

NORD Energy

corporate visual identity system
principles for constructing brand design

Our Logo

Our logo is the most visible element of our identity—a universal signature across all Nord Energy communications. It's a guarantee of quality that unites our diverse products and services.

We use the same version in print, on screen, and on the side of our buildings. It's simple. Easy to understand. No drop shadows, no glossy reflections, no flashy graphic effects. Our logo is a bold, simple, graphic statement.



NORD Energy



НОРД Енерджі



НОРД Энерджи

Our Logo

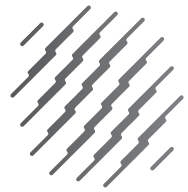


**NORD
Energy**

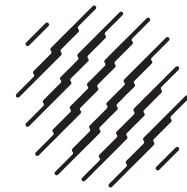


NORD Energy

Monochrome Logos



NORD Energy



NORD Energy



NORD Energy



NORD Energy

Logo Gradients Colors



Please don't...

To maintain the integrity of the Nord Energy logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.

The examples shown here illustrate possible misuses of the Nord Energy logo that should be avoided.



DON'T create a logo lockup with text



DON'T rearrange the logo elements.



DON'T change the proportions between the symbol and logotype



DON'T rotate the logo



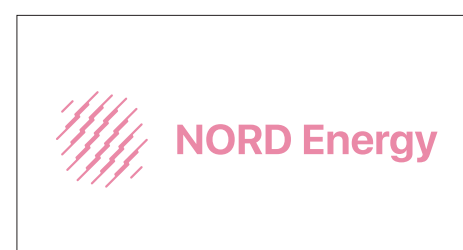
DON'T stretch the logo



DON'T create a gradient for text logo part



DON'T mix colors from the palette



DON'T use non-approved colors

Minimum Logo Size good things come in small sizes

There are no predetermined sizes for the Nord Energy logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility.

There is no preset maximum size for the logo. In print the minimum size is 1.2". For digital uses the minimum size for the standard logo is 150 pixels.

Logo



Minimum size
1.2" / 150px

Symbol



Minimum size
0.375" / 30 px

Favicon (ICO file)



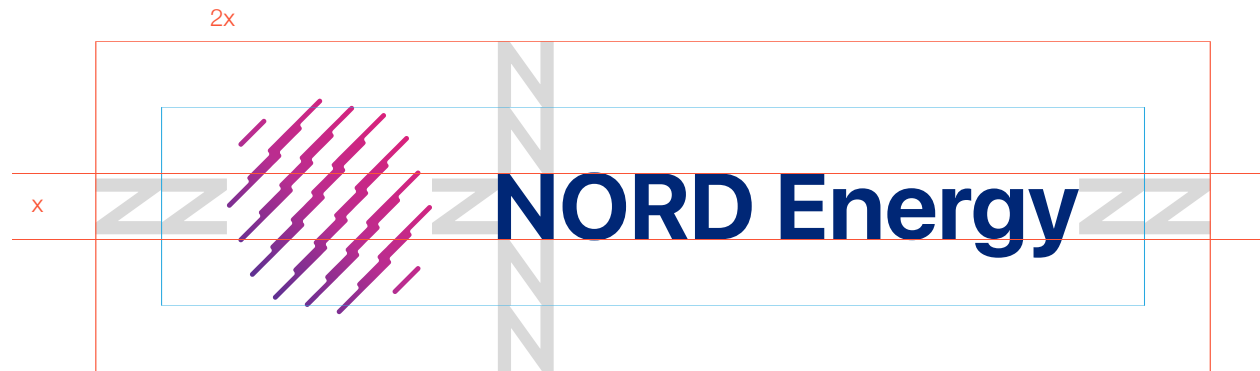
16 px

Logo Clear Space

everyone needs a little personal space

To ensure that our signature versions are clearly visible in all applications, surround them with sufficient clear space—free of type, graphics, and other elements that might cause visual clutter—to maximize the recognition and impact of our identity.

To ensure the integrity and legibility of the logo lock-ups, the area directly surrounding them should be protected.



2x Clear space



Color Palette

CLASSIC COLORS

White R255, G255, B255 C0, M0, Y0, K0 #FFFFFF	Pantone 428 R207, G212, B216 C2, M0, Y0, K18 #A7A9AC	Pantone 423 R159, G161, B164 C0, M0, Y0, K44 #9FA1A4	Process Black R0, G0, B0 C0, M0, Y0, K100 #000000	Pantone 280 R0, G39, B118 C100, M85, Y5, K22 #012169
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PREFERRED AND SUPPLEMENTAL COLORS

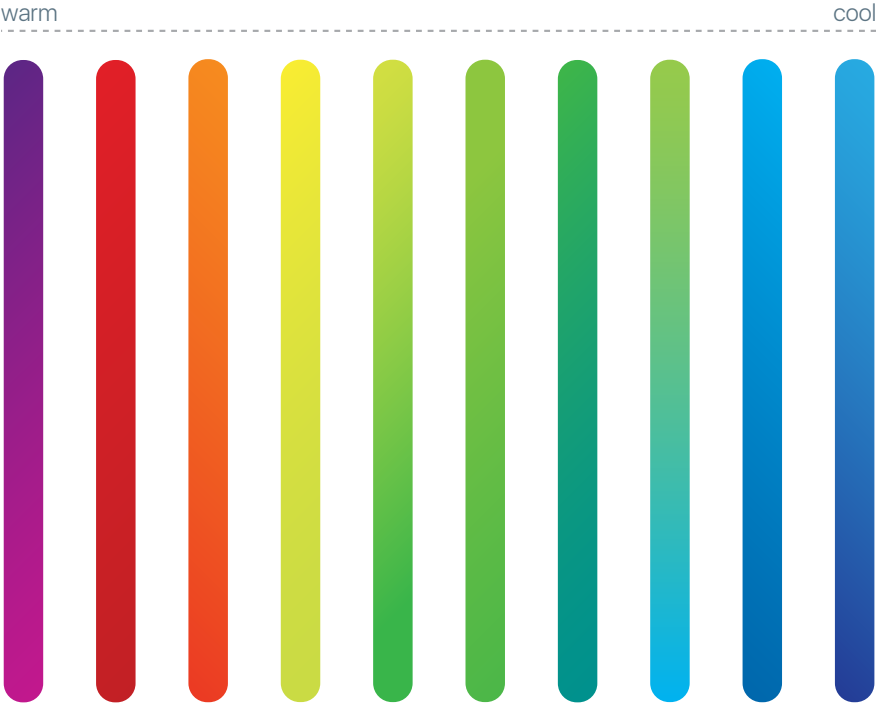
Pantone 390 R193, G205, B35 C22, M0, Y100, K8 #C1CD23	Pantone 7738 R70, G160, B64 C76, M13, Y100, K1 #46A040	Pantone 2925 R0, G150, B214 C85, M24, Y0, K0 #0096D6	Pantone 526 R101, G45, B137 C76, M100, Y7, K0 #652D89	Pantone 187 R196, G18, B48 C0, M100, Y79, K20 #C41230	Pantone 1797 R227, G27, B35 C0, M100, Y99, K4 #E31B23	Pantone 158 R245, G128, B37 C0, M61, Y97, K0 #F58025	Pantone 115 R255, G225, B79 C0, M9, Y80, K0 #FFE14F
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PREFERRED GRADIENTS COLORS

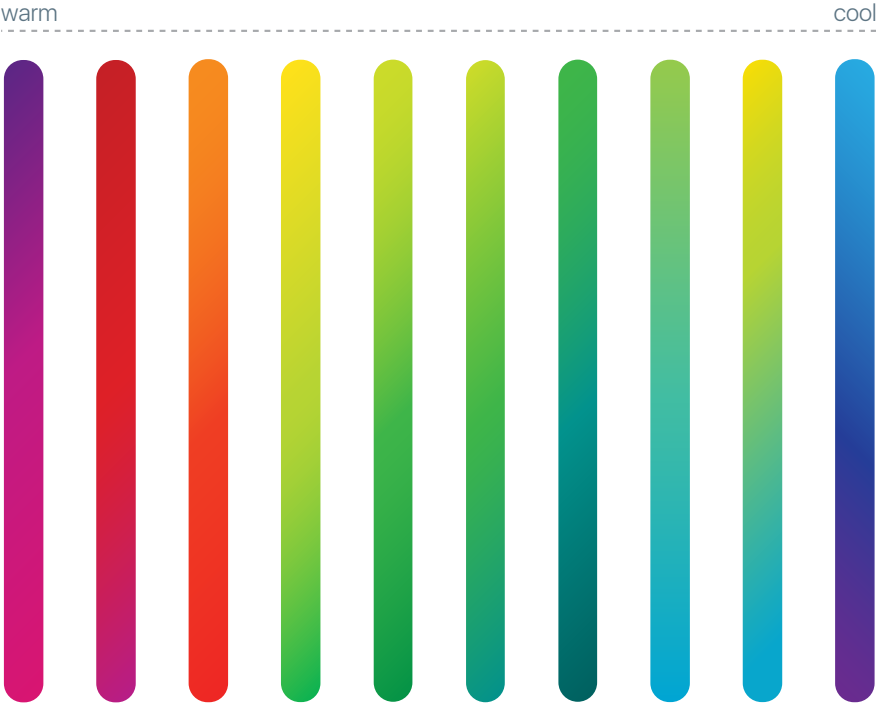


Gradients

DUOTONE GRADIENTS



TRITONE GRADIENTS



Typeface

San Francisco is the preferred Nord Energy brand typeface. Its clean, contemporary style accentuates the streamlined experience we deliver to our customers.

ALIGNMENT: Left align is preferred. Right & center align is okay when required by the design.

HEADLINES AND SUBHEADS: you can use sentence case (Lorem ipsum) or all-caps (LOREM IPSUM).

ITALICS: Can only be used where required by style conventions, such as names, titles or quotes.

Preferred

San Francisco

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz # @ & 1234567890

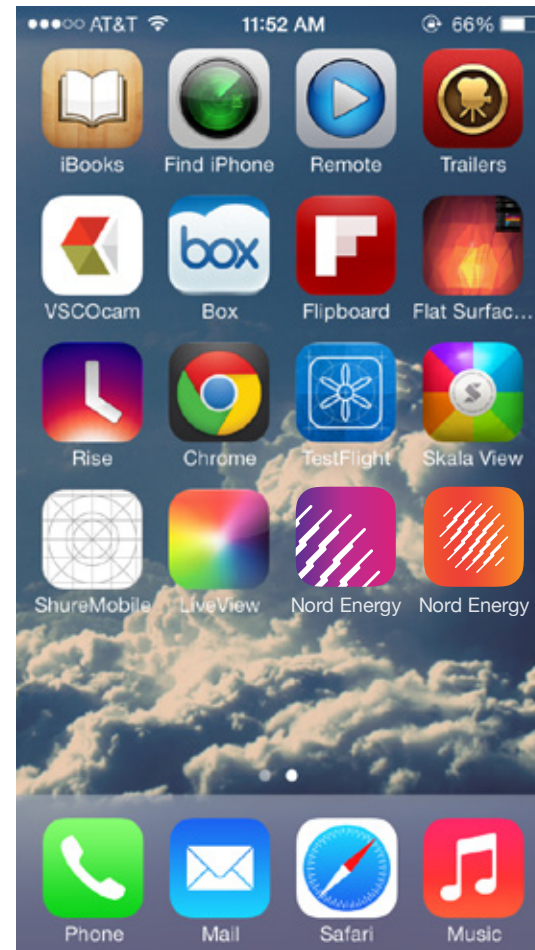
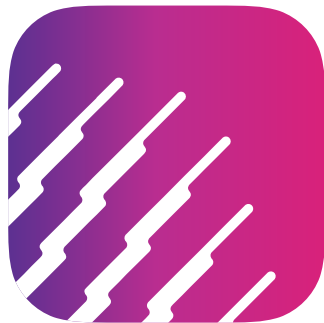
Alternate

Helvetica Neue

Alternate (Web)

Arial

App Icon Template



Business Card

Text Block #1
Font size: 9 pt
Leadingj: 10 pt
Discharge: 0

Text Block #2
Font size: 6.5 pt
Leadingj: 8 pt
Discharge: 0



CLASSIC

MODERN

Stationery

Format: 220x110mm

Text Block #1
Font size: 10 pt
Leadingj: 12 pt
Discharge: 0



NORD Energy

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Nord Energy LLC
04655, Ukraine, Kyiv, vul. Starokyivska, 10G
State registration code: 39999698 | Individual tax number: 399996926592
Tel./fax: +380 66 428 82 37
Bank (USD): Acc. №26003014723701, PJSC "ALFA-BANK"
Bank code: 300346

Stationery

Format: 220x110mm

Text Block #1
Font size: 10 pt
Leadingj: 12 pt
Discharge: 0



NORD Energy

Nord Energy LLC
04655, Ukraine, Kyiv, vul. Starokyivska, 10G
State registration code: 39999698
Individual tax number: 399996926592
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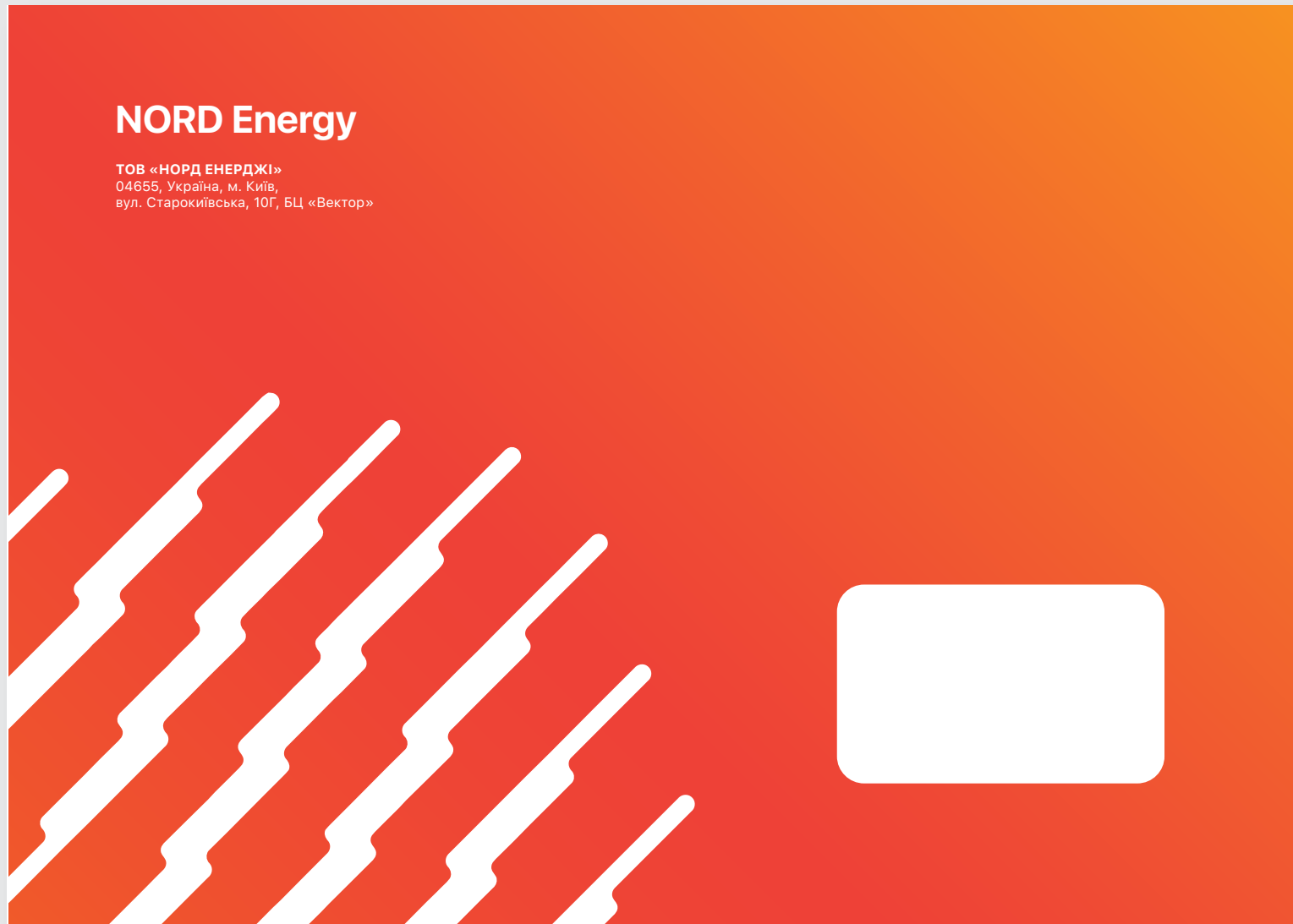
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Envelope C4



Envelope C5

NORD Energy

ТОВ «НОРД ЕНЕРДЖІ»
04655, Україна, м. Київ,
вул. Старокиївська, 10Г, БЦ «Вектор»



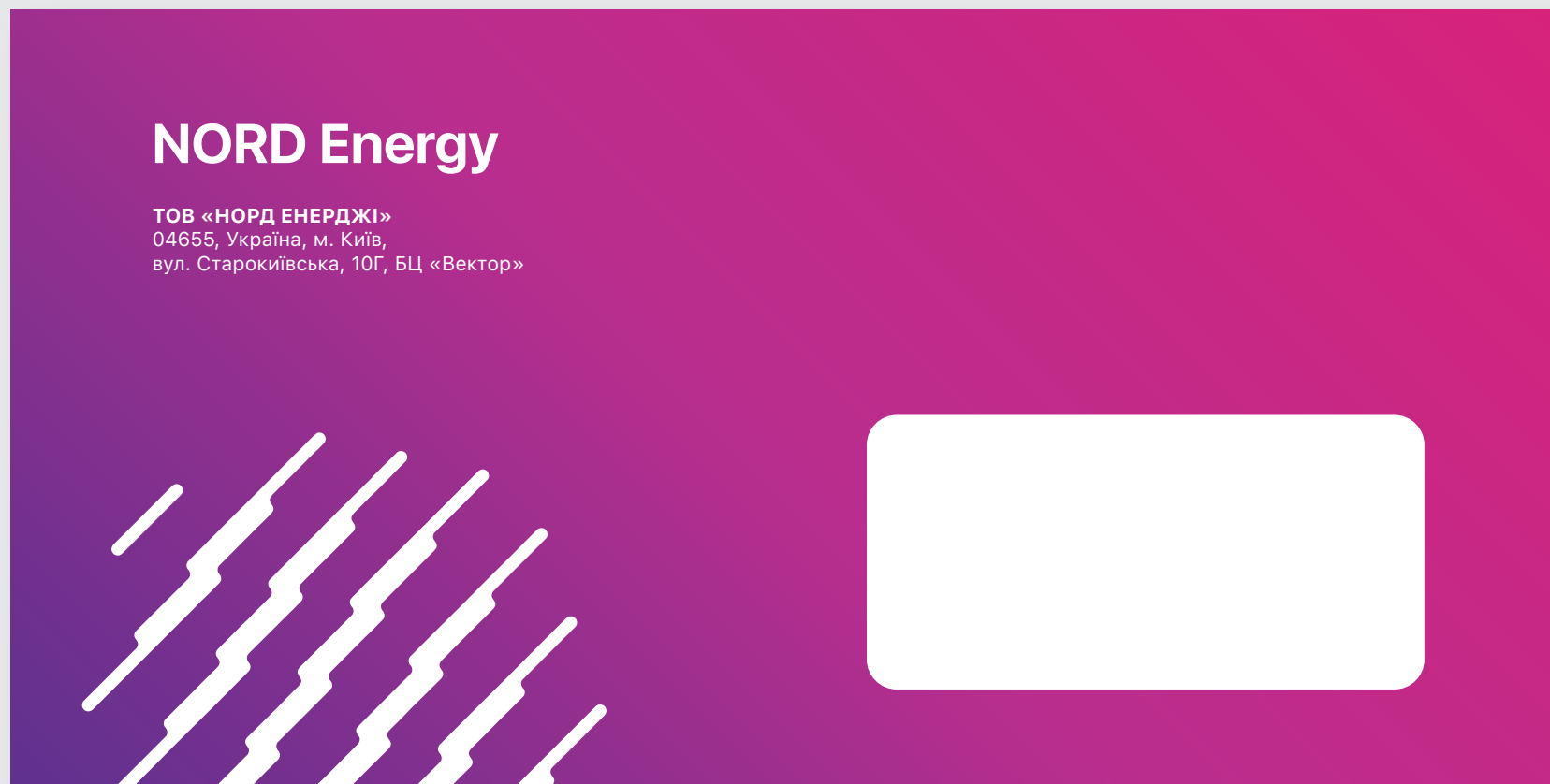
Envelope E65

NORD Energy

ТОВ «НОРД ЕНЕРДЖІ»
04655, Україна, м. Київ,
вул. Старокиївська, 10Г, БЦ «Вектор»



Colored Envelope E65



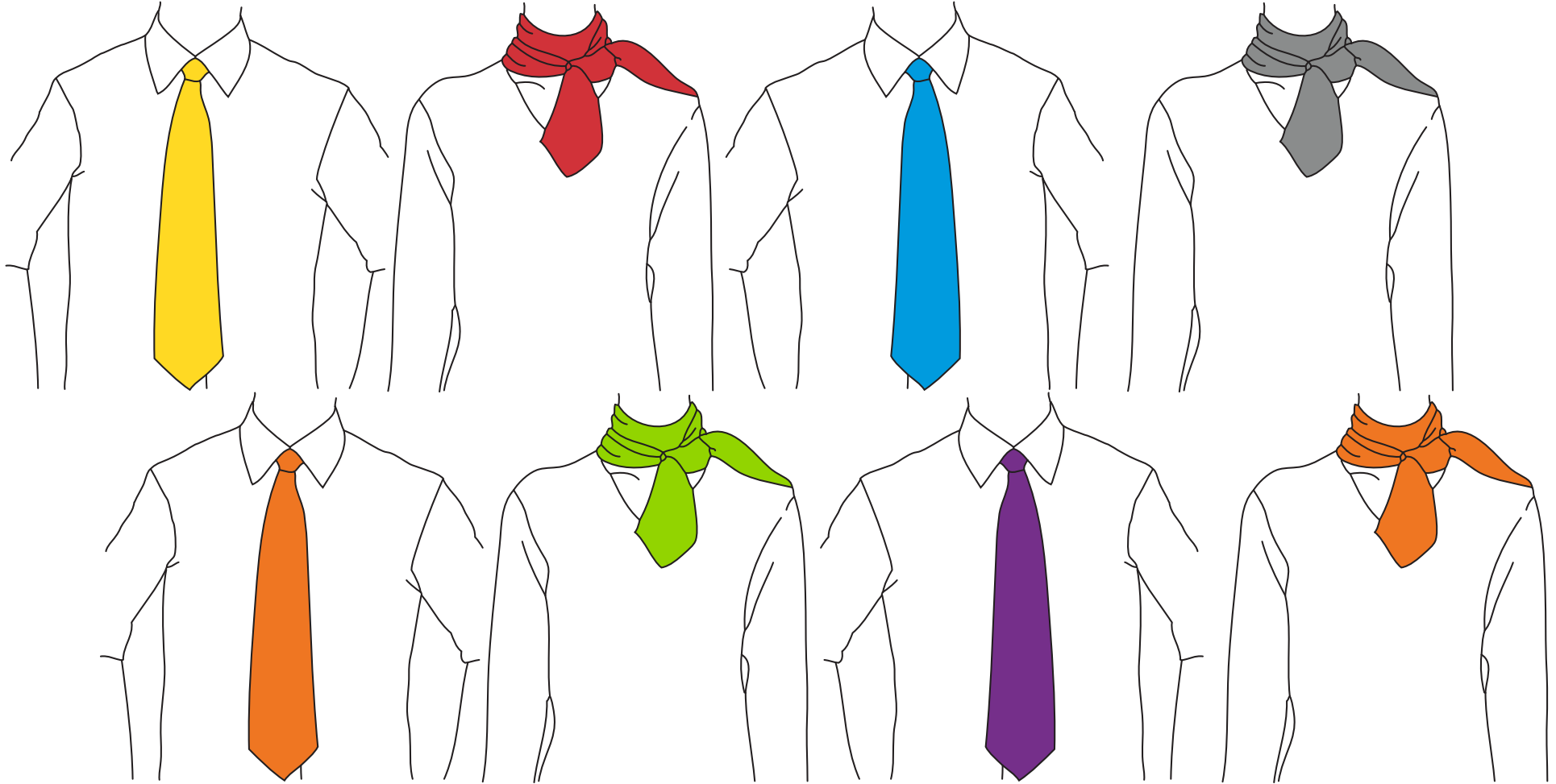
Folder



Corporate Cup Design Template



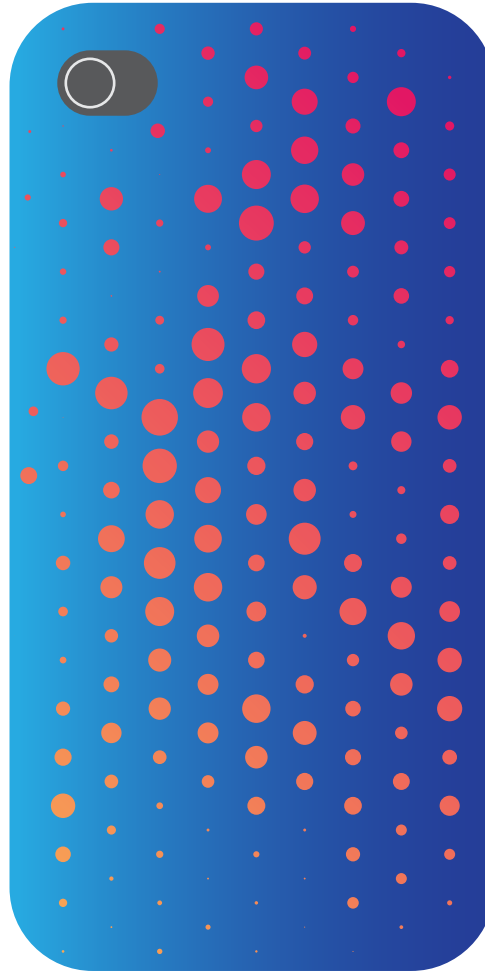
Branded Give-Aways



Corporate Desktop Wallpaper Template



Branded Mobile Case Template



Branded T-shirt Design Template



Thanks
for watching!