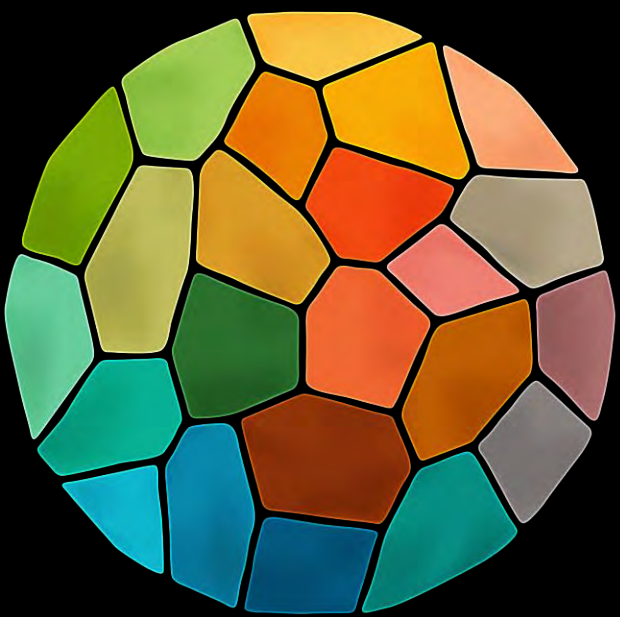Brandguide

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)

Variant 2: White wordmark
(Secondary)

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.

Keep this area clear.

Naturlyftet

x

1.5 x

1.5 x

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.
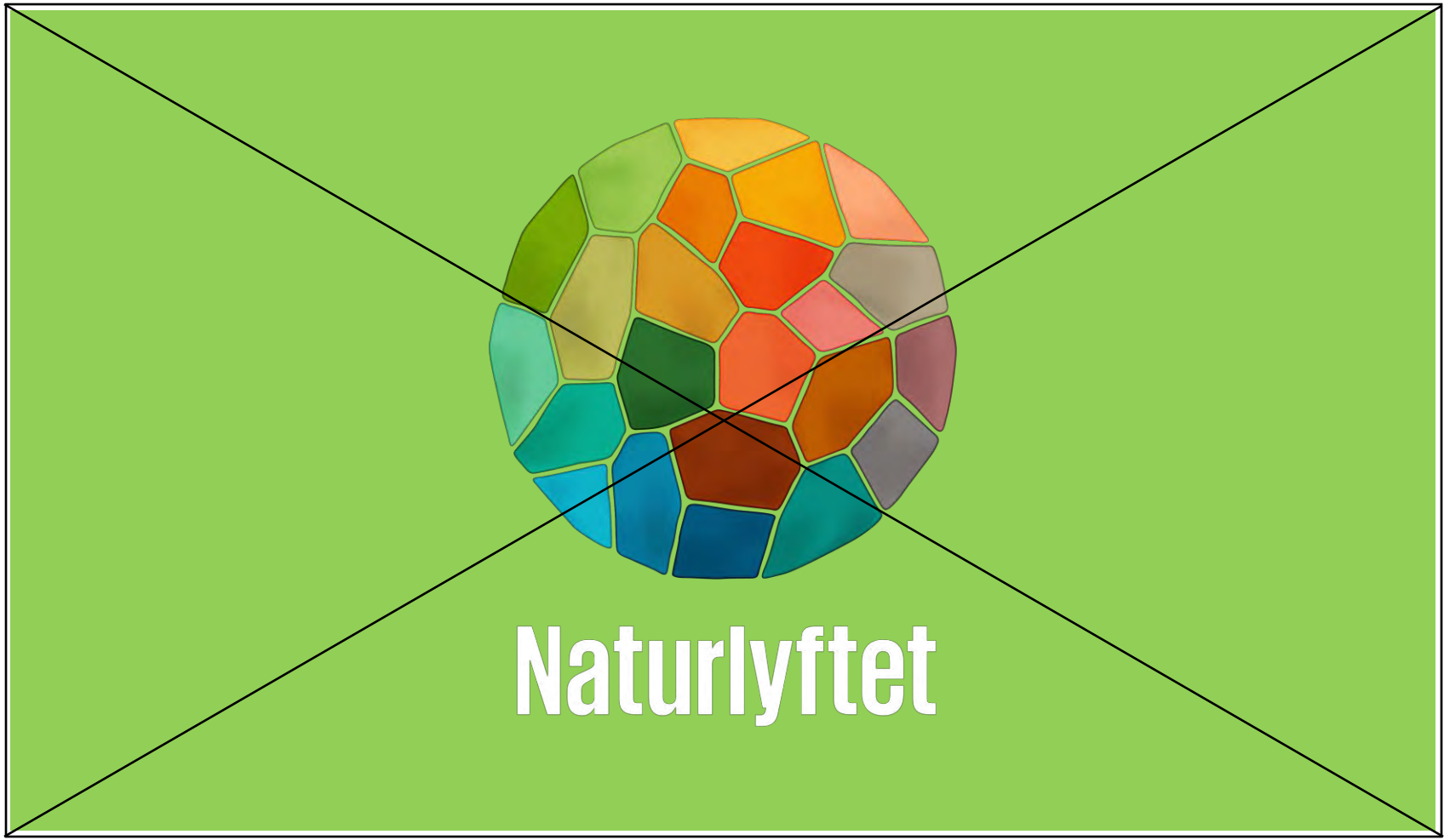
COLORS

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

Background Colors

White

RGB
255, 255, 255

HEX
#FFFFFF

CMYK
0, 0, 0, 0

Light Grey

RGB
250, 247, 245

HEX
#FAF7F5

CMYK
1, 1, 2, 0

Pantone
Cool Gray 1 C

Light Grey

RGB
0, 0, 0

HEX
#000000

CMYK
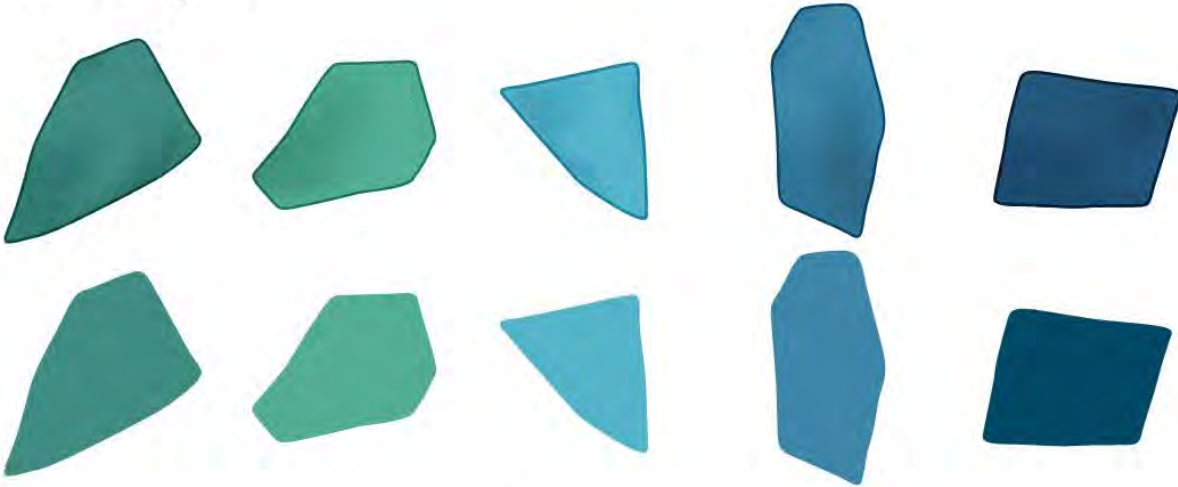60, 40, 40, 100

Pantone
Black 6 C

These These are the colors used for the 'The Biodiversity Plan' symbol – which is used in the Naturlyftet mark.

Group 1

Group 2

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

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

Group 3

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

TYPOGRAPHY

Giorgio Sans

Giorgio Sans is used for the main headlines. With more style than the typical condensed sans, it features an alternate set of round titling capitals for a truly unique look.

Giorgio Sans is designed by Christian Schwartz, Vincent Chan, Panos Haratzopoulos, Ilya Ruderman from the type foundry Commercial Type.

The type supports LATIN, CYRILLIC, and GREEK.

As a substitute font for languages that aren't supported by Giorgio Sans we use the open source font OSWALD.

Giorgio Sans

Bold
ABCDEFGHILJKLMOPQRSTUVW
abcdefghijklmnopqrstuvwxyz
012456789. /— # ? *

Extra Light
ABCDEFGHILJKLMOPQRSTUVW
abcdefghijklmnopqrstuvwxyz
012456789. /— # ? *

Inter

Inter is used for subtitles and body copy. Inter is an open source Google font. The Inter type project is led by Rasmus Andersson.

Inter

Bold
ABCDEFGHILJKLMOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012456789. /— # ? *

Regular
ABCDEFGHILJKLMOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012456789. /— # ? *

Light
ABCDEFGHILJKLMOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012456789. /— # ? *

Giorgio Sans Bold
– Primary Headline

Giorgio Sans Extra Light
– Secondary Headline

Inter Bold
– Subtitle
– Bodycopy Highlight

Inter Regular
– Bodycopy

Inter Light
– Secondary Subtitle

Headline / Giorgio Sans Bold & Extra Light **(Use Tracking: 10)**

Giorgio Sans Bold Headline —
Giorgio Sans Extra Light Secondary Headline

Subtitle / Inter Bold & Light

Inter Bold, Subtitle
Inter Light, Secondary Subtitle

Bodycopy / Inter Regular & Semibold

Inter Regular, Bodycopy
Inter Bold, Bodycopy Highlight

Giorgio Sans should always be used in Bold for primary headline and in Extra Light for secondary headline.

For subtitles we use Inter Bold and seondary subtitles Inter Light.

Use these type settings as guidance when working with this.

Headline: Primary
Alignment: Left
Setting: Ragged
Case: Sentence case Typeface:
Giorgio Sans Weight: Bold
Type Size: 80
Letter spacing: 10pt
Leading: 70pt

Headline: Secondary
Alignment: Left
Setting: Ragged
Case: Sentence case Typeface:
Giorgio Sans Weight: Extra
Light
Type Size: 80
Letter spacing: -10pt
Leading: 70pt

Headline: Tirtiary
Alignment: Left
Setting: Ragged
Case: Sentence case Typeface:
Inter
Weight: Bold
Type Size: 20
Letter spacing: 0pt
Leading: 22pt

Headline: Quaternary
Alignment: Left
Setting: Ragged
Case: Sentence case Typeface:
Inter
Weight: Light
Type Size: 20
Letter spacing: -20pt
Leading: 22pt

Giorgio Sans Bold Headline — Giorgio Sans Extra Secondary Headlin

Inter Bold Subtitle
Inter Light Secondary Subtitle

Inter should always
be used in regular as
running text. It should be
always left aligned. For
highlights we use Inter
Bold. For larger set text
we use Inter Light.

Body text: Primary
Setting: Ragged
Case: Sentance case
Typeface: Inter
Weight: Regular
Type Size: 10
Letter spacing: 0pt
Leading: 13pt

In December 2022, 195 countries agreed on an action plan to halt
biodiversity loss and preserve the conditions for life on Earth.

The framework has four overreaching goals for 2050, driven by
23 detailed targets for 2030.

The Global Biodiversity Framework is a guide for everyone: governments,
businesses, investors, entrepreneurs, inventors, NGOs, educators,
researchers, scientists, and the 8 Billion people who have the power to
sway everyone above.

Body text: Primary
Large size
Setting: Ragged
Case: Sentance case
Typeface: Inter
Weight: Light
Type Size: 20
Letter spacing: 0pt
Leading: 22pt

In December 2022, 195 countries agreed on an action plan to halt
biodiversity loss and preserve the conditions for life on Earth.

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businesses, investors, entrepreneurs, inventors,
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