
BI Norwegian
Business School

Visual profile manual

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05.06.2019

Version:
1.0

01

Logo / wordmark

Negative and positive logos

Here is the logo in its positive and negative form.

The positive logo is applied to a white background.

The negative logo is applied to a dark-blue background.

Positive



Negative



Monochrome logo

If the logo is to be applied over a background colour that is not white or dark blue, monochrome logo types must be used.

Select the positive or negative version, depending on what contrasts best with the background colour.

Positive – Monochrome



Negative – Monochrome



Logo – Raster graphics

If the logo is to be printed on demanding surfaces, we use a version where the gradient has been converted to dots.

Raster graphics must be used for logos only when a continuous gradient cannot be printed.

Positive



Negative



Logo – Monochrome Raster

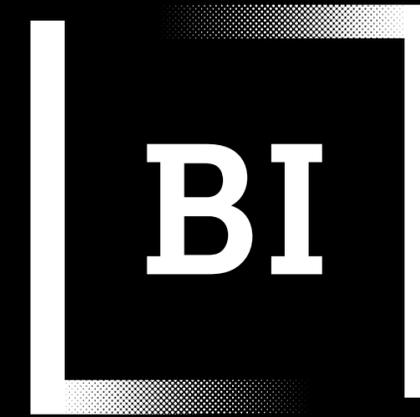
The raster graphic version can also be used in monochrome versions.

These are cases where the logo is applied over a background colour other than the white and dark blue profile colours.

Monochrome – Positive



Monochrome – Negative



Logo with wordmark

Whether the logo is used in conjunction with the wordmark depends on where it is intended to be seen - in Norway or abroad.

International

If it is intended for an international audience, the “Norwegian Business School” wordmark is to be used together with the logo, either in a vertical or horizontal composition.

National

If it is intended for a national audience, the logo is to be used without a wordmark. The exception is formal applications where “Handelshøyskolen” has been added, such as in official letters (see page 10).

International use



National use



International logo with wordmark

– Small text

The size of the wordmark depends on the size
and shape of the surface to which it is applied.

The accompanying graphic shows a wordmark
in a small font size.

Horizontal version



Vertical version



International logo with

wordmark

- Large text

The size of the wordmark depends on the size and shape of the surface to which it is applied.

The accompanying graphic shows a wordmark in a large font size.

Horizontal version



Norwegian
Business School

Vertical version



Norwegian
Business School

National logo with wordmark

In special circumstances, the national logo is used with the wordmark “Handelshøyskolen”.

The logo is used in formal circumstances such as:

- Letterhead
- X
- X
- X
- X

National logos are only used in vertical form.

Large text



Handelshøyskolen

Small text



Handelshøyskolen

02

Typography

Primary typography

Our profile's primary font is Museo Sans. The font has clear and defined outlines that make it easily readable, particularly in smaller sizes on digital platforms.

The Museo font family has a wide selection of weights that make it a flexible tool. The round original form creates a dynamic expression without losing authority.

Museo 900 Museo 700 Museo 500 Museo 700 Museo 700

Museo Sans

Lorem ipsum dolor sit amet, consectetur adipiscing elit

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Museo Sans

900
NORWEGIAN BUSINESS SCHOOL

700
NORWEGIAN BUSINESS SCHOOL

500
NORWEGIAN BUSINESS SCHOOL

300
NORWEGIAN BUSINESS SCHOOL

100
NORWEGIAN BUSINESS SCHOOL

Primary typography

Typographic hierarchy – Web

The various font weights are used for different text elements. The typographic hierarchy on digital surfaces is somewhat thicker in form than it is on printed platforms. This makes the font more robust and able to withstand various sizes and screens of varying quality.

Detail font Museo Slab – 700

Title Museo Slab – 700

Introduction Museo Sans – 500
Italic

Subheading Museo Sans – 700
All Caps

Body text Museo Sans – 300

Study programmes and classes

Bachelor's degrees

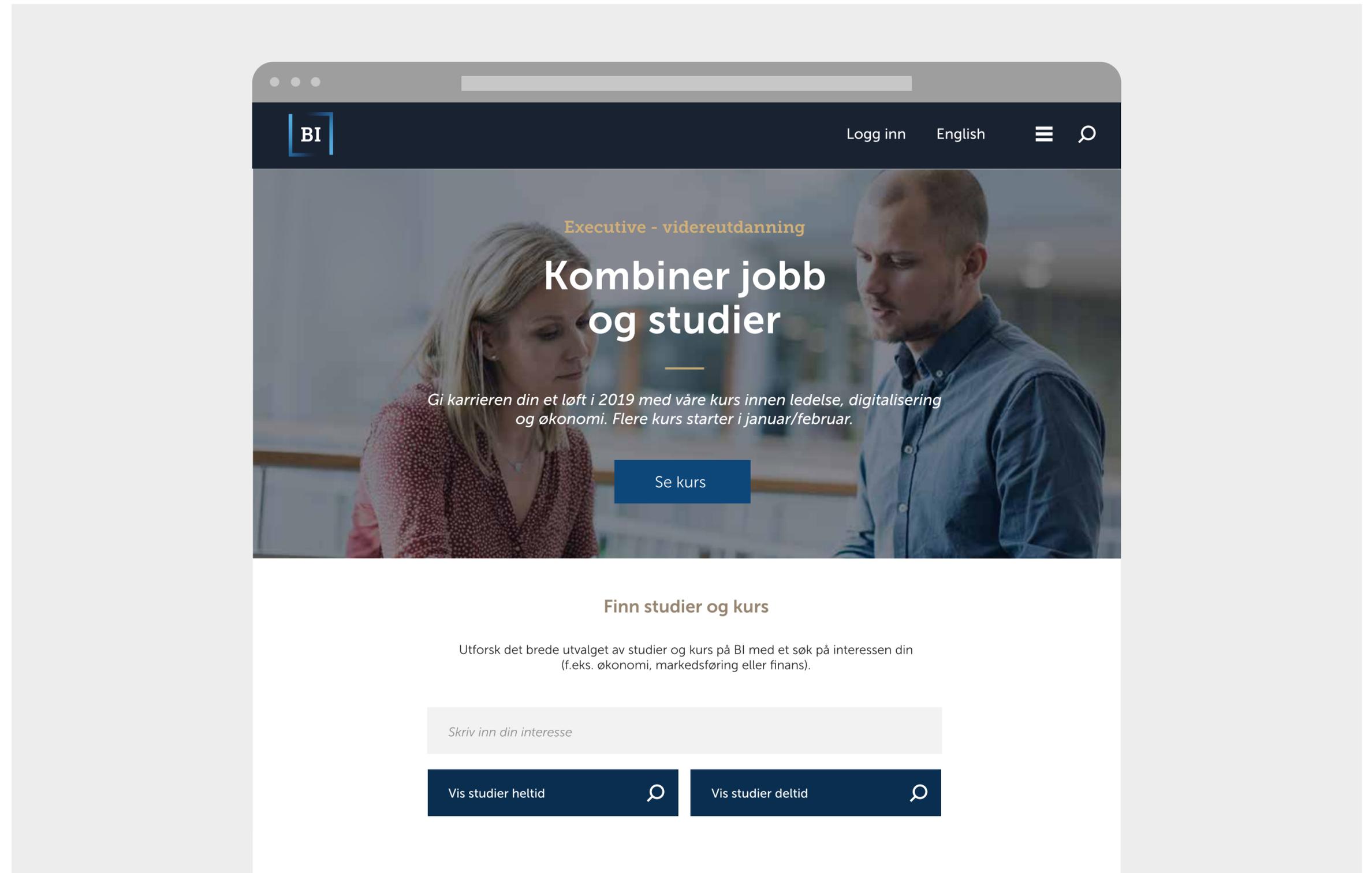
A bachelor's is a degree you receive following three years' higher education at a college or a university. Here at BI Norwegian Business School, you can choose from a wide selection of bachelor-level study programmes and single courses.

Study programmes and courses

This study programme is designed to equip you with outstanding, practical digital skills, such as programming, analytical techniques, and the visualisation of data. You will learn how to use these technical skills in the marketing and finance industries. In addition, you will learn about the different aspects of the global business community, including: cultural, behavioural, theoretical, practical, and sustainable aspects.

Primary typography

Typographic hierarchy – Web



Primary typography
Font hierarchy – Print

Detail font	Museo Slab – 500	_____
Title	Museo Slab – 300 All Caps Tracking: 15	_____
Introduction	Museo Sans – 300 Italic	_____
Subheading	Museo Sans – 500 All Caps	_____
Body text	Museo Sans – 300	_____

Study programmes and classes

Bachelor's degrees

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Primary typography
Font hierarchy – Print



Undertittel

12

Undertittel

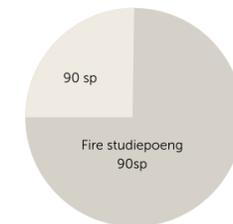
Bachelor of management med fordypning

En bachelor er en grad du kan få etter tre års høyere utdanning ved en høyskole eller universitet. Her på BI kan du velge mellom et bredt utvalg av studier og enkeltkurs på bachelornivå.

Studier og kurs

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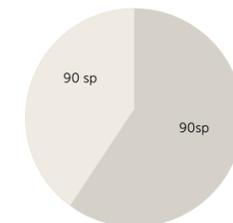
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12

System font

Font hierarchy

As Museo Sans is a licensed font, a system font should be used for elements that are not for official publication. A system font is a font that is included on all machines, meaning that anyone can use it. They are typically used in Word documents and PowerPoint presentations.

Trebuchet MS will be used as a replacement font for Museo Sans, as it shares many of the same characteristics.

MS

Bachelor's degrees

Museo Sans

Bachelor's degrees

03

Use of colour

Primary and secondary palette

The profile colours are divided into a primary and secondary colour palette.

Primary palette

The colours that are defined in the primary palette are the colours that will form a clear association to the brand.

Secondary palette

The secondary palette adds contrast, balance and variation in the colour composition.

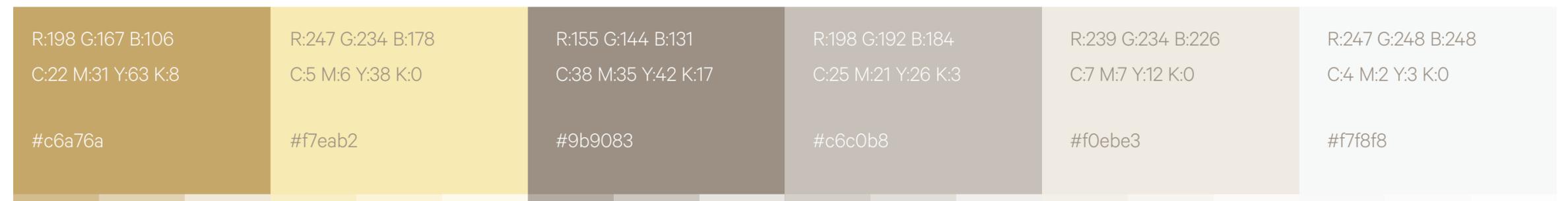
Metals/plastics

This palette is used in details, for example to highlight the typography.

Primary palette



Secondary palette



Metals/plastics



Pantone colours

We primarily use the CMYK version of the logo in all printing processing, as well as offset printers. On surfaces where we are dependent on pantone colours, we simplify the logo to only contain two tones.

In the Pantone edition of the logo, we use a simplified raster graphic variant, with up to two PMS colours.



2965 C

2925 C

Positive



Negative



Pantone colours – Raster

If the logo is to be printed on demanding surfaces, we use a version where the gradient has been rasterised (converted into dots).

Logos that use raster graphics must be used only when a continuous gradient cannot be printed.



2965 C

2925 C

Positive



Negative



04

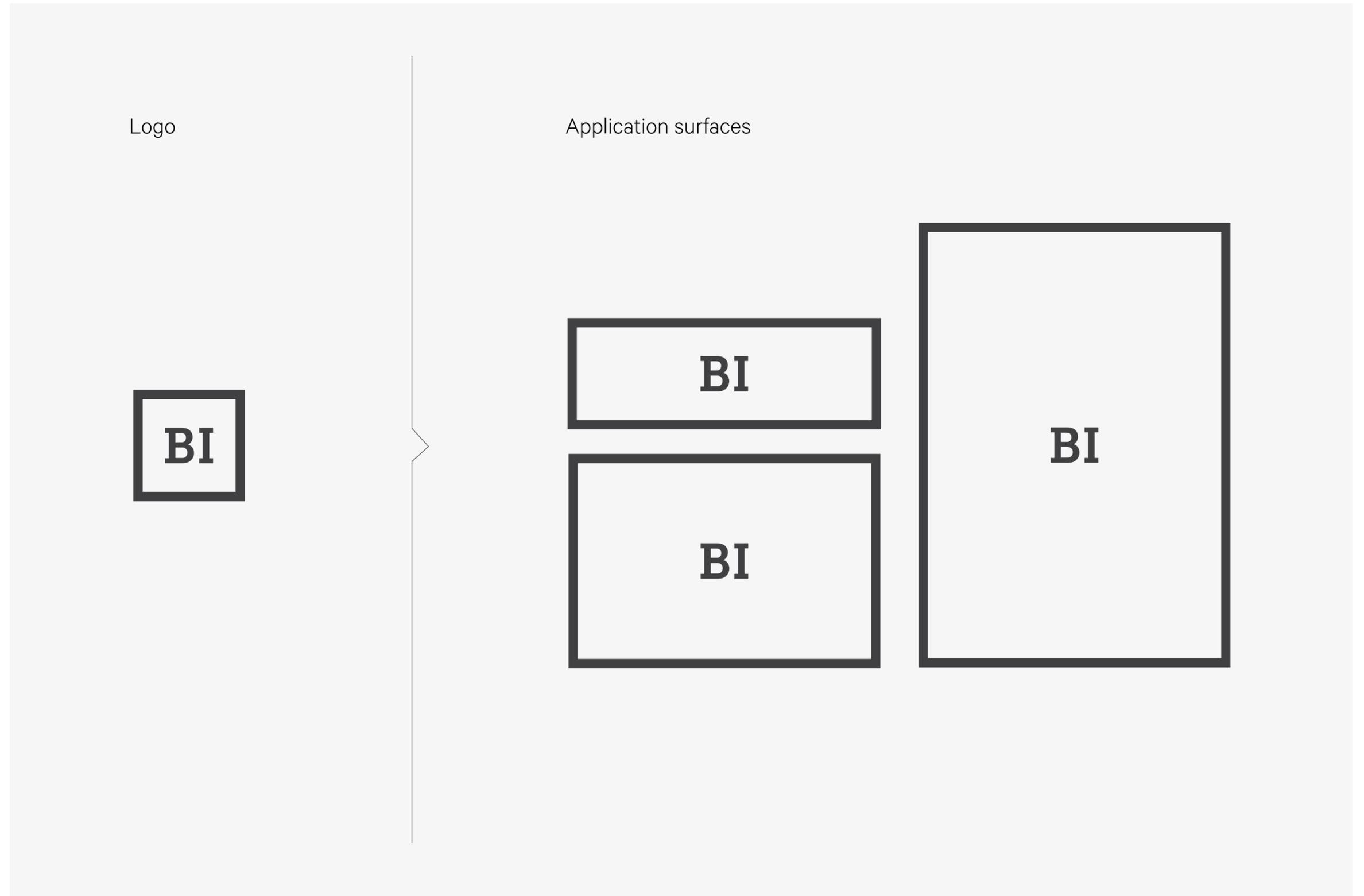
Layout

04

Borders

In applications, we can use the logo borders as dynamic elements.

The borders can only be used if “BI” is visible on the same surface, either statically placed or through animation.

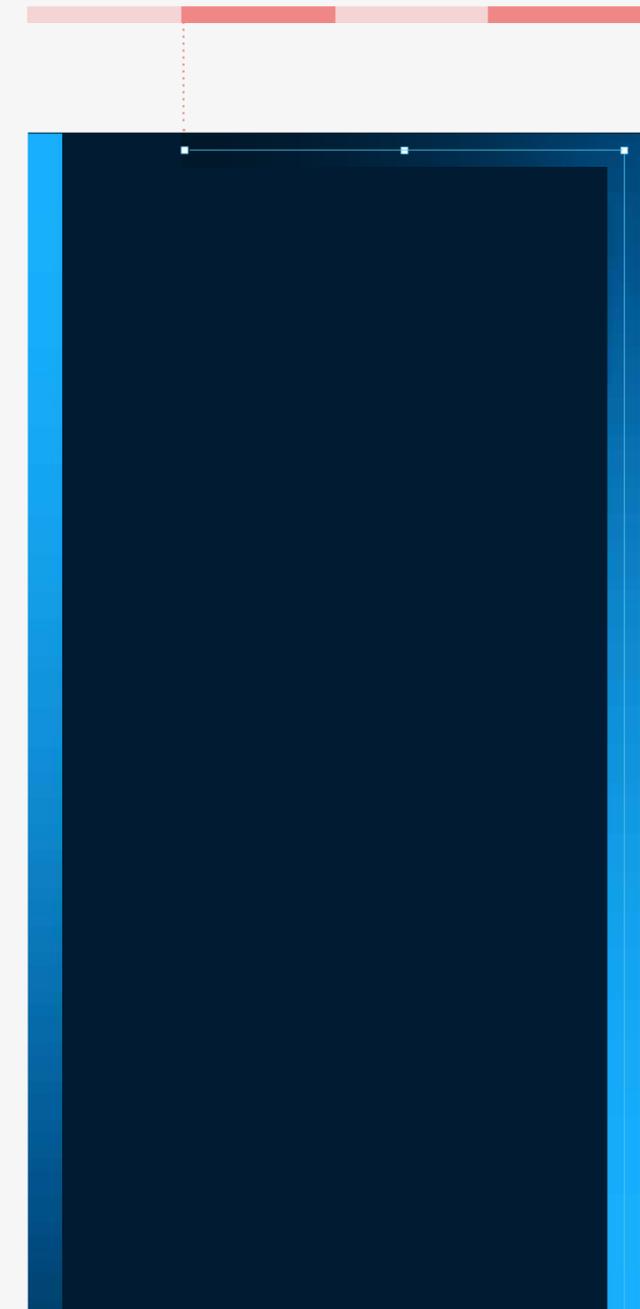
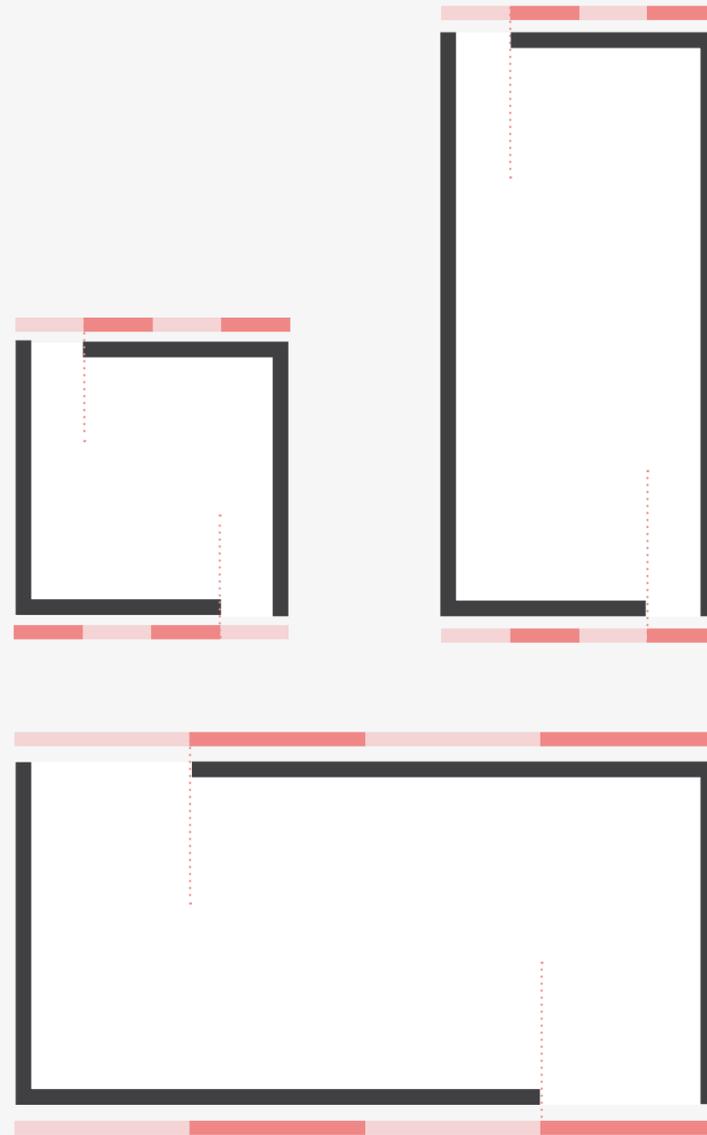


Borders

– application

To achieve a consistent look on application surfaces of different sizes and formats, we use an implementation rule.

The border's starting point (the end with the weakest gradient) is by 1/4 of the application surface's total width.



Borders

– Thickness ratio

In addition to framing the logo, the border can also act as a graphic element on application surfaces. We can therefore be flexible when it comes to thickness ratio.

The border thickness depends on the amount of text that will be communicated, as well as the surface's size and format.

For example, the border may be thicker on a pennant that only features a logo than on the cover of a university brochure that includes both images and text.

The border's thickness is limited to the width of the letter "i" in BI. However, the border should not be thinner than the "BI" featured in the logo.

Minimum thickness (Original ratio)



BI

The image shows the letters 'BI' in a bold, black, sans-serif font. A thin, light gray vertical bar is positioned behind the letter 'I', extending from the top to the bottom of the letter's height. This represents the 'Minimum thickness (Original ratio)'.

Maximum thickness



BI

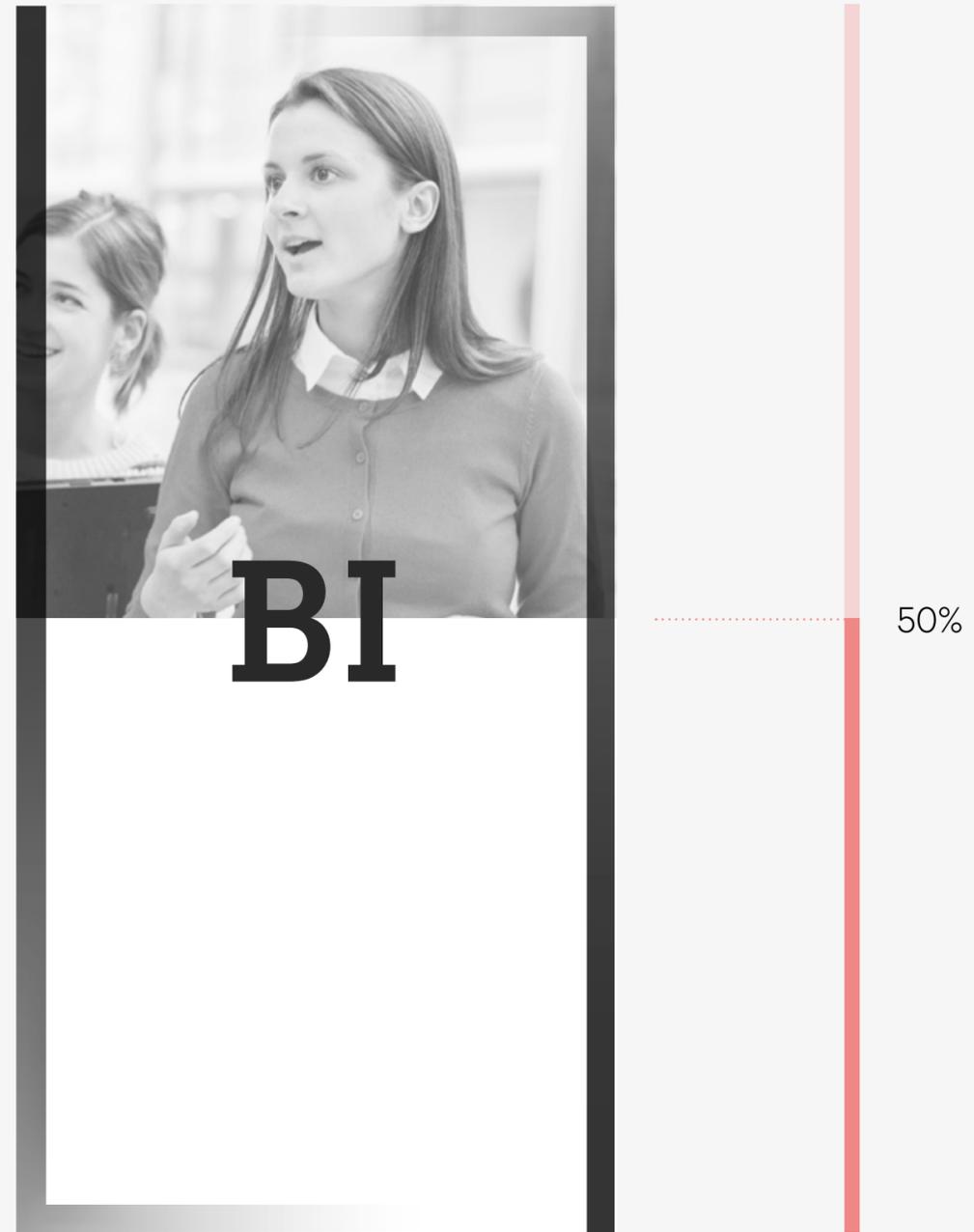
The image shows the letters 'BI' in a bold, black, sans-serif font. A thick, light gray vertical bar is positioned behind the letter 'I', extending from the top to the bottom of the letter's height. This bar is significantly thicker than the one in the previous image, representing the 'Maximum thickness'.

Borders

– Used with an image

When using an image, we divide the surface into two. Just as in the logo, BI will be centred in the frame. The image border is placed so that it corresponds with the indentation in the “B” letter.

Use an image that contrasts with the “BI” letters, depending on whether the colour of the background is light or dark.



Examples



Roll-up poster



Banner

Examples

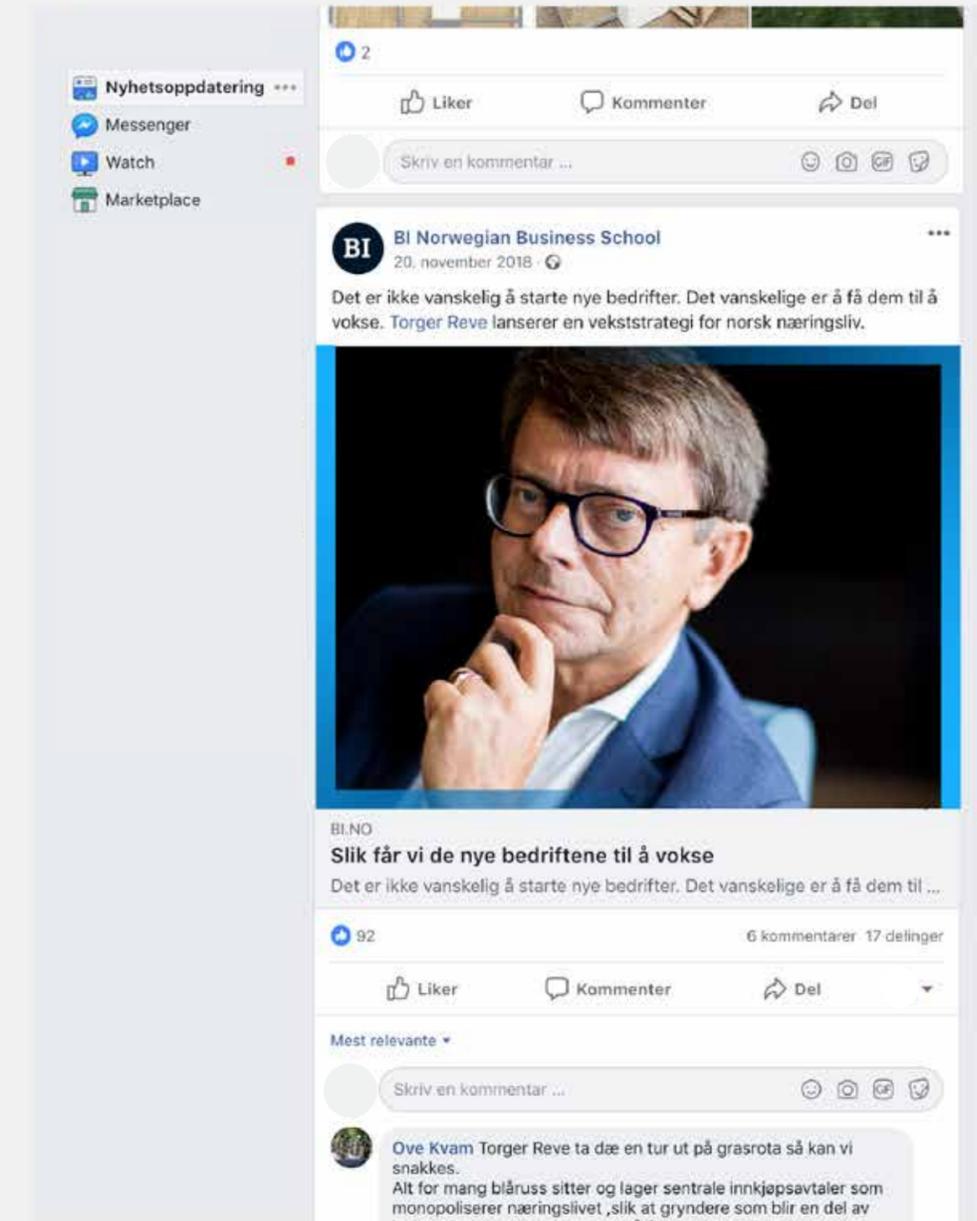
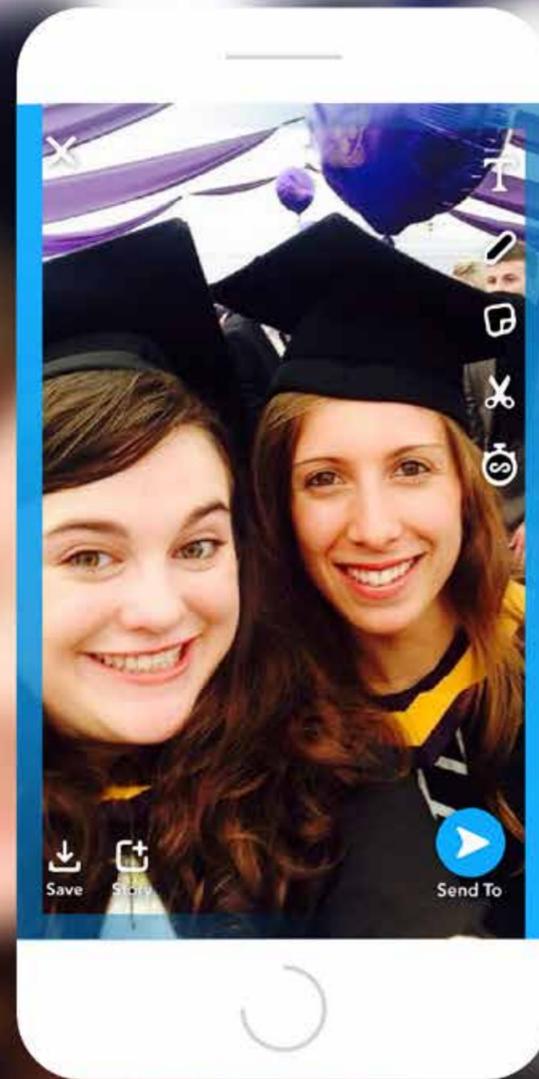


Catalogue covers

Notebooks

Digital applications / Social media

On social media and other digital applications, the border can be used purely as a graphic element, also without “BI”.



05

Photo style

“In the moment”

In the images, we focus on promoting the subject’s natural behaviour. The pictures have a documentary and credible character, and provide an insight into someone’s everyday life at BI.

People in social contexts are enthusiastic and engaging, but be careful that these values don’t result in the image appearing staged and “phoney”.



Tonality

The tonality is light and modern, with colours that harmonise with the palette.



BI Norwegian
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Visual
profile manual
