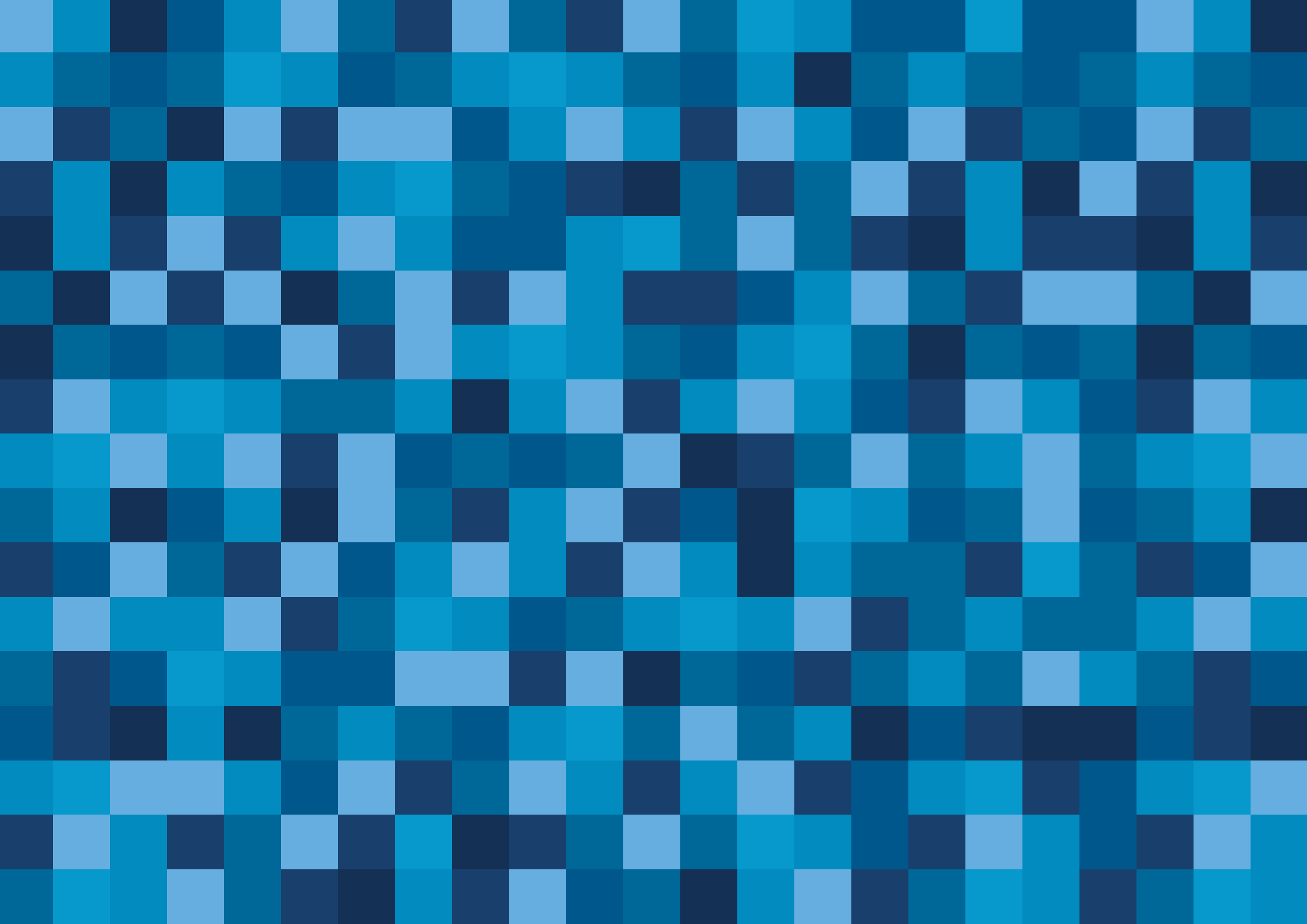




N O R D I C

*Brand book*



# **BRAND BOOK**

## *Introduction*

This book is your guide to the Nordic IT Brand, including the use of logo, colors and fonts. The rules in this guide must be respected at all times in accordance with the copyright law.

To download logos and various photo material, visit [www.nordic-it.com/press-room/](http://www.nordic-it.com/press-room/)

If you are in doubt about the use of the Nordic IT Brand, please contact:

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CMO

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BRAND BOOK**  
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## 1.1 NORDIC IT

### *The Logo*

The logo consists of two elements:

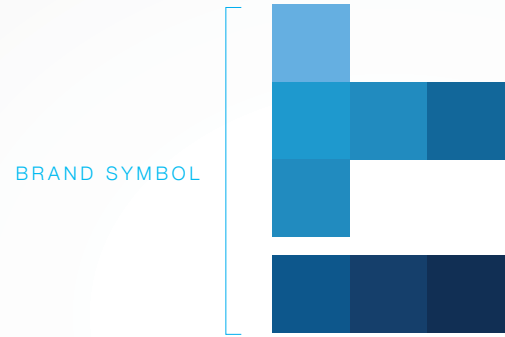
- Brand name
- Brand symbol

It is very important that the logo is always easy to see and read in all usage situations.

According to needs and print method, the logo can be displayed in different colour variations (See examples on page 8-9).

For dark background situations, it will only be possible to display the logo in negative/white.

Note that altering the logo is against the copyright law.



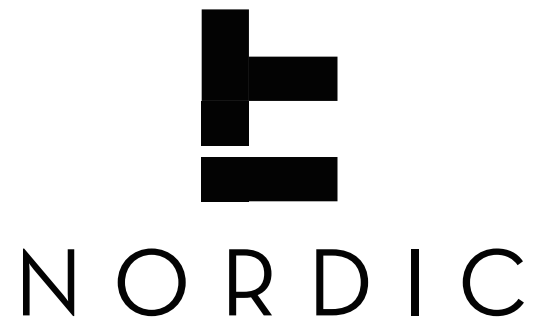
N O R D I C

BRAND NAME



NORDIC





## **1.2 NORDIC IT** *Logo do's & Dont's*

In order to ensure consistency in the Nordic IT brand, it is very important to maintain the logo's original proportions when using it.

Across you will find some examples of how you should not use the logo - and of the correct setup and use.

X N O R D I C

The NORDIC IT logo should never be used without the (IT) symbol.

X N O R D I C

The NORDIC IT logo should not be stretched.

X N O R D I C

The NORDIC IT logo should never be used on strong contrasting color backgrounds.

✓ N O R D I C

The NORDIC IT logo should always be used with the (IT) symbol.

✓ N O R D I C

Width and height of the NORDIC IT logo should always match.

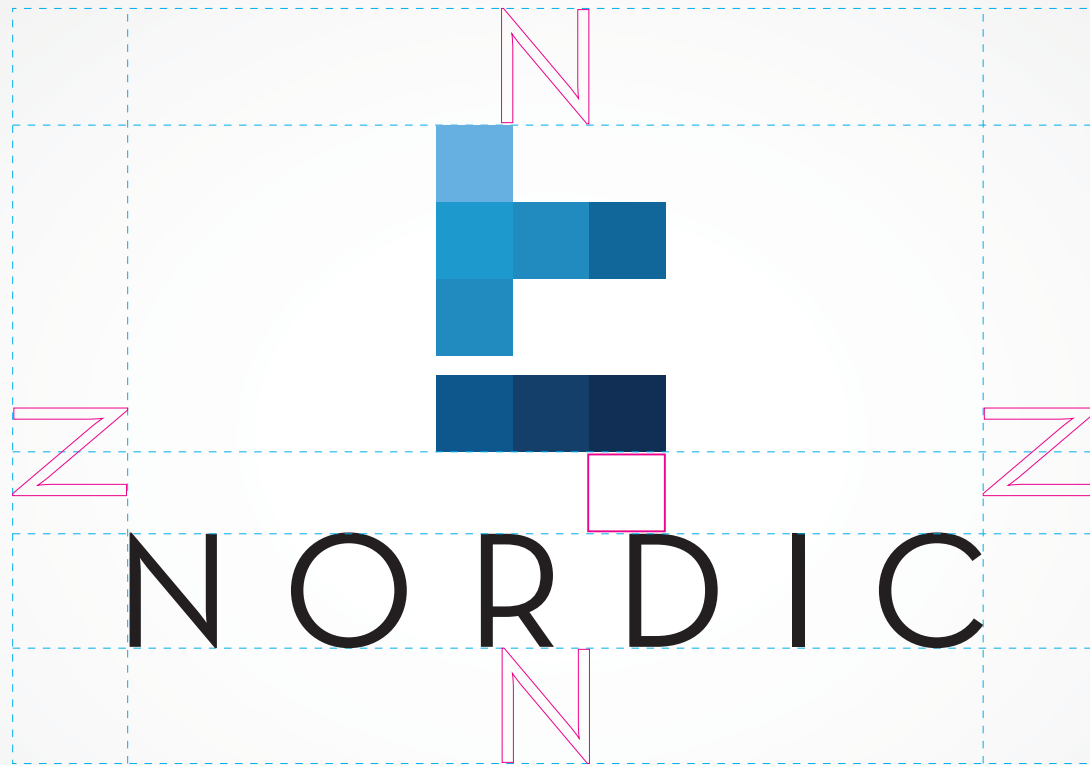
✓ N O R D I C

The NORDIC IT logo should always appear elegant and stylish.

## **1.3 NORDIC IT** *Logo Free Zone & Minimum Print size*

To ensure that the Nordic IT logo is never disturbed by other elements such as text, images or illustrations, a protective area has been specified by the width and height of the letter N in the brand name. No letters should be placed within this area.

There are no restrictions on how big the logo can be. However, when it comes to scaling it down, the logo may never be smaller than 20 mm in height. Any smaller and it will be too difficult to read or register.



## **1.4 NORDIC IT** *Alternative Logo Options*

When facing an aesthetic problem due to the format of the primary Nordic IT logo there has been created a horizontal alternative.

You can use either of the logos as you please - Just make sure the logo is presented in the best possible way.

N O R D I C I T

N O R D I C I T

N O R D I C



BRAND SYMBOL

BRAND NAME





NORDIC **IT** Minimum 8 mm

NORDIC IT

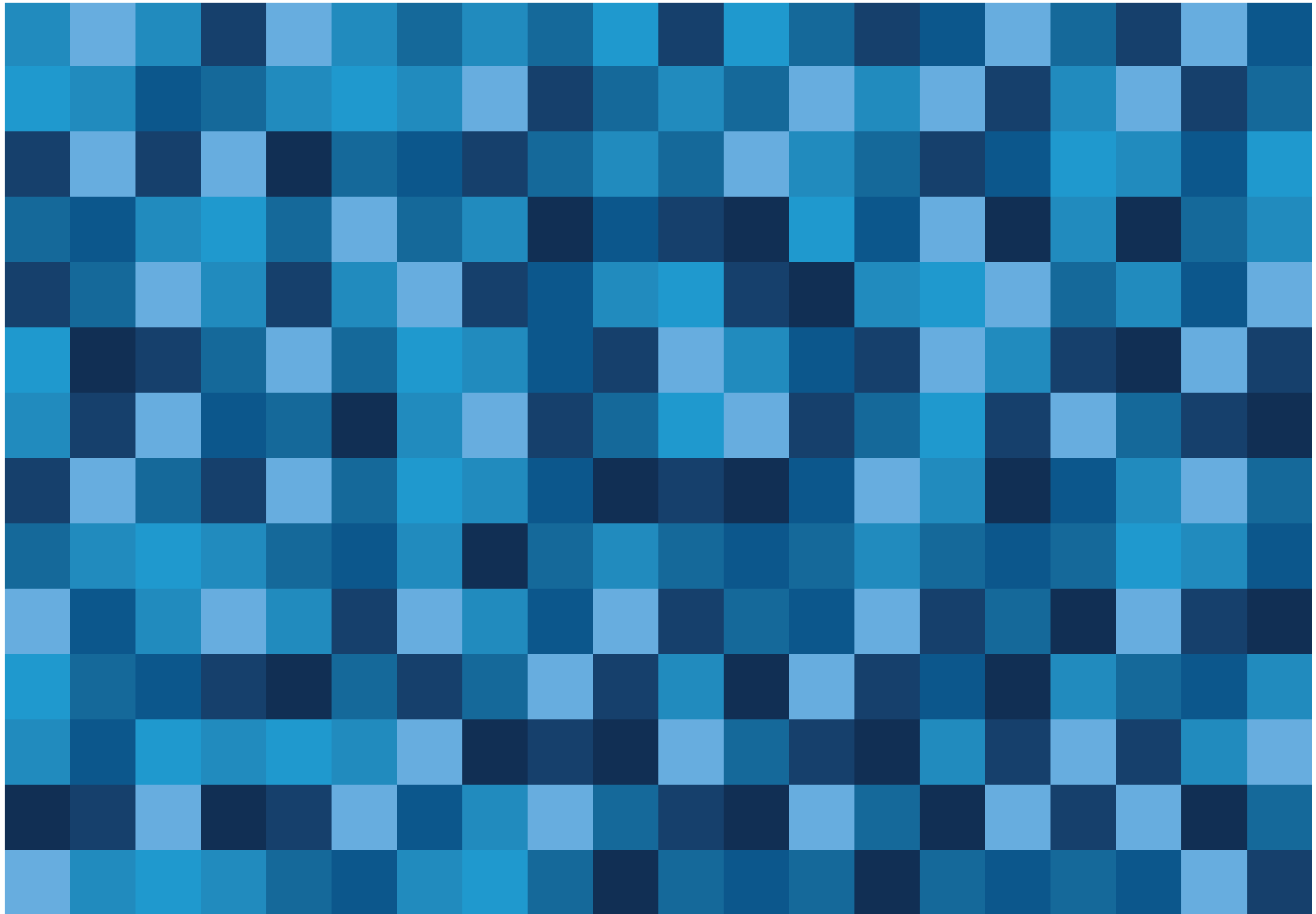
N O R D I C **IT**



## 1.5 NORDIC IT *Brand pattern*

The Nordic IT brand pattern is created from 7 blue colours (See specific colour codes on page 22). The pattern is derived from the (IT) in the Nordic IT logo.

Because of the visual dominans, the pattern is not meant to be used excessively on brand materials or as backgrounds in presentations. It is meant only as an extra brand element whenever it makes sense: For example on the back of business cards, on phone covers or used as a attention getter at events. This way the pattern is only used as a visual attention getter and a visual colour reference to the Nordic IT Brand.



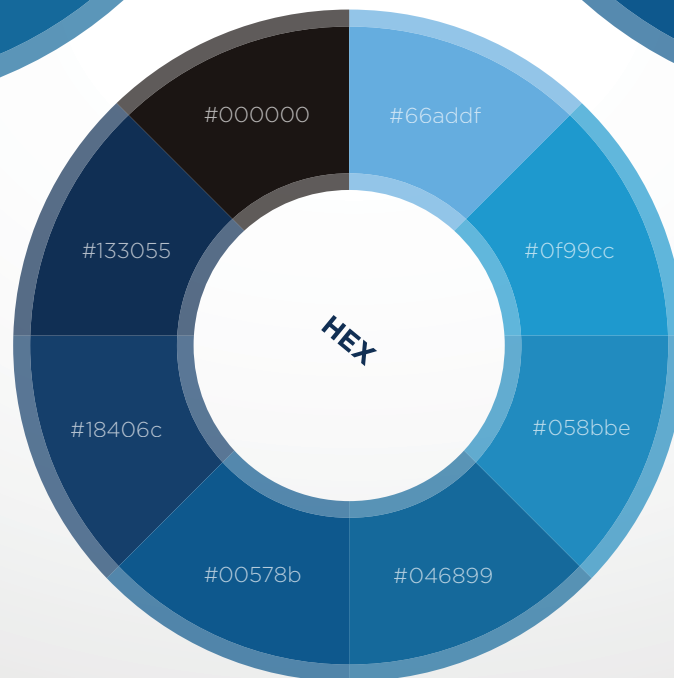
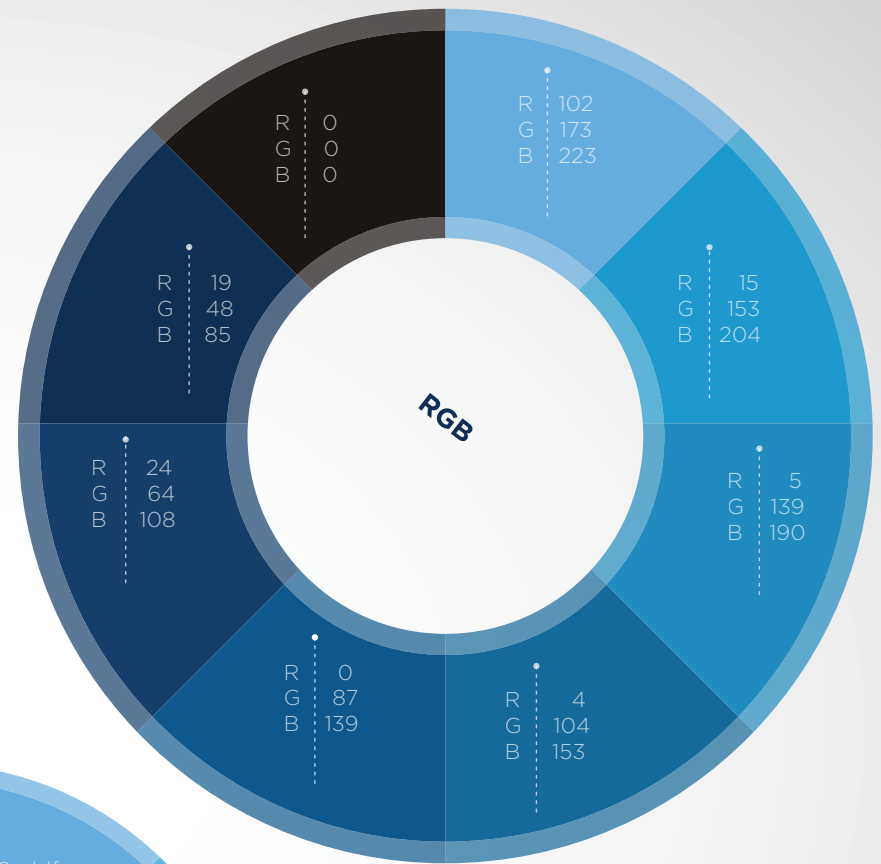
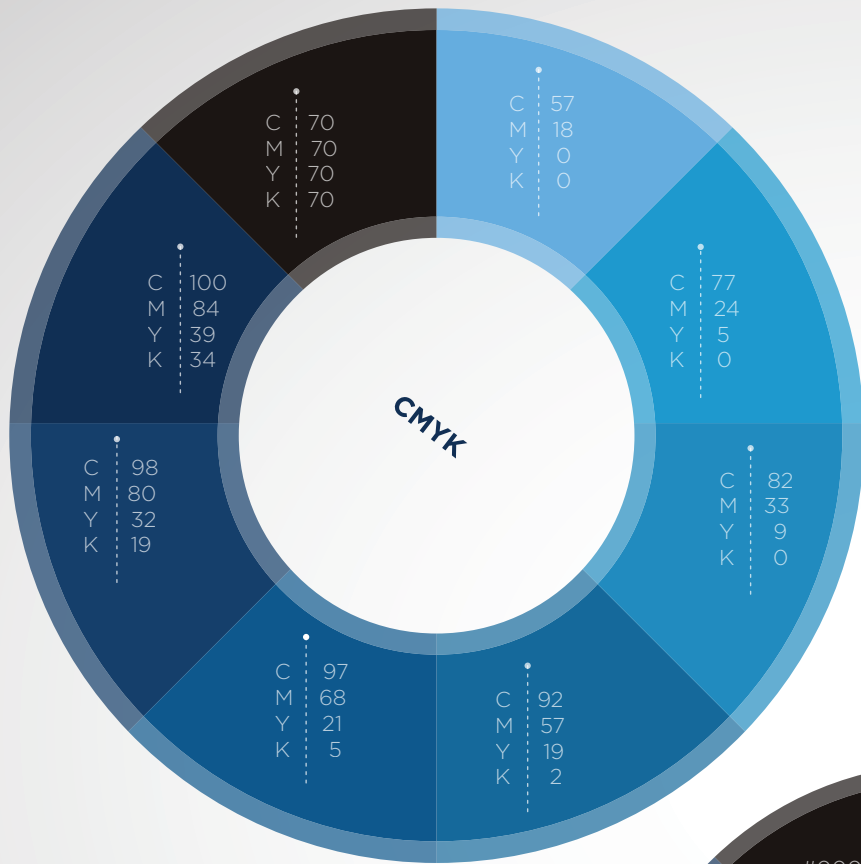
## 1.6 NORDIC IT *Color system*

There are 7 colors in the Nordic IT brand color palette. The CMYK color codes are for print material. The RGB is for digital material. The HEX colors are for web.

Color provides a strong visual link to our brand identity across a wide range of applications.

It is important to follow the color specifications carefully selected by the designer. Never let a software application translate from one colour system to another.

**ATTENTION:** Never use a print of the page as a visual color reference. Always use an original color guide as visual color reference.



## 1.7 NORDIC IT *Typography*

A typeface plays an important role in creating a distinct identity.

The fonts for all Nordic IT communication are Gotham & Journal.

Gotham is a san serif typeface. It has a very modern feel which compliments the Nordic IT Brand very well.

Journal is also occasionally used in the Nordic IT Brand - but always as a supplement to Gotham. Journal is used to bring a more loose feel to the Nordic IT typefaces.



Gotham Light

abcdefghijklmnopqrstuvwxyzæøå,.-  
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ,.-  
1234567890

Gotham Book

abcdefghijklmnopqrstuvwxyzæøå,.-  
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ,.-  
1234567890

Gotham Bold

**abcdefghijklmnopqrstuvwxyzæøå,.-**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ,.-**  
**1234567890**

Journal

*abcdefghijklmnopqrstuvwxyzæøå,.-*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ,.-*  
*1234567890*

