

GRAPHIC IDENTITY MANUAL 1.0

INTRODUCTION

The Nordic Beet Research brand (NBR) is synonymous with sugar beet research of high quality. Via research and development projects NBR contributes to a positive and sustainable development of sugar beet growing in Denmark and Sweden.

Our graphic identity is designed to communicate quality, seriousness and professionalism. It also expresses the down to earth and warm relationship we strive to have with clients and colleagues.

In order to create and maintain a positive brand image and for stakeholders to instantly recognize us - it is important that our graphic identity is build in a NBR specific and consistent way.

This graphic identity manual describes the building blocks of our graphic identity (logotype, typography, colours and graphic element) and how to use them.

Our intranet provides you with design templates (for i.e. publications and PowerPoint-presentations) that makes it easy to apply our graphic identity properly.

If you have questions about the graphic identity – please contact Desiree Börjesdotter (db@nbrf.nu).



Versions

The NBR logotype is available in four colour versions: Blue/green, white/green, black and white (inverted). The blue/green logotype is the preferred version.

Do not modify the shape of the logotype in any way. Always use the approved artwork available on our intranet.

LOGOTYPE

BLUE/GREEN logotype

WHITE/GREEN logotype

WHITE (INVERTED) logotype

BLACK logotype



LOGOTYPE



Size | 20 mm



Clear space

Size

To secure the clarity and visibility of our logotype it must (as a minimum) have a width of 20 mm. See illustration to the left. Pay extra attention to logotype size when placing it on uneven materials such as textiles.

Clear space

Always make sure there is a clear space around the logotype free of texts or graphic elements. The minimum size of the clear space equals the height of the sugar beet incorporated in the letter N of the NBR logotype (see illustration to the left). The clear space size varies with logotype size.

Positioning

The NBR logotype can be placed at the top right or top left of your application. It can also be centred. Avoid placing the logotype on “messy or busy” images.

Colours

Blue and green are the NBR basic colours. We also use six complimentary colours (see next page).

Note! Different colour systems are used for different situations:

- PMS is used when you print one or more than four colours.
- CMYK is used for 4-colour-prints and always when printing digitally.
- RGB is used for PowerPoint.
- HEX is used for web pages and apps.

Basic colours



NBR BLUE

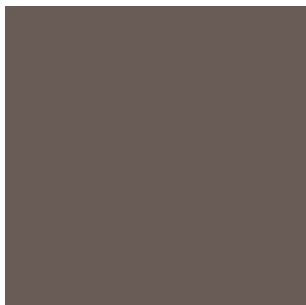
PMS 2767C
C94 M76 Y12 K35
R74 G76 B100
HEX #1a2949



NBR GREEN

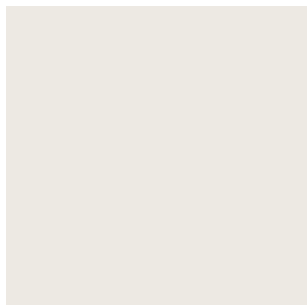
PMS 3278C
C80 M0 Y51 K0
R0 G156 B130
HEX #009c81

Complementary colours



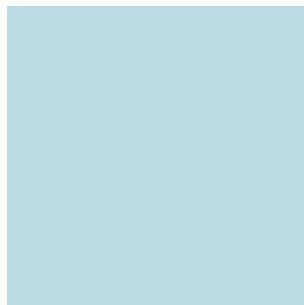
NBR GREY | DARK

PMS Warm Grey 10C
C50 M50 Y50 K40
R105 G92 B87
HEX #695c56



NBR GREY | LIGHT

PMS Warm Grey 1C
C82 M3 Y7 K8
R216 G109 B202
HEX #d0cac3



NBR BLUE | LIGHT

PMS 7457C
C30 M4 Y10 K0
R187 G220 B229
HEX bdbbe5



NBR GREEN | LIGHT

PMS 573C
C30 M4 Y10 K0
R187 G220 B229
HEX #7fccba



NBR YELLOW

PMS 7406C
C0 M22 Y100 K0
R245 G196 B0
HEX #f4c300



NBR YELLOW | LIGHT

PMS 7402
C8 M15 Y48 K0
R240 G215 B152
HEX #eed797

CALIBRI | bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÆÖØ
abcdefghijklmnopqrstuvwxyzåäæöø
.,:;! ?1234567890

CALIBRI | regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÆÖØ
abcdefghijklmnopqrstuvwxyzåäæöø
.,:;! ?1234567890

CALIBRI | light

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÆÖØ
abcdefghijklmnopqrstuvwxyzåäæöø
.,:;! ?1234567890

Aa Aa

Typography

Nordic Beat Research uses the typeface Calibri. This is a standard typeface in both Macs and PCs. Calibri is used for all application types (both digital and analogue).

Grey (dark) is the preferred text colour. White and blue are additional text colours. Black can be used for one-colour-prints.



Graphic element

An important part of our graphic identity is the graphic element in the shape of three sugar beet leaves.

The graphic element can be filled with an image, a colour (100% or a gradient). Use NBR-colours only.

The graphic element can be cropped (see examples on the next page). Do not modify the shape of the graphic element in any way. Always use the approved artwork available on our intranet.



Graphic element in colour or with an image



Graphic element cropped

