NORWEGIAN RED

Since 1935

BRAND GUIDELINES - SHORT VERSION

UPDATED: APRIL 2021

Geno vision

Breeding for better lives

Norwegian Red values:

VITALITY

FERTILITY

HEALTH

SUSTAINABILITY

PROFITABILITY

NORWEGIAN RED
Since 1935

geno

CONTACT

This short version of the Design Manual is developed in April 2021. The project has been a collaborative effort between Geno SA and Ferskvann Reklamebyrå.

All contacts and questions regarding the graphic profile and use of logos shall be directed to the persons below. This version is a simplified version created for users to have easy access to our brand identity. For a more detailed information, please contact:

Mari Bjørke
mari.bjorke@geno.no
Mobile: +47 907 78 301

SEND E-MAIL

Els R. Olsen
els.olsen@geno.no
Mobile: +47 953 64 998

SEND E-MAIL

Turi Nordengen
turi.nordengen@geno.no
Mobile: +47 975 47 868

SEND E-MAIL

Jan Arve Kristiansen
jan.arve.kristiansen@geno.no
Mobile: +47 951 74 045

SEND E-MAIL

DOWNLOAD PRIMARY LOGOS

Norwegian Red and Geno primary versions in PNG/JPG file format are included.

NOTE: This is only for internal use and for digital productions. See page 6 for print versions in AI file format.

DOWNLOAD FILES

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GLOBAL USE – Primary versions:

NORWEGIAN RED

NORWEGIAN
RED

NORWEGIAN RED
Since 1935

Limited versions:

All use must be approved by Brand Manager(s).

NORWEGIAN RED

NORWEGIAN
RED

NORWEGIAN RED
Since 1935

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USE IN NORWAY ONLY – Primary version:

NRF

Limited versions:

All use must be approved by Brand Manager(s).

NORSK RØDT FE
Siden 1935

NORSK RØDT FE
Siden 1935

NORSK RØDT FE
Siden 1935

NORSK RØDT FE
Siden 1935

NRF

LOGO VARIATIONS

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All logos are available in a positive (colour) version, in addition to the white and black versions.

We prefer that our logo is used in the positive version against a white background.

The white and black versions are used when appropriate, for example against a background where the contrast is too poor.

Primary usage:

Secondary usage:

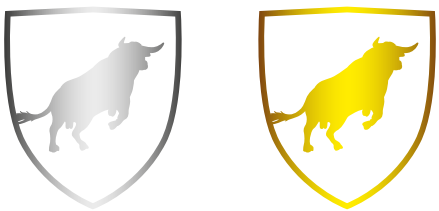
LOGO SHIELD

DOWNLOAD FILES

Only for limited use when appropriate and when the brand name is taken care of in the context.

The intended use of these logos is in potential customer loyalty programs or similar.

All use must be approved by Brand Manager(s).



LOGO - SAFETY AREA

To ensure favourable logo placement, a protective zone is defined around the logo.

The protective zone is defined as the minimum distance to other elements. When placing the logo at the edge of a format, the minimum distance is also the minimum permitted margin.

The minimum distance **(M)** is defined as the height of the **bull** in our logo shield. This rule applies to all variations of the logo.

NOTE: this is the minimum permitted distance; the more «air», the better.

Scaling of logo
Scaling shall always be proportional. The logo must not be «stretched».

CO-BRANDING

DOWNLOAD FILES

Separate compilations of the Norwegian Red and Geno logo have been developed. Original files must be used.

Geno logo can also be placed subordinate and in a smaller size than the Norwegian Red logo and with additional text “Brought to you by:”. See examples at the next page.

NORWEGIAN RED

Since 1935

BROUGHT TO YOU BY:

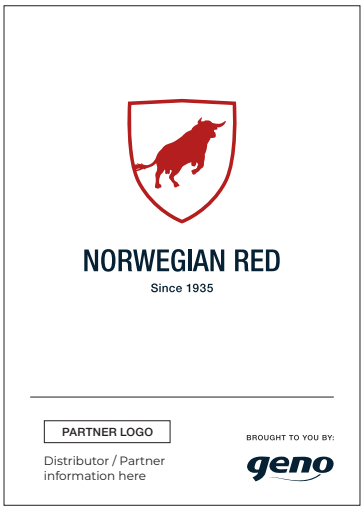
geno

NORWEGIAN RED

BROUGHT TO YOU BY: geno

DISTRIBUTOR / PARTNER
– SENDER INFORMATION

Norwegian Red must always be given first priority and placed at the top (as the sender). Sometimes in collaboration with Geno. Distributor / Partner logo and information should always be placed subordinate at the bottom of the composition.
See some basic examples below.



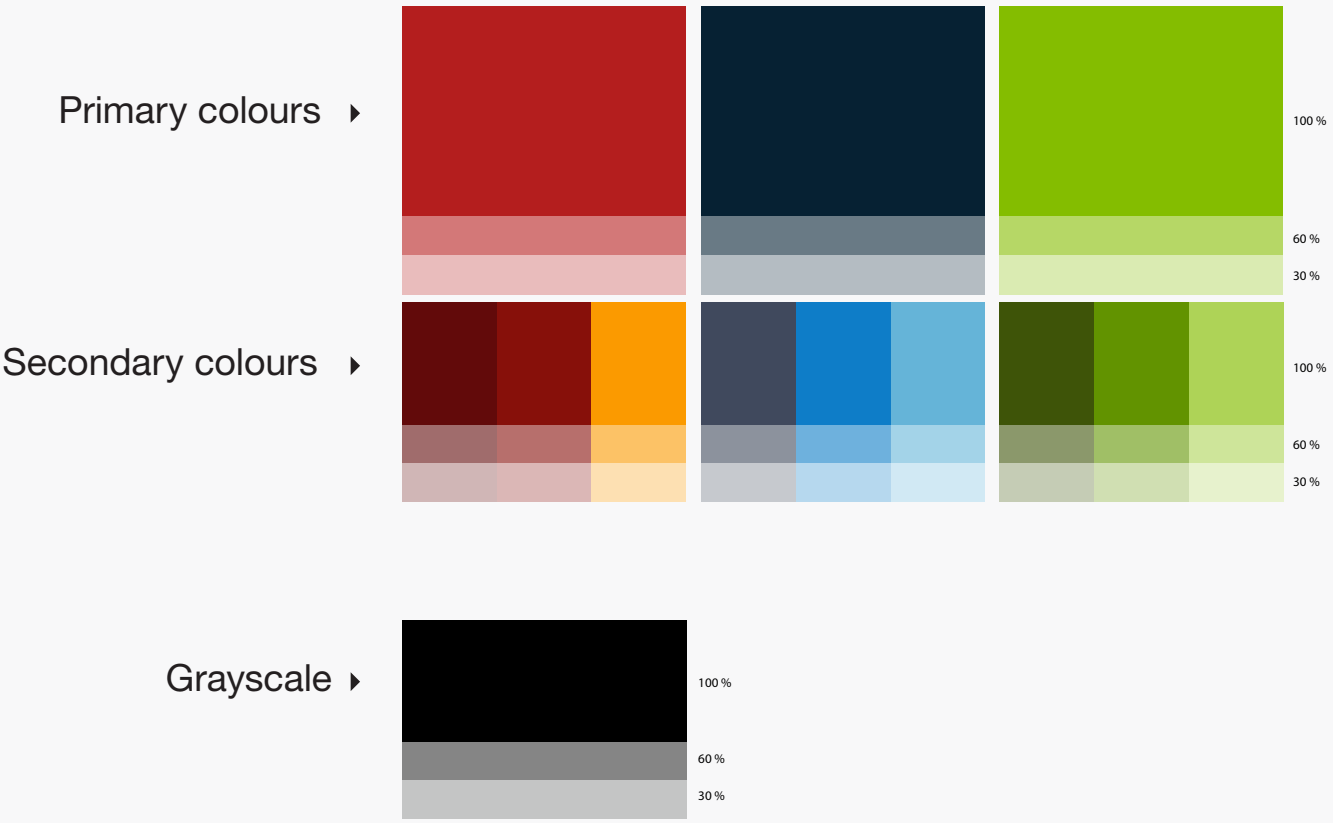
COLOURS

The red and the dark blue color originate from the logo and should mainly form the main color expression in the profile. It is also desirable that the green color should be emphasized in our color expression.

The secondary colors can be used in combination with the main colors and are used when more colors are needed.

Toned-down versions of the colours may be used, for example, in text boxes and other contexts in which it is desirable to have a more subdued and subtle use of colours.

For the website, a separate matching color palette has been adapted.



COLOURS - DEFINED

Primary colours:

PRIMARY RED
RGB: 180-30-30
HEX: B41E1E
CMYK: 2-96-92-9
PANTONE: 186 C

60 %
RGB: 211-120-120
HEX: D37878
CMYK: 1-64-43-0
PMS: 186 C 60 %

30 %
RGB: 233-188-188
HEX: E9BCBC
CMYK: 0-34-19-0
PMS: 186 C 30 %

PRIMARY BLUE
RGB: 6-33-51
HEX: 062133
CMYK: 96-62-32-76
PANTONE: 5395 C

60 %
RGB: 105-122-133
HEX: 697A85
CMYK: 58-33-29-27
PMS: 5395 C 60 %

30 %
RGB: 180-188-194
HEX: B4BCC2
CMYK: 32-18-18-5
PMS: 5395 C 30 %

PRIMARY GREEN
RGB: 132-189-0
HEX: 84BD00
CMYK: 59-0-100-0
PANTONE: 368 C

60 %
RGB: 182-215-102
HEX: B6D766
CMYK: 43-0-77-0
PMS: 368 C 60 %

30 %
RGB: 218-235-178
HEX: DAEBB2
CMYK: 22-0-40-0
PMS: 368 C 30 %

Secondary colours:

RED 1
RGB: 98-10-10
HEX: 620A0A
CMYK: 13-100-86-56
PANTONE: 188 C

60 %
RGB: 160-108-108
HEX: A06C6C
CMYK: 20-59-42-20
PMS: 188 C 60 %

30 %
RGB: 208-182-182
HEX: D0B6B6
CMYK: 13-31-21-4
PMS: 188 C 30 %

RED 2
RGB: 135-16-10
HEX: 87100A
CMYK: 7-100-96-34
PANTONE: 7622 C

60 %
RGB: 183-111-108
HEX: B76F6C
CMYK: 11-63-46-10
PMS: 7622 C 60 %

30 %
RGB: 219-183-182
HEX: DBB7B6
CMYK: 7-34-21-1
PMS: 7622 C 30 %

RED 3
RGB: 251-154-0
HEX: FB9A00
CMYK: 0-51-100-0
PANTONE: 1375 C

60 %
RGB: 252-194-102
HEX: FCC266
CMYK: 0-32-71-0
PMS: 1375 C 60 %

30 %
RGB: 253-224-178
HEX: FDE0B2
CMYK: 0-16-36-0
PMS: 1375 C 30 %

See next page >>

BLUE 1
RGB: 64-73-93
HEX: 40495D
CMYK: 72-53-30-47
PANTONE: 7477 C

60 %
RGB: 140-146-157
HEX: 8C929D
CMYK: 45-31-24-16
PMS: 7477 C 60 %

30 %
RGB: 198-201-206
HEX: C6C9CE
CMYK: 25-16-14-3
PMS: 7477 C 30 %

BLUE 2
RGB: 14-125-200
HEX: 0E7DC8
CMYK: 94-37-0-0
PANTONE: 3005 C

60 %
RGB: 110-177-221
HEX: 6EB1DD
CMYK: 68-7-5-1
PMS: 3005 C 60 %

30 %
RGB: 182-216-238
HEX: B6D8EE
CMYK: 38-2-5-0
PMS: 3005 C 30 %

BLUE 3
RGB: 101-180-216
HEX: 65B4D8
CMYK: 71-2-11-0
PANTONE: 311 C

60 %
RGB: 163-211-232
HEX: A3D3E8
CMYK: 46-0-9-0
PMS: 311 C 60 %

30 %
RGB: 209-233-244
HEX: D1E9F4
CMYK: 24-0-5-0
PMS: 311 C 30 %

GREEN 1
RGB: 62-84-8
HEX: 3E5408
CMYK: 62-13-100-63
PANTONE: 5743 C

60 %
RGB: 139-152-107
HEX: 8B986B
CMYK: 45-18-61-20
PMS: 5743 C 60 %

30 %
RGB: 197-204-181
HEX: C5CCB5
CMYK: 27-11-32-3
PMS: 5743 C 30 %

GREEN 2
RGB: 98-147-0
HEX: 629300
CMYK: 65-3-100-15
PANTONE: 370 C

60 %
RGB: 160-191-102
HEX: A0BF66
CMYK: 49-2-75-0
PMS: 370 C 60 %

30 %
RGB: 208-223-178
HEX: D0DFB2
CMYK: 26-0-39-0
PMS: 370 C 30 %

GREEN 3
RGB: 174-211-87
HEX: AED357
CMYK: 48-0-86-0
PANTONE: 367 C

60 %
RGB: 206-229-154
HEX: CEE59A
CMYK: 30-0-52-0
PMS: 367 C 60 %

30 %
RGB: 231-242-205
HEX: E7F2CD
CMYK: 15-0-27-0
PMS: 367 C 30 %

Grayscale:

100 %
RGB: 0-0-0
HEX: 000000
CMYK: 0-0-0-100 / 40-20-20-100
PANTONE: Black 6 C

30 %
RGB: 197-197-197
HEX: C5C5C5
CMYK: 0-0-0-30 / 23-17-18-4
PANTONE: Cool Gray 3 C

60 %
RGB: 133-133-133
HEX: 858585
CMYK: 0-0-0-60 / 42-34-34-24
PANTONE: Cool Gray 8 C

Logo colours:

LOGO RED
RGB: 180-30-30
HEX: B41E1E
CMYK: 2-96-92-9
PANTONE: 186 C

LOGO BLUE
RGB: 6-33-51
HEX: 062133
CMYK: 96-62-32-76
PANTONE: 5395 C

LIMITED VERSION
RGB: 132-189-0
HEX: 84BD00
CMYK: 59-0-100-0
PANTONE: 368 C

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Since 1935

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TYPOGRAPHY

DOWNLOAD FONT

Profile font: Montserrat (Google font)
The profile font shall be used in all marketing and for all commercial applications. Montserrat can be downloaded for free from fonts.google.com and installed on your computer.

Montserrat shall be used in all external/ professionally produced printed and digital materials. Examples of this include the following: web, SOME, ads, brochures and other advertisement and marketing material produced by advertising agency, newspaper or other design specialists.

Alternative font: Arial
Arial may be used in self-produced materials such as template-based internal productions of letters, reports and Power Point presentations – or only in cases in which Montserrat is not available.

Cursive
Cursive letters must be avoided and should never dominate the typographical expression. The use of cursive letters should only be used to emphasize particular words in the main text.

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå1234567890

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå1234567890

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå1234567890

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå1234567890

Black
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå1234567890

PAYOFF

DOWNLOAD FILES

The payoff (mission statement) is developed as a design original. It is a fixed and defined critical element of our identity. The design original shall always be used when using the payoff – other versions may not be used. With the exception when the payoff is a part of a running text.

The payoff may be used in both positive and negative image versions. White background is preferred, when possible.

As a main rule, the size of the payoff should be smaller than the logo.

”Avler for bedre liv” is for use in Norway only.

Breeding for better lives

Avler for bedre liv

GRAPHIC ELEMENT

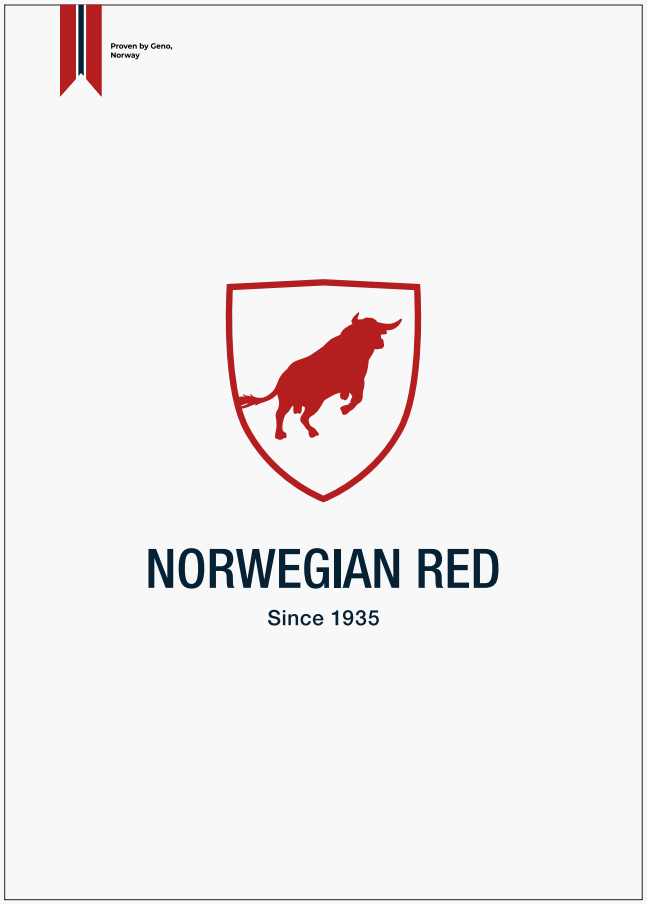
DOWNLOAD FILES

This element must be used where appropriate.
The intent is to reinforce the connection to Norway and Geno.

The element should be placed at the top left, as shown in the example.

Proven by Geno, Norway

Example of correct placement:



0422
0422

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Geno - Tel: 95 02 06 00 - E-mail: post@geno.no - Web: www.geno.no