

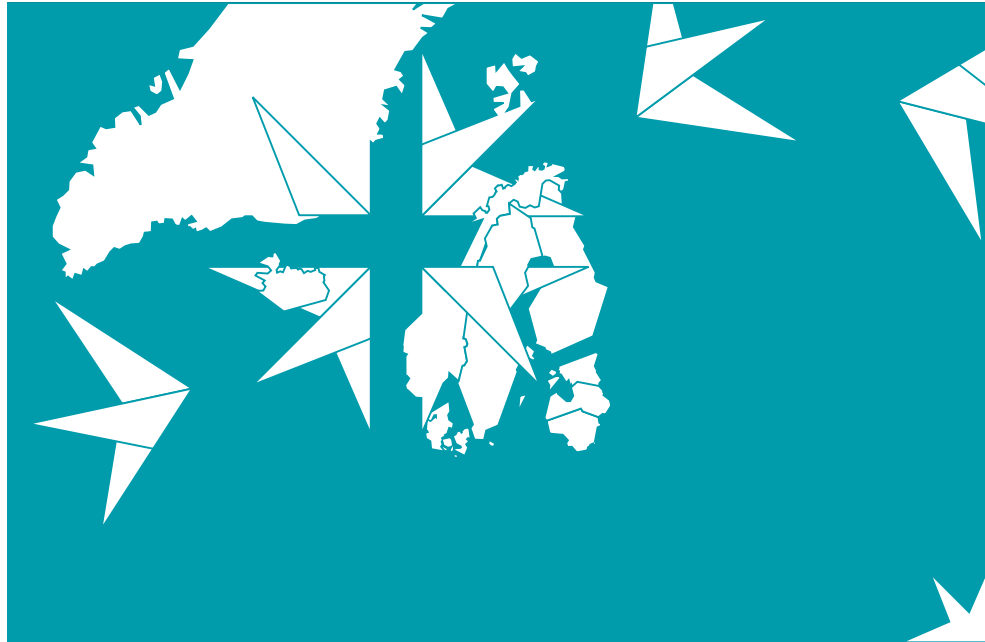


# Brand guidelines

March 2008 ©Nordplus Version 1.00



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Welcome to the Nordplus Brand Guidelines. The Nordplus brand is an increasingly important asset in an increasingly competitive world. These guidelines are aimed at those responsible for managing and building the Nordplus brand.

These guidelines provide information about some basic Nordplus elements, including the brand mark, colour, typography, imagery, supporting graphic devices and composition. They describe how these elements come together to create a look and feel that is uniquely Nordplus.

The guidelines are an important tool in ensuring that the Nordplus brand is visualised correctly and consistently across all applications.

Your contribution is invaluable and will help build an even stronger Nordplus brand – now and for the future.

Thank you.



The Nordplus Framework Programme offers financial support to a variety of educational partnerships in the area of lifelong learning from eight participating countries in the Baltic and Nordic regions.

Nordplus is the Nordic Council of Ministers' most important lifelong learning programme. More than 10,000 people in the Nordic region benefit from it every year.

- Nordplus Junior
- Nordplus Higher Education
- Nordplus Adult
- Nordplus Horizontal

Nordplus is a pan-Nordic project owned and financed by the Nordic Council of Ministers and administered by The Norwegian Centre for International Cooperation in Higher Education (SIU) in Norway. From 2008 Nordplus incorporates all the Nordic and Baltic language regions. With an ever growing catchment area the need for a strong identity is important. It was therefore decided to develop a unique visual identity for the Nordplus project as a sub brand to Norden – the brand of the Nordic Council of Ministers. The Norden logo shall therefore be used in combination with the Nordplus logo as described in this document. Nordplus' visual identity has been developed by MK Bergen Reklamebyrå in Norway in collaboration with The Norwegian Centre for International Cooperation in Higher Education (SIU). When developing the content of the brand the following values were identified:

Higher Education (SIU). When developing the content of the brand the following values were identified:

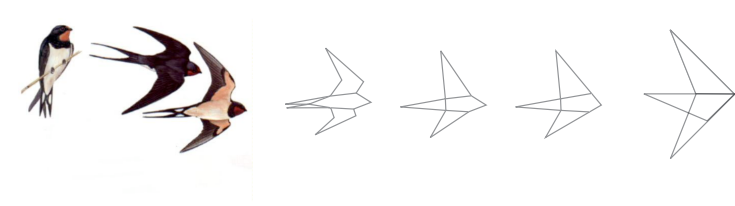
- Nordplus actively provides financing for cooperation in education in a manner that generates results
- Nordplus offers Nordic networks by coordinating projects so that everyone involved gets an overview
- Nordplus offers a flexible framework programme that encourages innovation
- Nordplus offers development and cooperation by making projects available to everyone





Nordplus' visual identity is based on the term «plus», which is used in the Nordplus name, and the word «nord» (north) to represent the Nordic and Baltic countries. «Plus» represents togetherness, community and positivity. Based on a geometric shape a four-part star was developed which, in combination, makes up the plus symbol. Each of the four parts of the star represents the four main areas of the Nordplus programme. The points of the star “point” to all of the Nordic and Baltic language regions. Its multiple colours symbolise the individual characteristics of each region, but it also suggests diversity by multiplying the colours in the overlapping sections. Other associations relating to the Nordplus star could be:

The silhouette of a swallow



The navigating properties of a compass



The Northern Star – Stella Polaris – is the star that points to “our” part of the world.

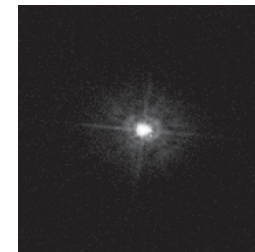




Figure 1. The elements of the Nordplus horizontal brand mark



Figure 2. The elements of the Nordplus vertical brand mark

The Nordplus brand mark consists of the Nordplus symbol and the Nordplus word mark. These elements are of a fixed size and position relative to one another, as shown in Figure 1. Each of them has been specially designed, and the brand marks exist as a unique set of master artworks.

There are two lock-ups of the Nordplus brand mark: the horizontal brand mark in Figure 1 and the vertical brand mark in Figure 2. Wherever possible, the horizontal version should be used in all applications. The vertical version should only be used when space is restricted or when the space available is a portrait shape rather than a landscape shape.

The brand marks should only be reproduced from the master artworks and should not be redrawn or altered in any way. The master artworks have been created in various electronic formats, for both Mac and PC, and are available from Nordplus / The Norwegian Centre for International Cooperation in Higher Education (SIU).

Note: When writing Nordplus in text it should be written as in this sentence, with a capital letter «N» followed by all lower case letters.

Do not use all capital or all lower case letters.





Figure 1. English Nordplus programme brand marks



Figure 2. Scandinavian Nordplus programme brand marks

The Nordplus programme brand marks consist of the Nordplus symbol, the Nordplus word mark and the word mark of the specific Nordplus programme. These elements are of a fixed size and position relative to one another, as shown in Figure 1. Each has been specially designed, and the brand marks exist as a unique set of master artworks.

There is just one lock-up of the Nordplus programme brand marks: the horizontal brand marks shown on this page.

The Nordplus programme brand marks should only be reproduced from master artworks and should not be redrawn or altered in any way. The master artworks have been created in various electronic formats, for both Mac and PC, and are available from Nordplus / The Norwegian Centre for International Cooperation in Higher Education (SIU).

The Nordplus Programmes brand marks exist in an English language version as shown in figure 1 and in a Scandinavian language version shown in figure 2, except from the Nordplus programme brand mark “Sprog og kultur”.



Figure 1. The Nordplus logo should always appear on a white background.

The Nordplus brand mark should always appear on a solid white background.

The Nordplus brand mark must never be placed on a photographic image or other coloured background.

In special cases a negative (white) version of the Nordplus logo may be used on one of the defined profile colours.

The same rules apply to the Nordplus programme brand marks.

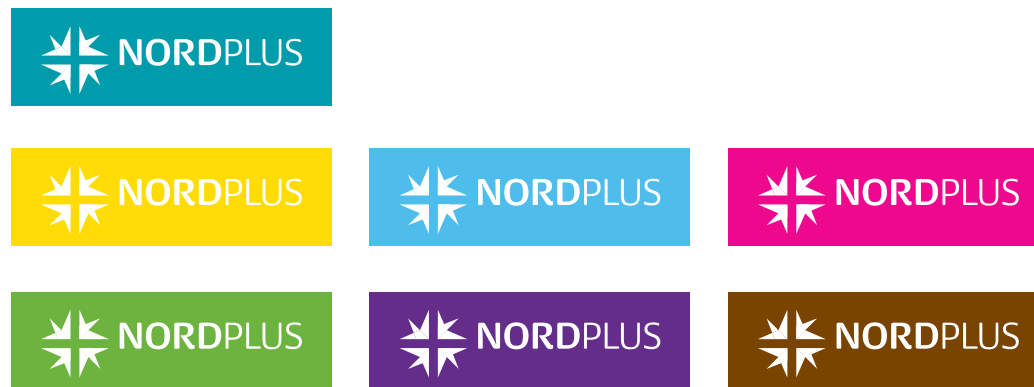


Figure 2. The Nordplus negative (white) brand mark placed on different coloured backgrounds







Figure 1. The relative proportions of the symbol and the word mark

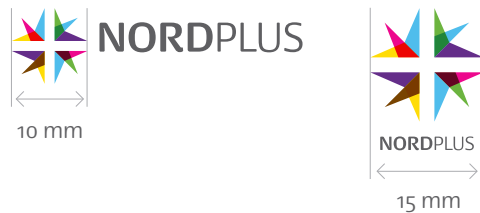


Figure 2. The minimum size of the Nordplus symbol, horizontal version, is 10 mm

Figure 3. The minimum size of the Nordplus symbol, vertical version, is 15 mm



Figure 4. The horizontal Nordplus brand mark minimum clear space.

The relative proportions of the symbol and word mark should never be altered.

There are a minimum sizes for the width of the symbol in the Nordplus brand mark, both in the horizontal and in the vertical version.

These have been determined to ensure maximum clarity and legibility at small sizes.

To ensure prominence and legibility the Nordplus brand marks (horizontal and vertical) are always surrounded by an area of clear space which remains free of other elements such as type and imagery.

The minimum area of clear space, as shown in Figure 4, is illustrated here by a rectangular box containing the Nordplus brand mark. This box does not print. Its construction is based on the width of the letter «N» from the Nordplus word mark. This clear space area is a minimum requirement and should be increased wherever possible.





Figure 1. The preferred position of the horizontal Nordplus brand mark is bottom right.



Figure 2. The vertical Nordplus brand mark is used only when space is restricted and should ideally be centred within the application.

#### Positioning the horizontal brand mark

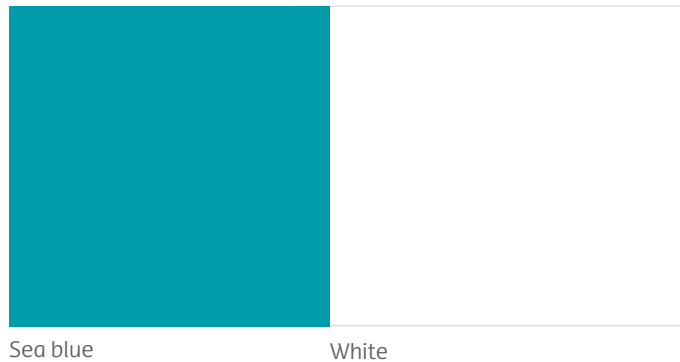
When applying the Nordplus brand mark there are two preferred positions for the horizontal lock-up in a typical application, bottom right, as shown in Figure 1.

When positioning the brand mark always try to provide additional space around the minimum clear space area. Ideally there should be an extra «N» of space around the clear space area. However, if space is seriously restricted use the minimum clear space area to position the brand mark in either the top left or bottom right hand corners.

#### Positioning the vertical brand mark

The vertical lock-up of the brand mark should only be used when space is restricted or when the space available is a portrait shape rather than a landscape shape. Ideally it should be centred within the application to allow for maximum impact, as shown in Figure 2.





Nordplus has its own distinctive set of corporate colours, which are defined as two separate palettes: primary, secondary and additional colours.

#### Primary colour palette

The primary colour palette consists of; Sea Blue and white. These primary colours act as important identifiers to help distinguish the Nordplus brand.

#### Secondary colour palette

The secondary colour palette consists of colours of the Nordplus symbol: Yellow, Cyan, Tangerine, Magenta, Apple Green, Violet and Brown. These secondary corporate colours have been developed for use as highlights and to help support the primary colours, thus giving the Nordplus colour palette more flexibility and vividness. They should only be used after having already used the primary colours when additional colours are required.






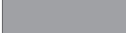

#### Additional neutrals

There is an additional palette of neutral greys and a light green colour.



## BASIC ELEMENTS 3.1

### Colours Specification chart

	COLOURS	C	M	Y	K	PANTONE	R	G	B	HEX
<b>Primary colours</b>										
	Sea blue	100	0	30	10	320	0	154	166	009AA6
	White	0	0	0	0	0	255	255	255	FFFFFF
<b>Secondary colours</b>										
	Yellow	0	11	97	2	7405	236	194	0	ECC200
	Magenta	0	100	2	0	226	207	0	114	CF0072
	Violet	80	100	0	0	526	101	45	134	652D86
	Cyan	86	8	0	0	299	0	161	222	00A1DE
	Green	73	0	100	0	369	88	166	24	58A618
	Brown	24	85	100	78	469	96	53	29	60351D
	Tangerine	0	70	100	0	165	255	99	25	FF6319
<b>Additional colours</b>										
	Light Grey	6	4	7	11	420	206	207	203	CECFB
	Grey	22	14	20	45	423	142	144	143	8E908F
	Dark Grey	52	29	30	78	425	88	88	90	565A5C
	Light Green	13	2	20	0	7485	218	229	205	DAE5CD

In lieu of the Nordplus primary, secondary and additional colours specified throughout this style guide you may use the Pantone® colours shown in this chart, the standards for which are shown in the current edition of the Pantone Colour Formula Guide 1000.

#### Colour swatches

Colour swatches must always be used for matching when reproducing the Nordplus colours. The coated Pantone colours act as the master colour references to which all other colour specifications should be matched to. This also applies to different materials.

#### Colour breakdowns

The chart also shows the recommended process (CMYK) colour breakdowns for the Nordplus colours. The process colour breakdowns are provided as starting points and can be adjusted to compensate for different paper stocks and printing processes etc. in order to match the Pantone coated colour swatches more accurately.

The RGB and Hex values give the same result on-screen. RGB values are provided for web designers, whereas the Hex values are provided for web programmers.



# FP Dancer Pro NORDPLUS

Nordplus is the Nordic Council of Ministers' most important programme in the area of lifelong learning. More than 10,000 people in the Nordic region benefit from it every year.

The use of the Nordplus font and consistent typographic styling across all applications help strengthen recognition of the Nordplus project. The following pages describe all the key-typographic principles.

A corporate font has been established to strengthen recognition of the Nordplus project: FP Dancer Pro is a design that tries to combine a constructed face with a scriptface: An upright scriptface – a typeface that combines softness and friendliness with more strength. It is used in all applications whenever possible.

The FP Dancer Pro is designed by the Danish type foundry Fontpartners and Danish type architect and designer Morten R. Olsen.

The FP Dancer Pro is licensed to all Nordplus offices.



# FP Dancer Pro

## FP Dancer Light

The quick brown fox jumps over the lazy dog.

1234567890!@£\$%&\*()

## FP Dancer Bold

**The quick brown fox jumps over the lazy dog.**

**1234567890!@£\$%&\*()**

## FP Dancer Book

**The quick brown fox jumps over the lazy dog.**

**1234567890!@£\$%&\*()**

## FP Dancer Black

**The quick brown fox jumps over the lazy dog.**

**1234567890!@£\$%&\*()**

## FP Dancer Pro

FP Dancer Pro is available as a family of weights as an Open Type format for both Mac and PC. The recommended weights for use are shown on this page. These are FP Dancer Pro Light, Book and Bold. Bold and Black is used primarily for emphasising words or phrases within text. FP Dancer Pro supports all special characters in the Nordic and Baltic languages.

## Tracking

Tracking is the process of expanding or contracting a block of text. All text composed in FP Dancer Pro should be tracked as follows:

6-9 pt: -10  
10 -13 pt: -15  
14-17 pt: -20  
18-21 pt: -25  
22-25 pt: -30

All text larger than 25 pt. should be reviewed individually for maximum optical result.



## BASIC ELEMENTS 4.2

### Typography Styling principles

FP Dancer Pro Book 13 pt	1 Nordplus Framework Programme	
FP Dancer Pro Book 11 pt	1.1 Introduction	
FP Dancer Pro Light 9/11 pt	2	The Nordic Council of Ministers will in 2008 launch a new Nordplus Framework Programme for the period 2008-2011. The total programme budget for 2008 is approximately DKK 63 million. The programme is financed by the Nordic Council of Ministers by the five Nordic and three Baltic countries. The Nordplus Framework Programme offers financial support to a variety of educational cooperation projects involving partners in the area of lifelong learning from the participating countries: Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden.
FP Dancer Pro Book 9/10 pt		<b>The main aims of the Nordplus Framework Programme are:</b> <ul style="list-style-type: none"><li>• To promote Nordic languages and culture and mutual Nordic-Baltic linguistic and cultural understanding.</li><li>• To contribute to the development of quality and innovation in the educational systems for lifelong learning in the participating countries by means of educational cooperation, development projects, exchanges and networks.</li><li>• To support, develop, draw benefit from and disseminate innovative products and processes in education through the systematic exchange of experiences and best practice.</li><li>• To strengthen and develop Nordic educational cooperation and contribute to the establishment of a Nordic-Baltic educational area.</li></ul> <p>The previous Nordplus programmes of the Nordic Council of Ministers Nordplus in the areas of general education, higher education and adult learning – e.g. the Nordplus Junior Programme, the Nordplus Higher Education Programme and the Nordplus Adult Learning Programme in the period 2004-2007 – will be continued and further developed in the newly established Framework Programme. Participants in previous Nordplus programmes will find that the new programme offers the same opportunities as before while also providing new frameworks for cooperation.</p> <p>The new Framework Programme also comprises a new "horizontal" programme component, the Nordplus Horizontal programme, designed to support and promote cooperation across educational sectors. The Nordplus Horizontal programme also includes language-related subject areas.</p> <p>The Nordplus Framework Programme comprises four sub-programmes: three sector programmes and one cross-sector programme:</p> <p><b>Sector programmes:</b></p> <ul style="list-style-type: none"><li>• Nordplus Junior</li><li>• Nordplus Higher Education</li><li>• Nordplus Adult</li></ul> <p><b>Cross-sector programme:</b></p> <ul style="list-style-type: none"><li>• Nordplus Horizontal.</li></ul> <p><b>Information and guidance</b></p> <p>There is a Nordplus programme office in each of the eight participating countries. Prospective Nordplus participants should contact the Nordplus office in their respective country. The national programme offices administer and provide information and guidance about all parts of the Nordplus Framework Programme. See pages 4-5 for contact information.</p> <p><b>Annual call for applications to the Nordplus Framework Programme</b></p> <p>Each autumn, around October/November, a call for applications to the Nordplus Framework Programme will be published in all of the participating countries. The call for applications is an invitation to apply for funding from the programme for the coming year and gives information about the relevant priorities for that year, e.g. what areas, themes and subjects the programme wishes to focus on.</p> <p><b>Main application deadline for the Nordplus Framework Programme: 1 March</b></p> <p>The main application deadline each year is 1 March. In addition, separate calls for applications within the sub-programmes may be announced outside the main application deadline to invite applications for specific areas.</p> <p>Applications to the Nordplus Framework Programme Regardless of participating country or activity, anyone wishing to apply for funding from the Nordplus Framework Programme must apply electronically through the common application system available at <a href="http://www.nordplusonline.org">www.nordplusonline.org</a> and at the web pages for the national Nordplus Programme Offices.</p> <p><b>Administration of the Nordplus Framework Programme</b></p> <p>The four sub-programmes in the Nordplus Framework Programme are administered by Denmark, Finland, Norway and Sweden respectively:</p> <ul style="list-style-type: none"><li>Internationella Programkontoret (Sweden): the Nordplus Junior programme</li><li>CIMO (Finland): the Nordplus Higher Education programme</li><li>CIRIUS (Denmark): the Nordplus Adult programme</li><li>SIU (Norway): the Nordplus Horizontal programme</li></ul> <p>These programme offices process incoming applications for the respective sub-programmes. Together with the programme offices in Iceland, Estonia, Latvia and Lithuania they form a co-ordinated administrative system for the Nordplus Framework Programme. The offices responsible for information in the Nordic autonomous regions of the Faroe Islands, Greenland and Åland are also part of this system.</p>

Figure 1. The preferred layout of a formal document



### Headings

Headings are set in upper and lower case, or sometimes as capitals, using Light or Book, never Bold or Black.

### Body text

Body text is usually Light (8/10, 9/11 or 10/12), set to a measure of 8–12 words per line for ease of reading. Space after paragraph should be ca. 2 mm between sections. Bold and Black are used for emphasis within body text for individual words or phrases.

### Subhead

Subhead should be in the same size as the body text; Book on Light, or Bold on Book.

Subhead should be of the same size as the body text; Book on Light, or Bold on Book.

Generally speaking the number of different text weights and sizes should be kept to a minimum. The text is used to convey the author's message and not to act as decoration. Function over form determines how text should be set and used.

Figure 2. The preferred layout of a formal document front page single coloured or picture





All photographic material used in Nordplus applications should have a Nordic or Baltic origin. It is therefore important to use photos available from Baltic and Nordic imagery collections. Alternatively you can use your own professional photographer.

All of the Nordplus imagery should appear authentic and natural, with a Nordic “look”: modern, light and vivid.

The pictures shall express values such as cooperation, focus on results, accessibility, enthusiasm and pan-Nordic/Baltic community. The pictures shall show people from the target groups of each Nordplus programme. Pictures should not be reproduced in black and white or monotone. On the left you can see examples of pictures from the Nordplus imagery style selected from the Scanpix imagery collection.



<http://www.scanpix.com/>





BASIC ELEMENTS 6.0  
Additional graphic devices  
Photo and coloured background tag



The photo and coloured background tag is an important part of the Nordplus identity. Like the Nordplus brand mark it helps identify Nordplus applications. The tag is a part of the Nordplus star and should be used sparingly throughout Nordplus applications. The tag should be only used once or twice on each page.



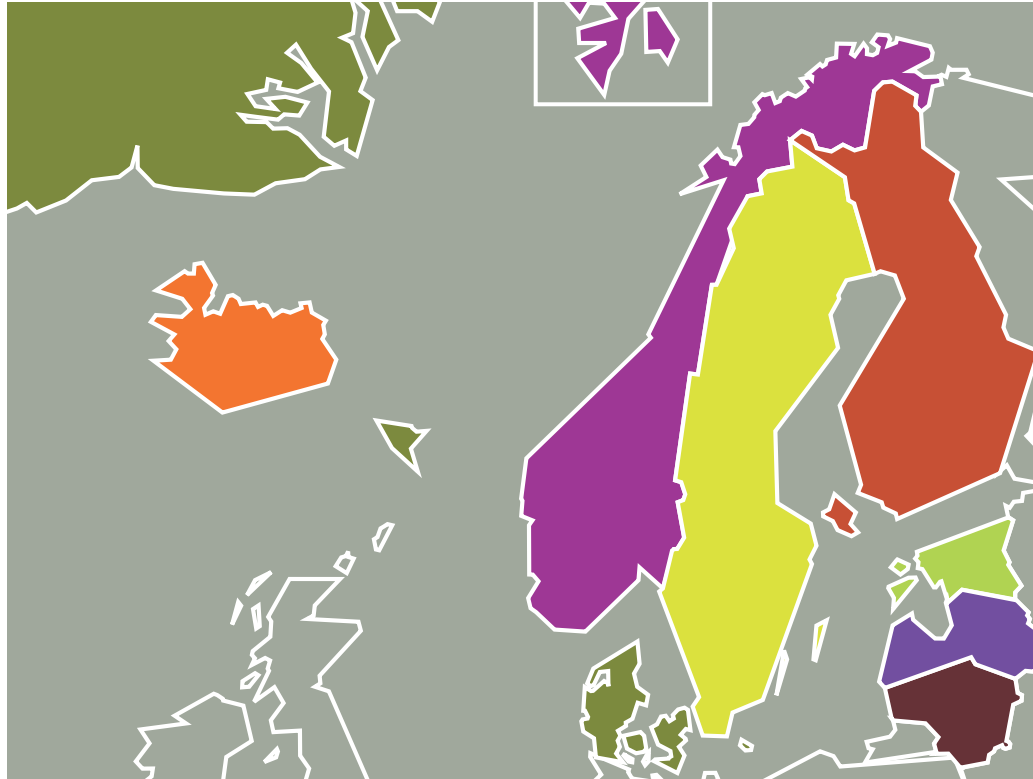
BASIC ELEMENTS 6.1  
Additional graphic devices  
National flags



Special Nordplus versions of each Nordic and Baltic national flag and the flag of the Nordic autonomous regions have been designed.

The flags can be used as visual identifiers combined with national addresses or similar.

BASIC ELEMENTS 6.2  
Additional graphic devices  
Map of the Nordic and Baltic regions



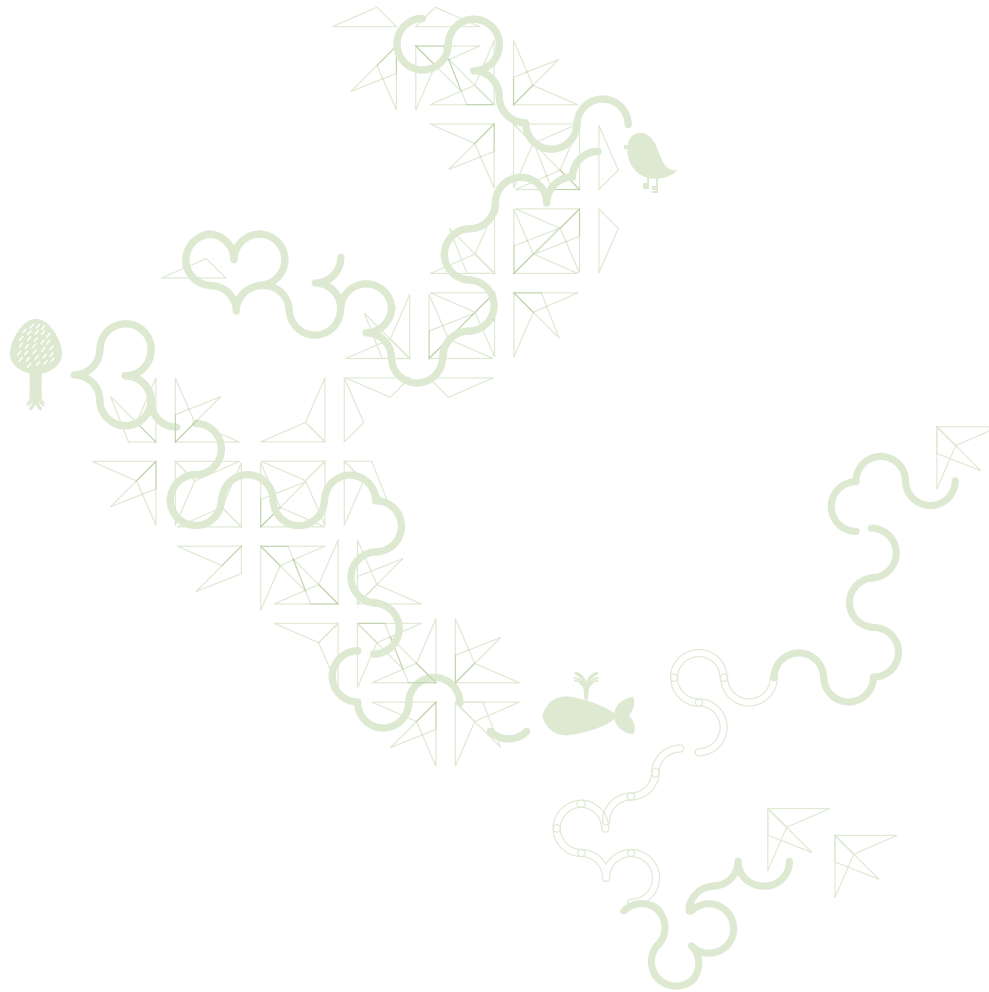
A special Nordplus map of the Nordic and Baltic region has been designed with a special colour scheme matching the Nordplus colour palette.



## BASIC ELEMENTS 6.3

### Additional graphic devices

#### Decorative elements



The decorative branch is used as a decorative element connected to open space on white, coloured or photographic backgrounds. The branches can be flipped and/or rotated to match the open space.

On a white background it should always be coloured Light Green. On a coloured background it should appear white or in a slightly lighter version of the background colour. On a photographic image it can appear white or white with an opacity of 50% or less.



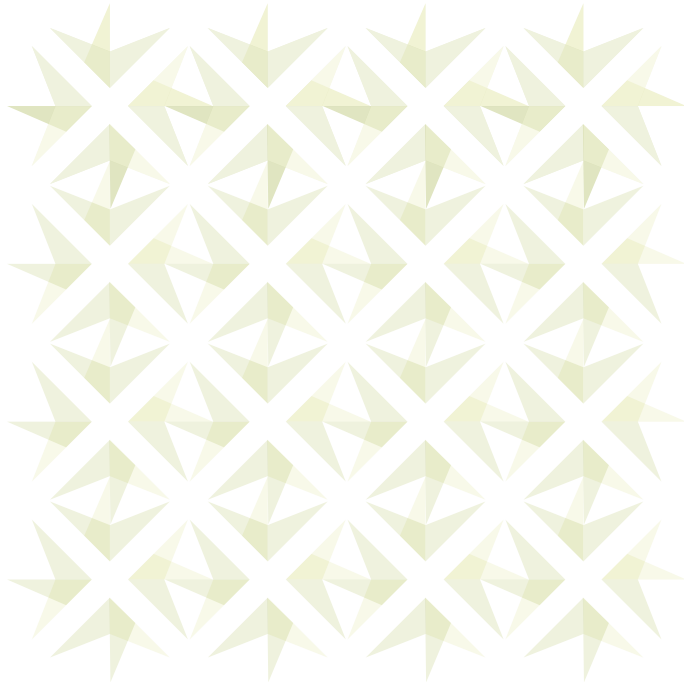


Figure 1. Example of a pattern constructed from the geometric element of the Nordplus star

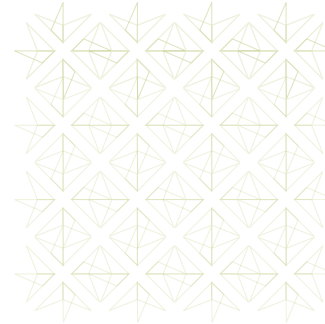


Figure 2. Example of an outline pattern

The basic geometric figure of the Nordplus star can be combined in different patterns using tints of the Light Green colour, filled or outlined.



Figure 3. Example of use of the pattern

# BASIC ELEMENTS 7.0

## Brochures

### Leaflet example 1



Folded page 1

Back page

Front page

The preferred format for Nordplus programme leaflets is A4 (297x210 mm), folded to a standing 6-page leaflet (100 x 210 mm).

Use colours carefully, and never use more than two colours from the second colour palette in addition to the main colour, sea blue.

All Nordplus applications, including leaflets, should be printed on uncoated paper: Preferred paper quality for leaflets:

Papyrus MultiDesign Original Natural, 200 g, Papyrus Highland Offset, 190 g or similar.



# BASIC ELEMENTS 7.1

## Brochures

### Leaflet example 2



Back page

Front page

The preferred format for Nordplus programme leaflets is A4 (297x210 mm), folded to a standing 6-page leaflet (100 x 210 mm).

Use colours carefully, and never use more than two colours from the second colour palette in addition to the main colour, sea blue.

All Nordplus applications, including leaflets, should be printed on uncoated paper: Preferred paper quality for leaflets:

Papyrus MultiDesign Original Natural, 200 g, Papyrus Highland Offset, 190 g or similar.



BASIC ELEMENTS 7.2  
Brochures  
Leaflet colour combinations

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Telephone: +47 22 35 88 00  
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The Nordplus offices in the Baltic countries act as information offices in those countries. They are:

**ESTONIA**  
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Programmedevelopment  
Põhikoolide Arendamis- ja  
Sõltumatu Opetustöökeskus  
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E-mail: info@nordplus.ee  
www.nordplus.ee

**LATVIA**  
Academy Programme Agency  
Pasažniski programmu aģentūra  
Reģistrācija: 1972-2-010001  
Telephone: +371 2222 4000  
E-mail: info@nordplus.lv  
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**LITHUANIA**  
Education Exchanges Support  
Paslaugos  
Sveikimo mokytojų partnerių fondas  
Telephone: +370 6 29 32 346  
E-mail: info@nordplus.lt  
www.nordplus.lt

**Information offices in the autonomous regions in collaboration with Denmark and Finland respectively:**

**THE FAROE ISLANDS**  
Atvikið Menntamátt  
Eldisráðgjafingvæðingvæðing  
Telephone: +298 33 20 05  
www.ort.fo

**ÅLAND**  
Ålands Läroverkstyrelsen, ut-  
bildnings- och kulturförhållanden  
Telephone: +358 30 21 00 00  
www.nordplus.fi

**GREENLAND**  
Næringsmidlið / Center for NAPA  
Telephone: +299 32 47 33  
www.napa.gl

**norden**

**NORDPLUS**  
www.nordplusonline.org

**NORDPLUS Adult**  
What is important is to keep learning, to enjoy challenge, and to tolerate ambiguity. In the end there are no certain answers.

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E-mail: info@nordplus.lv  
www.nordplus.lv

**LITHUANIA**  
Education Exchanges Support  
Paslaugos  
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The Nordplus offices in the Baltic countries act as information offices in those countries. They are:

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## BASIC ELEMENTS 7.3

### Leaflet

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Space after paragraph: 0,5 mm

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#### ESTONIA

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Fax: +371 7 280108  
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www.apa.lv

These are the main contacts for information about all Nord-  
plus applications such as programme leaflets:

1. Country flag and name
2. Name of the institution in English
3. Local name of the institution
4. Telephone number
5. E-mail
6. Web address

Please see the figure for styling principles.



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