

The New Division 2025

Grafisk guide



Naturlyftet

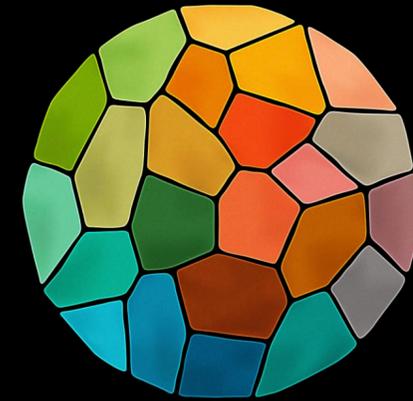
The vertical, stacked logo in color is the recommended version of the logo. It comes in two color versions: One with a black wordmark and one with a white wordmark. The primary version is the one with the black wordmark, for use on either a white or light grey background (see colors section). The version with the white wordmark is used on a black background. This version is only used in situations where the primary version on white is not applicable.

Variant 1: Black wordmark
(Primary)



Naturlyftet

Variant 2: White wordmark
(Secondary)



Naturlyftet



Naturlyftet

The horizontal version of the logo comes in two color versions: One with a black wordmark and one with a white wordmark. The primary version is the one with the black wordmark, for use on either a white or light grey background (see colors section). The version with the white wordmark is used on a black background. This version is only used in situations where the primary version on white is not applicable.

Variant 1: Black wordmark
(Primary)



Variant 2: White wordmark
(Secondary)



Primarily, we use the logo in its full entity. In a special occasion there is the option to also use the word mark. The white version can be used on any of the 23 brand colors. The black version can be used on white or light grey background (see colors section).

Variant 1: Black wordmark
(Primary)

Naturlyftet

Naturlyftet

Variant 2: White wordmark
(Secondary)

Naturlyftet



The following example shows how to use clear space around the logotype and external entities.

Always leave a clear space area around the logo equal to 1.5 times the height of the capital N in Naturlyftet.



The following examples show-case what to **AVOID** when using the logotype.

1. Do not change the color of the logo and/or wordmark.
2. Never modify the logos supplied in the logo package. Never stretch or squeeze the logos supplied in the logo package.
3. Never use the primary logotype on a colored background except on white, light grey or black for the negative version.
4. Avoid to put the logo over an image. If you put it over an image make sure the logo is readable.



These are the colors used for backgrounds with the 'Naturlyftet' logo.

Background Colors

White

RGB

255, 255, 255

HEX

#FFFFFF

CMYK

0, 0, 0, 0

Light Grey

RGB

250, 247, 245

HEX

#FAF7F5

CMYK

1, 1, 2, 0

Pantone

Cool Gray 1 C

Light Grey

RGB

0, 0, 0

HEX

#000000

CMYK

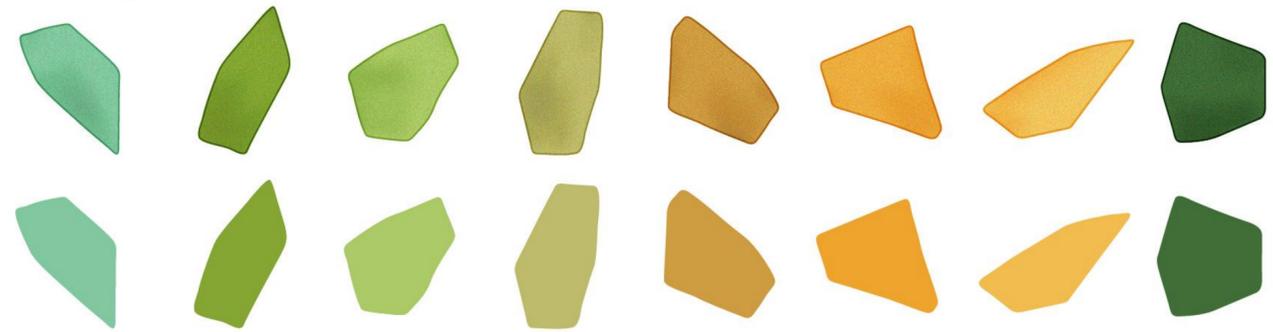
60, 40, 40, 100

Pantone

Black 6 C

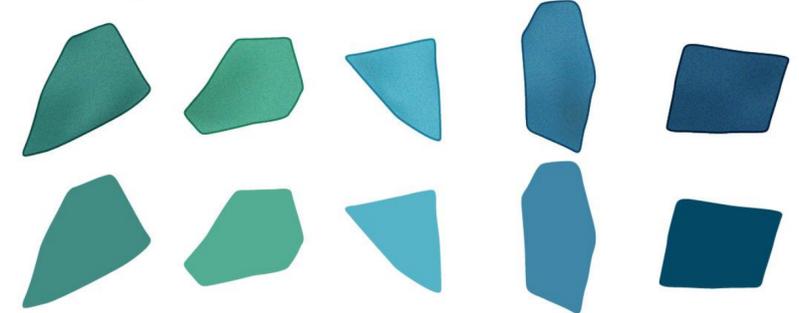
These These are the colors used for the 'The Biodiversity Plan' symbol – which is used in the Naturlyftet mark.

Group 1



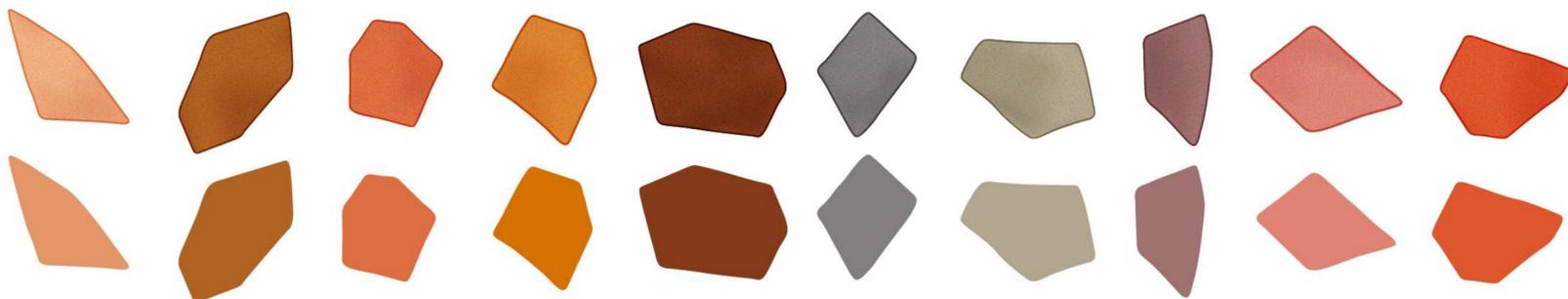
1	2	3	4	5	6	7	8
Pantone 338 C	Pantone 369 C	Pantone 367 C	Pantone 617 C	Pantone 7407	Pantone 130 C	Pantone 142 C	Pantone 7741 C
CMYK 57, 0, 51, 0	CMYK 58, 14, 100, 1	CMYK 41, 1, 85, 0	CMYK 29, 17, 78, 0	CMYK 15, 41, 100, 0	CMYK 0, 42, 100, 0	CMYK 0, 29, 92, 0	CMYK 83, 32, 100, 22
RGB 130, 201, 160	RGB 134, 167, 51	RGB 172, 203, 103	RGB 191, 188, 107	RGB 207, 157, 65	RGB 239, 165, 45	RGB 243, 189, 79	RGB 64, 110, 55
HEX #82C9A0	HEX #86A733	HEX #ACCB67	HEX #BFBC6B	HEX #CF9D41	HEX #EFA52D	HEX #F3BD4F	HEX #406E37

Group 2



9	10	11	12	13
Pantone 7473 C	Pantone 7472 C	Pantone 637 C	Pantone 7704 C	Pantone 3025 C
CMYK 84, 23, 53, 4	CMYK 77, 3, 55, 0	CMYK 72, 4, 19, 0	CMYK 83, 33, 22, 1	CMYK 100, 67, 39, 23
RGB 65, 141, 132	RGB 83, 174, 148	RGB 86, 181, 202	RGB 63, 135, 168	RGB 3, 73, 102
HEX #418D84	HEX #53AE94	HEX #56B5CA	HEX #3F87A8	HEX #034966

Group 3



14	15	16	17	18	19	20	21	22	23
Pantone 472 C	Pantone 7566 C	Pantone 7416 C	Pantone 138 C	Pantone 7526 C	Pantone 403 C	Pantone 7535 C	Pantone 7613 C	Pantone 486 C	Pantone 7417 C
CMYK 1, 51, 66, 0	CMYK 19, 72, 100, 8	CMYK 1, 74, 90, 0	CMYK 6, 69, 100, 1	CMYK 28, 86, 100, 27	CMYK 49, 44, 44, 9	CMYK 30, 29, 47, 0	CMYK 31, 60, 49, 7	CMYK 2, 63, 52, 0	CMYK 0, 85, 100, 0
RGB 229, 151, 106	RGB 178, 99, 36	RGB 222, 111, 66	RGB 214, 114, 0	RGB 134, 59, 26	RGB 132, 128, 127	RGB 179, 168, 143	RGB 161, 115, 113	RGB 224, 132, 117	RGB 224, 88, 45
HEX #E5976A	HEX #B26324	HEX #DE6F42	HEX #D67200	HEX #863B1A	HEX #84807F	HEX #B3A88F	HEX #A17371	HEX #E08475	HEX #E0582D