



# SONS of NORWAY

Celebrating **125** Years

1895-2020

## BRAND GUIDELINES AND LOGO USAGE FOR 125TH ANNIVERSARY

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The mission of Sons of Norway is to promote and preserve the heritage and culture of Norway, to celebrate our relationship with other Nordic Countries, and to provide quality insurance and financial products to our members.

These guidelines may be found online at:  
[www.sofn.com/125years](http://www.sofn.com/125years)



## SONS OF NORWAY LOGO

The Sons of Norway brand identity honors our organization's past and embraces a bright future. The current identity design reflects the principles of modern Scandinavian design, while maintaining the warmth, tradition and spirit of the logo we have used since 1955. The design is strongly connected to the graphic elements our brand has maintained since 1904: shield, Viking ship, midnight sun and the North Star. Carefully crafted with Sons of Norway members and lodges in mind, the brand identity maintains and builds upon the organizational recognition of Sons of Norway while providing a simplified and refreshed new look.



### LOGO ELEMENTS

The logo contains of three main elements: the wordmark, shield and celebration ribbon. The wordmark is typeset in a geometric, friendly and bold sans-serif. The shield—an update of traditional graphic symbols that speak to the organization's Norwegian history—contains a sleek Viking ship bearing a dragon figurehead and the midnight sun. The celebration ribbon depicts the celebration of our 125th anniversary.

### LOGO VERSIONS



3 COLOR - PMS 7540C  
PMS WARM RED C  
PMS 7704C



1 COLOR - BLACK



1 COLOR - PMS 7540C



FOR USE ON DARK BACKGROUNDS

# LOGO USAGE AND VERSIONS

In the interest of maintaining consistency within the Sons of Norway brand, we have created guidelines on safe area, logo usage, color palette, typography and imagery.

## MISUSE AND INCORRECT USAGE

- 01 **Don't alter the proportions of the shield or wordmark.** The logo as a whole can change sizes, but not elements within it.
- 02 **Don't change the colors of the shield or wordmark.** Only use approved color logos.
- 03 **Don't manipulate the aspect ratio, stretch, or squeeze the logo.**
- 04 **Don't adapt or delete the wordmark.** Custom lodge logos are available from Headquarters upon request.
- 05 **Don't rotate or skew the logo.** This damages the readability and integrity of the logo.
- 06 **Don't separate the wordmark from the shield.** Use of both primary logo components is preferred. *Note: There are specific cases in which HQ will approve this application of the logo. Please contact Sons of Norway Headquarters to learn more.*
- 07 **Don't alter or change the font of the wordmark.**



## SAFE AREA

In order for the logo to retain its visual impact, please maintain a clear area around the logo, empty of all complex imagery and graphics. This area is defined by the height of the capital "o" within our logo.



# COLOR PALETTE

## Teal

Used as the primary color for design elements. May be applied for heading labels, text, etc. Priority should be given to this color.

## Dark Gray

A solid and neutral color, this dark gray may be applied to graphic elements, headings, text, etc. Priority should be given to this color.

## Aqua

Used for graphic elements or accent color. Must be used carefully, ensuring adequate contrast and scale for type use.

## Light Gray

Applied for neutral graphic elements. Must be used carefully, ensuring adequate contrast and scale for type use.

## Wood

Used sparingly for a hint of warmer, earth tones. Reflective of a medium natural wood tone.

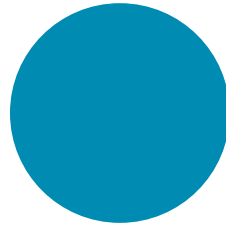
## Red

Used to evoke energy and a pop of color. Emphasizes important text, website buttons or calls-to-action.

## Dark Blue

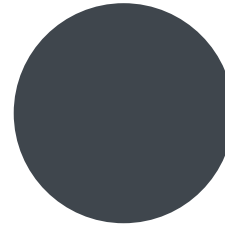
Applied sparingly. Provides a sense of stability and reliability.

## PRIMARY COLORS



### PMS 7704C

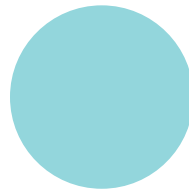
C 93 M 4 Y 8 K 24  
R 0 G 133 B 173  
#0085AD



### PMS 7540C

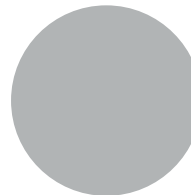
C 41 M 28 Y 22 K 70  
R 75 G 79 B 84  
#4B4F54

## SECONDARY COLORS



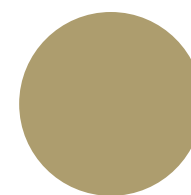
### PMS 318C

C 40 M 0 Y 14 K 0  
R 136 G 219 B 223  
#88DBDF



### PMS COOL GRAY 4C

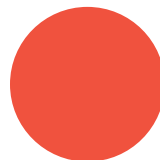
C 12 M 8 Y 9 K 23  
R 187 G 188 B 188  
#BBBCBC



### P 7503C

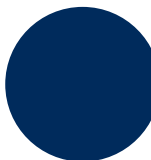
C 10 M 15 Y 50 K 29  
R 168 G 153 B 104  
#A89968

## ACCENT COLORS *use sparingly*



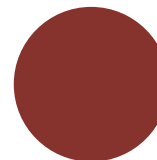
### PMS WARM RED C

C 0 M 83 Y 80 K 0  
R 249 G 66 B 58  
#F9423A



### PMS 295C

C 100 M 69 Y 8 K 54  
R 0 G 40 B 85  
#002855



### PMS 181C

C 0 M 64 Y 72 K 51  
R 124 G 45 B 85  
#7C2D23

# TYPOGRAPHY

Brand fonts include two sans serif and one serif—Qanelas Soft, Akrobat and Bembo. They are clear, legible, approachable and solid typefaces. Each of the font families include many “weights” like light, regular, bold and italic and contain all Norwegian characters. Qanelas Soft and Bembo may be purchased and downloaded at [www.myfonts.com](http://www.myfonts.com). Akrobat may be downloaded for free at [www.fontfabric.com](http://www.fontfabric.com). In lieu of Bembo, a suitable substitute is Times. In lieu of Qanelas Soft, Arial may be used.

## TYPEFACE USAGE EXAMPLE

LOREM IPSUM  
SIT AHMET

### SUBHEAD LOREM IPSUM DOLAR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc erat arcu, pulvinar eget consectetur vitae, porta at enim. Duis nec iaculis est, ut ullamcorper dui. Vestibulum sem nunc, condimentum suscipit lorem non, consequat lacinia arcu. Duis iaculis nunc vel erat lobortis vulputate.

## Headquarters Preferred Fonts

### Qanelas Soft

Uses: Primary headlines, callouts and quotes

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 åø æ øÆ Ø  
&!@# \$ % ^ & \* () - = +

ABCDEFGHIJKLMN O PQRSTUVWXYZ  
ABCDEFGHIJKLMN O PQRSTUVWXYZ  
ABCDEFGHIJKLMN O PQRSTUVWXYZ  
ABCDEFGHIJKLMN O PQRSTUVWXYZ  
abcdefghijklmno pqrstuvwxyz

### Akrobat

Uses: Subheads, small areas of text, body copy

### Bembo

Uses: Body copy

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMN O PQRSTUVWXYZ  
ABCDEFGHIJKLMN O PQRSTUVWXYZ  
ABCDEFGHIJKLMN O PQRSTUVWXYZ  
abcdefghijklmno pqrstuvwxyz  
1234567890 åø æ øÆ Ø  
&!@# \$ % ^ & \* () - = +

ABCDEFGHIJKLMN O PQRSTUVWXYZ  
ABCDEFGHIJKLMN O PQRSTUVWXYZ  
ABCDEFGHIJKLMN O PQRSTUVWXYZ  
ABCDEFGHIJKLMN O PQRSTUVWXYZ  
abcdefghijklmno pqrstuvwxyz  
1234567890 åø æ øÆ Ø  
Ø &!@# \$ % ^ & \* () - = +

## Alternative Fonts

### Arial

Uses: Primary headlines, subheads, callouts and quotes

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMN O PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 åø æ øÆ Ø  
&!@# \$ % ^ & \* () - = +

### Times

Uses: Body copy

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMN O PQRSTUVWXYZ  
abcdefghijklmno pqrstuvwxyz  
1234567890 åø æ øÆ Ø  
Ø &!@# \$ % ^ & \* () - = +

Any pieced designed for Sons of Norway International Headquarters should follow the primary font guidelines. However, we understand that many lodges may not have access to these fonts.

In those instances we recommend **Arial** as a replacement to Qanelas, and **Times** in place of Bembo.

# IMAGERY INSPIRATION

Photography is a powerful way to express the Sons of Norway identity and is one of our most widely used assets. Photos selected for Sons of Norway collateral should reflect our brand essence and values and support the color palette of the brand. Evocative, authentic and relatable, brand imagery is moment-driven and community-centric. Photography should also evoke a sense of strength and security.

## KEYWORDS:

Open	Natural	Family
Relatable	Trusted	Authentic
Light	Warmth	Community

Brand photography for Sons of Norway is often sourced and purchased through stock imagery sites and is subject to copyright law. Therefore, Sons of Norway Headquarters cannot disseminate or distribute these images to lodges or districts because the licenses are non-transferable. See free photography resources on the next page.



## IMAGERY TIPS

To maintain the brand, please select photos that follow these guidelines.

### DO

- 01 Do chose light and airy photos.
- 02 Do use every day moment photos.
- 03 Do use authentic photography.

### DON'T

- 01 Don't use posed photos
- 02 Don't use over saturated photos.
- 03 Don't use obvious photoshopped images.

### RESOURCES

Free imagery can be found on the following websites:

[www.pexels.com](http://www.pexels.com)  
[www.pixabay.com](http://www.pixabay.com)  
[www.foter.com](http://www.foter.com)

### DO



01

#### DO CHOSE LIGHT AND AIRY PHOTOS

Light and airy photos help express the open and welcoming feel of Sons of Norway.



02

#### DO USE EVERYDAY MOMENT PHOTOS

These provide a more relatable experience for the readers.



03

#### DO USE AUTHENTIC PHOTOGRAPHY

Authentic photos feel natural and friendly.

### DON'T



01

#### DON'T USE POSED PHOTOS

Posed photos appear stiff and unrelatable.



02

#### DON'T USE OVER SATURATED PHOTOS

Too much color saturation detracts from the real-life experience.



03

#### DON'T USE PHOTOSHOPPED PHOTOS

Blatantly photoshopped imagery does not align with Sons of Norway's identity.

## ADDITIONAL INFO

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### BRAND CHECKLIST

Prior to starting a project, please review all guidelines and use the checklist on the right to ensure your lodge is "on brand."

### BRAND CHECKLIST

#### Logo

- I have incorporated the correct logo.
- The safe area guidelines are followed.
- I have used an unmanipulated version of the proper logo.

#### Typeface

- I am using Qanelas, Akrobat and Bembo typefaces,
- or I am using the alternative Arial or Times typefaces.

#### Color Palette

- I have incorporated the primary colors in my project.
- Secondary and accent colors are used sparingly.

#### Images

- My image selections reflect Sons of Norway's key words.
- The images I've chosen are free to use (no copyrights).
- I have incorporated the imagery tips in choosing photos.