

Brand guideline

2023
Version 2.0



1.0

Logo

Introduction

This brand guideline contains basic information about the visual identification system of the NORLYS brand. It contains a set of rules describing the appearance and use of logo and other graphic elements constituting a unique and distinctive brand identity.

The condition for creating a uniform, coherent and positive image of the company is the consistent application of contained rules.

This is a basic version of the NORLYS logo. It consists of a logomark on the left side, referring to the first letter of brand name and the form of aurora, and a wordmark which consists of the company name. The wordmark is based on the GTF Ekstra Semi Bold font by Norwegian award winning type foundry Good Type Foundry.



Logo versions

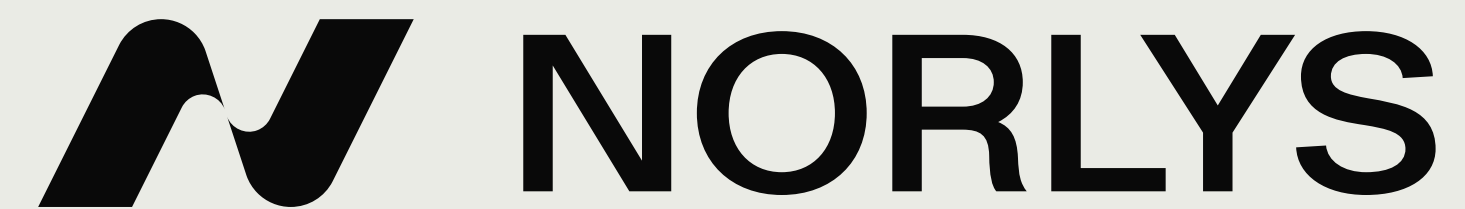
The primary version is a logo with a logomark on the left side of the wordmark (01). It should be used on the majority of brand materials.

Occasionally and in justified cases, it is acceptable to use logo in alternative lockups - wordmark (02), vertical logo (03) or logomark (04). Logo and logomark are primary graphic devices and should be the first choice when choosing a graphic element to represent the NORLYS brand.

Always use the signs from the original files. It is also not possible to recreate or modify it's shape and color by yourself.



01



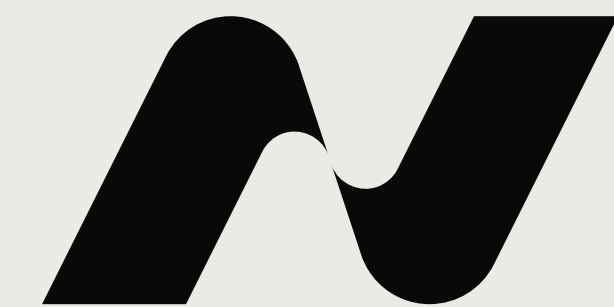
02



03



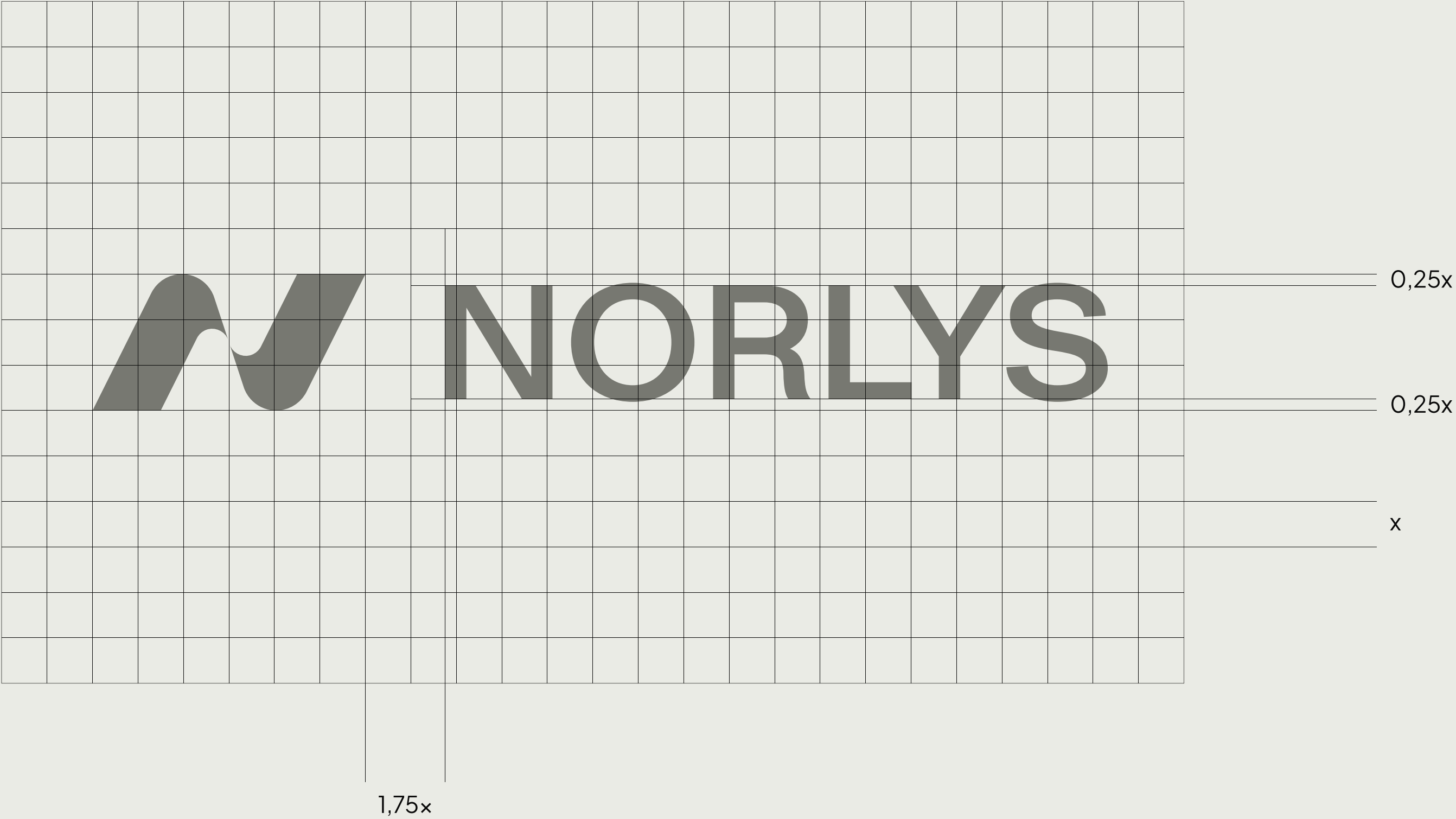
04



Logo design layout

The logo has a strictly defined form and has been designed with appropriate proportions, determined on the basis of the dimensions of the given elements.

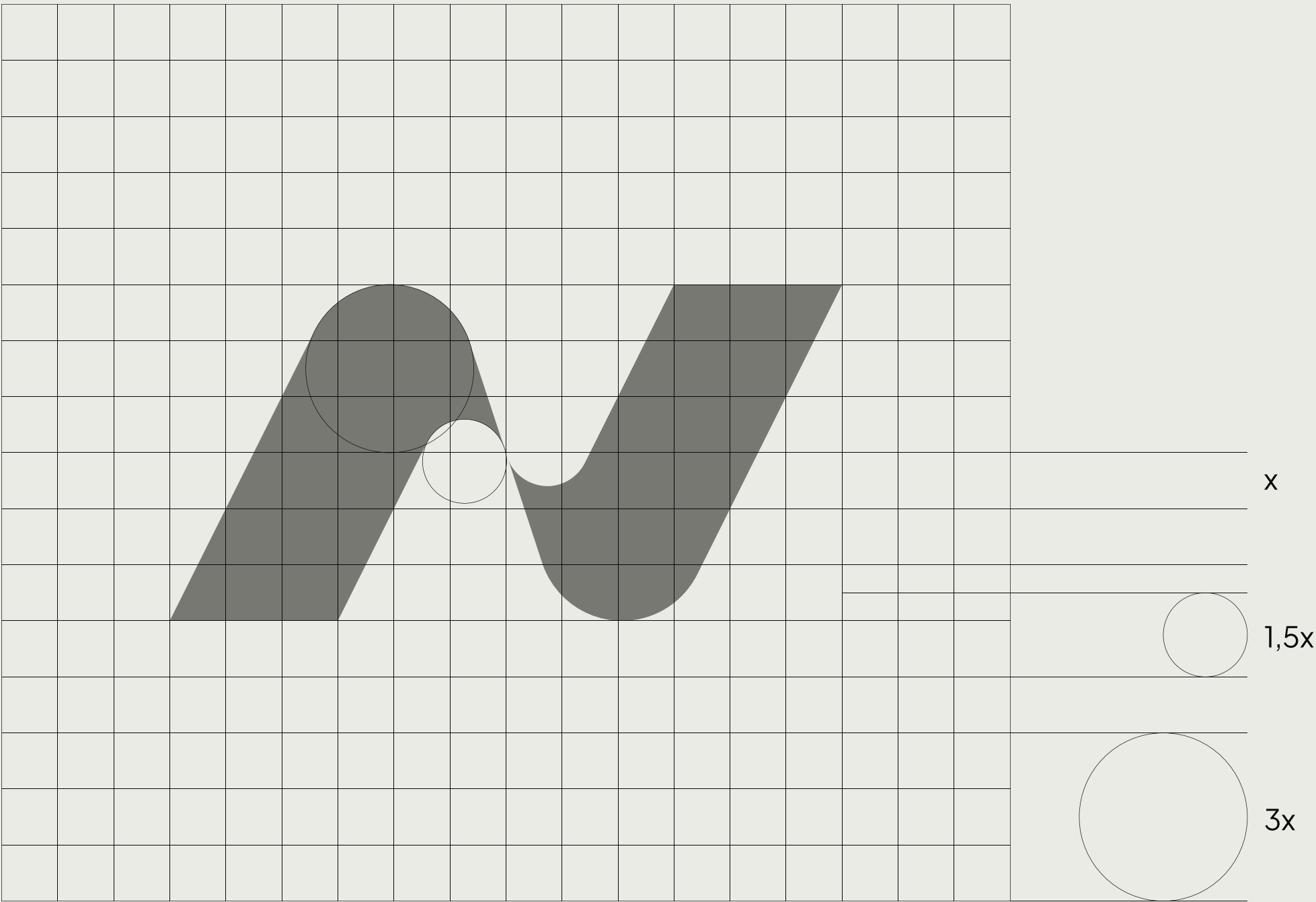
It is not allowed to modify the proportions in any way.



Logomark design layout

The logomark has a strictly defined form and has been designed with appropriate proportions, determined on the basis of the dimensions of the given elements.

It is not allowed to modify the proportions in any way.



Logo clearspace and margins

When using the logo in a design or placing it next to other visual elements, it should ensure that it has plenty of room to breathe.

The logo's clearspace defines the distance between the logo and any graphic element it may be sitting next to in a composition. Use the logomark height as a reference for the appropriate clearspace. Logomark height = x.

The logo's margins are the space between the logo and the edge of the composition. When placing the logo in a composition use half the logomark height (0,5x) as the distance to the margin. This is a suggested margin, do not place the logo any tighter — but in certain instances the space can be increased.



Logo clearspace — logomark height = x



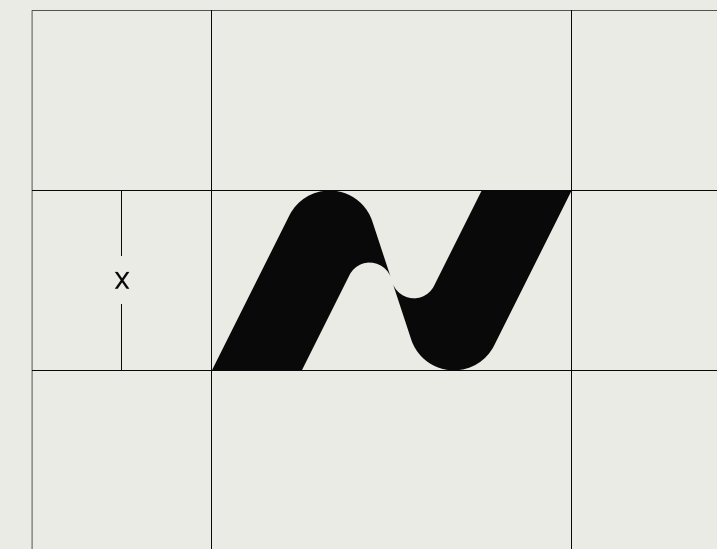
Logo margins — 0,5x, x = logomark height

Logomark clearspace and margins

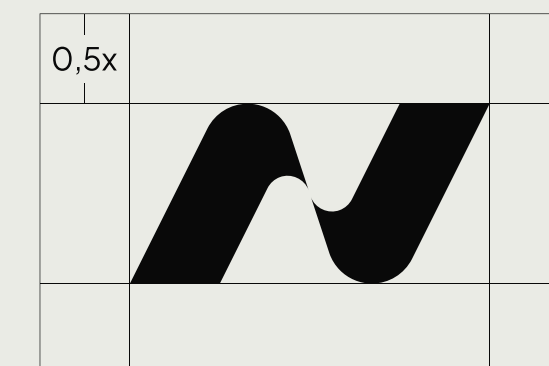
When using the logomark in a design or placing it next to other visual elements, it should ensure that it has plenty of room to breathe.

The logomark's clearspace defines the distance between the logomark and any graphic element it may be sitting next to in a composition. Use the logomark height as a reference for the appropriate clearspace. Logomark height = x .

The logomark's margins are the space between the logomark and the edge of the composition. When placing the logomark in a composition use half the logomark height ($0,5x$) as the distance to the margin. This is a suggested margin, do not place the logomark any tighter — but in certain instances the space can be increased.



Logomark clearspace — logomark height = x



Logomark margins — $0,5x$, x = logomark height

Wordmark clearspace and margins

When using the wordmark in a design or placing it next to other visual elements, it should ensure that it has plenty of room to breathe.

The wordmark’s clearspace defines the distance between the wordmark and any graphic element it may be sitting next to in a composition. Use the caption height as a reference for the appropriate clearspace. Caption height = x.

The wordmark’s margins are the space between the wordmark and the edge of the composition. When placing the wordmark in a composition use half the caption height (0,5x) as the distance to the margin. This is a suggested margin, do not place the wordmark any tighter — but in certain instances the space can be increased.



Wordmark clearspace — caption height = x



Wordmark margins — 0,5x, x = caption height

Vertical logo clearspace and margins

When using the vertical logo in a design or placing it next to other visual elements, it should ensure that it has plenty of room to breathe.

The vertical logo's clearspace defines the distance between the logo and any graphic element it may be sitting next to in a composition. Use the vertical logo height ($0,5x$) as a reference for the appropriate clearspace. Vertical logo height = x .

The vertical logo's margins are the space between the logo and the edge of the composition. When placing the vertical logo in a composition use 25% of the logo height ($0,25x$) as the distance to the margin. This is a suggested margin, do not place the vertical logo any tighter — but in certain instances the space can be increased.



Vertical logo clearspace — $0,5x$, x = vertical logo height



Vertical logo margins — $0,25x$, x = vertical logo height

Logo colors – primary

The colors shown and described above are the primary colors used for the NORLYS mark. The main colors of the logo are NORLYS Gray and NORLYS Beige and should be used on majority of the brand materials.



NORLYS GRAY

CMYK 0 0 0 93
RGB 18 18 18
HEX #121212



NORLYS BEIGE

CMYK 0 0 37
RGB 236 237 231
HEX #ecede7



Logo colors – additional

The colors shown and described above are the additional colors used for the NORLYS mark. The colors are NORLYS Light Gray, NORLYS Olive, NORLYS Orange, Black and White.

The use of the logo in additional colors is allowed in special situations, not allowing it’s reproduction in basic colors, such as a limited number of printing colors or print refinement. It is also possible to use the logo in one of the additional colors when required for aesthetic reasons.



NORLYS Light Gray

CMYK 6 0 11 60
RGB 119 120 113
HEX #777871



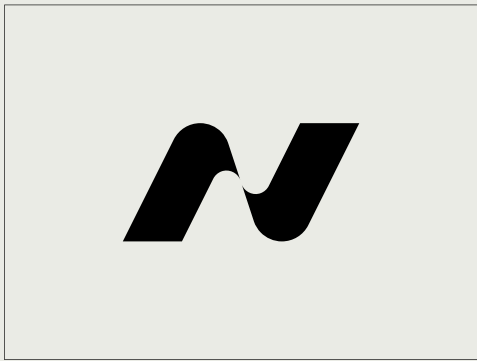
NORLYS Olive

CMYK 13 0 16 35
RGB 143 152 139
HEX #8f988b



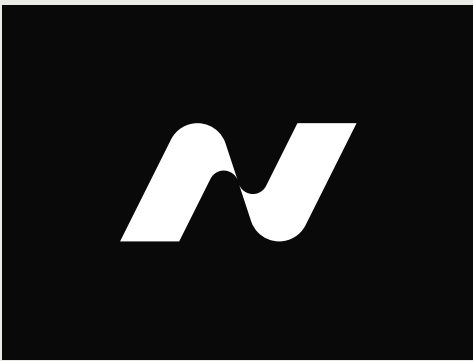
NORLYS Orange

CMYK 0 45 69 38
RGB 157 94 57
HEX #9d5e39



Black

CMYK 30 30 30 100
RGB 0 0 0
HEX #000000



White

CMYK 0 0 0 0
RGB 255 255 255
HEX #ffffff



2.0

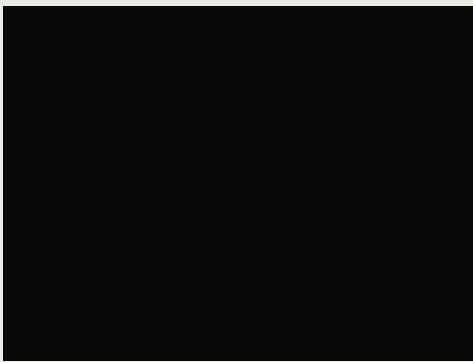
System

Color palette - primary

The colors NORLYS Gray, NORLYS Beige, NORLYS Light Gray, NORLYS Olive and NORLYS Orange are the basis for building the character of the brand and should be used in most materials promoting the brand.

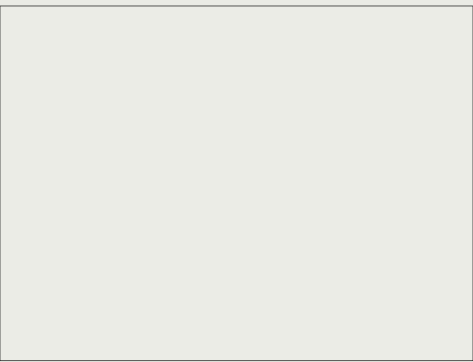
The other spot colors are Black and White. The use of these colors is allowed in special situations, not allowing it's reproduction in basic colors, such as a limited number of printing colors or print refinement.

In order to reproduce the color palette as faithfully as possible, each of these colors has been specified in three formats: CMYK, RGB and HEX.



NORLYS Gray

CMYK 0 0 0 93
RGB 18 18 18
HEX #121212



NORLYS Beige

CMYK 0 0 3 7
RGB 236 237 231
HEX #ecede7



NORLYS Light Gray

CMYK 6 0 11 60
RGB 119 120 113
HEX #777871



NORLYS Olive

CMYK 13 0 16 35
RGB 143 152 139
HEX #8f988b



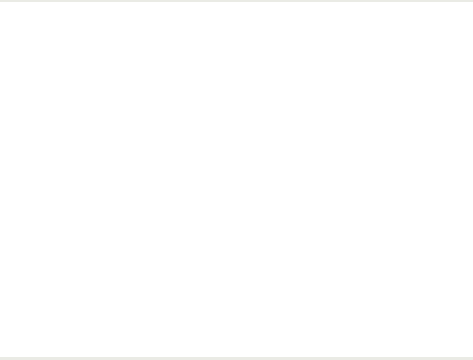
NORLYS Orange

CMYK 0 45 69 38
RGB 157 94 57
HEX #9d5e39



Black

CMYK 30 30 30 100
RGB 0 0 0
HEX #000000



White

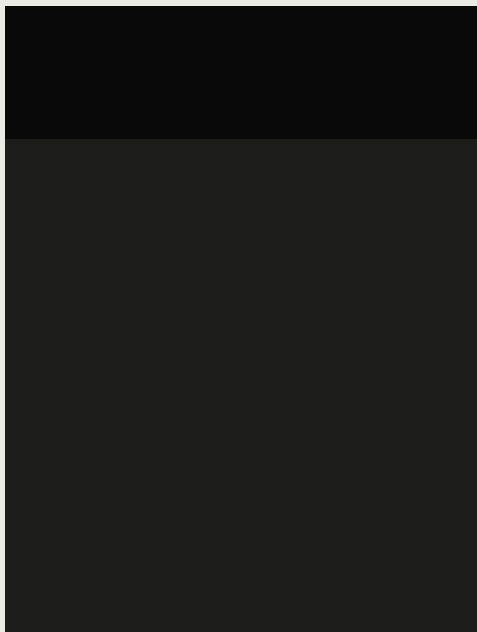
CMYK 0 0 0 0
RGB 255 255 255
HEX #ffffff

Color palette – extended

The colors NORLYS Gray, NORLYS Beige, NORLYS Light Gray, NORLYS Olive and NORLYS Orange are the basis for building the character of the brand and should be used in most materials promoting the brand.

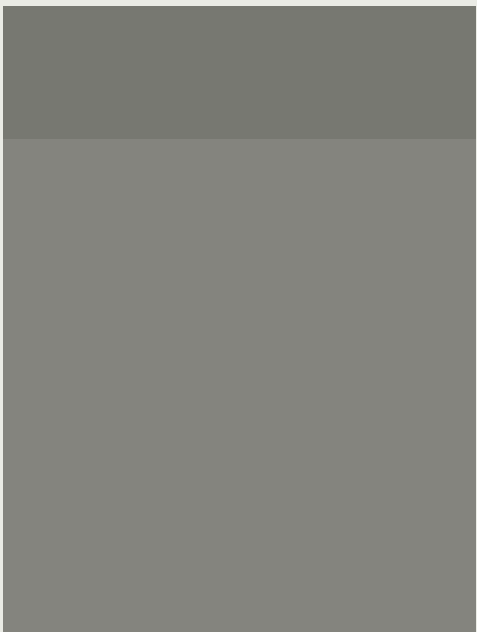
The extended color palette consists of graduated shades of basis colors. These colors can be used as accents on backgrounds in their darker shades (e.g. in the case of a brand’s graphic pattern – "aurora" consisting of connected elements of a logomark).

In order to reproduce the color palette as faithfully as possible, each of these colors has been specified in three formats: CMYK, RGB and HEX.



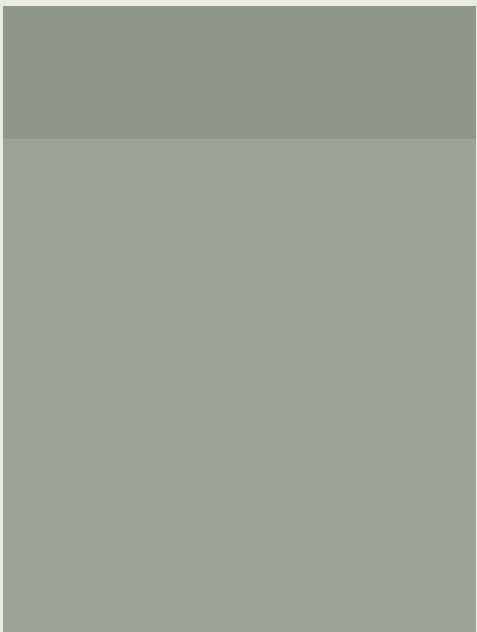
NORLYS Gray II

CMYK 0 0 7 89
RGB 29 29 27
HEX #1d1d1b



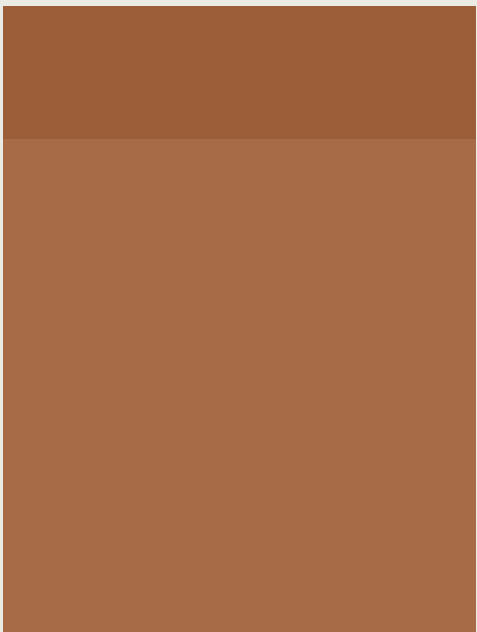
NORLYS Light Gray II

CMYK 0 0 10 55
RGB 132 132 126
HEX #84847e



NORLYS Olive II

CMYK 8 0 10 40
RGB 156 164 153
HEX #9ca499



NORLYS Orange II

CMYK 0 39 63 32
RGB 168 107 72
HEX #a86b48

Typeface

The only typeface recommended in the communication of the NORLYS brand is Plus Jakarta Sans, available in 14 varieties. This font should be used for all content and on all media in the field of visual identification.

Font Plus Jakarta Sans is a free typeface available on the Google Fonts platform, and it's licensed under the Open Font License.

You can download it here:
<https://fonts.google.com/specimen/PlusJakartaSans>

AaBbCc123

AaBbCc123

AaBbCc123

Plus Jakarta Sans



Pattern

Pattern has been created by observing the light built by the waves of the aurora. It consists of elements of the logomark also referring to the phenomenon.

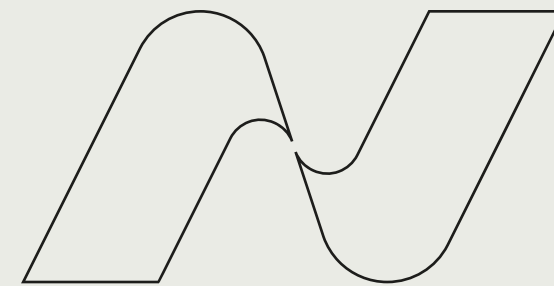
The NORLYS pattern can be used on a variety of brand materials. The pattern can even be used with type or imagery placed on top.



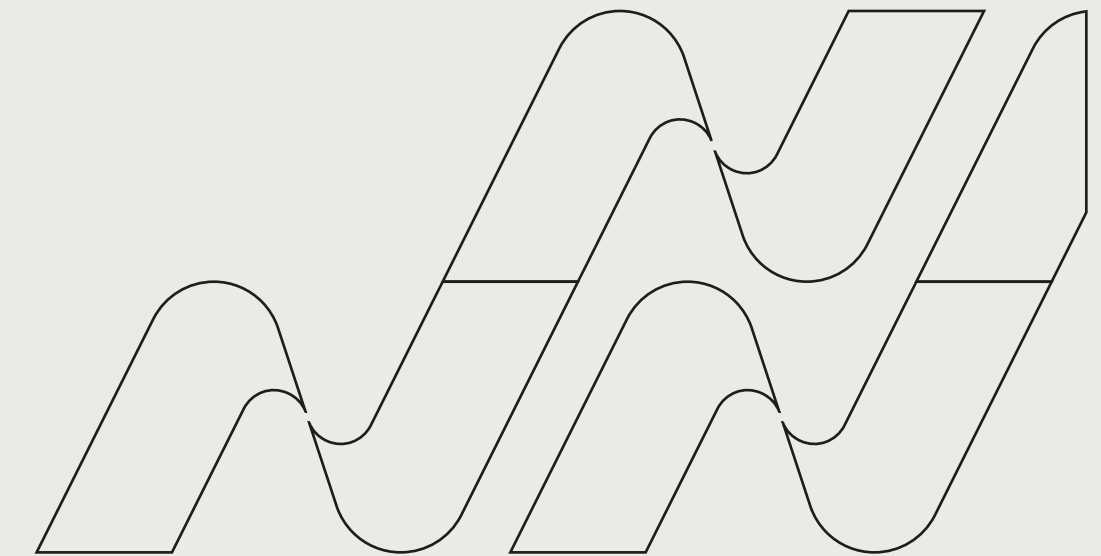
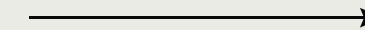
Pattern – construction

Pattern has been created by observing the light built by the waves of the aurora. It consists of elements of the logomark also referring to the phenomenon.

The NORLYS pattern can be used on a variety of brand materials. The pattern can even be used with type or imagery placed on top.



Basic module



Ready pattern enriched with additional modules



Pattern - color palette

The colors shown and described above are the only colors used for the NORLYS pattern. The colors are NORLYS Gray II, NORLYS Light Gray II, NORLYS Olive II and NORLYS Orange II.

Patterns in these colors should be used on backgrounds in their corresponding colors from a primary color palette.



NORLYS Gray II

CMYK 0 0 7 89
RGB 29 29 27
HEX #1d1d1b



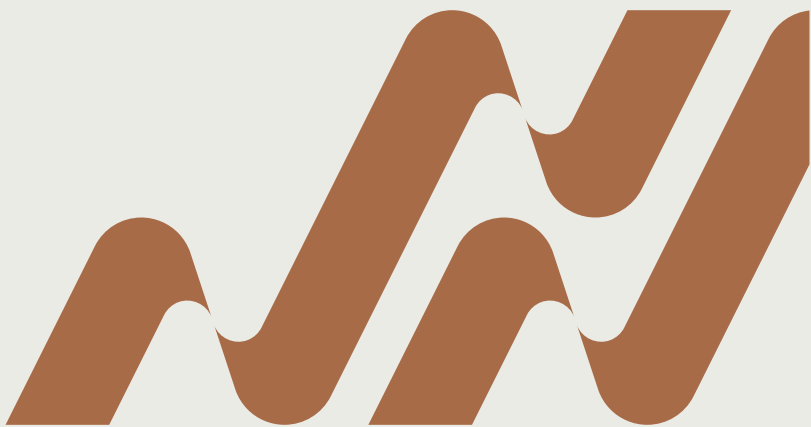
NORLYS Light Gray II

CMYK 0 0 10 55
RGB 132 132 126
HEX #84847e



NORLYS Olive II

CMYK 8 0 10 40
RGB 156 164 153
HEX #9ca499



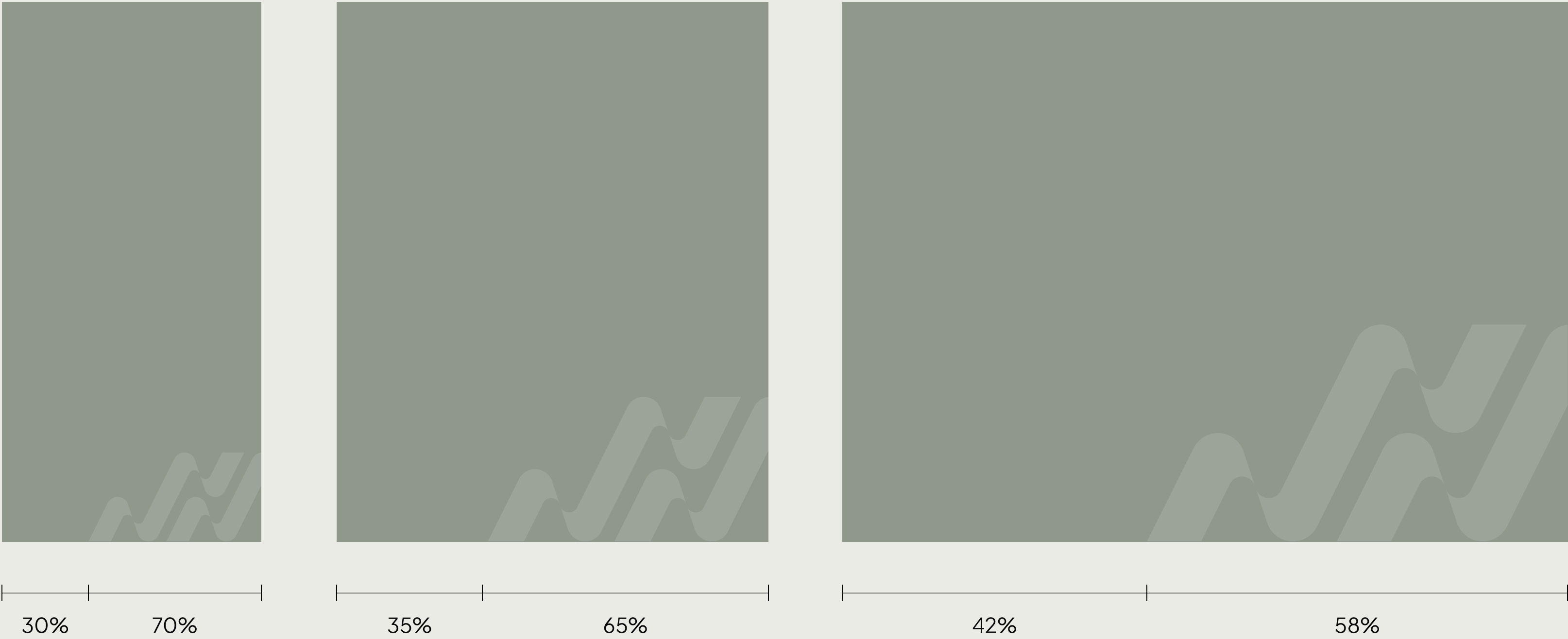
NORLYS Orange II

CMYK 0 39 63 32
RGB 168 107 72
HEX #a86b48

Pattern – positioning

Depending on the format, accordingly adjust the position of the pattern on the graphic design. For vertical and horizontal formats, patterns should be aligned to the bottom and right edges.

The pattern should cover 55–75% of the width of the base.



Text underline

Underline has been created to emphasize a certain word or words in headings and larger text.

The underline can be used on a variety of different collateral all across the brand in colors from the primary color palette and be a contrast to the background.

Home & Garden lighting

Home & Garden lighting



Text underline

Underline has been created to emphasize a certain word or words in headings and larger text.

The underline can be used on a variety of different collateral all across the brand in colors from the primary color palette and be a contrast to the background.

When designing an underline, always take care of its appropriate proportions and placement. Its size should be adapted to the size of the text.

Example sizes of the underline in relation to the size of the font (sizes described by: font size/line size):

- 18/1,5
- 21/2
- 24/2
- 36/3
- 48/4
- 60/5
- 72/6



Home & Garden
lighting

Plus Jakarta Sans SemiBold
180/14

Line across the entire width of the word,
centered

Home & Garden lighting

Plus Jakarta Sans SemiBold
72/6

Line across the entire width of the text

3.0

Brand visuals

Business card

Two templates of business card depending on the needs of the project. Small scale, no pattern, two primary colors and logo dominate.



Template 01



Template 02

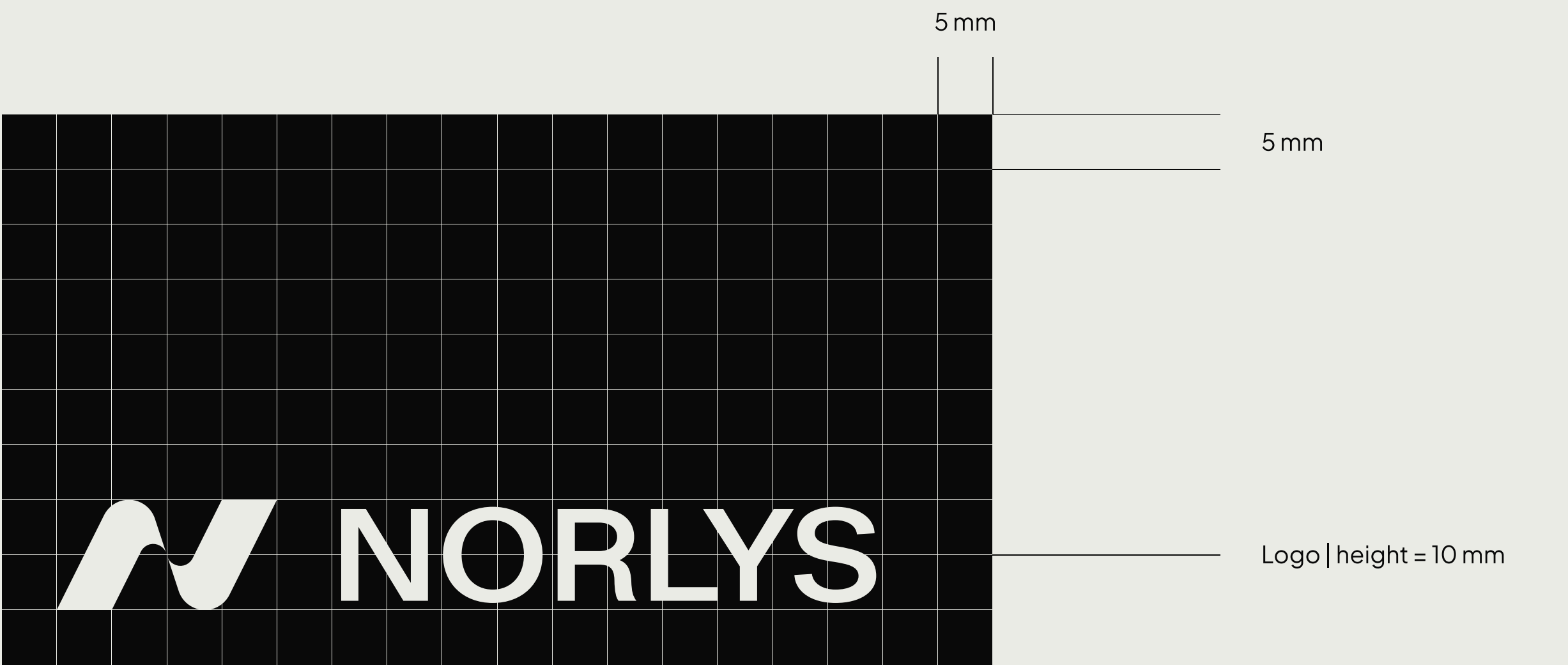


Business card - template 01

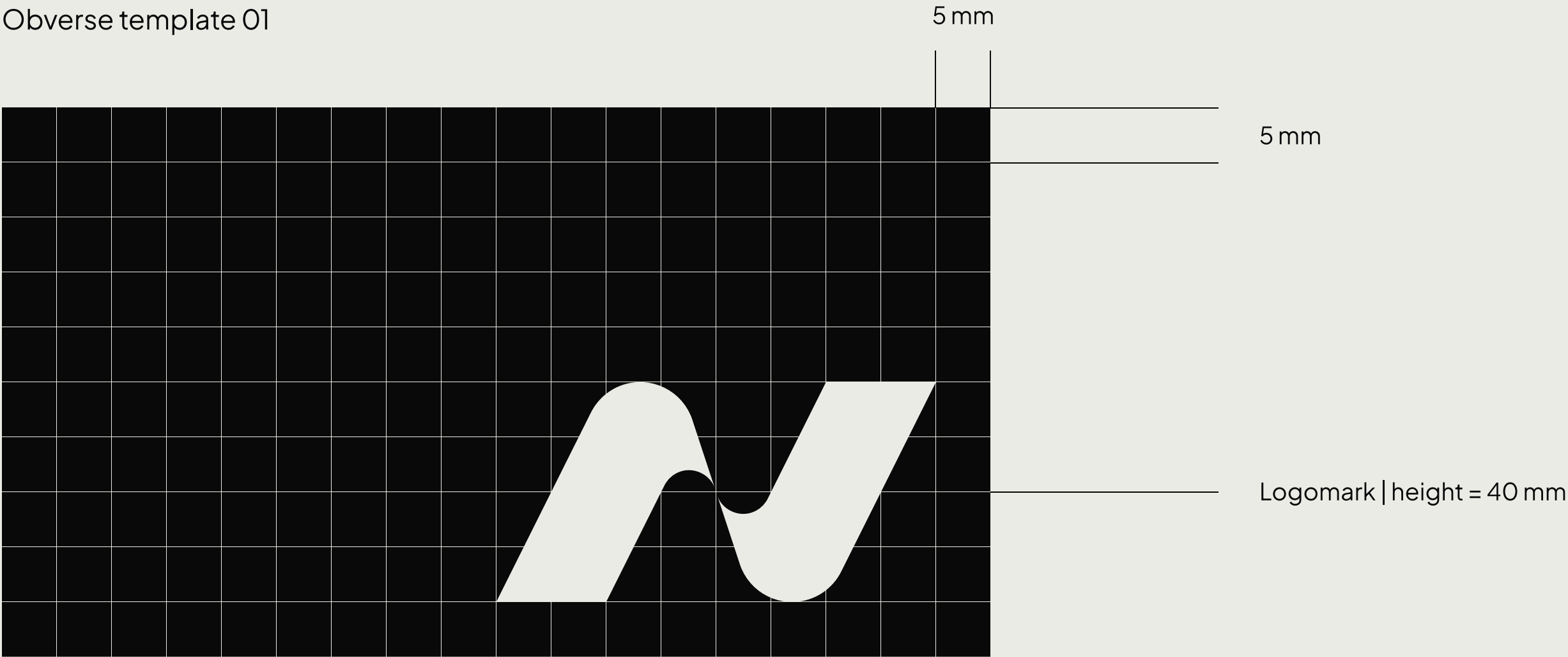
Two templates of obverse. Small scale, no pattern, two primary colors and logo dominate.

Fonts described by:
size/line spacing

Size: 90x50 mm



Obverse template 01



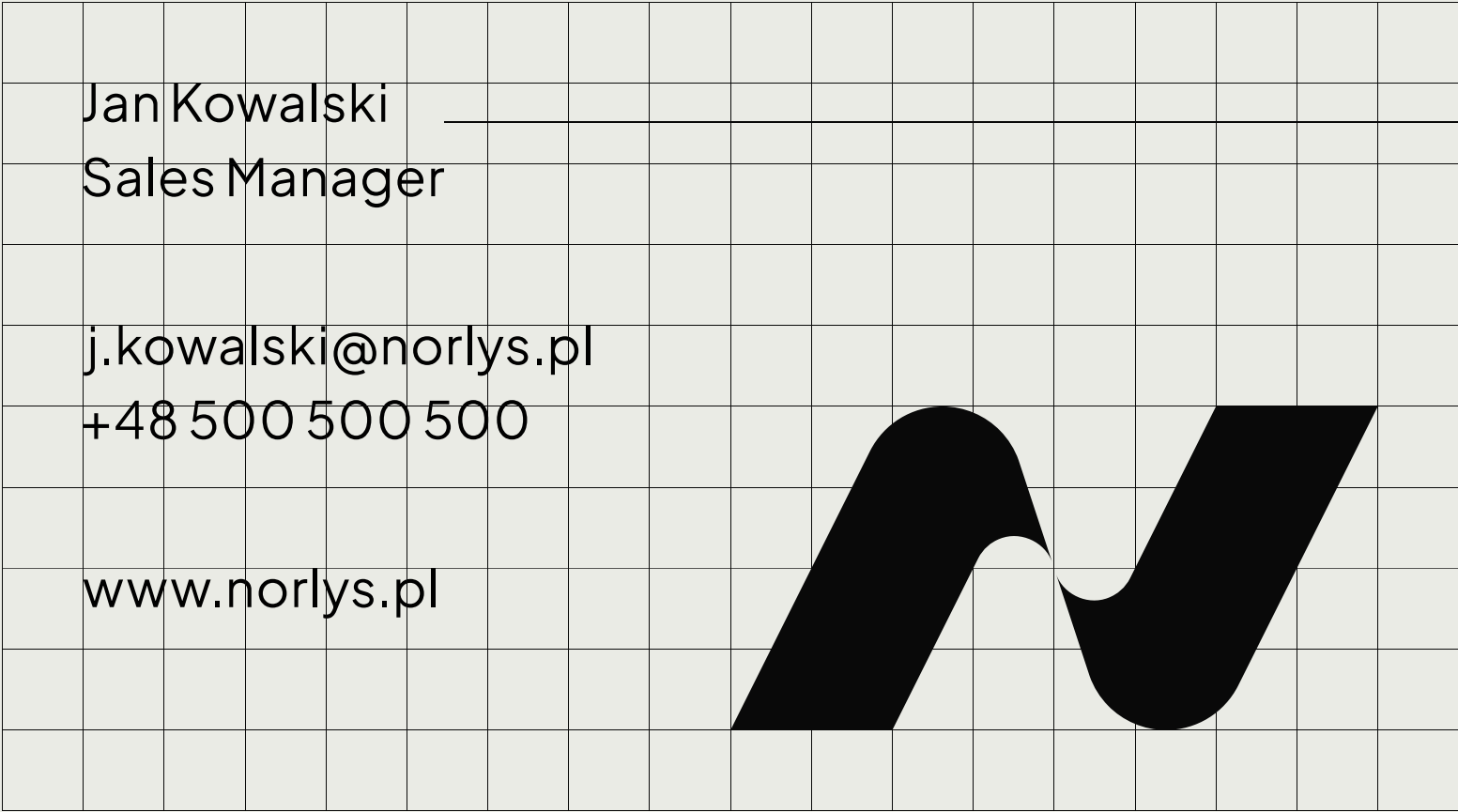
Obverse template 02

Business card - template 01

Two templates of obverse. Small scale, no pattern, two primary colors and logo dominate.

Fonts described by:
size/line spacing

Size: 90x50 mm



Plus Jakarta Sans Regular
9/13,5

Logomark | height = 40 mm

Reverse

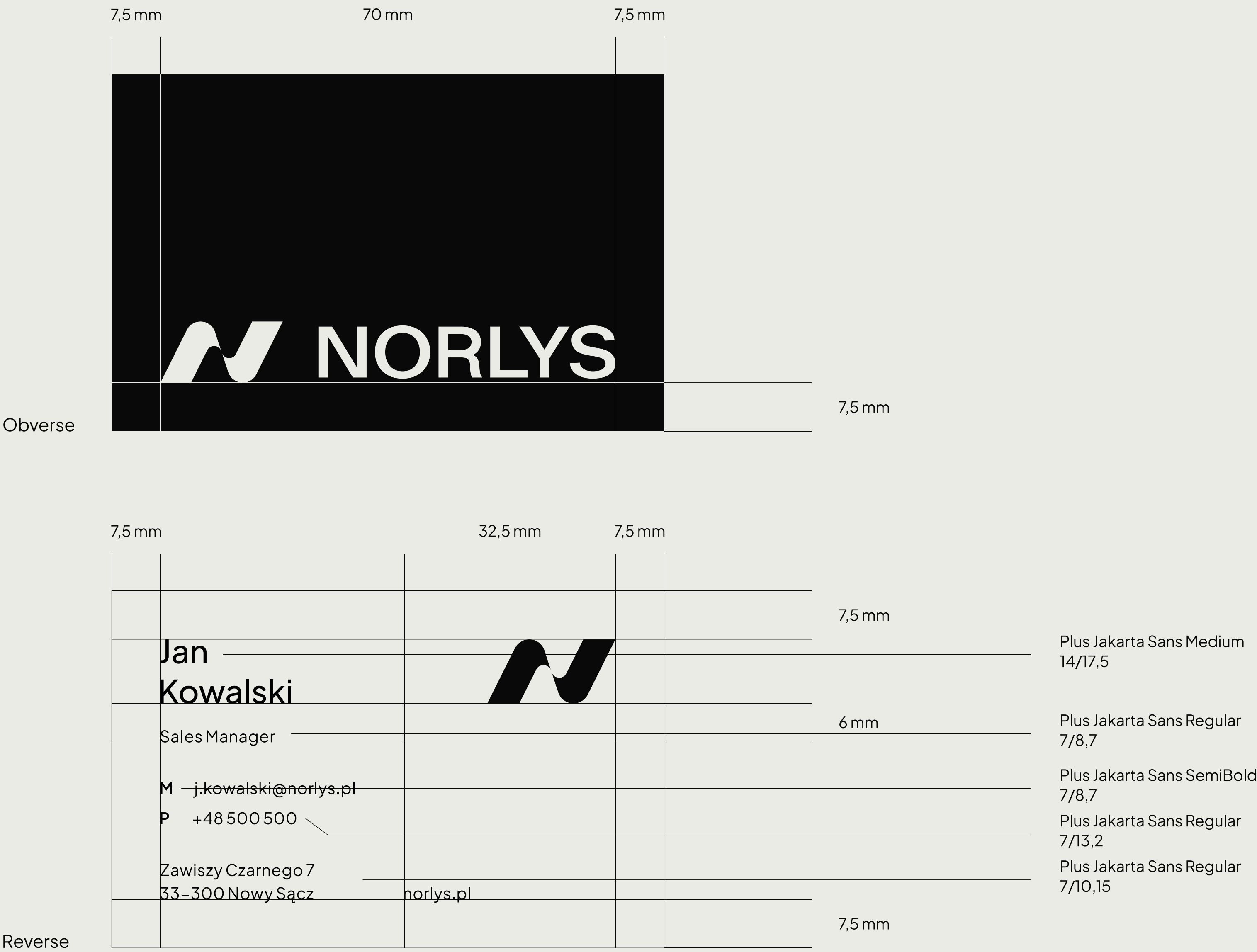


Business card - template 02

Small scale, no pattern, two primary colors and logo dominate.

Fonts described by:
size/line spacing

Size: 85x55 mm




Letterhead

Two templates of letterhead depending on the needs of the project. Small scale, logo or logo + pattern dominate.

Designed on the modular grid.






To whom it may concern,

Lorem ipsum dolor sit amet, tincidunt persecuti sea at, fabulas epicuri ea cum. Invidunt apeirian sadipscing eos no, eam cu mucius theophrastus, pri ad praesent erroribus posidonium. Eos eirmod molestiae no. His nibh placerat sensibus no.

Legere commodo gubergren ad nec. Omnis postea ad duo, consectetuer consequuntur has in. In oblique diceret his, ad per choro tantas vivendum. Ei his nihil scripserit, usu utroque necessitatibus ut. Alia electram qualisque ex vis, quas voluptua interesset duo eu, at duo unum ullum mentitum. Nominavi percipit at per, vix fabulas patrioque an, ei nec integre imperdiet interesset. Mea ei abhorreant sententiae. Sit in putent ponderum consequat, illum accommodare pro an. An viris apeirian pertinax eum, assum legimus percipitur his at.

Ullum malisset quo ad. Gubergren signiferumque an mel. Vel ut vide ignota scripserit. Ea vel hinc mollis delicata. Aequae vitae eruditi qui te, quo convenire qualisque omittantur no, mei no summo reprimique. Vis at consul audire impedit.


Yours sincerely
Jan Kowalski
Sales Manager



Norlys sp. z o.o.
Zawiszy Czarnego 7
33-300 Nowy Sącz

P: +48 500 500 500
F: +48 200 200 200
M: norlys@norlys.pl

NIP: 1234567891
REGON: 123456789
KRS: 1234567891



Template 01



To whom it may concern,

Lorem ipsum dolor sit amet, tincidunt persecuti sea at, fabulas epicuri ea cum. Invidunt apeirian sadipscing eos no, eam cu mucius theophrastus, pri ad praesent erroribus posidonium. Eos eirmod molestiae no. His nibh placerat sensibus no.

Legere commodo gubergren ad nec. Omnis postea ad duo, consectetuer consequuntur has in. In oblique diceret his, ad per choro tantas vivendum. Ei his nihil scripserit, usu utroque necessitatibus ut. Alia electram qualisque ex vis, quas voluptua interesset duo eu, at duo unum ullum mentitum. Nominavi percipit at per, vix fabulas patrioque an, ei nec integre imperdiet interesset. Mea ei abhorreant sententiae. Sit in putent ponderum consequat, illum accommodare pro an. An viris apeirian pertinax eum, assum legimus percipitur his at.

Ullum malisset quo ad. Gubergren signiferumque an mel. Vel ut vide ignota scripserit. Ea vel hinc mollis delicata. Aequae vitae eruditi qui te, quo convenire qualisque omittantur no, mei no summo reprimique. Vis at consul audire impedit.

Yours sincerely
Jan Kowalski
Sales Manager



Norlys sp. z o.o.
Zawiszy Czarnego 7
33-300 Nowy Sącz

P: +48 500 500 500
F: +48 200 200 200
M: norlys@norlys.pl

NIP: 1234567891
REGON: 123456789
KRS: 1234567891



Template 02




Letterhead - template 01

Small scale, no pattern, one color
(monochromatic) and logo dominate.

Fonts described by:
size/line spacing

Size: 210×297 mm (A4)
20 modules: 42×48 mm / 1 module

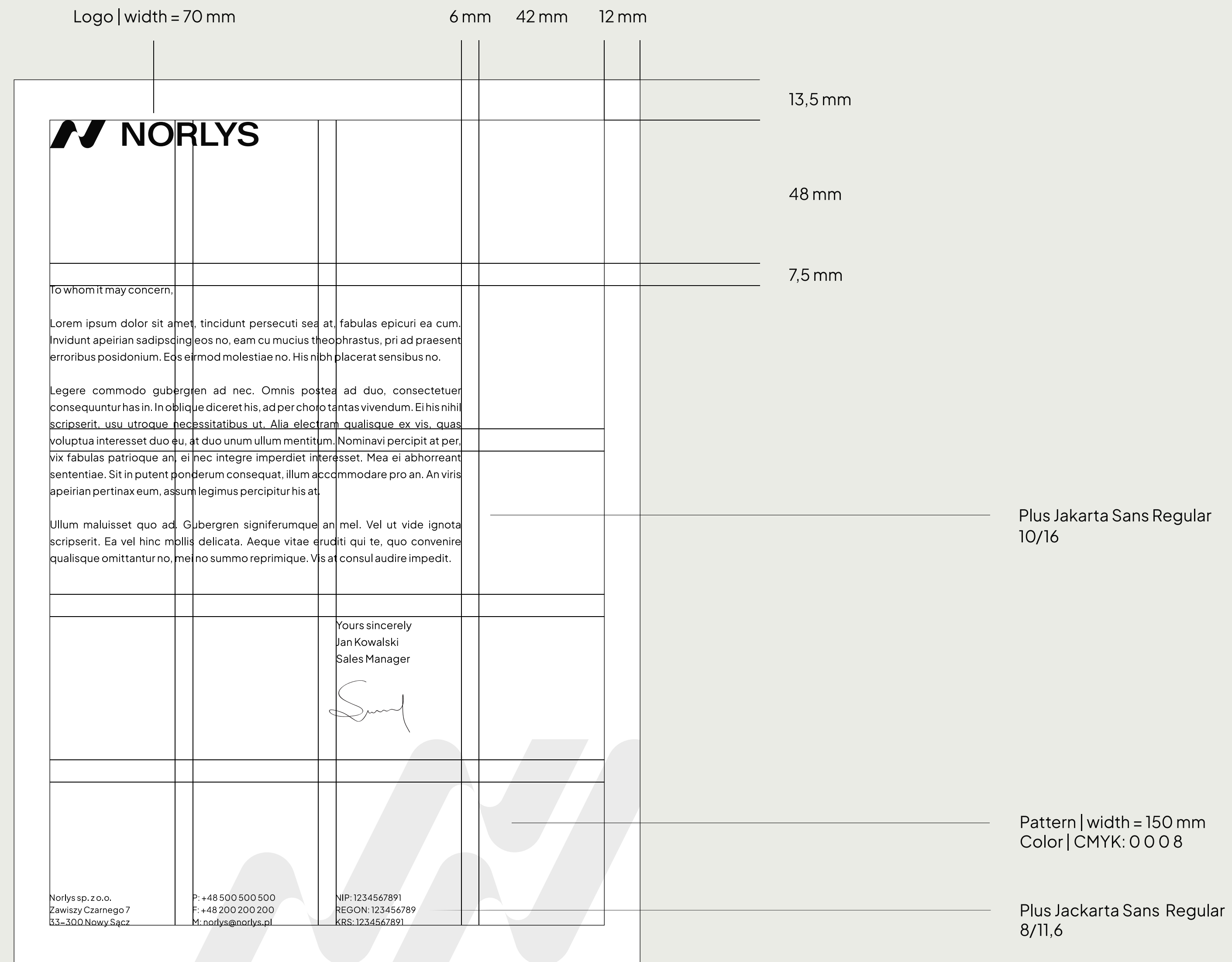


			6 mm	42 mm	12 mm	
						13,5 mm
						48 mm
						7,5 mm
To whom it may concern,						
Lorem ipsum dolor sit amet, tincidunt persecuti sea at, fabulas epicuri ea cum. Invidunt apeirian sadipscinge eos no, eam cu mucius theophrastus, pri ad praesent erroribus posidonium. Eos eirmod molestiae no. His nibh placerat sensibus no.						
Legere commodo gubergren ad nec. Omnis postea ad duo, consectetur consequuntur has in. In oblique diceret his, ad per choro tantas vivendum. Ei his nihil scripserit, usu utroque necessitatibus ut. Alia electram qualisque ex vis, quas voluptua interesset duo eu, at duo unum ullum mentitum. Nominavi percipit at per, vix fabulas patrioque an, ei nec integre imperdiet interesset. Mea ei abhorreant sententiae. Sit in putent ponderum consequat, illum accommodare pro an. An viris apeirian pertinax eum, assum legimus percipitur his at.						
Ullum maluisset quo ad, Gubergren signiferumque an mel. Vel ut vide ignota scripserit. Ea vel hinc mollis delicata. Aequae vitae eruditi qui te, quo convenire qualisque omittantur no, mel no summo reprimique. Vis at consul audire impedit.						
Yours sincerely Jan Kowalski Sales Manager						
						
Norlys sp. z o.o. Zawiszy Czarnego 7 83-300 Nowy Sącz			P: +48 500 500 500 F: +48 200 200 200 M: norlys@norlys.pl	NIP: 1234567891 REGON: 123456789 KRS: 1234567891		

Plus Jakarta Sans Regular
10/16

Plus Jakarta Sans Regular
8/11,6

Size: 210x297 mm (A4)
20 modules: 42x48 mm / 1 module



Poster

Two templates of poster depending on the needs of the project. Big scale, logo or logo + pattern dominate, photo.

Designed on the modular grid.



Template 01



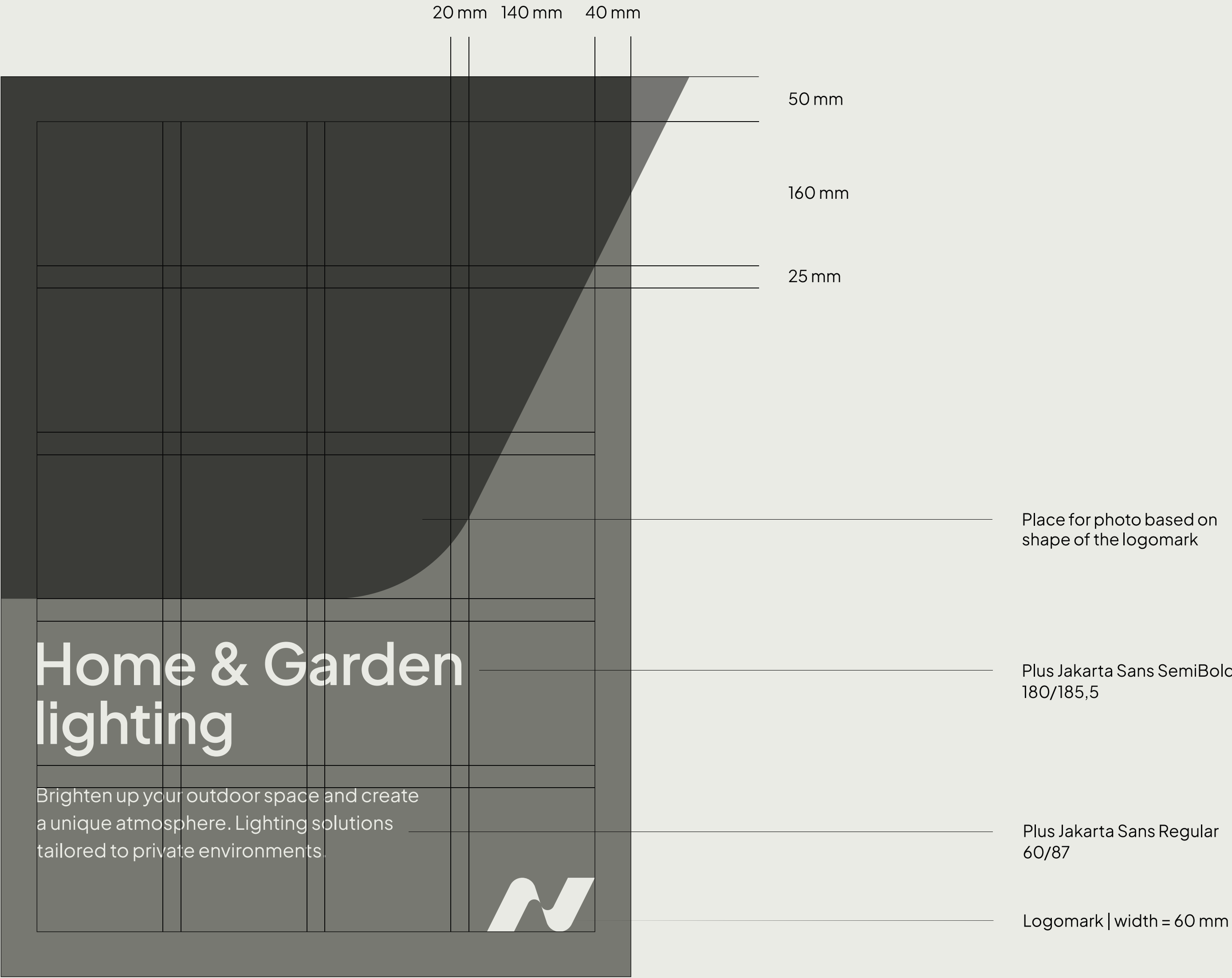
Template 02

Poster - template 01

Big scale, logo and photo dominate.

Fonts described by:
size/line spacing

Size: 700x1000 mm
20 modules: 140x160 mm / 1 module



Poster - template 02

Big scale, logo and photo dominate.

Fonts described by:
size/line spacing

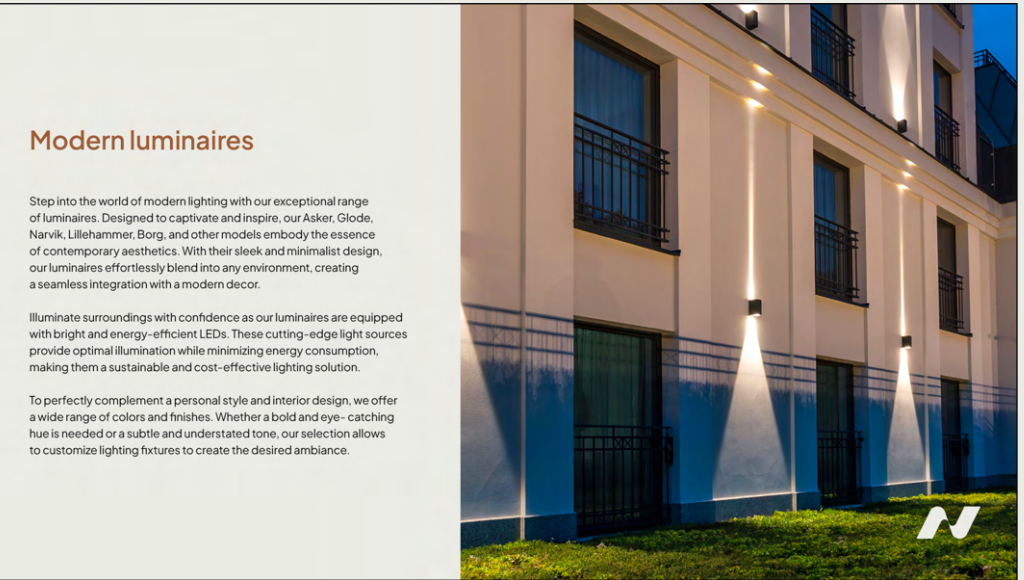
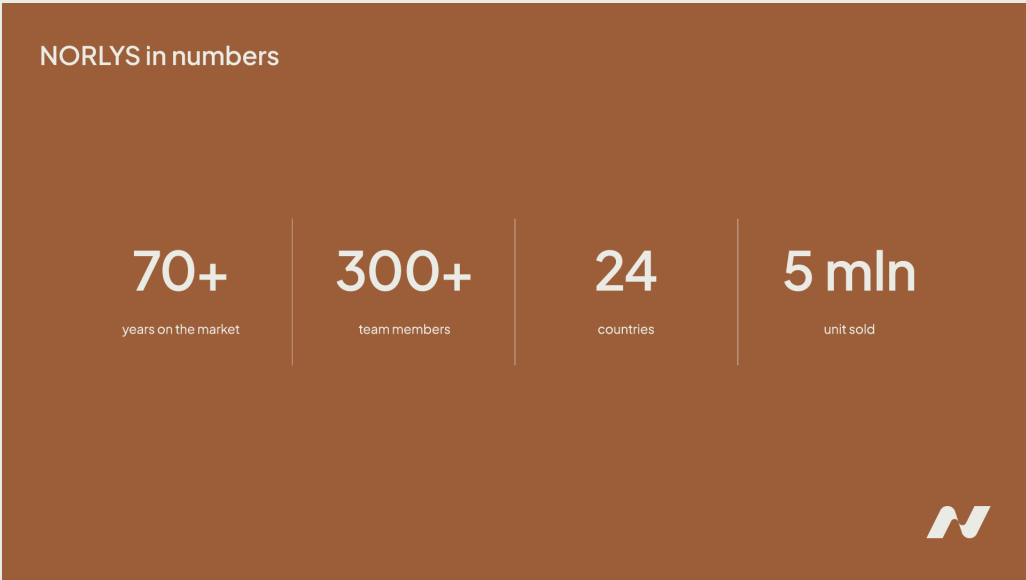
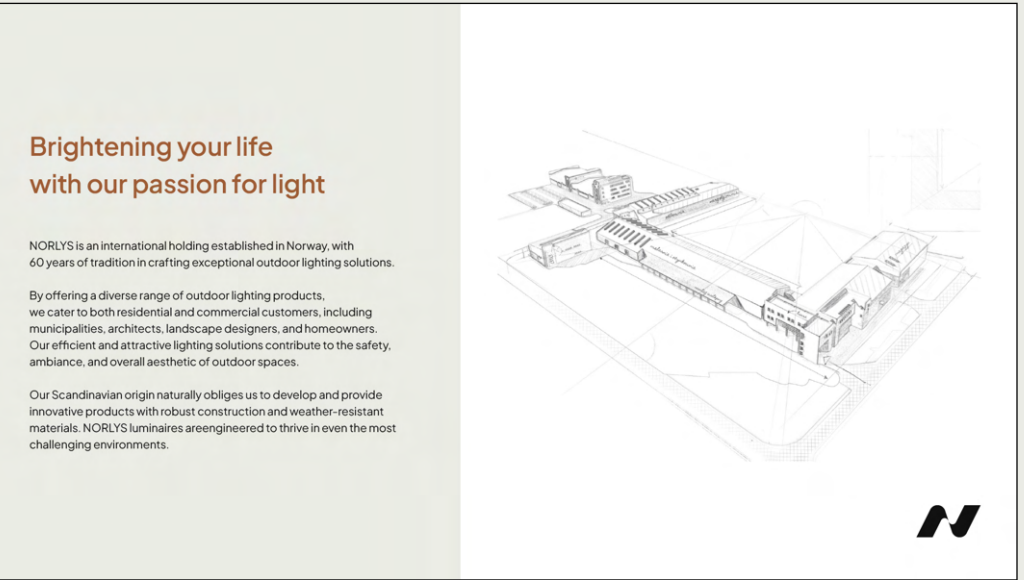
Size: 700x1000 mm
20 modules: 140x160 mm / 1 module



Presentation

One design with two templates of the cover - with photo or text. Small scale.

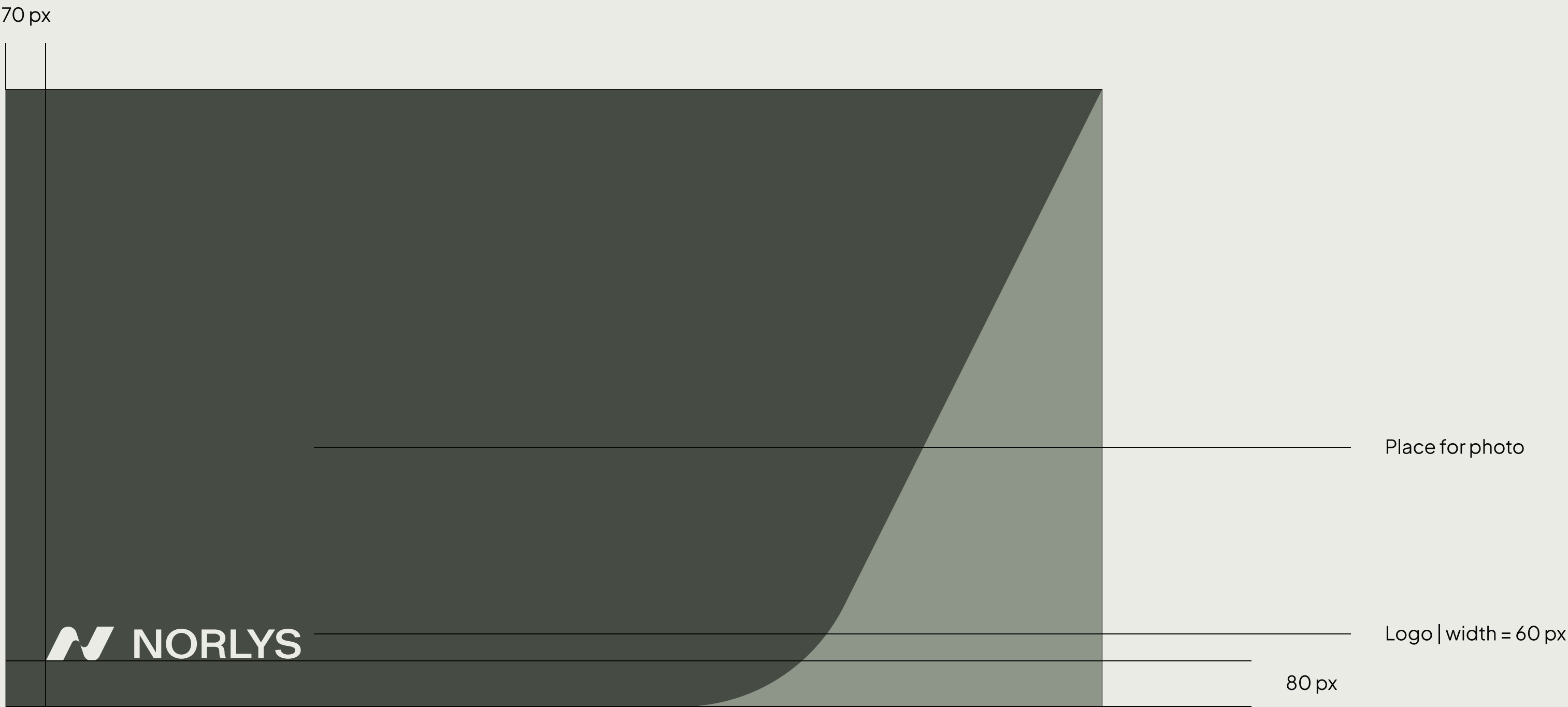
Size: 1920x1080 px



Presentation cover – template 01

One design with two templates of the
cover - with photo or text. Small scale.

Size: 1920×1080 px

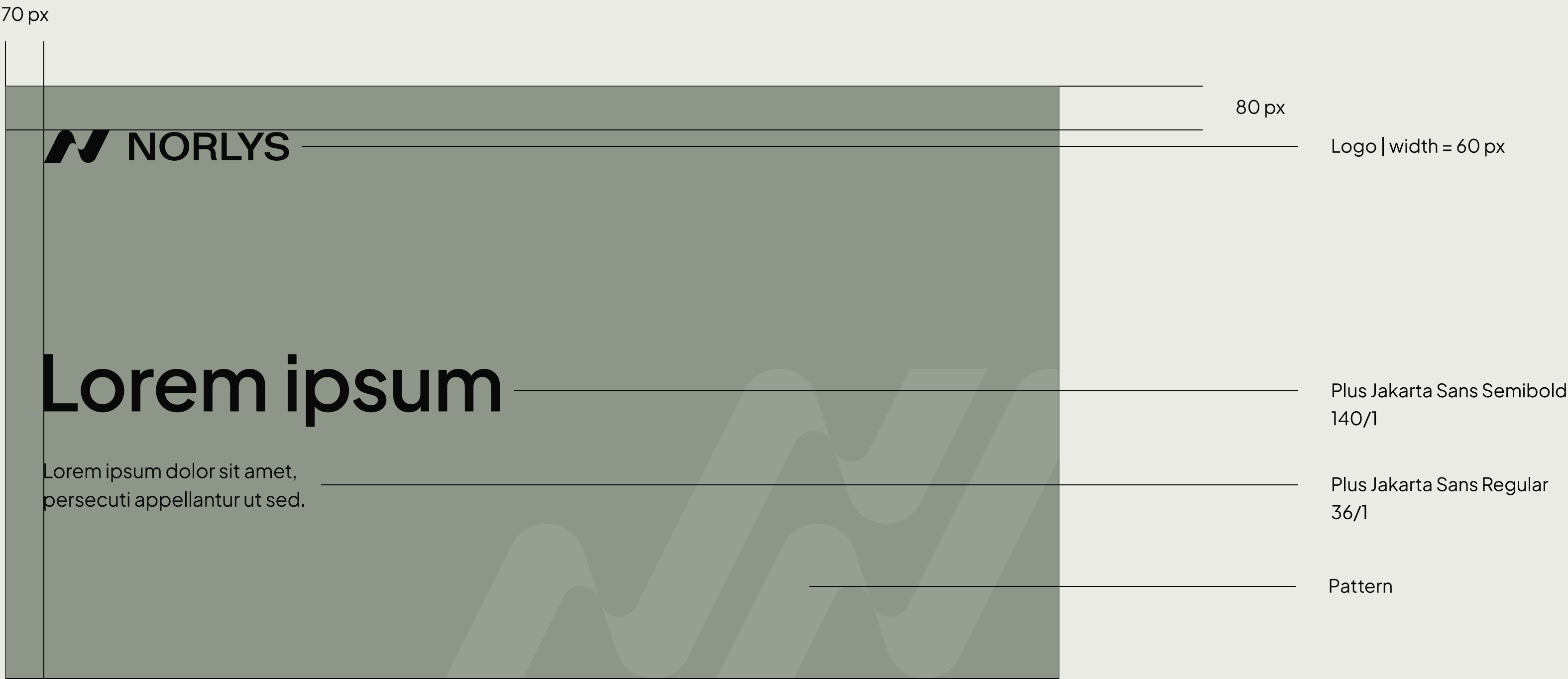


Presentation cover – template 01

One design with two templates of the
cover - with photo or text. Small scale.

Fonts described by:
size/line spacing

Size: 1920x1080 px

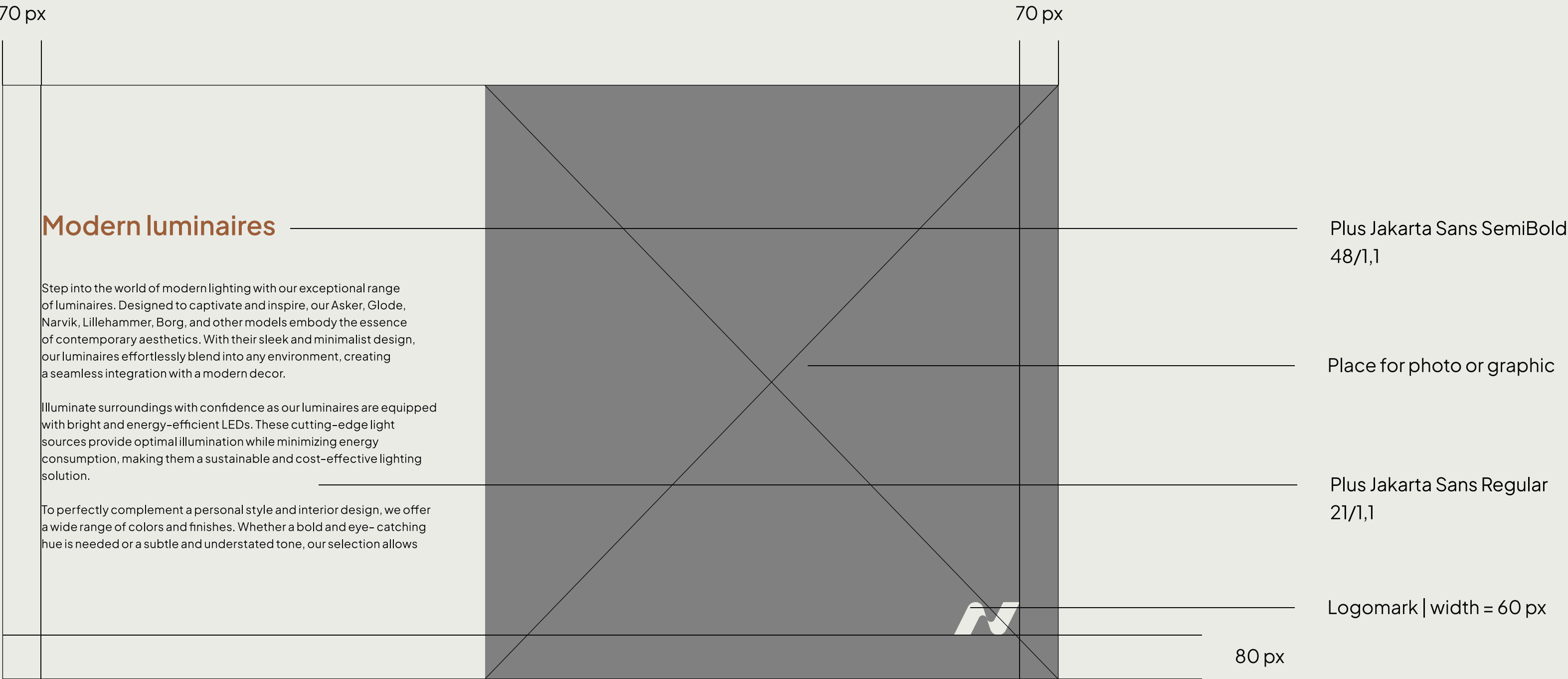


Presentation – slides with long text section

Small scale. Text on the left side, centered. Photo or graphic on the right side.

Fonts described by: size/line spacing

Size: 1920x1080 px

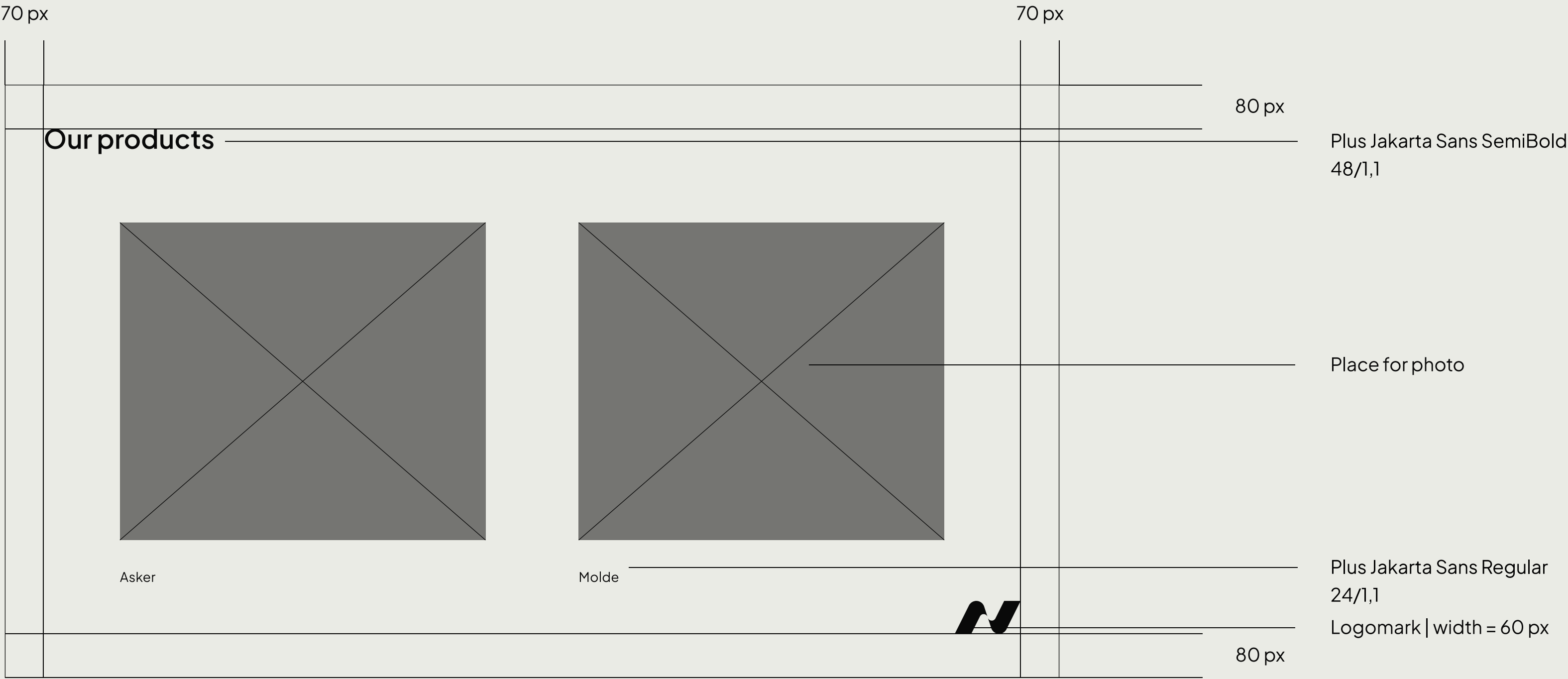


Presentation – slides with photos

Small scale. Centered photos.

Fonts described by:
size/line spacing

Size: 1920x1080 px



Size: 1920x1080 px



