

## NORDIC NEST — VISUAL TOOLBOX

Building a nest — piece by piece, bit by bit. Carefully selecting the things needed to build a place where we thrive, love and belong. A place where friends and family gather.

Our home. It's an always ongoing process. Needs, trends and inspiration is constantly changing the way we shape it.

With strong simplistic graphic elements, this concept truly conveys the functional, clean and beautiful character of Nordic design.

### NN LOGOTYPE — BLACK

# NORDIC NEST

The Nordic Nest logotype is inspired by the branches in the bird nest with the characteristic R that looks like it's not fully finished.

### NN LOGOTYPE — WHITE

# NORDIC NEST

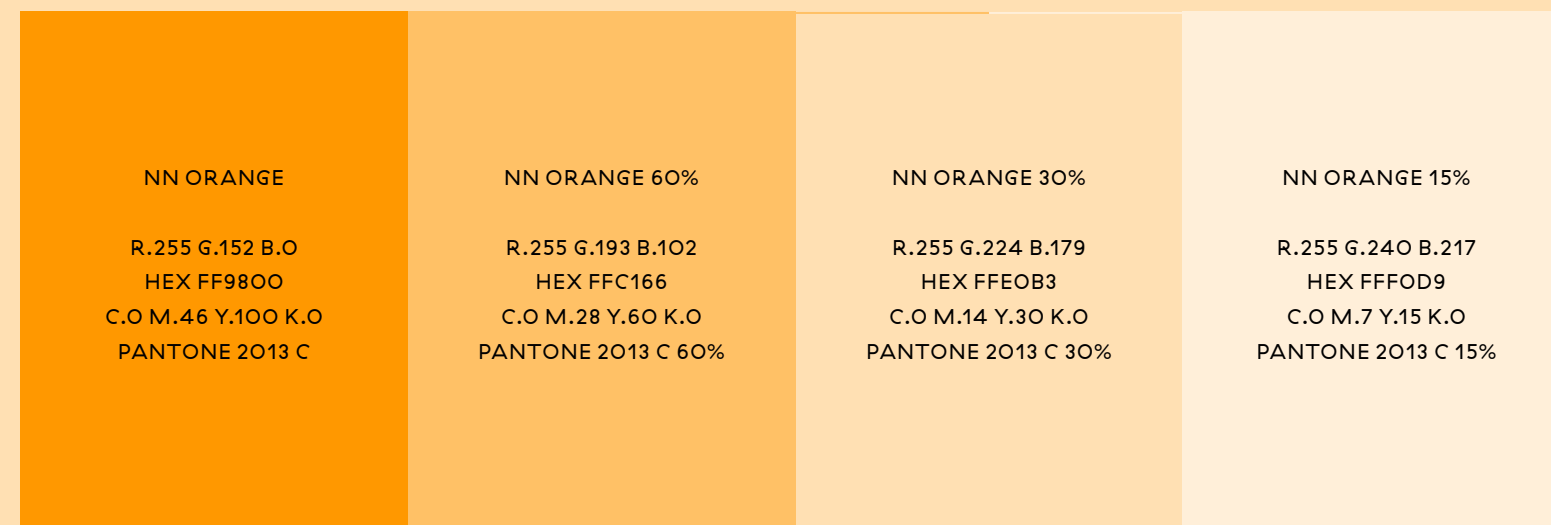
When it's not possible to use the black logotype, use the white version.

### NN LOGOTYPE — CLEAR SPACE



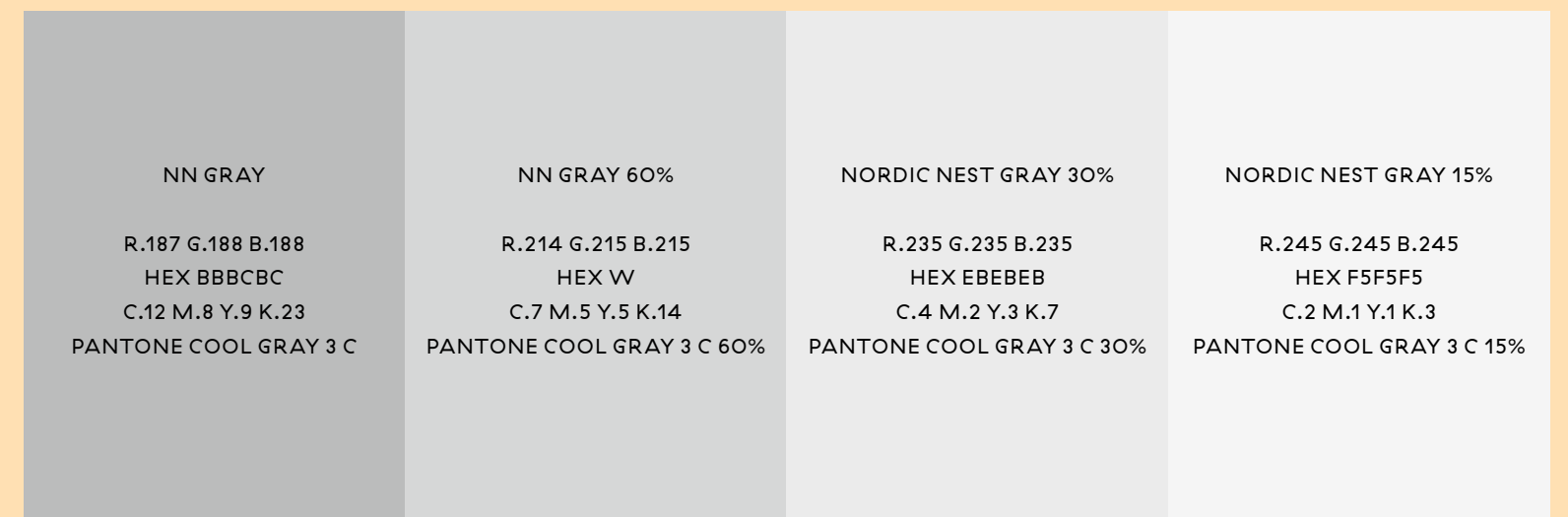
Minimum clear space around the logotype is equal to the cap height.

### PRIMARY COLORS



Our primary colors consists of four tints of orange. The 100% tint of orange is only used when you want to achieve maximum stand out and impact. Like the outer boxes and call to action buttons in digital applications.

### SECONDARY COLORS



As a compliment we have a grayscale palette with a calmer feel but still providing several levels of distinction. This can be suitable in listings and backgrounds.

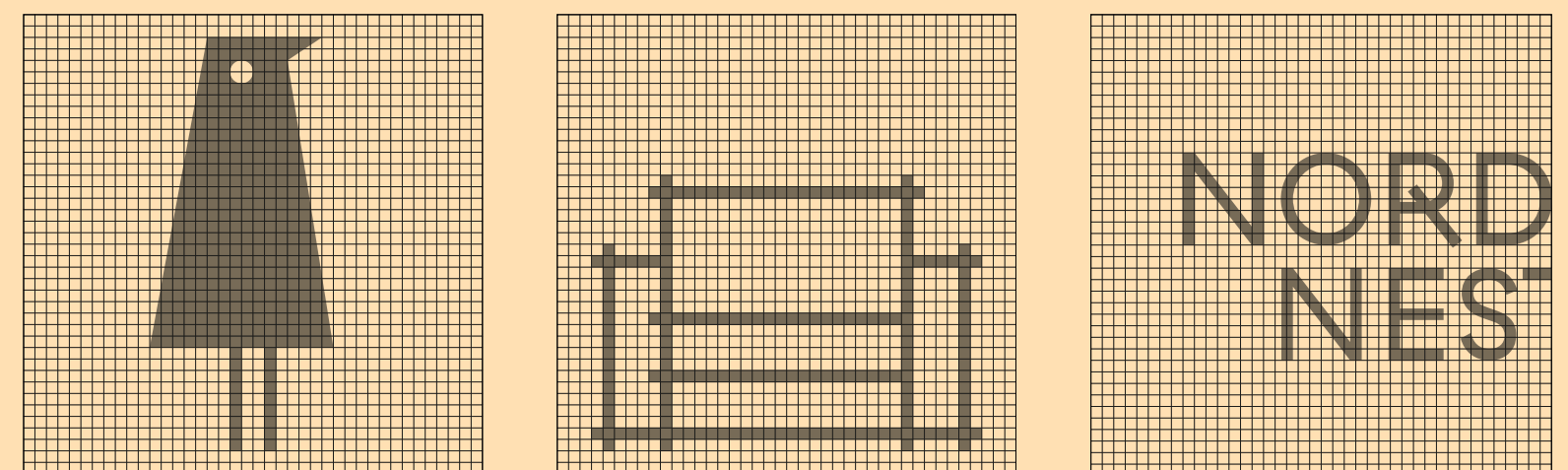
### TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?&%¥€£\$

GT Haptik Regular, by Grilli Type, is our primary typeface. It is a playful and characteristic grotesque and our all purpose font. Text is always set in black or white, depending on background. Our replacement font is Montserrat Medium.

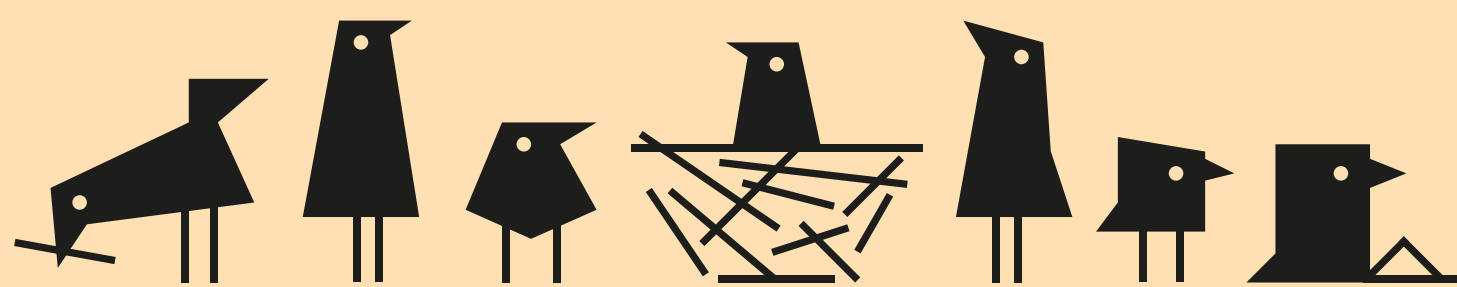
Headlines: Uppercase, Leading: 120%, Kerning: +10 Optical, OT Stylistic Set 4  
Body text: Sentence case, Leading: 130%, Kerning: +10 Metrics, OT Stylistic Set 4

### THE GRID



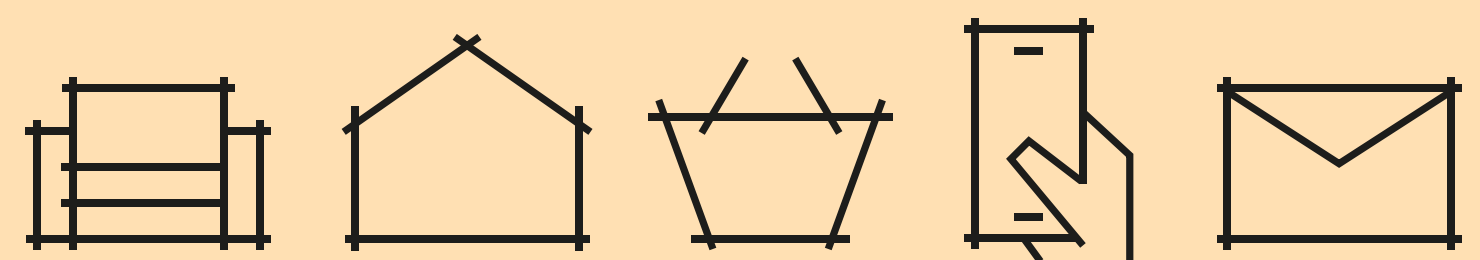
Our illustrations and logotype are drawn on a 300 x 300 pt grid, with gridlines every 7,5 pt. This enables us to make consistent shapes with proportionate relations.

### THE BIRDS



The birds are an important part of our visual expression. Always use them as a family (two or more) within the same application. The birds are always set in black or orange depending on the color of the background.

### ICONS



Our icons are inspired by the branches in the bird nest. The icons are always used in black or white depending on the color of the background. It is also important to scale them equally, to retain their proportions.

### APPLICATIONS

