

Brand manual
April 2022

NEFCO

The Nordic Green Bank

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Visual identity



Logo

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.

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, with some internal details that resemble organic shapes like sprouts or leaves. The font is set against a plain white background.

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.

NEFCO

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NEFCO

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.

1

NEFCO

The Nordic Green Bank

2

NEFCO *The Nordic
Green Bank*

3

NEFCO *The Nordic Green Bank*

4

The
Nordic
Green
Bank

NEFCO

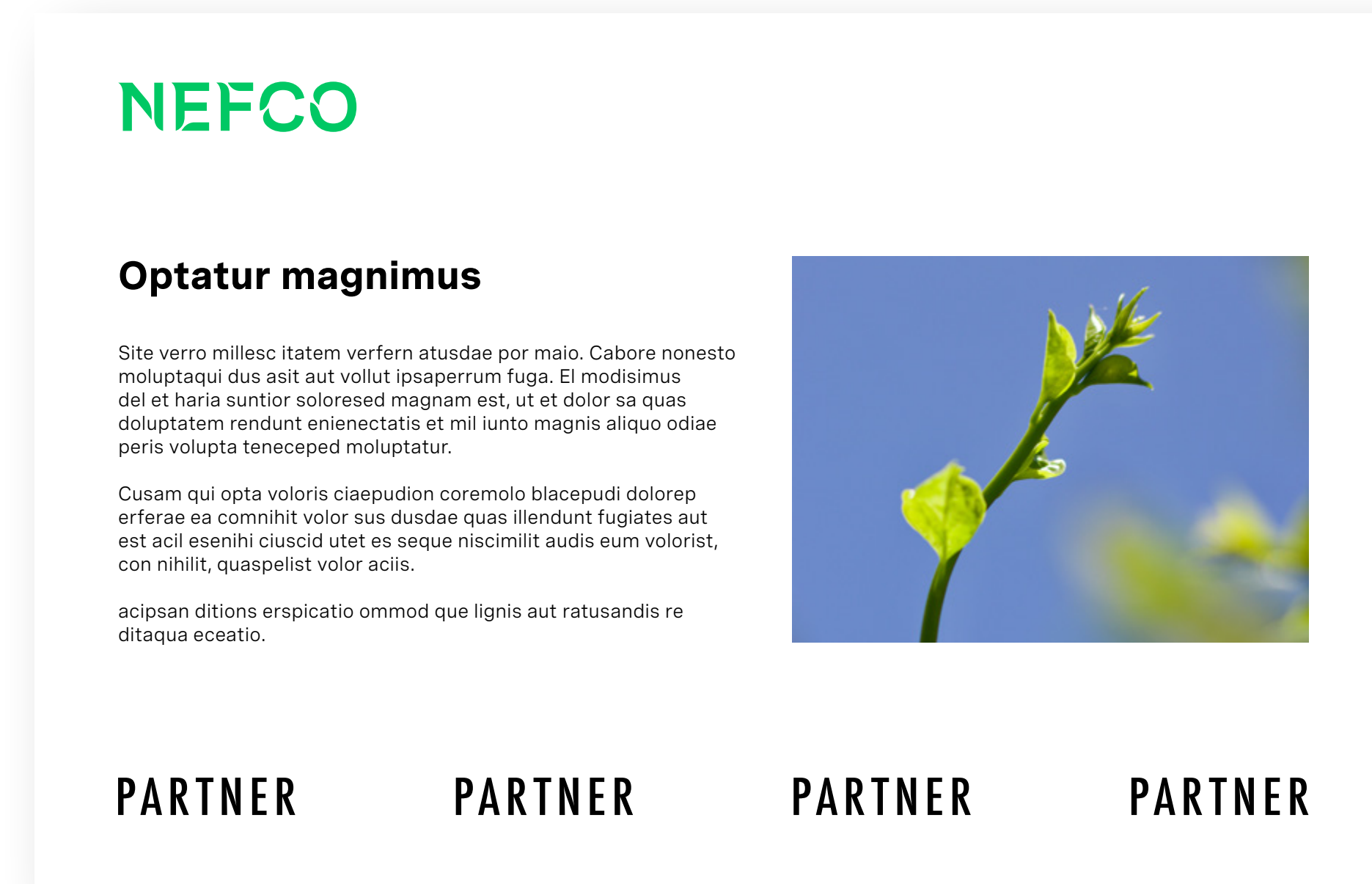
Logo with partner logos

Partners can be presented in Nefco's materials with their logos. Partner logos should be same size or smaller than Nefco logo.

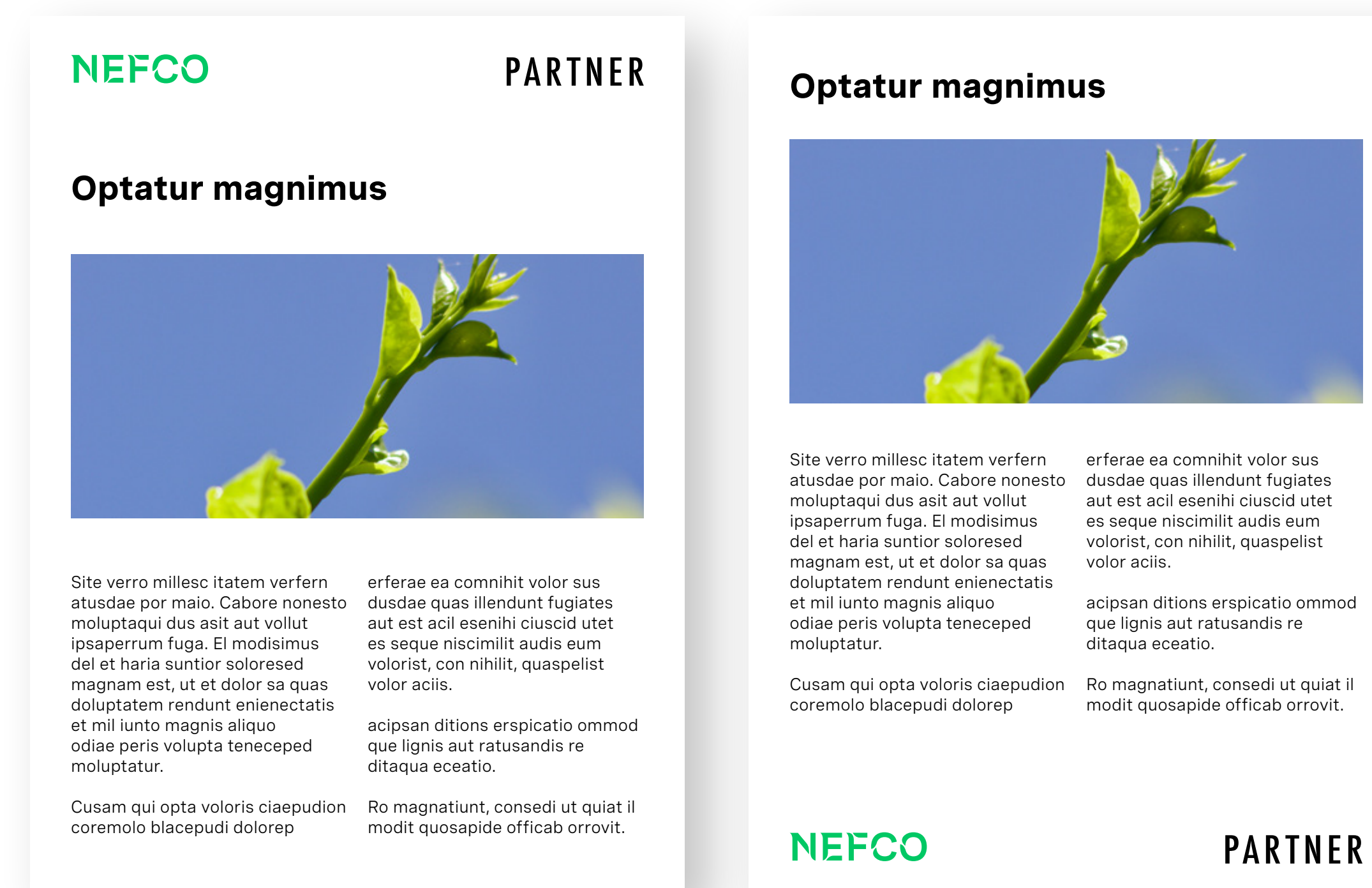
1. When there is more than one partner, the partner logos are placed at the bottom of the application, with the Nefco logo at the top corner of the application.
2. When Nefco works together with one equal partner, the logos are aligned vertically, either at the top or bottom of the application.
3. In 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.

Examples of placing the Nefco logo and partner logos in the same material.

1



2



3



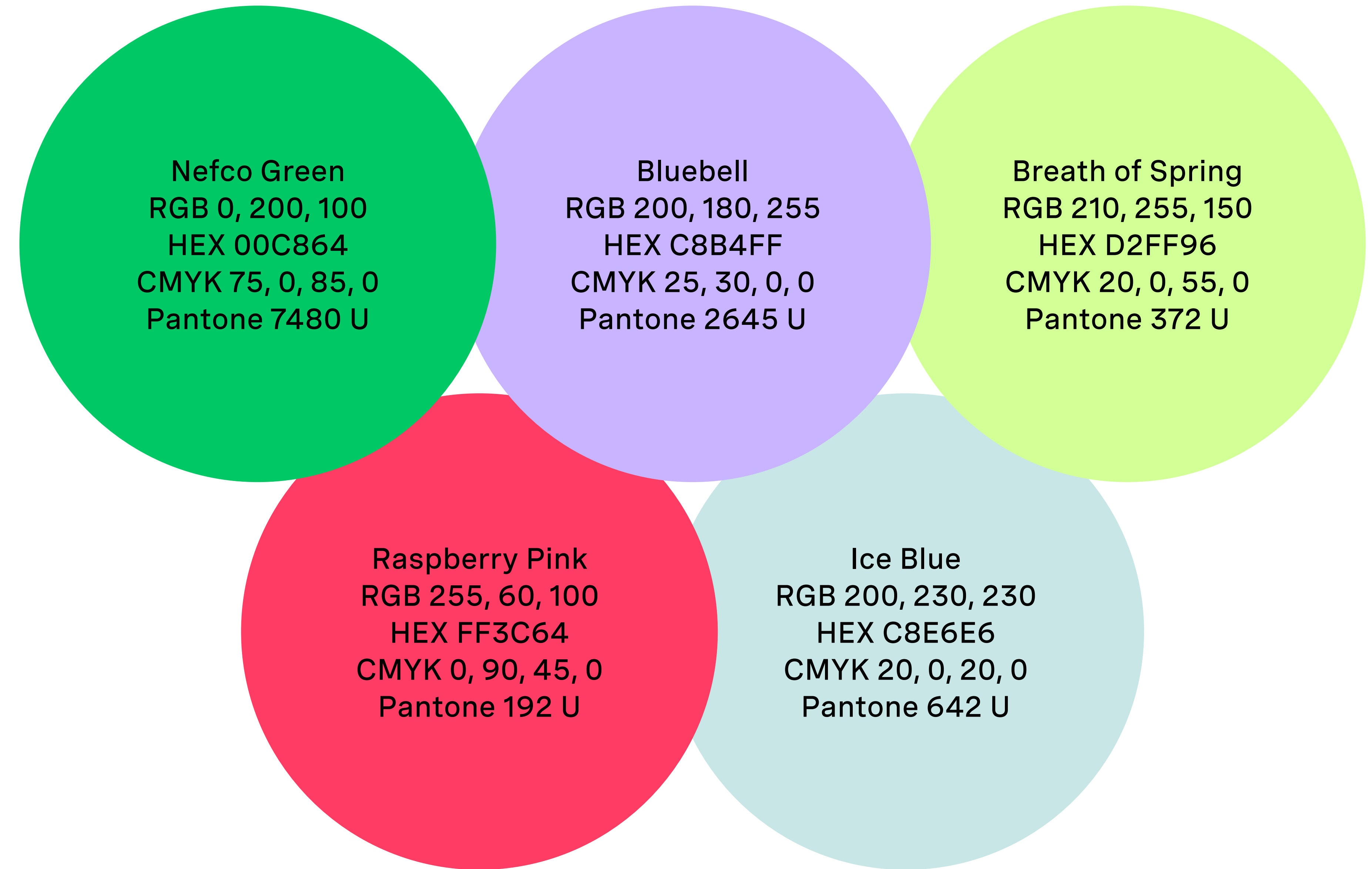
Colours

Brand 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.

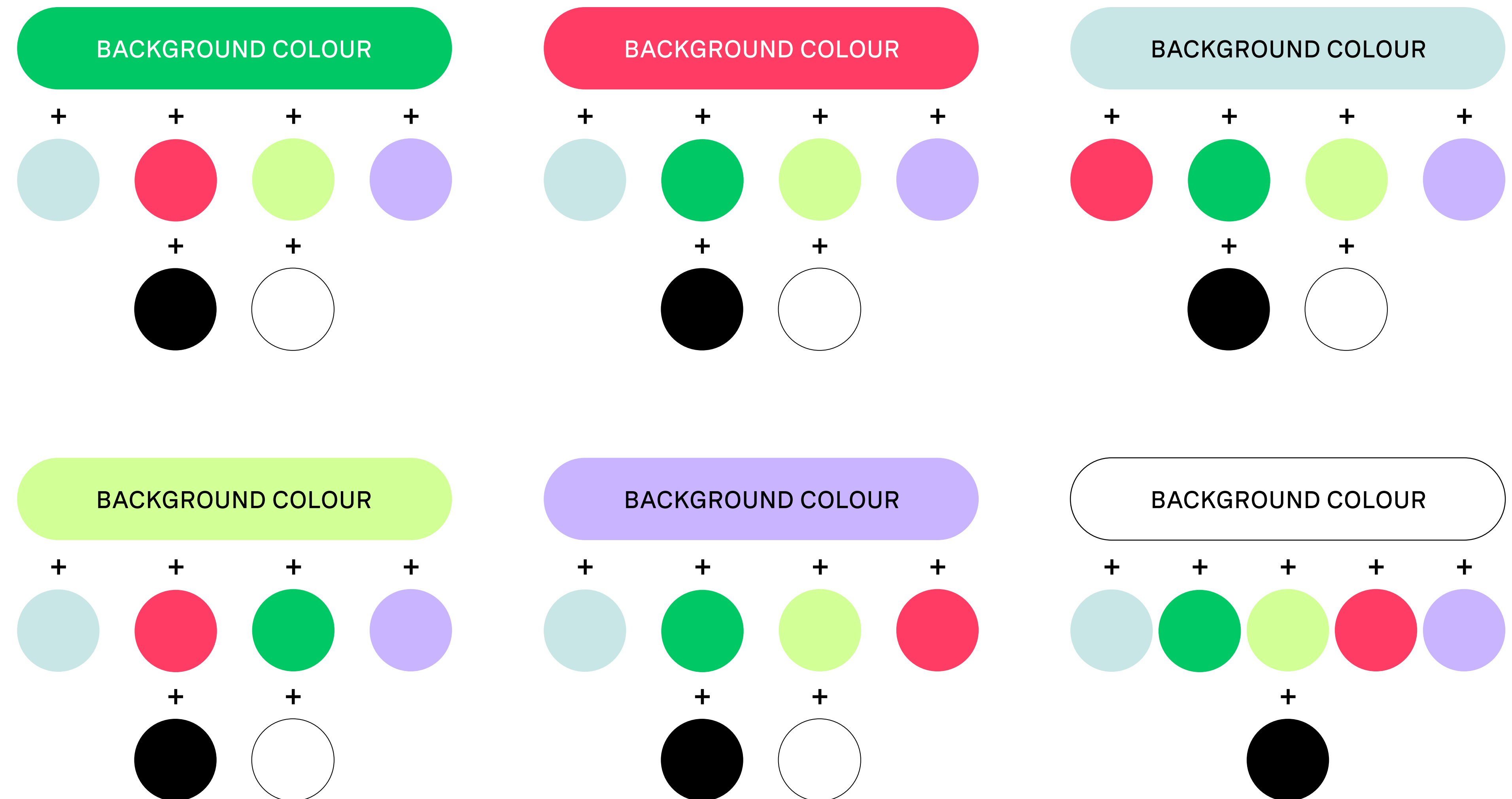


Colours: *combinations*

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.



Text colours

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.

Black text: all sizes

Black text (AAA)	Black text (AA)	Black text (AAA)
Black text (AAA)	Black text (AAA)	Black text (AAA)

White text: only large texts (text size bigger than 14 pt)

White text (AA)

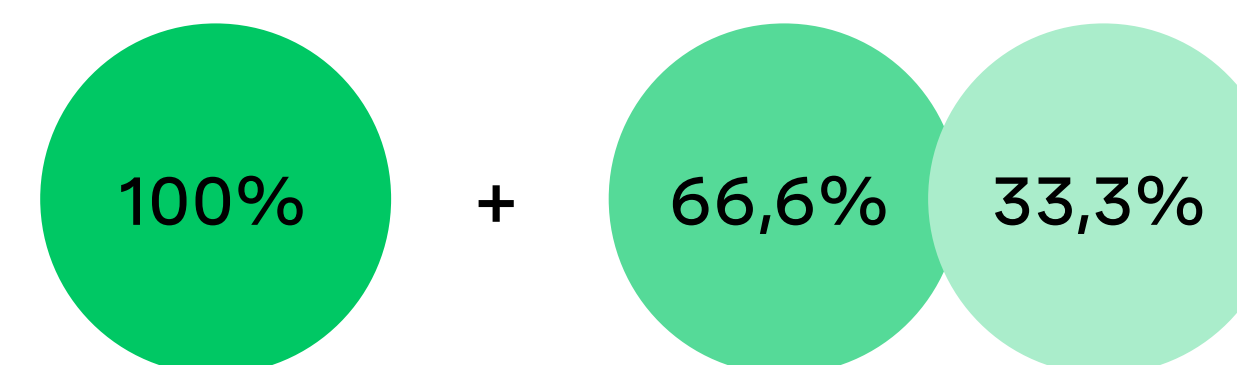
Tints for charts and visualisations

The brand colours should be used for all the visual communication materials and colour values should not be changed from the defined tones.

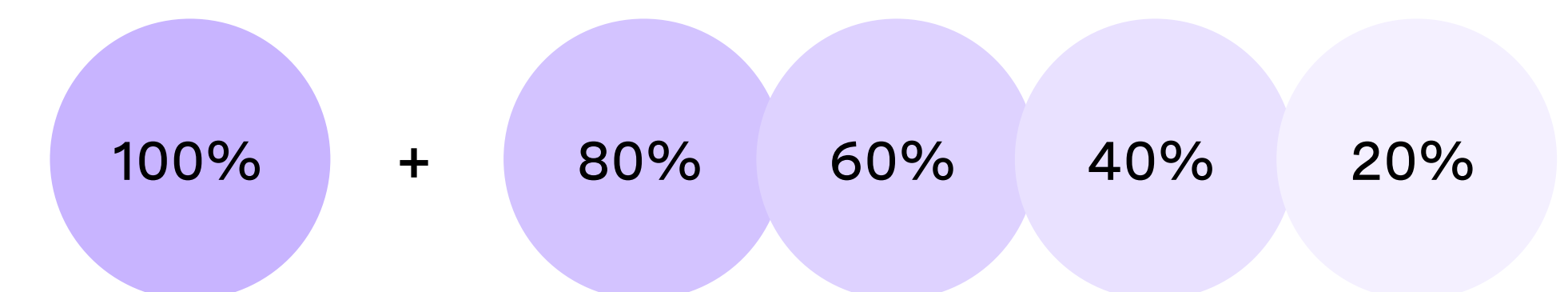
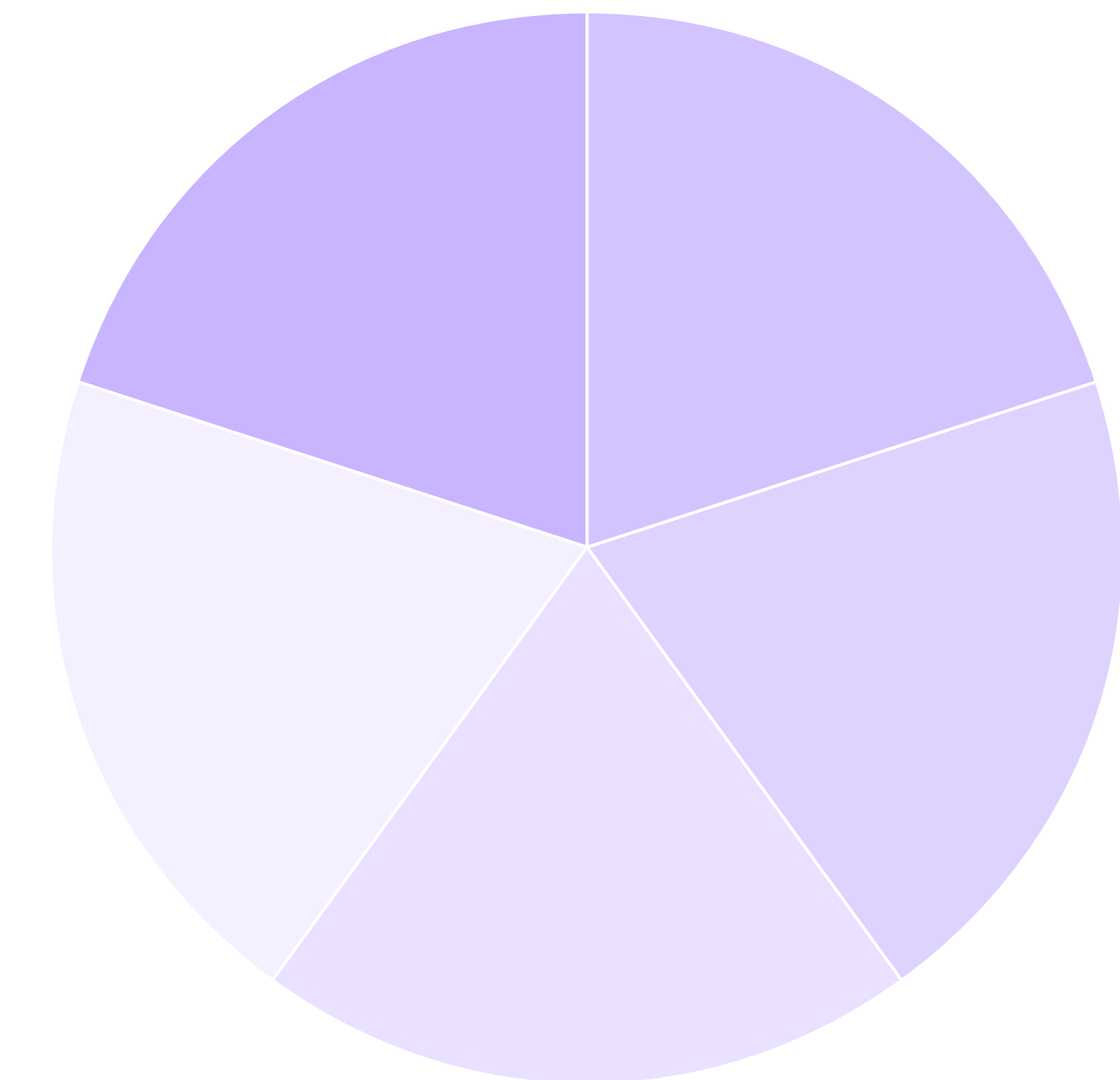
The exception is charts and visualisations where it's possible to use lighter tints from the defined brand colours.

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.

Examples of the charts created using one brand colour and its lighter tints



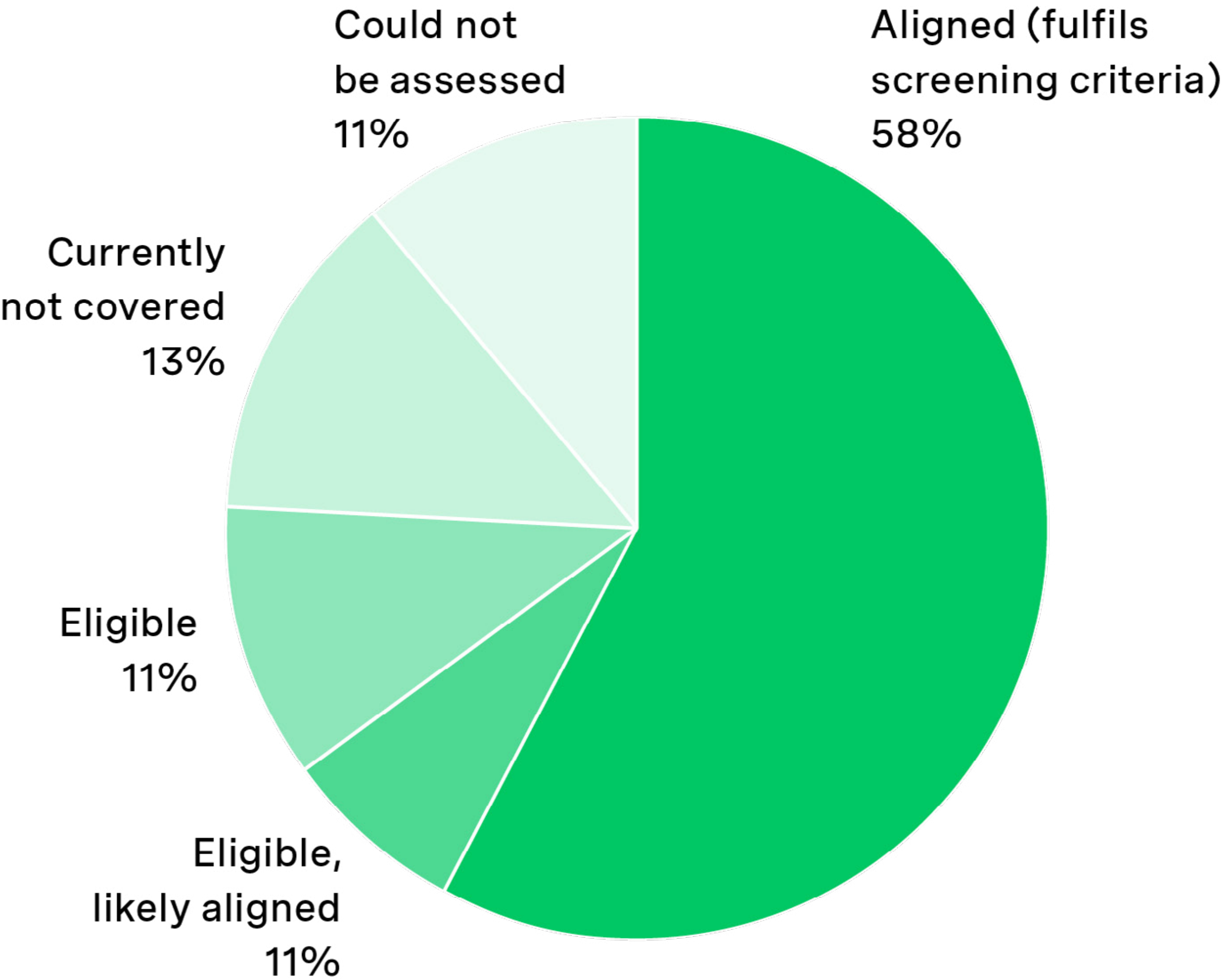
Brand colour + 2 lighter tints



Brand colour + 4 lighter tints

Example of using one brand colour and its lighter tints in a chart

Assessment against EU Taxonomy criteria
Number of projects in %



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.

Spezia: Medium + Bold

Spezia Medium
Spezia Bold

Spezia Serif: Medium Italic B

Spezia Serif

Typographic 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 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.

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

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.

Arial: Regular

Arial

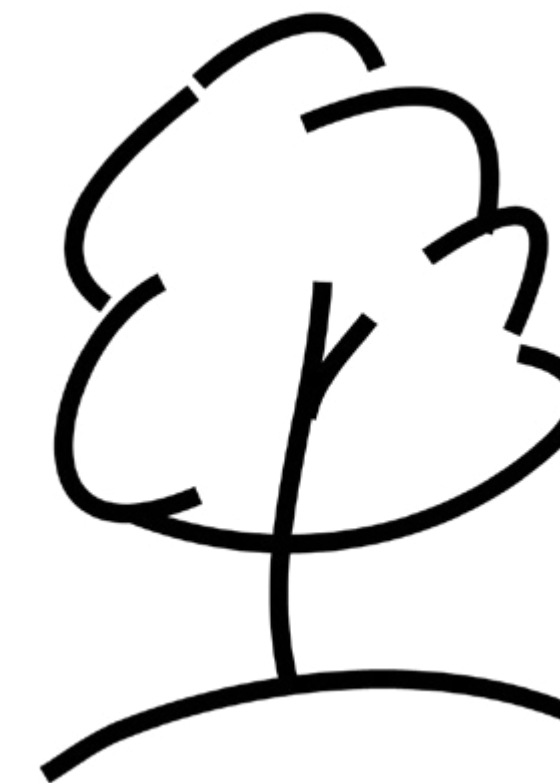
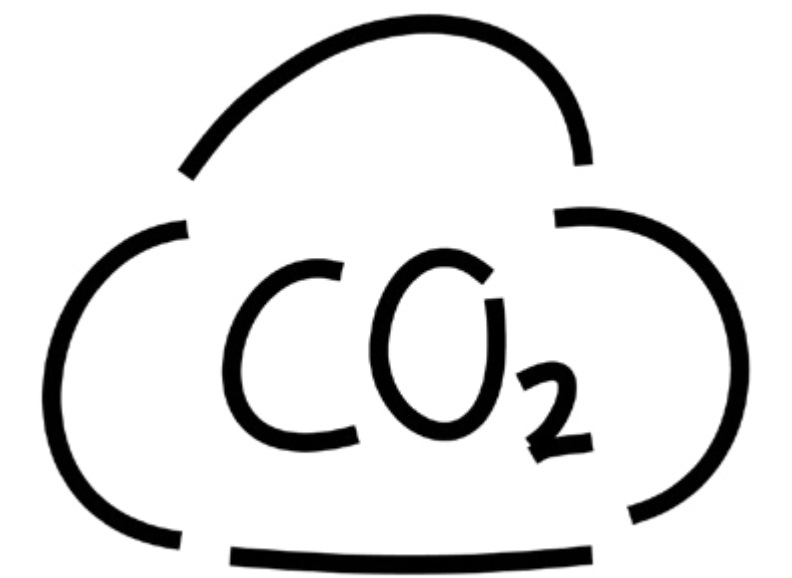
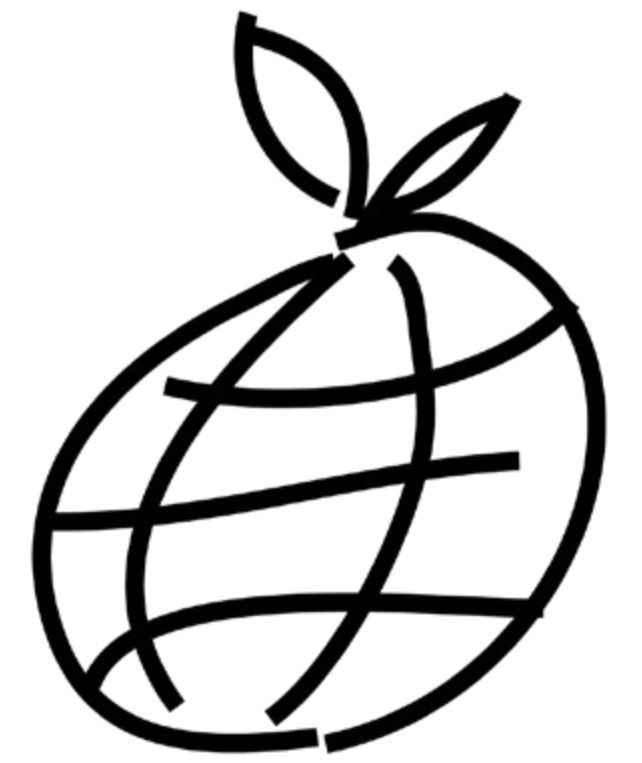
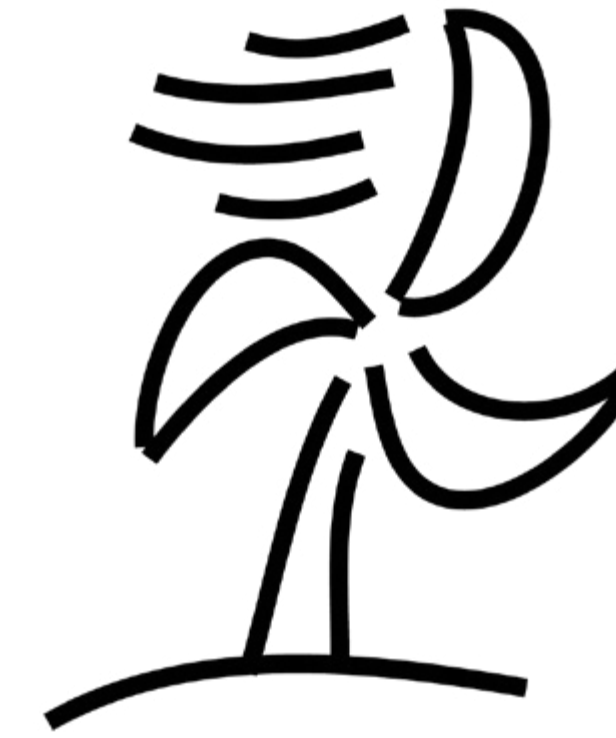
Georgia: Italic

Georgia

Illustrations

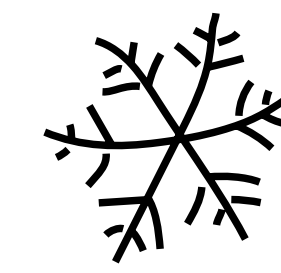
Illustration style

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.

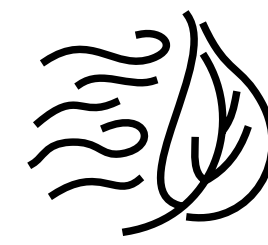


Illustrations

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.



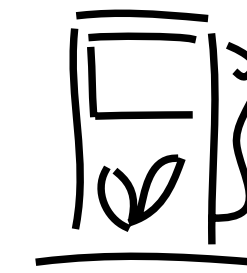
Arctic



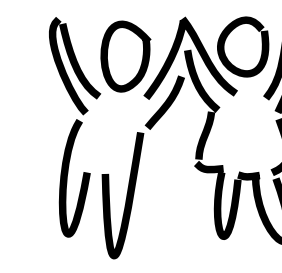
Accelerating green transition



Biodiversity



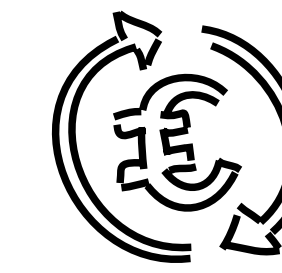
Biofuel



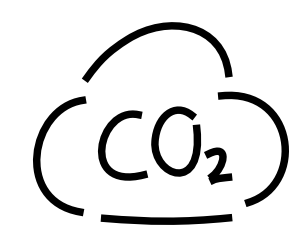
Children



City



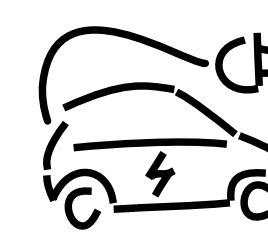
Circular Economy



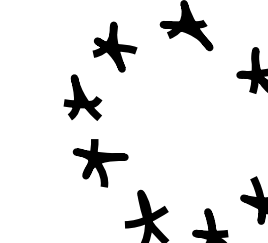
CO2



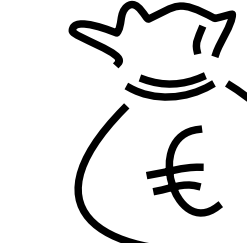
Electricity



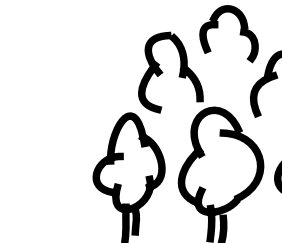
Electric vehicle



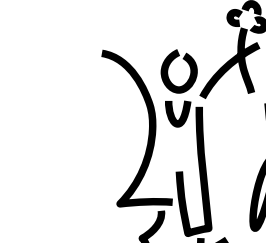
EU



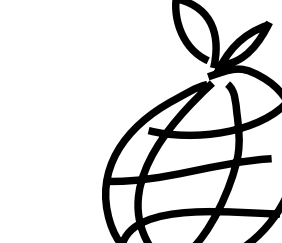
Financing



Forest



Gender neutral people



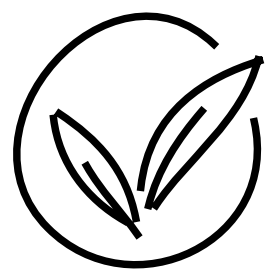
Global



Global 2



Green Investment



Green tick



Green growth



Handshake



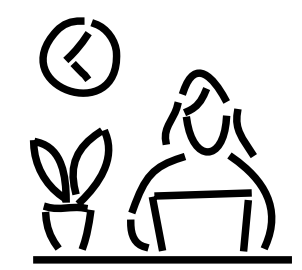
Heating



Home



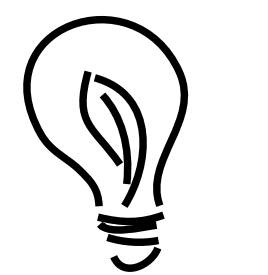
Industry and services



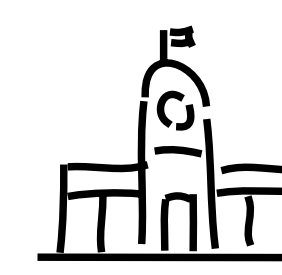
Jobs



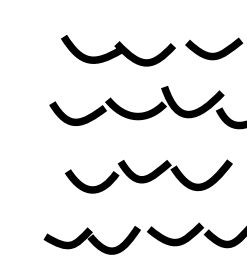
Jobs 2



Lighting



Municipal building



Oceans and seas



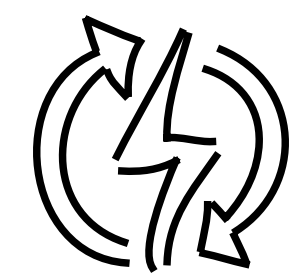
People



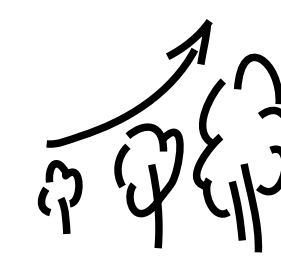
Portfolio



Project



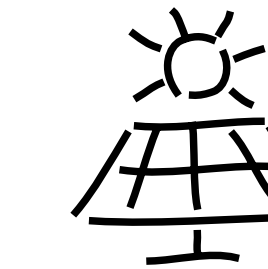
Renewable Energy



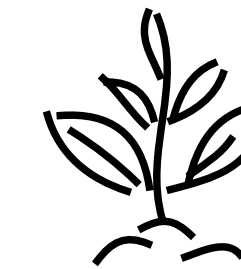
Scale-up



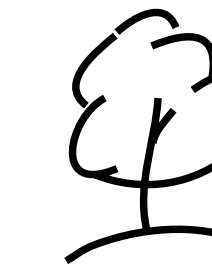
School



Solar Energy



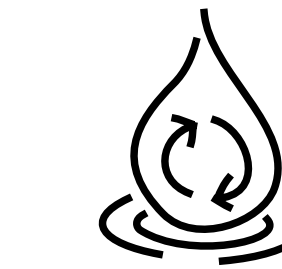
Sprout



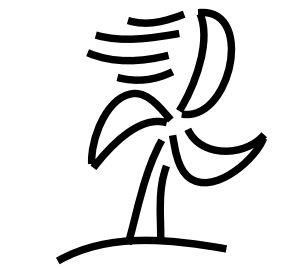
Tree



Waste and recycling



Water and wastewater



Wind Energy

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).

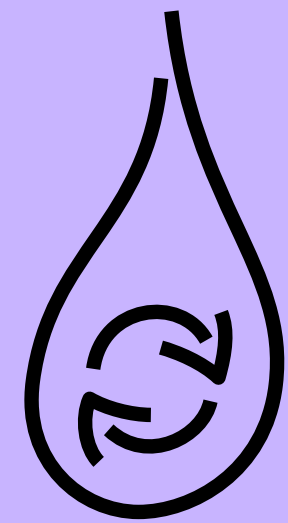
The role of illustration can also be more abstract, in which case the illustration can be coloured with any of the Nefco brand colours.

Example of
an illustration used
together with the text.



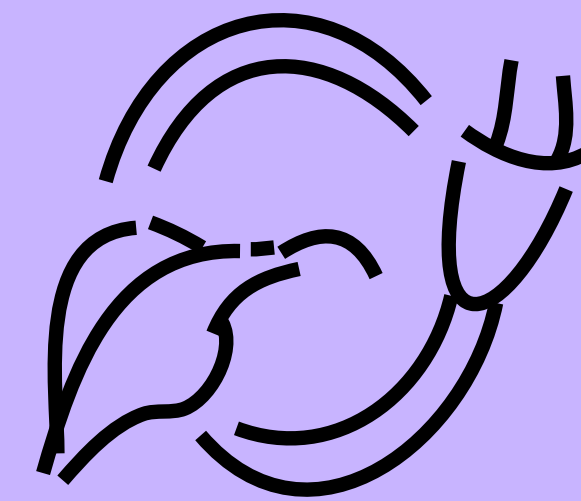
Example of
illustrations used
to visualise the
specific content of
the presentation.

Demonstration value and results in 2019



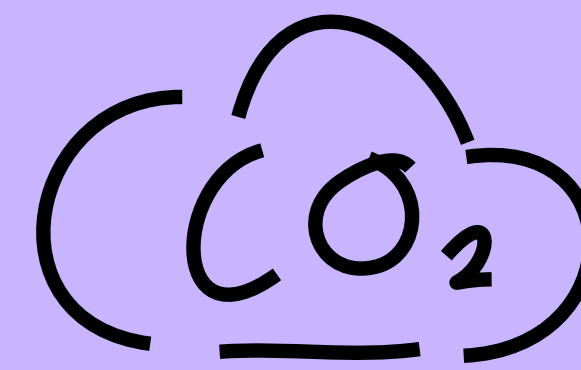
80%

less nutrients
after completed
wastewater
treatment projects



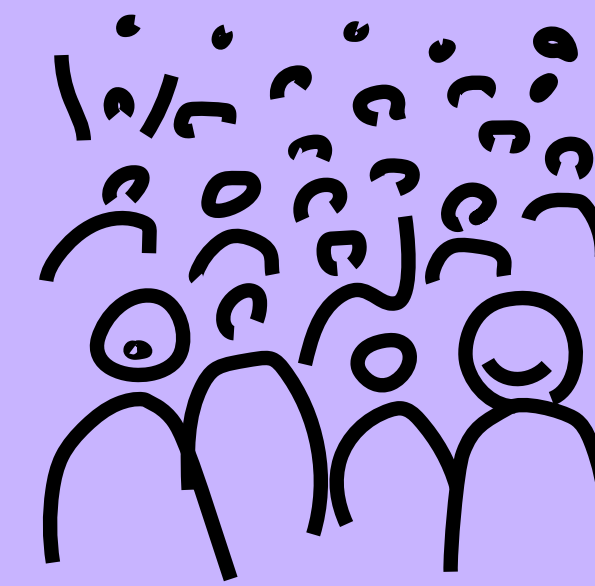
47%

savings in electricity
after energy-
efficiency projects



29.5

million tonnes CO2
reduced through
Certified Emission
Reductions in carbon
fund projects

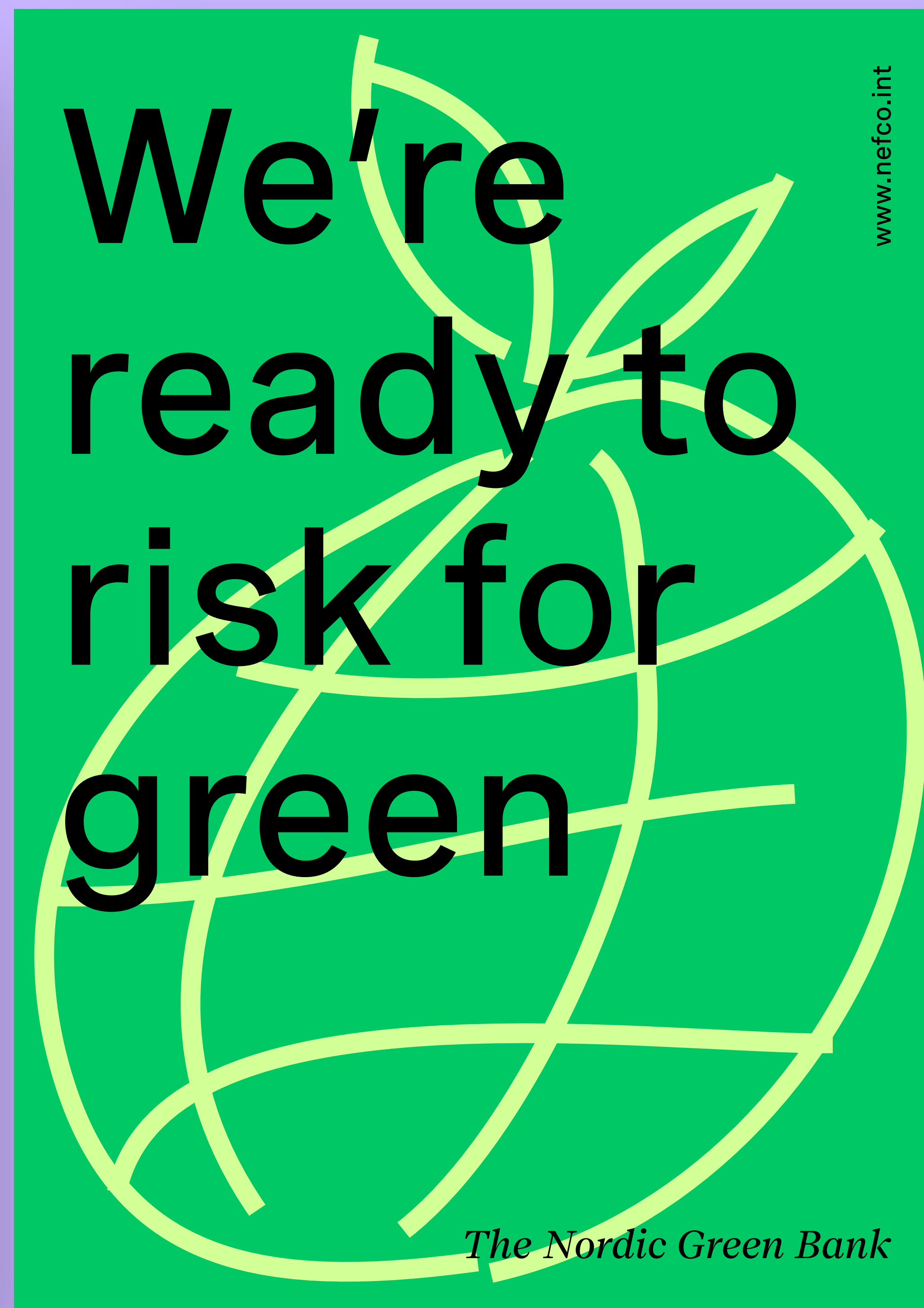
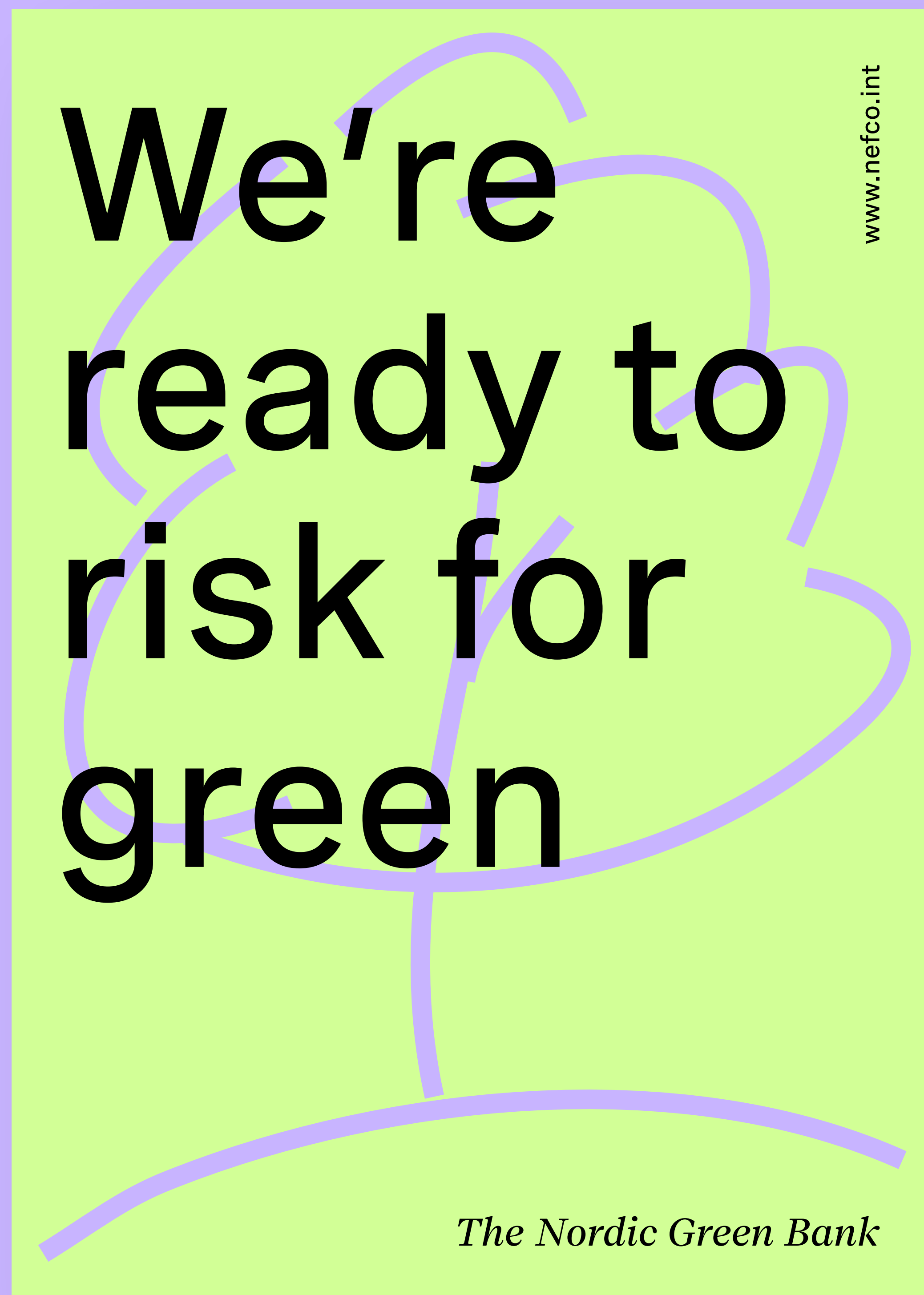


370

new jobs on
average as a result
of Nopef-funded
internationalisation
projects

NEFCO

3/3



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.

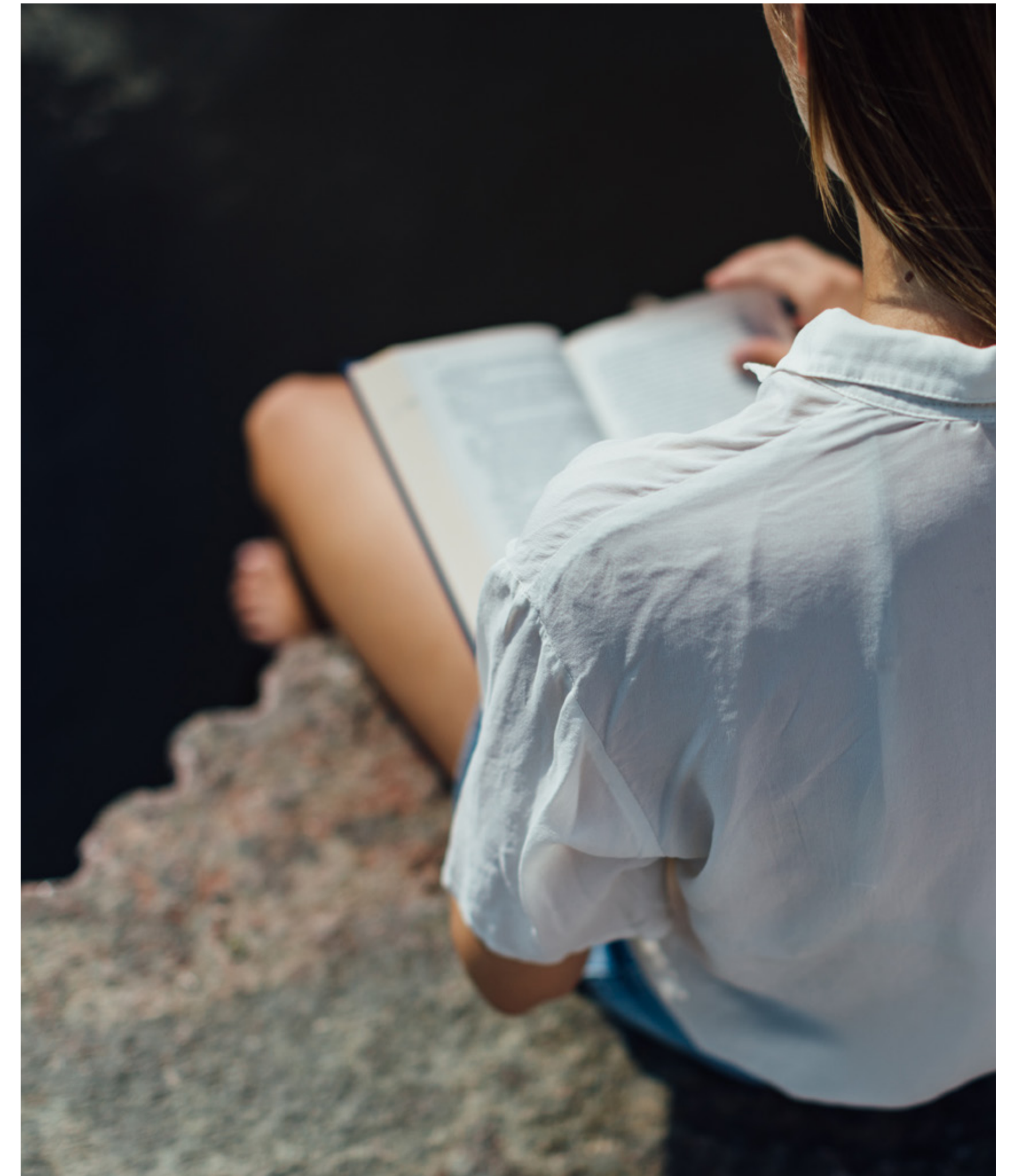
Photographs

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.



*Nefco brand photos by
Niklas Sandström 2021*







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.



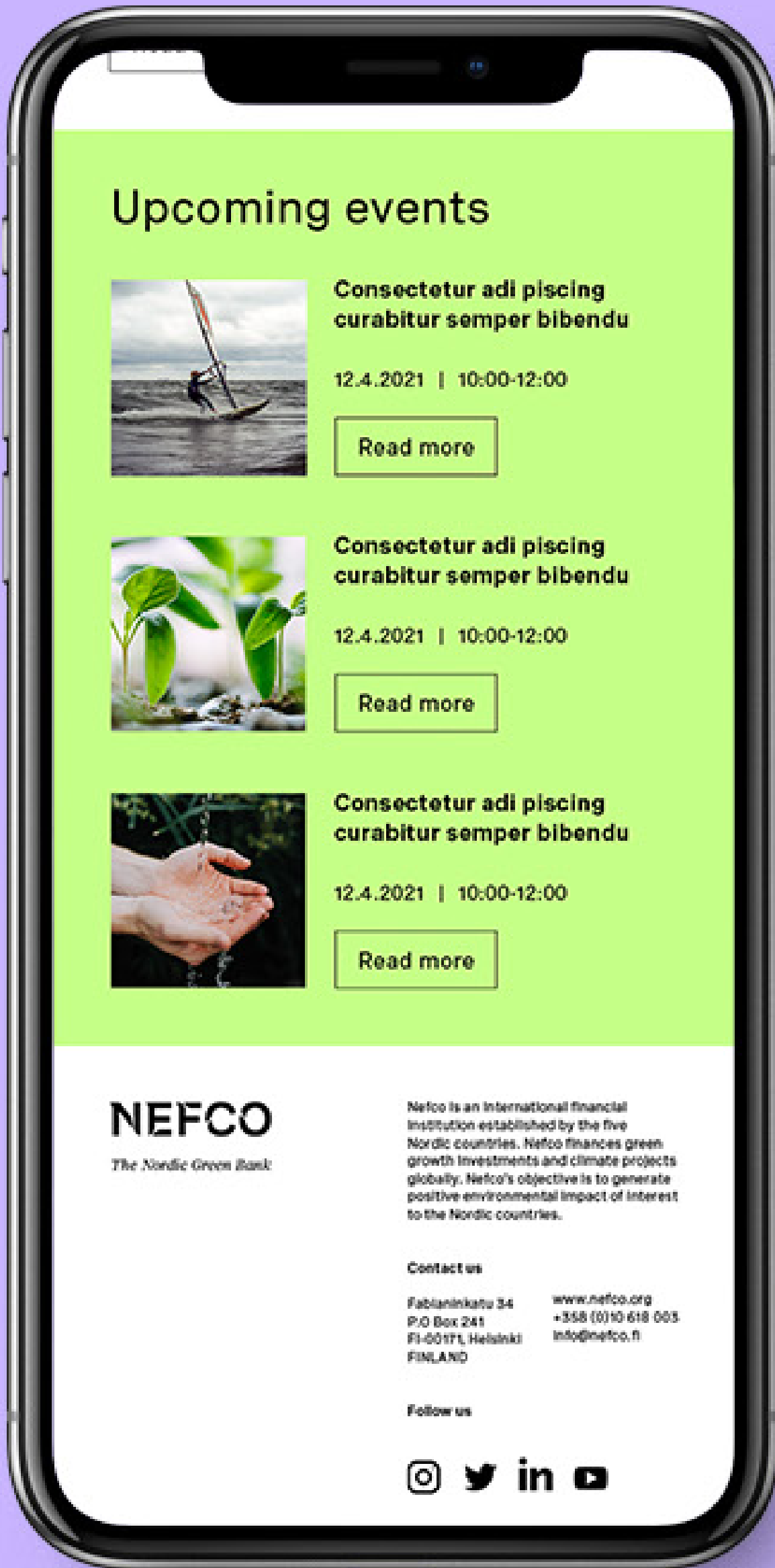
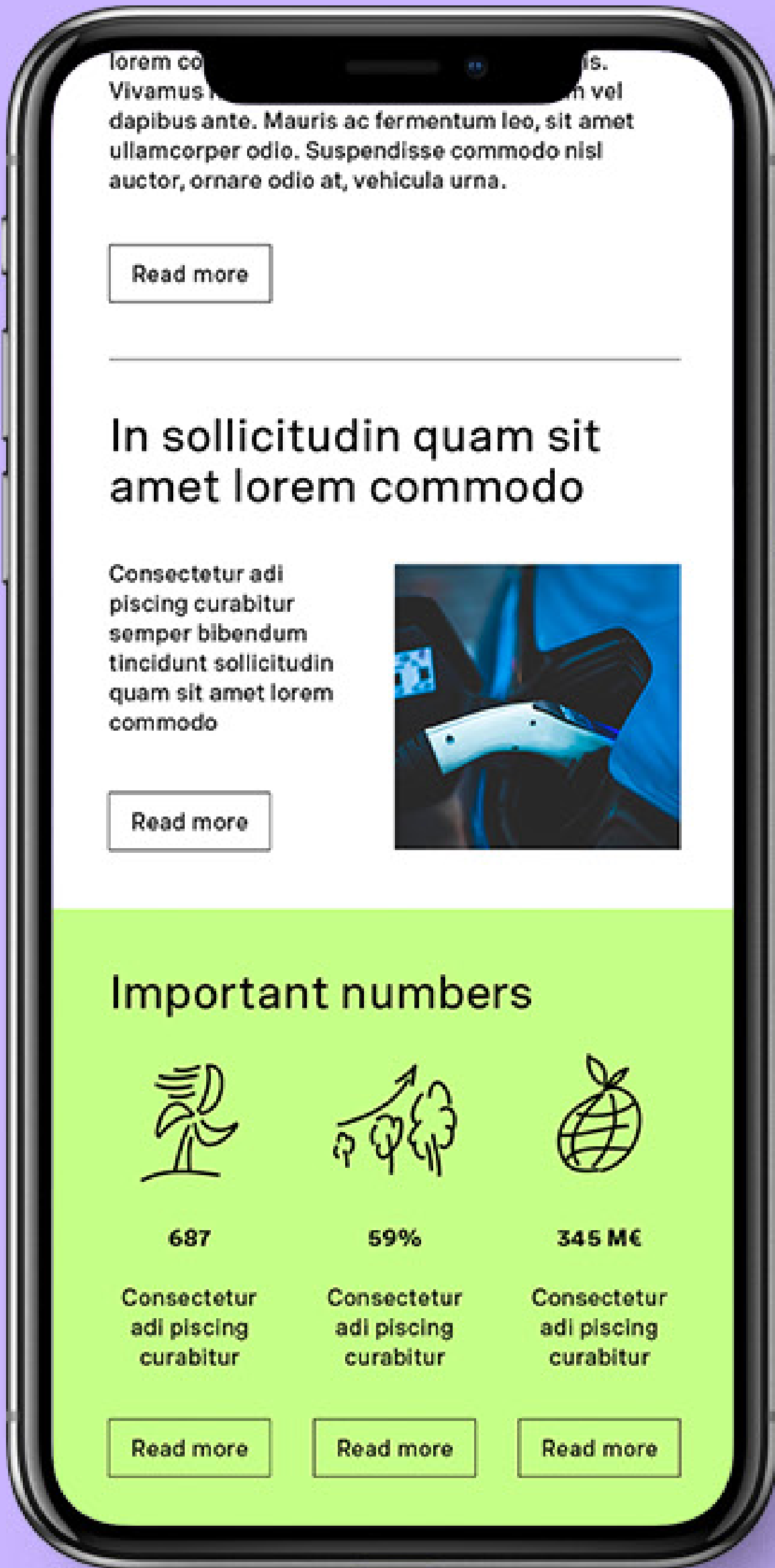
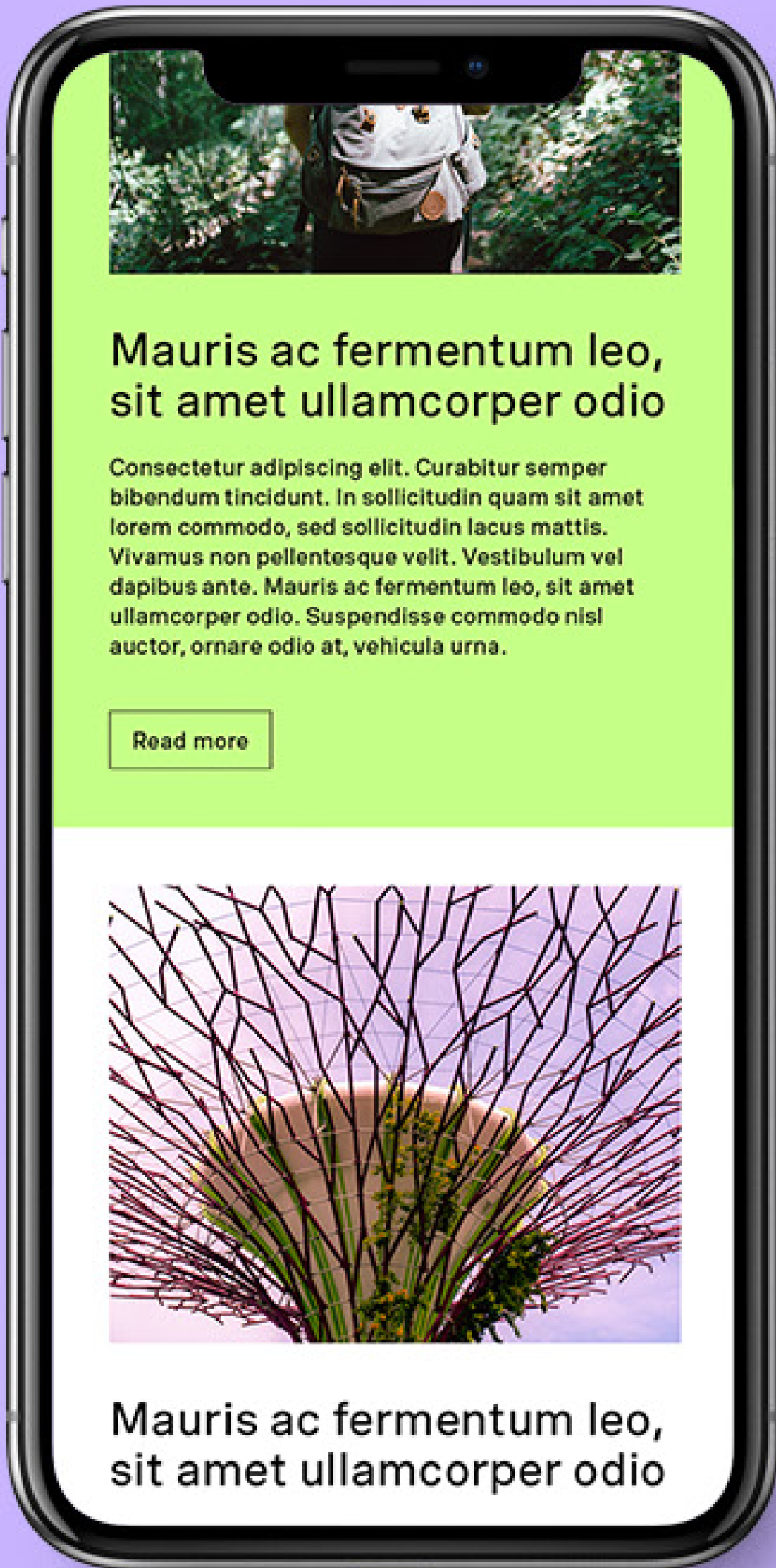
Example of using
a full size photo in
the background
with Nefco logo and
tagline.



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.

Newsletter





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Fabianinkatu 34
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www.nefco.int

We're
ready to
risk for
green

NEFCO

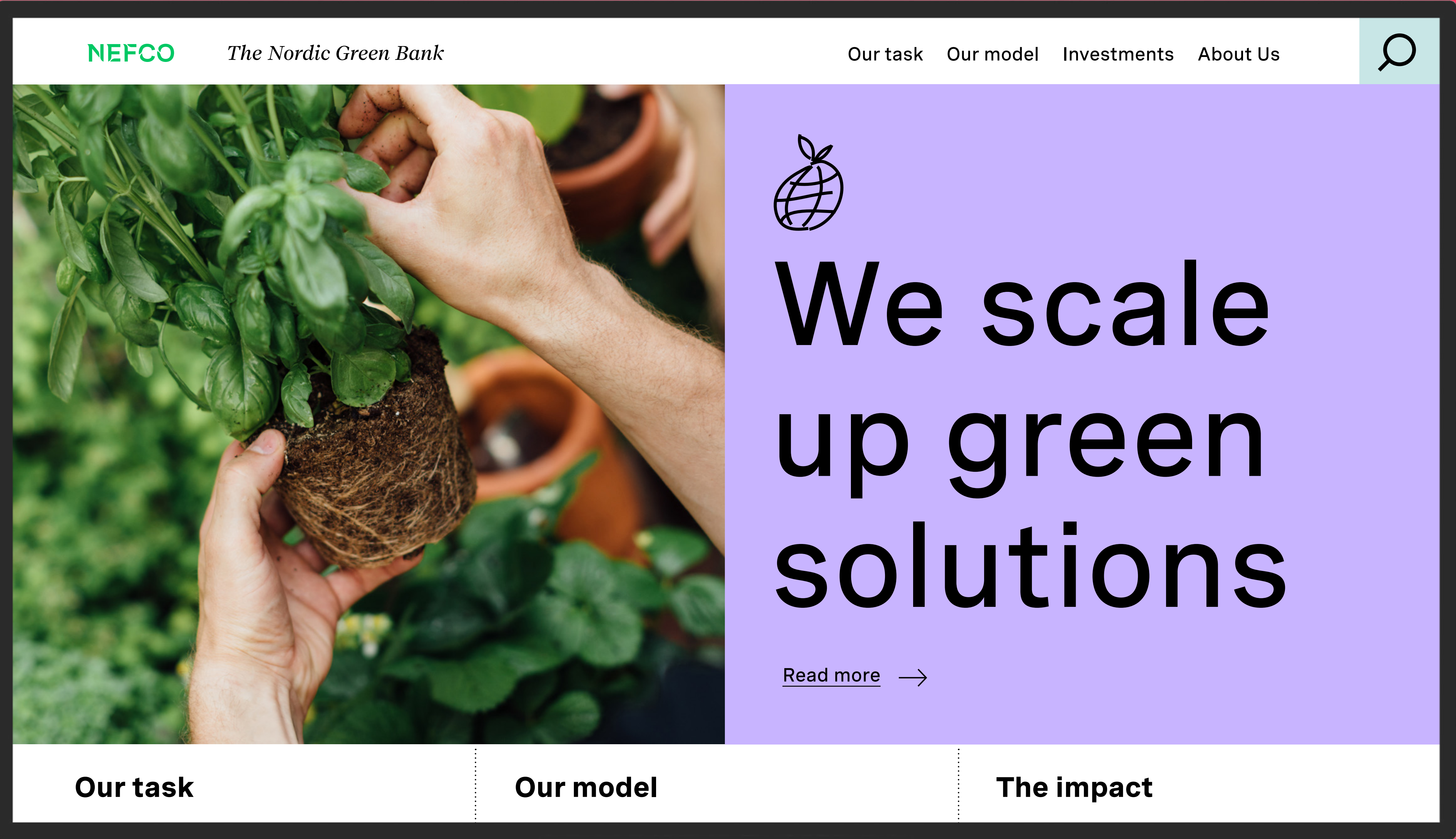
The Nordic
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Veera Vihermaa
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veera.vihermaa@nefco.int

NEFCO

Veera
Project



Publication
mockup






Are we gambling with taxpayers' money? The funds invested in Nefco 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

The modernisation of the district heating network in the city of Kremenchuk will improve the current district heating infrastructure and result in a sustainable, energy-efficient and reliable district heating system.

District heating investments in Kremenchuk





The Project


The project will provide heating to some 25,000 inhabitants in the "Rakivka District", which accounts for ten per cent of the city's district heating customers. Among the many systemic improvements, a 4 MW biomass boiler will be installed utilising the local biomass resources available.

New gas boilers will be built, distribution and transmission pipes replaced and 122 new Individual Heat Substations as well as a new central remote control system installed. It is expected that the planned measures and improvements of about 44 MW district heating capacity will have a significant positive climate impact, resulting in reduced gas consumption and consequently a decrease of CO2 emissions.

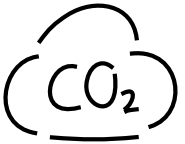
Background

This is the first grant financing provided by the Danida Sustainable Infrastructure Finance (DSIF) Programme in Ukraine and Nefco's first project combined with a DSIF grant. Nefco is administering the DSIF grants through a separate fund agreement.


Expected outcome



5,4 Mm3
reductions of natural gas consumption - 26% compared to the baseline



10,500
tonnes CO2 reductions



25,000
inhabitants will receive improved and reliable district heating

NEFCO

The Nordic Green Bank



Financing green projects



Mobilising climate finance



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

About NEFCO - the Nordic Environment Finance Corporation

NEFCO's purpose is to finance the green transition. By promoting green growth and climate actions, we contribute to Agenda 2030 and help our stakeholders to reach the Sustainable Development Goals.

We finance only green projects aimed at generating positive impact in a cost-efficient way. Both private and public sector projects can benefit from our catalytic financing and environmental expertise. We focus on small and medium-sized projects with both tangible results and upscaling possibilities.

Our extensive network within the green community and our proven ability to connect stakeholders and financiers have enabled us to grow our trust fund portfolio, mobilise additional funds and offer blending with our own funds. We offer risk capital for green investments and use this to mobilise other sources of financing, with the aim of blending through a

combination of grants, loans and equity-type investments to enable investments that might otherwise not have happened. Together with a hands-on approach and strong environmental expertise, we help customers to build capacity and leverage themselves additional financing for future green investments.

- International Financial Institution (IFI) established in 1990 by the Nordic Governments (Denmark, Finland, Iceland, Norway and Sweden).
- We promote green growth and climate actions to help our stakeholders reach the Sustainable Development Goals and the Paris Agreement target.
- We only finance green projects.
- We focus on small and medium-sized projects with demonstration value and tangible results.
- We make projects bankable by offering risk capital to mobilise other sources of financing.

Key figures in 2019



120
new projects approved in 2019



15
trust funds currently managed



619m €
in funds assigned to green investments



1,400
projects in portfolio

NEFCO

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

Norway-Ukraine Energy Efficiency Initiative



Norwegian Ministry of Foreign Affairs

The Norway-Ukraine Energy Efficiency Initiative aims to scale up the use of external municipal financing to achieve energy efficiency in public buildings, strengthened self-governance and sustainable procurement practices.

The focus is on:

- Renovation of socially important municipal buildings, such as schools, kindergartens and health care facilities with high visibility to the population. The aim is to reduce energy consumption and increase the lifetime of the buildings.
- Demonstration projects that benefit vulnerable groups, including internally displaced persons from the conflict areas in the South-East.
- Reducing the consumption of energy generated from fossil fuels, reducing emissions of CO2 and contributing to increased energy security.
- Enabling municipalities to govern themselves by attracting external financing and making local investment decisions.
- Fighting corruption through best practices in procurement and project implementation.

Background

In October 2014, following the annexation of Crimea and the outbreak of the armed conflict in Eastern Ukraine during spring, the foreign ministers of the Nordic countries, on the initiative of Norway, decided to establish a grant-financed programme for urgent investments needed to achieve quick and visible results. The Nordic Initiative for Energy Efficiency and Humanitarian Support - Ukraine (NIU) became operational in the same year. The emphasis was initially on fully grant-financed projects in the five regions closest to the conflict zone.

At the end of 2018, 35 such projects have been approved and 19 completed in 25 municipalities, of which 15 are in the Government controlled areas of Luhansk and Donetsk regions.

As a result, municipalities have reduced energy costs and residents enjoy an improved indoor climate. The implemented projects typically generate savings of 30 to 50 per cent in gas and electricity consumption.

NEFCO was the implementing agency for the NIU program. Experience showed that adding loan financing from NEFCO to the grant program improved the results of the projects.

Financing model

- The programme provides blended funding consisting of loans and grants as well as technical assistance and project support.
- Norway aims to contribute EUR 20 million of grant financing into the Norway-Ukraine Energy Efficiency Initiative.
- NEFCO will leverage each project with loans.
- Norway and NEFCO plan to direct half of the funding to smaller demonstration projects, about 10 to 12 per year, with soft loans of up to EUR 500,000 for each project.
- The other half is intended for 3 to 4 larger projects for which NEFCO will provide up to EUR 5 million in loans.
- The beneficiaries are expected to provide at least 10 per cent of the project cost from their own funds.

Norway	€ 20 million in total	Investment Grant
NEFCO	Up to € 500,000 per project	Soft Loan
NEFCO	Up to € 5 million per project	Loan
Beneficiary	10% of the project costs	Own funds



Thank you!
Kiitos! Tack!
Tak! Takk!
Pakka pér!

This manual exists to guide you in creating communication materials for Nefco.

If you have any questions, please don't hesitate to ask.

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