

ICELANDIC

BRAND MANUAL 2017 (ADDITION)

DESIGN GUIDELINES

VISUAL IDENTITY

The following guidelines outline the visual identity of Icelandic. Our visual identity is centered around our brand elements, which are described in detail, as well as how to construct and use them within our communication.

BRAND ELEMENTS

Our brand elements consist of the Icelandic corporate logo, corporate logo with denomination, communication logo, simplified logo and brand symbol. The brand elements make up our brand system by which we organize Icelandic's visual identity.

LOGOS

Corporate Logo



Corporate Logo with Denomination
Ibérica



Corporate Logo with
Denomination



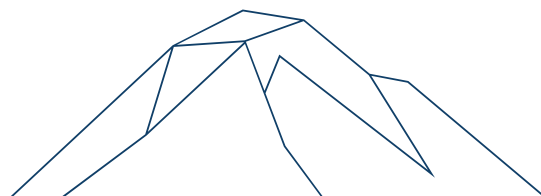
Communication Logo



Simplified Logo



Brand Symbol



CORPORATE LOGO

Our corporate logo is recognized by seafood suppliers across the globe. It is considered a mark of quality due to our brand's 75 years of experience in the fishing industry and connection to the historical fishing nation of Iceland. The core elements of our logo: the name, wave and colours have remained consistent throughout our long and rich history. With a few alterations to ensure contemporary relevance, the logo remains the quality stamp that our customers have always known and trusted.

CORPORATE LOGO FREE ZONE

We have specified a region surrounding the logo that cannot be filled with design elements, text, etc. This ensures that our logo is prominent within communication elements and on packaging.

ICELANDIC



ICELANDIC
IBÉRICA



COMMUNICATION LOGO

The Icelandic communication logo has been introduced to take further advantage of our Icelandic heritage and open the brand up to a multi-category adventure. The brand symbol of the dynamic Icelandic landscape gives more depth and interest to our brand story and represents our ever-evolving nature.

The communication logo is made up of a simplified Icelandic logotype and the brand symbol. The blue box and wave from the corporate logo have been taken away to give more freedom within the design of our communication materials, allowing us to use this logo more freely.

COMMUNICATION LOGO FREE ZONE

We have specified a region surrounding both elements of the communication logo that cannot be filled with design elements, text, etc. This ensures that our logo and brand symbol are prominent and consistent on all communication material.



ICELANDIC



COLOURS

THE ICELANDIC COLOURS

The Icelandic brand colours have been derived from a number of inspirational sources, which reflect Icelandic and our brand story.

DARK BLUE

The dark blue colour represents the North Atlantic Ocean – the source of our immaculate quality and sustainable fish and seafood. The colour is the same as our corporate logo, and can be used as a base colour, in figures, headers, packaging labels etc.

GENTLE GOLD

The gentle gold colour is taken from our hero product – fresh cod - and is used as an accent colour within Icelandic's design.

MUTED SILVER

Muted silver is representative of the different varieties of fish with silver details. The silver colour is used for body text to soften our written communication.

BLUE GREEN

Lorem ipsum dolor sit amet. Bla bla bla. Lorem ipsum dolor sit amet. Bla bla bla.

PRIMARY COLOUR



P 294 C



CMYK: 100 / 80 / 35 / 20
RGB: 24 / 58 / 100
HEX: #183a64

SECONDARY COLOURS



P 874 C



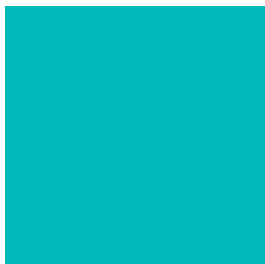
CMYK: 35 / 45 / 65 / 30
RGB: 142 / 112 / 78
HEX: #8e704e



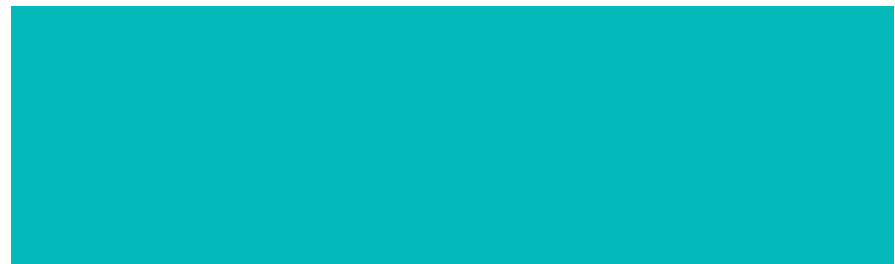
P Cool Gray 11 C



CMYK: 0 / 0 / 0 / 79
RGB: 77 / 79 / 83
HEX: #4D4F53



P 3262 C



CMYK: 75 / 0 / 32 / 0
RGB: 0 / 192 / 181
HEX: #00C0B5

TYPOGRAPHY

THE ICELANDIC TYPOGRAPHY

FUTURA

Futura is a geometric sans-serif typeface designed in 1927 by Paul Renner. It is based on geometric shapes that became representative of visual elements of the Bauhaus design style.

The typography has an appearance of efficiency and forwardness and we have therefore used it to create a modern expression of the Icelandic brand within written communication.

FUTURA BOOK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
áæðéííóöþúýýÁÆÐÉÍÍÓÖÞÚÝÝ
1234567890 !"#%&/()=?

FUTURA MEDIUM

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
áæðéííóöþúýýÁÆÐÉÍÍÓÖÞÚÝÝ
1234567890 !"#%&/()=?

FUTURA BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
áæðéííóöþúýýÁÆÐÉÍÍÓÖÞÚÝÝ
1234567890 !"#%&/()=?

PACKAGING

PACKAGING ELEMENTS

Corporate Logo with Denomination
Ibérica



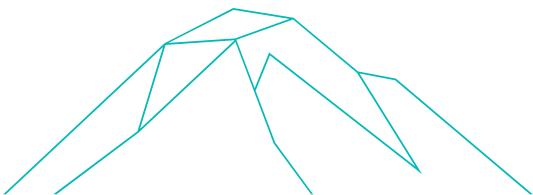
Product Image



Communication Logo

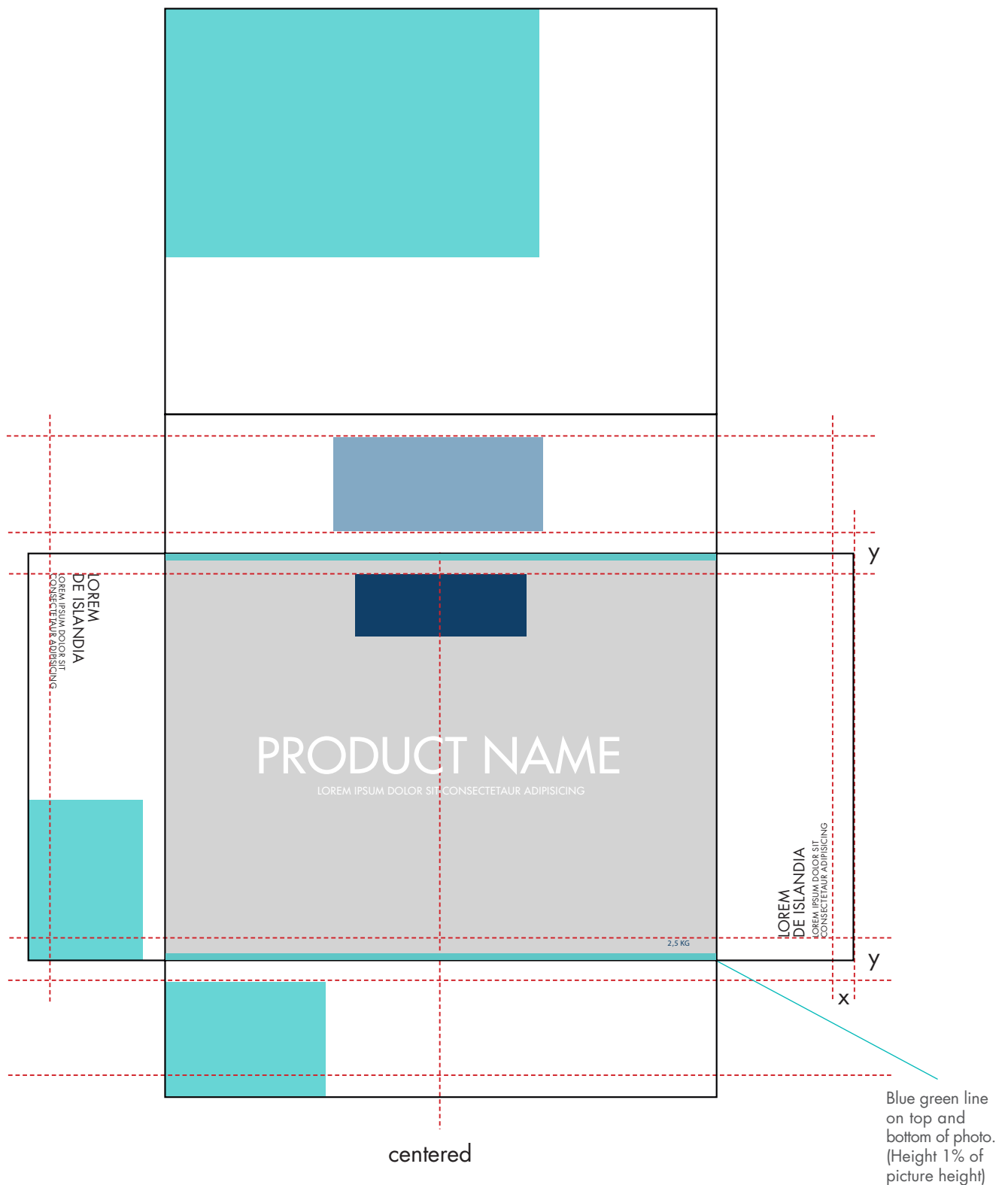


Brand Symbol



PACKAGING ELEMENTS PLACEMENT





Corporate Logo with Denomination Ibérica



Brand symbol



Communication logo - white on blue



Image Area



Product name and text

