



STAVANGER REGION
EUROPEAN OFFICE

Visual Identity Guidelines

January 2022



Introduction

The Stavanger Region European Office visual identity plays an essential role in promoting the project; as such, it is imperative to respect these guidelines when using the logo, font and colours for any external or internal communication, such as presentation templates, posters, business cards, flyers, social media, and so on.

The following guidelines provide a framework for using the brand identity in a consistent manner. Consistency communicates reliability and provides the foundation for working together in an efficient way. While maintaining the highest quality standard, our choice of words and images are opportunities to show that we understand and engage with our audiences.

These visual identity guidelines are a living document and may be updated to accommodate changing requirements. If you require assistance, additional support materials, or adjustments for a specific situation, please contact the Stavanger Region European Office. Likewise, if for any reason, you need to work outside the scope of these visual identity guidelines, please also contact a member of the Stavanger Region European Office.

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The logo

Main logo



The new Stavanger Region European Office logo represents the guiding principles of the office — **healthy, energetic, connected** — by the three rings intertwined.

While the logo icon shows dynamism, connection and collaboration, the typography and its color achieve a sense of steadiness and trustworthiness.

Secondary logo (Stacked)



This secondary version of the logo is designed to be used when little width is available for its placement. This version allows the logo text to be bigger and more easily readable when the logo is used in small widths.

The logo

Logo colour variations



Full color positive

Default version of the logo, to be used on white or light backgrounds.



Full color negative

To be used on dark backgrounds, provided that all colors of the logo clearly stand out.



Monochrome black

To be used on light backgrounds, when the use of the full color version is not possible.



Monochrome white

To be used on dark backgrounds, when the use of the full color version is not possible.

The logo

Safe area and minimum sizes

Safe area

Keep all other graphic elements, logos or margins at a minimum distance as defined by the “Safe area” line. The minimum space around the logo should be equivalent to the height of the logo text.



Minimum sizes

The minimum sizes for digital media and print should be respected to guarantee appropriate visibility.

Printing

The length of the logo should never be smaller than 35 mm for the main version, and 25 mm for the stacked version.



Digital media

The length of the logo should never be smaller than 100 px for the main version, and 70 px for the stacked version.



Colours

The project has four main colours and two variations.

Main colours



SEA
CMYK: **89 / 32 / 50 / 40**
RGB: **0 / 81 / 80**
HEX: **# 005150**



LIME
CMYK: **42 / 0 / 94 / 1**
RGB: **138 / 202 / 15**
HEX: **# 8ACA0F**



BLUE
CMYK: **73 / 43 / 0 / 0**
RGB: **0 / 123 / 216**
HEX: **# 007BD8**



CERULEAN
CMYK: **66 / 2 / 3 / 0**
RGB: **0 / 188 / 226**
HEX: **# 00BCE2**

Darker palette



DEEP SEA
CMYK: **90 / 56 / 66 / 60**
RGB: **0 / 51 / 48**
HEX: **# 003330**



LEAF
CMYK: **70 / 30 / 100 / 5**
RGB: **94 / 138 / 64**
HEX: **# 5D893F**



DEEP BLUE
CMYK: **100 / 79 / 24 / 9**
RGB: **0 / 71 / 128**
HEX: **# 004780**



DEEP CERULEAN
CMYK: **93 / 25 / 15 / 15**
RGB: **0 / 127 / 167**
HEX: **# 007FA6**

Gradient palette



Typography

The typefaces used for Stavanger Region European Office communications are **Niveau Grotesk** for titles and **Proxima Nova** for body texts.

Title: Niveau Grotesk Medium

Morbi leo risus porta ac consectetur vestibulum at eros

Subtitle: Niveau Grotesk Regular

Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh.

Body text: Proxima Nova Regular
Minimum font size for body text: 9pt

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Small text: Proxima Nova Light
Minimum font size for body text: 9pt

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Typography

When the recommended typefaces are not available, Stavanger Region European Office communications should use the system font Corbel.

Title: Corbel Bold

Morbi leo risus porta ac consectetur vestibulum at eros

Subtitle: Corbel Regular

Fusce dapibus, tellus ac cursus commodo, tortor
mauris condimentum nibh.

Body text: Corbel Regular

Minimum font size for body text: 9pt

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Graphic elements

Graphic elements that are part of the brand identity

Circle

The circles/rings of the logo icon can be used separately to help brand a document if necessary. This should be done with parsimony ensuring that the design is kept simple and elegant.



Contacts

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STAVANGER REGION
EUROPEAN OFFICE

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