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TEAMBUILDING

Corporate design guide

V1

Logo

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Safe zones

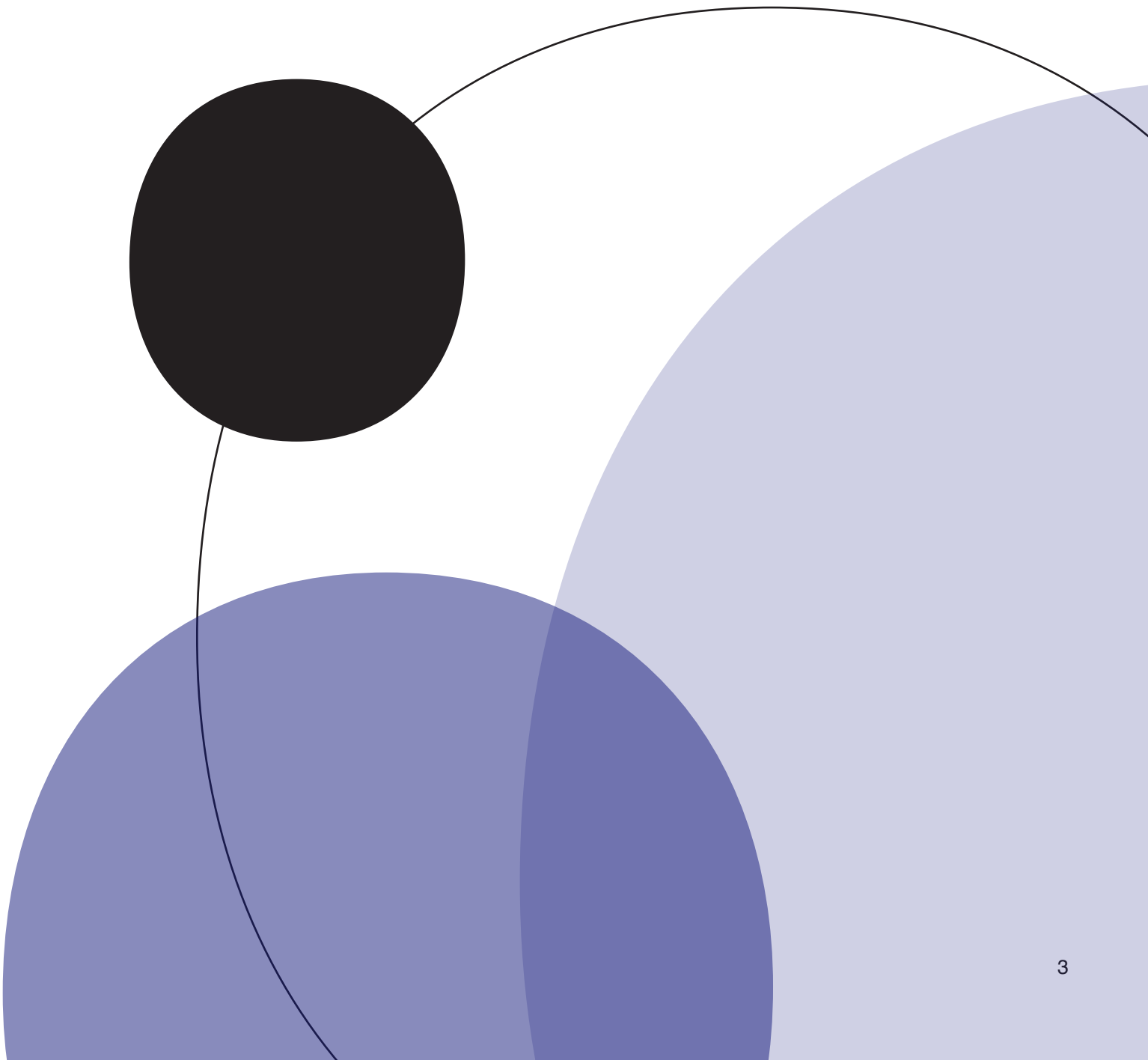
The logo should be placed with free space around it so it appears clean and powerful.



Key visual element

The **superellipse** evolved from the optimal balance between a square and a circle. A harmonious, organic and non industrial shape. Representing the balance between structure and flexibility, much like a company and its people.

It can be used as a framing device, text-container, background shape, or accent to create visual cohesion across materials. Maintain consistency in scale, proportions, and be playfull and creative with its use.



Logo variation

AS ICON



Logo - Colour variations

Logo on white or paper



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100% Opacity



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Black

Primary combination



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Primary white on darkblue

Logo on black use white



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Negative

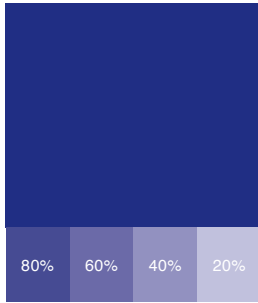
Secondary combination



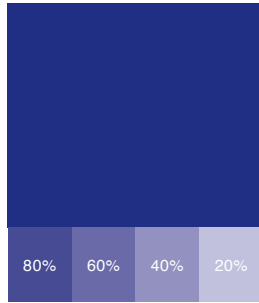
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Secondary sky on darkblue

Print colours

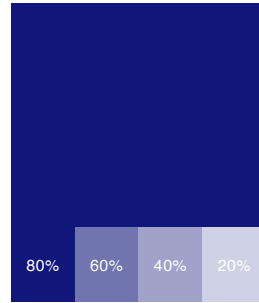


Pantone
2738 C

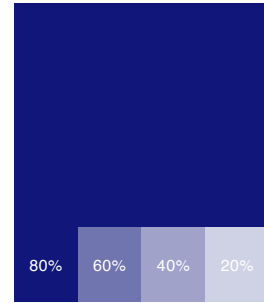


CMYK
100 95 0 0

Screen colours



RGB
17 23 122

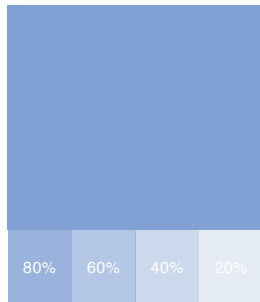


HTML
#11177a

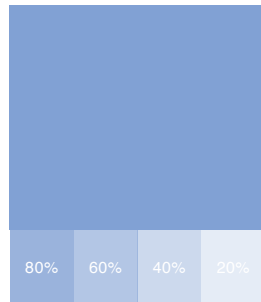
Colours

Secondary Corporate Colours

Print colours

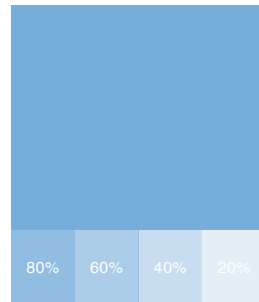


Pantone
645 C

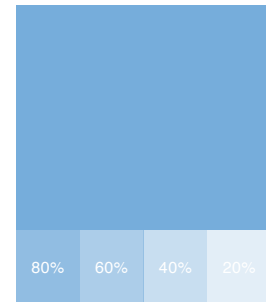


CMYK
50 30 0 0

Screen colours

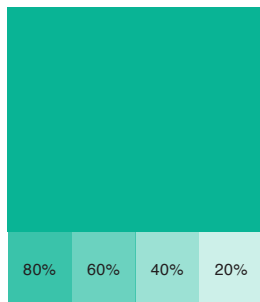


RGB
217 39 83

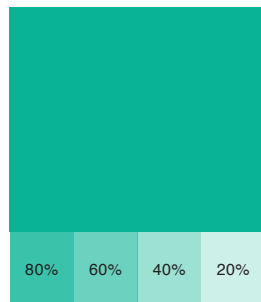


HTML
#76ADDB

Print colours

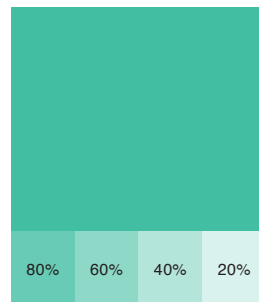


Pantone
3268 C

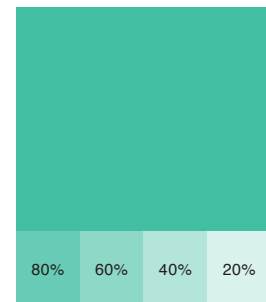


CMYK
0 5 15 0

Screen colours

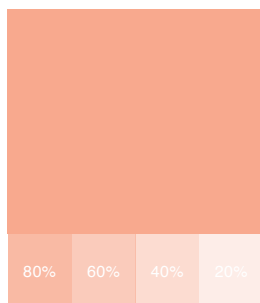


RGB
255 240 216

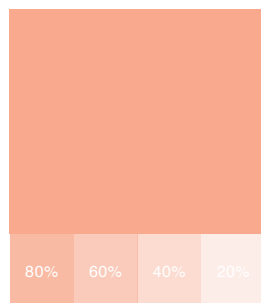


HTML
#FFF0D8

Print colours

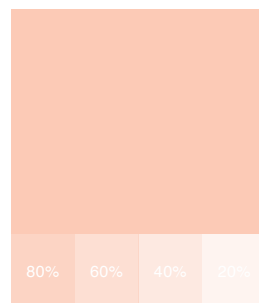


Pantone
487 C

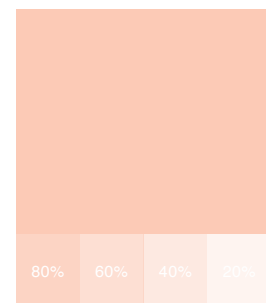


CMYK
0 40 40 0

Screen colours



RGB
252 202 182



HTML
#FCCAB6

Typography

Primary typography for headlines print and web

HOEFLER Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Ø Å
a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å
1 2 3 4 5 6 7 8 9 0 % & # ! ? (. , ;)

Alternative typography for word and PowerPoint

Arial - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
 abcdefghijklmnopqrstuvwxyzæøå
 1234567890%&#!?(.,:;)

Arial - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
1234567890%&#!?(.,:;)

Arial - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
1234567890%&#!?(.,:;)

Arial - Bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
1234567890%&#!?(.,:;)

Images and pictures

Style and feel for pictures



NOT LICENCED. For reference ONLY.

Choice and use of images play an essential role in the visual identity, the graphics provide the structure and images should provide the feeling. The goal of the images is to express authentic moments from team-building activities.

Photos should showcase faces, smiles, energy, and collaboration. Never stiff group shots, and avoid use of people with their backs turned. We aim for dynamic, engaging snapshots of people enjoying themselves and working together.

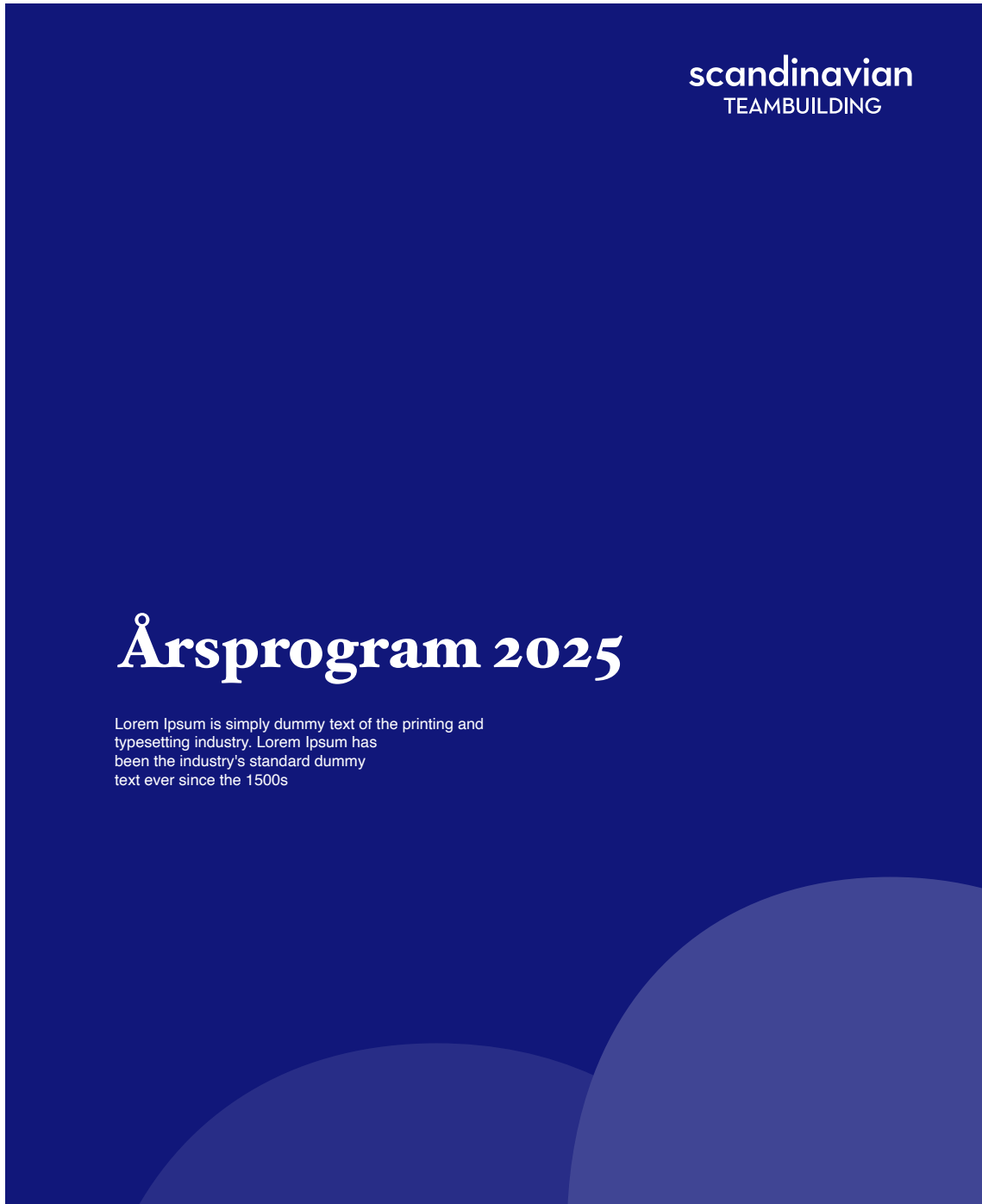
The imagery should feel natural yet professional, creating a warm and inviting atmosphere suitable for marketing, social media, and advertising.

The images should evoke the feeling of wanting to be a part of the activity and group.

Target Audience:

- Leaders and team managers looking to boost employee engagement and teamwork.
- HR and event planners organizing team-building activities to strengthen collaboration and workplace culture.

Example

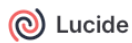


ICONS

Lucide Icons

1.25 Stroke width

<https://lucide.dev>



[Icons](#) [Guide](#) [Packages](#) [Showcase](#) [License](#) [...](#)

v0.488.0

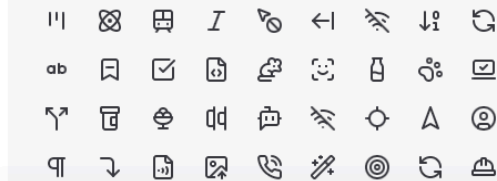
Beautiful & consistent icons

Made by the community.

[View all icons](#)

[Get Started](#)

[GitHub](#)



Search 1565 icons...



Lightweight & Scalable

Icons are lightweight, highly optimized scalable vector graphics (SVG).



Clean & consistent

Designed with a strict set of design rules for consistency in style and readability.



Customizable

Customize the color, size, stroke width, and more.

WEB ELEMENTS

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Menu Lorem Ipsum Dolor

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Read more
Go there

Lucide Icons 1.25 Stroke width

Risus commodo ipsum

Ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Risus commodo ipsum

Ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Read more

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Persondatapolitik
Ansvarsfraskrivelse
Vilkår og betingelser
Sitemap
Cookies

☰

Menu
 Lorem
 Ipsum
 Dolor