



NAVISAFE

Legal name: **Navisafe AS**
Brand name: **Navisafe**
Web address: **www.navisafe.no**



2 Logotype: **Primary and secondary logotype**
9 Symbol: **Circle as a structural element**
10 Typography: **Gill sans**
10 Colour: **PMS 158 and the complete greyscale**

Logotype

The logotype has been developed in six different versions; three for use on light background and three for use on dark background.

3D-logo Primary logotype

Colour For use when 3D logo can't be used for technical reasons, for example small sizes, embroidery etc.

Black and White. For use when logotype is to be placed on a picture.

See examples and guidelines on the following pages ...



Primary logo; 3D-logo

Version with 3D-effect.

Filename: NAVI_pos_3D.eps

Logotype for centred placing



Logotype for left or right alignment



Secondary logo; colour

For use when 3D logo can't be used for technical reasons, for example small sizes, embroidery etc

Filename: NAVI_pos_farg.eps

Logotype for centred placing



Logotype for left or right alignment



Secondary logo; Black

For black and white productions and when logotype is to be placed on a picture.

Filename: NAVI_pos_svalt.eps

Logotype for centred placing



Logotype for left or right alignment



Primary negative logo; 3D-logo

For use on dark backgrounds.

Filename: NAVI_neg_3D.eps

Logotype for centred placing



Logotype for left or right alignment



Secondary negative logo; Colour

For use on dark backgrounds when 3D logo can't be used for technical reasons, for example small sizes, embroidery etc.

Filename: NAVI_neg_farg.eps

Logotype for centred placing



Logotype for left or right alignment



Secondary negative logo; White

For black and white productions and when logotype is to be placed on a picture.

Filename: NAVI_neg_vit.eps

Logotype for centred placing



Logotype for left or right alignment



Typography printed media

The typography should differ from that in the logotype and be easy readable. Gill Sans gives formal impression at the same time as it is comprehended friendly and legible. Gill Sans is accessible in several versions.

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Colour use for printed and web based media

PMS: 158
CMYK: C0 M61 Y97 K0
WEB safe: FF6600

This does not apply to colouring on products (lanterns, floating gear and caps).



Example, implementing

