



SONS of NORWAY

BRAND GUIDELINES AND LOGO USAGE

The mission of Sons of Norway is to promote and to preserve the heritage and culture of Norway, to celebrate our relationship with other Nordic Countries, and provide quality insurance and financial products to our members.



SONS OF NORWAY LOGO

The Sons of Norway brand identity honors our organization's past, while embracing a bright future. The current identity design reflects the principles of modern Scandinavian design, while maintaining the warmth, tradition and spirit of the logo we have used since 1955. Crisp and approachable, the design is strongly connected to the graphic elements our brand has maintained (shield, Viking ship, midnight sun and the North Star), in one way or another, since 1904. Carefully crafted with Sons of Norway members and lodges in mind, the updated brand identity maintains and builds upon the organizational visibility and recognition of Sons of Norway while providing a simplified and refreshed new look.

LOGO ELEMENTS

The logo is comprised of two main elements—the wordmark and shield. The wordmark is typeset in a geometric, friendly and bold sans-serif. The shield—an update of traditional graphic symbols that speak to the organization's Norwegian history—contains a sleek Viking ship bearing a dragon figurehead and the midnight sun.



LOGO VERSIONS



2 COLOR - PMS 7540C
PMS WARM RED C



1 COLOR - PMS 7540C



FOR USE ON DARK BACKGROUNDS



www.sonsofnorway.com

2 COLOR WITH URL



1 COLOR - BLACK



FOR USE ON DARK BACKGROUNDS

LOGO USAGE AND VERSIONS

In the interest of maintaining consistency within the Sons of Norway brand, we have created guidelines on safe area, logo usage, color palette, typography and imagery.

LOGO SERIES

To reinforce the brand, we have developed a series of logos for use on materials promoting the Foundation as well as the districts and local lodges.

Questions about proper usage of the logo as well as requests for district or lodge logo artwork may be directed to Sons of Norway Headquarters at 800-945-8851.



SAFE AREA

In order for the logo to retain its visual impact, please maintain a clear area around the logo, empty of all complex imagery and graphics. This area is defined by the height of the capital "o" within our logo.



SONS OF NORWAY FOUNDATION

Established in 1966, the Sons of Norway Foundation is the philanthropic arm of the organization. This is the preferred logo version when promoting the Sons of Norway Foundation.



DISTRICT

The lodge system is comprised of eight districts spanning North America, Canada and Norway. Districts of Sons of Norway may request their own version of the logo which is typeset with the district's number.



LODGE

Individual Sons of Norway lodges may request their own version of the logo which is typeset with the lodge's name, district and number.

LOGO MISUSE

LOGO MISUSE AND INCORRECT USAGE

To maintain the brand, we ask that the logo be kept in its original state. These usage guidelines apply to all versions of the logo.

Old versions of the logo are acceptable and may be used, however the current version is preferred.

- 01 **Don't alter the proportions of the shield or wordmark.** The logo as whole can change sizes, but not elements within it.
- 02 **Don't change the colors of the shield or wordmark.** Only use approved color logos.
- 03 **Don't manipulate the aspect ratio, stretch, or squeeze the logo.**
- 04 **Don't adapt or delete the wordmark.** Custom lodge logos are available upon request.
- 05 **Don't rotate or skew the logo.** This damages the readability and integrity of the logo.
- 06 **Don't separate the wordmark from the shield.** Use of both primary logo components is preferred. *Note: There are specific cases in which HQ will approve this application of the logo. Please contact Sons of Norway Headquarters to learn more.*
- 07 **Don't alter or change the font of the wordmark.**



COLOR PALETTE

Teal

Used as the primary color for design elements. May be applied for heading labels, text, etc. Priority should be given to this color.

Dark Gray

A solid and neutral color, this dark gray may be applied to graphic elements, headings, text, etc. Priority should be given to this color.

Aqua

Used for graphic elements or accent color. Must be used carefully, ensuring adequate contrast and scale for type use.

Light Gray

Applied for neutral graphic elements. Must be used carefully, ensuring adequate contrast and scale for type use.

Wood

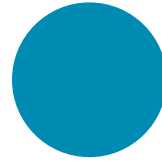
Used sparingly for a hint of warmer, earth tones. Reflective of a medium natural wood tone.

Red

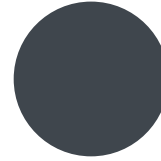
Used to evoke energy and a pop of color. Emphasizes important text, website buttons or calls-to-action.

Dark Blue

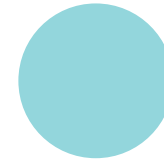
Applied sparingly. Provides a sense of stability and reliability.



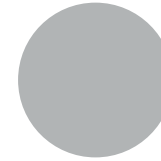
PMS 7704C
C 93 M 4 Y 8 K 24
R 0 G 133 B 173
#0085AD



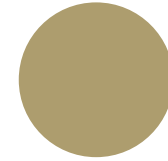
PMS 7540C
C 41 M 28 Y 22 K 70
R 75 G 79 B 84
#4B4F54



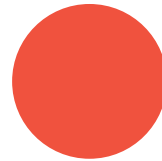
PMS 318C
C 40 M 0 Y 14 K 0
R 136 G 219 B 223
#88DBDF



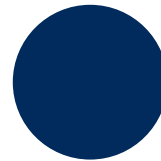
PMS COOL GRAY 4C
C 12 M 8 Y 9 K 23
R 187 G 188 B 188
#BBBCBC



P 7503C
C 10 M 15 Y 50 K 29
R 168 G 153 B 104
#A89968



PMS WARM RED C
C 0 M 83 Y 80 K 0
R 249 G 66 B 58
#F9423A



PMS 295C
C 100 M 69 Y 8 K 54
R 0 G 40 B 85
#002855

TYPOGRAPHY

Brand fonts include two sans serif and one serif—Qanelas Soft, Akrobat and Bembo. They are clear, legible, approachable and solid typefaces. Each of the font families include many “weights” like light, regular, bold and italic and contain all Norwegian characters. Qanelas Soft and Bembo may be purchased and downloaded at www.myfonts.com. Akrobat may be downloaded for free at www.fontfabric.com. *In lieu of Bembo, a suitable substitute is Times. In lieu of Qanelas Soft, Helvetica may be used.*

TYPEFACE USAGE EXAMPLE

LOREM IPSUM
SIT AHMET

SUBHEAD LOREM IPSUM DOLAR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc erat arcu, pulvinar eget consectetur vitae, porta at enim. Duis nec iaculis est, ut ullamcorper dui. Vestibulum sem nunc, condimentum suscipit lorem non, consequat lacinia arcu. Duis iaculis nunc vel erat lobortis vulputate.

Qanelas Soft

Uses: Primary headlines, callouts and quotes

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Akrobat

Uses: Subheads, small areas of text, body copy

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Bembo

Uses: Body copy

Aa

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

IMAGERY INSPIRATION

Photography is a powerful way to express the Sons of Norway identity and is one of our most widely used assets. Photos selected for Sons of Norway collateral should reflect our brand essence and values and support the color palette of the brand. Evocative, authentic and relatable, brand imagery is moment-driven and community-centric. Photography should also evoke a sense of strength and security.

KEYWORDS:

Open
Relatable
Light
Natural
Trusted
Warmth
Family
Authentic
Community

Brand photography for Sons of Norway is often sourced and purchased through stock imagery sites and is subject to copyright law. Sons of Norway Headquarters cannot disseminate or distribute these images to lodges or districts because the licenses are non-transferable. Questions pertaining to stock photography use may be directed to Sons of Norway Headquarters at 800-945-8851.

