



Colours

Colours are an important part of the identity. They symbolise who Innovation Norway is.



Signature, additional and décor colours are important image bearers throughout the identity and are what make Innovation Norway's material recognisable, at the same time as creating variation in the elements of the profile. Décor colours are to be used primarily for backgrounds and coloured fields.

Text is to be in signature and working area colours. Use colours with caution. The most important thing is to maintain good readability using high contrast. Décor colours are not permitted. See example of colour use in the PDF accompanying the brochure template.

Each working area, its own colour

On the front page of Innovation Norway's brochures each of Innovation Norway's additional colours is assigned to a specific working area. Red for entrepreneurship, blue for company growth and purple for innovation milieus.

Green for everything concerning Innovation Norway in general

Our main brochure and everything concerning Innovation Norway in general, including internal publications, shall have a green front cover field uppermost on the page.

The colour palette with codes for all the colour variants can be found below. You will also find links to completed CMYK and PMS colour files (swatches) for Adobe software.

Print colours comprise two types, CMYK and PMS. On-screen colours are given in RGB codes.

Colour codes and explanations: The colour palette

Colour palette – colour classification

None of the graphic elements provoke emotions as strongly as colour. Colour is therefore one of the most important visual tools Innovation Norway possesses.

Innovation Norway's corporate colours are an important part of the identity. The colour palette contains signature colours, working area colours and décor colours.

Signature colours

The signature colours represent all of Innovation Norway as an organisation. These are made up of various shades of green. Signature colour 1 is Innovation Norway's actual signature colour.

Working area colours

The working area colours represent the different information divisions at Innovation Norway. These are made up of four different colours in strong tones.

Décor colours

Décor colours complement the other colours to create more vibrancy and variation. It is important that colours are used in moderation so as to avoid the image being perceived as busy. Décor colours would typically be used in additional elements such as backgrounds, colour boxes, circles etc.

Painting

If you need paint in Innovation Norway's main colour the colourcode is 3040 - G70Y

Swatches for Adobe software:

[CMYK](#)

[PMS](#)
