

Use of images

Use of images is an important part of Innovation Norway's image. It is important to bear in mind that the choices you make in terms of images also influence the recipient's impression of Innovation Norway. You should therefore choose pictures that communicate the right image.

Innovation Norway's greatest resource is our employees. This also applies to other companies and organisations.

Innovation Norway works for and with people. We want this to be reflected in our printed materials. Images on our front page should contain people as a significant part of the look.



Guidelines:

The images must have a Norwegian or Nordic look, not an American or "glossy" look. They must be perceived as genuine and natural, both in terms of colour and placement of images. Images must be light and easy, not in unnatural strong colours.

They must be genuine and honest, not contrived situations, but realistic and candid with a 'snapshot' feel to them.

Images should also seem close and personal, not cold and "business-like".

Micro or macro:

Micro or macro: The thinking is that the images should either be very far from the object or extremely close to it. Either very close or very far. Instead of showing a whole person you could perhaps just display a part of the person, for example the arm.

Manipulation/CGI is not permitted:

Innovation Norway's graphic profile does not permit the use of visibly manipulated images. This includes images that are clearly created on a computer using graphic design software or where colours are added or changed. This also applies to the use of graphic figures especially for front cover and back cover pages. Try your best to find alternatives to figures; photographs or text would be preferred.

Image banks:

Innovation Norway's [image bank](#) has a variety of images. We also recommend the following image banks: www.scanpix.no (limit search to Scandinavian images) or www.folio.se.

Placement:

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. All images are placed in the grid a minimum of 5 mm.
