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Visual identity
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).

The logo is used mainly in black or white (on dark background), but also Nefco Green is an option, when the logo is used on white background. Always use original files when placing the 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 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.
Logo with the tagline

'The Nordic Green Bank' tagline can be used together with Nefco logo. Logo with the tagline is used mainly in marketing materials. To make the use of tagline version of the logo easy, you can find the ready made logo files for the three different tagline versions.

1–3: Examples of the tagline together with the logo. Depending on the format of the application, choose the tagline version of the logo that looks most natural in the chosen format.

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

Use the tagline version of our logo only when you can ensure that the text remains readable.
Partners can be presented in Nefco’s materials with their logos. Partner logos should be the same size or smaller than Nefco logo.

1. When there is more than one partner, the partner logos are placed at the bottom of the application, with the Nefco logo at the top corner of the application.

2. When Nefco works together with one equal partner, the logos are aligned vertically, either at the top or bottom of the application.

3. In a project owned by a third party, and in which Nefco is involved as one of the partners, Nefco sends its logo to be used in the materials. Nefco logo comes with the recommended safety area which the designer of the third party should respect when using the logo in their materials.
Colours
The Nefco 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 our five brand colours, also white and black are used, the latter being used primarily in the texts.
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.
The texts should remain clearly visible with sufficient contrast to the background. For the texts, the safest colour combination is always to use black text with any of the brand colours, which passes the WCAG (Web Content Accessibility Guidelines) level AAA and AA requirements.

From the Nefco brand colours, white text can be used only with Raspberry Pink, which passes the WCAG level AA requirements, when text size is bigger than 14 pt.

The quality of printing paper or using a video projector may affect the visibility of any colour. The safest option is to use lighter brand colours (bluebell, ice blue, breath of spring) with black text when using the brand colours somewhere else than digital screens or online.
The brand colours should be used for all the visual communication materials and colour values should not be changed from the defined tones.

The exception is charts and visualisations where it’s possible to use lighter tints from the defined brand colours.

You can create lighter tints from any of the brand colours, and as many tints as needed in your chart. It’s recommended to use outlines in the charts to make the fractions stand out from each other.
Example of using one brand colour and its lighter tints in a chart

Assessment against EU Taxonomy criteria
Number of projects in %

- Aligned (fulfils screening criteria) 58%
- Eligible, likely aligned 11%
- Eligible 11%
- Currently not covered 13%
- Could not be assessed 11%
Typography
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.
We’re ready to risk for green

The Task — We scale up Nordic green solutions
Nordic green SMEs lead the way in many fields, but they might miss their growth potential without adequate funding. They often lack the unicorn hype of startups, yet they seem too small and risky for commercial banks. Our task is to accelerate the shift to green by financing the initial scale-up of Nordic environmentally and climate-friendly solutions. We bridge their ways over their valleys of death.

The Nordic Green Bank
**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 possible, to enable document editing with our partners. In those cases, Spezia can be replaced by Arial, and Spezia Serif by Georgia.

Arial is the choice also for texts written in Russian and Ukrainian, since it supports the Cyrillic alphabet.

Arial web font is a web safe font and used for newsletters. On the websites the defined brand fonts (Spezia and Spezia Serif) are the preferred fonts to be used.
Illustrations
Illustration style

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

Illustrations visualise the most common themes and motifs of Nefco’s operations and the projects Nefco finances. The library of finished and ready-to-use illustrations has been created to help anyone who designs visual communications materials to make them visually appealing and aligned with the brand identity.
Using illustrations

The role of an illustration ranges from visualising some specific content of the application to creating an atmosphere.

When using an illustration to visualise text content, it should be clearly visible with sufficient contrast to the background (the colour of the illustration and text is usually black).

The role of illustration can also be more abstract, in which case the illustration can be coloured with any of the Nefco brand colours.
### Demonstration value and results in 2019

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>80%</td>
<td>less nutrients after completed wastewater treatment projects</td>
<td></td>
</tr>
<tr>
<td>47%</td>
<td>savings in electricity after energy-efficiency projects</td>
<td></td>
</tr>
<tr>
<td>29.5</td>
<td>million tonnes CO2 reduced through Certified Emission Reductions in carbon fund projects</td>
<td></td>
</tr>
<tr>
<td>370</td>
<td>new jobs on average as a result of Nopef-funded internationalisation projects</td>
<td></td>
</tr>
</tbody>
</table>
We’re ready to risk for green

The Nordic Green Bank

Example of illustrations when used in Nefco brand colours in the background of the application, to bring some vibrancy and create an atmosphere.
Example of an illustration used together with Nefco logo and tagline.
Photographs
Photographic style

The focus of the Nefco brand photos is on the people, who make the photos approachable, human and inviting. The photographic style is airy, bright and natural. When taking and selecting photos to use, they should always reflect our brand attributes: forerunner, doer, approachable. The photos should communicate about our story and values. The Nefco photos represent the economic activity and sustainable actions, with focus on the projects we finance: green growth and climate projects globally.
Using the photos

The photos can be used in any of Nefco’s brand communications materials, together with other visual identity elements (logo, colours, typography, illustrations).

The brand photos come in high resolution, making it possible to use the photos in different ways and formats. Ideally, the photos can be cropped, and scaled in bigger size, to make them visually stronger and more interesting.
Example of using a photo in two different ways: an original photo (on the left) and a photo cropped and scaled up in bigger size (on the right), which brings out the details and makes the image stronger and more interesting.
Example of using a photo in two different ways: an original photo (on the left) and a photo cropped and scaled up in bigger size (on the right), which brings out the details and makes the image stronger and more interesting.
Example of using a full size photo in the background with Nefco logo and tagline.
Example of using a full size photo in the background with Nefco logo and tagline.
Example of using a full size photo in the background with Nefco logo and tagline.
Brand execution examples

The following brand execution examples demonstrate how the various elements of Nefco brand work together to create a unique and distinctive visual identity. Please note that the examples are not finalised versions of our materials.
We scale up green solutions

Our task

Our model

The impact
Are we gambling with taxpayers’ money? The funds invested in Neftco have grown, which means we also invest money we have made. We are ready to take the initial risk if there is a green upside. Our involvement makes projects bankable and mobilises other investors to invest in Nordic solutions. If we never fail, we probably haven’t risked enough. Trying and testing solutions is a bottom-up approach. It’s a real-life alternative to top-down spending.

We're ready to risk for green
NEFCO — BRAND MANUAL

Financing local energy efficiency projects by strengthening local democracy and anti-corruption measures

**District heating investments in Kremenchuk**

**The Project**

The project will provide funding to some €3.5 million to improve the district heating network in the city of Kremenchuk. The project is aimed at reducing energy consumption and greenhouse gas emissions.

**Background**

The modernisation of the district heating network in Kremenchuk, a city of about 250,000 inhabitants, is an important part of the city’s climate action plan. The project is expected to reduce energy consumption and greenhouse gas emissions.

**Expected outcome**

- 5.4 Mm3 reduced gas consumption
- 10,500 tonnes CO2 reductions
- 25,000 inhabitants will receive improved and reliable district heating

**Key figures in 2019**

- 120 new projects approved in 2019
- 15 projects currently managed
- 619m € in funds assigned to green investments
- 1,400 projects in portfolio

**About NEFCO - the Nordic Environment Finance Corporation**

NEFCO’s aim is to finance the green transition. By approving green projects and channeling them to the financial markets, NEFCO takes steps towards realising the SDGs. Development Goals.

- Ensuring a high technical quality of the projects. The focus is on renewable energy and carbon capture and storage. NEFCO will also support projects that contribute to sustainable consumption and production.
- NEFCO is the implementing agency for the Nordic Green Bank.
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**Financing**

- **Soft Loan**: Up to €500,000 per project
- **Loan**: Up to €5 million per project

**The Nordic Green Bank**

**Mobilising climate finance**

- **Small and medium scale**: up to €5 million per project

**Norway-Ukraine Energy Efficiency Initiative**

**The focus is on**

- Fighting corruption through best practices
- Enabling municipalities to govern themselves by attracting external financing
- Reducing the consumption of energy and water, thereby reducing emissions of CO2 and other greenhouse gases
- Investors are provided with grants in addition to loans

**Background**

In October 2014, following the annexation of Crimea and the south-eastern regions of Ukraine by the Russian Federation, the UN Security Council, the European Union, and the United States imposed sanctions on Russia, following the illegal annexation of Crimea and the south-eastern regions of Ukraine. The sanctions included financial restrictions on Russian banks, energy companies, and other entities involved in the conflict.

**The programme**

The programme provides blended financial instruments to support the energy efficiency projects in the Ukraine. The programme is implemented by the Norwegian Ministry of Foreign Affairs and the European Investment Bank.

**The EU's contribution**

- The programme provides a total of €200 million in funding to support energy efficiency projects in the Ukraine.
- The programme is implemented by the Norwegian Ministry of Foreign Affairs and the European Investment Bank.

**The programme’s objectives**

- To improve the energy efficiency of buildings, public buildings, and public infrastructure.
- To provide technical assistance and support.
- To increase energy efficiency and reduce greenhouse gas emissions.

**The programme’s achievements**

- 35 energy efficiency projects have been approved and 19 completed.
- 44 municipalities in the Ukraine have received funding.
- The programme is expected to reduce energy consumption and greenhouse gas emissions.
Thank you!
Kiitos! Tack!
Tak! Takk!
Pakka þér!