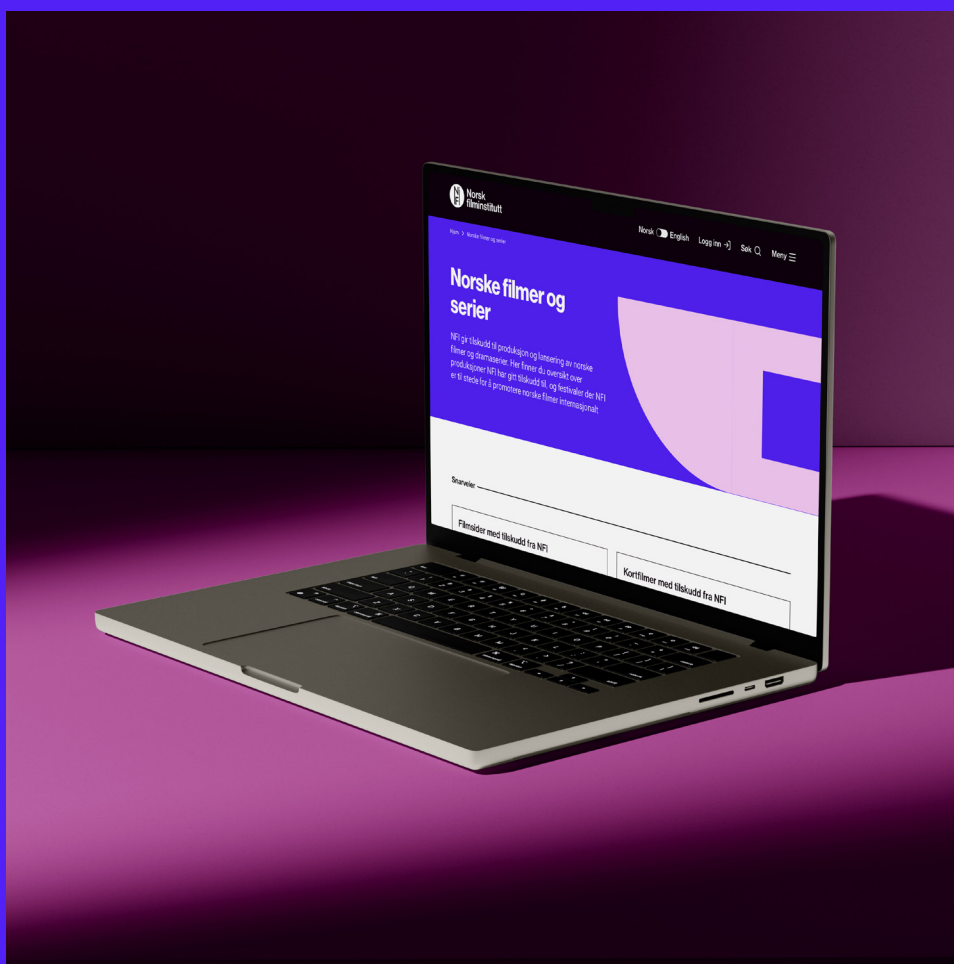


Visual identity guidelines

Version 1.0 (2024)



Norwegian Film Institute: Promoting audiovisual stories and experiences

Logo

The logo is one of Norwegian Film Institutes most important brand identity elements. Consistent composition and correct use of colour, placement, clear space and sizing is essential to ensure that the logo remains recognizable and with a strong impact on any surface it is presented on.

Please ensure you are familiar with the [rules of use](#) before using the logo.

Download the logo package

The download folder contains logo files in both Norwegian and English, available in CMYK and RGB colour modes.

Each logo comes with and without a protected area.

- CMYK versions are provided in eps, jpg and pdf.
- RGB versions are provided in eps, jpg, png and svg.

You can find the logo package here:

www.brandpad.io/norsk-filminstitutt-kortversjon

Please download the logos by clicking the button [“Last ned logopakke”](#)

Rules of use

Clear space around the logo

To ensure the logo remains visible and impactful, a minimum protective area has been established around it. This clear space is based on the circle in the logo and must be at least half the circles diameter on all sides.

No other objects are allowed inside the clear space.



Sizing of the logo

To maintain its role as a branding element, ensure readability and meet universal design standards, the height of the logo must never be smaller than 54 pixels on digital surfaces and 9 mm in print.

There is no maximum size limit.



Composition of the logo

The logo is one of the main branding elements of the Norwegian Film Institute and must always be used consistently.

The logo consists of a circular symbol containing the institute's initials, and the full name of the institute. These elements must always appear together in the predefined layout.

Modifying the provided logo is not permitted. Please note that the overall composition of the logo, including the size and proportions of its elements, must not be changed. This means the elements must not be stretched, distorted, or given any new visual properties.

The symbol must never be used as a standalone logo or as a decorative element. Any use separate from the full logo must be approved in advance by the communications section of the Norwegian Film Institute.

Misuse of the logo

The logo of the Norwegian Film Institute should always appear consistent throughout all surfaces. It should not be reimagined, tampered with, or modified in any way.

Below are some examples of what not to do:

- Do not distort the logo.
- Do not place the logo vertically.
- Do not tilt or rotate the logo.
- Do not apply colours to the logo.
- Do not modify the black or white colour.
- Do not use the logo with transparency.
- Do not apply black logo on a dark background.
- Do not apply white logo on a light background.
- Do not apply stroke to the logo.
- Do not outline the logo.
- Do not apply drop shadow or other visual effects.
- Do not use the logo as a frame for photography.

Colour of the logo

The logo must only be used in the colour versions provided by the Norwegian Film Institute. Do **not** change the logo's colours or use colours from the visual identity's palette in the logo itself. There must always be enough contrast between the logo and the background to secure good readability, accessibility and universal design requirements.

There are two approved versions of the logo:

- A **black/positive version** with white initials in the symbol that is considered the main logo. It must only be used on light backgrounds.



- A **white/negative version** with black initials in the symbol. This version should only be used on dark backgrounds.



The logo can be placed on coloured backgrounds or images. When doing so, use colours from the visual identity's palette as much as possible.

It is important to choose the correct logo type for various communication products. Please use the logo in the following colour versions:

- CMYK for print products.
- RGB on digital surfaces.

Title sequence card

This title sequence card can be used in the opening title sequence of foreign films that have received a distribution grant from Norwegian Film Institute. The video file is available in two versions: Ultra HD and 2K.

You can find the title sequence card here:

www.brandpad.io/norsk-filminstitutt-kortversjon

Please download the title sequence card by clicking the button
["Last ned mal for filmplakat"](#)