

KVÆRNER™

Logo kit

This is a very brief document intended to give you enough information to “get started” with implementing our new brand identity.

Logo

Main logo with colour options.

Main logo

KVÆRNER™

Secondary logo

KVÆRNER™

Negative logo on teal



Negative logo on black



Spacing and sizing

The logotype must always be clear, visible and distinct from other design elements. You must ensure there is adequate clear space around the logotype to ensure it is properly presented and that the background does not detract from its distinctness or legibility. (Note: the gray background is indicative only and is **not** to be reproduced as part of the logo design).



The logotype must never be distorted. The aspect ratio (the ratio of height to width) must remain the same. In order to ensure legibility under most reproduction conditions, you may **not** use a logotype smaller than this:

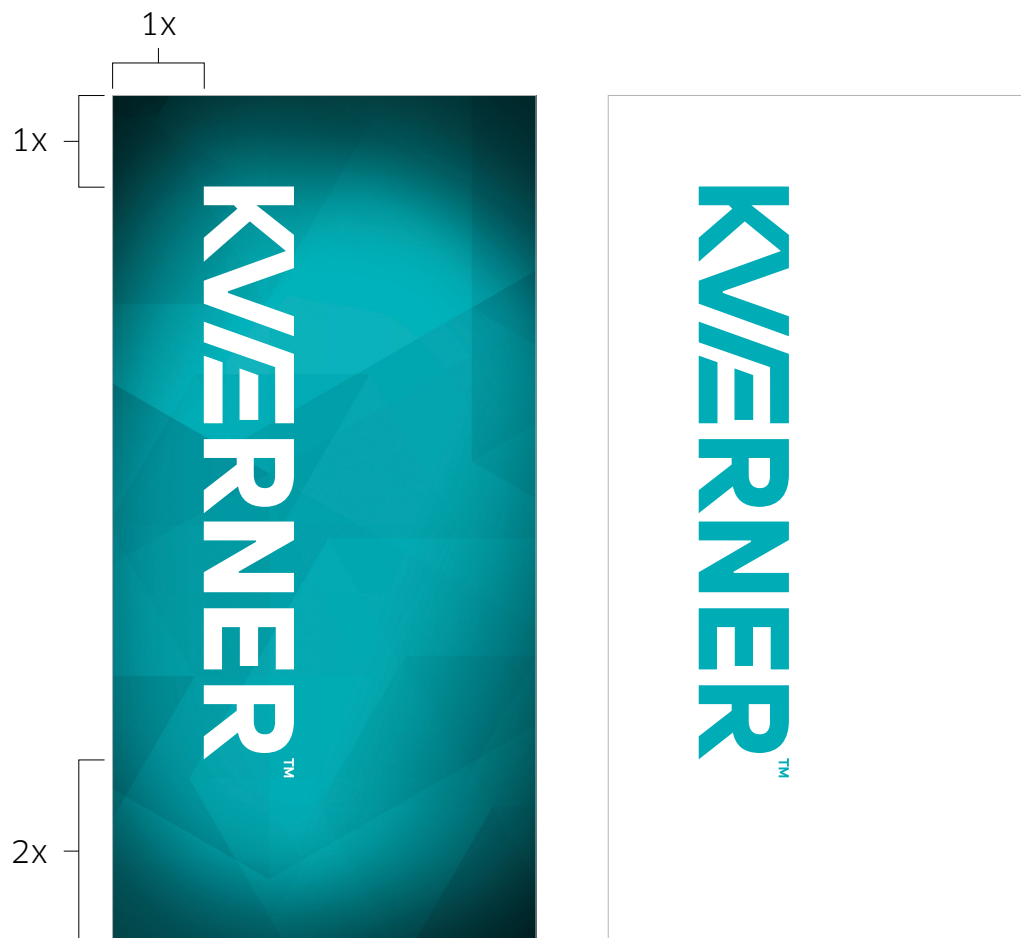


Roll-ups

Roll-ups may be used as stand-alone “profiling” displays during the launch of the new brand. Care must be taken to ensure the appropriate size is used and that the banner is made from appropriate materials (i.e. outdoor quality if necessary).

The preference is for teal roll-ups with white logotypes.

Logo placed as shown beneath.



Flags

The preference is for teal flags with white logotypes.

Logo placed as shown beneath.

