

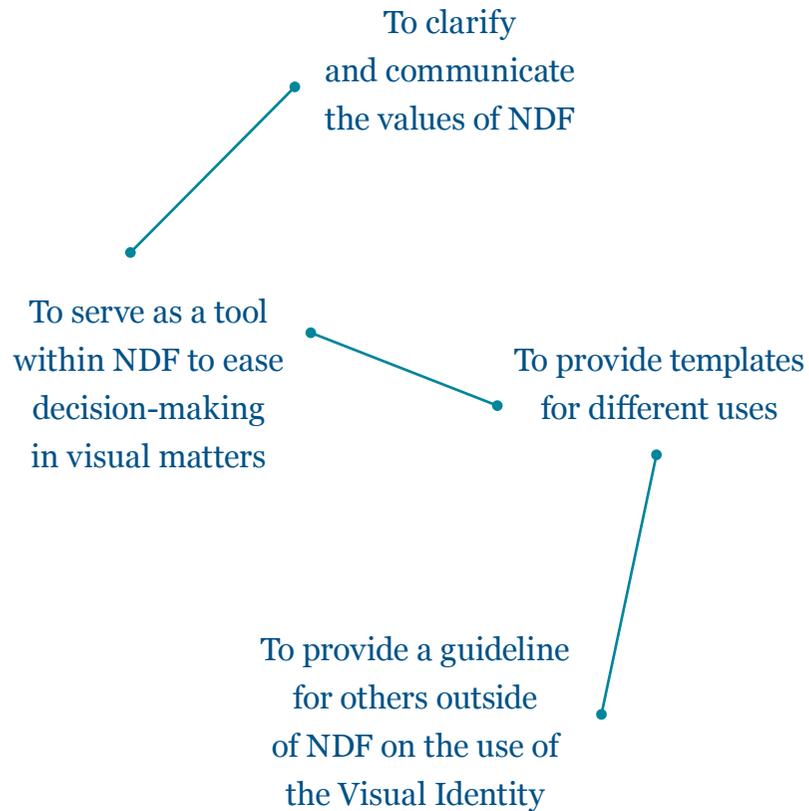


Nordic Development Fund

The purpose of NDF is to advance Nordic leadership in addressing climate change and development challenges through financing, knowledge and partnerships.

Together with our strategic partners, we develop, launch and scale high-impact projects to support developing countries and the most vulnerable people affected by climate change.

Purpose of the Visual Identity Guide



The Visual Identity Guide has been created to clarify and communicate the values of NDF. The visual identity was refined, updated and refreshed in the Autumn of 2020. The guide seeks to create a unified visual identity that aligns with the current work of NDF. In addition, the guide should serve as a tool within NDF to ease decision-making in visual matters.

The logo, colours and typography have been lightly updated, and are accompanied by instructions for their use. In addition, a style guide for the use of illustration elements, symbols, and photographs has been created. The Visual Identity Guide adapts to different situations and make NDF's brand identifiable. The visual identity takes inspiration from Nordic functionality and clarity, while the addition of bright colours support innovation and new ideas. The goal of the Visual Identity Guide is to build a foundation for visual communication that supports NDF and its operations.

NDF Logo typography update



Nordic Development Fund

NDF Logo typography update

NDF Main Logo

The NDF logo is composed of two elements, a symbol and logotype. The logo is used in all NDF communication. If possible, the symbol and logotype should be used together.

Logo 1 is the default logo to be used for NDF. Sufficient clearspace should be provided between the logo and other visual elements.

1/3 x	1/3 x		
1x			1/3 x
		Nordic Development Fund	1/3 x
1/3 x	1/3 x		

Logo Variations

Logo 1 is the default logo to be used for NDF. Logos 2 and 3 can be used in specific circumstances requiring a narrow format. In case of uncertainty on the use of the logo, contact the communications team of NDF.

All logo files are provided. CMYK versions should be used for print products. RGB versions should be used for digital applications.

Each variation of the logo will be provided as follows: Blue text with a white background, white text with a transparent background, and black and white logo.

Different variations of the logotype and symbol

1.

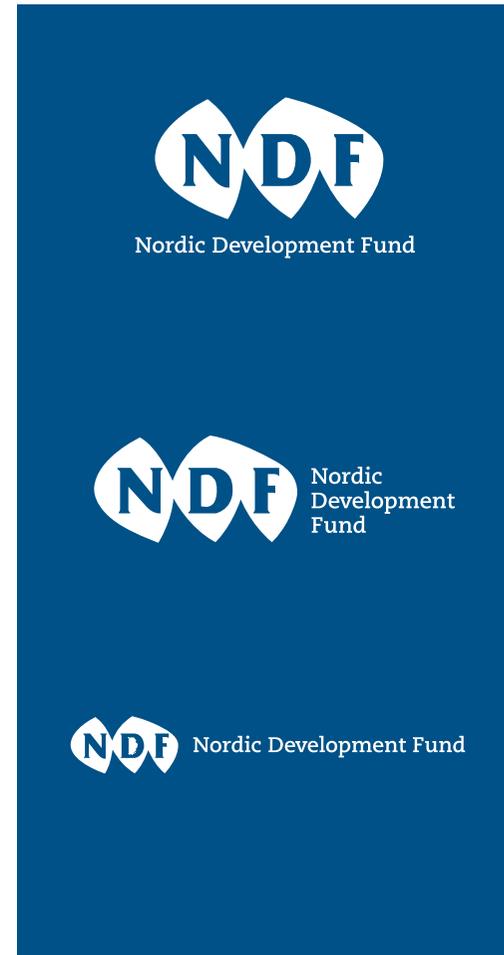


Nordic Development Fund

2.



3.



1.



Nordic Development Fund

2.



3.



Application of the Logo

When using the white logo, background photographs or background colours should provide sufficient contrast in order to display NDF's logo clearly.

Use the black logo whenever the only print option available is black and white.

In case of uncertainty on the use of the logo, contact the communications team of NDF.



Nordic Development Fund



Nordic Development Fund



Nordic Development Fund



Nordic Development Fund

Typography

Use of Font

NDF's main typeface is Georgia. The font provides a classic look. This is a default font available on all computers, guaranteeing easy use.

In addition, Lato, a sans serif font has been added as a supporting element to graphs, headings and texts. The Lato font will be used mostly by graphic designers. Lato is a free Google font and can be download from the following link:

<https://fonts.google.com/specimen/Lato#standard-styles>

Georgia font

regular
italic
bold
bold italic

Lato font

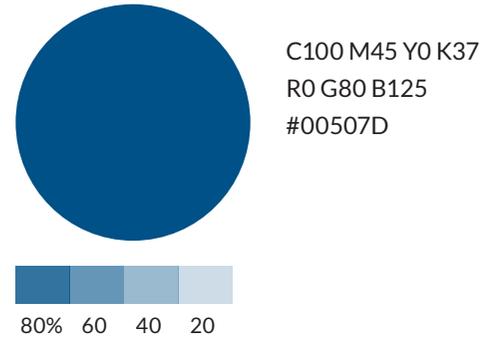
regular
italic
bold
bold italic
black
black italic

Colours

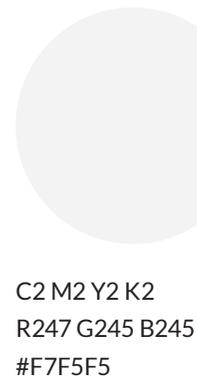
Colours

The main colour of NDF is dark blue. An additional colour palette has been provided for graphs, illustrations and icons. In addition, NDF beige provides a possible background colour for layouts.

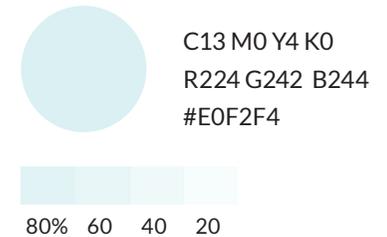
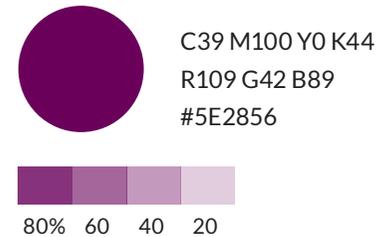
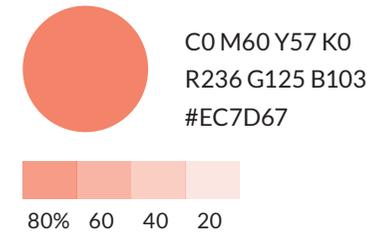
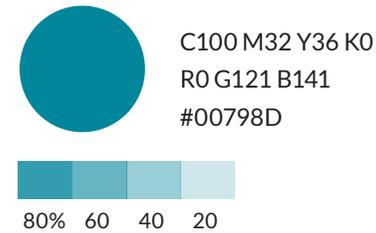
NDF Blue/ Main colour



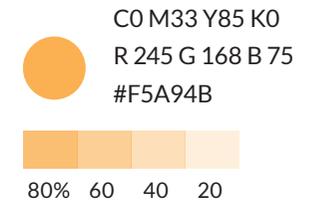
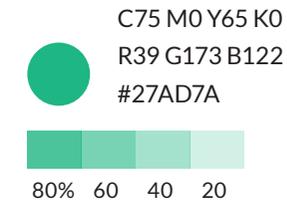
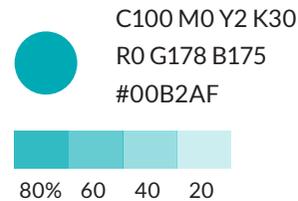
NDF Light gray



Additional colours



Highlight colours



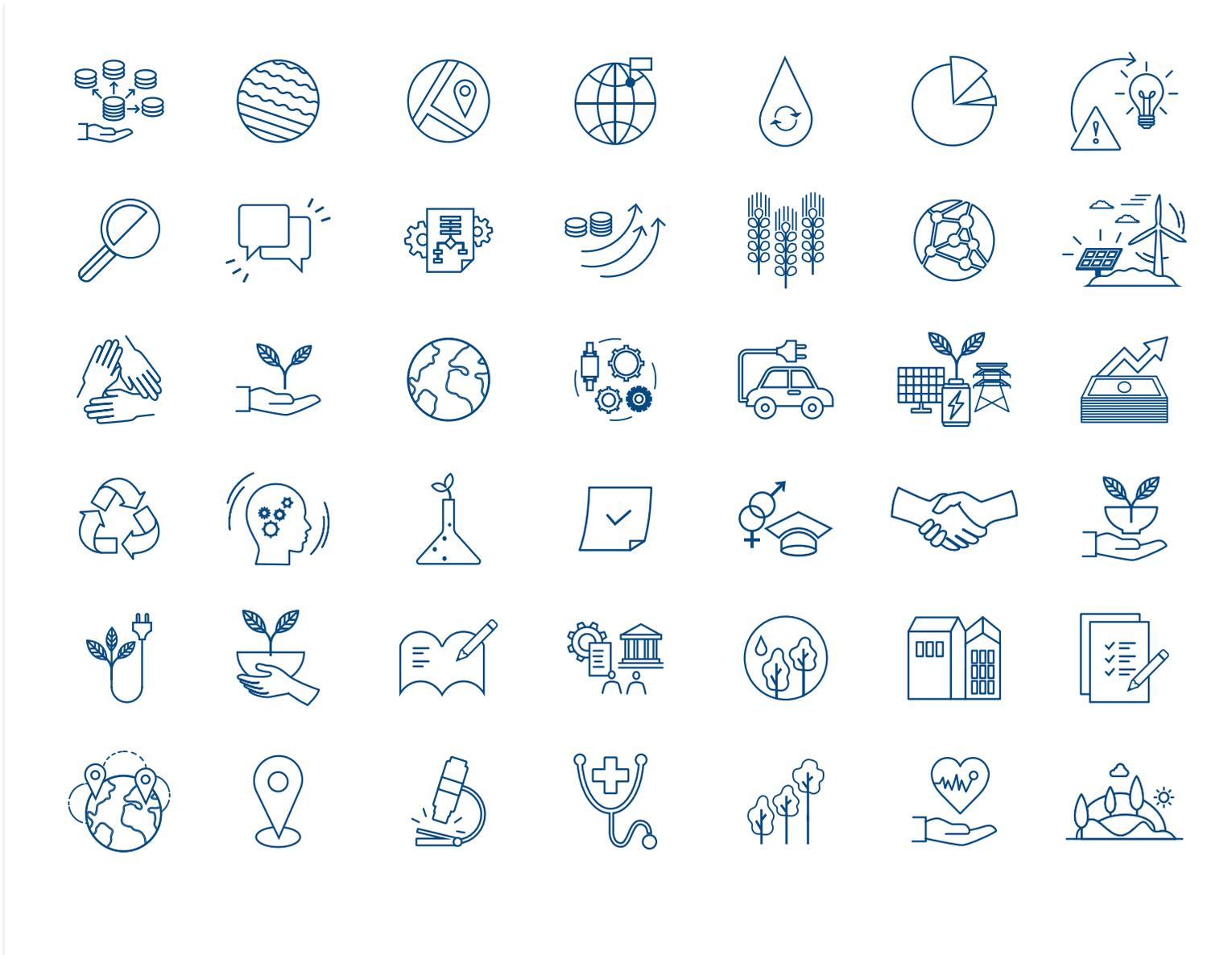
Visual Elements

Icon style

Icons help to communicate and visualise a task or a theme related to NDF. The function of the icon is to reinforce the accompanying fact or data.

Icons are flat in structure and linework. Icons can be used individually or together with other icons or texts. The main colour of icons is NDF blue, but the colour can be changed using the updated NDF colour palette when needed.

Icons will be developed and provided for use.



Visual Elements

Use of icons

Icon colours can be easily changed within the NDF colour palette according to their use. The updated NDF colour palette is used to create a recognisable visual style.

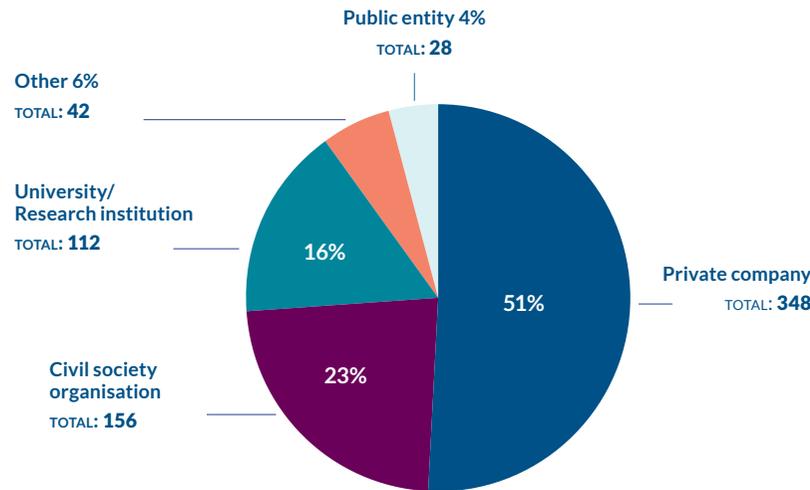


Graph Style

Graphs

Numerical, tables, and graphs use the Lato typeface. In addition, the updated colour palette and background colour are used in the examples. Titles for graphs can be written either in Georgia or Lato.

Graphs Georgia Heading



Funding

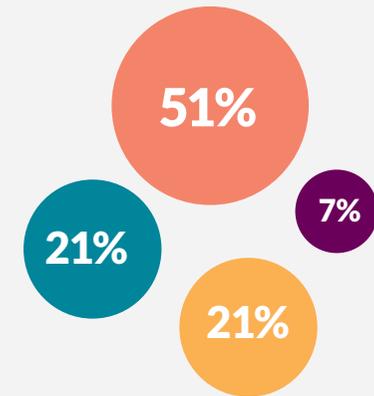
TOTAL: EUR 410 million
As per end of 2019



Additional information on graphs can be written with lato regular.

Background colour

TOTAL: 42



Additional information on graphs can be written with lato regular.

Funding

TOTAL: EUR 410 million
As per end of 2019

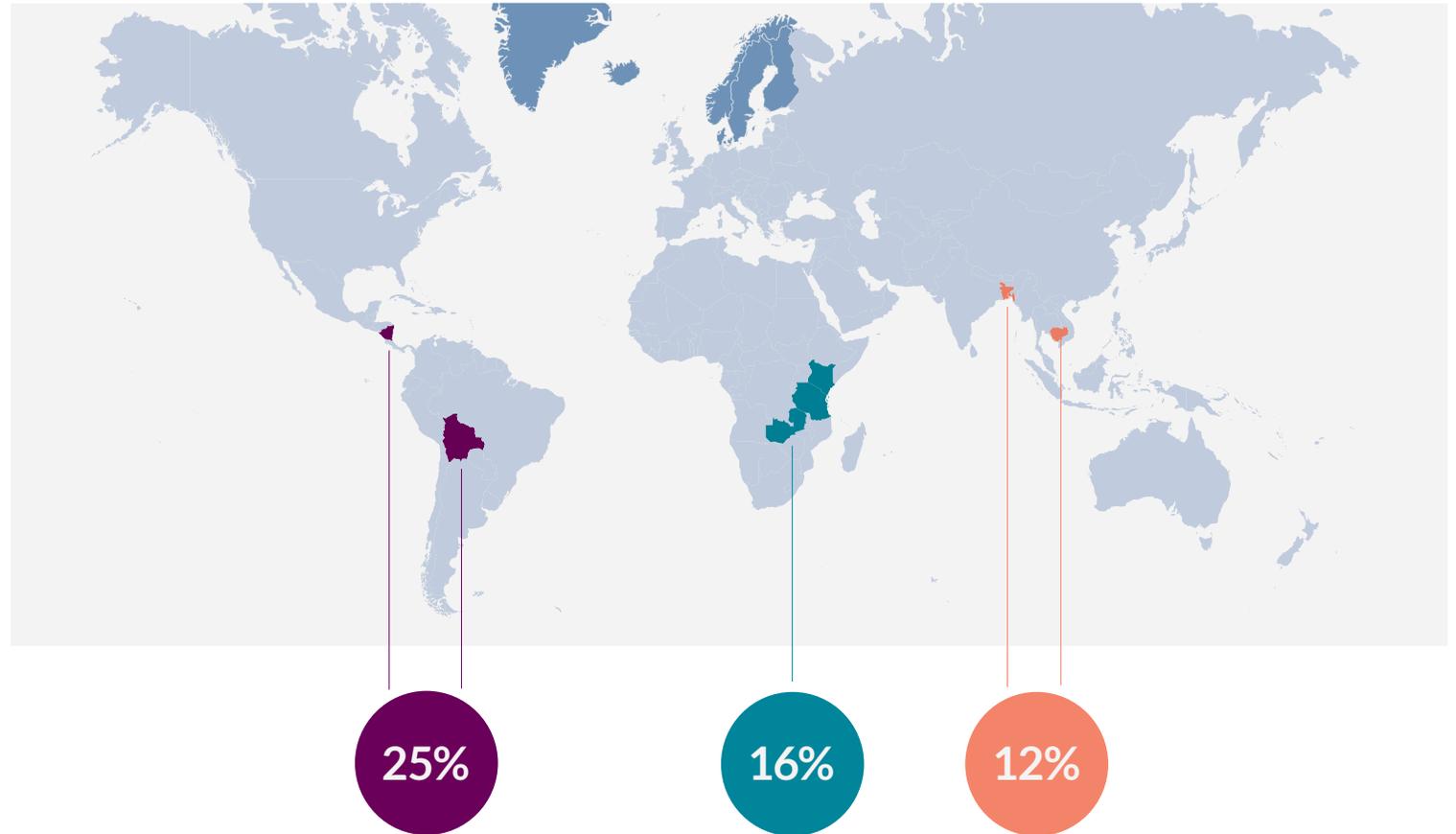


Graph Style

Maps

The updated colour palette and background colour are used in the infographics such as maps. Titles for graphs can be written either in Georgia or Lato.

A global map and regional maps will be provided for Asia, Latin America, and Africa.



Visual Elements

Simple Illustrations

Simple illustrations emphasise, visualise and animate texts. These illustrations are more specific and detailed than the NDF icons and can be used in both publications and powerpoint presentations. The updated NDF colour palette is used to create a recognisable visual style. Illustration elements are mainly used by graphic designers.



Visual Elements

Guide for using Illustrations

Illustrations can communicate multiple themes and projects simultaneously. An illustration can tell a story and communicate various topics. Illustration can be a part of an infographic and an alternative for using photographs.

The illustration style should be recognisable. Illustrations go together with the NDF brand and visual identity. Illustration colours should also go together with the updated NDF colour palette.



Visual Elements

Guide for using Photography

Most NDF photography will feature a visual documentation of portfolio projects as well as some NDF events.

Photography is mainly used to visualise a project and theme. Preferred photography should be of high resolution files - minimum 3 MB or 300dpi.

Subjects of photographs should have a positive and active role.

Make sure that everything in the picture – including the background – is appropriate; at a construction site, all are wearing proper protective gear, there are no random logos that can be counter to NDF’s purpose, etc.

Informed consent should be provided by those being photographed.

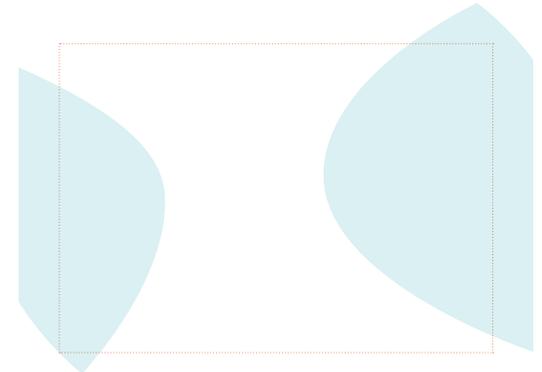
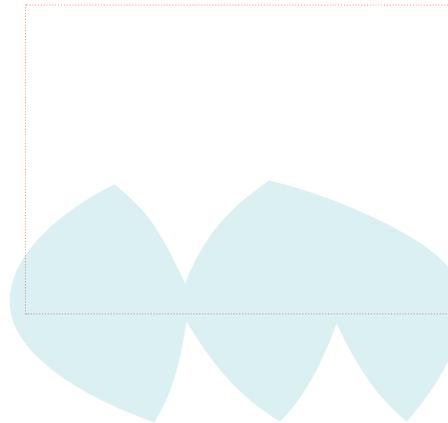


Visual elements

Graphic Illustration Element

The NDF logo serves as a foundation for the arch that can be used as a graphic visual element. The graphic element has been derived from the character part of the NDF logo.

The graphic element communicates transparency and flexibility, which should also be reflected in its dynamic placement. The element can be placed behind or on top of other elements. Photographs can also be placed within or around the element. The updated NDF colour palette is used to create a recognisable visual style.

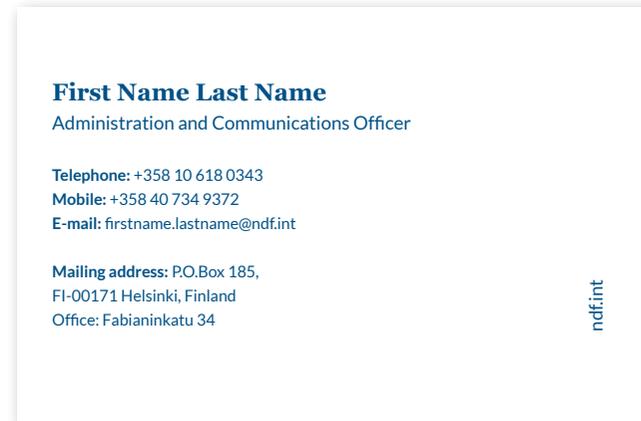


Visual elements

NDF Business cards

Size 85x 55mm

Paper: 380g

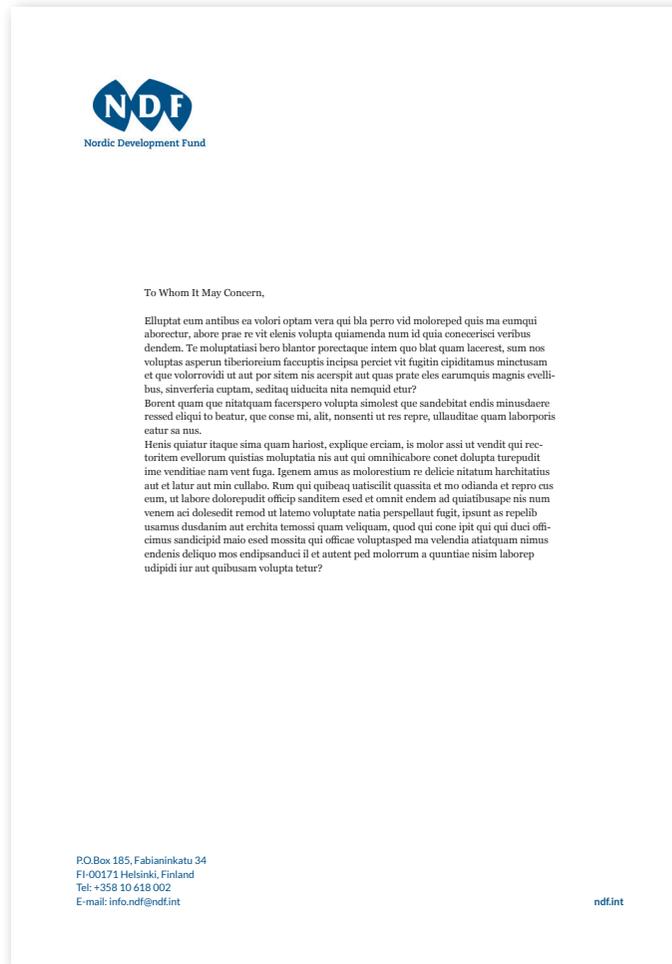


Visual elements

Letterhead A4

Size 210x297mm

Paper: 125g



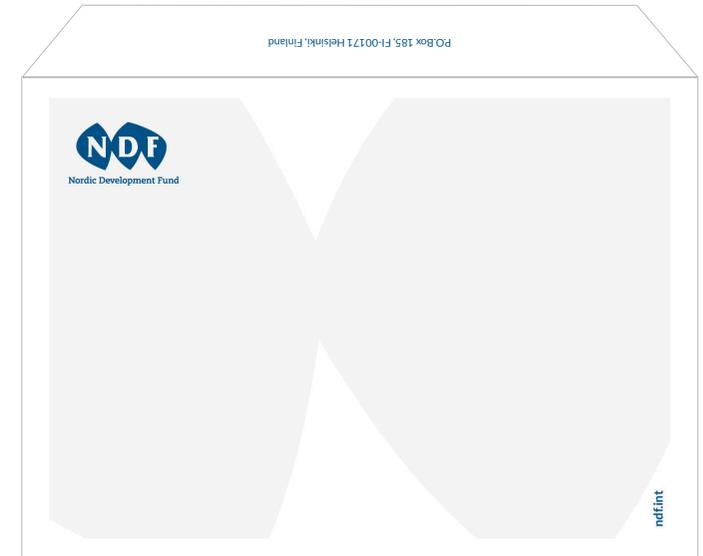
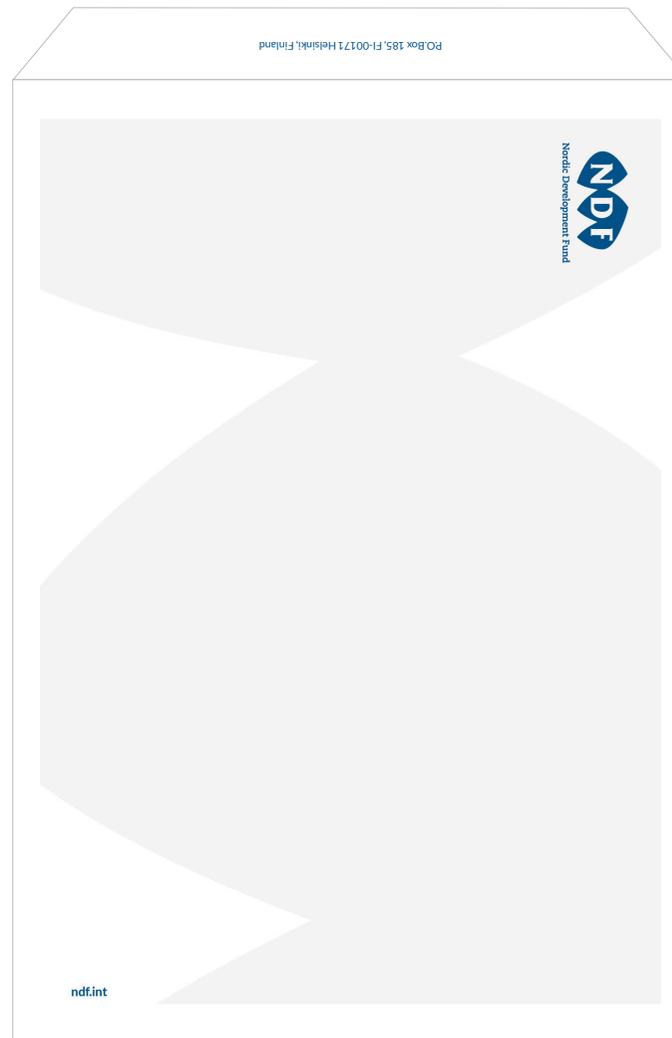
Visual elements

C4 envelope

Size: 229 x 324 mm

C5 envelope

Size: 162 x 229 mm



Applications

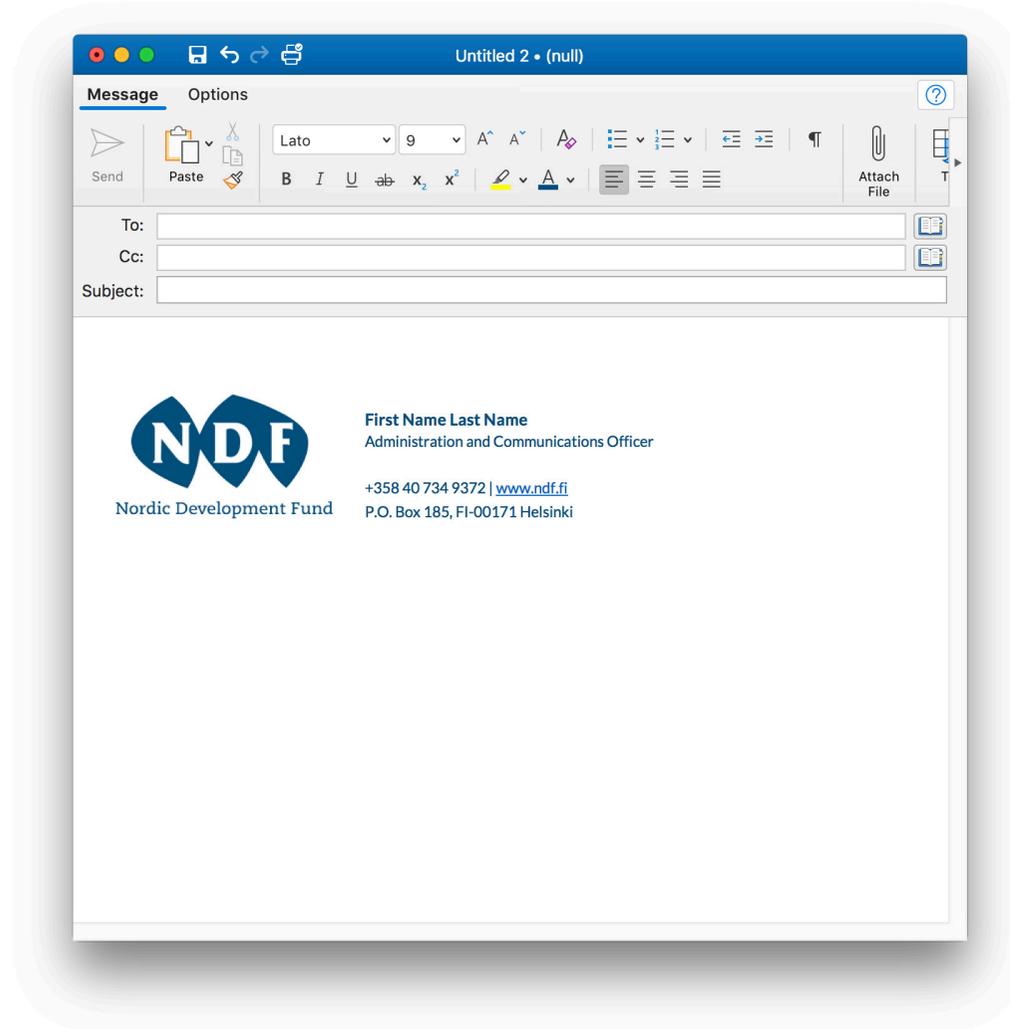
Email Signature

Name: Lato 10pt Bold

Title: Lato 9pt Regular

Contact information: Lato 9pt Regular

Text aligned to the left.



Applications

Teams Background Image

Size: 1920px x 1080px
Light and Dark versions

