



Nordisk Hjälp

# Graphics Manual

# Introduction

Nordisk Hjälp is a non-profit organization without ties to politics or religion. Our primary purpose is to help distressed people in (for example) the Middle East and the rest of the world, with both humanitarian projects and projects with long-term development.

We work towards social benefits here in Sweden and help youth and vulnerable people, mostly with different projects against racism, extremism and integration.

The largest project we have is our child sponsorship program, where we have over 800 child sponsors in Sweden helping children the world over.

Our head office is located in Malmö but we also have offices in Gothenburg and Stockholm.



# Branding

We are a non-profit that works to make life a little easier for those who have the most difficulty and to improve the state of society.

It is therefore important for us to communicate clearly, openly and transparently about the different projects we undertake.

We work with humanitarian projects (which includes aid in times of crisis) and long term development projects.

We place a strong focus on children and youth, and understand that food and water are resources that are scarce during crisis situations.

In this way we help host a collaboration between the nordic region and the rest of the world.



# Logo description

## The heart ideograph

There are many origins for the heart symbol and it carries just as many meanings depending on how it is interpreted. For our purposes we adopt it's symbolism to mean compassion, kindness, love, charity and even life.

## Structure

Knowing the logo design with its structure will give an understanding for the look and feel of the logotype as a whole.



The hand tilts  $14.5^\circ$  to the left, as if the right hand is relaxed or in the middle of waving. In this manner the logo looks inviting and friendly.

The shapes of the fingers are prolate spheroids which taper off close to the heart symbol, with a slight distortion for the green thumb. The shape as a whole forms what can symbolically be interpreted as a "helping hand".

# Logo description (cont'd)

## Colored hearts

These are the colors the heart may be in. Other colors should be avoided, though an exception may be to mask a photo over the heart. In such a case the helping hand shape represents the photo and not the whole of the organization.



## Colors



The colors are shown in order of visual relevance (except for the dark and white swatches). Use of whitespace is normal in designs which help communicate an open and clean aesthetic.

Color codes are as follows: #2b368a, #f7d706, #2272b7, #0b9647, #dd2227, #282828, #ffffff

# Logotype assets

## Vertical logo

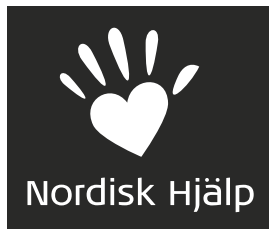
The vertical logo is the most used version of the assets and displays the graphic logo over the wordmark. It is usually in color or in white as appropriate to the background. The dark logo is mostly used in low-ink printing.



Nordisk Hjälp



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## Vertical logo spacing

For a lot of our spacing purposes we use the “o” in Nordisk Hjälp’s wordmark text. For the vertical logo the top of the letter intersects with the bottom point of the heart while the bottom intersects the right side of the k’s stem.

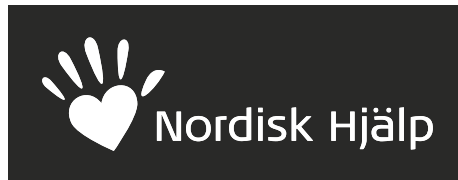
Note the use of the letter below to help provide spacing surrounding the logotype.



# Logotype assets (cont'd)

## Horizontal logo

The horizontal logo is used when (for example) there is less vertical real estate to work with or if the logo must also be horizontal because of other logos or design elements.



## Horizontal logo spacing

As seen below we use the letter "o" to set the spacing. The letter intersects the tangents from the letter N and the heart symbol.



# Colored bars

As design elements colored bars are used to help 'relieve' any excess whitespace in the design or become 'edge' elements as part of the design. Edge elements separate content from assets or act as a border.

The order of the colors should look good together where neighboring colors are in high enough contrast without clashing. The length of each color also follows this principle.

For example, the following colored bar shows the original design, though the light blue is not high enough in contrast and therefore we opt for the second colored bar in our designs.



The following examples show how colored bars may be used as 'edge' elements:



# Tagline

The Nordisk Hjälp tagline is “Hjälper med kärlek” which translates directly to ‘Helping with love’. Kärlek may also be translated to affection, charity and friendship.

The tagline is not in common use throughout the design, but when it is used it may also be used with a colored bar.



*Hjälper med kärlek* 

If possible, the tagline should be used to fill the the bottom of designs. [Myriad Pro Italic](#) is also highly preferred, otherwise use of an italicized san-serif would be optimal.

The colors for the tagline and colored bar come from the logotype. The order in which the colors appear may be arranged for better legibility as long as the neighboring colors are in high enough contrast and look good together.



*Hjälper med kärlek* 

The following tagline design feels a bit off. It may be because the color of the tagline text contrasts wildly with its neighboring colors. Yellow may not be the most optimal color either.



*Hjälper med kärlek* 

# Logo usage

The following describes how **not** to use the logotype and what to be aware of and consider.

Do not reposition or scale elements in the logo.



Do not alter the letterforms or shapes.



Do not add design elements that overlap.



# Use in media

Usually for any darkly colored backgrounds the white standing logo would normally be used. If it is not visible enough one may apply a dark gradient underneath to help contrast the logo from the background.



The inverse is true for the dark standing logo.

Note that the logo text should be legible and some consideration should be given to the size of the logo in relation to the rest of the image and it's presentation. For example, the logo may be proportionally smaller on a billboard than on a magazine cover.

Also note that the logotype should try to be positioned on the lower right corner in most cases! There will be situations where the use of other design elements creates exceptions.

# Examples

The following examples help show how to use the logotype in print, online and in broadcasts.

Note position, size as well as which asset is being used for different situations.



Nordisk Hjälp

Vi tar tacksamt emot din gåva för varje person

Zakat Al fitr	75 kr
Iftrar åt fastande	50 kr
Eid presenter	200 kr

**PlusGiro 900323-7**

Scheelegatan 13,  
212 28 Malmö  
Tel. 040-21 29 33  
[nordiskhjalp.org](http://nordiskhjalp.org)



Nordisk Hjälp

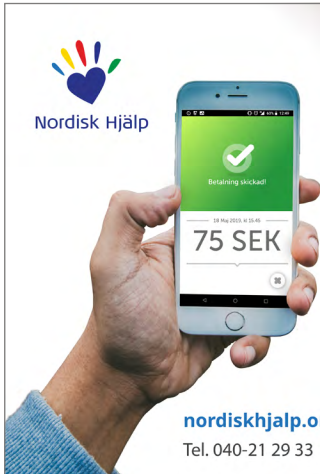
**Hjälp till Gaza**

ng, många hus och affärer är totalförstörda, nde kritisk.



Nordisk Hjälp

**ÖPPNA  
DIT  
HJÄRTA**



Nordisk Hjälp

Retaining skickad!

75 SEK

[nordiskhjalp.org](http://nordiskhjalp.org)  
Tel. 040-21 29 33

# Examples (cont'd)



Above is a screenshot from a video. The light of the background allows for the color logo choice.

The image below was used for print so the white gradient is a bit stronger while seen on a screen.



# Typography

## Logo typeface

The logo typeface uses Linotype's OpenType version of [Noa Std](#) without any alterations. It is solely used for the logo text. It communicates Danish design (and also in turn Scandinavian design) while also optimized for television and computer screens with it's large x-height and short ascenders and descenders.

ABCDEFGHIJKLMNOP  
QRSTUVWXYZÅÄÖ  
abcdefghijklmnop  
qrstuvwxyzåäö

Also of note is that [Myriad Pro Italic](#) is used for the tagline which appears between colored bars.

## Copy typeface

For default copy we use [Noto Sans](#) from Google Noto Fonts ([google.com/get/noto](https://google.com/get/noto)). This includes Noto Sans Arabic for whenever we create posters that require Arabic copy.

The font family is a collaborative effort to support multiple languages while being stylish and highly legible, especially for online use.

# Typography (cont'd)

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyz å ä ö

An alternative to this choice is [Montserrat](#), a font inspired by urban typography from the island of Montserrat. The letterforms are much wider and rounder in comparison to Google Noto.

If a font pairing is required for copy text, [Lora](#) may be used for headings and titles.

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyz å ä ö

Alternatively [Merriweather](#) may be used as a fallback before having to use other serif fonts.

Also of note is that the Nya Vägar project uses [Cambria](#) and [Source Sans](#) for copy text.

# Contact

## Find the right person!

General questions about what we do or how to help support us at Nordisk Hjälp?

Mail us at [info@nordiskhjalp.org](mailto:info@nordiskhjalp.org)  
or call our Malmö office at **+46 40-21 29 33**

Questions that concern our non-profit's association or the board?

Mail Khalil at [khalil@nordiskhjalp.org](mailto:khalil@nordiskhjalp.org)

## Where you can find us

Our head office is located at  
Scheelegatan 13,  
212 28 Malmö

The following are our locations in Göteborg and Stockholm respectively:

Angeredsvinkeln 5,  
424 67 Göteborg

Kavallerivägen 24,  
174 58 Sundbyberg  
(+46 8-128 285 13)