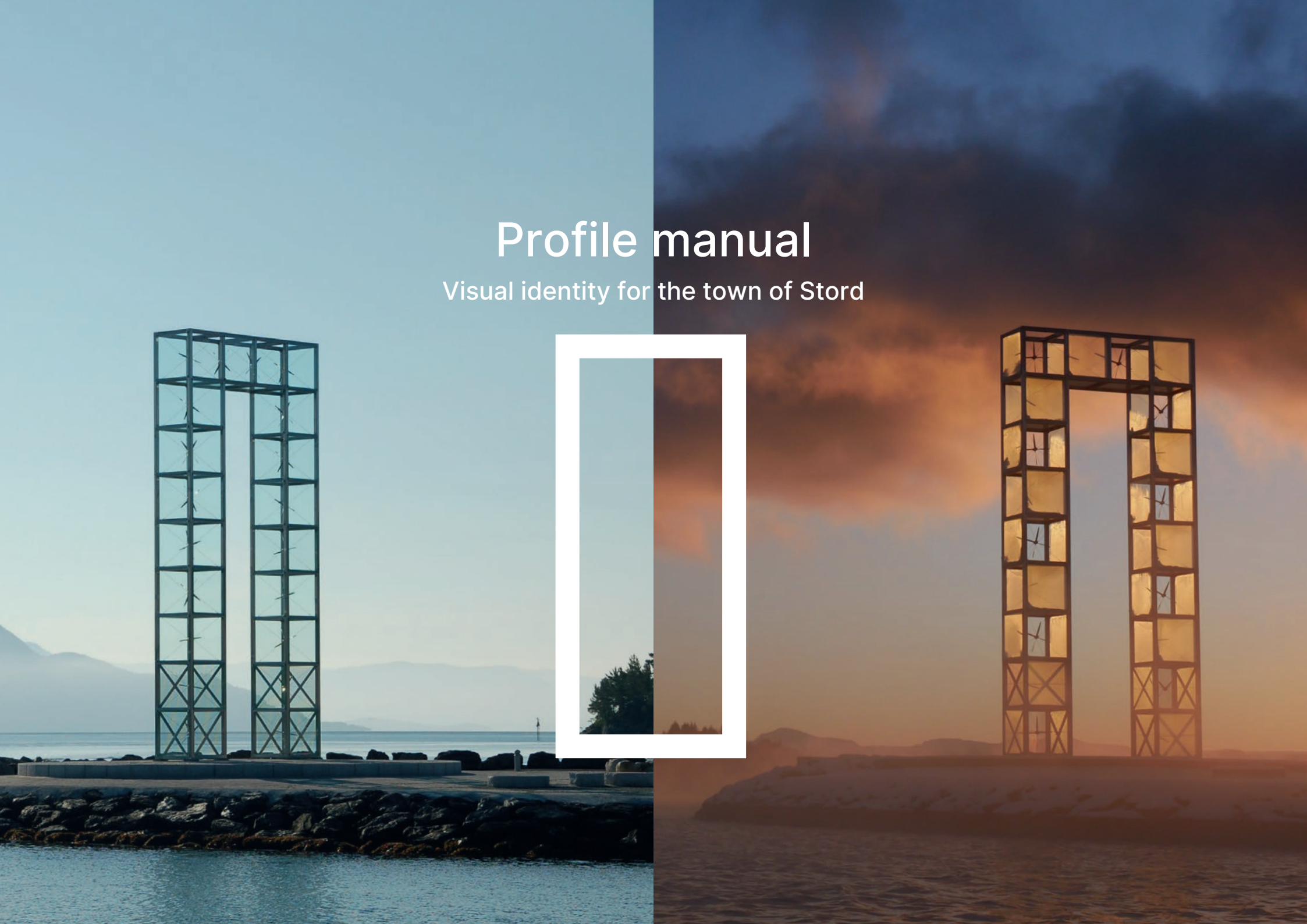



# Profile manual

Visual identity for the town of Stord



ST  RD

Small town for  
greatness

## **Small town for greatness**

Stord is a small town with lots to offer. On our half of Stord island, we have qualities like beautiful nature, great industrial and commercial activities, several educational facilities, a hospital, attractive living conditions and a wide range of leisure activities.

All this is reflected in the visual identity for the town of Stord.

# Consept

The Stord logo is based on the art installation Storddøra - "the gateway to Stord". The "open door" is constructed of many cubes, which reflect the many qualities Stord has to offer.

"The portal is based on Stord's tradition in shipbuilding, as well as giving a monumental welcome to a municipality in the middle of beautiful nature - making water and wind the main elements of the portal." Sissel Tolaas, the artist behind the sculpture.

An open door symbolizes hospitality and opportunities.

Keywords linked to concept:

Interaction, construction, diversity, welcome, home, change, possibilities, composite, portal.





fishing

accommodation

construction

treetops

travel

**Small town for** hydrogen

art

history

sports

culture

music



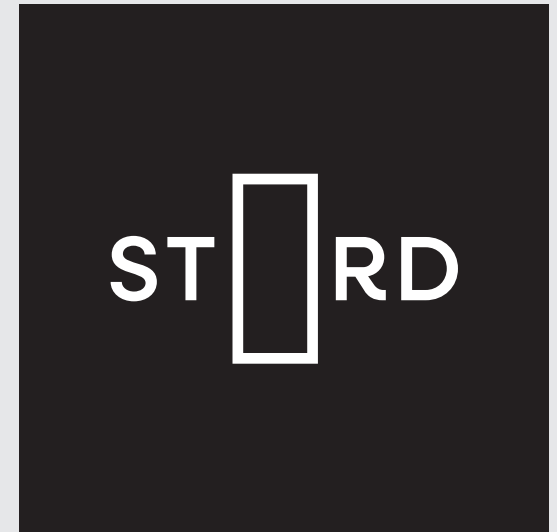
# The Stord logo

The Stord logo is a common sender mark that can be used by all businesses, organizations and institutions in Stord municipality.

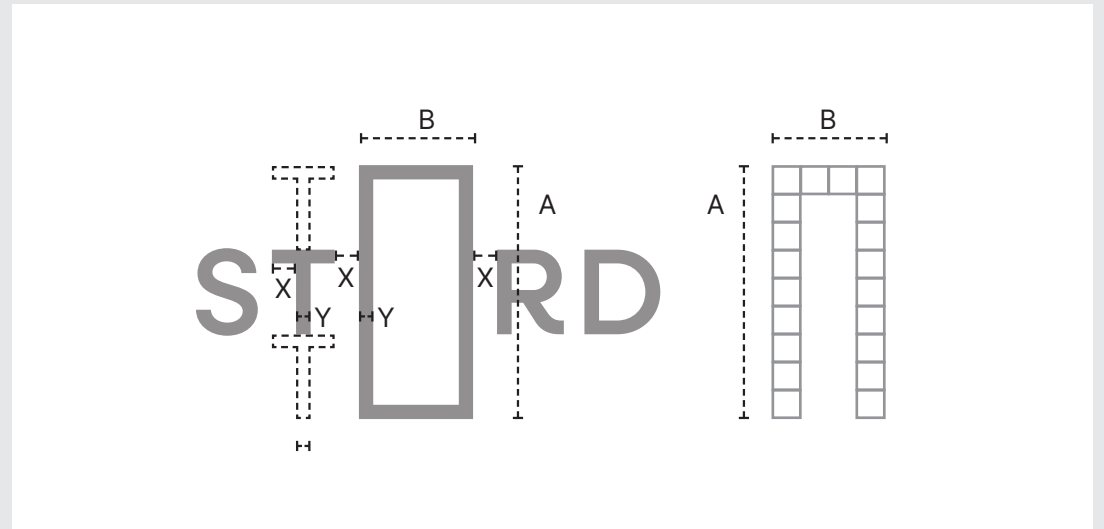
The logo consists of the name Stord, where the O has been replaced by the shape of Storddøra.



Black logo (positive)



White logo (negative)



Logo construction

# The Stord logo in colours

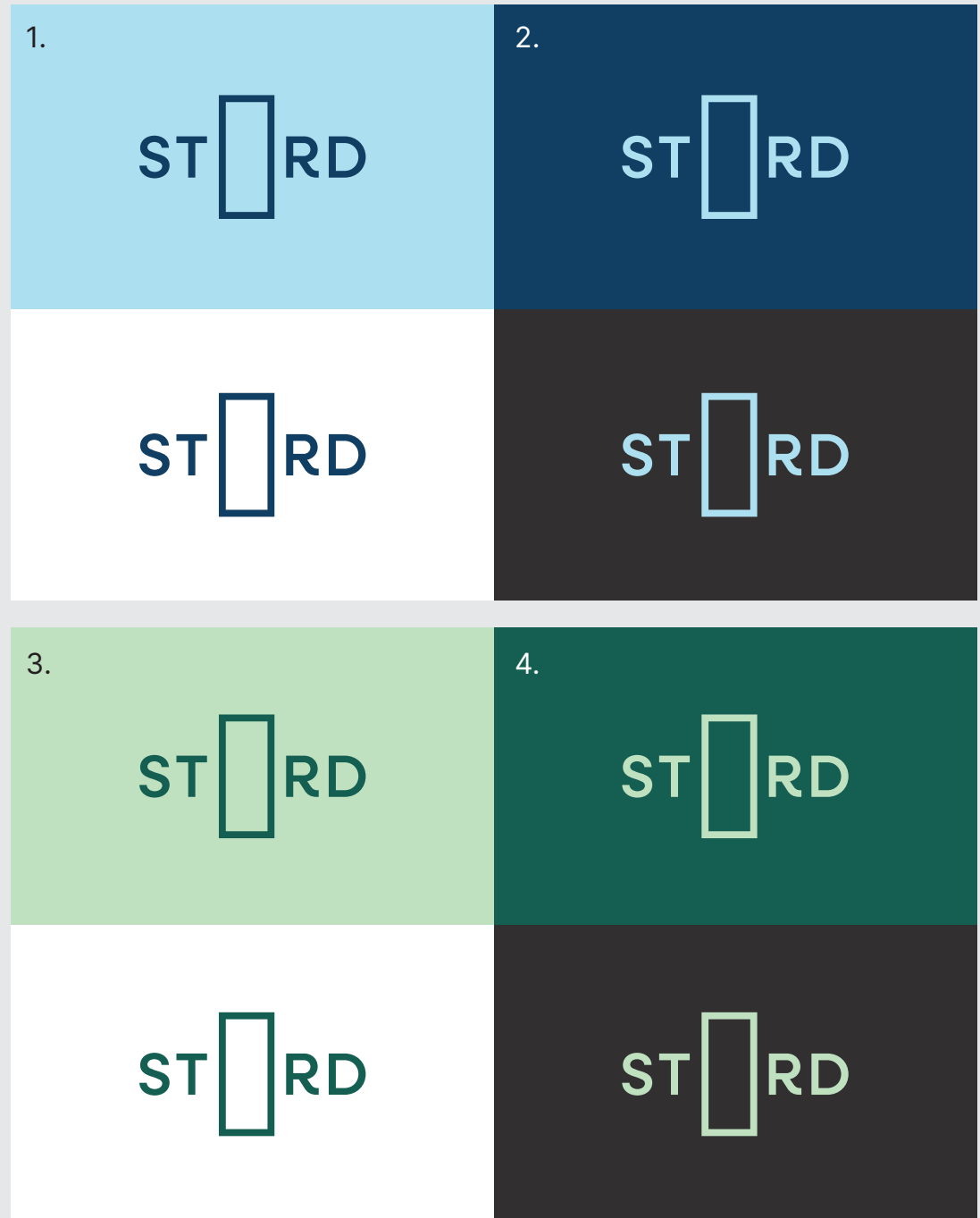
In addition to black and white, the logo can also be used in the following colours:

1. Dark blue
2. Light blue
3. Dark green
4. Light green

The logo must not be used in other colours than these.

Light blue and light green logos require a dark background colour.

Coloured logos must only be used when they harmonize with the design. Example: In a design that contains a lot of green, you can use a green logo to give the design a harmonious expression.



# Logo with slogan

There are two options for logo with slogan:  
One for landscape format and one for  
portrait/square format.



Landscape



Portrait/square



# Logo along with another sender.

When the Stord logo is to be used together with another sender, the main sender must always appear first, then the Stord logo with slogan.

There are three options for how you can adjust the size of logos in relation to each other:

1. Adjust according to the height of the "door"
2. Adjust according to the height of the name feature
3. Adjust according to the height of the slogan.

4. The distance between the logos is always equal to the width of the "door"

1.



2.



3.



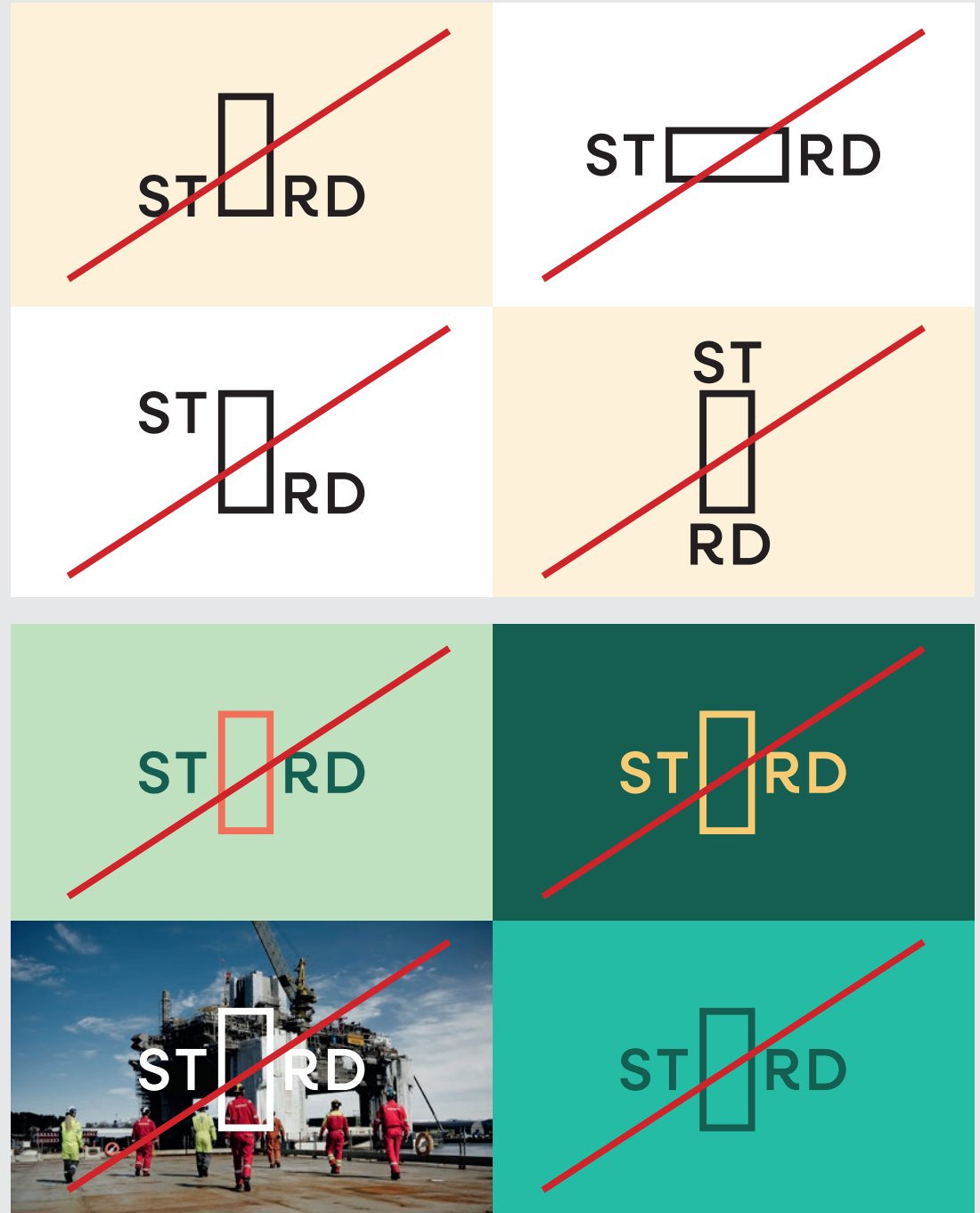
4.



## Examples of incorrect use of the Stord logo

The name feature and the design of the logo shall not be changed.

Use only the colour variants specified in the profile manual. It is not allowed to combine colours. Have good contrast between logo and background.



# Profile colours

The color palette is inspired by nature and the spectrum of qualities that Stord has to offer: The surrounding sea, the green forests, the holly trees, the mountains, cultural life, sports, history and the business world.

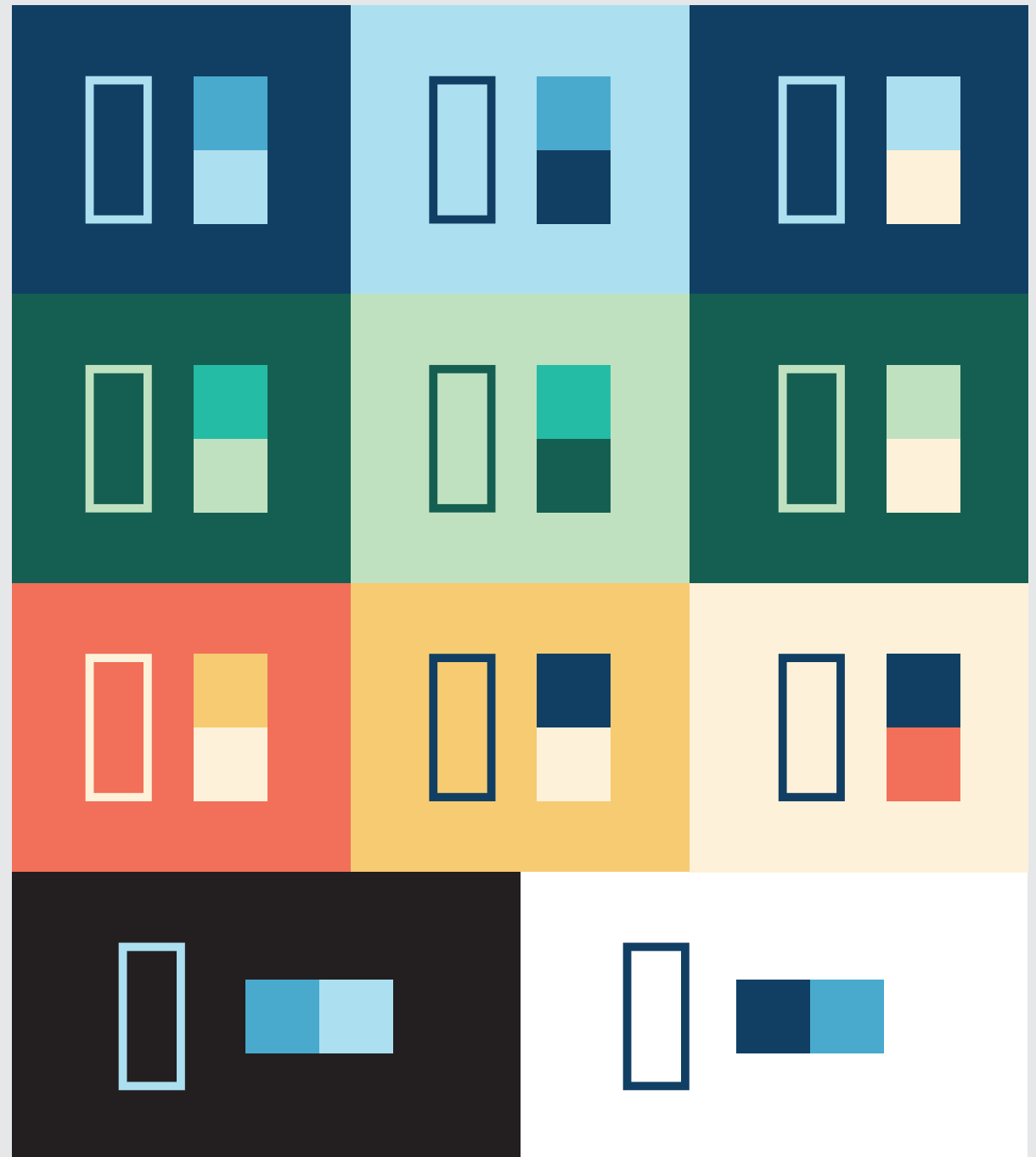
Colours can be used in graphic elements, text and as a background colour.

<b>Dark blue</b>  CMYK: 100, 80, 40 20 RGB: 25, 50, 95 # 19325f	<b>Steel blue</b>  CMYK: 55, 0, 0, 20 RGB: 115, 190, 240 # 73bef0	<b>Light blue</b>  CMYK: 30, 0, 5, 0 RGB: 180, 230, 255 # b4e6ff
<b>Dark green</b>  CMYK: 90, 45, 70, 25 RGB: 20, 90, 80 # 145a50	<b>Fjord green</b>  CMYK: 70, 0, 45, 0 RGB: 60, 200, 80 # 3cc8b4	<b>Light green</b>  CMYK: 25, 0, 30, 0 RGB: 170, 240, 200 # aaf0c8
<b>Warm red</b>  CMYK: 0, 70, 65, 0 RGB: 240, 105, 80 # f06950	<b>Warm yellow</b>  CMYK: 5, 20, 65, 0 RGB: 250, 205, 110 # facd6e	<b>Sand</b>  CMYK: 0, 5, 15, 0 RGB: 255, 245, 225 # fff5e1
<b>Pure black</b>  CMYK: 0, 0, 0, 100 RGB: 15, 15, 15 # 0f0f0f		<b>Pure white</b>  CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 # ffffff

# Colour combinations

Use color combinations that harmonize well.  
Use high contrast between line/text and background.

Here are examples of colour combinations that work well together.



## Graphic elements

1. The Stord logo, or just "the door", can be used to emphasize something in an image.

2. You can also use square compositions as profiling elements. Square surfaces are taken from the modular forms within Storddøra. These can also be used together with a picture.

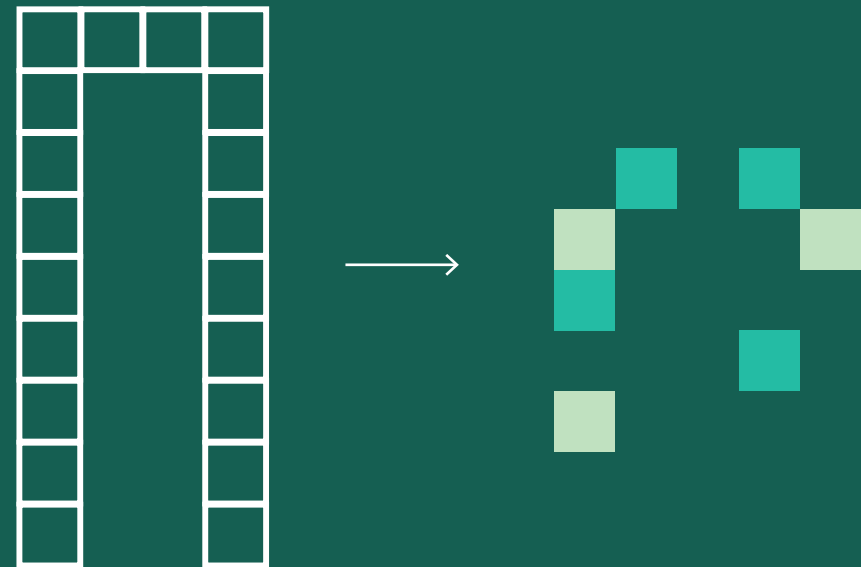
These two graphic elements must not be used simultaneously on the same surface, only separately.

See examples on the following pages.

1.



2.





**Business activities**



**Knowledge development**

**Living conditions**



**Quality of life**





# Examples of use

The examples illustrate the principle of the visual identity and is for inspiration.

ST  RD

## Small town for huge projects

Hywind Tampen is the world's largest floating offshore wind farm.



ST  RD

## Small town for big moments

Falturiltu is the world's largest New Norwegian literature festival for children and youths.



# Typography

Inter has been chosen as font for this graphic profile. It is stylish, simple, easy to read and interacts well with other profiles and expressions.

Consistent use of the font strengthens the profile and makes it easy to recognize across different user surfaces.

The font has 18 different weights, but to tighten the profile only 6 weights are used.

The weights used are:

Regular

*Italic*

**Semibold**

***Semibold italic***

**Extrabold**

***Extrabold italic***

The font can be downloaded via Google Fonts:

<https://fonts.google.com/specimen/Inter>

Altitude. Adventure. Garden.  
Sweat. **THE TALL ONE.** Fishing.  
Accommodation. Construction.  
Treetops. Travel. Hydrogen. Art.  
History. Sports. Culture. Music.  
Food. Quiz. Interior. Leisure.  
Childhood. **VIKJO.** Dance. Work.  
View. Skiing. Round-trip.  
Innovation. Design. Wildlife.  
Cultural landscape. **KATTNAKKEN.**  
ConCert. Choir. Band. Sailing.  
Climbing. Ice skating. Bowling.  
Architecture. Education. Health.  
Hospital. Horse. Golf. Mountain.  
Technology. Gaming. Restaurant.  
Swimming. Knowledge. Enthusiast.

# Examples of profile material

The examples illustrate the principle of the visual identity and is meant for inspiration.

