The Nolato Communication Guide

Guidelines and tips when communicating on behalf of Nolato

Logotypes and graphics

Our logo

The Nolato Group Logotype is to be used for all operations within the Group.

The logotype is a single unit and may not be divided. Neither the symbol nor the name Nolato can be used alone. The Nolato appearance, proportions or design may never be changed in any way.

It's not allowed to combine the symbol with the name Nolato written in any other way. This applies to similar and different fonts as well as to other alphabets. Neither can a company version to be created, all the Group's companies with "Nolato" in the name shall use the Group Logo.

Only use logo files downloaded from the Nolato picture archive Brandox or NolatoNet (making or using other versions is not allowed).

Rules for using the logo

When using Nolato's logotype, the logo should be centered automatically, so that its visual shape and character always is maintained.

Other logos, images, text (other than address line etc.) must not be placed closer to the logotype than a distance corresponding to the height of the letter "N" in the current logotype. This is also important when making PowerPoint presentations. The logo may of course not even partly be covered by text, pictures, diagrams etc!

Logotypes and graphics

Permitted color versions

Nolato's logo may only have the color combinations showed here. The main version of the logo is the one with a red and gray colored symbol and black text. Normally, this version shall be used, unless there are particular reasons for using one of the versions shown below.

The entirely black logotype is used when, for practical or financial reasons, it is not possible to use the red/gray/black one. Note that in these cases the entire logotype shall be reproduced 100 percent in black. No part may be rasterized or printed in gray.

If the logotype is to be used on a dark background, the whole logotype shall be reproduced in its negative form. It must not be used as an outline or a shade of gray. The red and gray symbol may never be combined with any other letter color than black.

On promotional items or gifts, the logotype may be reproduced entirely in silver.

The tagline Experience and Innovation

Nolato has a tagline (buzzword) written with the font presented under the section "Typography", that can be used on brochures, exhibitions, presentations etc to clarify and reinforce the image of what Nolato stands for.

The tagline should only be used stand alone. It must not be combined with the Nolato logo or other text, for example a business area name.

Experience and Innovation

Stand alone tagline

Logotypes and graphics

Additions to the logo

Please note that it is never allowed to add any text under the logo indicating a specific company, business sector etc.
The logo stands for all of Nolato.

On very unique occasions the logo can be used in a more creative way. This must be done with great dignity for the logo, hence only through CEO approval.

The symbol in the logo, without the letters,
may not be used alone.

Don't put a frame around the logo.
Not even to make a white surface on a darker background.
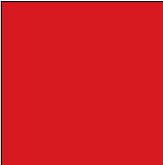This also applies to clothes!

Never crop the logo.

Never use the logo letters without the symbol.

Never use the logotype together with common types in texts. In a case like this, the Nolato name is to be written in the same font as the rest of the text.

Our corporate colors

	CMYK	PMS	RGB	NCS	RAL	HTML
	(Used when printing full color) C = Cyan (blue) M = Magenta (red) Y = Yellow K = Black	(Pantone Matching System) Used when printing with spot color, for example stationery	(Used for use on computer screens) R = Red G = Green B = Blue	(Natural Color System) Used in areas for paints and lacquers	(Committee of the German Reich for Terms and Conditions of Sale) Used in areas for paints and lacquers	Hex Color Code Web safe colors specified in hexadecimal
	0% C 100% M 100% Y 10% K	1797	210 R 10 G 16 B	1080-Y90R	3028	#d20A10

* more important than the color number is that the printing result shall correspond to PMS 1795 C, even on non coated paper

	CMYK	PMS	RGB	NCS	RAL	HTML
	0% C 0% M 0% Y 100% K	PMS BLACK	0 R 0 G 0 B	S9000-N		#000000
	Text: 0 / 0 / 0 / 40 Background: 0 / 0 / 0 / 30	Text: Cool Grey 7C Background: Cool Gray 5C	Text: 153 / 153 / 153 Background: 179 / 179 / 179	Text: S3502-B Background: S2502-B	Text: 7004 Background: 7038	Text #999999 Background #B3B3B3
	0% C 0% M 0% Y 0% K		255 R 255 G 255 B			#FFFFFF

Red is visually the strongest color, but the other colors are just as important in conveying the Nolato image. Since red is so powerful, it should be used with tact, for example in lines, for highlighting words in a text or as color for effect. So, think twice before using red as a dominating color.

Black is normally used for text and headings.

Grey is a more neutral color than the other corporate colors. The Nolato gray is a cool and pure color and it is always based on a percentage of pure black without mixing with other colors. As it can be used in all shades from light gray to dark gray it's very usable.

Not everyone may think of white as a color but to Nolato's visual identity it is very important. Large white surfaces, in items such as printed matter and on the web, create the simplicity and clean design that is characteristic of Nolato. For this reason, the white color should be noticeable in all graphic design for Nolato.

Other colors than these must not be primary colors, but it does not exclude that other colors may be used as secondary colors. But the company colors defined above should always be experienced as principal. Therefore, the other, secondary colors shall be lighter. Not hard and visually dominating!

Typography

Our fonts

The selection of fonts, i.e. the appearance of letters, is an important part of graphic identity, since the character of the font provides a clear identification of the sender.

To achieve this recognition, always use the following fonts. Other fonts are not allowed.

Inter

For body text in printed matter, ads etc. Inter should be used. It's a modern, grotesque type family font with excellent readability.

Light, Light italic, Regular, Regular italic and Medium can be used. Semi bold should be avoided for body text. When body text is put on an image we recommend using Regular.

For headings and intermediate headings in printed matter, ads, etc., as well as for signs, address details, etc., Inter Extra Light, Light, Regular, Medium and Semi bold can be used.

Keep in mind that we want to achieve the lighter, brighter impression that the Inter font family provides.

If you send open documents (.doc/.pptx/.xlsl) externally remember to enclose the font to the document or use our fall back font Arial. If you send pdf's the font will be included and the receiver will see it as intended.

Access to Inter

Inter is an free and open source font family that can be downloaded and installed for free by anyone and everywhere.

Download Inter: https://fonts.google.com/specimen/Inter

You can also find the download link and instruction, "How to download install Inter" on NolatoNet and Brandox.

Arial + Arial Narrow

For email signature + body text and external open documents (.doc/.pptx/.xlsl) documents use Arial.

For PowerPoint presentations use Arial Narrow.
(See also "Presentations".)

Inter Light
ABCDEFGHIJKLMNOPQR
STUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890!#%&/()?

Inter Light italic
ABCDEFGHIJKLMNOPQR
STUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890!#%&/()?

Inter Regular
ABCDEFGHIJKLMNOPQR
STUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890!#%&/()?

Inter Regular italic
ABCDEFGHIJKLMNOPQR
STUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890!#%&/()?

Inter Medium
ABCDEFGHIJKLMNOPQR
STUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890!#%&/()?

Inter Semibold
ABCDEFGHIJKLMNOPQR
STUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890!#%&/()?

Arial
ABCDEFGHIJKLMNOPQR
STUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890!#%&/()?

Arial Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890!#%&/()?