

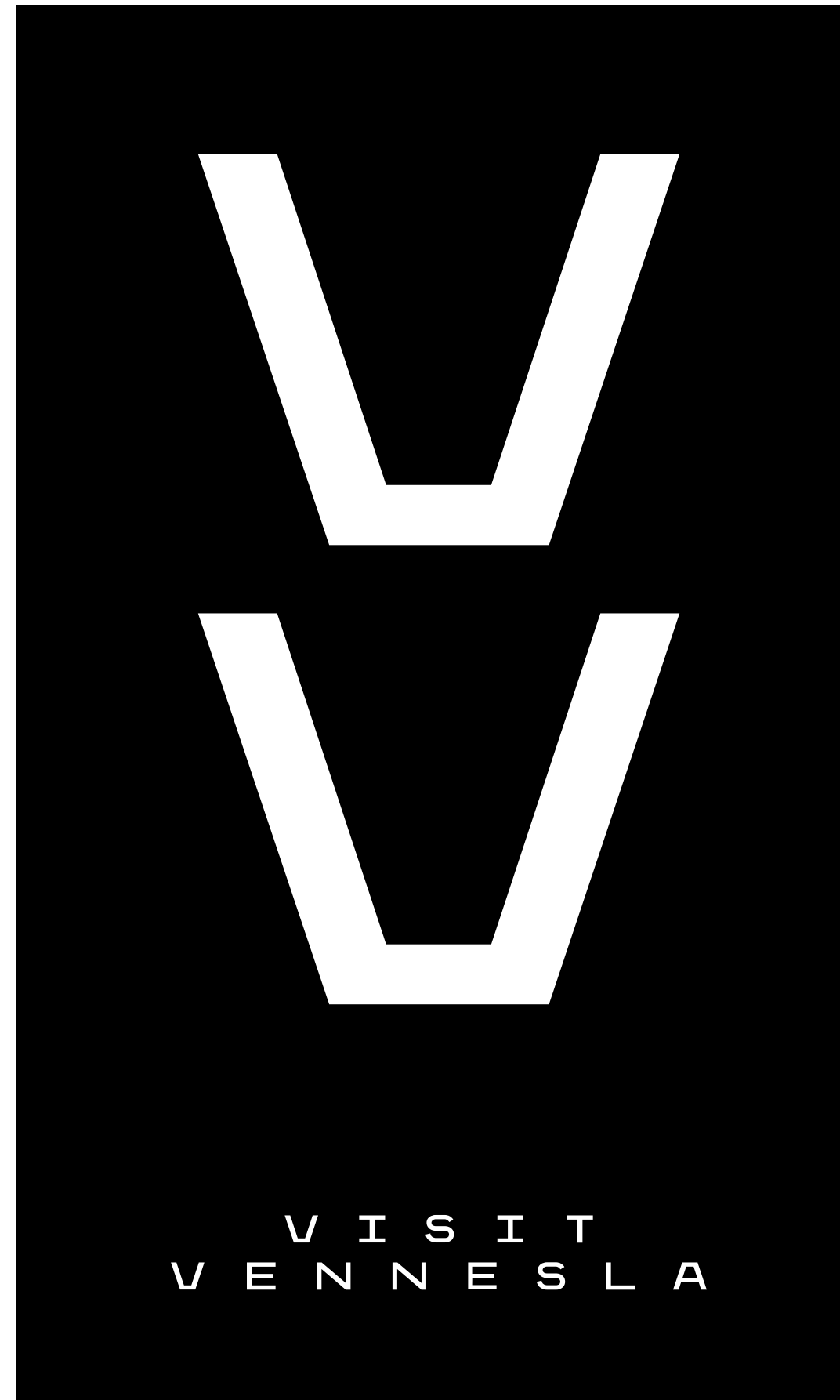
THIS IS OUR BRAND IDENTITY

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- 01 / LOGO
- 02 / LOGO / CLEARSPACE
- 03 / ICON
- 04 / ICON / CLEARSPACE
- 05 / LOGO USAGE GUIDELINES
- 06 / TYPOGRAPHY
- 07 / COLOUR PALETTE

THIS IS OUR BRAND IDENTITY

01 / LOGO /
BLACK BOX
VERSION

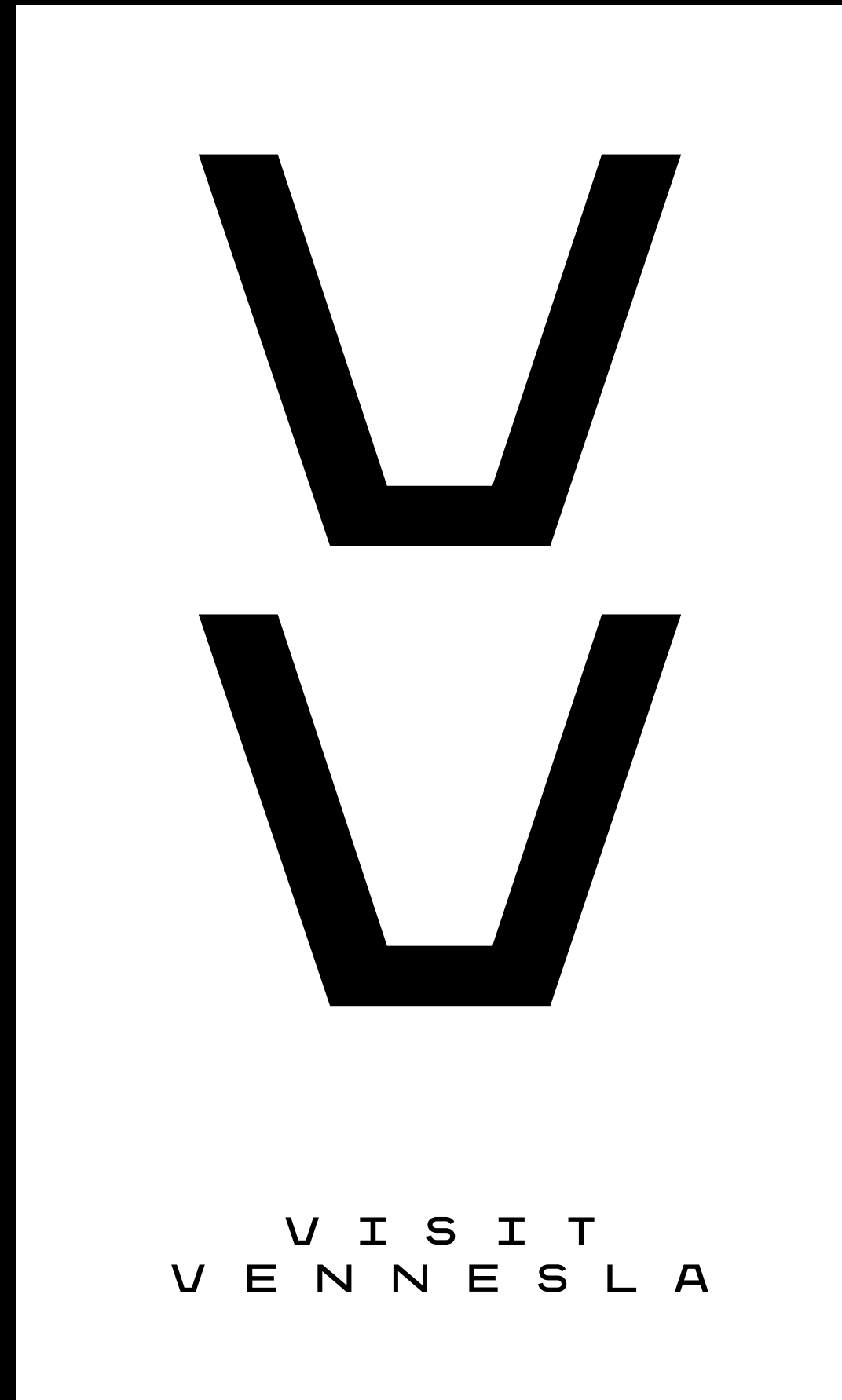


OUR LOGO IS THE KEY BUILDING BLOCK OF OUR IDENTITY.
THE PRIMARY VISUAL ELEMENT THAT IDENTIFIES US.
THE LOGO IS A CUSTOM MADE LOGOTYPE BASED ON THE
FONT FVB DISPLAY REGULAR.

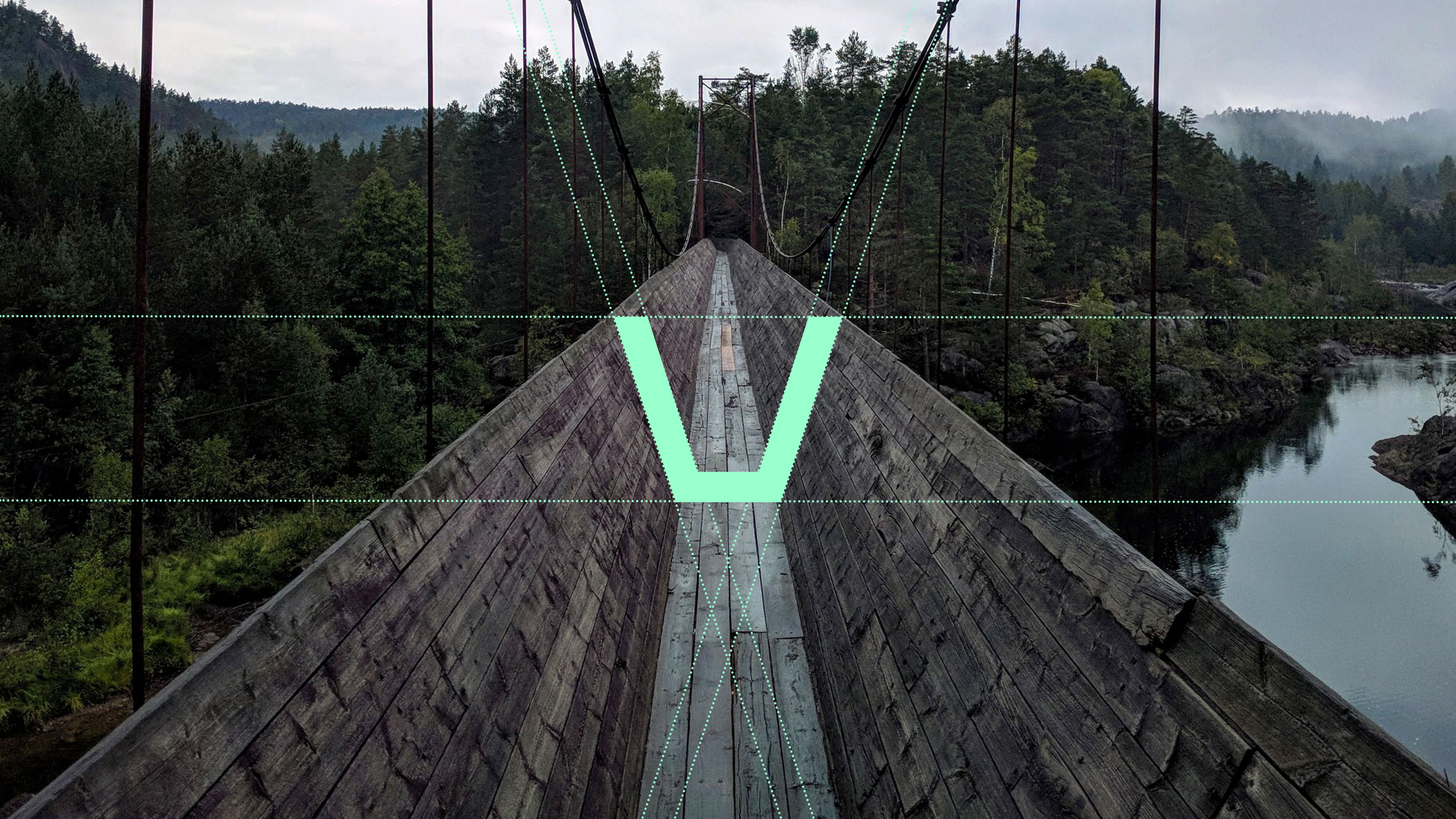
THIS LOGO IS OUR PRIMARY LOGO, AND IT SHOULD PRIMARILY
BE USED IN BLACK AND WHITE.

THE BLACK LOGO SHOULD BE USED ON LIGHT
COLOURED BACKGROUNDS.

01 / LOGO /
WHITE BOX
VERSION



THE WHITE LOGO SHOULD BE USED
ON DARK COLOURED BACKGROUNDS.



01/LOGO
/BLACK TEXT
VERSION

V I S I T V E N N E S L A

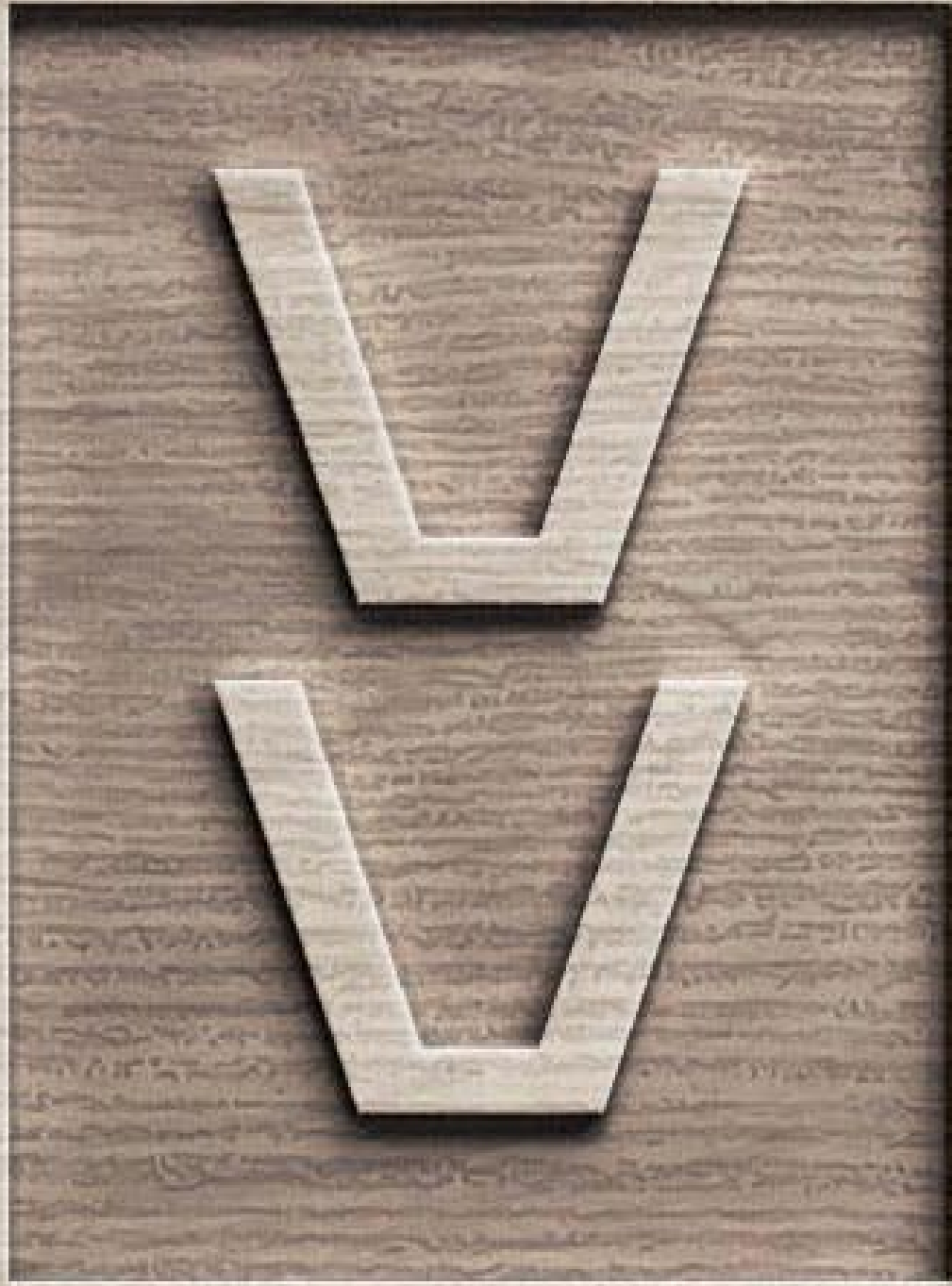
THE LOGO IS A CUSTOM MADE LOGOTYPE BASED
ON THE FONT FVB DISPLAY REGULAR.
THE LETTER V IS AN ILLUSTRATION BASED
ON THE SHAPE OF TØMMERENNA.

V I S I T V E N N E S L A

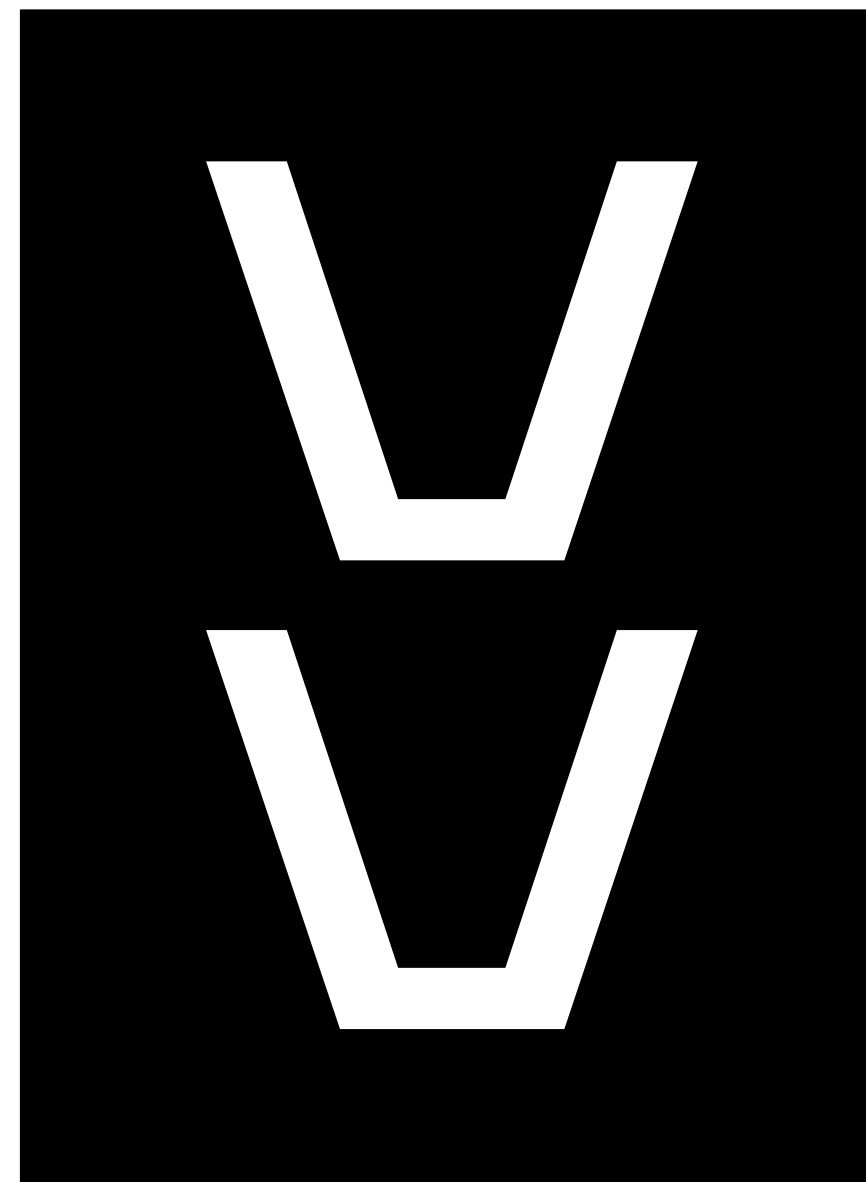
02 / CLEARSPACE
/ LOGO



THE LOGO'S CLEARSPACE IS EQUAL TO THE WIDTH OF THE LETTER V X 3.

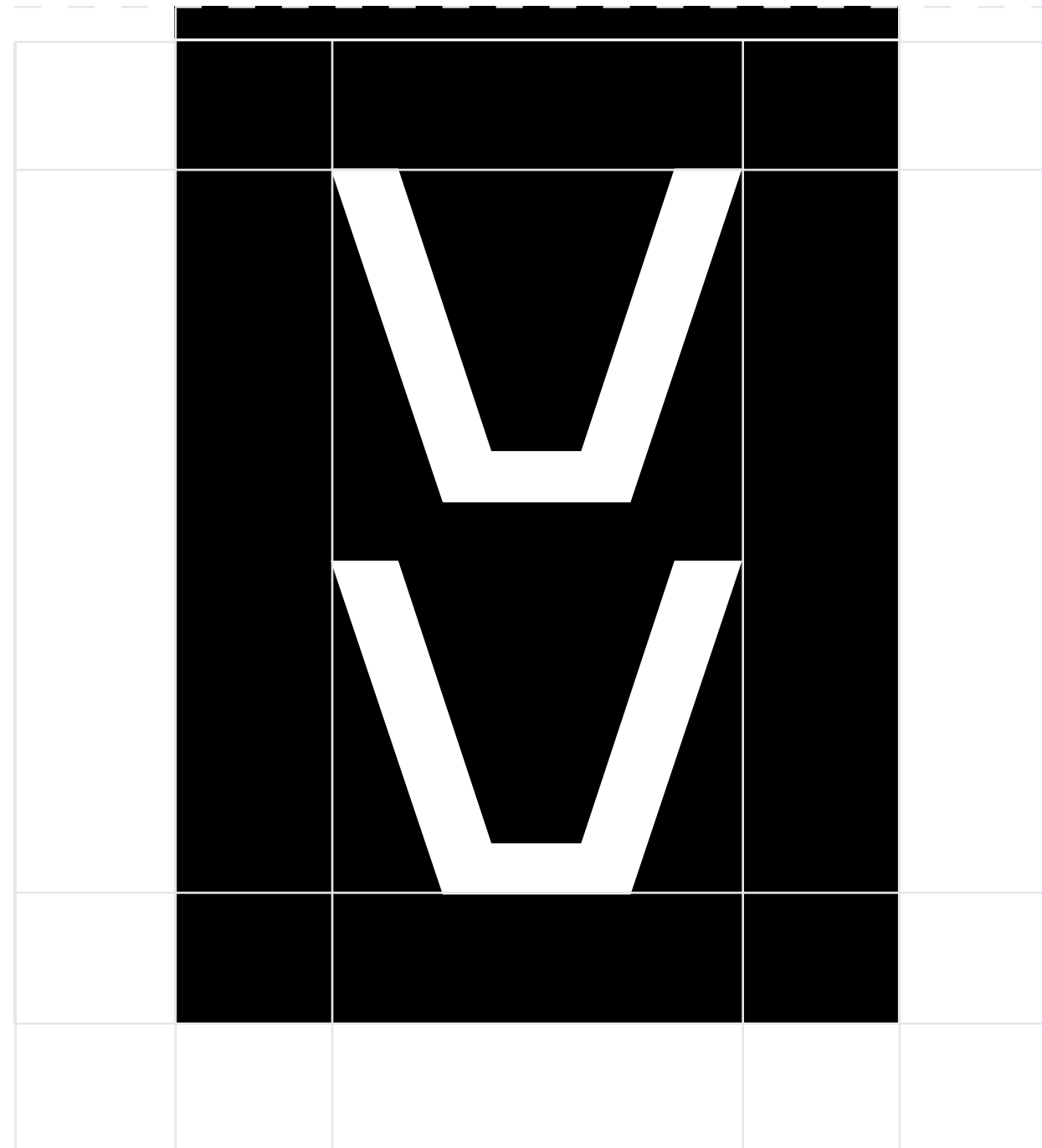


03 / ICON



THE ICON IS INSPIRED BY THE SHAPE OF TØMMERRENNÅ.

04 / CLEARSPACE / ICON



THE ICON'S CLEARSPACE IS EQUAL TO THE WIDTH OF THE SPACE BETWEEN THE V AND THE BOX.
THE ICON CAN BE PLACED WITH NO SPACE IN TOP AND LEFT, BUT REMEMBER TO ADD 3 MM EXTRA BLEED
TO AVOID CUTTING THE ICON/LOGO WHEN PRINTED.



W

V I S I T
V E N N E S L A

05 / LOGO USAGE GUIDELINES

01 / NO ELEMENTS OF THE LOGO ARTWORK MAY BE RECREATED, DELETED, CROPPED OR RECONFIGURED.

02 / A MINIMUM CLEARSPACE MUST BE MAINTAINED ON THE PERIMETER SURROUNDING LOGO ARTWORK AS OUTLINED ON LOGO CLEARSPACE PAGE.

03 / LOGO ARTWORK MUST BE UNIFORMLY SCALED. NON-UNIFORM SCALING DISTORTS THE PROPORTIONS OF ARTWORK AND THE RELATIONSHIP BETWEEN THE ICON AND LETTERFORM.

04 / LOGO ARTWORK MAY ONLY BE REPRODUCED DIRECTLY FROM A DIGITAL FILE. IT SHOULD NEVER BE REPRODUCED FROM PREVIOUSLY PRINTED MATERIALS.

05 / DO NOT PUT A WHITE BOX AROUND THE LOGO WHEN PLACED ON A DARK BACKGROUND.

VEIT VERISLA / TÖMMERRENNAN / 2020

Tømmerrenna / 2020

Tømmerrenna / 2020

Tømmerrenna / 2020

Tømmerrenna / 2020

Tømmerrenna / 2020

Tømmerrenna / 2020

Tømmerrenna / 2020

SE MÉR ÞEYMAÐIÐ Á VITVORÐLAUÐI



VEIT VERISLA / TÖMMERRENNAN / 2020

Tømmerrenna / 2020

Tømmerrenna / 2020

Tømmerrenna / 2020

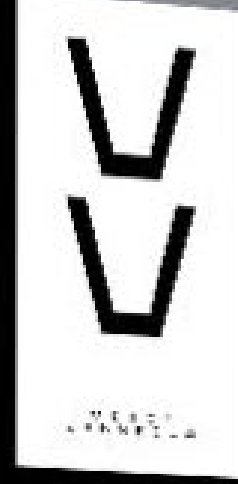
Tømmerrenna / 2020

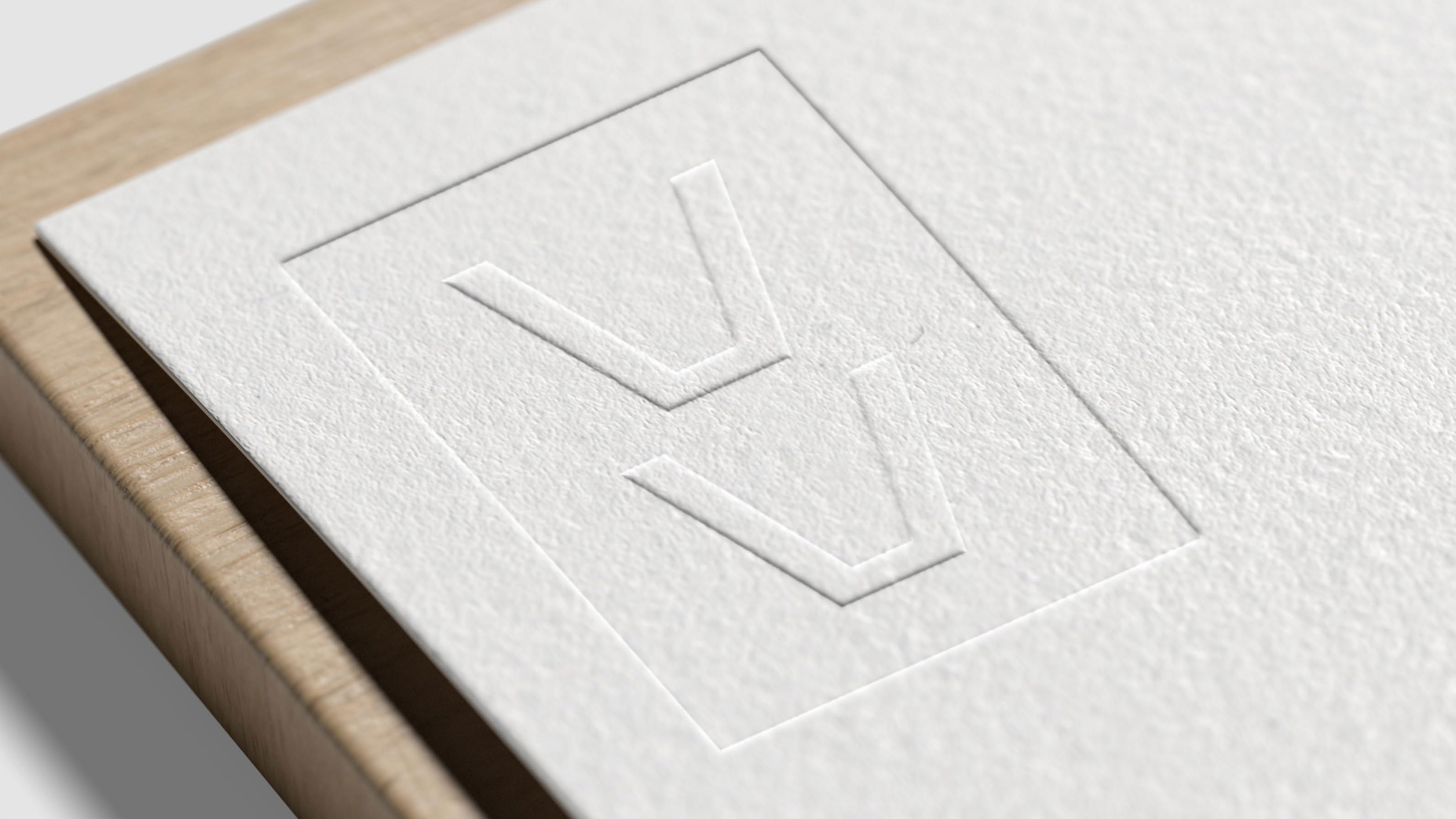
Tømmerrenna / 2020

Tømmerrenna / 2020

Tømmerrenna / 2020

SE MÉR ÞEYMAÐIÐ Á VITVORÐLAUÐI







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ARTICULAT CF LIGHT:

abcdefghijklmnopqrstuvxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789!#()?@

ARTICULAT CF REGULAR:

abcdefghijklmnopqrstuvxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789!#()?@

ARTICULAT CF MEDIUM:

abcdefghijklmnopqrstuvxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789!#()?@

ARTICULAT CF BOLD:

**abcdefghijklmnopqrstuvxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789!#()?@**

ARTICULAT CF EXTRABOLD:

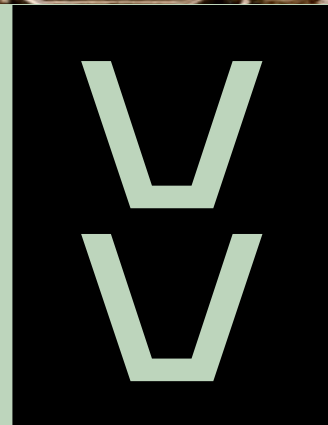
**abcdefghijklmnopqrstuvxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789!#()?@**

ARTICULAT CF HEAVY:

**abcdefghijklmnopqrstuvxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789!#()?@**

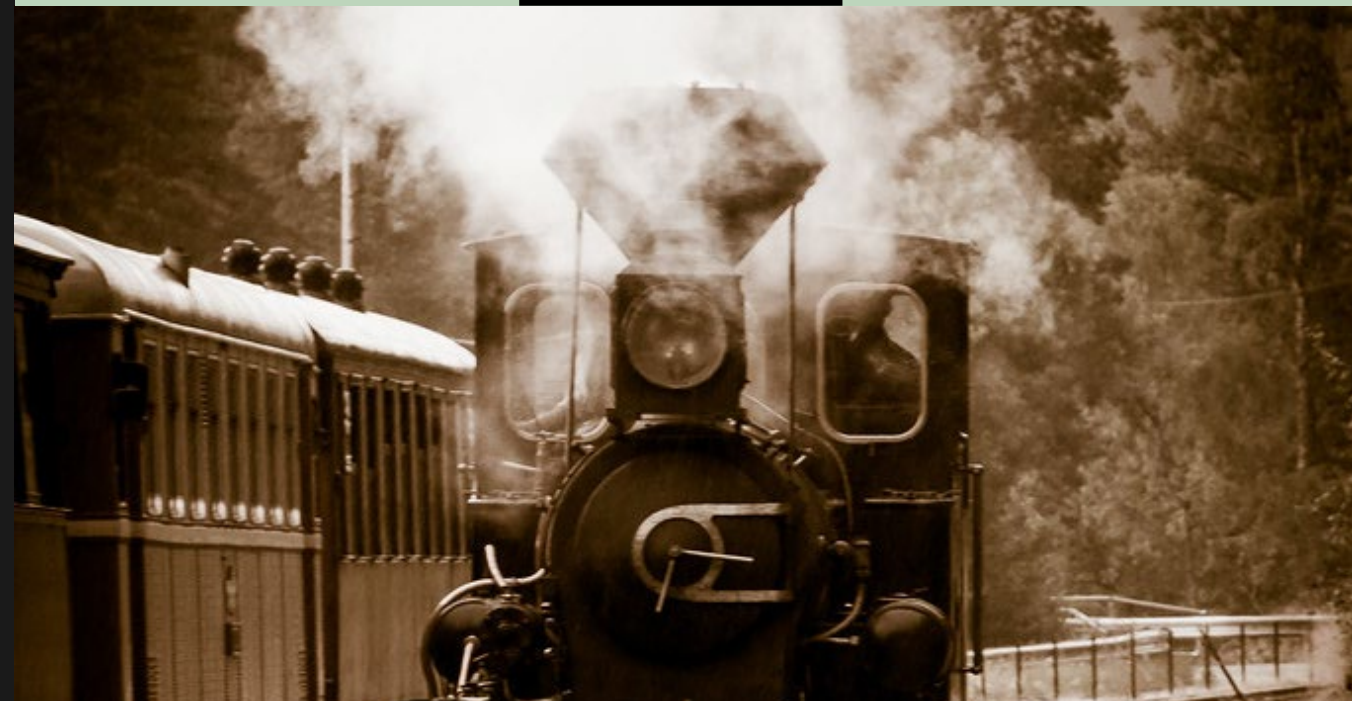


LIGHT
MEDIUM
BOLD
HEAVY

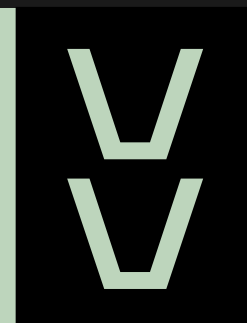


Setesdalsbanen / 2020

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Photography: Ingvald R. Ingebretsen



Kulturhuset / 2020



Tourist information:
0047 123 45 678
post@visitvennesla.no
visitvennesla.no

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Setesdalsbanen / 2020



Photography: Ingvald R. Ingebretsen



VIST VAREÅR / TØMMERENNA / 2020

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SE MER INFORMASJON PÅ VESTERLUND

VESTERLUND

07 / COLOUR
PALETTE

HEX #000000

HEX #858864

HEX #99FFCC

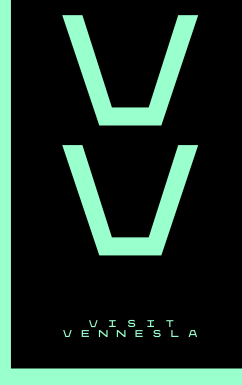
HEX #BDD5BC

HEX #E6F2EA

VISTVÆNNESLA / TØMMERRENNEN / 2020

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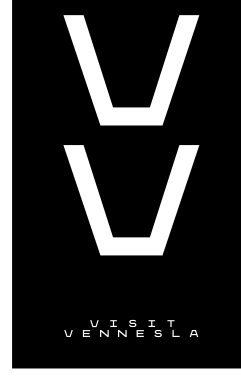
SE MER INFORMASJON PÅ VISTVÆNNESLA.NO



VISTVÆNNESLA / SETESDALSBANEN / 2020

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Kulturhuset / 2020
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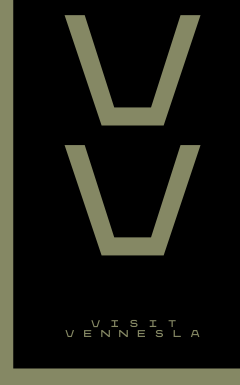
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V I S I T
V E N N E S L A



VISIT VENNESLA / TØMMERRENNÅ / 2020

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VISIT VENNESLA / TØMMERRENNÅ / 2020

Tømmerrenna

Tømmerrenna

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Subfont: Space Mono Regular / 19 pt / Spacing 50

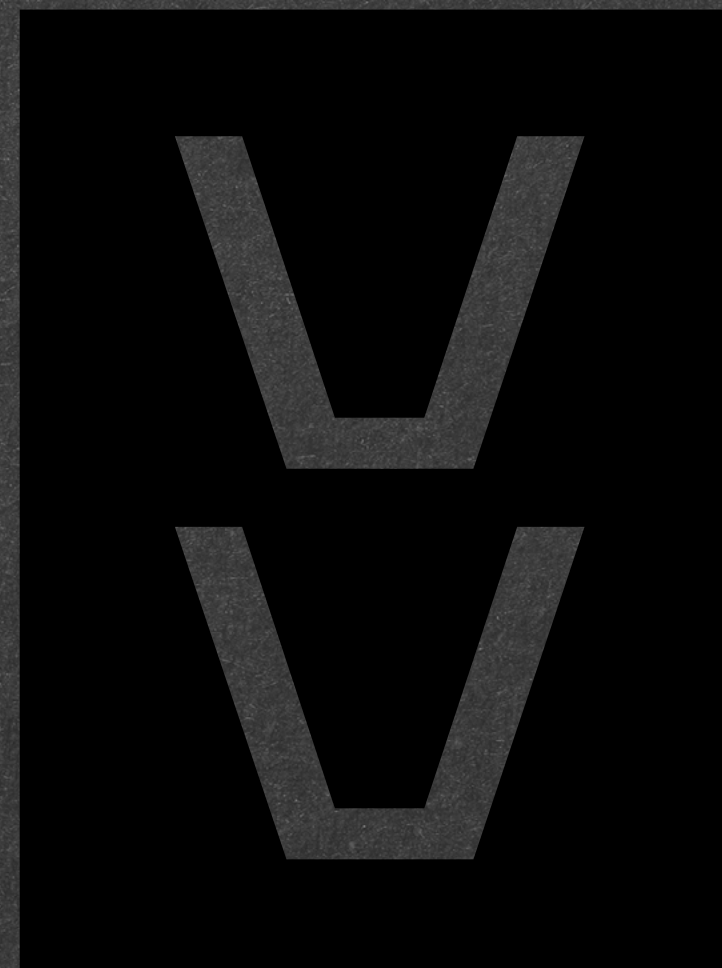
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Tømmerrenna / 2020

Tømmerrenna / 2020

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Main font: Articulat / 150 pt / Spacing 10



CONTACT: POST@VISITVENNESLA.NO / VISITVENNESLA.NO

BRAND IDENTITY BY GRAFDESIGNSTUDIO.NO