



Norske Skog

Corporate identity guidelines

NORSKE SKOG / VERSION 1 - 2019

Introduction

To achieve and deliver on the company vision, values, goals and strategies, Norske Skog places great importance on its market perception and stakeholder reputation. Norske Skog's updated identity is based on a visual program covering both the corporate brand and our trademarks. A strong corporate identity allows us to present a consistent public image and build a clear reputation. It has been a long and thorough process to determine common branding design to be used across the entire Norske Skog group from this point forward.

The Norske Skog main logo is a well-known and conspicuous brand. The recharged brand has an adequate and compelling force to be able to promote our corporate identity, behaviour and performance going forward. The already started plans to engage in the green and circular economies alongside our well established paper production, will, through innovation, create new products and demand a new way of organising operations. The commercialisation of products will also require a definite corporate branding strategy.

Norske Skog relies heavily on the distinctiveness of its corporate name, logo, brand, its various brand names and any other mark, design or other intellectual property right that could be registered such as, but not limited to, the company and its subsidiaries, i.e. the mills, the hubs and others. All subsidiaries and business units are impelled to follow the corporate identity policy and the content of this manual. The goal is to appear as one company with one family of product logos.

Here are some action points to follow up our corporate identity policy:

- To allocate necessary resources to certain vital brands. Watch programmes shall be applied for the defined vital brands. All defined vital brands shall be defended against look-alikes via these watch-programmes.
- To secure that distinctiveness is always maintained for the defined vital brands, infringements must immediately be reported to the Corporate Legal Department.
- To respect and not infringe other companies' trademark registrations.
- To apply a strict process for checking availability of new trademarks, designs, slogans etc before launch.

A "Brand Forum" is established that shall meet as required to discuss various matters such as new marks, logos, designs, slogans, legal and commercial requirements and similar issues. The Brand Forum shall ensure that Norske Skog keeps track of and maintains proof of trademarks' actual use and otherwise to facilitate a smooth communication and workflow. The Brand Forum shall be represented by members from the communication, legal and commercial departments.

Norske Skog

Lars P.S. Sperre, CEO and President

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All operations at Norske Skog are based on three
core values: **openness, honesty**
and cooperation.

Logo

PRIMARY LOGO



Norske Skog GREEN

PMS	:	368
CMYK	:	65 / 0 / 100 / 0
RGB	:	120 / 190 / 32
HEX/HTML	:	78BE20

Norske Skog BLUE

PMS	:	647
CMYK	:	100 / 51 - / 0 / 30
RGB	:	35 / 97 / 146
HEX/HTML	:	236192

White logo



Black logo



Logo formats

- eps/ai:** are vectorized files used for printed materials
- png:** used in internal documents like powerpoint/word. Saved without background (transparent)
- jpg:** used in internal documents like powerpoint/word

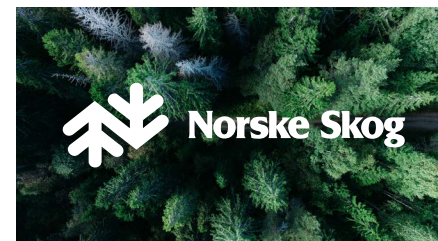
Clear space

To preserve the integrity and visual impact of the logo, always maintain clear space around it, to ensure that the logo can be seen quickly, uncluttered by other logos, symbols, artwork, or text. Use the height of the the letter “N” to create a square that defines the clear space around. For the symbol, the width of the senter part are used to create a square to define the clear space.



Logo on a background

Be sure to choose background colours or photos that provide sufficient contrast with the logo, see examples below.



Incorrect use of logo



Typography

The fonts for Norske Skog are Source Sans Pro (sans serif) and Bookerly (serif).
Times New Roman can be used instead of Bookerly if this is not available.
Source Sans Pro can be downloaded for free from google fonts. <https://fonts.google.com/>

Source sans pro

AaBbCc

Light / *Light italic*
Regular / *Regular italic*
Semibold / *Semibold italic*
Bold / *Bold italic*
Black / *Black italic*

Bookerly

AaBbCc

Regular / *Regular italic*
Bold / *Bold italic*

Times New Roman *(alternative if Bookerly is not available)*

AaBb

Regular / *Regular italic*
Bold / *Bold italic*

Typography - *internal use*

Office fonts for Norske Skog are Arial and Times New Roman. These fonts are to be used when the recipient or user does not have access to the brand fonts Source Sans Pro and Bookerly.

Arial

AaCc

Light / *Light italic*

Regular / *Regular italic*

Bold / *Bold italic*

Times New Roman

AaBb

Regular / *Regular italic*

Bold / *Bold italic*

Product logos



Norske Skog logo

Product name:
Bookerly Bold Italic



Nor labelling (*paper*)



Norske Skog symbol

NOR:
Overpass Black

News:
Overpass Regular

Flexo:
Bookerly Bold Italic



Nor labelling (*paper*)

 **NOR** | SC

 **NOR** | SC
Lite

 **NOR** | SC
Cat

 **NOR** | SC
Value

 **NOR** | SC
Polar

 **NOR** | Bright

 **NOR** | Bright
Plus

 **NOR** | Cote

 **NOR** | Cote
Satin

 **NOR** | Cote
Silk

 **NOR** | Cote
Trend

 **NOR** | Cote
Top

 **NOR** | Cote
Vantage

 **NOR** | Cote
Super

Mill and category names



Norske Skog logo

Skogn: NS blue
Bookerly Bold Italic

Biogas: NS green
Bookerly Bold Italic



Mill and category names



Primary colours



Norske Skog GREEN

PMS : 368
CMYK : 65/0/100/0
RGB : 120/190/32
HEX/HTML : 78BE20

Norske Skog BLUE

PMS : 647
CMYK : 100/51-/0/30
RGB : 35/97/146
HEX/HTML : 236192

Secondary colours

The secondary colour palette introduces visual variety. Colours are selected to compliment the primary colours.



PMS : 336
CMYK : 95 / 11 / 70 / 44
RGB : 0 / 102 / 79
HEX/HTML : 00664F



PMS : 320
CMYK : 96 / 0 / 31 / 2
RGB : 0 / 156 / 166
HEX/HTML : 009CA6



PMS : 143
CMYK : 0 / 32 / 87 / 0
RGB : 241 / 180 / 52
HEX/HTML : F1B43A



PMS : 1645
CMYK : 0 / 63 / 75 / 0
RGB : 255 / 106 / 57
HEX/HTML : FF6A39



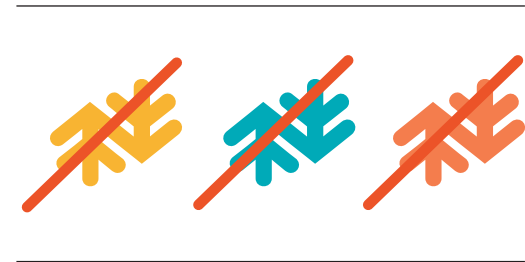
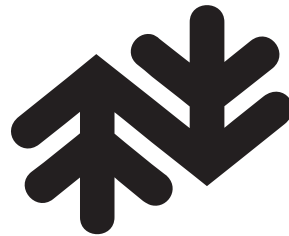
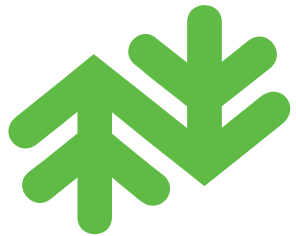
PMS : Coolgray6
CMYK : 16 / 11 / 11 / 27
RGB : 167 / 168 / 170
HEX/HTML : A7A8AA



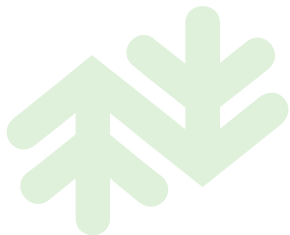
PMS : Black
CMYK : 0 / 0 / 0 / 100
RGB : 39 / 37 / 31
HEX/HTML : 27251F

Graphic element - *green branch*

The symbol in the logo can be used as a graphic element in layouts.

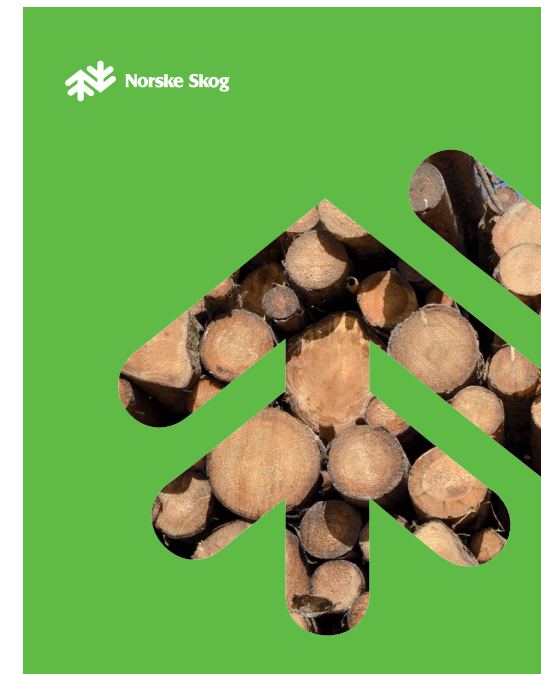
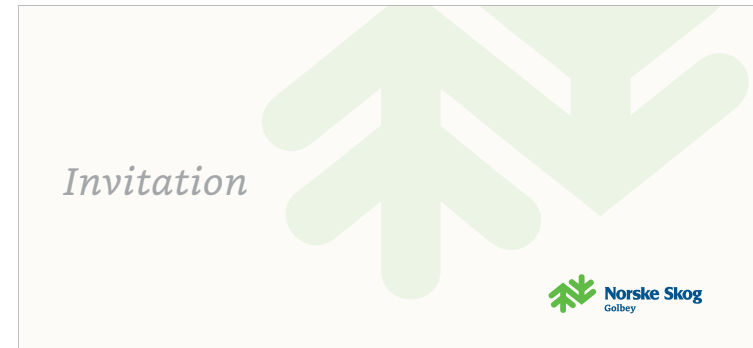


Do not use the symbol in these primary colors.



Graphic element - *in use*

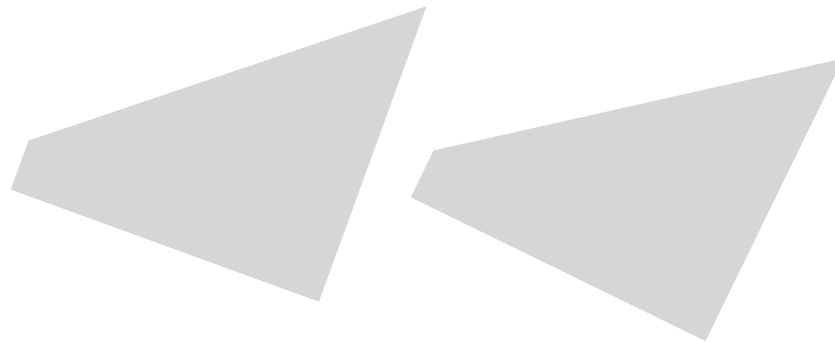
Examples of use.



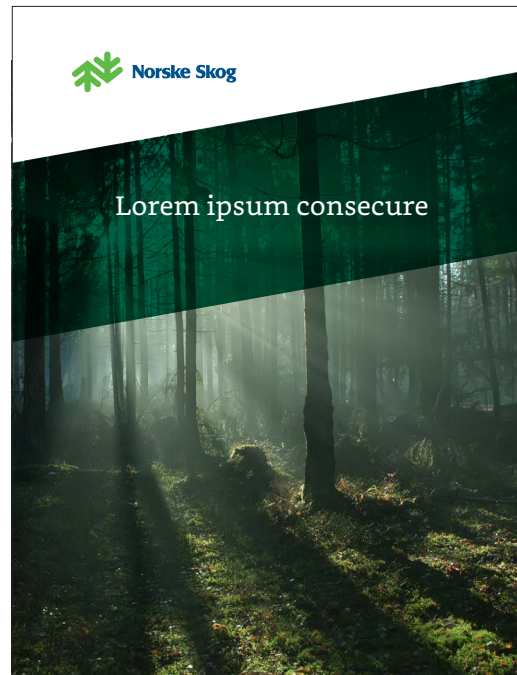
Graphic element - *shapes from the green branch*



The shape can be used in different angles, see examples next page.



Graphic element - *shapes from the green branch*



Graphic element - *green abstract background*



Icons

Icons in the manners shown below can be used in layout where appropriate to content.



Letterhead



Business card

Frontside

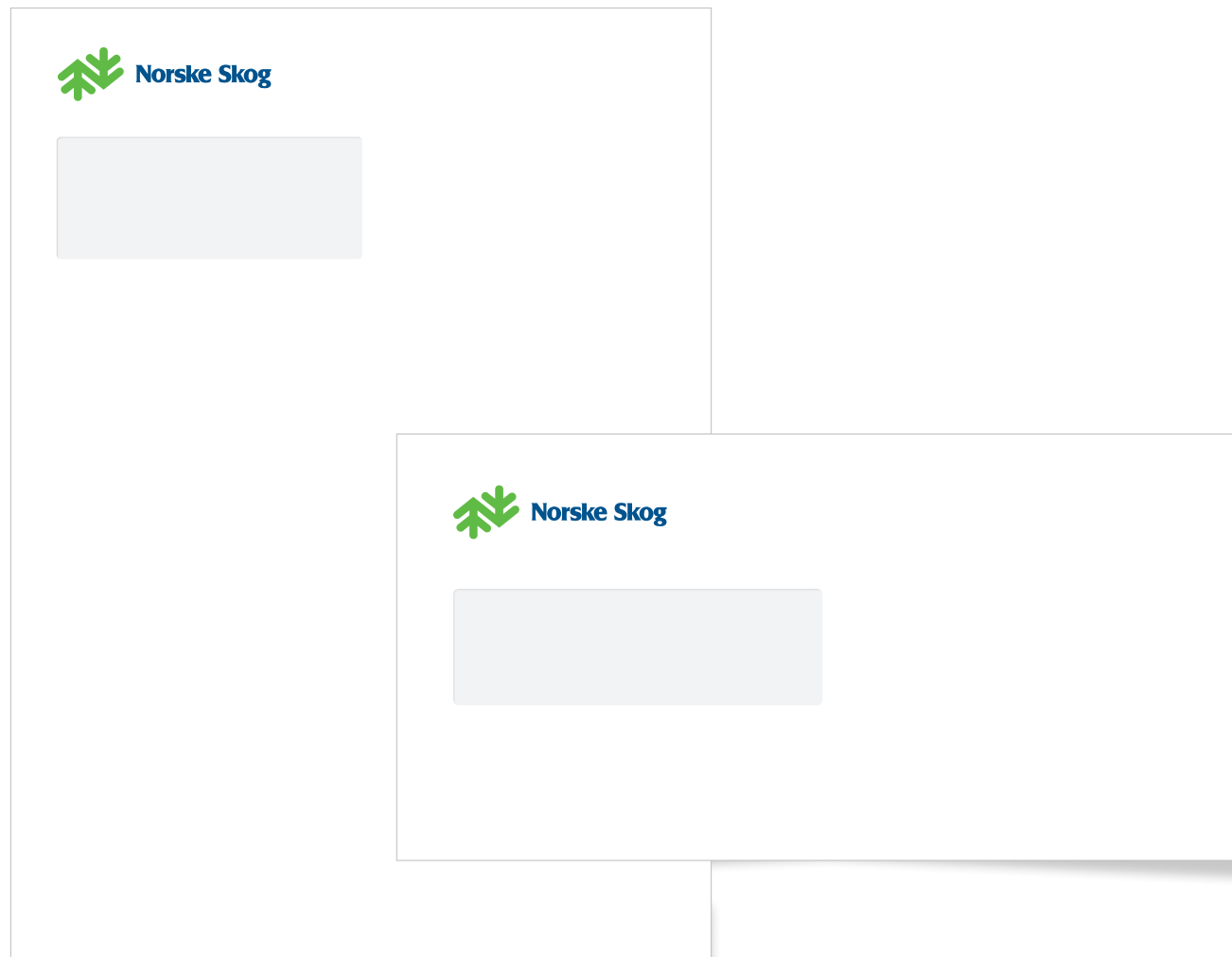


Backside



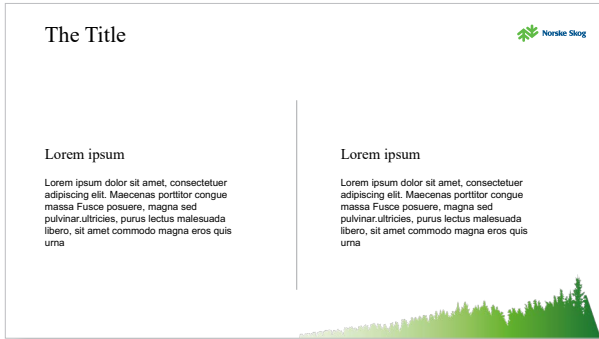
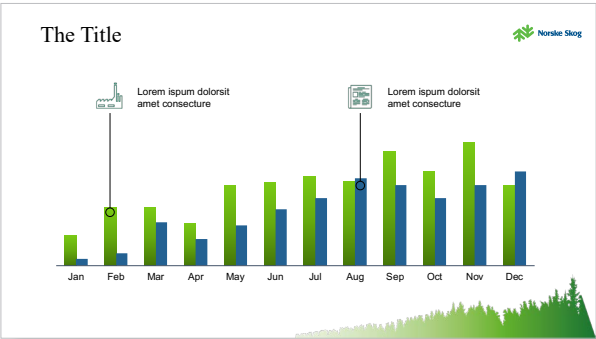
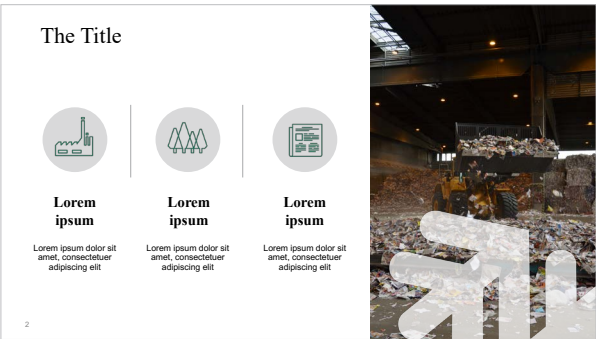
Envelopes

The location of the logo is the same for the different sizes of envelopes.



Powerpoint

The PowerPoint template created for Norske Skog should be used at all times when preparing a presentation to ensure the consistency throughout all means of communication.
Fonts to be used: Arial and Times New Roman.

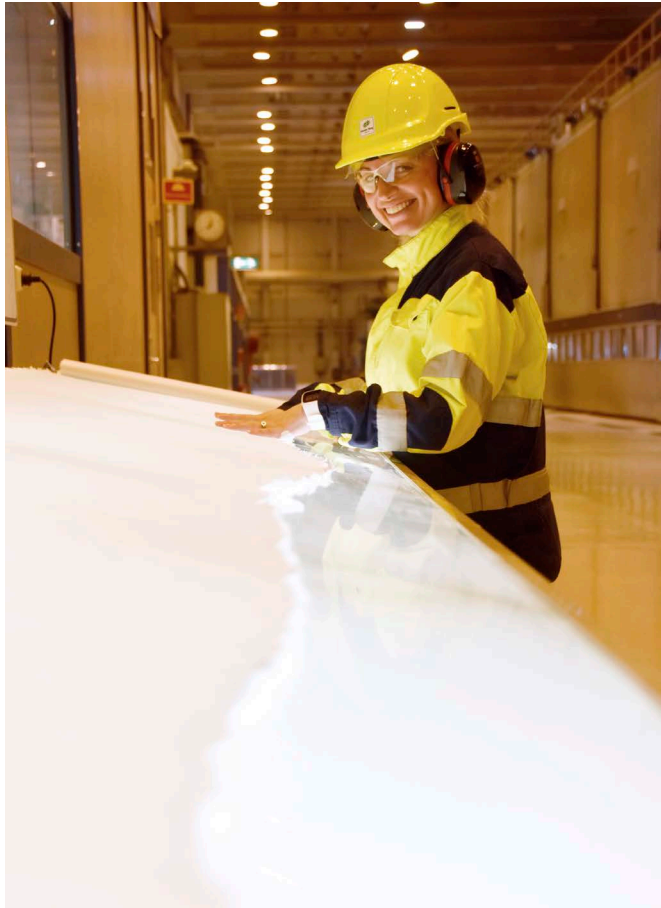


Visual tone - photo profile



- Use different perspectives to create dynamics in the image.
- Have a sharp focus on the object and avoid cluttered backgrounds.

Visual tone - photo of people



- Have a sharp focus on the person and blurred on the background.
- Clean backgrounds, preferably bright.
- Photo of employees in natural situations.
- Preferably use natural light. If there is poor lighting indoor, take portraits outdoor.

NB! All images should display the correct use of HMS regulations.

