AlfaNordic

Design and branding guidelines

Corporate Visual Identity

Contents

Introduction

Design and branding guidelines are drawn up for purposes of ensuring a continuous consistency in AlfaNordic's design.

Be it stationery, business cards, web layout, ballpoint pens, usb sticks or other merchandise, the design of these items must at all times take its starting point in these guidelines.

The guideline was drawn up in its 1st version by Kim Blidorf, in January 2014, in accordance and agreement with Christian Ilsøe, Henrik Linnemann and Thomas Melgaard Petersen.

AlfaNordic's logo

The logo was originally designed by Thomas Melgaard Petersen in 2008 and was in 2013 developed further into a "borderless" version by Kim Blidorf.

The red and white colours call the Danish flag (the Dannebrog) to mind.

The name AlfaNordic is a consolidation of Alfa and Nordic. Alfa signals "first", "best" and "in front/ahead". Nordic refers to the Nordic / Scandinavian tradition of good quality. "Made in Scandinavia" and "Made in Denmark" are strong brands, and AlfaNordic does its utmost to live up to these brands.

The primary logo

The *primary* logo must be used if at all possible. Only on backgrounds where the primary logo appears in an unintended way can the *secondary* logo be used.

The logo consists of the *flag* and the *title*.

The red colour in the flag is the red colour of the Danish flag (Dannebrog) (Pantone 186C).

The title is black with the typography FF Clan Pro Wide News. The distance between the individual characters is the standard for the typography.

Pantone 186C
CMYK 10% 100% 75% 2%
Lab 45 69 37
RGB 210 16 52
HEX #D21034

The secondary logo

In cases when the *primary* logo appears in an unintended way, the logo can be depicted in one of the *secondary* versions in a reasonably prioritised sequence.

Red on white and black on white can be used in cases when a design-related incentive calls for a monotonous print.

An attempt should be made to ensure that the background colour, when not white, appears as either red, grey or black.

The logo should not be used in versions where the appearance will be too stark or glaring. It is a case of assessing this in relation to the individual layout / the graphic constellation.

Reproduction of the logo

The logo must, to the extent possible, be reproduced as the primary logo. See the section on the secondary logo for further information in connection with deviations.

The logo must always be reproduced in its original proportions. It cannot be distorted (stretched, flattened or tilted) in any way.

The logo cannot be shown in part, cropped or covered. Exceptions can be made to the logo being covered, if the logo forms a part of a magazine layout where it is graphically expedient to have some elements stretch over/cover the logo.

The logo must be positioned with a minimum distance to the surrounding elements. See illustration for respected distance.

AlfaNordic

Graphic guidelines

Space is an important aspect of the layout. There should be space around the elements. The red colour appears at its best if it is surrounded by space and is used to a limited extent.

Back pages, spreads and boxes can have a layout with a red background when a contrast to white and space is desired. Still to a limited extent, to retain the punch effect.

White, red and black should to the extent possible be part of the layout. Black to a limited extent. Primarily as typography and only rarely as background and boxes.

Pictures should be produced and have a layout so they don't steal focus from the logo. For example by being slightly desaturated.

Graphic elements should be reproduced in the colours indicated in this document.

The primary red colour can be used, however still to a limited extent, in cases when you want to stress a word or a sentence, particularly in headlines or in complete quotes.

Colours

The following colours can be used in a layout. The secondary red colour can only be reproduced in connection with the primary red colour, and never alone.

Primary red *The Danish Flag (The Dannebrog)*	**Pantone 186C** CMYK 10% 100% 75% 2% Lab 45 69 37 RGB 210 16 52 HEX #D21034	
Secondary red *The Danish Naval Ensign (Det Danske Orlogsflag)*	**Pantone 185C** CMYK 0% 98% 72% 0% Lab 50 76 42 RGB 234 4 55 HEX #EA0437	
Grey nuances *Not defined*	CMYK 0% 0% 0% 2-96%	

Typography

The primary typography is "Helvetica Neue". This typography is used for the body text in documents, stationery, business cards and similar layout.

The secondary typography is "Verdana". Used in cases when the primary typography is unavailable.

The typography is reproduced in black or grey.

AlfaNordic is always written in capitals at the start of the words Alfa and Nordic, respectively, in order to make the constellation clear.

Black body text can never be reproduced on a red background.

Taglines

Taglines can be used in connection with the logo, either as a subtitle or as a statement accompanied by the logo.

The primary tagline is:
Excellence in GMP

Secondary taglines are:
We Move Mountains
GMP and Management Consulting
GMP and Engineering Consulting

For informal occasions, special merchandise, invitations for social events and similar purposes, the following taglines can be used:
We love GMP
Your GMP experts
We live GMP

"Excellence in GMP"

Deviations

Deviations from the CVI are only permitted in special cases and must at all times be approved by AlfaNordic's management.

Stationery and merchandise

Templates for stationery and merchandise have been drawn up separately as appendices to the guidelines.