

## Logo

To ensure the best possible likeness and recognisability the main logo should appear in colour as far as possible. The horizontal logo shall be used as little as possible. With the exception of size, no other changes to the logo are permitted. Changing the colours of the logo is obviously not permitted. The symbol and the name are not to be split up. The pattern in the symbol shall not be used as a recognisable element.

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## English logo

Here is the English version of Innovation Norway's logo. To be used on all printed items in the English language. Guidelines for use are the same as for Norwegian.



See the links below for more information.

### **Links:**

[English main logo CMYK](#)

[English main logo PMS](#)

[English main logo Black](#)

[English main logo Negative](#)

[English main logo RGB](#)

[English horizontal logo CMYK](#)

[English horizontal logo PMS](#)

[English horizontal logo Black](#)

[English horizontal logo Negative](#)

[English horizontal logo RGB](#)

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## Main logo

**This is Innovation Norway's main logo which is to be used on all material produced. The main logo is to be used at all times if possible.**

In Innovation Norway's main logo the name takes up two lines with dots placed in balance with the logo visually.



The main logo is only to be used on a white background. Negative colour (white) is used on dark coloured backgrounds and black on light coloured backgrounds. When the logo is printed in PMS, and one is not able to use all the colours, use a single colour, PMS 368.

### **Surrounding space**

The restricted space surrounding Innovation Norway's main logo shall at all times be the minimum height of the text surrounding the logo. This applies to all versions of the main logo.

The logo must be at least 30 mm wide. See the links below for more information.

### **Links:**

[Norwegian main logo CMYK](#)

[Norwegian main logo PMS](#)

[Norwegian main logo Black](#)

[Norwegian main logo Negative](#)

[Norwegian main logo RGB](#)

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### **Horizontal logo**

**This is Innovation Norway's horizontal logo: only use under exceptional circumstances and only where the main logo does not fit.**

In the horizontal version the dots are made smaller and placed together with a "demarcation line" on the line before the logo. This version is for use on low formats such as web banners, where there isn't enough height to follow the surrounding space rules for the main logo.



### **Surrounding space**

The restricted space surrounding Innovation Norway's horizontal logo shall at all times be at least the height of the text on either side and half of that above and below.

The logo must be at least 40 mm wide. See the links below for more information.

#### **Links:**

[Norwegian horizontal logo CMYK](#)  
[Norwegian horizontal logo PMS](#)  
[Norwegian horizontal logo Black](#)  
[Norwegian horizontal logo Negative](#)  
[Norwegian horizontal logo RGB](#)

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### **Sami logo**

**Here is the Sami version of Innovation Norway's logo. To be used on all printed items in the Sami language. Guidelines for use are the same as for Norwegian.**

See the links below for more information.

#### **Links:**

[Sami main logo CMYK](#)  
[Sami main logo PMS](#)  
[Sami main logo Black](#)  
[Sami main logo Negative](#)  
[Sami main logo RGB](#)

[Sami horizontal logo CMYK](#)  
[Sami horizontal logo PMS](#)  
[Sami horizontal logo Black](#)  
[Sami horizontal logo Negative](#)  
[Sami horizontal logo RGB](#)

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