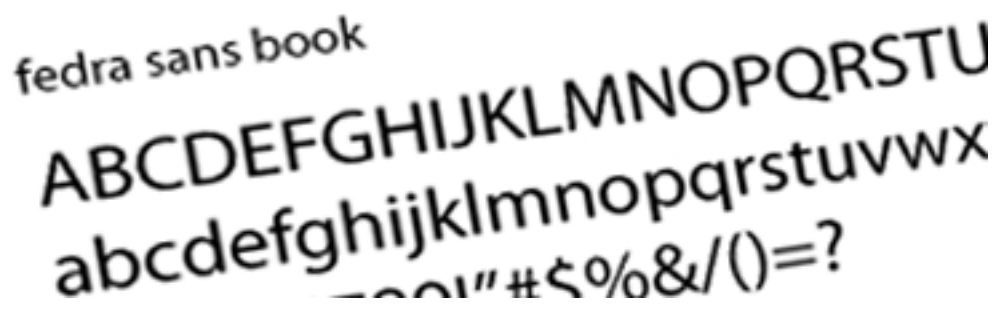


Typography

Consistent use of typography is important for Innovation Norway's graphical profile to come across clearly. Consistency creates an impression of reliability and helps build a clear visual identity.



fedra sans book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%&'()*=?

Innovation Norway's profile font is Fedra Sans. Use this on all printed profile material.

Turn off 'ligatures' to prevent letters being joined together.

Use Verdana for all on-screen material such as PowerPoint presentations and email newsletters.

Fedra Sans may be ordered from [Luth & Co](#). Choose the version called Fedra Sans STD. Verdana, being a standard font for PC and Mac, does not need to be bought.

Examples of the fonts can be seen below.

Font for printed material

Example of Fedra Sans

Fedra Sans is Innovation Norway's main font and must be used on all printed items. These are available in a variety of options and can be purchased at [Luth & Co](#). The exact font to be bought is Fedra Sans STD. Use of this font is described in more detail in the different elements that form part of the design manual.

Font for screen

Example of Verdana

Verdana is Innovation Norway's supplementary font and must be used for all on-screen work (i.e. PowerPoint, email newsletters etc.). Verdana, being a standard font for PC and Mac, does not need to be bought. Use of this font is described in more detail in the different digital elements that form part of the design manual.
