

Brand manual
April 2026

Visual identity
External version

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 bold, black, stencil-style font. The letters are thick and have a slightly irregular, hand-crafted appearance. The 'N' and 'E' have a slight curve at the top, and the 'F' has a unique, organic shape. The 'C' and 'O' are also stylized, with the 'C' having a small notch at the bottom and the 'O' being a simple, rounded shape. 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 primarily used in black or white. On white backgrounds, the Nefco Green logo is the preferred option but black logo can also be used.

The logo may be placed on coloured backgrounds and photographs. Sufficient contrast between the logo and the background must always be ensured to maintain clarity and legibility.

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

NEFCO

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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.

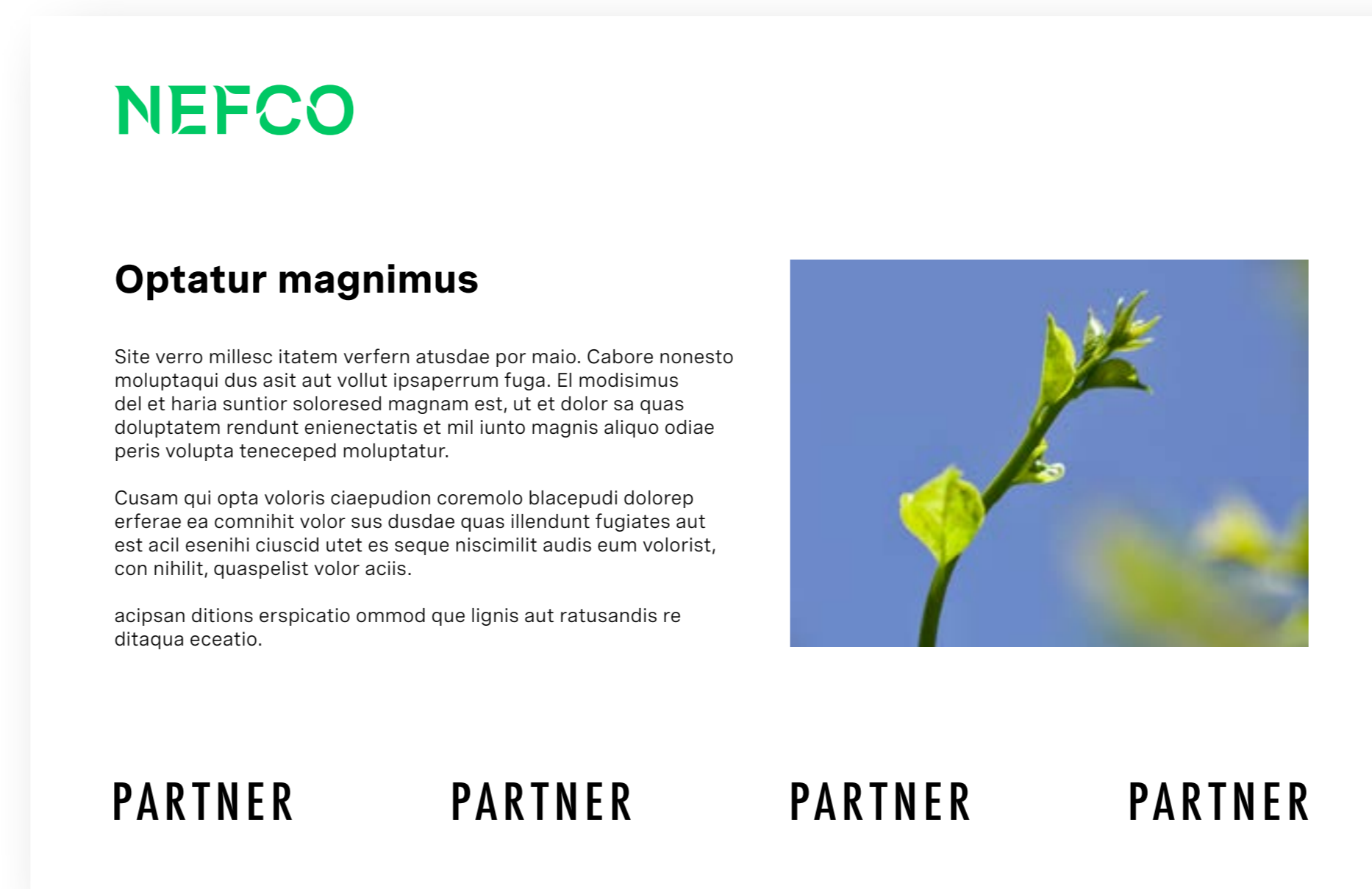
1. When there is more than one partner, the partner logos are placed at the bottom of the application, with the Nefco logo at the top corner of the application.

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

Nefco's colour palette is inspired by **Nordic nature, clean technology and the idea of transition**. The colours reflect air, forests and light, and combine stability with forward movement.

The primary colours form the core of the visual identity. They are used to establish recognition and consistency across all communication.

The secondary colours support the primary palette. They are used to highlight selected elements and to bring variation to layouts when needed.

The neutral colours, black and white, are used mainly for text and backgrounds to ensure good readability and a clear overall structure.

Primary colours

Nefco Green RGB 0, 200, 100 HEX 00C864 CMYK 75, 0, 85, 0 Pantone 7480 U	Deep Forest Green RGB 0, 84, 40 HEX 015429 CMYK 72, 11,91,41 Pantone 357 U	Lime Green RGB 193, 247, 94 HEX C1F75E CMYK 9, 0, 56, 0 Pantone 380 U
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Secondary colours

Nordic Violet RGB 119, 26, 201 HEX 771AC9 CMYK 70, 85, 0, 0 Pantone 2088 U	Frosted Lilac RGB 248, 215, 249 HEX F8D7F9 CMYK 1, 15, 0, 0 Pantone 670 U	Raspberry Pink RGB 255, 60, 100 HEX FF3C64 CMYK 0, 90, 45, 0 Pantone 192 U	Amber Orange RGB 255, 139, 0 HEX FF8B00 CMYK 0, 55, 100, 0 Pantone 144 U	Sand Beige RGB 242, 232, 207 HEX F2E8CF CMYK 5, 5, 20, 0 Pantone 486 U
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Neutral colours

Black RGB 0, 0, 0 HEX 000000 CMYK 0,0,0,0	White RGB 255, 255, 255 HEX FFFFFFFF CMYK 0,0,0,0 PMS: Bright White
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Colour system overview

The colour system is based on a controlled use of colour quantity. The combinations define how many brand colours may be used within a single application:

1 colour → single-colour use

2 colours → two-colour combination

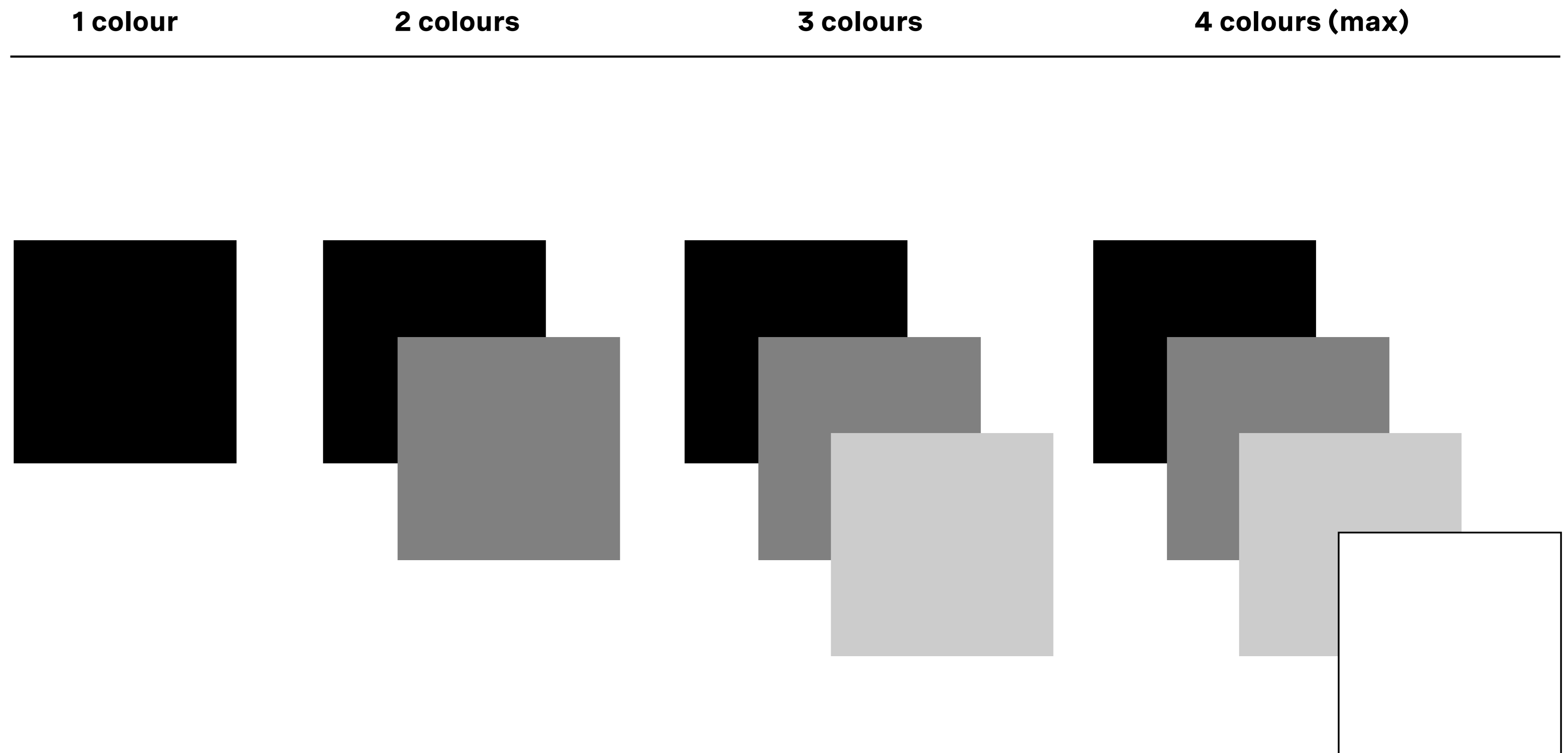
3 colours → extended colour combination

4 colours → maximum expressive use

Each application must include at least one primary brand colour somewhere in the composition. This can appear in the background, in typography, in key visual elements or in decorative details.

Secondary colours are always used in relation to a primary colour and may not appear as the only brand colours in a composition.

All background and text combinations must meet the accessibility requirements defined in the [Accessibility section](#).



At least one of the colours used must always be a primary brand colour. The remaining colours can be freely selected from the brand palette. The following pages show the approved colour combinations and how to apply them in practice.

Single-colour use

Single-colour use is based on the use of one primary brand colour only, without additional brand colours. It represents the most reduced and calm application of the colour system.

It provides a neutral base for:

- typography
- imagery
- layout

When using a single colour, all text and graphic elements must meet accessibility and contrast requirements. Approved text-on-colour combinations are defined in the [Accessibility section](#).



Two colour combinations

Two-colour combinations define the simplest form of colour pairing within the brand system.

When selecting color combinations, always consider the relationship between the colors, as well as the application, content, and audience. Both contrasting and complementary color combinations can be used. The key is to choose the combination based on the use case and its impact on readability and clarity.

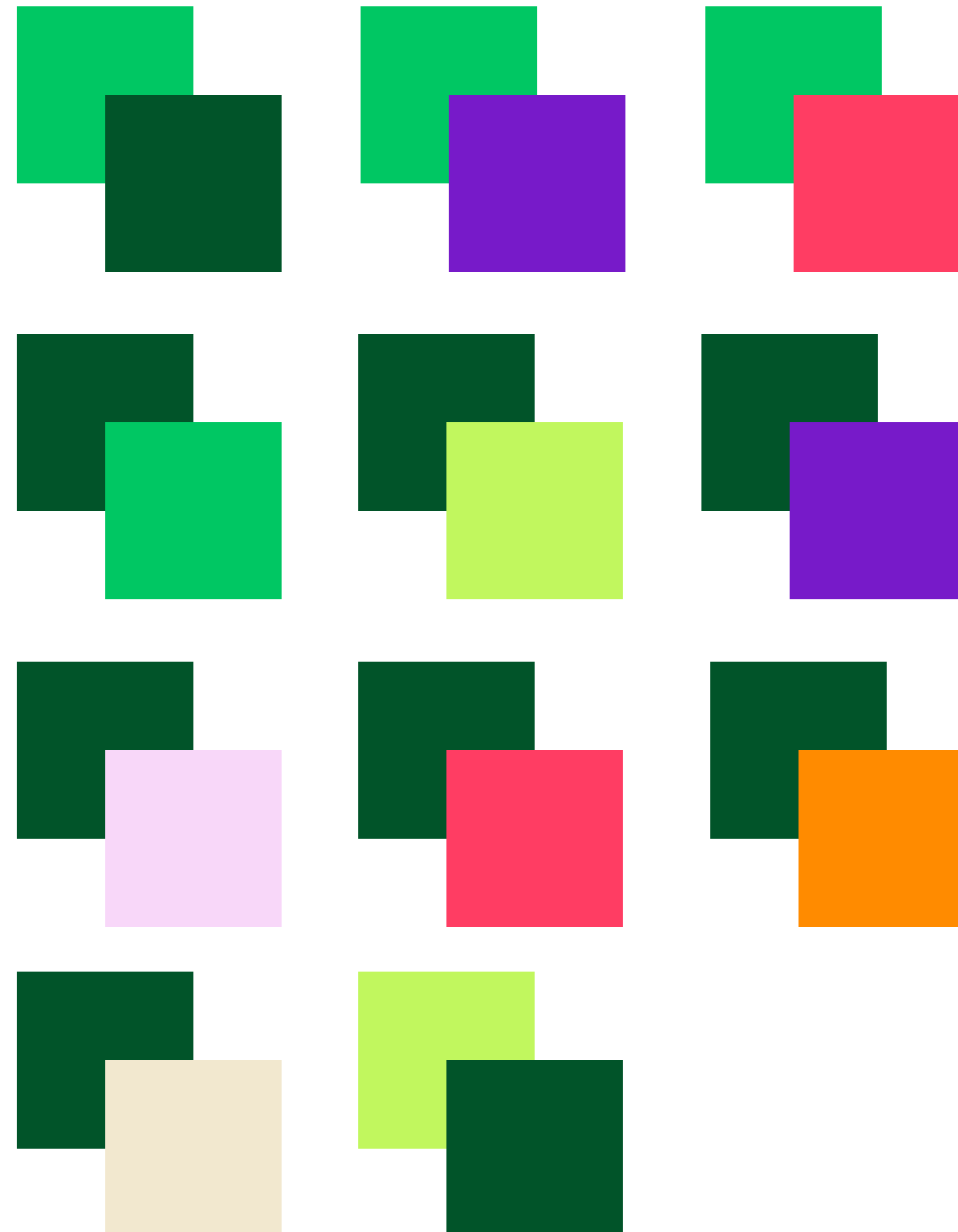
High-contrast combinations help create clear hierarchy, focus, and emphasis, and are best suited for:

- strong visual focus
- clear hierarchy
- emphasis in key visual elements

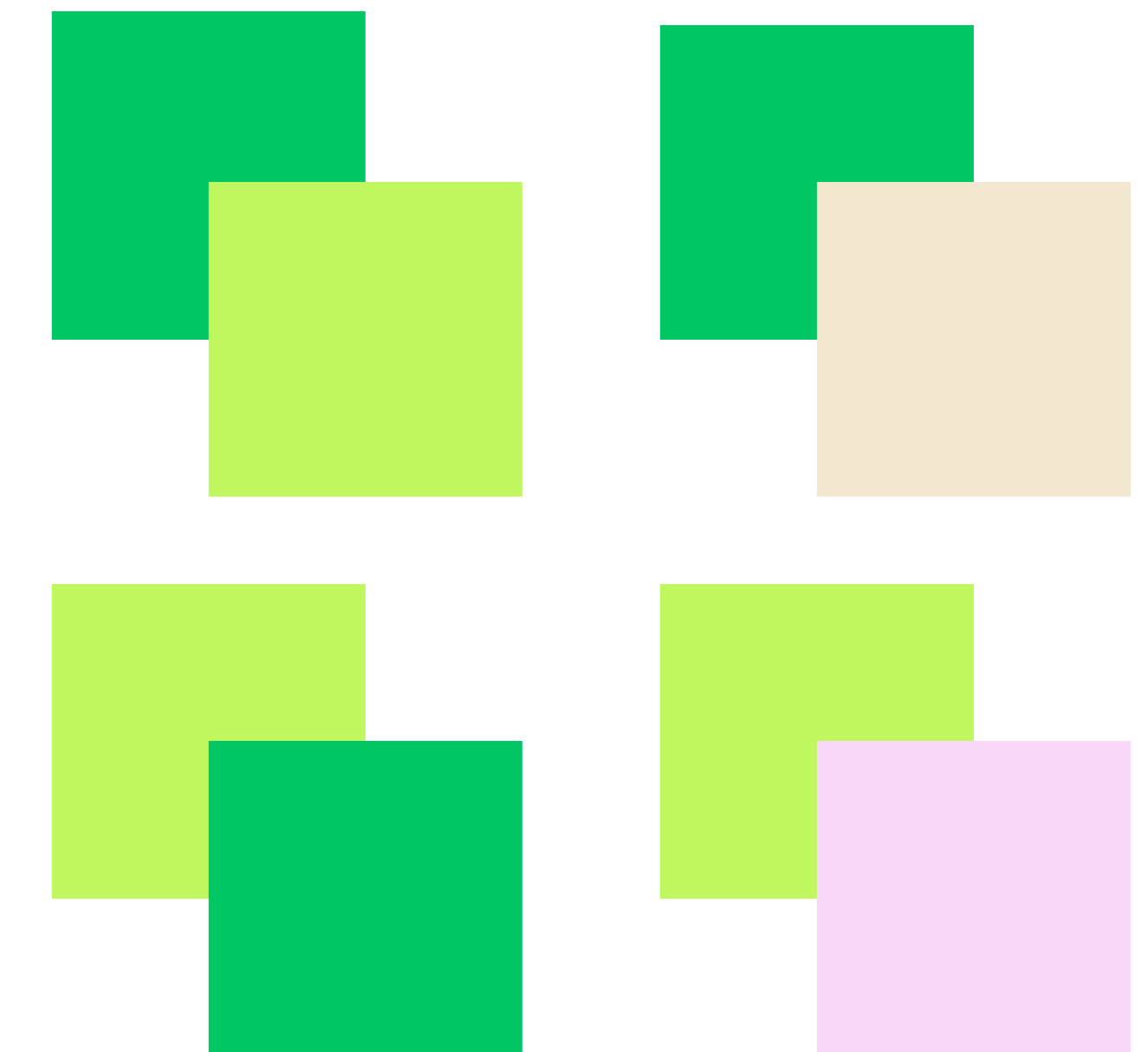
Lower-contrast combinations can be used for:

- background surfaces
- graphic compositions
- supporting visual elements

High contrast combinations



Low contrast combinations



Three colour combinations

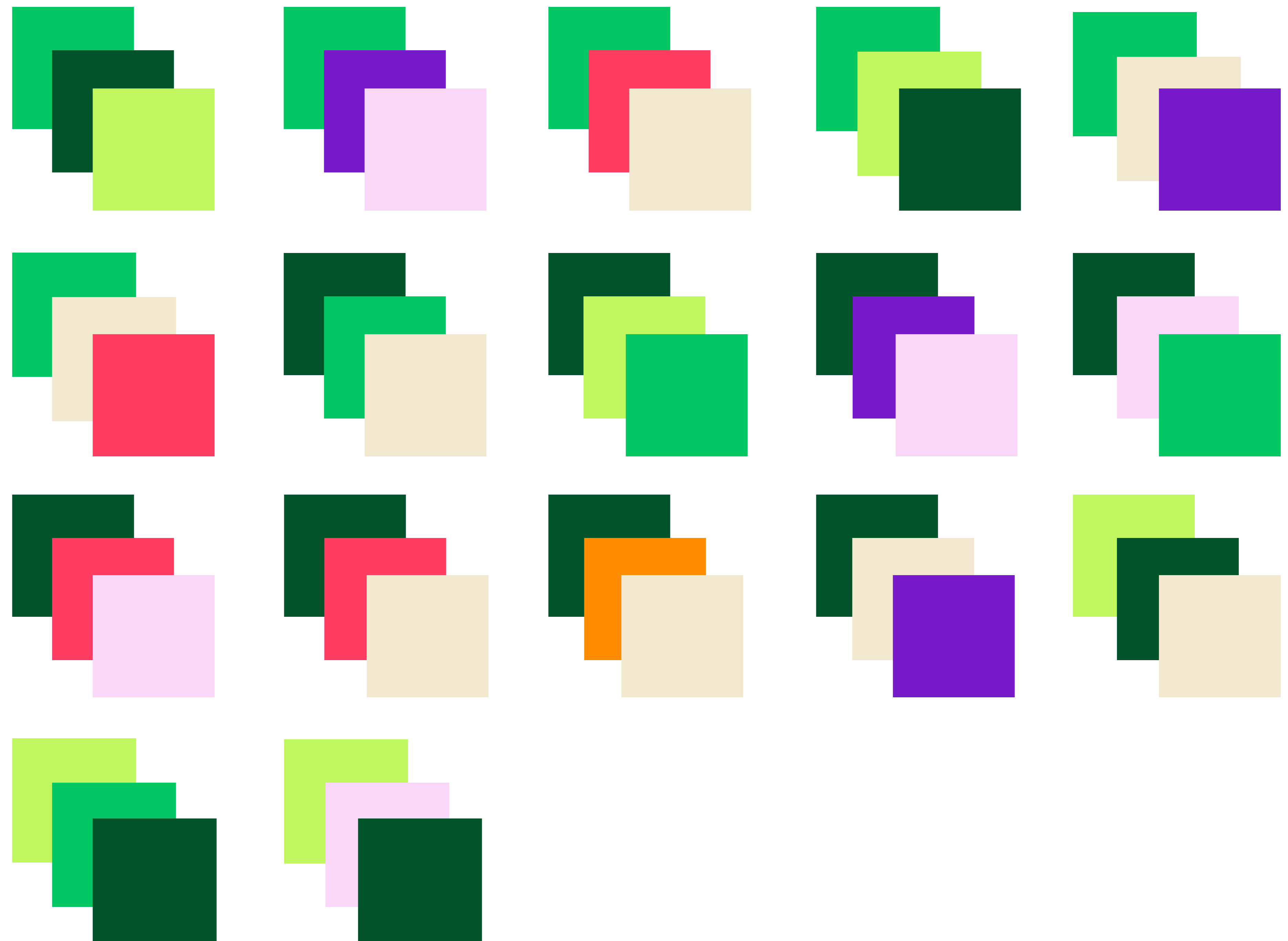
Three-color combinations are created by introducing a second decorative color to an existing two-color structure.

This allows for:

- increased visual richness
- more dynamic compositions
- and greater flexibility in expressive brand applications

Three-color combinations are intended for: visually richer layouts, report layouts, campaign materials, and expressive brand applications.

Three-color combinations are not classified as high- or low-contrast combinations. When a third color is introduced, it is intentionally selected to create clear visual separation and hierarchy within the composition.



Four colour combinations (maximum use)

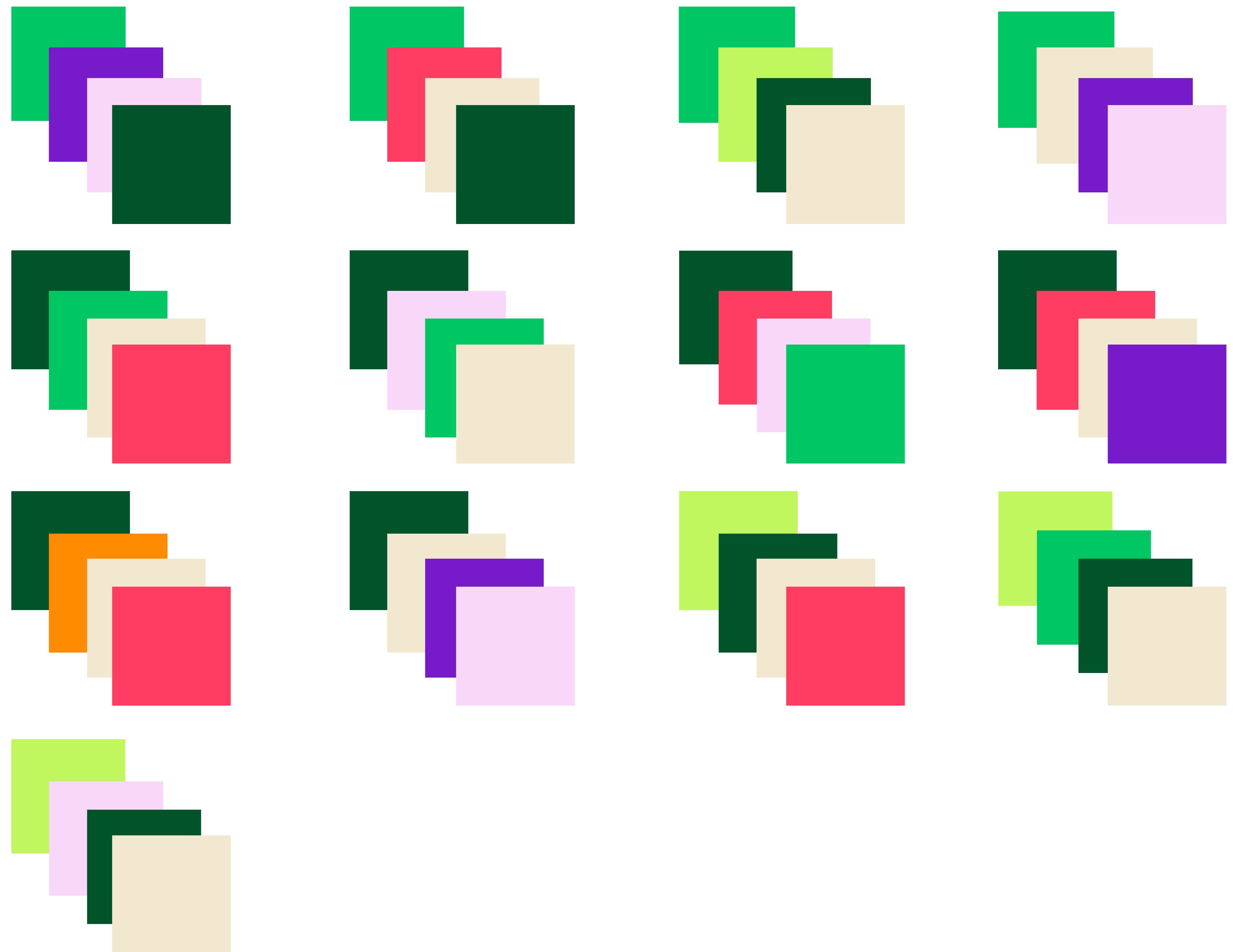
Four-colour combinations represent the maximum approved colour use within the system. They are created by adding a fourth brand colour to an existing three-colour combination.

They are used in the same types of applications as three-colour combinations when additional tonal range, differentiation or expressive detail is required.

The fourth colour always functions as a supporting accent and must not dominate the composition.

When using four-colour combinations, ensure:

- a clear visual structure
- defined roles between colours
- controlled use of accents
- sufficient contrast and accessibility



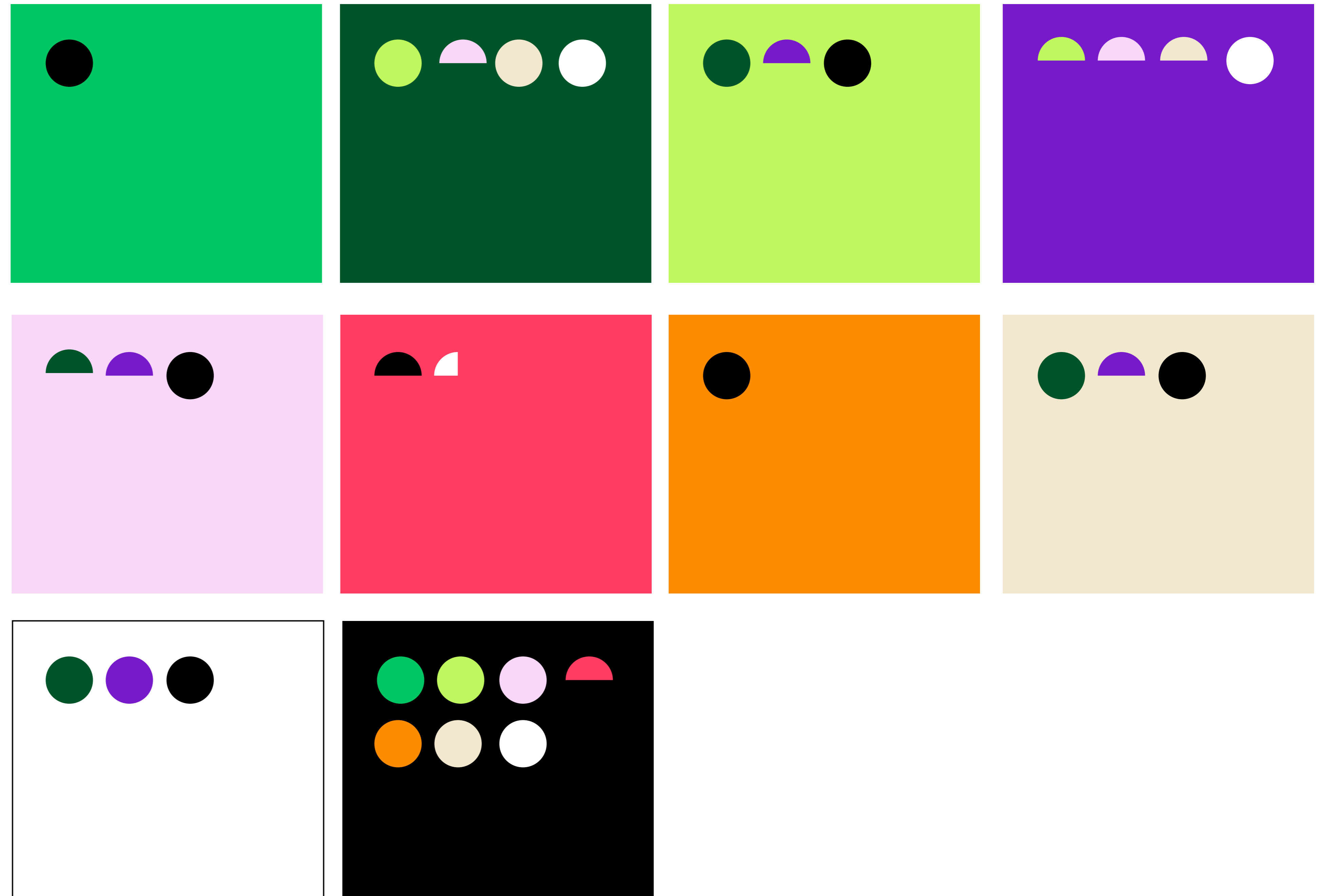
Accessible colour combinations

Accessible colour combinations ensure clear, readable and inclusive communication across all channels. All background and text pairings are based on WCAG contrast standards. Only the combinations shown here may be used for text-on-background applications.

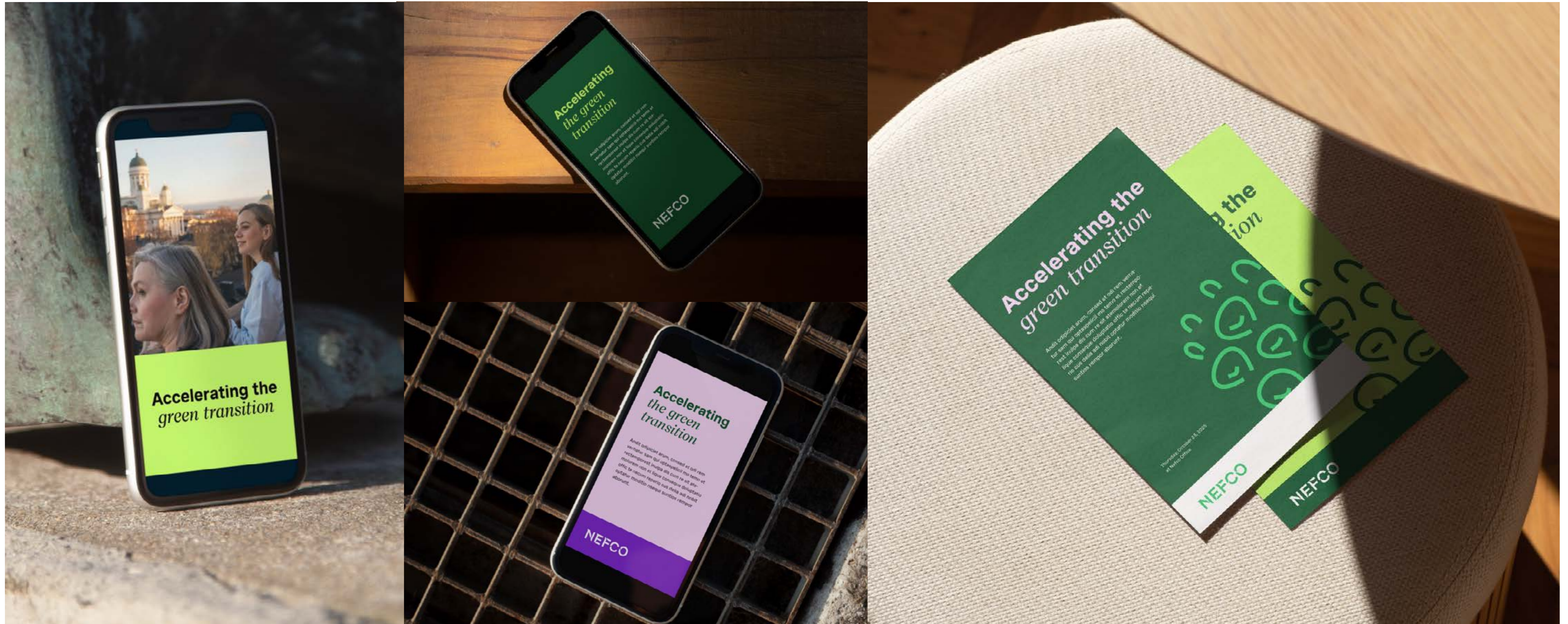
Combinations marked with a **full circle** are suitable for all uses and have the highest **AAA contrast rating**.

Combinations marked with a **half circle** have **AA ratings** and should only be used for large text.

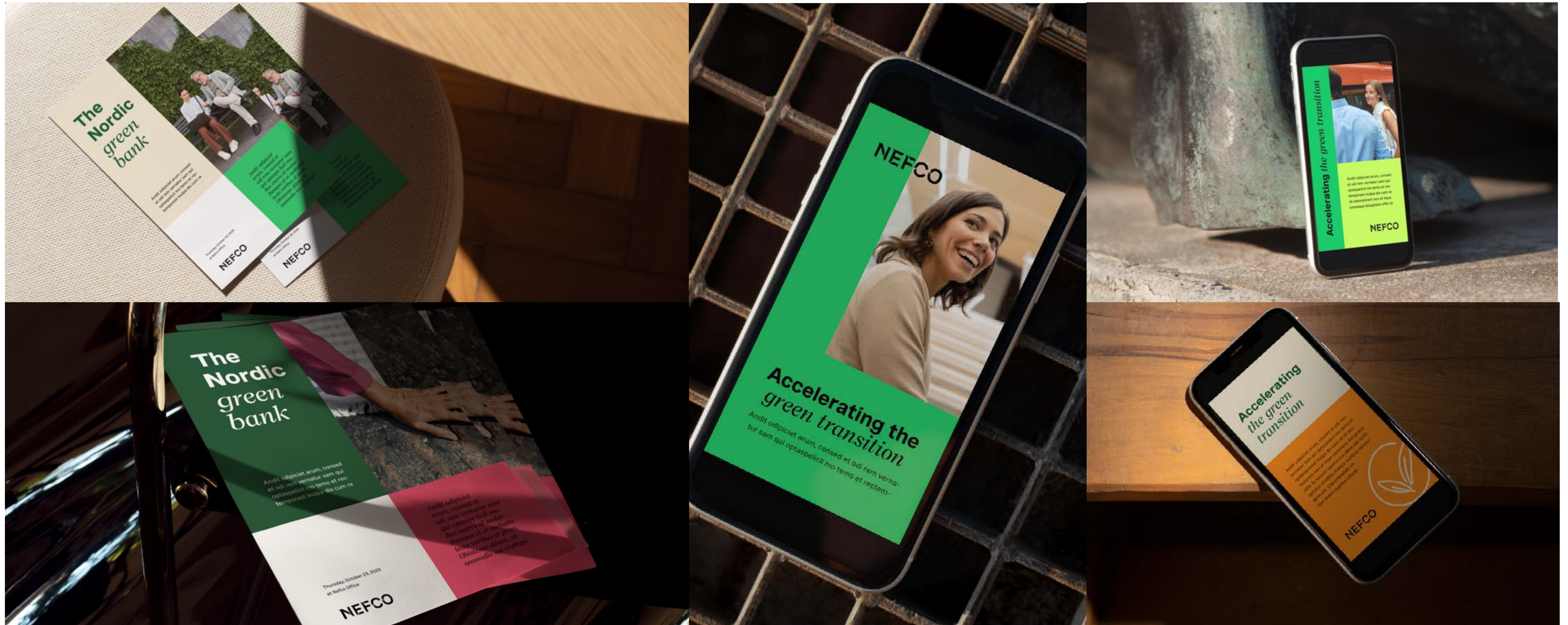
Combinations marked with a **quarter circle** indicate an **AA18 rating**. This marking is used only for the pink background with white text combination. It is approved for large text only (18 pt or larger, or 14 pt bold), such as headlines or short highlights, and must not be used for body text or small typography due to insufficient contrast.



Colours in use



Colours in use



Colours in use

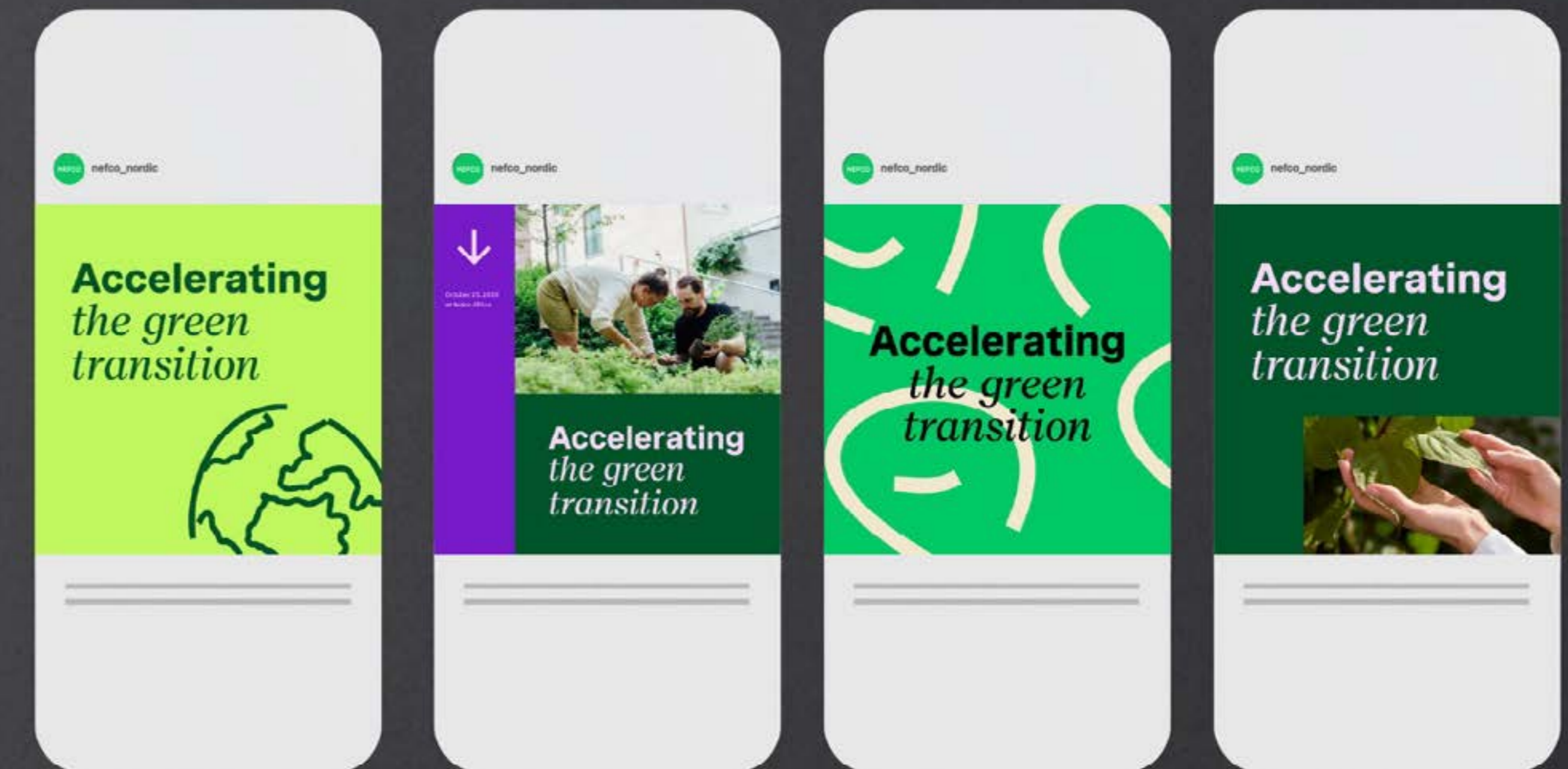


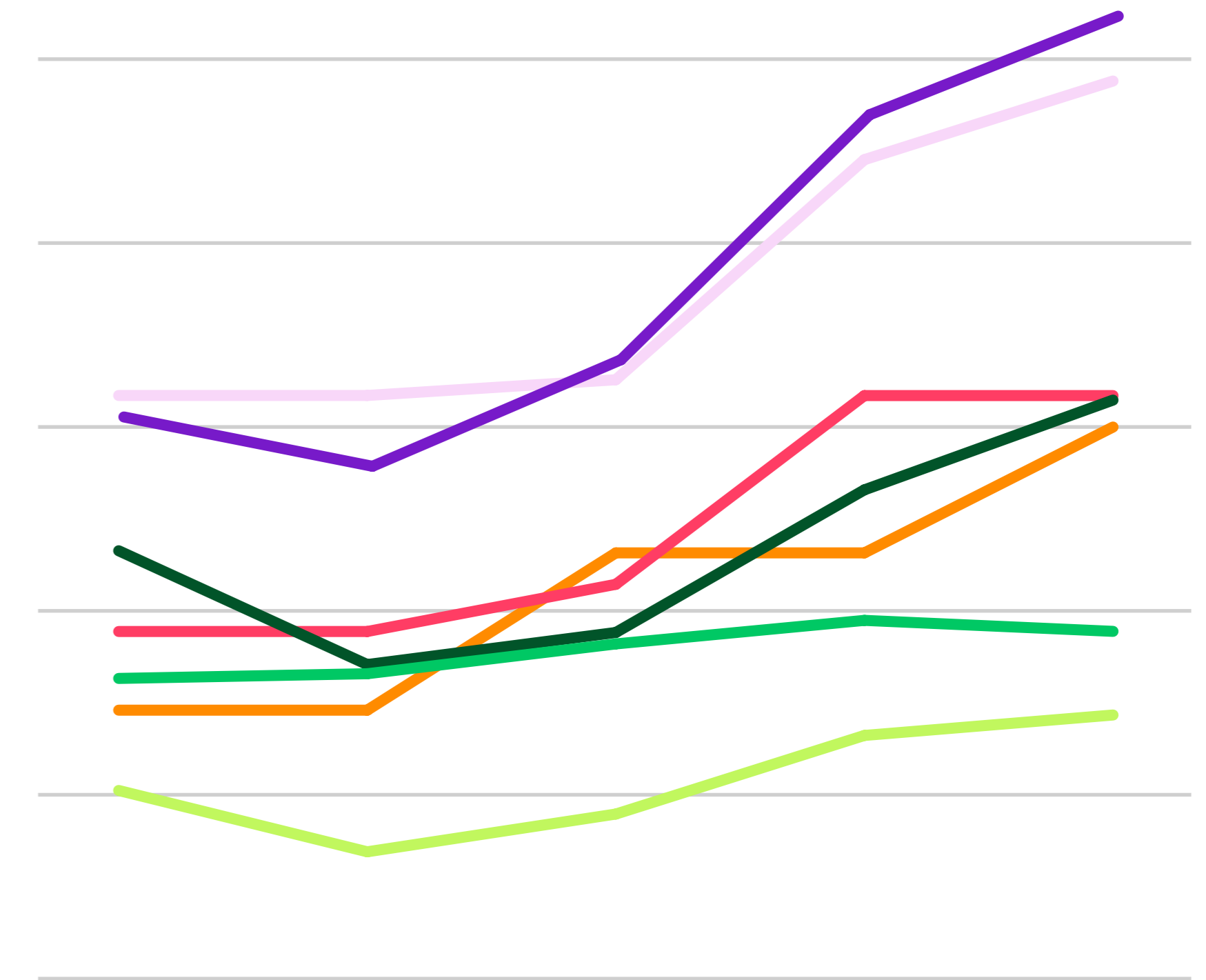
Chart and graph colour hierarchy

Brand colours are used consistently across all charts and graphs to ensure clarity, recognisability and a cohesive visual identity. The same colour hierarchy applies to all types of graphs, supporting clear data reading and visual balance.

Exception: Sand beige colour is not recommended for use in line charts, as its softness makes it difficult to perceive in thin line elements.



Colour hierarchy in pie and stacked charts



Colour hierarchy in line charts



Illustration colours

Illustrations **may use tints of the brand colours** – lighter variations of the core palette. Using tints expands the range of colour applications and helps distinguish different elements within an illustration. They also bring lightness and visual depth without straying from the main brand colours.

Tints are especially useful for backgrounds, shading, and details, helping maintain a consistent look and ensuring good contrast with the primary colours.



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: Regular + Medium + Bold

Spezia Regular
Spezia Medium
Spezia Bold

Spezia Serif: Medium Italic B

Spezia Serif

Typography

Spezia Regular

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

Spezia Medium

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

Spezia Bold

Regular cut, to be used for body text and longer content. Ensures readability and consistency.

Spezia Serif

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

Headings

Spezia Medium
Line spacing 110 %

Accelerating the green transition

Secondary level headings

Spezia Bold
Line spacing 120 %

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.

Body text

Spezia Regular
Line spacing 130 %

Citations, highlights, secondary level headings

Spezia Serif Medium Italic B
Line spacing 120 %

The Nordic Green Bank

Alternative font

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 recommended, to enable document editing with our partners. In those cases, Spezia and Spezia Serif can be replaced by Aptos and Aptos Serif.

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

Aptos 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.

Aptos: Regular

Aptos

Aptos Serif: Italic

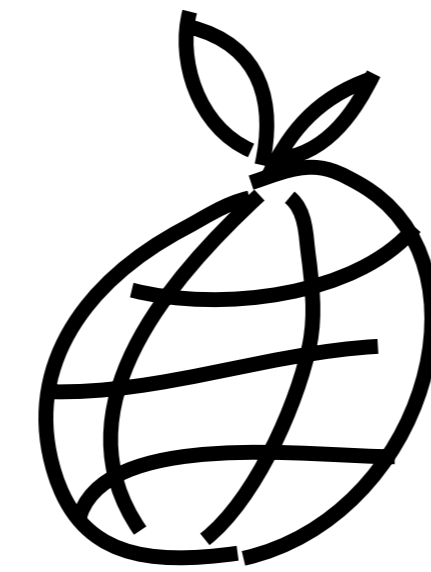
Aptos Serif

Illustrations

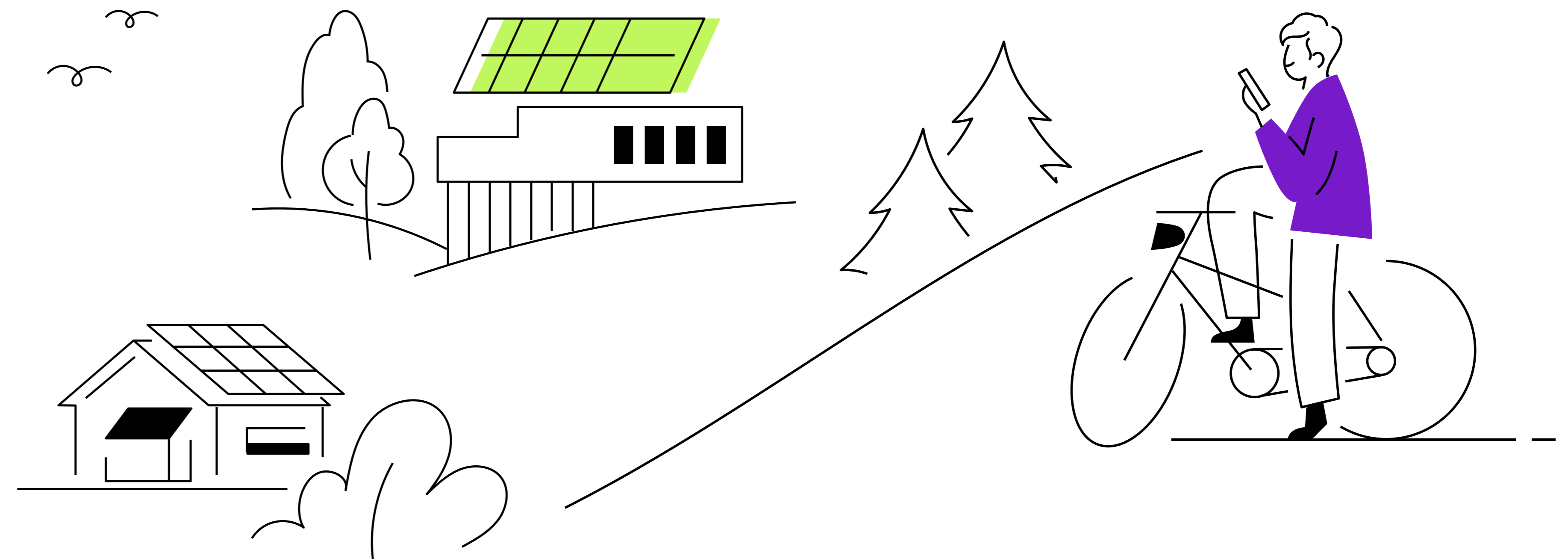
Illustrations

The illustration style of Nefco is relaxed and organic, emphasising the human-centric approach and hands-on attitude. There are two illustration styles at Nefco: **Pictograms** and **Narrative**. Pictograms convey more simple ideas that often need the support of a single element. Narrative illustrations are use to represent more complex concepts and stories that include more elements and flows of information or stories.

Pictogram illustrations



Narrative illustrations



Pictograms

Pictograms are 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.

This style 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



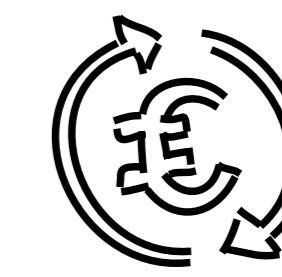
Biofuel



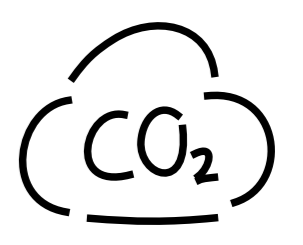
Children



City



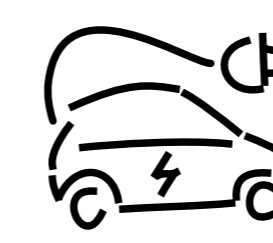
Circular Economy



CO2



Electricity



Electric vehicle



EU



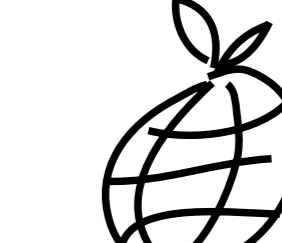
Financing



Forest



Gender neutral people



Global



Global 2



Green Investment



Green tick



Green growth



Handshake



Heating



Home



Industry and services



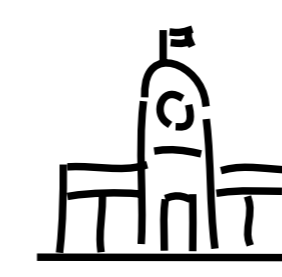
Jobs



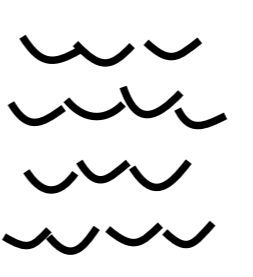
Jobs 2



Lighting



Municipal building



Oceans and seas



People



Portfolio



Project



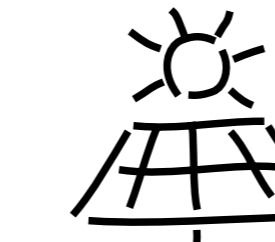
Renewable Energy



Scale-up



School



Solar Energy



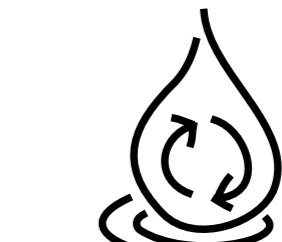
Sprout



Tree



Waste and recycling



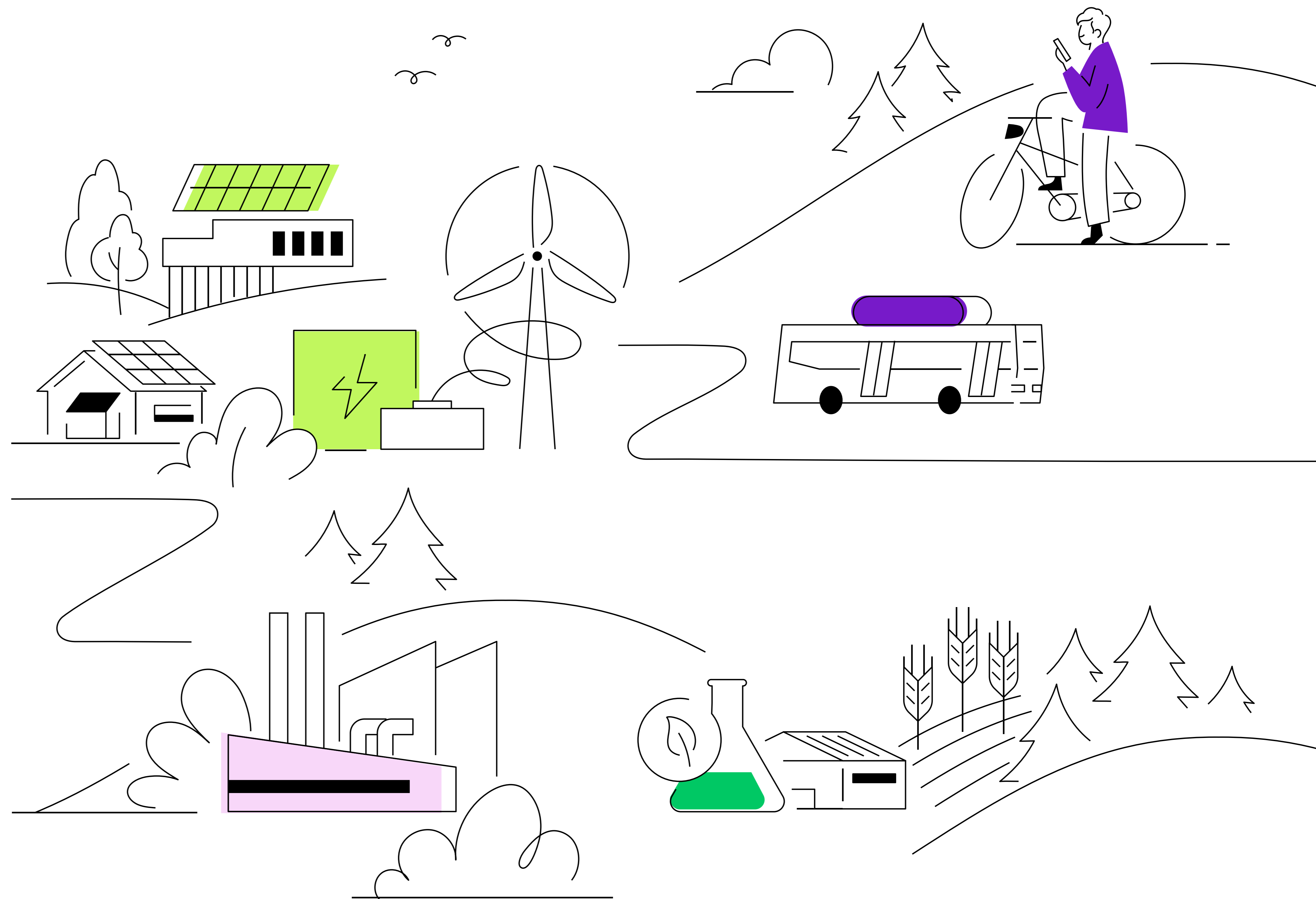
Water and wastewater



Wind Energy

Narrative

Narrative illustration style is fluid and organic, emphasising the human-centric approach and its relation with the environment. Distinct and friendly style it's recognisably and able to be use in different context that require a deeper visual aid to represent complex concepts and flows of information and stories.



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

Narrative illustrations have a more specific use; to illustrate complex information of the organisation. In general, these illustrations are made in a modular way so parts of it can be used independently if necessary.

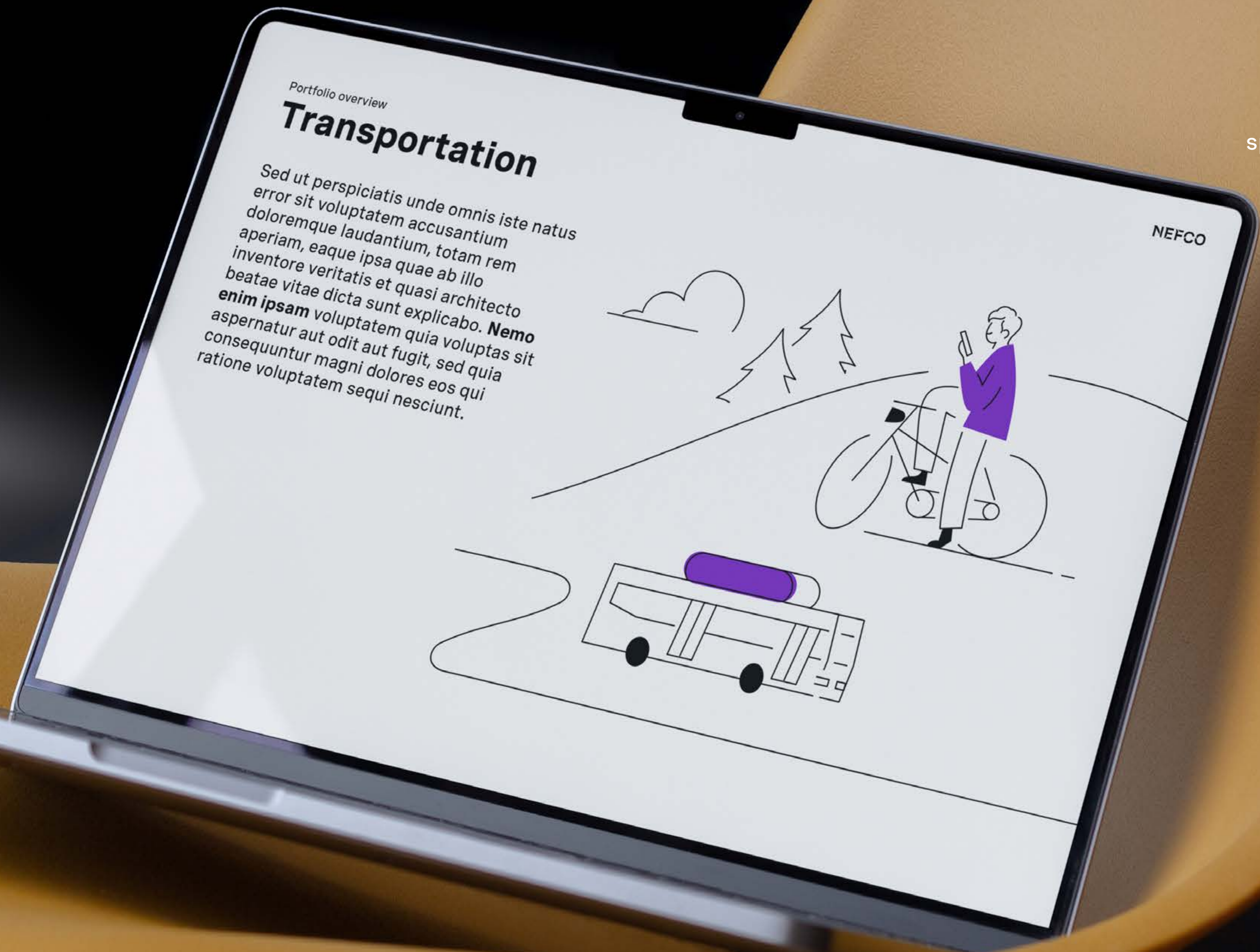
Example of illustrations styles being used.

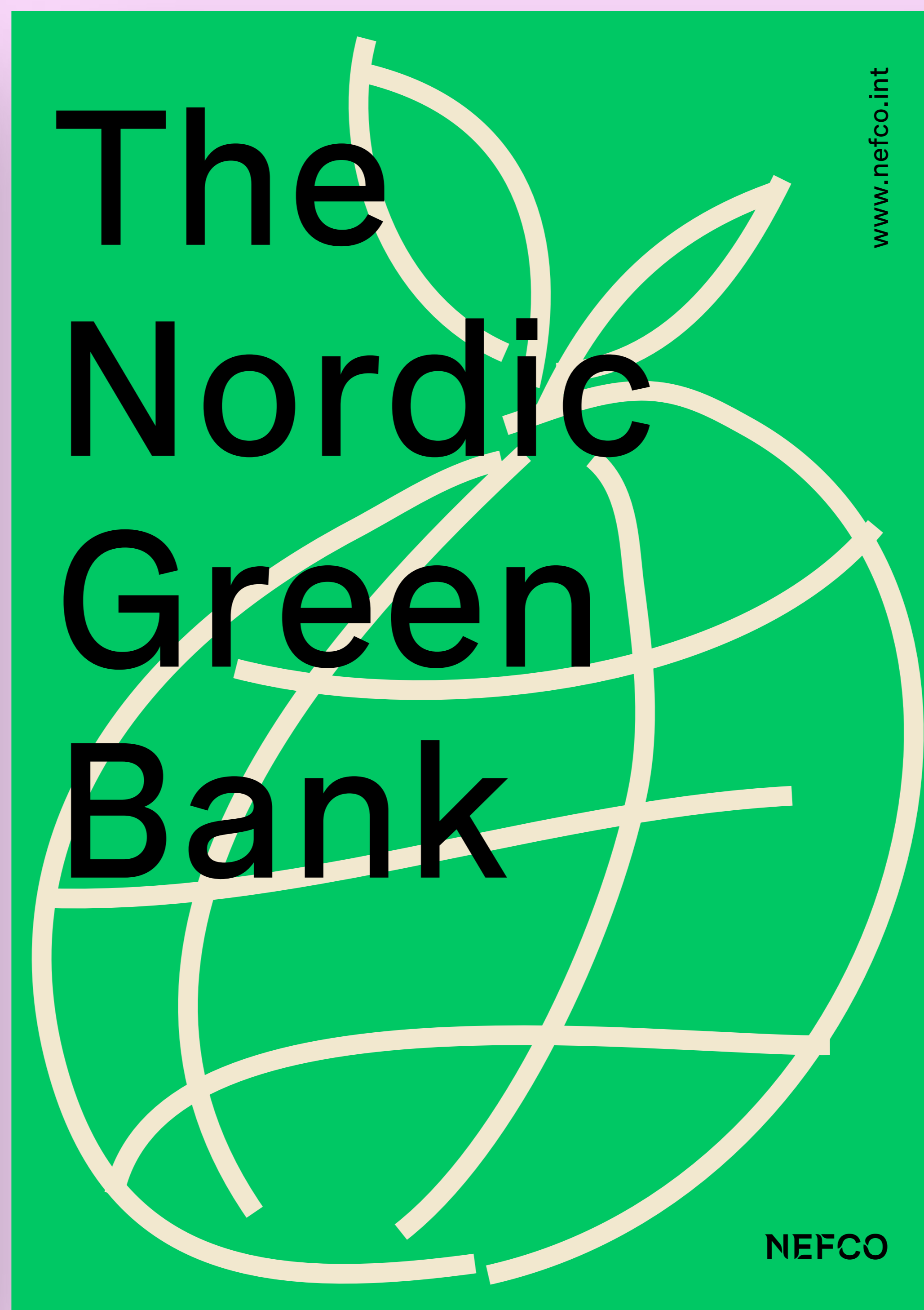


ors in our portfolio



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





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 and their beneficiaries.



Using the photos

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

Our 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.





Thank you!
Kiitos! Tack!
Tak! Takk!
Takk fyrir!

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

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

See more on [our website](#)