



Graphic elements

Various graphic elements have been developed for Innovation Norway's graphic profile to give it more depth and variety. Symbols are also meant as illustrative elements that describe Innovation Norway's activities. Only elements described here are permitted.



Maps

Maps and elements from maps are characteristic throughout Innovation Norway's profile. They help illustrate Innovation Norway's vision, "We give local ideas global opportunities".

Human resources

A set of images of human silhouettes has been developed. Be careful with the use of these and remember that they must not be too dominant.

Circles

Circles without colour fill are an important part of the identity. They bring elements from the logo into the design elements and can be used as décor elements or background.

The designer must draw the circles each time they are to be used.

Circles must always be white or in one of the décor colours. This creates variation but also ensures that they never encroach on other elements such as text. It is important to avoid using too many or too small circles in one space. The radius is therefore never to be smaller than 200 mm and the width 0.5 pt for normal printed items (A5 – A3, brochures etc.) If other sizes apply the designer must himself assess how to best maintain the graphic expression.

See the links below for more information.

Links:

[World map](#)

[Silhouettes](#)

[Examples of how to use circles](#)

[About the graphic elements](#)
