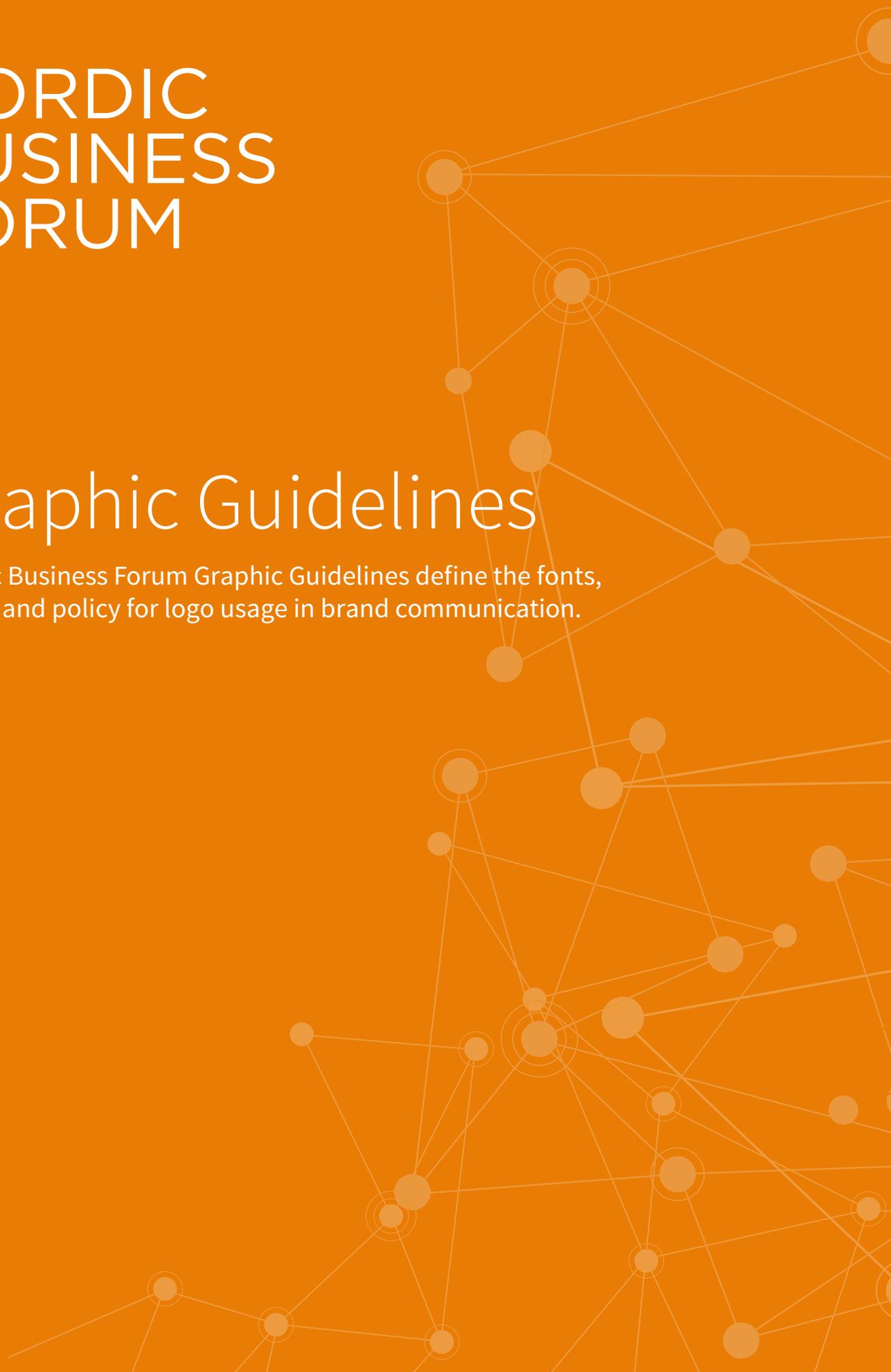




NORDIC BUSINESS FORUM

Graphic Guidelines

Nordic Business Forum Graphic Guidelines define the fonts, colors and policy for logo usage in brand communication.





Logo Guidelines

Logo Guidelines define logo usage in different contexts, and the allowed colors and shapes of Nordic Business Forum logo. These guidelines are given to keep Nordic Business Forum visual image uniform.

Logo

Nordic Business Forum logo consists of typographically shaped text and simplified star figure symbolizing the Polaris.

Typographically the logo has been influenced by simplified Scandinavian design, which combined with the Polaris symbol makes a strong bond to company's Scandinavian origin.



NORDIC
BUSINESS
FORUM

Official Logo Versions

There are two different versions of the logo for different purposes, and both versions come in two different color schemes.

The two versions of logo are: three-rowed vertical logo and one-rowed horizontal logo. Vertical logo has been chosen as the primary version, and it should be used in most cases.

There are also monochrome versions for both logos. These should only be used in contexts where printing technique, visibility or overall context so demand. Monochrome versions are only to be used in black or white; usage of any other color scheme should be rare exceptions.



NORDIC
BUSINESS
FORUM

VERTICAL LOGO

Three-rowed, colored

The primary or preferred use of the logo is vertical two-colored version.



NORDIC BUSINESS FORUM

HORIZONTAL LOGO

One-rowed, colored

Secondary version of the logo is used if space, size or context so demand.

Decommissioned Version of the Logo

A logo, in which the positioning and size of the star differ from the official version, has been used in the past. **This logo should not be used in current materials.**

This version was the official logo until 2016. To keep brand visuals intact this version should not be used anymore. New logo is changed to old materials when they are updated.



**Nordic
Business
Forum**

OLD VERTICAL LOGO

Three-rowed, colored

Not in use after 2016



Nordic Business Forum

OLD HORIZONTAL LOGO

One-rowed, colored

Not in use after 2016

Event Logos

Nordic Business Forum company logo is used in marketing of events, unless the event has its own separate logo.

Main seminar logo is used in all marketing and info materials throughout the year. If the event doesn't have an own logo, official company logo is used. Logo with year is not to be used except in materials of the main event. Year logo refers always to the Nordic Business Forum main event.



NORDIC
BUSINESS
FORUM **2016**

Font: Gotham Medium

Main event

VERTICAL LOGO

Three-rowed, colored

The primary or preferred use of the logo is vertical two-colored version.



NORDIC BUSINESS FORUM **2016**

Main event

HORIZONTAL LOGO

One-rowed, colored

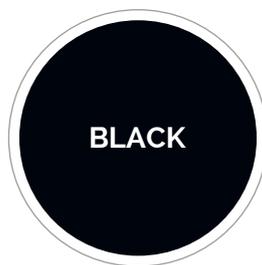
Secondary version of the logo is used if space, size or context so demand.

Logo Colors

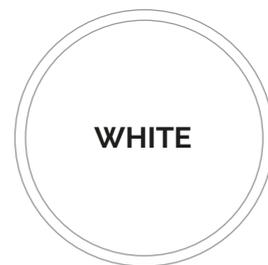
Colors of logo are orange and black.
The logo must not be used in different colors
or tones but the ones below.



CMYK: 4-60-100-0
PANTONE: 158 C
RGB: 235-128-35
HEX: #EB8023



CMYK: 70-50-30-100
PANTONE: Black 6 C
RGB: 0-0-0
HEX: #000000



CMYK: 0-0-0-0
RGB: 255-255-255
HEX: #FFFFFF

CORRECT COLOR VERSIONS



NORDIC
BUSINESS
FORUM

Original



NORDIC
BUSINESS
FORUM

One-color



Original, negative



One-color, negative

Logo Usage Guidelines

Logo is placed on simple background, preferably mono-colored or white.

Colored version on gray or low-saturated, light background.

Colored negative version on gray shaded or low-saturated, dark background.



USAGE OF LOGO IN PHOTOGRAPHS

In special cases the logo can be placed in a photograph, if the background is calm enough. Depending on lightness or darkness of background it may be justified to use a monochrome logo, either white or dark version. If logo is used in photograph, make sure to leave enough copy space for clear and un-cluttered display of logo.



Protection Area

Protection area of logo makes sure that logo displays clearly in different contexts and is not disturbed by elements that aren't a part of the logo.

A protection area of the height of one text row should be left on all sides of the logo. This is displayed in the picture. There must not be graphic elements, pictures or text on the protection area, except if special circumstances so demand.



Incorrect use of the Logo

Examples of how not to use the logo:

 Don't change colors of the logo.
See allowed coloring on page 6.



 Don't change proportions of the logo.



 Don't move elements or otherwise change positioning of the logo.



 Don't move or change the size of the star in the logo.



 Normal logo version on too dark background.



 Negative logo version on too light background.

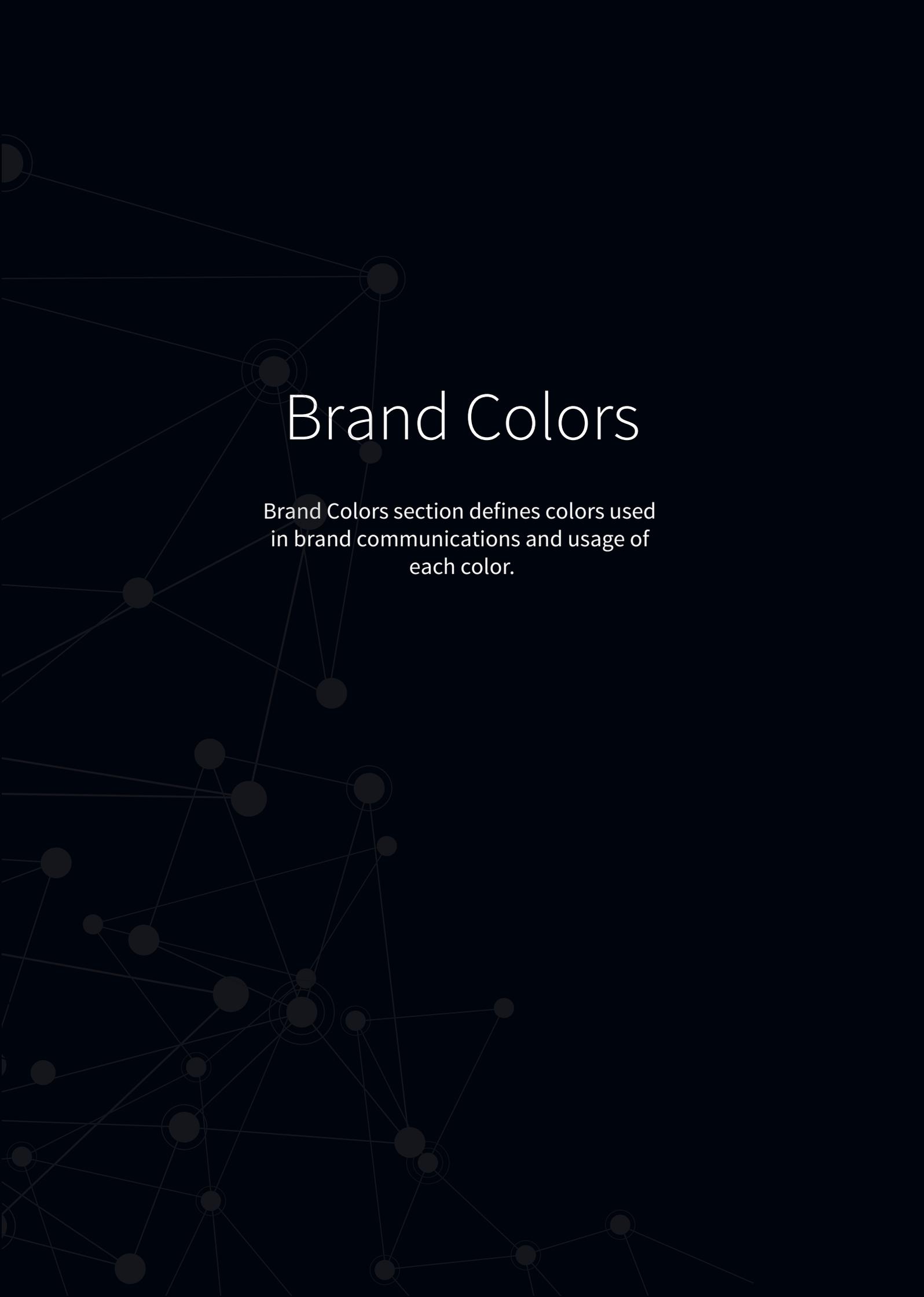


Logo Package

You can download our official logo package from our website.



www.nbforum.com/company



Brand Colors

Brand Colors section defines colors used in brand communications and usage of each color.

Primary Colors

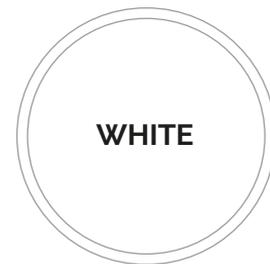
Primary Colors of Nordic Business Forum brand are dark gray or black and orange combined with pure white.



CMYK: 4-60-100-0
PANTONE: 158 C
RGB: 235-128-35
HEX: #EB8023



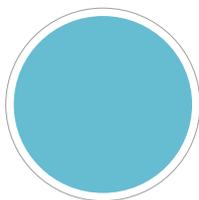
CMYK: 70-50-30-100
PANTONE: Black 6 C
RGB: 0-0-0
HEX: #000000



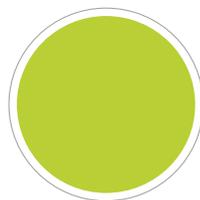
CMYK: 0-0-0-0
RGB: 255-255-255
HEX: #FFFFFF

Highlight Colors

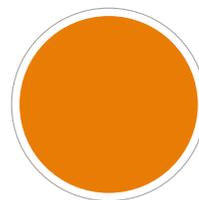
Highlight colors are used, when possible, according to theme of materials.



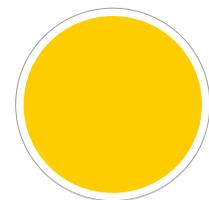
CMYK: 60-6-18-0
PANTONE: 7709 C
RGB: 92-187-204
HEX: #5BBBCC



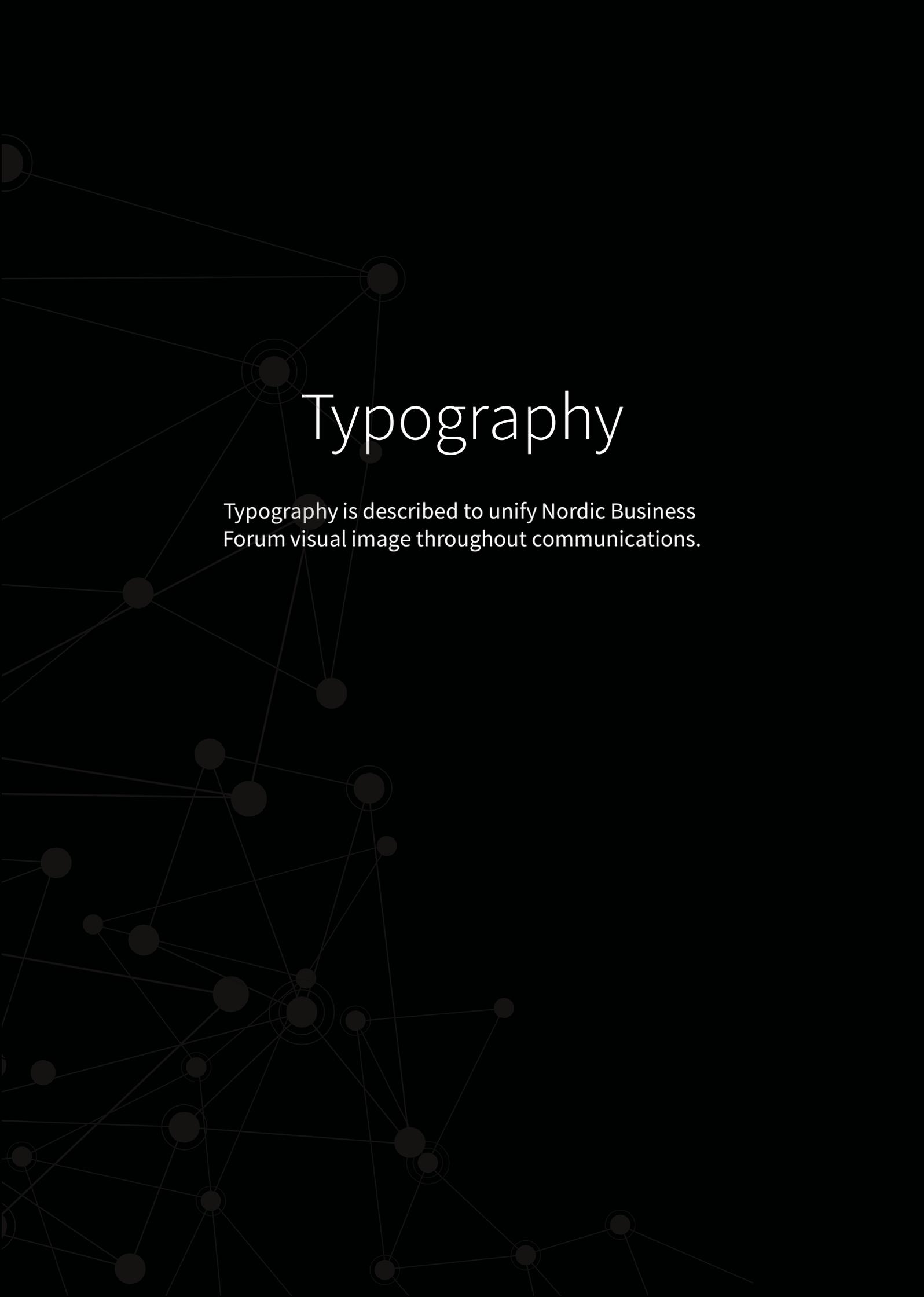
CMYK: 36-0-90-0
PANTONE: 367 C
RGB: 175-210-74
HEX: #AED14A



CMYK: 4-60-100-0
PANTONE: 158 C
RGB: 235-128-35
HEX: #EB8023



CMYK: 1-19-100-0
PANTONE: 7405C
RGB: 108-34-130
HEX: #FECB00



Typography

Typography is described to unify Nordic Business Forum visual image throughout communications.

Typography

Nordic Business Forum typography uses mostly Source Sans Pro sans-serif font family. Helvetica font is used when use of Source Sans Pro font isn't possible.

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö

SOURCE SANS PRO, LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö

SOURCE SANS PRO, REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö

SOURCE SANS PRO, SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö

HELVETICA

Source Sans Pro

SIL Open Font License, 1.1

Source® Sans Pro, Adobe's first open source typeface family, was designed by Paul D. Hunt. It is a sans serif typeface intended to work well in user interfaces.

Download Source Sans Pro from Google Web Fonts:

<https://fonts.google.com/specimen/Source+Sans+Pro>



**NORDIC
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is a business development company
focusing on open business seminars.

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