

The New Division 2025

## Grafisk guide



# Naturlyftet

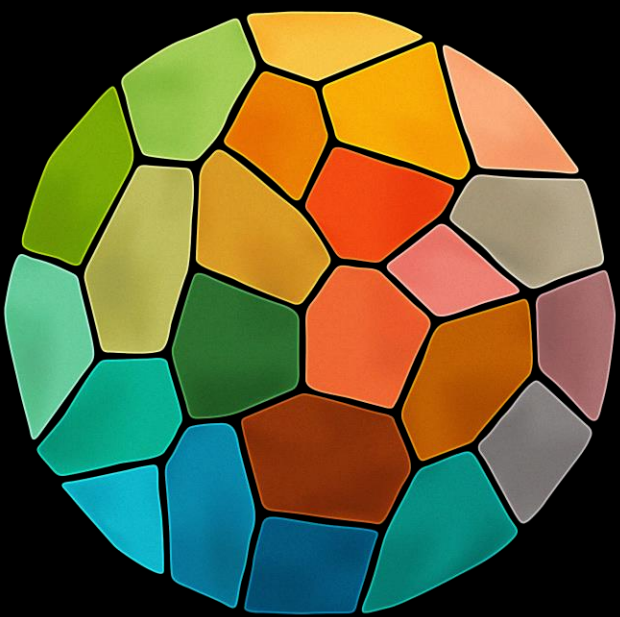
The vertical, stacked logo in color is the recommended version of the logo. It comes in two color versions: One with a black wordmark and one with a white wordmark. The primary version is the one with the black wordmark, for use on either a white or light grey background (see colors section). The version with the white wordmark is used on a black background. This version is only used in situations where the primary version on white is not applicable.

Variant 1: Black wordmark  
(Primary)



**Naturlyftet**

Variant 2: White wordmark  
(Secondary)



**Naturlyftet**



**Naturlyftet**

The horizontal version of the logo comes in two color versions: One with a black wordmark and one with a white wordmark. The primary version is the one with the black wordmark, for use on either a white or light grey background (see colors section). The version with the white wordmark is used on a black background. This version is only used in situations where the primary version on white is not applicable.

Variant 1: Black wordmark  
(Primary)



Variant 2: White wordmark  
(Secondary)





Primarily, we use the logo in it's full entity. In a special occasion there is the option to also use the word mark. The white version can be used on any of the 23 brand colors. The black version can be used on white or light grey background (see colors section).

Variant 1: Black wordmark  
(Primary)

Naturlyftet

Naturlyftet

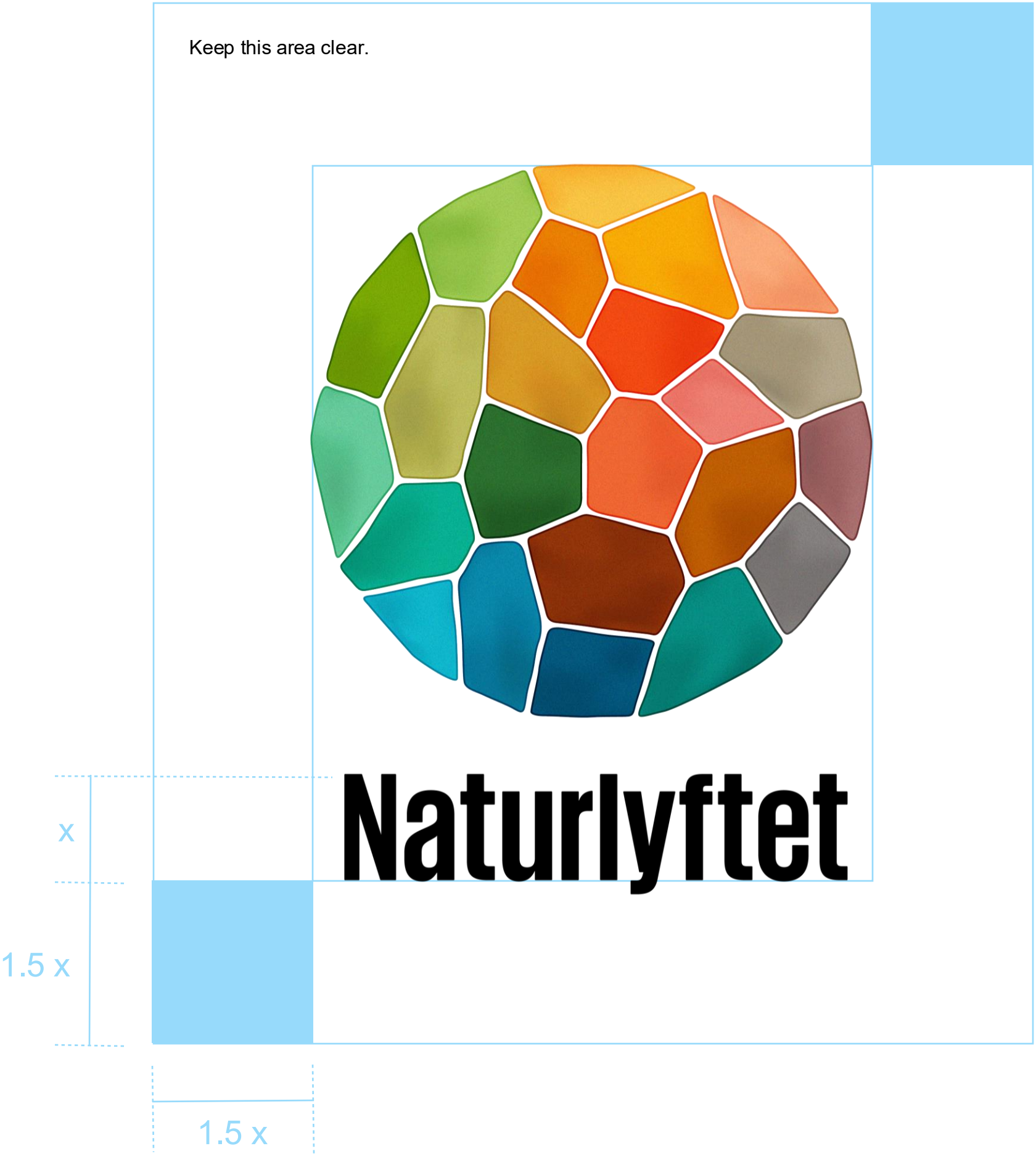
Variant 2: White wordmark  
(Secondary)

Naturlyftet



The following example shows how to use clear space around the logotype and external entities.

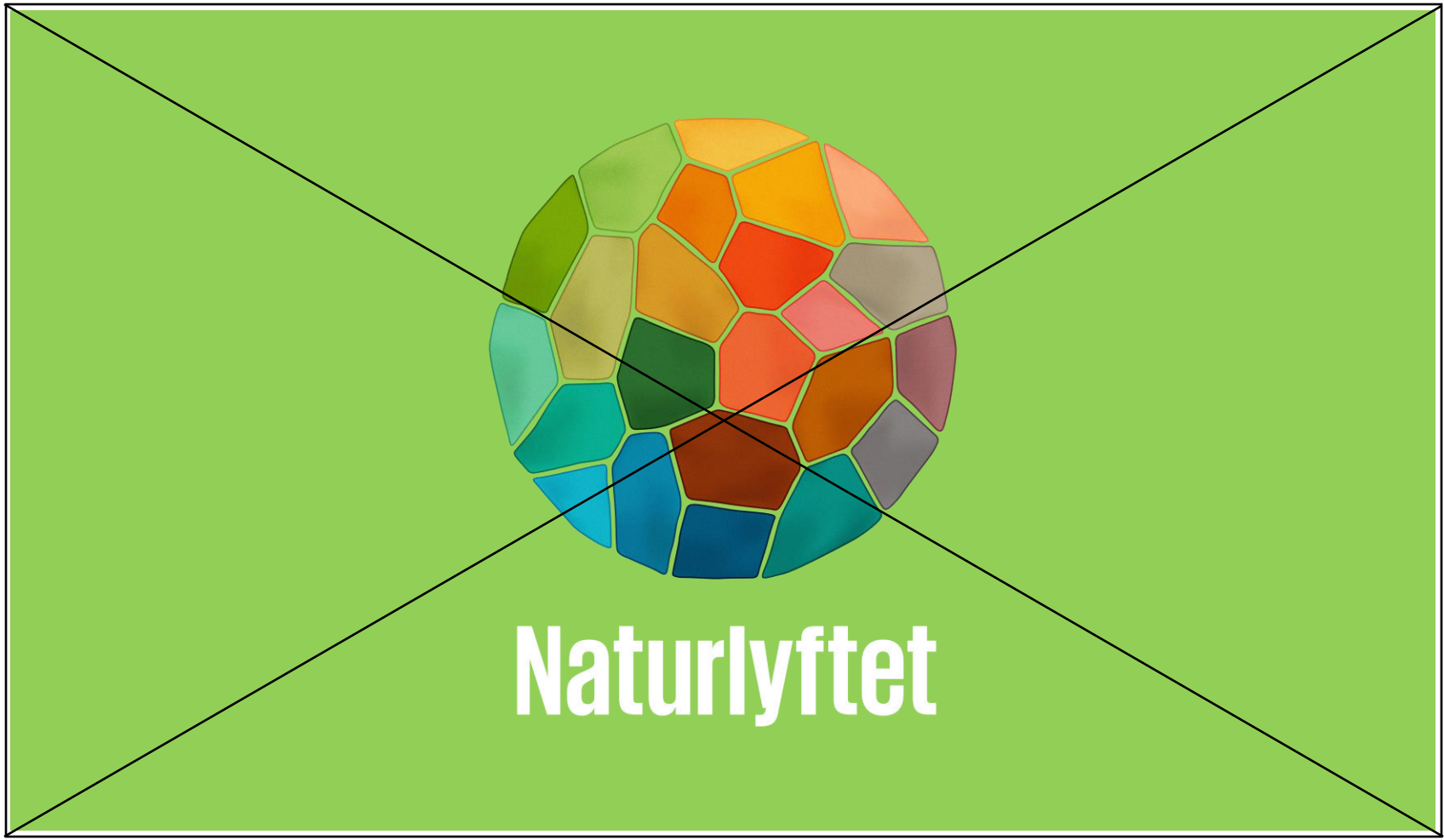
Always leave a clear space area around the logo equal to 1.5 times the height of the capital N in Naturlyftet.





The following examples show-case what to **AVOID** when using the logotype.

- 1. Do not change the color of the logo and/or wordmark.
- 2. Never modify the logos supplied in the logo package. Never stretch or squeeze the logos supplied in the logo package.
- 3. Never use the primary logotype on a colored background except on white, light grey or black for the negative version.
- 4. Avoid to put the logo over an image. If you put it over an image make sure the logo is readable.



These are the colors used for backgrounds with the 'Naturlyftet' logo.

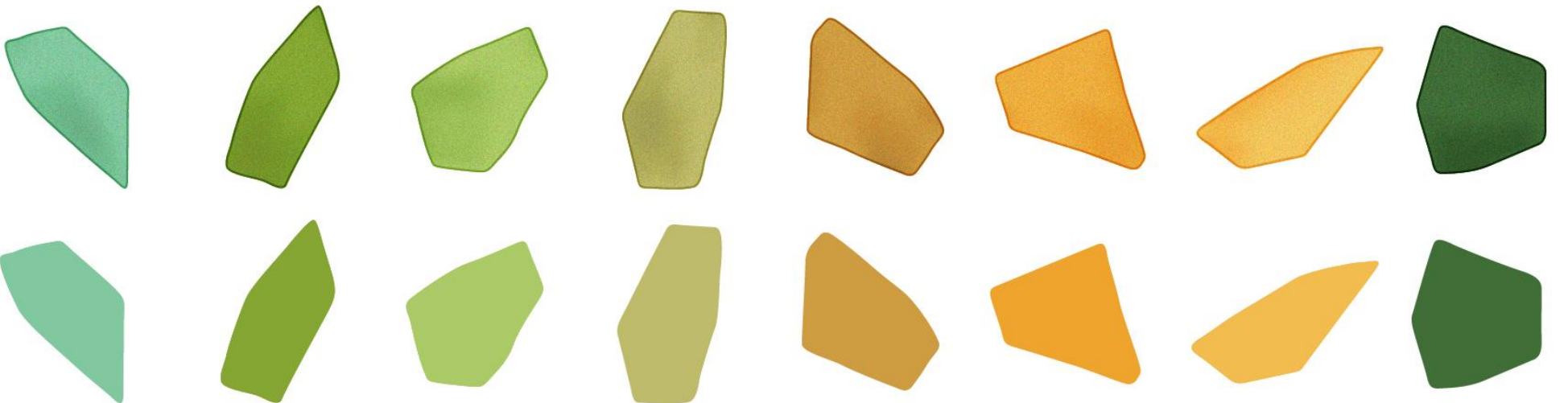
Background Colors

<div><div>White</div><div><div>RGB</div><div>255, 255, 255</div></div><div><div>HEX</div><div>#FFFFFF</div></div><div><div>CMYK</div><div>0, 0, 0, 0</div></div></div>	<div><div>Light Grey</div><div><div>RGB</div><div>250, 247, 245</div></div><div><div>HEX</div><div>#FAF7F5</div></div><div><div>CMYK</div><div>1, 1, 2, 0</div></div><div><div>Pantone</div><div>Cool Gray 1 C</div></div></div>	<div><div>Light Grey</div><div><div>RGB</div><div>0, 0, 0</div></div><div><div>HEX</div><div>#000000</div></div><div><div>CMYK</div><div>60, 40, 40, 100</div></div><div><div>Pantone</div><div>Black 6 C</div></div></div>
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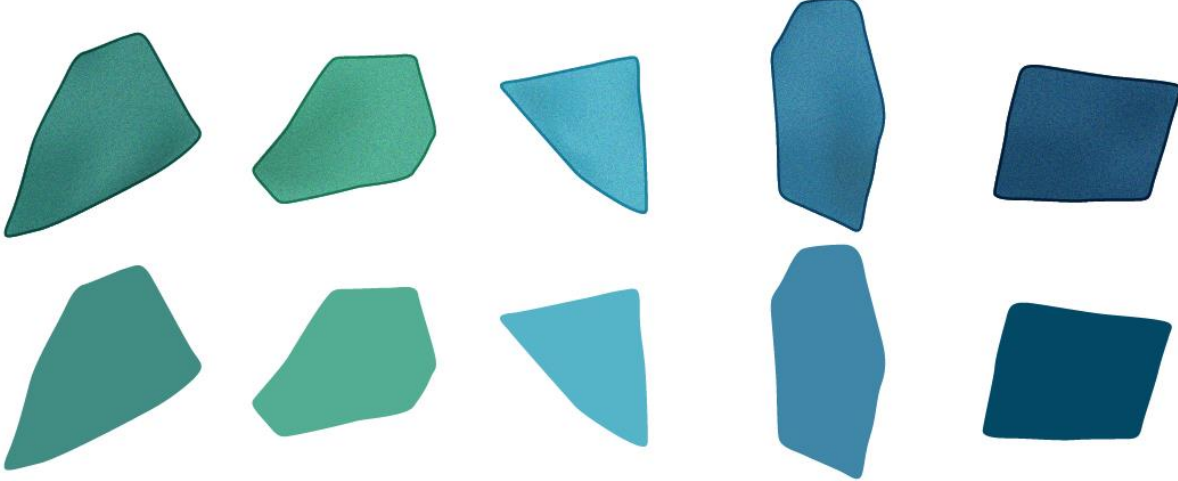
These These are the colors used for the ‘The Biodiversity Plan’ symbol – which is used in the Naturlyftet mark.

Group 1



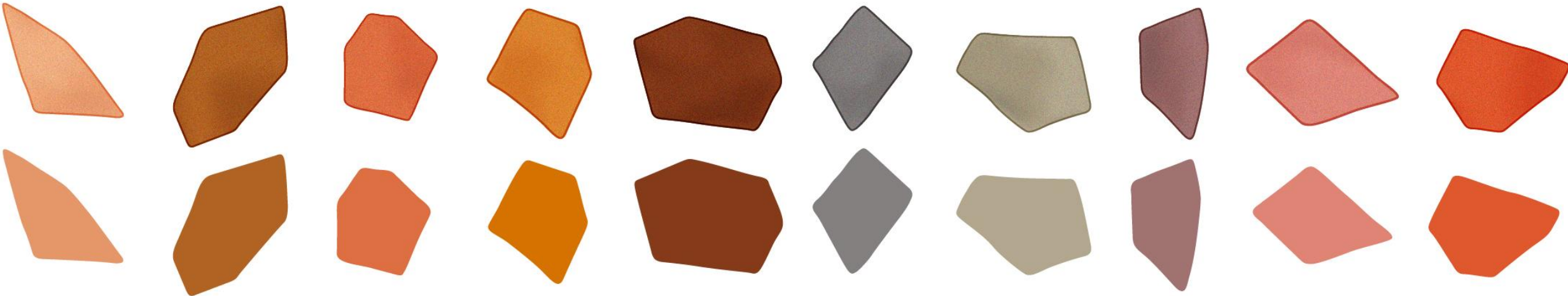
1	2	3	4	5	6	7	8
<b>Pantone</b> 338 C	<b>Pantone</b> 369 C	<b>Pantone</b> 367 C	<b>Pantone</b> 617 C	<b>Pantone</b> 7407	<b>Pantone</b> 130 C	<b>Pantone</b> 142 C	<b>Pantone</b> 7741 C
<b>CMYK</b> 57, 0, 51, 0	<b>CMYK</b> 58, 14, 100, 1	<b>CMYK</b> 41, 1, 85, 0	<b>CMYK</b> 29, 17, 78, 0	<b>CMYK</b> 15, 41, 100, 0	<b>CMYK</b> 0, 42, 100, 0	<b>CMYK</b> 0, 29, 92, 0	<b>CMYK</b> 83, 32, 100, 22
<b>RGB</b> 130, 201, 160	<b>RGB</b> 134, 167, 51	<b>RGB</b> 172, 203, 103	<b>RGB</b> 191, 188, 107	<b>RGB</b> 207, 157, 65	<b>RGB</b> 239, 165, 45	<b>RGB</b> 243, 189, 79	<b>RGB</b> 64, 110, 55
<b>HEX</b> #82C9A0	<b>HEX</b> #86A733	<b>HEX</b> #ACCB67	<b>HEX</b> #BFBC6B	<b>HEX</b> #CF9D41	<b>HEX</b> #EFA52D	<b>HEX</b> #F3BD4F	<b>HEX</b> #406E37

Group 2



9	10	11	12	13
<b>Pantone</b> 7473 C	<b>Pantone</b> 7472 C	<b>Pantone</b> 637 C	<b>Pantone</b> 7704 C	<b>Pantone</b> 3025 C
<b>CMYK</b> 84, 23, 53, 4	<b>CMYK</b> 77, 3, 55, 0	<b>CMYK</b> 72, 4, 19, 0	<b>CMYK</b> 83, 33, 22, 1	<b>CMYK</b> 100, 67, 39, 23
<b>RGB</b> 65, 141, 132	<b>RGB</b> 83, 174, 148	<b>RGB</b> 86, 181, 202	<b>RGB</b> 63, 135, 168	<b>RGB</b> 3, 73, 102
<b>HEX</b> #418D84	<b>HEX</b> #53AE94	<b>HEX</b> #56B5CA	<b>HEX</b> #3F87A8	<b>HEX</b> #034966

Group 3



14	15	16	17	18	19	20	21	22	23
<b>Pantone</b> 472 C	<b>Pantone</b> 7566 C	<b>Pantone</b> 7416 C	<b>Pantone</b> 138 C	<b>Pantone</b> 7526 C	<b>Pantone</b> 403 C	<b>Pantone</b> 7535 C	<b>Pantone</b> 7613 C	<b>Pantone</b> 486 C	<b>Pantone</b> 7417 C
<b>CMYK</b> 1, 51, 66, 0	<b>CMYK</b> 19, 72, 100, 8	<b>CMYK</b> 1, 74, 90, 0	<b>CMYK</b> 6, 69, 100, 1	<b>CMYK</b> 28, 86, 100, 27	<b>CMYK</b> 49, 44, 44, 9	<b>CMYK</b> 30, 29, 47, 0	<b>CMYK</b> 31, 60, 49, 7	<b>CMYK</b> 2, 63, 52, 0	<b>CMYK</b> 0, 85, 100, 0
<b>RGB</b> 229, 151, 106	<b>RGB</b> 178, 99, 36	<b>RGB</b> 222, 111, 66	<b>RGB</b> 214, 114, 0	<b>RGB</b> 134, 59, 26	<b>RGB</b> 132, 128, 127	<b>RGB</b> 179, 168, 143	<b>RGB</b> 161, 115, 113	<b>RGB</b> 224, 132, 117	<b>RGB</b> 224, 88, 45
<b>HEX</b> #E5976A	<b>HEX</b> #B26324	<b>HEX</b> #DE6F42	<b>HEX</b> #D67200	<b>HEX</b> #863B1A	<b>HEX</b> #84807F	<b>HEX</b> #B3A88F	<b>HEX</b> #A17371	<b>HEX</b> #E08475	<b>HEX</b> #E0582D