



DESIGN MANUAL

NANSEN ENVIRONMENTAL
AND REMOTE SENSING CENTER

Logo – GUIDE FOR USE OF LOGO



Clearspace

Clearspace is the amount of empty space around the logo. No placement of text or elements are allowed within the above framesettings, to secure good visibility of the logo. Minimum amount of space around the logo is indicated by the letter N on the frame edges above.

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Size

Do not reduce the width of the logo to less than 20 mm both on printed or digital spaces, as this will reduce its readability.

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Use of logo on different backgrounds

The logo can be used on different colour background as long as full visibility is supported. On darker backgrounds , the logo should only be used with a white background rectangle with spacing as described on previous page.

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Wrong use of logo - Examples of how the logo should not be used

1. No colour changes are allowed of described logo. 2. Logo cannot be stretched. 3. No changes/editing of the logo is allowed.
4. No change of type of text/font is allowed. 5. Logo cannot be mirrored or separated. from text 6. The opacity of the logo cannot be changed.