

# Design Manual



**RGSNORDIC**



Logo



RGSNORDIC



# Logo

The RGS Nordic logo is constructed from the leaf symbol and the company name. RGS and NORDIC are always written so that they make up one single unit. Likewise, the symbol and the name must always be used together, and they must not be separated or used independently, except when the symbol is used as a vignette, as shown on page 4. The logo comes in a primary and secondary version, as illustrated below.

## Primary logo



Mini version. The lines in the leaf have been made thicker.



## Secondary logo

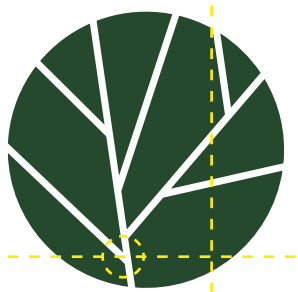


## Respectable distance



# Logo use

The logo comes in the two colour variants, green and white. Deciding on which colour variant to use depends on the background. The leaf symbol must only be used independently as a vignette, as shown below.



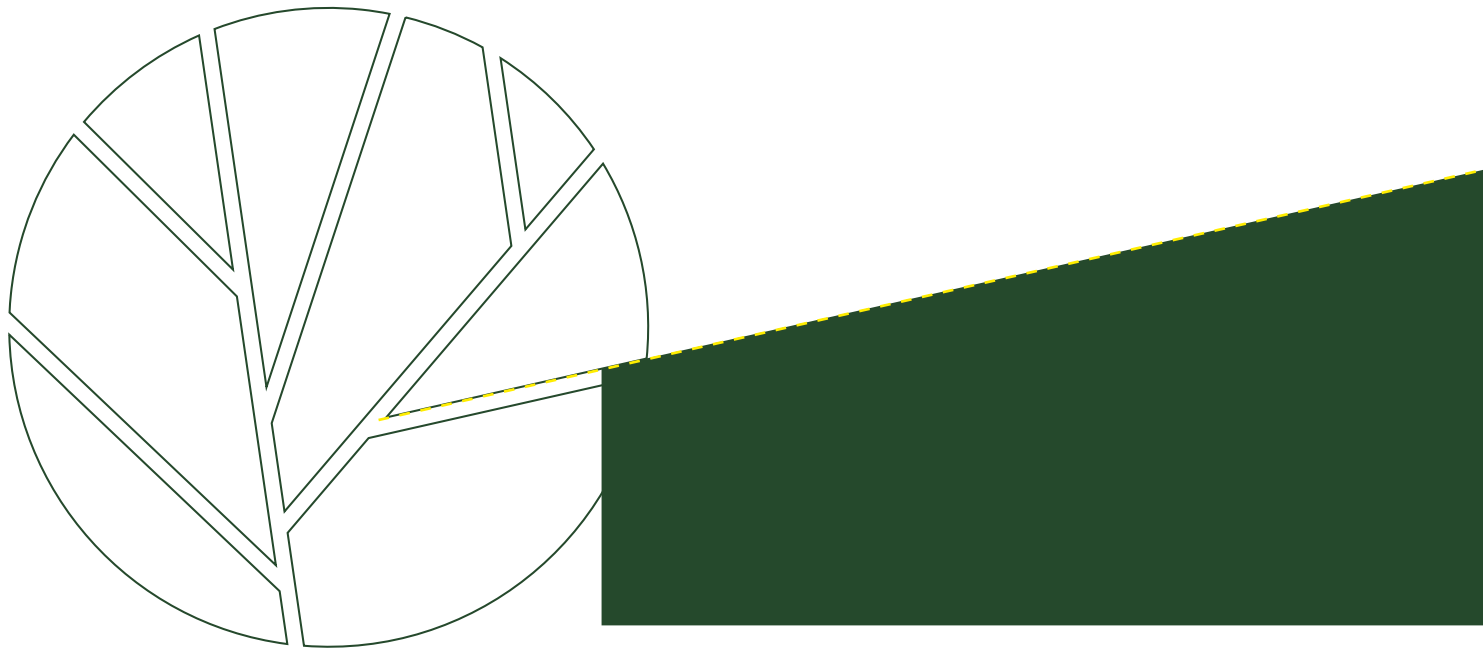
Examples of wrong logo use.





# Oblique cut

The RGS Nordic leaf symbol forms a strong visual element, an oblique cut which functions as a distinctive visual feature for the company. The cut may finish a photo, a colour surface, a quotation box, and has an angle of 12,8°. **The oblique cut is only used in green.**





# Colours

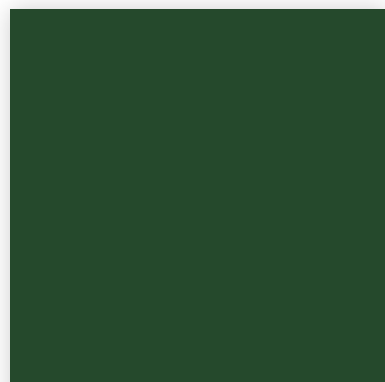


RGSNORDIC



# Colours

The RGS Nordic colour palette consists of four colours: Green, golden yellow, black and blue, with green as the primary. These colours form the basis of the company's visual identity and expression.



CMYK 90/60/95/30  
RGB 53/74/49  
#354a31



CMYK 15/40/80/5  
RGB 197/153/73  
#c49949



CMYK 70/45/30/5  
RGB 89/122/46  
#597a92



CMYK 0/0/0/100  
RGB 0/0/0  
#000000



# Typography





# Typografi

Heading // middle heading // quotes

## Unna Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789%&/( )? \$ #

Volo blamus. Sam, ut ut omnia dolo doluptibus, illum alit fuga. Same nonecep edicienihic te idit mi, inciet officipsunt ligendaerro odis Iquid molore nossuntis endam eniscias aut aut quunder oressun tibusan dipsae re sus cuptat. Nam int ut audi doluptat prorrovit, sint, num qui aris mollaboratem sitem videndel.

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Underoverskrifter // Brødtekster // Billedtekster

## Fira Light / Bold

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abcdefghijklmnopqrstuvwxyzæøå  
0123456789%&/( )? \$ #

Prae que que dis et ipidis pore latur sita se lis anis apelistiore con nis des arum volum volorigeatur sintatus errorit asimus et es endus vitiam quam int qui nim voluptas sit aut officius magnis erepudi taquam in rempos dolupis moloreptio. Itam sum, atium dolori dusam quunt minullo rerferi atenes ilicili







# Photos



# Photo use

We aim for that the photos used on RGS Nordic material or in connection with our logo are aesthetically beautiful and of good quality. Therefore, pictures showing different materials in close-up or landscape views are often used, but with the same tonality. The photo style should be authentic and natural, and consequently no filters or blurring are to be used.

A minor selection of photos is available at [rgsnordic.com/design](https://rgsnordic.com/design)



Download the RGS Nordic design package at [rgsnordic.com/design](https://rgsnordic.com/design)



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