

Norne profile summary

Everyone who prepares material for print and screen media on behalf of Norne is responsible for presenting our brand in the best possible way. You should therefore read the design manual carefully and follow the guidelines.

The [Profile webpage](#) has most of the information you need to start preparing material you need to produce. This includes color codes and rules on typography and logos, as well as guidelines on how to use the graphic elements.

→ FONTS

Two different font families: **Lato** and **Source Sans Pro**.

Lato – main typeface and must be used in all professionally produced graphic materials eks PowerPoint slides.

Source Sans Pro – is for internal use and our 'in-house' typeface. This standard font family is installed on the vast majority of the world's computers. Source Sans Pro should be used in all Word documents and other materials for internal use.

[Download Lato](#)

→ COLOURS

Norne has a colour palette that includes 1 main colour and 5 secondary colours. Correctly combining the colours in the palette is an essential aspect of adhering to a good visual identity.

→ BUSINESS AREA SYMBOLS

Each of our business areas has its own unique symbol. These symbols reinforce the identity of the business area.

→ LOGO

The main logo is Nornes correct signature and is to be preferred in all profiling. Variants of the logo have been produced for specific areas of use, such as PPT s and Word doc (see templates). The top or bottom fields containing the logo are fixed, whereas the graphic elements are adjusted to fit the format, message and content.

Before you download and start using the logo, it is important that you familiarize yourself with these guidelines:

- The logo is placed in the top of the format when possible.
- The logo's appearance, proportions and colours must not be changed.
- It is important that the logo is given enough space and that there is free space around the logo.

→ IMAGES

Images and illustrations are available to download from the website. Be aware when cropping photographs.