

BRAND GUIDE

Brand guide

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Logo

Logo

Odfljell Technology's logo consists of the logo symbol in combination with the company name – "odfjell technology".

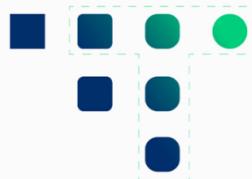
«Aurora Borealis»

The logo symbol is an interpretation of the northern lights.

The logo consists of seven shapes, going from a fixed and hard square to softer, rounded shapes. This is a symbol of energy, technology and transformation, and is enhanced by the change of color. A letter T is hidden within the shapes.

The logo symbol may be animated. See [Logo animations](#).

For available file formats and correct usage of the logo, please see [File formats and correct usage](#).

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Colour variants

The logo exists in color, black and white. As far as possible, we should use the full color logo.

Always consider the contrast with the background and choose the variant that gives the best contrast.

For dark backgrounds or images, choose the white logo. The black logo should not be used too often, choose the colored or white logo when possible!



Full color logo



Black logo – use sparingly



White logo

Logo animations

There are two animations of the Odfjell Technology logo. One regular animation with a start and an endpoint, and one looping animation.

The animations must not be altered in any way, and must be kept at its full duration.





 **odfjell**
technology



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Logo variants

The logo is the most important identity-bearing element in our visual identity. It should mainly be used in its original form, including both symbol and typography.

In some cases the logo symbol may be used alone or together with our web address, as in the following examples.



Spacing of elements around the logo

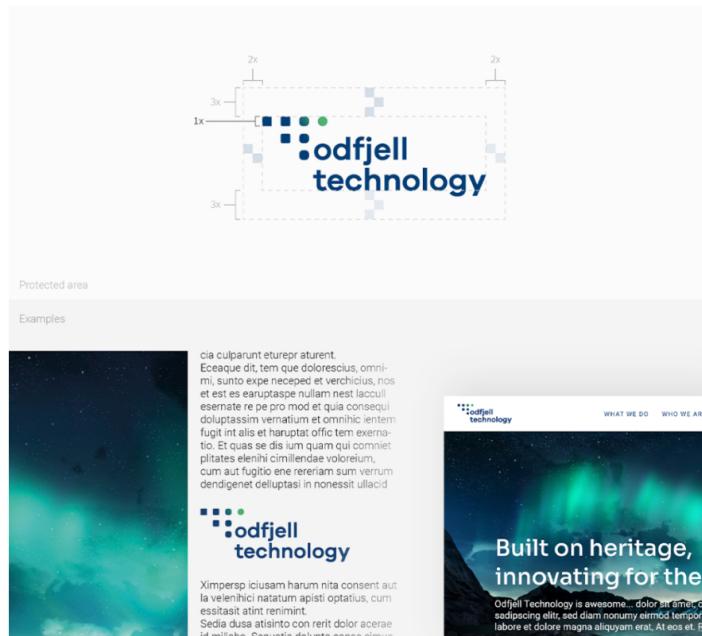
Ensure that the logo is clearly visible, with enough white space to allow the logo to breathe.

The first square in the logo symbol is used as a unit of measure when placing the logo together with text, images or other visual elements.

The top of the symbol and the baseline of the typography needs three times the square, the sides only needs two.

Note that the visual bottom of the logo is not the bottom of the «g» and «y», but rather the baseline of the typography.

*These guidelines are not absolute.
When possible, always give the logo more space than indicated in the examples.*



Minimum size of the logo

There are defined two minimum measurements for the Odfjell Technology logo. One in millimetres for print and physical objects, and one in pixels for screen and digital elements.

When the logo is used below these sizes it loses its legibility. If there is not enough space for the logo in the minimum sizes try to use only the symbol.

When there is not enough room to maintain the minimal spaces described on the previous page and the minimum size at the same time, the minimum size should always be prioritized.



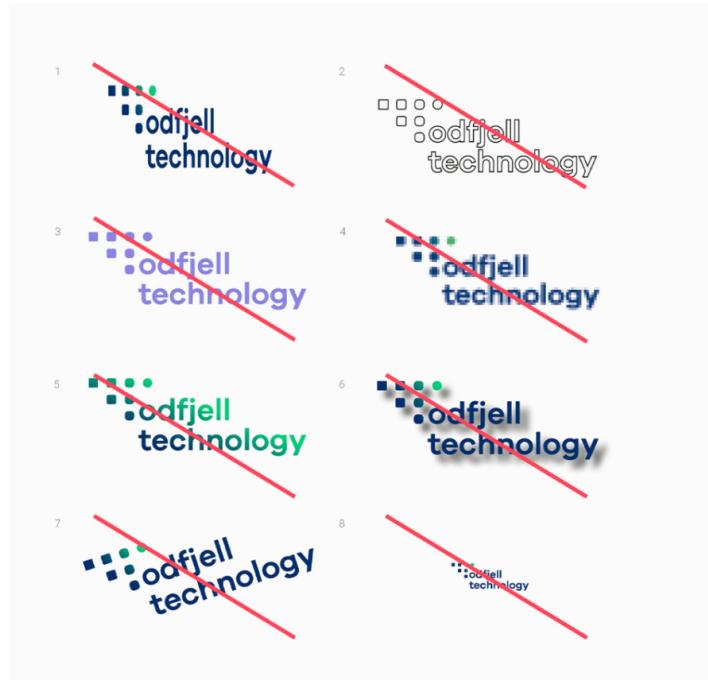


Preserving the logo

To preserve our visual identity we must ensure our logo is used consistently in all instances.

Always follow these eight rules when using the logo:

1. Do not change the logo's proportions.
2. Do not give the logo an outline.
3. The logo's colours must always remain the same.
4. Always use vector graphics when possible, if not ensure the logo has optimal resolution for its use.
5. Do not expand the color gradient to the logo's typography.
6. Do not add any effects to the logo.
7. The logo should always be set at 0°, 90° or 270°.
Do not rotate the logo to any other angles.
8. Always ensure the logo is above the minimum size requirements, and has good readability.



Poor contrast

Having a good contrast between backgrounds and the logo is important. The following examples should be avoided:

1. The background is too dark for the full color logo.
2. Parts of the logo's symbol has too low contrast
3. The visual noise of the background makes the logo unreadable.
4. The logo is placed in an area of the image with too low contrast for the white logo.



Good contrast

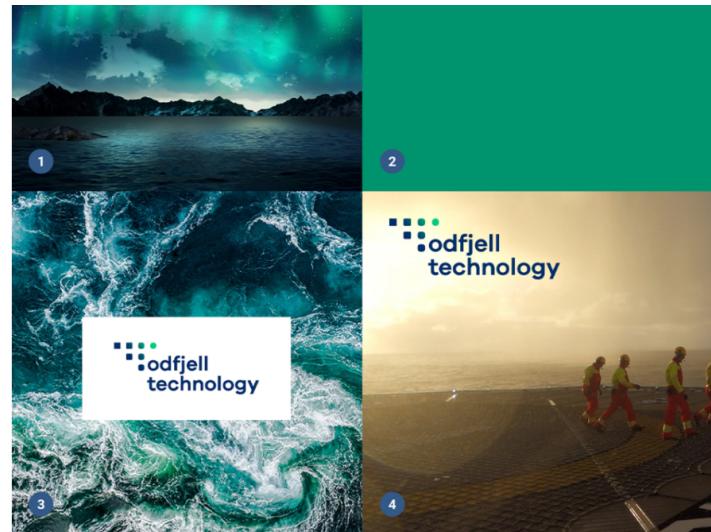
The examples on the previous page can be repaired by following these suggestions.

1. The background is too dark for the full color logo.
Use the white variant of the logo.
2. Part of the logo's symbol has too low contrast



Use the white variant of the logo.

3. The visual noise of the background makes the logo unreadable. Add a white background for the logo. Or place a gradient with 80–90% opacity over the image and use the white variant of the logo.
4. The logo is placed in an area of the image with too low contrast for the white logo. If the background is too bright for the white logo, use the full color variant. If possible, move the logo to a location in the image with better contrast.

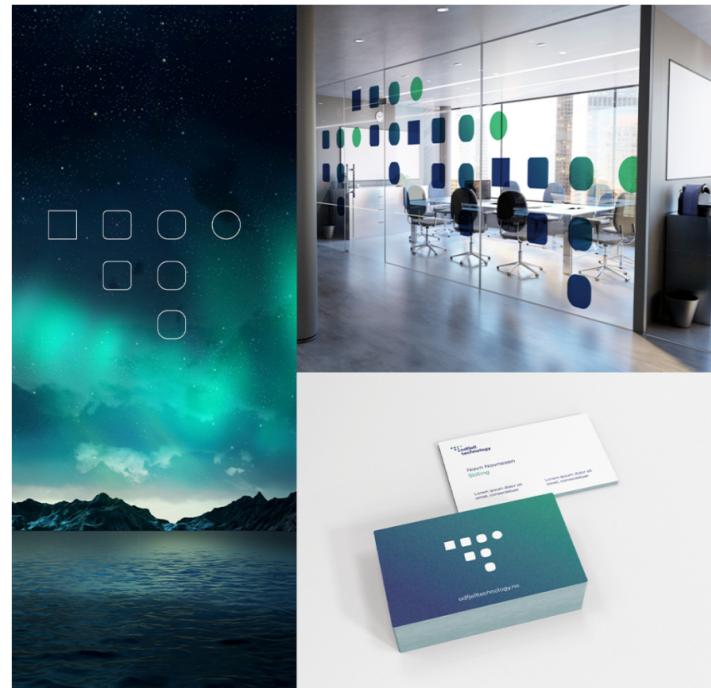


The logo symbol as a visual element

The logo's symbol may be used as a visual design element.

When the symbol is used in this way in a publication it is recommended that the full logo, company name or URL is present on the same page/object.

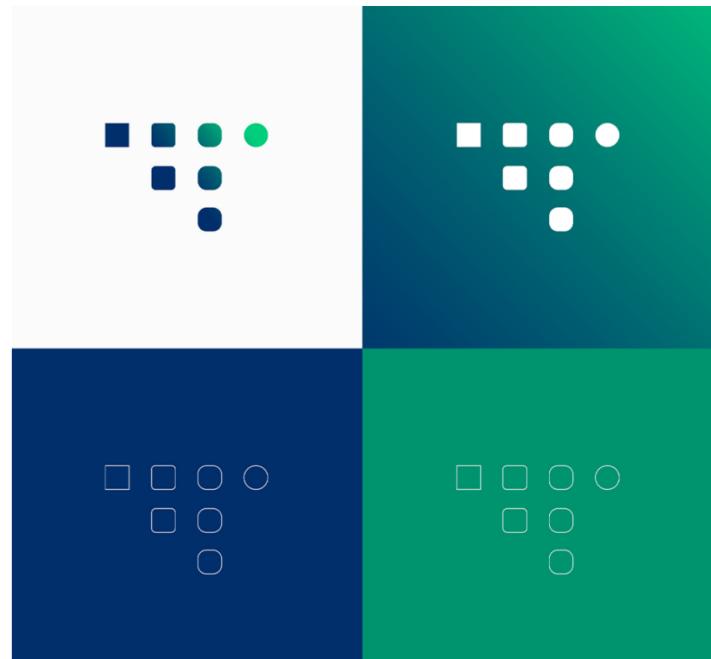
When the symbol is used in office branding or decoration, the logo, company name or URL is not necessary.



Usage of the symbol

The symbol can be used in full color, white fills or in white outlines. Always ensure good contrast with the background.

Refer to [Poor contrast / Good contrast](#) for contrast reference.



File formats and correct usage

Ensure you use the correct logo-file for its intended usage.

The logo-folder is divided into two main sections; Print and Screen.

Correct folder

When preparing files for printing applications and physical objects, use only the files found within the "Print" folder.

For screen media and digital applications, use only files from the "Screen" folder for this.

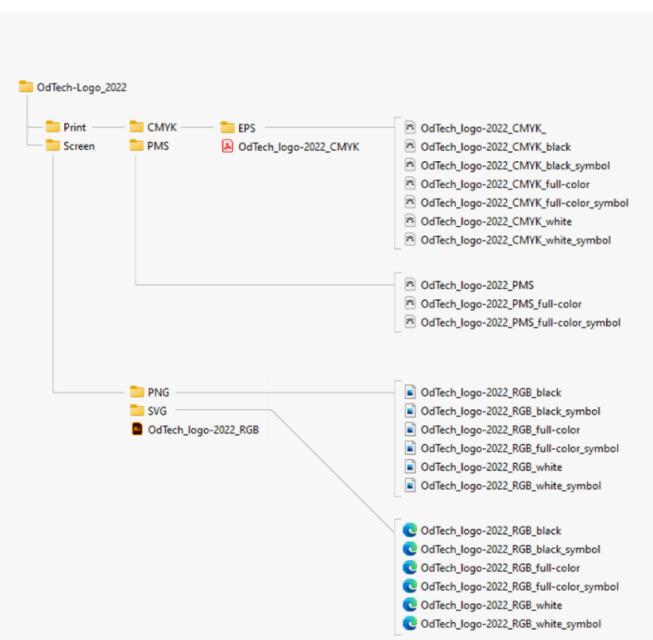
PMS vs. CMYK

Most printing will need the CMYK-logos. Only use the PMS (Pantone Matching System)-Logos when setting up files for special or offset-printing. An easy reminder could be to not use the PMS-logos unless your printer specifically requests them.

PNG vs. SVG

Vector-graphics is always preferred for any application, only use bitmap-graphics when vector does not work. Only the PNG-logos in the RGB folder are bitmap-files, and should only be used if the SVG-logos are not supported.

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Co-branding

When the Odfjell Technology logo is placed alongside other logos, ensure an optical balance of the composition.

The Odfjell Technology logo should follow the colour scheme of the other logos in the composition. If the others have full color logos, Odfjell Technology should also be set in its full color version. If the others are all black logos Odfjell Technology should also be black.

