

Visual identity

(A placeholder image, not permitted to be shared or used for any brand communication needs.)



Logo

The stencil style logo is crafted using brand typography, with the details in the letters resembling abstractly the organic forms from nature, the sprouts and leaves, making the logo unique and elegant.

The minimum size is 20 mm (width of the logo). When using the logo in a small size, it's important to ensure that the logo always remains recognisable and legible. In digital applications, the recommended minimum size is 100 pixels (width).

Always use original files when placing the logo.

The image shows the word "NEFCO" in a large, bold, black, stencil-style font. The letters are thick and have a slightly irregular, hand-crafted appearance. The 'N' and 'E' have a distinctive shape with a small gap at the top. The 'F' is also thick and has a unique, slightly curved top. The 'C' and 'O' are rounded and have a similar stencil-like quality. The entire word is centered horizontally on the page.

Logo: safety area

When using the logo, it shouldn't be attached too close to other elements or application edges. The recommended safety area that should be left untouched around the logo is the height of the logo.



Logo with the tagline

'The Nordic Green Bank' tagline can be used together with Nefco logo. The layout is modular: different parts can be composed together for each application so that the layout looks best in the chosen format.

1-3: Examples of the tagline together with the logo. Depending on the format of the application, the tagline takes the place and size that looks most natural. The font used for the tagline is Spezia Serif Medium Italic B.

4: The tagline can also be used in big size, as a hero of the image. In those cases, Spezia Medium is the font to be used.

1

NEFCO

The Nordic Green Bank

2

NEFCO *The Nordic
Green Bank*

3

NEFCO *The Nordic Green Bank*

4

**The
Nordic
Green
Bank**

NEFCO

Logo: colours

The logo is used mainly in black or white, but also Nefco Green is an option, when the logo is used on white background.

The logo can be placed on top of coloured backgrounds and photographs. Make sure there is enough contrast between the logo and the background to improve readability.

Use the black logo on light surfaces and the white logo on darker surfaces.



NEFCO



NEFCO



NEFCO



NEFCO



NEFCO



NEFCO

Colours

The brand colour palette is rich and bright, with colours derived from nature; vivid and strong with the Nefco Green and Raspberry Pink, but harmonious and trustworthy as a whole when accompanied with the lighter pastel shades. The colours reflect the brand attributes, by being cool, hopeful and inviting, making the brand stand out from other players around with its bold, positive and forward-looking attitude. In addition to five brand colours, also white and black are used.

Nefco Green
RGB 0, 200, 100
CMYK 75, 0, 85, 0
Pantone 7480 U

Breath of Spring
RGB 210, 255, 150
CMYK 20, 0, 55, 0
Pantone 372 U

Bluebell
RGB 200, 180, 255
CMYK 25, 30, 0, 0
Pantone 2645 U

Ice Blue
RGB 200, 230, 230
CMYK 20, 0, 20, 0
Pantone 642 U

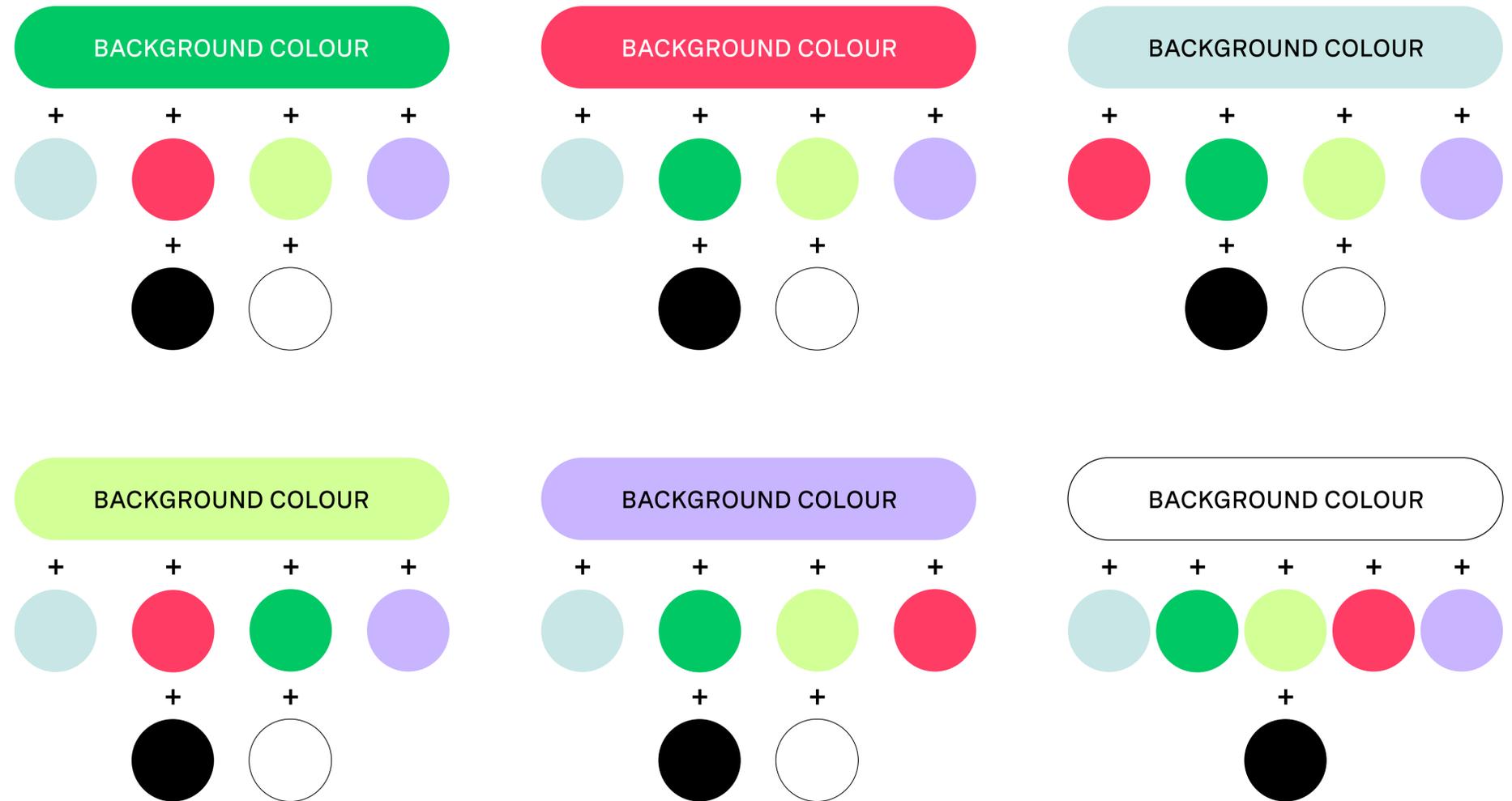
Raspberry Pink
RGB 255, 60, 100
CMYK 0, 90, 45, 0
Pantone 192 U

Colours: combinations

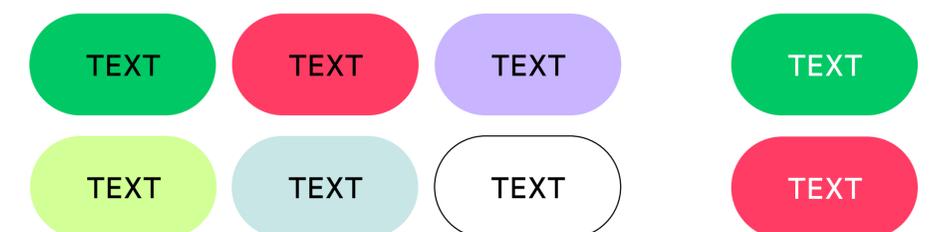
When combining the colours, a maximum of two brand colours can be used together in the same surface. In addition to two brand colours, also black and white can be used.

The exception is infographics, where all the brand colours can be used together in the same image (e.g. in diagrams). Also the tints are allowed in infographics, in cases when you need more shades than the palette contains.

The logo and texts should remain clearly visible with sufficient contrast to the background.



For the texts with smaller point sizes, the safest colour combination is always to use black text with any of the brand colours. White text can be used together with Nefco Green and Raspberry Pink.



Typography

The brand typography is Spezia (by Luzi Type, Switzerland, 2019), a utilitarian and hands-on typeface suitable for all the tasks required from typography. Spezia is rooted in neo-grotesque genre, with monoline structure giving font a sense of simplicity. Spezia is accompanied with her serif sibling - Spezia Serif, which together create the typographic system.

Spezia should always be used when designing the brand applications and communications materials. This requires user to buy the licenses of the required fonts (online from luzi-type.ch) and install them on computer.

SPEZIA: MEDIUM + BOLD

Spezia Medium
Spezia Bold

SPEZIA SERIF: MEDIUM ITALIC B

Spezia Serif

Typography: styles

Spezia Medium

The main typographic style, to be used for all purposes, from headings to body text.

Spezia Bold

Bold cut of Spezia, to be used for secondary level headings and to highlight the individual words and phrases in the text.

Spezia Serif

Italic style, for individual words, phrases and secondary level headings, to bring contrast to the whole.

Headings
Spezia Medium
Line spacing 110 %

We're ready to risk for green

Secondary level headings
Spezia Bold
Line spacing 120 %

The Task – We scale up Nordic green solutions

Body text
Spezia Medium
Line spacing 120 %

Nordic green SMEs lead the way in many fields, but they waste their growth potential without proper funding. As SMEs, they lack the unicorn hype of startups, yet they seem too small and risky for traditional banks. Our task is to accelerate the shift to green by financing the initial scaling up of Nordic environmentally friendly solutions. We bridge their ways over their valleys of death.

**Citations, highlights,
secondary level headings**
Spezia Serif Medium Italic B
Line spacing 120 %

The Nordic Green Bank

Typography: alternative fonts

The defined brand fonts should always be used when designing the brand applications and communications materials.

However, with the office applications (including Microsoft Word and PowerPoint), the use of alternative fonts is allowed. In those cases, Spezia can be replaced by Arial, and Spezia Serif by Georgia.

ARIAL: REGULAR

Arial

GEORGIA: ITALIC

Georgia

Illustration style

The illustration style of Nefco is hand-drawn, relaxed and organic, emphasizing the **human-centric approach and hands-on attitude**. Unique and approachable style makes the illustrations recognizably Nefco and bring contrast to the whole.

