

NORSK  
PEN

# Brand Guidelines

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# 01 INTRODUCTION

# Concept

There is a clear line that separates free speech from censorship. There is also a line between artistic expression and cultural control. And lines can also separate people from other people, boundaries stopping us from sharing ideas across borders. Works of art, the patrimony of humanity at large, is a necessity and we are committed to defending it.

We fight for an unhindered transmission of thought in every nation and between all nations; beyond national and linguistic boundaries and beyond conventional literary expectations. We defend freedom of expression and protect authors in danger.

Our brand identity visualises the various elements of our work through bold colours, geometric typography, invisible lines as well as lines that protect and unite literature, authors and artists. It is all covered by the logo: Strong and bold, opposing arbitrary censorship and persecution.

# 02 COLOURS

# Colours

We fight for the freedom to speak up, loud and clear. For this purpose, we have chosen colours that are bold, brave and noticeable.

There are three distinctive colours, in addition to black and white. Every colour can be used in different tints.

CMYK: 100/100/0/0  
RGB: 41/9/139  
HEX: 29098b

CMYK: 0/56/87/0  
RGB: 255/143/48  
HEX: ff8f30

CMYK: 34/88/0/0  
RGB: 207/74/240  
HEX: cf4af0

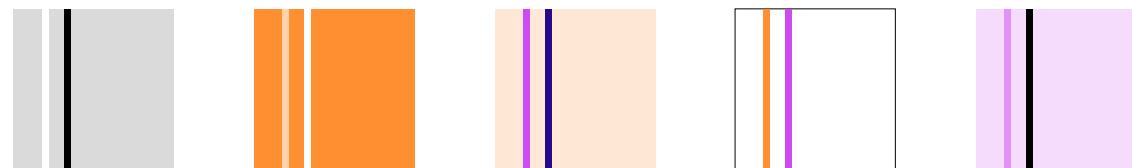
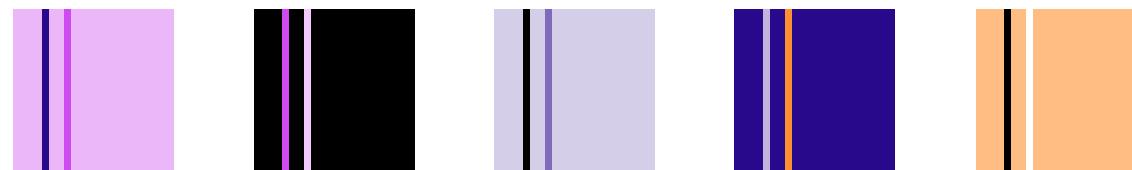
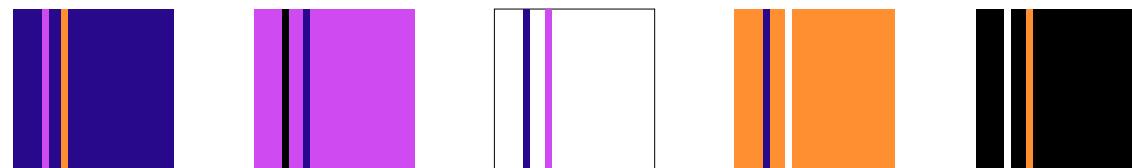
CMYK: 0/0/0/100  
RGB: 0/0/0  
HEX: 000000

CMYK: 0/0/0/0  
RGB: 255/255/255  
HEX: ffffff

## Combining colours

The colours can be combined or used separately in different tints. There should always be sufficient contrast.

Here we have some examples of color combinations that harmonize well.



# 03 LOGO

## Logo

Our logo is carefully constructed to maintain distinctiveness while allowing for readability across platforms and in different sizes.



N O R S K  
P E N

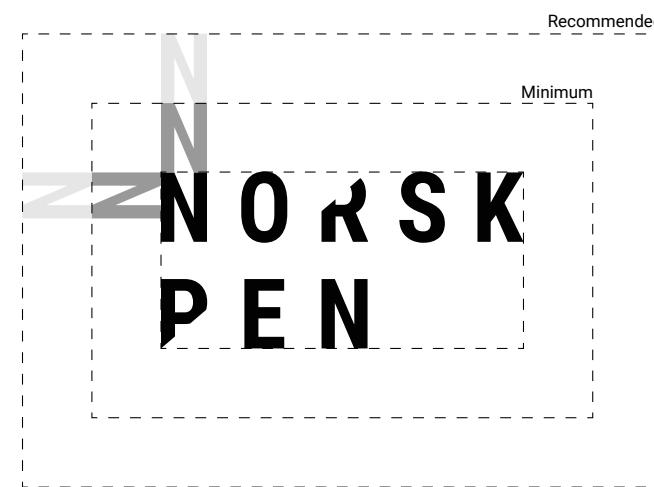
## English logo

The English logo should be used in the same way as the Norwegian logo. The two logos should never appear together.

P E N  
N O R W A Y

## Clearance space

Clearspace around the logo is defined by the letters. The minimum clearspace is equal to the height of the letters, but the recommended height is double the height of the letters.



## Logo colours

The logo can be used in every brand colour, but never in any of the tinted colors. It is important to ensure high contrast between the logo and the background.



## Dont's

The logo should not be altered in any way.

~~NORSK  
PEN~~

~~NORSK PEN~~

~~NORSK  
PEN~~

~~NORSK  
PEN~~

# 04 TYPOGRAPHY

# Typography

As PEN was originally founded as an international literary club, we have decided upon a font with a comfortable reading rhythm. We use the Roboto font. It has a mechanical skeleton and the forms are largely geometric. Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

The Roboto Condensed font should be used as a header font.

Additionally, we use Roboto Mono on small details as dates, quotes, buttons, numbers. This associates to old typewriters and PEN's long history.

The fonts are free and can be downloaded from [fonts.google.com](https://fonts.google.com)

Roboto Condensed - Bold

# Header

Roboto - Bold

**Lead paragraph. Natur restibusdae csan  
me arum volorerum sum aut parum nis  
accus ass tatquo el et eturibus dis solup  
tas evendani om imporrora derspist,  
ommolore laccusias.**

Roboto - Regular

Body text. Lorpos sum quisciis iniminto eatusap iciatur  
aborae aut que ipsande omnisqui simi, icid mi, tem qui  
cum eum, sinctem ad quas solectae nonse valor ati to  
te vol piendust es aut prate.

Roboto Mono - Regular

Details  
06.08.2020

# Font size and leading

Always maintain good line spacing.

14/19 pt — **Nam experiberum voloresse lique exer  
chilia plabo. Ut volori as et odi teniscid  
quatur, que plit, exceri officaborro tem  
porioris dest, quisedit omni consequodi  
oditia ea experi occus, in consed mincit,  
quis nullupt amendem.**

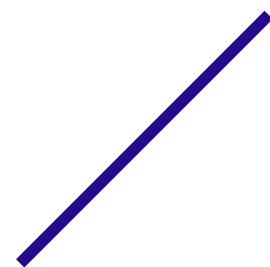
10/14 pt — Sam qui offic tent foccus ilibea coris quuntureius ent  
atur, officiae eum autem ute ommolup taturios ratdit  
ions equidus, velenit iandaecae sum imi, non ea velitate  
quatem fuga. Ent resequidus mint et eum ut unturita  
quatesto. Dolo tem comnimo consequi dolum ipita  
preped mos volupis re, velentur aut untiore num restius,  
adi tatqui acesse pa con cori ut moluptati sit eatur rae  
quatene aturibus similitam quidell andest.

05 LINES

# Lines

The line is an important element to create recognition and character. It can be used as a tool to separate content, highlight content e.g.

Lines can also be used to visualise our work, through connecting the world: How we are fighting for an unhampered transmission of thought and that literature knows no frontiers. Or to separate: Drawing a line between censorship and freedom of speech.



# 06 EXAMPLES





