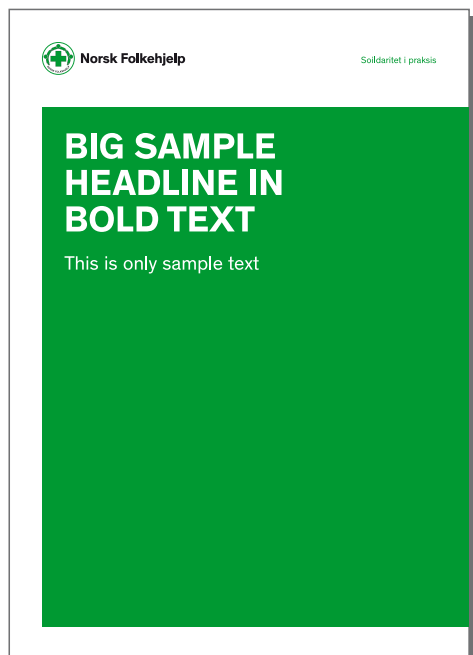
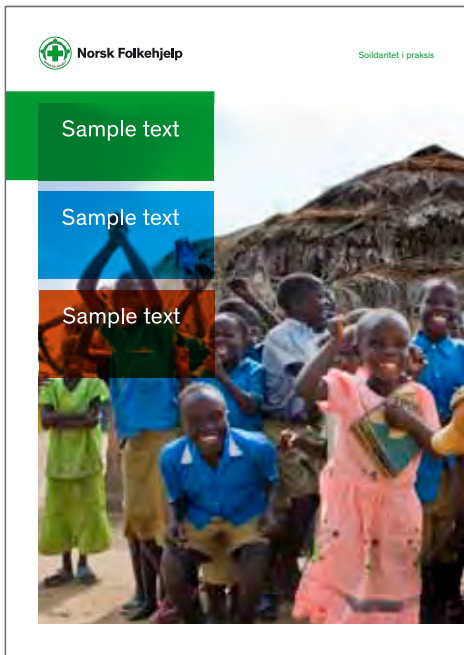


Under følger eksempler på hvordan identiteten fungerer i praksis. Topp- eller bunnfelter med logo er faste, mens grafiske elementer tilpasses format, budskap og innhold. Dynamiske komposisjoner og konsekvent fargebruk er viktige punkter det bør tas hensyn til i grafisk utforming.

For more design examples, see the full pdf version of the design guidelines.



Text boxes are adjusted in accordance with content and text size. Where possible, text boxes may be used as a graphic band which also encompasses the back cover of the brochure.



Logo

Main logo
Black and white
Colored background
Subtitle
English and Spanish

Colours

CMYK
PMS
RGB

Office templates

Letterhead
Business card
Envelopes
Note
Fax

Design templates

Editorial guide
A4, A5 and A6 brochure
Poster
Roll-up

Pictures

Sudan
Health and rescue service
Laos

Logo

Hovedlogo
Sort/hvit
Farget bakgrunn
Undertittel
Engelsk og spansk

Farger

CMYK
PMS
RGB

Officemaler

Brevark
Visitkort
Konvolutter
Notat
Faks

Designmalverk

Redaksjonell veiledning
A4, A5 og A6 brosjyre
Plakat
Roll-up

Bilder

Sudan
Tromsø sanitet
Laos



Norsk Folkehjelp

Visual identity

Guidelines
Templates
Production

Questions

If you have questions about the content of this manual, please contact the communication department. Logos and templates are available on the accompanying CD.

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Mail: kommunikasjonssjef@npaid.org

