

Brand Guideline



“The brand unites us all in a common purpose within the organisation and connects us with the people we serve on the outside. Brands give meaning to who we are and what we do as a business.”

**Mark Thomson :: Director General, BBC**

“Your brand is created out of customer contact and the experience that your customers have of you, but it all begins with clear communication.”

**Stelios Haji-Ioannou :: Chairman, EasyGroup**

“Customers must recognise that you stand for something.”

**Howard Schultz :: Founder, Starbucks**

# a house style defined

## What is a house style?

A corporate identity is the way an organisation presents itself to the world through its name, logo, colours and words. An organisation will have a house style when it succeeds in applying a uniform and consistent voice to its communication through every element of its marketing.

## Why a house style?

The basic goal of a house style is to distinguish the organisation's communication from that of all others. Recognition promotes awareness in customers and the public at large, a prerequisite for successful business operations.

## Which house style?

A house style will project a distinct and positive image reflecting the key strengths and values of the organisation. In the case of Interben, the house style reflects strength, structure, reliability and the Norwegian heritage.

## Elements of the house style

The personality of the organisation is expressed initially through the logo. The Interben logo signifies what you stand for, an energetic, structured and professional company. The brand colours represent vitality and strength through the use of **Pantone 375** (lime) and **Pantone 446** (slate grey).

Complimentary colours of light and mid lime / grey, are used in various tints to imply depth and re-enforce structure.

These brand guidelines are recommendations for the organisation relating to the most common circumstances you may be faced with in terms of deploying the brand through your business. Included are specific applications of the brand which will be useful initially (e.g. stationary). If the brand is subsequently extended, for example to promotional items and signage, please do not hesitate to contact us for further advice.

This document and the associated digital files can be distributed to your fulfilment partners, for example, a lithographic printer. This will help them to produce a consistent image irrespective of the output media. Included are a full range of support files in formats and sizes which are appropriate to all common marketing activities.

Paul Brown

Designer :: Submarine

# basic style elements

## Brand Logotype

Corporate identity and the resulting brand awareness are built upon the organisation's logotype which provides the foundation. The correct and consistent use of the logo in all visual communications is of the utmost importance.

The logo has been designed around the organisation's name for recognition and includes an additional icon which will provide flexibility, particularly on mobile

screens. This brand mark can be used as a backdrop for communications, for example a brochure cover or PowerPoint screen.

The logo is derived from the typeface Akzidenz Groteska, a modern, sans serif font with roots in the German Bauhaus movement of the 1920's and 30's which sought to combine elements of arts and crafts with a more technical, structured approach to typography. Akzidenz Groteska is the primary font of the influential Swiss Style of graphic design which provides a positive

link to the Norwegian heritage of Interben. It has been chosen in part for its clean and open lines, a modern appeal and clarity in both print and on screen. It has the benefit of being a simple typeface like Futura with the bonus of more character and individuality.

The Interben logo should be used as recommended in this guide. Do not alter any of its elements. Do not alter the shape, font, thickness, spacing or kerning of the logo.

Logotype - full colour (CMYK)



Black



Logotype - Greyscale



Negative (White Out)



## Logotype Size

The Interben logotype may be used in varying sizes. The minimum size we would recommend for printed material is 28 mm for the regular logo and 40 mm for the logo with the motif. The positioning of the logo elements, spacing and proportions should be constrained, i.e. they are to remain the same relative to each other.

## Logotype Resolution

The logo should always be reproduced in the best possible quality and the highest available resolution.

Recommended resolution for print: 300 dpi  
 • Minimum resolution for print: 200 dpi

Recommended resolution for web: 180 pixels wide  
 • Minimum resolution for web: 80 pixels wide

## Protected Area

A protected area must be ensured around the logo. This must not contain any text, picture or other visual element. This area must remain white except in the case of the negative logo, when it should be black. The minimum distance required around the logotype equals half the height of the logo. The logo should never bleed off the page.

### Logo

Minimum size for printed matter 28 mm



### Logo with motif

Minimum size for printed matter 40 mm



$x = 1/2$  of  $h$



Indicates clear area



## Brand Colours

The corporate colours of First Brands are (lime) Pantone 382 and (slate grey) 7547. In addition, the flag motif uses (mid grey) Pantone 7543.

To maximise brand awareness the First Brands logo should normally be shown in the corporate colours. In some cases this is not always possible. The following recommendations provide you with alternatives which should only be used where necessary and with care.

On a dark background a 'negative' logo is to be applied i.e. white. Do not add a coloured background or frame to the logo itself and do not do use half lime and half white.

For black and white prints, for example a newspaper, a 'black' logo version should always be used.

For single colour work such as a leaflet or an application form the brand second colour, Pantone (slate grey) 7547 should be specified. This has been provided to ensure that such items will photocopy well. Note, (lime) Pantone

382 may not copy on some equipment or may appear too pale especially if faxed. Pantone (slate grey) 7547 is the preferred colour for text in any company publications.

Pantone 7543 (or its screen RGB equivalent) is the First Brands complimentary colour. This neutral grey can be used solid or in tints no darker than 40% as a backdrop for images and as a text panel colour in screen work such as MS Excel or MS Powerpoint.

Pantones 382, 7547 and 7543



Primary:

CMYK: 45/0/100/0  
PMS: 375  
RGB: 148/214/0  
Web colour: 54575a

Secondary:

CMYK: 71/57/61/44  
PMS: 446  
RGB: 61/69/67  
Web colour: 3d4543



Black



Black:

CMYK: 0/0/0/100  
PMS: Black  
RGB: 0/0/0  
Web colour: 000000

Complimentary:

Tones of PMS 446 from 10 to 80% as viewed in the greyscale motif right.

Please Note: For technical reasons concerning both print and screen colour this document should NOT be used to colour match work - always refer to the values provided and a Pantone swatch book.

## Brand Mark

The brand mark provides flexibility and recognition where space is limited and in some case can become iconic of the organisation itself - consider Nike and the famous swoosh.

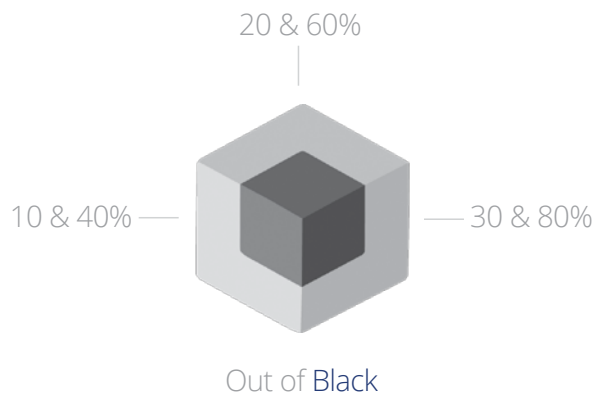
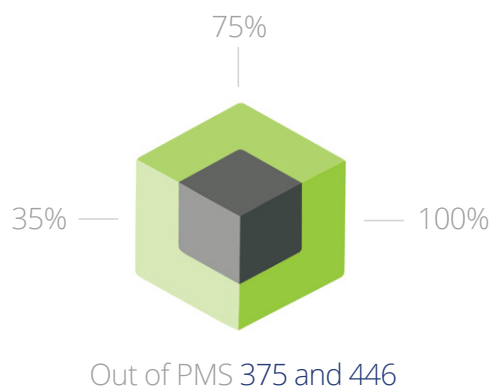
The Interben logo features a brand mark in the form of a regular sided object, a cube which could be said to

reflect on the structured nature of the product and the idea of foundation and building blocks for the future. In addition, geometric shapes are a fundamental of Scandinavian design.

The mark can be produced in print within the two primary Pantone brand colours (or process colour) as it utilises tints of the full colour(s). This provides additional economy. On screen, this

works equally well in the RGB / WEB colour formats.

An additional advantage of the brand mark comes with the contemporary requirement for an avatar / icon for mobile and browser applications. An initial provision is indicated below.



Please Note: For technical reasons concerning both print and screen colour this document should NOT be used to colour match work - always refer to the values provided and a Pantone swatch book.

## Brand Fonts

The official typeface to be used in printed documents associated with the brand is Humanist 777 from the Bitstream foundry. This Adrian Frutiger designed, professional sans-serif font is recognised for quality and its modern, clean appeal. It is available in several weights and is flexible enough to be applied to a wide variety of printed documents, presentations, brochures and advertisements.

Humanist 777 Light is preferred for all examples of body copy with Humanist 777 Bold deployed on titles.

For website and mobile screen purposes, Gilroy (headings) and Roboto (for body text) are preferred. Both of these are based on Frutiger and developed to improve presentation on small mobile screens.

Internally, on a Win or Mac PC where the brand font is not available, Verdana can be used. Verdana is a modern sans-serif font which is available throughout

the world and supplied as standard with both MS Windows and Apple Macintosh computer operating systems.

Gilroy 12.5pt Light

### Humanist 777 Light

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r  
s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

Nam liber tempor cum soluta nobis eleifend option  
congue nihil imperdiet doming id quod mazim placerat  
facer possim assum.

### Humanist 777 Bold

**A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r  
s t u v w x y z  
0 1 2 3 4 5 6 7 8 9**

**Nam liber tempor cum soluta nobis eleifend option  
congue nihil imperdiet doming id quod mazim  
placemat facer possim assum.**

### Verdana Regular

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r  
s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

Nam liber tempor cum soluta nobis eleifend  
option congue nihil imperdiet doming id quod  
mazim placerat facer possim assum.

Please note: The fonts above are provided to support multiple communication channels in a consistent style although they should not be used to convey the logotype itself i.e. the word Interben. Always use one of the original logotype (graphic) files provided for this purpose.



# stationery

## Letterhead

There are several optional pieces of stationery centred on the letterhead: a white A4 (210 mm x 297 mm) sheet. The letterhead features descriptive company information including the registration number, whilst a continuation sheet can be provided with the emphasis on space.

Format: DIN A4-size 210 mm x 297 mm  
 Weight: 90 gsm bright white, opaque stock TBC  
 Print Colours: Process CMYK

Text Font: Humanist 777 (several weights)  
 Text Colour: CMYK: 71/57/61/44

Note: The stationery can be printed in separations from the company Pantone colours. However, this would add considerably to the cost and the Interben colours have been selected with CMYK process in mind to aid colour representation during lithographic and digital printing.

Company letters should always be printed on the branded corporate letterhead. Humanist 777 10pt is

the preferred font, although Verdana Regular 10pt can be substituted on MS Windows systems which do not have this font installed. The letter should be formatted with open leading and ranged left within the dimensions shown in the example below.

Note: The rules for format and placement of brand values can also be applied to documents such as order forms and invoices.

Letterhead



Letter sample



## Compliment Slip

Compliment slips are useful for small messages and to accompany documents or papers when a letterhead is not necessary or appropriate.

Format: 210 mm x 99 mm  
 Weight: 90 gsm bright white, opaque stock  
 Colour: Process CMYK

Text Format: 8pt (address) Humanist 777 Light with

10pt leading, 14pt (with comps) Humanist 777 Italic

Colour: CMYK: 71/57/61/44

## Envelope

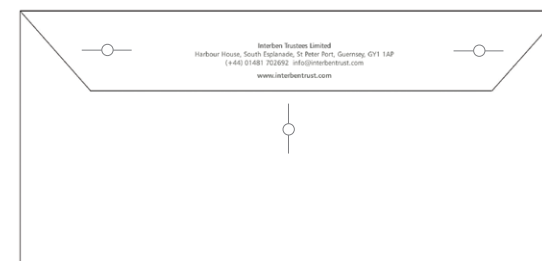
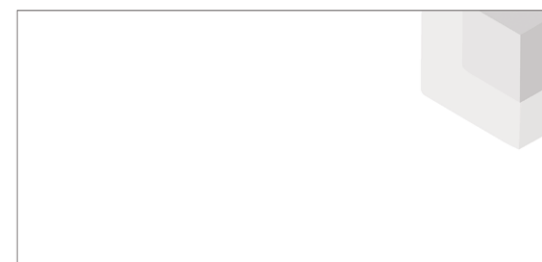
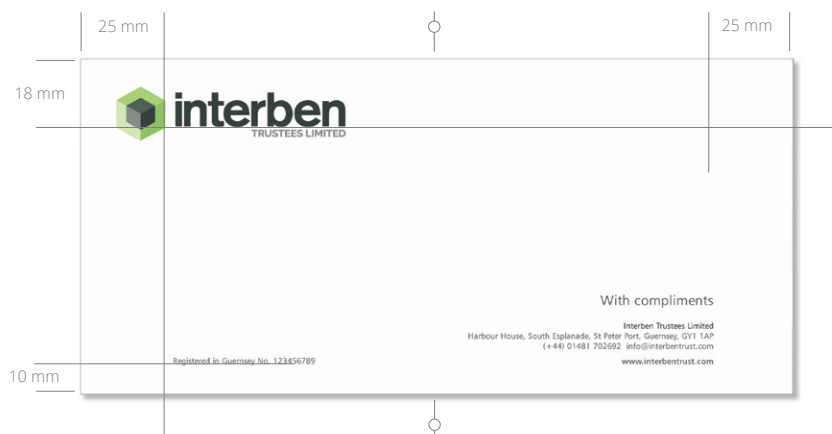
Envelopes do not have to feature the brand logo directly but should have the company name and contacts on the reverse. The structure motif is ideal as a subtle introduction to the company on the front face.

Format: Standard envelope sizes:

EA 5/6 220 mm x 110 mm  
 C5 229 mm x 162 mm  
 C4 324 mm x 229 mm

Weight: 120 gsm bright white stock  
 Motif Colour: 10% tint of 71/57/61/44

Text Format: 9pt Humanist 777 Book, 12pt leading  
 Colour: CMYK: 71/57/61/44



## Business Card

The business card front features the striking Interben lime colour and motif abstracted into the backdrop for instant recognition. The reverse features personalised contact information. The order of information is key for expediency and clarity, as follows;

Logo  
 Individuals name / qualification / position  
 Personal contact number and email address

Organisation name  
 Organisation address  
 International telephone number  
 International email address  
 Interben URL

In setting the card the text should always be inset 10mm top and 5 mm from the bottom vertically.

Card Format: 87 mm x 58 mm (oversize A8)  
 300 gsm bright white board with both sides sealed after printing, preferably matt laminated (protects and ensures card does not scuff).

Front Face: Process CMYK (or P. 375)  
 Rear Face: Process CMYK  
 Logo: CMYK version  
 Text Colour: 80% 71/57/61/44 (or P. 446)

Business card front



Business card back



# internet

## Interben Website

The Interben website is at the heart of the organisation's visual communication. It forms a bridge between your international clients, staff and partners. The website provides an essential channel for the deployment of governance, product information and marketing supported by a 'real time' CMS (dynamic content management system) which can be expanded in future to provide wider mobile application and system integration.

The visual approach is high quality, professional with a friendly tone. The product sector is pensions / trust / finance with the end user generally profiled as being well educated, aged 18 to 65, male and female (80 /20 split). This is reflected in the use of clean direct text, strong colours and lime for energy.

Web site colours are based on screen variants of the corporate Pantone references with a complimentary (for attention grabbing / CTA's) and tints of grey added.

Pantone 375 Web. 94d600  
 Pantone 446 Web. 3d4543

The logotype should appear on every web page and a minimum size is recommended as follows:

Logotype size for web: 255 pixels wide  
 Minimum size for web: 80 pixels wide

Example: Web pages

