

**NORDICPAPER** 

Profile manual 2.1

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# 1.0 We are where you are – naturally and near! We've been here a long time and we're here to stay.

Keywords that briefly and simply summarize Nordic Paper, what we stand for and what we want to convey both internally and externally.

By this we mean that our paper is almost everywhere in everyday life. In addition, we are close to our customers in business terms. Both locally and the world, in the form of our factories, employees and products. The fact that it is all natural is of course due to the fact that we use natural raw materials. The whole chain becomes natural and nourish you!

What we want to convey verbally or visually in our communication should follow a common thread and be based on our values. We like to think in terms of it being "near", "natural" and "premium".

# 1.1 Vision, business concept and values

Nordic Paper has been producing paper since the end of the 19th century and is today world leading. Therefore, it is of the utmost importance for us to contribute in the transition to a circular and bio-based economy.

Our business concept is to offer selected customers superior service and quality.

Our vision for Nordic Paper is - The natural leader in special paper.

To help promote a positive culture in the in the company, we have four values:

**Responsibility** - We take responsibility for our own and others' well-being at work and create a safe and attractive workplace. Our responsibility for quality and delivery brings satisfied customers. Responsible action for the environment, for current and future generations, creates sustainable results.

**Respect** - Equal value for people is a matter of course for us. We respect each other and meet everyone as we want to be treated.

**Collaboration** - We work with each other and with our stakeholders to create success. By taking advantage of each other's differences and strengths, we become better together.

**Development** - We challenge what we do today and set new and evolving goals. Our work with continuous improvement means that we reach new levels.

These four words are the basis of our Code of Conduct.



## 1.2 Nordic Paper – graphic manual

Our graphic profile strengthens our identity and our brand.

Therefore, it is important that we have a common understanding of our identity and how it is reflected. These guidelines are collected in this manual.

Nordic Paper's graphic profile is our public face – it shows who we are and what we stand for.

Our communication should be perceived through our visual and written language as clear, simple and accessible. The manual provides support and guidance for both internal and external communication in this work.

No matter what we do, or what we want to convey, it should be applicable to our keywords "Near, Natural and Premium". They are the common thread in communication.

Together with a clear sender, we strengthen our brand and contribute to creating confidence in our business.

## 2.0 Logotype – Nordic Paper

- Nordic Paper is the name and the sail is our symbol.
- Our logo should be used in all context.
- It should appear clear, therefore it is also available in black and white.
- There is a primary logo and a secondary. The secondary logo is only used when the primary one does not work due to, for example, lack of space.

### Symbol

In some special contexts, only the symbol – the sail can be used, however, this use should be done restrictively.

**Download our logotypes at**

[www.nordic-paper.com](http://www.nordic-paper.com)

and Nordic Papers intranet

### Primary logotype

---

**NORDICPAPER** 

**NORDICPAPER** 

**NORDICPAPER** 

### Secondary logotype

---

**NORDIC**  
**PAPER** 

**NORDIC**  
**PAPER** 

## 2.1 Logotype

with slogan

The slogan "The natural leader in speciality paper" signals who we are and our vision.

- Used in advertising only.



**Download our logotypes at**

[www.nordic-paper.com](http://www.nordic-paper.com)

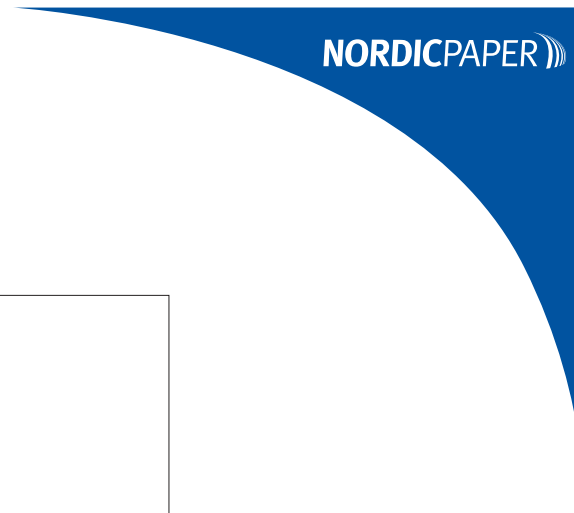
and Nordic Papers intranet

## 2.2 Logotype and background

- The logo can be added positive or negative to an image or colored background.

Just keep in mind that it should be clear and visible.

- The logo can also be used in connection with our graphic element.



**Download our logotypes at**  
[www.nordic-paper.com](http://www.nordic-paper.com)  
and Nordic Papers intranet

## 2.3 Free zone

Around the logo there should always be a free zone i.e. a surface around the logo that should be free from other logos and graphic elements.

- The free zone shall be the corresponding height of the letter N in the logo



## 2.4 Logotype restrictions

The entire logo must always be displayed: name and symbol

---

~~NORDICPAPER~~

logo must not be skewed

---

~~NORDICPAPER~~

~~NORDICPAPER~~

## 2.5 Logotype additions

On some printed matter, there is reason to indicate which place we operate. Logos for each use have therefore been developed.

May NOT be used with our secondary logo, only those that are developed.



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[www.nordic-paper.com](http://www.nordic-paper.com)

and Nordic Papers intranet

## 2.6 Logotype – Natural Greaseproof

Natural Greaseproof is the name of our Greaseproof paper range and the "stamp" is its associated logo.

- The logo should be used in all contexts where we want to present, symbolize or highlight our Natural Greaseproof products.
- The logo must not be distorted, modified, cropped, or redone.
- The logo may be rotated, provided that it is not changed.



**Download our logotypes at**

[www.nordic-paper.com](http://www.nordic-paper.com)

and Nordic Papers intranet



## 2.7 Logotype – iamKraft®

- iamKraft® is the umbrella name for all our kraft paper products
- should be used in all contexts where we want to highlight our iamKraft® products, for example in advertising, digital marketing or print production.

The primary logo is the one with twig and is the one that should first and foremost be used.

For exceptional cases, when the primary logo cannot be used, for example for printing reasons, the secondary logo without twigs can be used.

**Download our logotypes at**

[www.nordic-paper.com](http://www.nordic-paper.com)

and Nordic Papers intranet

Primary logotype

---



Secondary logotype

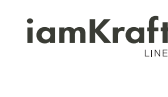
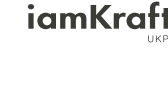
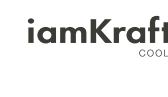
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## 2.8 Logotype – iamKraft® product

Logos with product suffixes are available for all product names within the iamKraft® range.

- Used when we want to highlight a special product from our iamKraft® range.



## 3.0 Font: External communication

INTER LIGHT 300/ INTER BOLD

A B C D E F G H I J K L M N  
o p q r s t u v x y z å ä ö

**A B C D E F G H I J K L M N**  
**o p q r s t u v x y z å ä ö**

CALIBRI

A B C D E F G H I J K L M N  
o p q r s t u v x y z å ä ö

**A B C D E F G H I J K L M N**  
**o p q r s t u v x y z å ä ö**

INTER LIGHT  
RUBRIK 22/24 & INGRESS 11/16

### Inter Light

Atecae. Intur? Qui occum debitat inveriosa con nos bggsit et, corporiorem utas id ut lametum, nemquiant earum officillit

CALIBRI LIGHT  
BRÖDTEXT 9/14

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Ex earci optati odio vid molupie ndigendandit la volestore nimus, sum rerum, iuntiae culparum latiorpos dolorrore iunt a et plia sit apicietur rectus dolesequibus aut eat.

CALIBRI BOLD  
MELLANRUBRIKER 8/14

### LOREM IPSUM

Ex earci optati odio vid molupie ndigendandit la volestore nimus, sum rerum, iuntiae culparum latiorpos dolorrore iunt a et plia sit apicietur rectus dolesequibus aut eat.

Ex earci optati odio vid molupie ndigendandit la volestore nimus, sum rerum, iuntiae culparum latiorpos dolorrore iunt a et plia sit apicietur rectus dolesequibus aut eat.

[Download Inter font family](#)

## 3.1 Font: Internal communication

ARIAL

A B C D E F G H I J K L M N    **A B C D E F G H I J K L M N**  
o p q r s t u v x y z å ä ö    **o p q r s t u v x y z å ä ö**

CALIBRI

A B C D E F G H I J K L M N    **A B C D E F G H I J K L M N**  
o p q r s t u v x y z å ä ö    **o p q r s t u v x y z å ä ö**

CALIBRI REGULAR  
RUBRIKER & INGRESSER

### Calibri

Atecae. Intur? Qui occum debitat inveriosa con nos moluptiassit et, corporiorem utas id ut lametum, nemquiant earum dit officillit

Ex earci optati odio vid molupie ndigendandit la volestore nimus, sum rerum, iuntiae culparum latiorpos dolorrore iunt a et plia sit apicietur rectus dolesequibus aut eat.

Ex earci optati odio vid molupie ndigendandit la volestore nimus, sum rerum, iuntiae culparum latiorpos dolorrore iunt a et plia sit apicietur rectus dolesequibus aut eat.

#### LOREM IPSUM

Ex earci optati odio vid molupie ndigendandit la volestore nimus, sum rerum, iuntiae culparum latiorpos dolorrore iunt a et plia sit apicietur rectus dolesequibus aut eat.

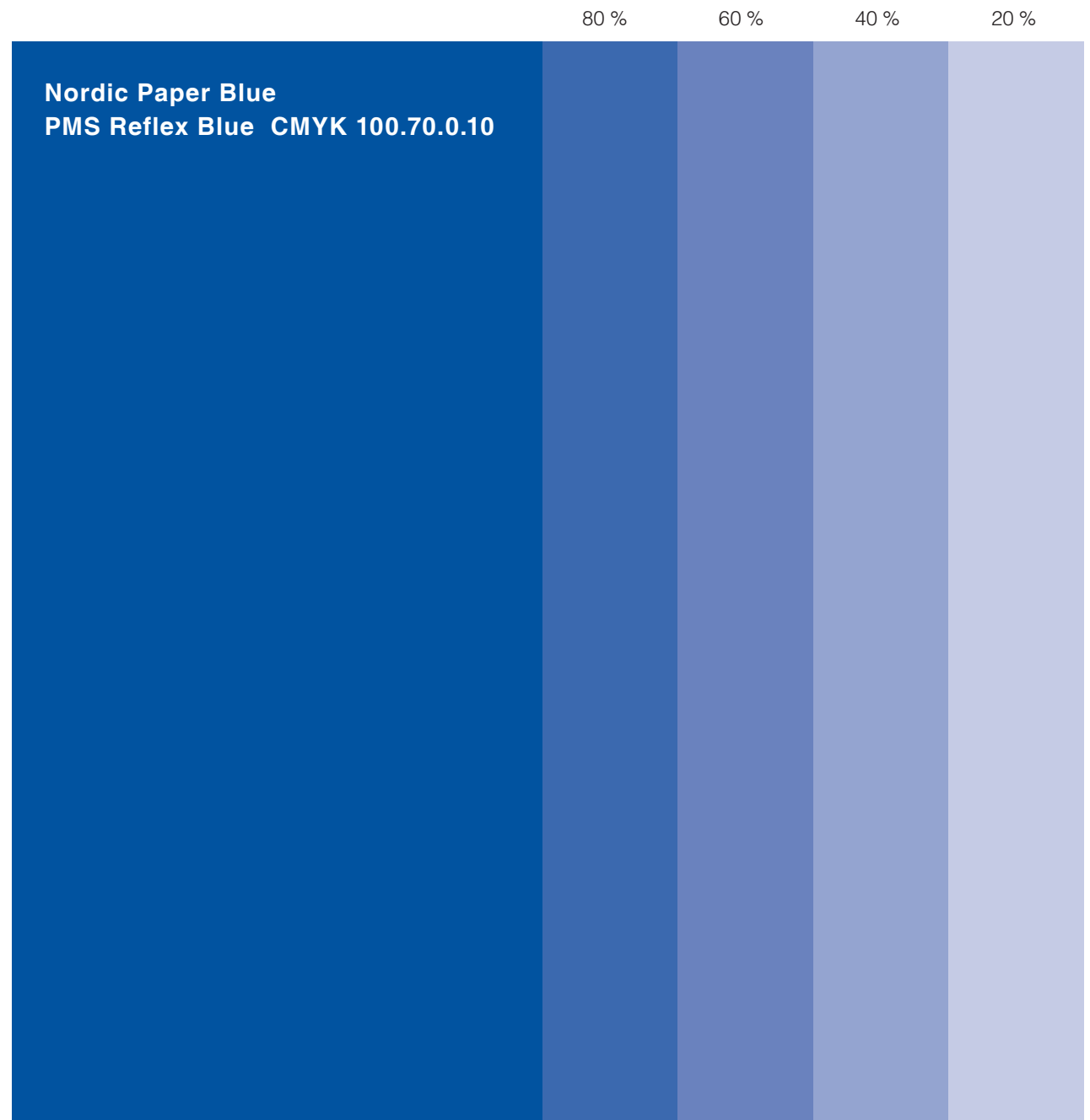
ARIAL REGULAR  
BRÖDTEXT

ARIAL BOLD  
MELLANRUBRIKER

## 4.0 Primary colours

Nordic Paper's main colour is reflective blue and it is also the colour found in our logo.

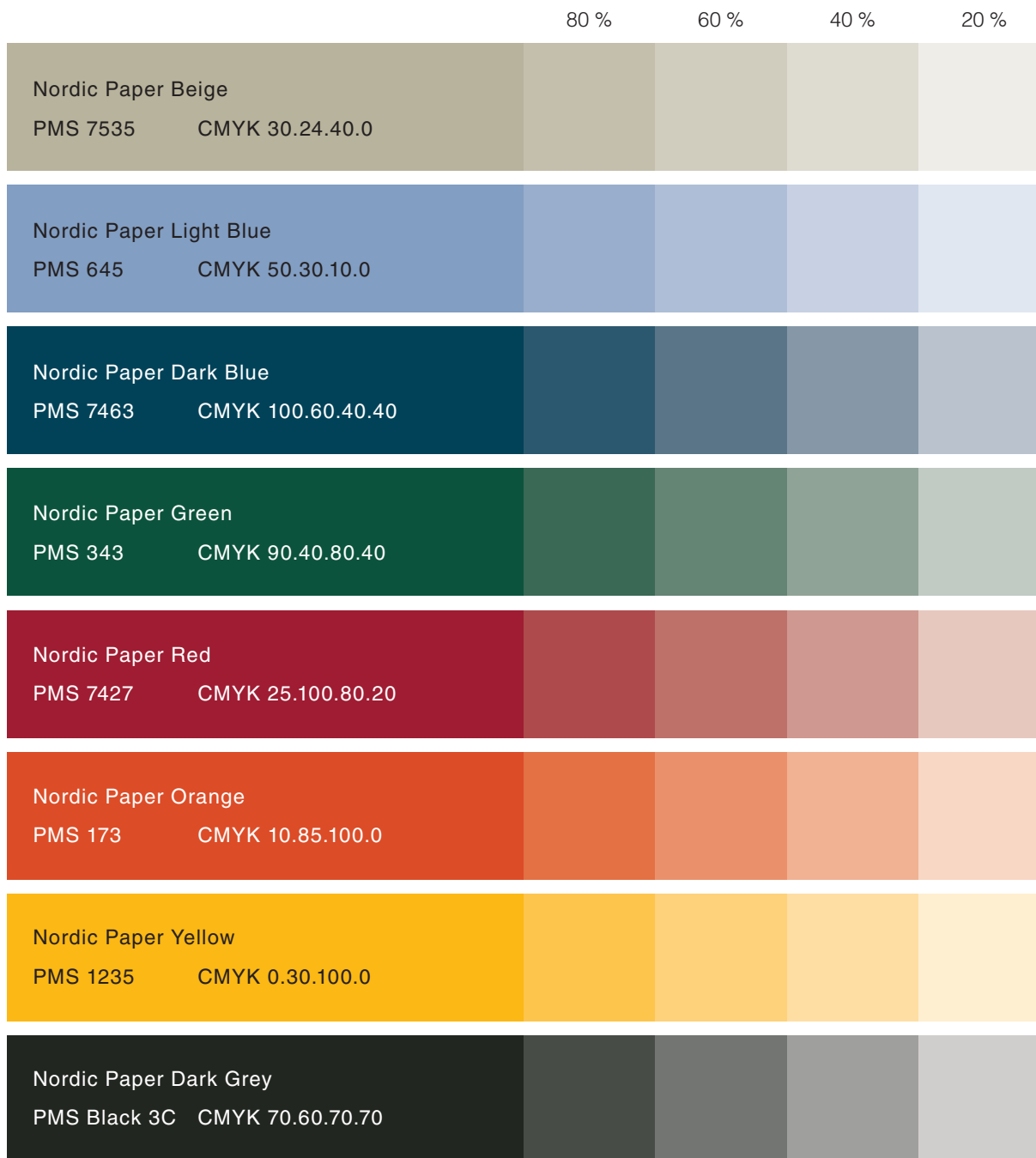
Keep in mind that colours appear differently depending on the choice of materials and media. The same colour mixture does not look as coated as uncoated paper. When pressed, you should therefore see the indications as a benchmark to start from.



## 4.1 Additional colours

- Complementary colours are used in the communication of the Nordic Paper brand.
- In our communication, we usually use the softer pastel colours, because we want a softer impression and feeling.
- The additional colours in 100% should only be used in text and on our Nordic Paper arch to make it clear and visible.

As with our main colour, the complementary colors also appear different depending on the choice of material and media. Keep in mind that the same color blend does not look the same on coated as on uncoated paper. When pressed, you should therefore see the indications as a benchmark to start from.



## 4.2 Colours for web

- On the web, we use pastel tones in 20-40-60% because we want a softer impression and feel.

		60 %	40 %	20 %
Nordic Paper Beige	RGB: 199.194.181 Hexa: c7c2b5	219.214.205 dbd6cd	238.235.232 eeeb8	
Nordic Paper Light Blue	RGB: 169.178.195 Hexa: a9b2c3	198.202.213 c6cad5	225.228.235 e1e4eb	
Nordic Paper Dark Blue	RGB: 78.96.110 Hexa: 4e60 be	123.134.144 7b8690	183.187.193 676bc1	
Nordic Paper Green	RGB: 88.108.94 Hexa: 586c5c	132.144.133 849085	151.191.185 bbbfb9	
Nordic Paper Red	RGB: 160.93.85 Hexa: a05d55	183.138.129 678a81	215.191.185 d7bfb9	
Nordic Paper Orange	RGB: 200.125.88 Hexa: e87d58	213.164.136 d5a488	235.212.195 ebd4c3	
Nordic Paper Yellow	RGB: 237.201.120 Hexa: edc975	245.218.166 f5daab	251.238.213 fbed5	
Nordic Paper Dark Grey	RGB: 96.98.94 Hexa: 60625c	140.141.139 8c8d8b	193.193.192 c1c1c0	

# 5.0 Graphic element

## Sail

We use an arch that is taken from the sail shape of the logo. It makes our material have a more distinctive look, feel softer and become more marked in cases where you want to mark out or aesthetically do something exciting.

## Arch

The arch creates recognition and SHOULD be used

- May be used in all Nordic Paper colours, including black and white.
- The logo may be placed in the arch and the arch can also be used as a divider of images and text.

**Download our graphic elements**

[www.nordic-paper.com](http://www.nordic-paper.com)

and Nordic Papers intranet

## Sail

Märket i logotypen



## Arch





# 6.0 Images

We want to convey a feeling with our pictures. Start from the red thread when choosing images and see if the image fits in with "Near, Natural and Premium".

Images should be

- and have a warm light
- Close-ups are taken with a short depth of field

work with pictures of

- products
- people
- nature

The image should breathe quality and work without additional explanation.

Work with contrasts; large image together with smaller images creates tension.

We welcome new images to the image

bank. Images that are desired to be added to the image bank are sent to the communications department for assessment, size determination and publication.

### BYLINE

In some cases, it may be required that the image byline is included under specific images, i.e. the name of the photographer.

If you use your own images, taken from the web or photographer. Think about copyright. Just Googling and taking a picture is not allowed and can result in high fines.

### SOME SITES WITH FREE IMAGES

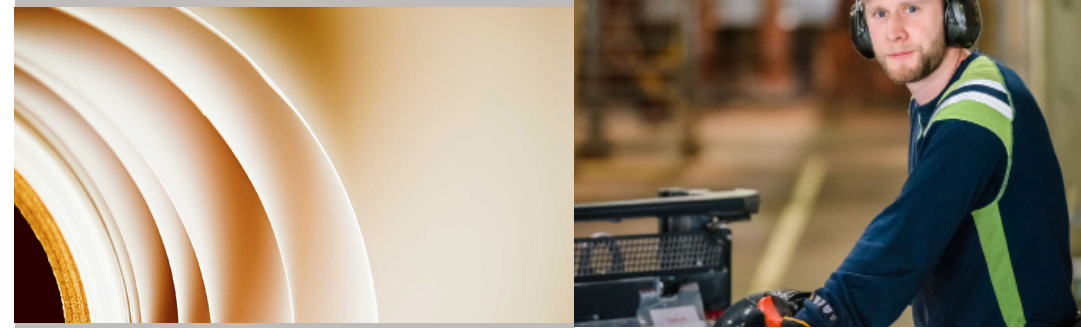
[www.freepik.com](http://www.freepik.com)

[www.pixabay.com](http://www.pixabay.com)

### Download images

[www.nordic-paper.com](http://www.nordic-paper.com)

and Nordic Papers intranet



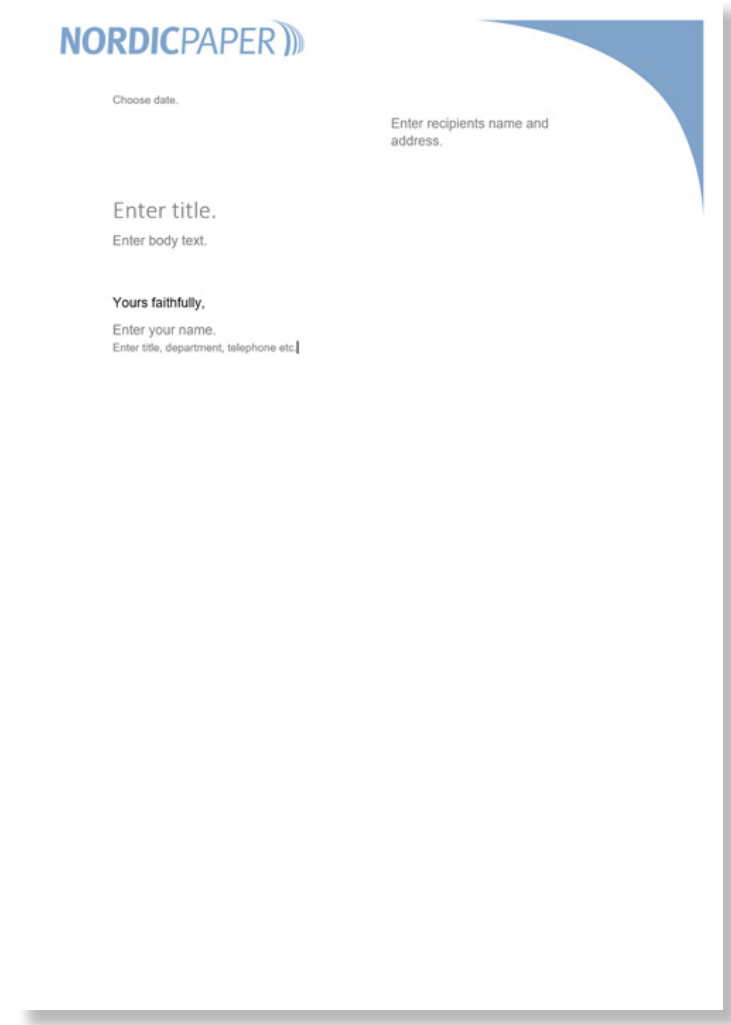
# 7.0 Applications

On the following pages you can see examples of how the profile is used in different contexts and where to find the material that the manual goes through.

# 7.1 Word

## Word templates

- Letter templet is integrated in Word



## 7.2 Business card

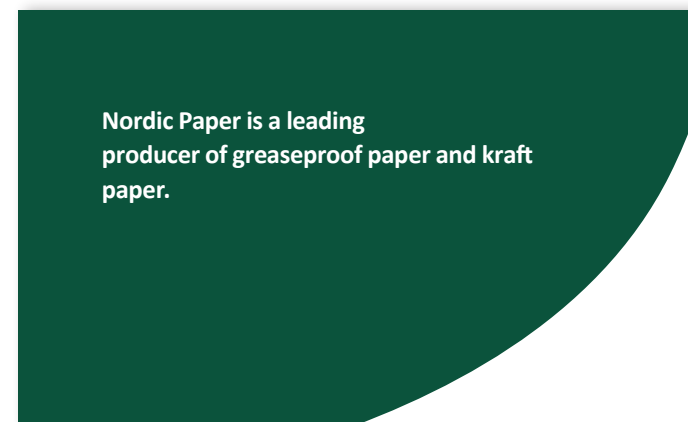
To order business cards, fill in a template and then send it to the purchasing department

### HOW TO:

- Templet for Business card for download at Nordic Papers intranet, page Sourcing
- Fill in your details
- Send the file to [inkop@nordic-paper.com](mailto:inkop@nordic-paper.com)



Visitkort, framsida.



Business card, back. Optional complement color on the back



## 7.3 Mail signature

The mail signature is automatically generated by the IT department.

Best regards

**Marie Stenquist**

Director of communications/PR

+46 (0)72-518 97 73

+46 (0)550-59 97 73

Nordic Paper Bäckhammar  
681 83 Kristinehamn, Sweden

Please visit our new website:  
[www.nordic-paper.com](http://www.nordic-paper.com)

**NORDICPAPER** 

Nordic Paper is a leading  
producer of Greaseproof paper  
and Kraft paper



# 7.4 Powerpoint

1. Start page
2. Text page normal
3. Text page image
4. Title page slide image



Think about:

- Short clear texts
- Contrasts  
example:  
Size contrast in text  
Color contrast
- Images
- Balance – take advantage of the slide's surface. The text should look centered on the page and not be too small.

Powerpoint templet is integrated in PowerPoint



## 7.5 Ads

### WHAT ABOUT ADVERTISING?

All ads should go through the communication department.



**NORDICPAPER**   
I samarbete med Svenska Bagarlandslaget

# Bakar du ansvarsfullt?

Med ett papper från hjärtat av Skandinavien,  
en fettbariär av ren cellulosa och utan  
tillsatta fluorkemikalier.

Så tar vi ansvar.





## 7.6 Marketing materials

Marketing materials should always include:

- logotype
- words that describe us and our products based on our key words.

In addition, it can be supplemented with:

- images

Feel free to use our complementary colours when suitable.

Demand:

The logo should be clearly visible.

Otherwise, it is quite free to create and design.

We have agreements with suppliers and printers, contact the communication department.

**NORDICPAPER**  
The natural leader in speciality paper

### Natural Greaseproof och Kraftpapper

– papper av premiumkvalitet levereras från våra fyra bruk i hjärtat av Skandinavien till kunder i 65 länder världen över

**NORDICPAPER**  
The natural leader in speciality paper

### Nordic Paper Säfte världsledande tillverkare av Natural Greaseproof

– ett naturligt papper helt utan tillsatta fluorkemikalier

Vi bryr oss om dig, naturen och framtiden  
It's in our nature!



## 8.0 Profile products

### **How do I order profile products?**

To order profile products, you need to have access to our webshop. There is a range of products to choose from. If you do not have access to the webshop, contact your immediate manager.

It is first and foremost the products in our webshop that we use in our profiling. In some cases, however, new material may be relevant, for example at an advertising campaign or event. If you do not have a product in our webshop and/or want to make a new order, please contact the communication department.

All design and ordering of new material is made through the communication department.