StrømmeFoundation

Brand Guidelines

Strømme Foundation Visual Identity Profile

FIGHTING POVERTY

Brand Guidelines

The brand guidelines serve to protect and strengthen the Strømme Foundation brand.

This manual provides information about the correct use and application of Strømme Foundation's profile in order to ensure a clear and consistent communication of the brand identity.

The brand guidelines manual is for anyone who uses the Strømme Foundation brand and it's components in their work; including employees, partners, designers and agencies.

The brand guidelines implementation will ensure the quality and integrity of the Strømme Foundation brand and increase it's recognition, leading to a cohesive and stronger brand.

Table of Contents

LOGO

Logo Version A & B

The logo is the keystone of Strømme Foundation's profile. Consistent and correct use of the logo is a prerequisite for effective visual profiling.

The logo is a combination of symbol and text. The logo's appearance, proportions and color should not be changed.

There are two allowed versions of the logo, and all exist in 3 languages: English, Norwegian and French.

The logo version A consists of the primary logo with a vertical lockup, and version B consists of the logo with the payoff in an horizontal lockup.

The choice of versions to apply should be based on design and spatial considerations, but with the goal of disseminating the payoff.

Having that in mind; Version A should preferably be accompanied by the **payoff logo** (*introduced on page 12*) in relative proximity (particularly on covers and other presentation material).
Version B should be used when the combination (version A + payoff logo) is not favorable or appropriate.

Version A

Version B

StrømmeFoundation

StrømmeFoundation
FIGHTING POVERTY

Strømmestiftelsen

Strømmestiftelsen
BEKJEMPER FATTIGDOM

Fondation**Strømme**

Fondation**Strømme**
LUTTER CONTRE LA PAUVRETÉ

LOGO

Logo Version A

The logo version A consists of the primary logo with a vertical lockup.

Pantone
PANTONE 226 UP

CMYK
0 100 0 0

RGB
217 2 125

HEX/HTML
D9027D

StrømmeFoundation

Strømmestiftelsen

Fondation**Strømme**

LOGO VERSION A

Black & White

The black or white versions of the logo are alternatives to be used when the original color is not adequate.

Black 100%
PANTONE P 179-16 U

White 100%

CMYK
0 0 0 100

CMYK
0 0 0 0

RGB
217 2 125

RGB
87 87 86

HEX/HTML
1D1D1B

HEX/HTML
FFFFFF

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Strømmestiftelsen

Fondation**Strømme**

Fondation**Strømme**

LOGO VERSION A

Background

Good contrast should always be sought between the logo and the background.

The magenta version must always have a white background, but exceptionally can be used over black if an edgy look is intended.

The black version is used on light backgrounds and the white version on dark or vivid backgrounds.

If the logo is placed on an image, it is important to ensure that the background is calm and that the logo is clearly visible.

✳

The combination of the white logo against magenta background is equally relevant as the magenta logo and this ideal combination is recommended as part of Strømme Foundation's visual identity.

StrømmeFoundation

Strømmestiftelsen

Fondation**Strømme**

StrømmeFoundation

Strømmestiftelsen

Fondation**Strømme**

StrømmeFoundation

Strømmestiftelsen

Fondation**Strømme**

LOGO VERSION A

Clearspace

In order for the logo to appear clear and distinct, a minimum field is defined around it (marked in pink) that gives the logo the necessary protection.
This area must always be free of other elements such as text, images, edges, illustrations and so on.

LOGO VERSION A

Minimum Size

Never use the logo less than 25 millimeters in width.

StrømmeFoundation

Strømmestiftelsen

Fondation**Strømme**

LOGO

Logo Version B

The version B consists of the same elements of version A (symbol and text) combined with the payoff in a horizontal lockup.

Pantone
PANTONE 226 UP

CMYK
0 100 0 0

RGB
217 2 125

HEX/HTML
D9027D

Black 80 %
PANTONE P 179-13 U

CMYK
0 0 0 80

RGB
87 87 86

HEX/HTML
575756

StrømmeFoundation
FIGHTING POVERTY

Strømmestiftelsen
BEKJEMPER FATTIGDOM

Fondation**Strømme**
LUTTER CONTRE LA PAUVRETÉ

LOGO VERSION B

Black & White

The black or white versions of the logo are alternatives to be used when the original color is not adequate.

StrømmeFoundation
FIGHTING POVERTY

Strømmestiftelsen
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Fondation**Strømme**
LUTTER CONTRE LA PAUVRETÉ

StrømmeFoundation
FIGHTING POVERTY

Strømmestiftelsen
BEKJEMPER FATTIGDOM

Fondation**Strømme**
LUTTER CONTRE LA PAUVRETÉ

LOGO VERSION B

Background

Good contrast should always be sought between the logo and the background.

The logo in colors must only be used over white background.

The black version is used on light backgrounds and the white version on dark or vivid backgrounds.

If the logo is placed on an image, it is important to ensure that the background is calm and that the logo is clearly visible.

✳

The combination of the white logo against magenta background is equally relevant as the color logo and this ideal combination is recommended as part of Strømme Foundation's visual identity.

StrømmeFoundation
FIGHTING POVERTY

Strømmestiftelsen
BEKJEMPER FATTIGDOM

Fondation**Strømme**
LUTTER CONTRE LA PAUVRETÉ

StrømmeFoundation
FIGHTING POVERTY

Strømmestiftelsen
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Fondation**Strømme**
LUTTER CONTRE LA PAUVRETÉ

StrømmeFoundation
FIGHTING POVERTY

Strømmestiftelsen
BEKJEMPER FATTIGDOM

Fondation**Strømme**
LUTTER CONTRE LA PAUVRETÉ

LOGO VERSION B

Clearspace

In order for the logo to appear clear and distinct, a minimum field is defined around it (marked in pink) that gives the logo the necessary protection.
This area must always be free of other elements such as text, images, edges, illustrations and so on.

LOGO VERSION B

Minimum Size

Never use the logo less than 32 millimeters in width.

StrømmeFoundation
FIGHTING POVERTY

Strømmestiftelsen
BEKJEMPER FATTIGDOM

Fondation**Strømme**
LUTTER CONTRE LA PAUVRETÉ

PAYOFF

Logo

The payoff logo consists of the symbol combined with the payoff in a horizontal lockup.

The payoff text looks the same as in version B and the logo also exists in English, Norwegian and French.

✶

The payoff logo must always be accompanied by version A in relative proximity (particularly on covers and other presentation material).
The proportions between payoff logo and logo version A must be balanced. The payoff logo should be smaller and never overpowering the main logo.

Pantone
PANTONE 226 UP

CMYK
0 100 0 0

RGB
217 2 125

HEX/HTML
D9027D

✶ Version A

FIGHTING POVERTY   +   **Strømme**Foundation

BEKJEMPER FATTIGDOM   +   **Strømme**stiftelsen

LUTTER CONTRE LA PAUVRETÉ   +   Fondation**Strømme**

PAYOFF

Black & White

The black or white versions of the logo are alternatives to be used when the original color is not adequate.

FIGHTING POVERTY

FIGHTING POVERTY

BEKJEMPER FATTIGDOM

BEKJEMPER FATTIGDOM

LUTTER CONTRE LA PAUVRETÉ

LUTTER CONTRE LA PAUVRETÉ

PAYOFF

Background

Good contrast should always be sought between the logo and the background.

The magenta version must always have a white background but exceptionally can be used over black if an edgy look is intended.

The black version is used on light backgrounds and the white version on dark or vivid backgrounds.

If the logo is placed on an image, it is important to ensure that the background is calm and that the logo is clearly visible.

✳

The combination of the white logo against magenta background is equally relevant as the magenta logo and this ideal combination is recommended as part of Strømme Foundation's visual identity.

FIGHTING POVERTY

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LUTTER CONTRE LA PAUVRETÉ

LUTTER CONTRE LA PAUVRETÉ

LUTTER CONTRE LA PAUVRETÉ

PAYOFF

Clearspace

In order for the logo to appear clear and distinct, a minimum field is defined around it (marked in pink) that gives the logo the necessary protection.

This area must always be free of other elements such as text, images, edges, illustrations and so on.

FIGHTING POVERTY

BEKJEMPER FATTIGDOM

LUTTER CONTRE LA PAUVRETÉ

PAYOFF

Minimum Size

Never use the logo less than 32 millimeters in width.

FIGHTING POVERTY

BEKJEMPER FATTIGDOM

LUTTER CONTRE LA PAUVRETÉ

SYMBOL

Decorative Symbol

The symbol may be used alone as a decorative element.

The decorative symbol should be used with care so that it does not distract from the content and does not overpower the logos version A or B, or payoff.
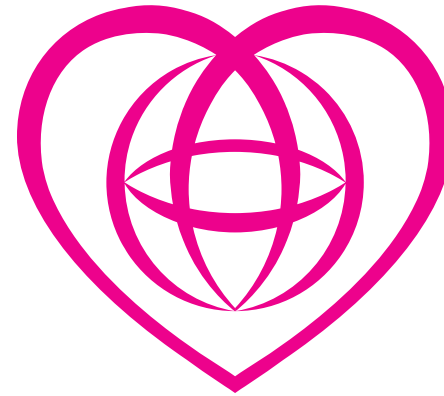
Pantone
PANTONE 226 UP

CMYK
0 100 0 0

RGB
217 2 125

HEX/HTML
D9027D

SYMBOL

White & Background

Good contrast should always be sought between the logo and the background.

The symbol in magenta must always have a white background but exceptionally can be used over black if an edgy look is intended.

The white version is allowed and should preferably be used over magenta background.

There is no black version of the symbol.

If the symbol is placed on an image, it is important to ensure that the background is calm and that the symbol is clearly visible.

✳

The combination of the white symbol against magenta background is ideal and recommended as part of Strømme Foundation's visual identity.
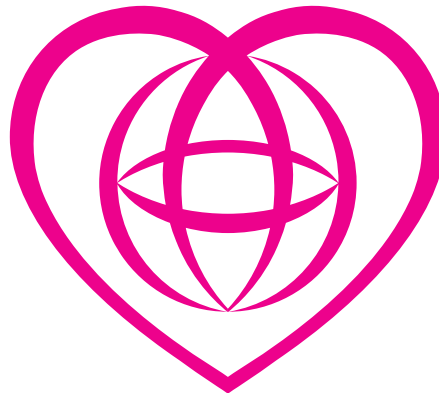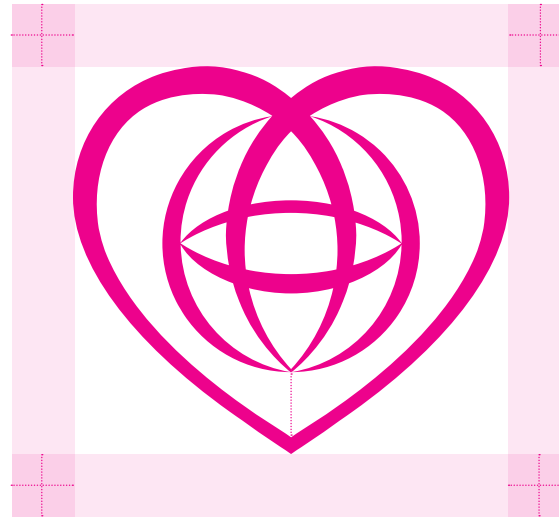
SYMBOL

Clearspace

In order for the logo to appear clear and distinct, a minimum field is defined around it (marked in pink) that gives the logo the necessary protection.

This area must always be free of other elements such as text, images, edges, illustrations and so on.

SYMBOL

Minimum Size

Never use the logo less than 32 millimeters in width.

COLORS

Pallete

The profile's color pallete contains two main colors used on the logos - magenta and 80 % black - and seven secondary colors - to support the profile's distinctiveness, and cover a wide range of needs such as publications, powerpoints and materials.

Proper color rendering is important for profile recognition. This is ensured through the use of international systems:

- CMYK or Pantone Matching Systems (PMS) are used for printing. For proper color reproduction, it is important to follow the paper usage guidelines.

- For display, RGB is used in PowerPoint and Word. The colors may vary between screens and programs. Never use screen colors for printed material.

On digital it is important that color contrasts are strong enough to be readable.

Main Colors

Pantone PANTONE 226 UP	**Black 80 %** PANTONE P 179-13 U
CMYK 0 100 0 0	**CMYK** 0 0 0 80
RGB 217 2 125	**RGB** 87 87 86
HEX/HTML D9027D	**HEX/HTML** 575756

Secondary Colors

CMYK 10 35 92 1	**CMYK** 7 66 100 1	**CMYK** 0 87 54 0	**CMYK** 0 97 22 0	**CMYK** 3 98 4 0	**CMYK** 63 0 45 0	**CMYK** 74 17 7 0
RGB 229 170 36	**RGB** 225 109 17	**RGB** 232 61 86	**RGB** 235 0 110	**RGB** 226 0 126	**RGB** 77 201 168	**RGB** 33 163 212
HEX/HTML E5AA24	**HEX/HTML** E16D11	**HEX/HTML** E83D56	**HEX/HTML** EB006E	**HEX/HTML** E2007E	**HEX/HTML** 4DC9A8	**HEX/HTML** 21A3D4

COLORS

Brand Color

Strømme Foundation's publications and material are important for making the organization and it's work visible.

The profile's brand color is magenta and it should be used plenty, together with Strømme Foundation's logos.

Magenta background is ideal and recommended as part of Strømme Foundation's visual identity.

The consistent application of this color will increase Strømme Foundation's recognition and visibility.

Pantone
PANTONE 226 UP

CMYK
0 100 0 0

RGB
217 2 125

HEX/HTML
D9027D

TYPOGRAFY

Typefonts

Logo Font

AGENDA

Strømme Foundation's logos font. **This font can only be used on headers and titles on all of Strømme Foundation's material.**

Main Font

MYRIAD PRO

Strømme Foundation's profile font. The font will be used in all information and material from Strømme Foundation.

Support Font

CALIBRI

Support font for templates in Word and PowerPoint since by default, Calibri is available on most computers that have the Office suite.

Logo Font	Main Font	Support Font
Agenda Thin	*Myriad Pro Light*	Calibri Light
Agenda Thin Italic	*Myriad Pro Light Italic*	*Calibri Light Italic*
Agenda Light	Myriad Pro Regular	Calibri Regular
Agenda Light Italic	*Myriad Pro Italic*	*Calibri Italic*
Agenda Regular	**Myriad Pro Semibold**	**Calibri Bold**
Agenda Regular Italic	***Myriad Pro Semibold Italic***	***Calibri Bold Italic***
Agenda Medium	**Myriad Pro Bold**	
Agenda Medium Italic	***Myriad Pro Bold Italic***	
Agenda Semibold	**Myriad Pro Black**	
Agenda Semibold Italic	***Myriad Pro Black Italic***	
Agenda Bold		
Agenda Bold Italic		
Agenda Black		
Agenda Black Italic		

ICONS

Icon set

Icons can enhance content perception and make the information more acessible and immediate.

Strømme Foundation has a few icons that are characterized by negative space.

If more symbols are needed, they should be designed in line with this icon set.

These icons should be used on magenta background or on Strømme Foundation's secondary colors.

In case the background can only be white the icons can exceptionally be magenta, instead of negative space (white).

Circular frames are preferable instead of squared or rectangular.

LAYOUT

Logo Placement

Strømme Foundation's publications are critical for making the organization's work visible, therefore they must have consistent logo placement and strive for optimal readability. All publications (print and digital) must have the logo on the front and contact information on the back.
*See A4 system grid on the right. (modules are 70x30mm)*

On A4 format covers;
*   Logo version A should have a fixed size of 19 mm height and placement on the right top corner accompanied by the payoff logo of 7 mm height, on the left bottom corner.

*   Logo version B should have a fixed size of 12mm height and placement on the right top corner.

On A4 format back-covers;
*   Logo version B with a fixed size of 9mm height, centered and down accompanied by the contact information under.

On A5 formats use the same A4 rules adjusted proportionally.

On other material and formats flexibility is allowed regarding the logo size and placement.
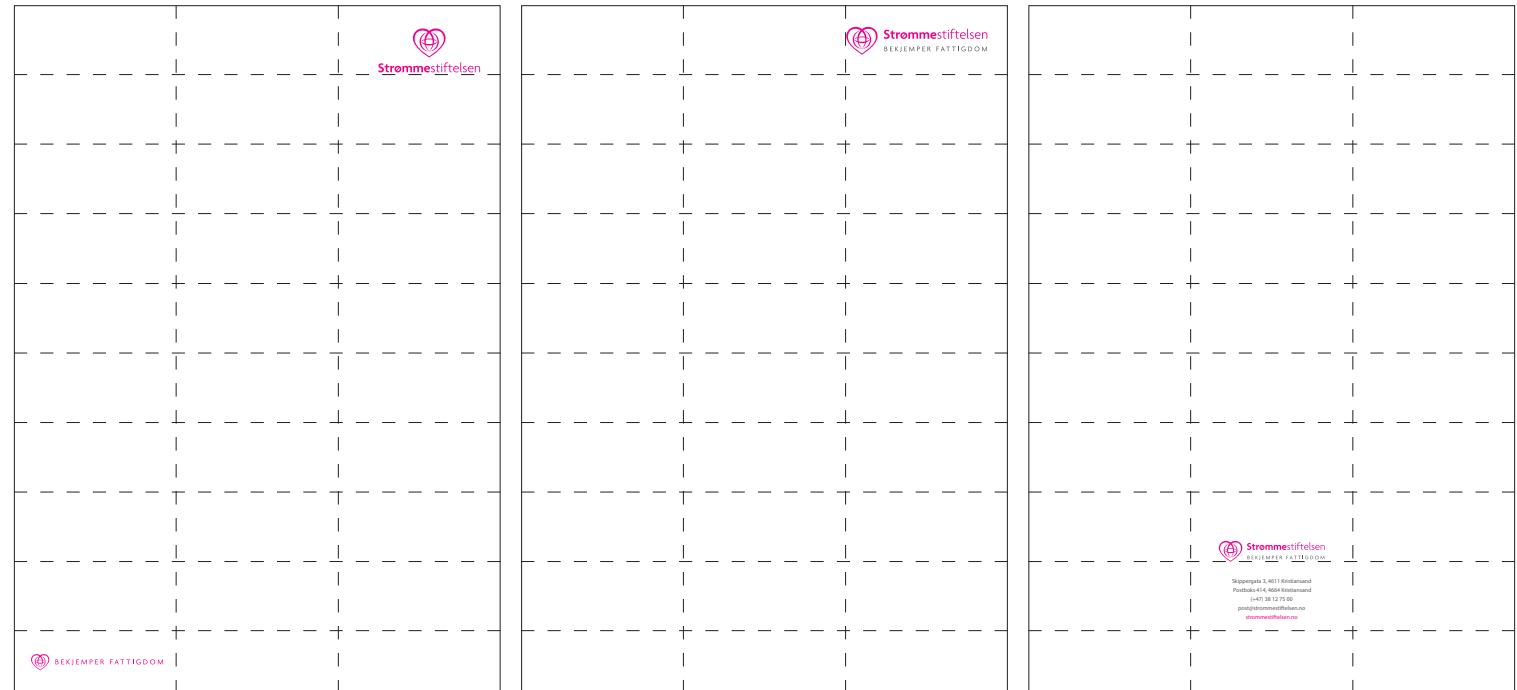
LAYOUT

Address Line

All publications (print and digital) must have the logo and contact information on the back:

Adress line characteristics (A4):

• Logo version B used with a fixed size (9mm height), centered and down on the page and accompanied by the adress line under. *See A4 system grid on the right. (modules are 70x30mm)*

• Font type: **Myriad Pro Regular**
• Font size: **7,5 pt**
• Leading: **11 pt**

• On white backgrounds:
Use logo B in color with text in 80 % black and website in 100 % magenta.

• On dark or vivid backgrounds:
Use the white version.

✳

(Magenta background is recommended as part of Strømme Foundation's visual identity.)

Do not use a black version of the logo + address line.

On A5 format, or other, use the same A4 rules adjusted proportionally.

Strømmestiftelsen
BEKJEMPER FATTIGDOM

Skippergata 3, 4611 Kristiansand
Postboks 414, 4664 Kristiansand
(+47) 38 12 75 00
post@strommestiftelsen.no
strommestiftelsen.no

Pantone
PANTONE 226 UP

CMYK
0 100 0 0

RGB
217 2 125
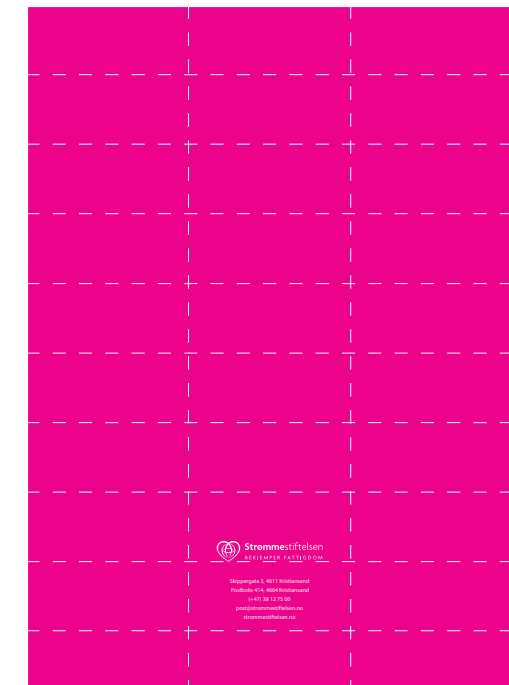
HEX/HTML
D9027D

Black 80 %
PANTONE P 179-13 U

CMYK
0 0 0 80

RGB
87 87 86

HEX/HTML
575756

Strømmestiftelsen
BEKJEMPER FATTIGDOM

Skippergata 3, 4611 Kristiansand
Postboks 414, 4664 Kristiansand
(+47) 38 12 75 00
post@strommestiftelsen.no
strommestiftelsen.no
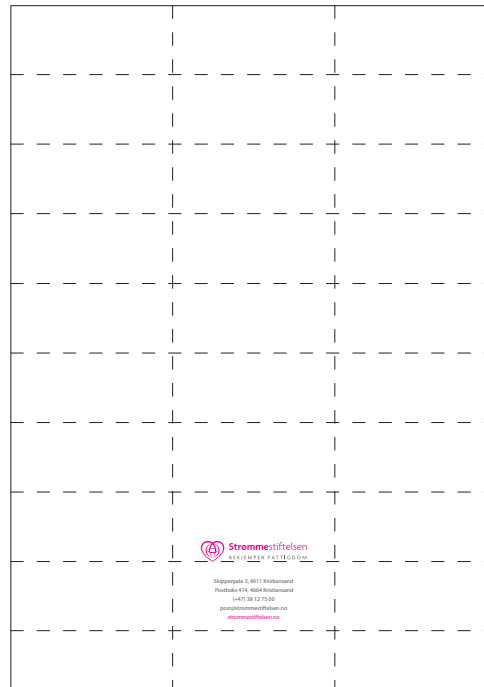
CERTIFICATION

Norad

Norad - is under the Ministry of
Foreign Affairs the Directorate
for Development Cooperation
and ensures quality in Norwegian
assistance.
Learn more at: norad.no

The Norad logo should be placed on
Strømme Foundation's homepage
and on other relevant material.

Norad logo (color, black and white)

PAPER & FORMAT

Selection & Use

The choice of paper and format should also convey Strømme Foundation's values while ensuring the quality of print.

All publications should use environmentally friendly paper and be based mostly on the A formats (A4/A5) since these are cost-saving and eco-friendly while also more convenient for distribution.

Uncoated matte paper of good quality is preferable (instead of coated shiny paper) for it's natural and simple finish.

Regarding recommended paper grammage: Covers should have between 170-240 grams and pages between 115-130 grams.

Illustration: freepik.com

PHOTOS

Selection & Use

The images are fundamental to convey and support the message.

Strømme Foundation's images should be consciously selected for their relevancy to the theme and in order to create interest, while always respecting the ethical guidelines and people portrayed in them.

The images should always be presented with excellent quality.

Retouching photographs should only be carried out if necessary, so as to guarantee high quality without compromising a natural authentic look, which might appear manipulated.

Strømme Foundation has its own image bank where pictures can be downloaded in specific formats, depending on usage:
strommefoundation.imageshop.no//835349

All images should be credited.

Strømme Foundation's image bank can be accessed directly on Office365 (Word and Powerpoint) through Imageshop add-on, that will place pictures automatically adjusted to frames and with the correct resolution.

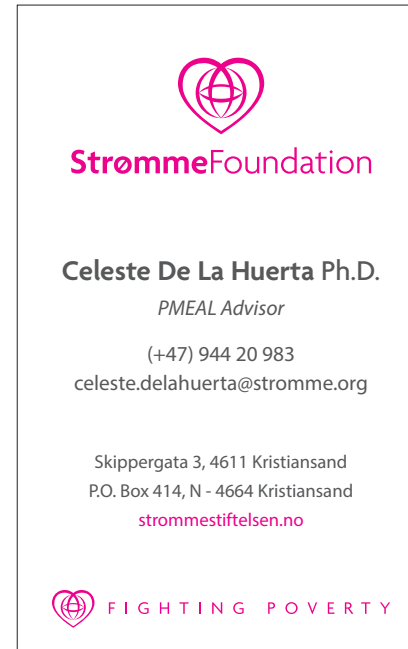Photo: Øystein Venås Sørensen

Photo: Egil Mongstad

Photo: Egil Mongstad

Photo: Øystein Venås Sørensen

STATIONARY

Visit card

The visit card is one-sided.

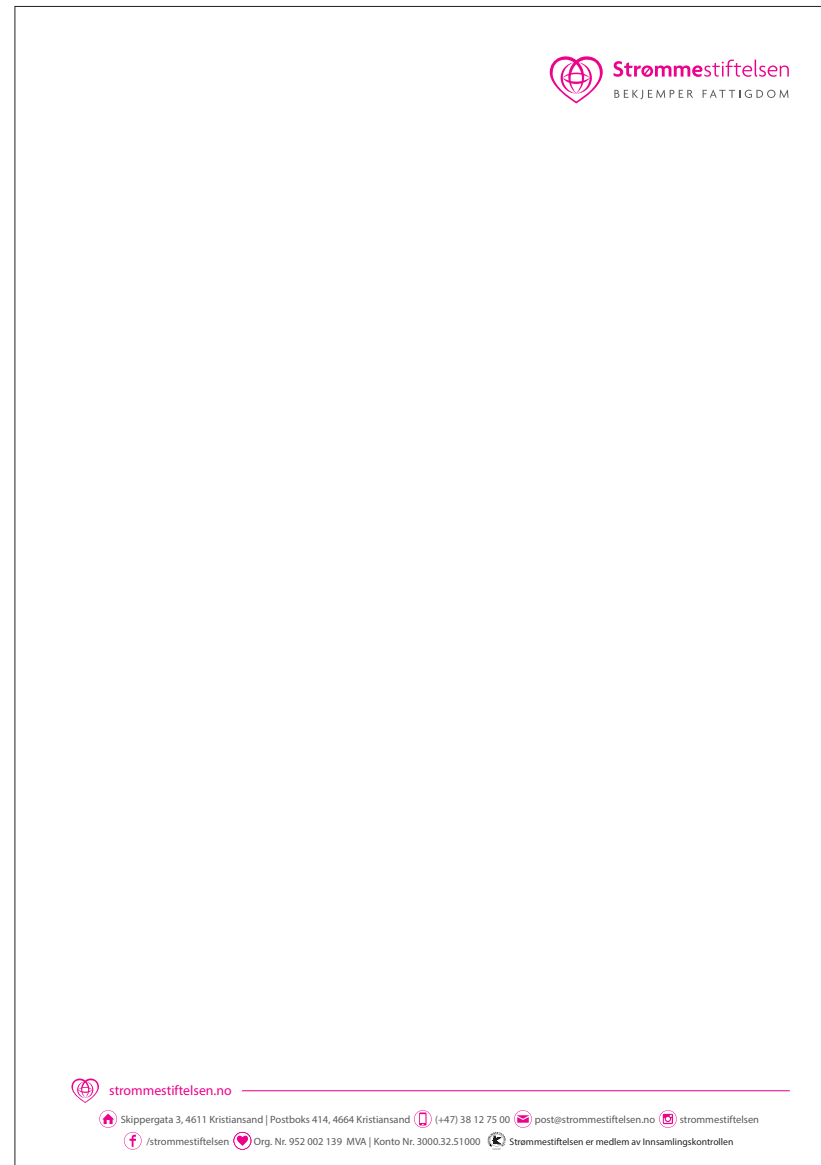**Format:** 86 x 54 mm

StrømmeFoundation

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PMEAL Advisor

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celeste.delahuerta@stromme.org

Skippergata 3, 4611 Kristiansand
P.O. Box 414, N - 4664 Kristiansand
strommestiftelsen.no

FIGHTING POVERTY

STATIONARY

A4 Letterhead

Format: A4 210 x 297mm

Strømmestiftelsen
BEKJEMPER FATTIGDOM

strommestiftelsen.no

Skippergata 3, 4611 Kristiansand | Postboks 414, 4664 Kristiansand (+47) 38 12 75 00 post@strommestiftelsen.no strommestiftelsen

/strommestiftelsen Org. Nr. 952 002 139 MVA | Konto Nr. 3000.32.51000 **Strømmestiftelsen er medlem av Innsamlingskontrollen**

STATIONARY

Envelopes

Formats:
C5 229 x 162 mm
C4 324 x 229 mm
EC4 229 x 324mm
DL/E65 220 x 110 mm

EC4 229 x 324mm

Strømmestiftelsen
BEKJEMPER FATTIGDOM

Returadresse: Postboks 414 N-4664 Kristiansand

C5 229 x 162mm

Strømmestiftelsen
BEKJEMPER FATTIGDOM

Returadresse: Postboks 414 N-4664 Kristiansand

NORGE P.P.
posten

C4 324 x 229mm

Strømmestiftelsen
BEKJEMPER FATTIGDOM

Returadresse: Postboks 414 N-4664 Kristiansand

DL/E65 220 x 110mm

Strømmestiftelsen
BEKJEMPER FATTIGDOM

Returadresse: Postboks 414 N-4664 Kristiansand
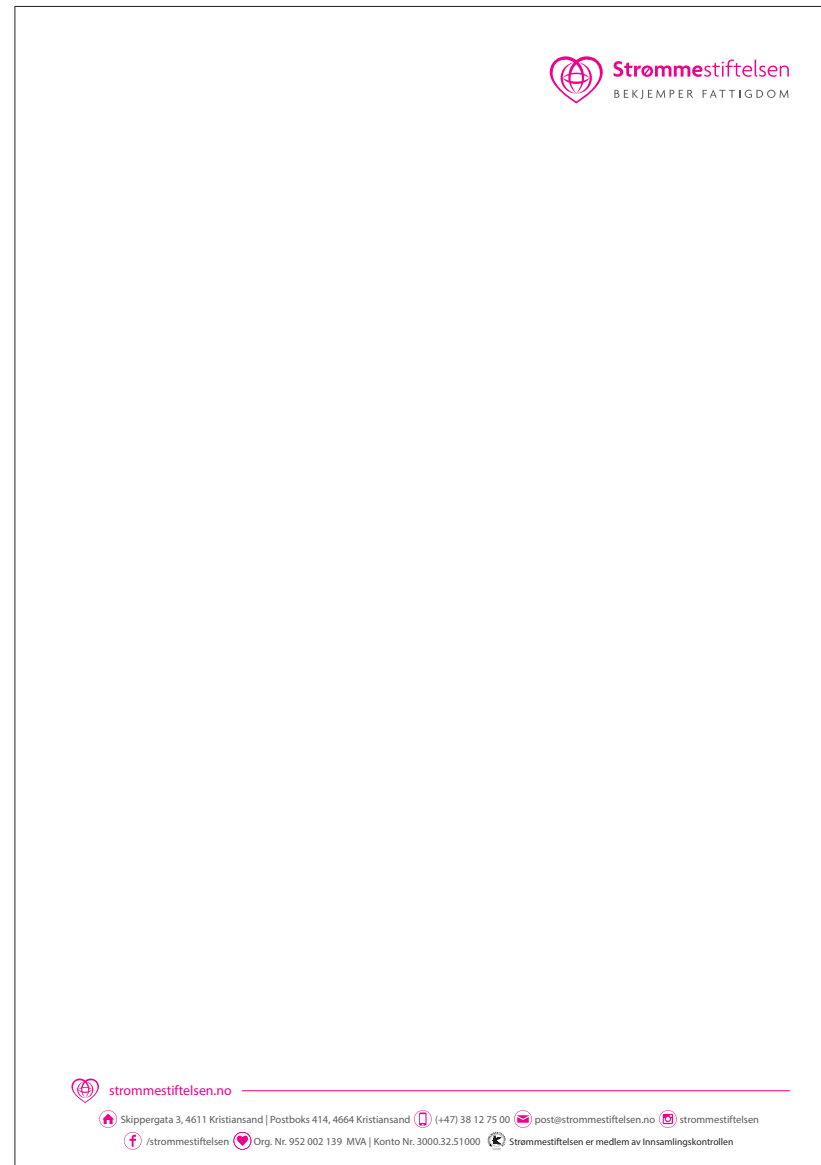
DIGITAL TEMPLATES

A4 Letterhead

Downloadable Word template with logo and address.

The position of the template elements should not be changed.

Exists in 3 languages: English, Norwegian and French.

Format: A4 210 x 297mm

Strømmestiftelsen
BEKJEMPER FATTIGDOM

strommestiftelsen.no

Skippergata 3, 4611 Kristiansand | Postboks 414, 4664 Kristiansand   (+47) 38 12 75 00   post@strommestiftelsen.no   strommestiftelsen

/strommestiftelsen   Org. Nr. 952 002 139 MVA | Konto Nr. 3000.32.51000   **Strømmestiftelsen er medlem av Innsamlingskontrollen**

DIGITAL TEMPLATES

A4 Report

Downloadable template in Word and Indesign.

Format: A4 210 x 297mm

StrømmeFoundation

Report's title

Project: **XXXXX**

Prepared for: **XXXX** | Issued: xx.xx.xx

FIGHTING POVERTY

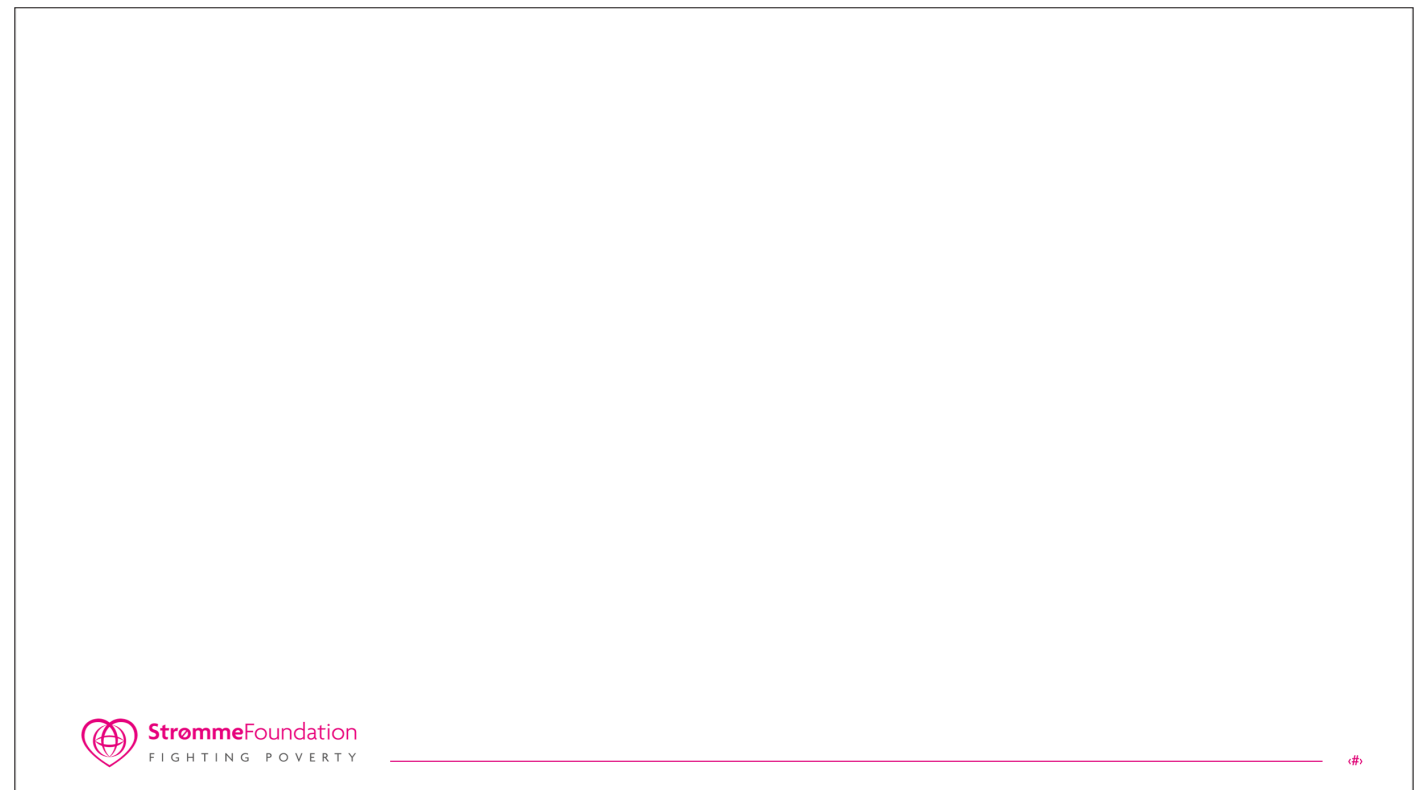DIGITAL TEMPLATES

PowerPoint

A new PowerPoint template (16x9) has been created for Strømme Foundation's presentations.

The PowerPoint template should be used by all Strømme Foundation's employees and partners.

The template includes several master slides to provide wide variation and accommodate different content. There is also a PowerPoint library file where pre-made official slides can be copied from.

All PowerPoint presentations (internal and external) must use this PowerPoint template background.

PowerPoint template background

StrømmeFoundation
FIGHTING POVERTY

DIGITAL TEMPLATES

Email Signature

All emails from Strømme Foundation must have the same signature model.

The email signature must be configured on the email software to look identical to the illustration on the right and with email and website adress hyperlinked.

Email signature characteristics:

• Pink color: **HEX/HTML** E2007E
  Grey color: **HEX/HTML** 4D4D4C

• General text:
• Font type: **Calibri Regular**
• Font size: **10 pt**

• Title font type: **Calibri Italic**

• Website font type: **Calibri Light**

• Name font type: **Calibri Bold**
• Name font size: **10,5 pt**

• Logo version B used with a fixed size and aligned to the left.

Best Regards / Vennlig hilsen

Celeste De La Huerta Ph.D. | *PMEAL Advisor*

(+47) 944 20 983
celeste.delahuerta@stromme.org
strommestiftelsen.no

StrømmeFoundation
FIGHTING POVERTY

PROFILE MATERIAL

T-Shirts

Articles made for Strømme Foundation must reflect the visual profile and be marked with the apropriate logo while being environmentally friendly and a product of ethical trade.

Front

Back

PROFILE MATERIAL

Polo-Shirts

Articles made for Strømme
Foundation must reflect the
visual profile and be marked with
the apropriate logo while being
environmentally friendly and a
product of ethical trade.

Front

Illustrations: freepik.com