

Standard brochures

Everything you need to design Innovation Norway's standard brochures can be found underneath. Read the information, examples and usage template to make a brochure.



About standard brochures

Cover images in Adobe Photoshop:

Front page image

200 x 200 mm, 300 dpi

Top layer

Extract of background picture with colour saturation set to -100, blurred with Gaussian blur (radius 30.0 px). Lighten using levels as required.

Gradient layer

White to transparent fountain fill downwards.

Solid colour layer

Use working area colours in the brochure. Set the blending mode for the field to multiply. The same technique is used on backside of the cover, but then the background image is not necessary. Round off corners with a radius of 5 mm using Adobe InDesign.

Divide image into three equal parts. Cover only one part of the front page with colour field. On the backside this is done using the whole image.

Working areas:

For readers to more easily differentiate between information from the 5 different working areas a unique logo system for working areas has been developed for use in brochures.

The logo is depicted negatively on coloured background in the working area colours. See more detailed description of use on the next page.

The restricted space surrounding the logos for working areas must always be at least the height of the text surrounding the entire logo.

Heading and sub-heading on cover page:

A fixed area on the front page is used for headings. The length of headings will vary, which is why the design manual accommodates for adjusting the point size, in addition to setting it over two lines. Maximum point size on headings is 36 pt, minimum is 26 pt.

Building grids, columns and margins:

The grid on the brochure is built using 2.5 mm horizontally and 6 pt vertically. All elements the designer adds into the brochure must follow the grid to ensure that the reader has an easy to follow and consistent total experience.

The brochure has a margin of 5 mm surrounding the entire cover page where no elements are to be placed unless they bleed or are image text. The text area is divided into 3 columns 55 mm wide. The outer margin in the text area is 15 mm, inner is 20 mm and the column spacing is 5 mm.

Text:

Use Fedra Sans font throughout all Innovation Norway's brochures. All text is based on a leading of 6 pt in accordance with the grid.

Text styles

All text styles (paragraph styles) are specified in the template accompanying the design manual. Do not change these without good reason. An outline of sizes, leading and sections can be found in the PDF file accompanying the brochure template.

Headings

Headings on the cover page and inside the brochure are sometimes too long to fit the text styles that have been set up. You are allowed to adjust the size and lead as required, but remember to ensure that the text still fits with the other elements in a natural way.

Use of colour

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 file accompanying the brochure template.

Consistent use of colour:

Brochure colours

Colours for standard brochures are already decided and are linked to the different working areas.

Use signature colour 1 in combination with signature colours 2 and 3 on the inside. For other working areas use working area colours for the relevant working area in combination with signature colours 1 and 3.

Décor colours

Décor colours are there to give more vitality to the brochure. They also give the designer more freedom to create 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 coloured fields, circles.

Images and graphic elements:

Images

Innovation Norway must appear flexible and dynamic yet at the same time honest and genuine. It is therefore crucial that the image style emphasises this. Images must not seem too contrived, stylised or glossy in terms of use of colours or situation. When using images it is therefore preferable that they are obtained from Innovation Norway's [image bank](#). If the designer wants to use images from other sources, www.scanpix.no or www.folio.se should be used.

All images in the brochures, including the cover page, must have rounded corners with a radius of 5 mm.

Graphic elements

Other graphic elements available for use are silhouettes of people, world maps, circles and coloured fields. The silhouettes and map are available for download as EPS files from "graphic elements" in the design manual. The colour of the elements may be changed as long as they follow the colour palette's décor colours.

Circles

Circles without colour fill can also be used as design elements. These must always have a radius of 200 mm minimum and 0.5 pt width. The colour of the circle can be chosen from the décor colours available in the brochure. The blending mode can be set to multiply or overlay to create variation. If circles are used on pages containing text or dark coloured fields, they must be placed behind these elements. Circles may overlap each other, but do not use more than 4 circles per cover page.

Colour field

Filled colour fields can also be used as design elements. The fields can both enhance the text and help create a more unified colour coding in the brochure. Round off corners with a radius of 2.5 mm. The fields may overlap images or other elements (with the exception of text), and the blending can be set to multiply or overlay to obtain a transparent colour effect.

See the example file in the design manual for examples of the use of images and graphic elements.



Brochure set up

Front page

32 pt heading

16 pt/24 pt sub-heading

Second page

Heading 24 pt/30 pt Fedra Sans Bold

Sub-heading 15 pt/24 pt Fedra Sans Book

Introduction

9.5 pt/12 pt Fedra Sans Medium. Working area colours, black or white may be used dependant on what suits the background best. There must be a blank line of 12 pt between the introduction and body text. The introduction can run over one or several columns (see page 10), but never over the entire page or in the narrowest column width. The introduction can also be drawn out from the rest of the text. Use 14 pt/24 pt left justified under the heading.

Body text

8 pt/12 pt Fedra Sans Book. Use black or white text with a blank line between paragraphs. It is optional whether the text uses one or two columns, as long as the grid is followed. The column width must never exceed two columns (see grid).

Accreditation

5 pt Fedra Sans Book. In black.

Brochure name

7 pt/12pt Fedra Sans Book. Always in the working area colour or white.

Sub-heading

9,5 pt/12 pt Fedra Sans Medium in the working area colour or white.

Image text

7 pt/9 pt Fedra Sans Book. Use one of the defined working area colours or the additional colours. Place text (12 pt) below the image if possible. All pictures must have a 5 mm radius at the corners and must follow the grid. Images may bleed on one or several pages.

Subject area

7 pt/12 pt Fedra Sans Book. Always in the working area colour or white.

Use of images, circles, fields and colours

All images used should be obtained from Innovation Norway's [image bank](#). If the designer wants to use images from other sources, www.scanpix.no or www.folio.se should be used. The designer has great freedom in terms of placement and sizes of images. They can be placed to bleed, cover parts of a coloured field, an entire page or parts of a page. Variation in sizes and formats creates a good dynamic in the brochure. It is important that all images are placed in the grid. All images must also have a radius of 5 mm at the corners.

Circles can be placed above and below the image to create variation. They must be 0.5 pt in width with a diameter of at least 200 mm. Circles may be set in multiply to create a dynamic effect. The placement is up to you but remember that they must always lie behind the main text. If a dark coloured field is used behind the main text the circles must be placed behind this.

Because of the round corners the images must be placed a minimum of 5 mm outside the main text horizontally and 6 pt vertically where possible. Remember to credit all images including background images.

Coloured fields may be used behind the text. These must always have a 2.5 mm radius at the corners and be placed a minimum of 5 mm outside the text field horizontally and 24 pt vertically. If the field overlaps with an image you can use multiply or overlay to create an interesting effect. The coloured fields behind the main text must only be in working area colours, additional colours or white. For lists and other items all the colours linked to the relevant working area can be used.

The brochure is split into 5 colours (green, cyan, red, purple and orange). These groups have specified working area colours, additional colours and décor colours that are to be used for elements on the page.

Silhouettes provide another option in terms of graphic elements. All colours as defined for the relevant working area may be used for these.

The horizontal line at the bottom of each page must be included in all inside pages and must always be in the working area colour. This also applies to page numbers, but they can be in positive on white circles if the contrast is too low in relation to the background.

Images

Images may also be used in combination with circles as a background. Bold text must be 24 pt/36 pt Fedra Sans Bold in black, white or one of the specified colours.

Lists

Heading: 9.5 pt/12 pt Fedra Sans Medium. In working area colour, additional colour, black or white. Blank line between the heading and the list.

- Lists: 8 pt/12 pt Fedra Sans Book. Working area colour, black or white.
- 12 pt space between dots and text
- Lists must be placed on a coloured background

See the links below for more information.

Links:

[Examples of brochures](#)

[Brochure template](#)
