Scandinavian Technology Institute

Designmanual
Version 4.0

A SOLAR GROUP COMPANY

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ABOUT THIS MANUAL

This design manual introduces the visual identity of STI (Scandinavian Technology Institute). The manual showcase elements of the visual identity and these are described through guidelines for use and implementation.

The design manual will be updated every third month, to keep a consistent brand design. Please make sure that you always use the latest version of the manual.

1.0 LOGO

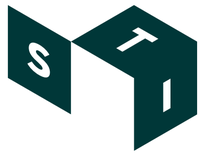
PRIMARY LOGO

The STI logo exists in four different versions:
Logo – Full Name
Logo – Isolated
Logo – Full Name & Affiliate Tagline
Logo – Affiliate Tagline

All four logo versions exist in five colour combinations (see the following pages)

The logo package consists of the most common file types and formats. Please remember that for screen use, RGB-colours are prefered, whereas for digital and offset print, CMYK or Pantone are the most used colour systems. Too see more about colours, please go to chapter 3.

Logo – Full name



Logo – Isolated

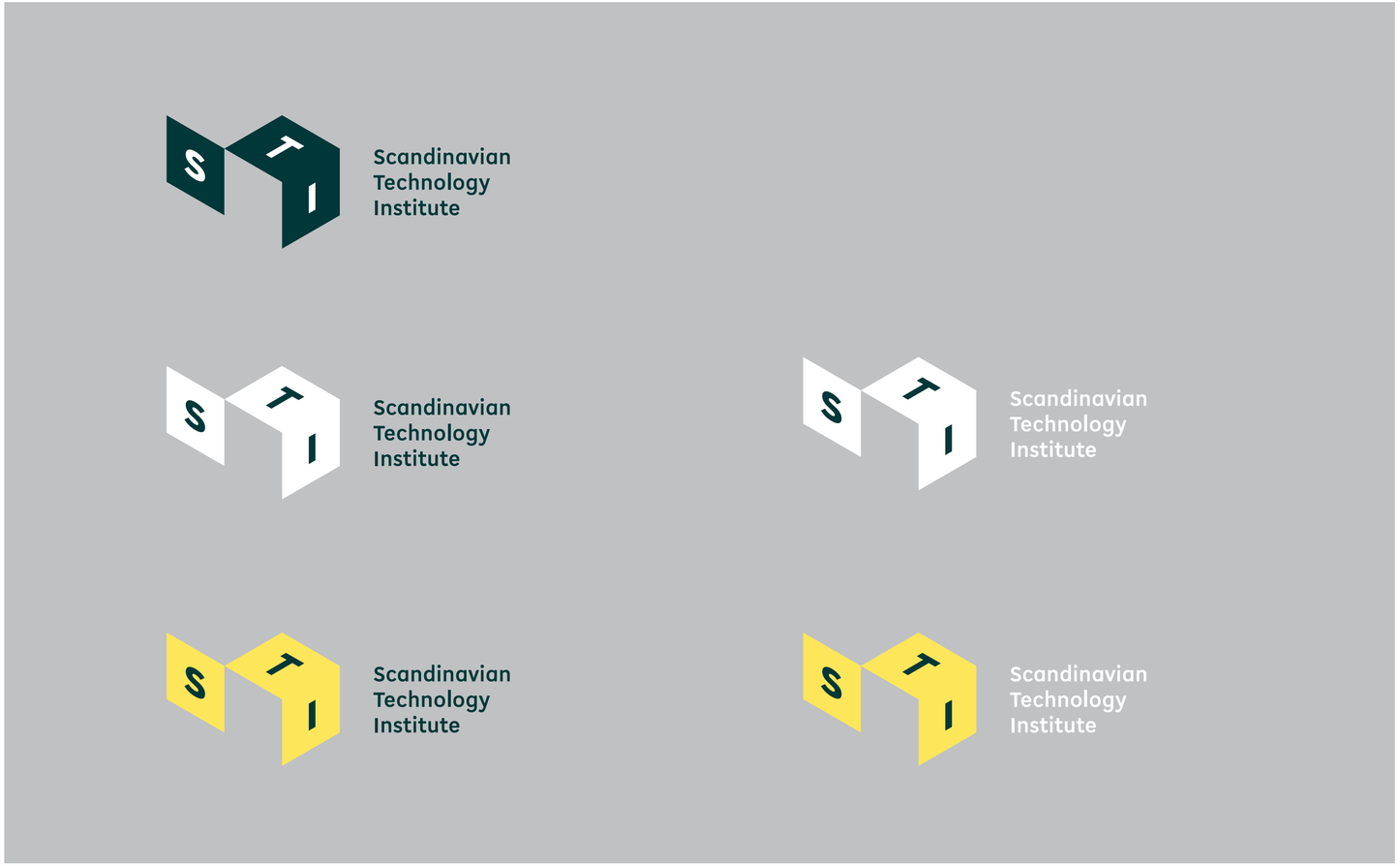
Logo – Full Name & Affiliate Tagline

Logo – Affiliate Tagline

PRIMARY LOGO - COLOUR VERSIONS

The STI logo exists in five colour versions:
Deep Teal
White – Positive
White – Negative
Curious yellow – Positive
Curious yellow – Negative

The logo package consists of the most common file types and formats. Please remember that for screen use, RGB-colours are prefered, whereas for digital and offset print, CMYK or Pantone are the most used colour systems. Too see more about colours, please go to chapter 3.



STI SERVICES

STI Services has a separate logo – based on the primary logo in Deep Teal colour.

Use the square version for social media and web publication, if this gives the design the best result.

Primary logo

Square / Web / Social media

SUB BRANDS

To separate the sub brands, but still keep a wellknown visual identity for these products, a Deep Teal and Bright Green colour combination is preferred for these logos.

STI have three sub brands:
STI Gapvision
STI E-training
STI Progress

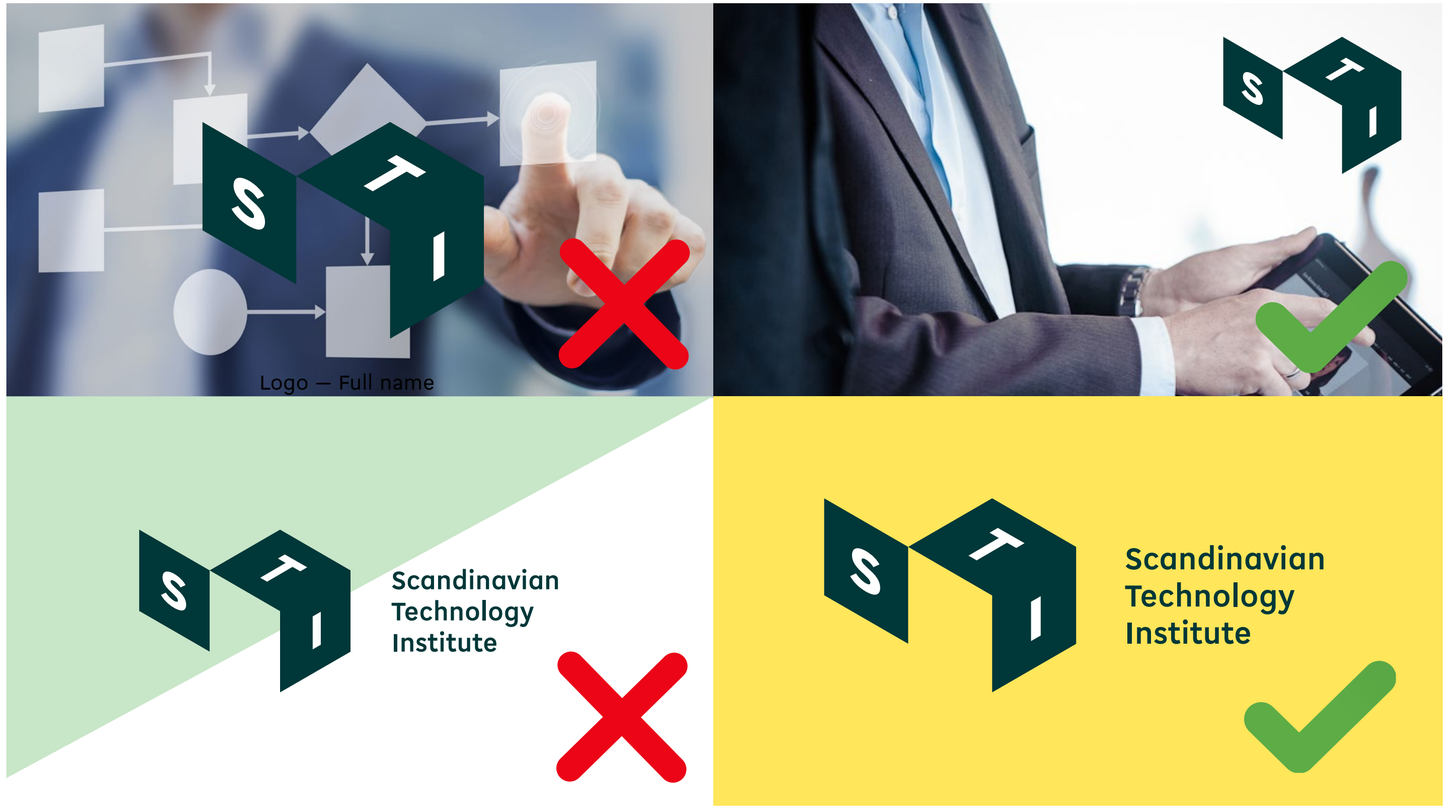
GAPVISION

E-TRAINING

PROGRESS

DO AND DO NOT

The STI logo should be as visible at all time. Place the logo on as neutral ground as possible, with a minimum of distractions behind.



2.0 TYPOGRAPHY

COGITO

With the 2016 redesign of STI's visual identity, Cogito was introduced as the primary corporate typeface.

Cogito is introduced as the primary display- and marketing typeface, giving STI's visual communication a more friendly, modern and distinctive visual identity.

Approachable simplicity

Designed as a remix of mechanically engineered typefaces, Cogito has all the clarity of its models but with a calmer tone and more relaxed stiffness, giving each character a warmth and humanity that its predecessors lack. Rigid lines that were formerly drawn with ruler and compass give way to gentler, more organic strokes. Still, the spare quality of the classic industrial archetype remains.

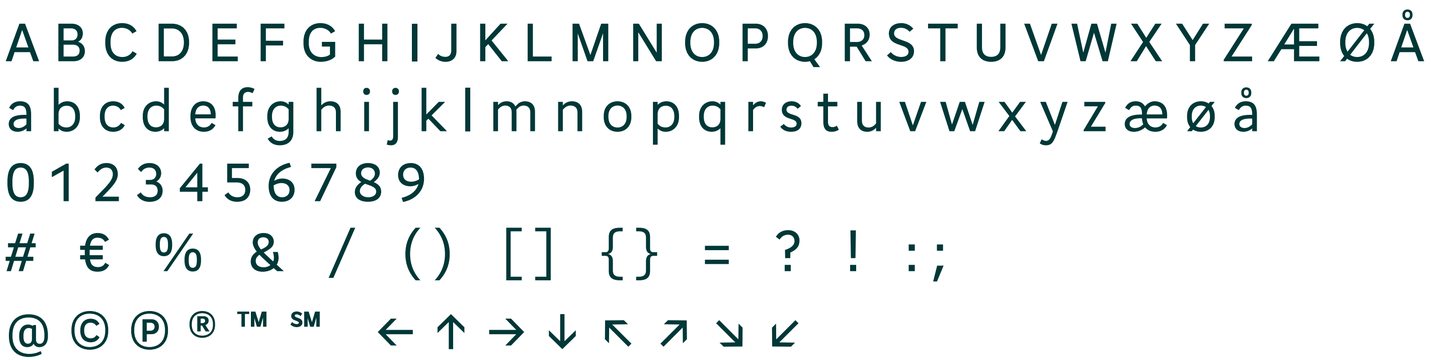
Cogito´s potential applications range from logo, branding and signage to typesetting display and body text - any environment that can benefit from approachable simplicity.

COGITO

The primary corporate typeface is Cogito, used widely across media and platforms to give STI's textual communication a distinctive and modern visual identity.
Cogito is well suited for all purposes, but is initially intended primarily for display text in marketing materials, i.e. headlines, subheaders, splashes, copy text, brand names, product names and similar, where the message should have a distinctive look and feel.

Weights
Cogito is available in eight weights with matching italics. The most moderate weights (Regular and Bold) are preferred for all purposes. The more extreme weights should only be used for practical purposes, when there is a specific need for a very light or very heavy typographical expression.

Font files
Cogito is not a standard font. Please contact your marketing department to find out more about font files and licenses.



Cogito Regular
Selected characters and glyphs

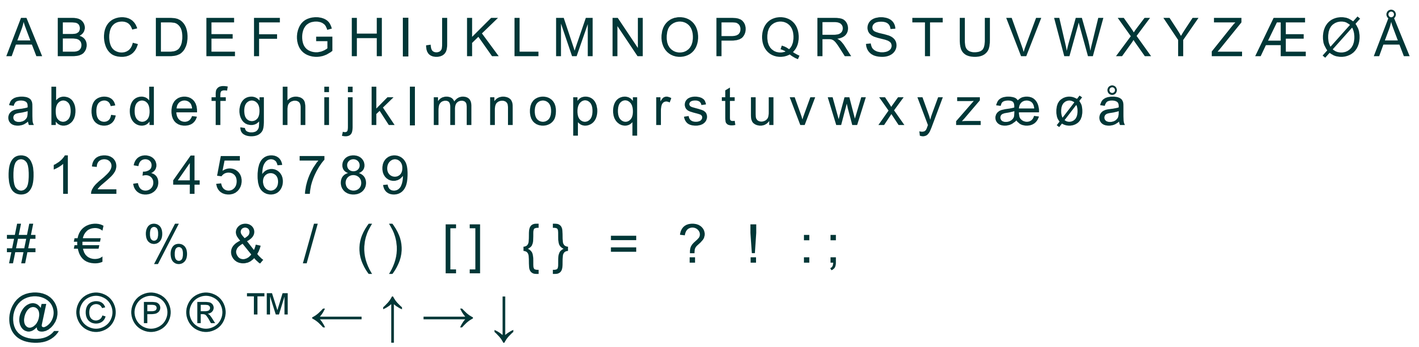
Cogito
Available weights

ARIAL

The system font is Arial, used when it is technically inexpedient to use Cogito – e.g. in all Microsoft Office applications like Word and PowerPoint, in Mac OSX Keynote and in e-mail applications.
The use of Arial ensure correct and uniform appearance of text formatting in open documents, across different platforms, devices and applications.

Weights
Arial is available in two weights with matching italics. Other versions of Arial should not be used.

Font files
Arial is a standard system font and is available on all computers running any version of Microsoft Windows or Mac OSX operating systems.



Arial Regular
Selected characters and glyphs

Arial Regular
Arial Bold
Arial Italic
Arial Bold Italic

Arial
Available weights

GEORGIA

The secondary corporate typeface is Georgia, a typeface that combines high legibility with character and charm. Its form and shape harmonizes well with the primary typeface, Cognito.

Georgia is a serif typeface, and therefore well-suited for good readability in longer text paragraphs on printed materials, and should be used in this context. In addition, it is intended as a contrast typeface, and provides the ability to break up display text in marketing materials i.e. headlines, subtitles, indents and quotes with a different style than the primary typeface, Cognito, to create a more dynamic and exciting visual expression.

Weights
Georgia is available in two weights with matching italics.

Font Files
Georgia is a standard system font and is available on all computers running any version of Microsoft Windows or Mac OSX operating systems.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Ø Å
a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å
0 1 2 3 4 5 6 7 8 9
€ % & / () [] {} = ? ! :;
@©℗®™

Georgia Regular
Selected characters and glyphs

Georgia Regular
Georgia Bold
Georgia Italic
Georgia Bold Italic

Georgia
Available weights

3.0 COLOURS

COLOURS

The colours have been carefully selected – and the definitions should be followed for all general purposes.

HEX — Hexadecimal is a colour system refers to the base-16 number system and is commonly used for web.

PANTONE — Pantone Matching System (PMS) is an international colour system, used for e.g. catalogue covers and stationery.

CMYK — The most common offset printing system is based on the four Pantone process colours; Cyan, Magenta, Yellow and Black (Key). For example, used for magazines and print ads.

RGB — The screen colour system. Used for web design and all screen presentations (e.g. Microsoft PowerPoint) – both on monitors and projected.

DEEP TEAL

HEX #003737
RGB 0—55—55
PMS 567C/U
CMYK 95—50—60—62

BRIGHT GREEN

HEX #C8E6C8
RGB 200—230—200
PMS 7485C/U
CMYK 20—0—23—0

CURIOUS YELLOW

HEX #FFE65A
RGB 255—230—90
PMS 114C, 107U
CMYK 0—6—73—0

WHITE

HEX #FFFFFF
RGB 255—255—255
PMS —
CMYK —

DEEP TURQUOISE

HEX #008485
RGB 0—132—133
PMS 321C
CMYK 85—30—47—6

TURQUOISE

HEX #27AFAF
RGB 39—175—175
PMS 7465C
CMYK 73—7—35—0

ORANGE

HEX #FFA233
RGB 255—162—51
PMS 1375C
CMYK 0—42—89—0

COOL GREY

HEX #DCDCDC
RGB 220—220—220
PMS Cool Gray 1 C
CMYK 12—9—10—0

ROSE RANGE

HEX #6D093E
RGB 109—9—62
PMS 222C
CMYK 42—100—49—39

BRIGHT RED

HEX #F93C32
RGB 249—60—50
PMS BRIGHT RED C
CMYK 0—90—85—0

BRIGHT ORANGE

HEX #FC5A00
RGB 252—90—0
PMS Bright Orange C
CMYK 0—79—100—0

BLACK

HEX #000000
RGB 0—0—0
PMS Process Black C
CMYK 40—20—20—100

COLOUR HIERARCHY

The STI identity colours are categorized in a hierarchy, which is illustrated to the right.

LOGO COLOURS — Four different colours defines the logo colours. The main logo is found in Deep Teal, White and Curious Yellow, while Bright Green is used for sub brands. Curious Yellow should only be used when neither Deep teal or White can create the necessary eye-catching design to get the message through. The logo should never be created or used in any other colours, nor the other secondary colours.

PRIMARY COLOURS — Deep Teal and Bright Green are the primary colours and in every design one of (or both) these colours should appear. Curious Yellow is also a primary colour, however it should only be used when neither Deep teal or Bright Green can create the necessary eye-catching design to get the message through alone.

SECONDARY COLOURS — The secondary colours are added in the STI palette to create paste in the design, and also to add a complementary contrast to the primary colours, that also helps highlight the primary colours more. The secondary colours should always be used together with one or several primary colours, to always preserve a consistent STI look.

When implementing the STI colours, the hierarchy should always be a source of reference and inspiration on any surface.

LOGO COLOURS

DEEP TEAL | BRIGHT GREEN | WHITE | CURIOUS YELLOW

PRIMARY COLOURS

DEEP TEAL | BRIGHT GREEN | CURIOUS YELLOW

SECONDARY COLOURS

ROSE RANGE | BRIGHT RED | BRIGHT ORANGE | ORANGE

BLACK | DEEP TURQUOISE | TURQUOISE | COOL GREY | WHITE

4.0 ICONOGRAPHY

ICONOGRAPHY

A set of icons is a part of STIs visual identity. These should be used and implemented in design and infographics where it is relevant to illustrate with simple visual symbols.

5.0 LAYOUT IN MARKETING

LAYOUT – ELEMENTS

STIs visual identity stretches beyond all the basic elements, and these guidelines defines how elements in marketing should be used and implemented when working with design layouts. It is important to follow the guidelines below, to keep a comprehensive identity whenever communicating with the market.

Logo
The logo (1) should always be places on as neutral ground as possible.

Imagery
The imagery (2) should as often as possible, as long as something else is not more relevant, have people in focus.

Colours
The STI colours (3) should be prominent.

Communication
The written message (4) should be loud and clear - both in Tone of Voice and in the visual design.

LAYOUT - PLACEMENT OF LOGO(S)

The side of the left side of STIs logo (X) is used as messaurement for placement of logo(s).

Logo placement
STIs logo should as a standard be placed down in the right corner of the surface. In some cases the logo needs another placement, to create a greater design.

Multiple logos
In some cases where guest logos should be implemented in the design, place these on the left side of STIs logo.

The space between STIs logo and the guest logo should be the same size as X.

LAYOUT — WEB EXAMPLES

The format for banners in social media has different measurements and needs to be customized for the specific target. These formats vary and changes from time to time.

In August 2018 these are the main formats:

FACEBOOK
Page post Link/Offer: 1200 x 628 px
Page post Image: 1200 x 900 px

LINKEDIN
Hero Banner: 1536 x 768 px
Blog post link: 1200 x 628 px

300 x 600 px

560 x 230 px

974 x 330 px

5.0 INFORMATION

CONTACT INFORMATION

Thank you for taking the time to getting to know the guidelines for the visual identity of STI (Scandinavian Technology Institute). If there are any questions about how to use and implement the elements in the design, please take contact with the marketing department.

Marketing Manager:
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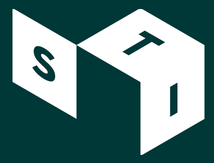
Mobil: + 47 47 05 96 90
Mail: anas@sti-norway.no



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