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The logo
The logo

How to use the logo

Exclusion zone

The logo has a minimum clear space into which no other visual elements should be placed.

The grey box indicates the exclusion zone for the logo. The zone is based on the width and height of the letter 'O' as indicated in the example below.

This is the minimum space around the logo. However, try to leave as much white space as possible around the logo.

Use in different colours and on coloured backgrounds

The logo should mainly be used in NEFCO brand green and appear on a white or a light tinted background or neutral areas of photography.

The logo can also be set in white if placed on a calm, dark background.

OK to set in black in a b&w application.

OK to use on a light, tinted background.

OK to set in white on a calm, dark background.

OK to use over calm, light areas of photography.

The exclusion zone is based on the letter 'O'. The grey box indicates the minimum space around the logo.
The logo

How not to use the logo

Effects and proportions

Never apply a drop shadow or any other effect to the logo. Make sure the proportions of the logo stay intact. Never skew, distort or set the logo at an angle.

Use in different colours and on coloured backgrounds

Never set the logo in another colour than NEFCO green or white — unless the NEFCO green is unavailable (black & white publication etc.) and never use it to crop a photograph.

The logo must never appear over strong and/or bright colours, or over busy areas of photography.

Never apply a drop shadow (or any other effect) to the logo.

Never skew the logo.

Never set the logo in another colour if NEFCO green is available.

Never set the logo at an angle.

Never distort the logo’s proportions.

Never use the logo to crop a photo.

Never use the logo on a strong coloured background.

Never use the logo over busy areas of photography.
The NEFCO colour palette

NEFCO's colour palette is based on different hues of green with some additional hues of light yellow and blue.

NEFCO's main brand colour is the green Pantone 348 and its equivalents in cmyk, rgb and web colours. The colour palette includes four secondary colours. If more colours are needed (for example in a graph) use appropriate tints (60 % and 30 %) of the main and secondary colours.

If yet additional colours are needed, base them, for example, on a photograph displayed on the same page or spread to maintain visual coherence and harmony.

Publications made and published by NEFCO in collaboration with other agencies can and should employ a different colour palette to distinguish them from publications related directly to the NEFCO brand. (For example the BSAp and Barents Hot Spots publications in 2013.)
The NEFCO type palette

NEFCO’s corporate typeface is Fedra, designed by Peter Biľak and distributed by the Typotheque (www.typotheque.com). Fedra is a type superfamily of fonts that is available as both a serif and sans serif and in a variety of weights and styles.

The Fedra versions used in NEFCO’s communication are OpenType Pro fonts that support all European languages, covering Latin-based (Western, Central and Eastern European, Baltic, Turkish), Cyrillic-based and Greek-based languages.

The following fonts and styles are the only ones used in NEFCO’s communication. Where it is not possible to use Fedra (e.g. Word, PowerPoint etc.), Arial is used instead.

- Fedra Sans Alt Pro:
  - Book, Book Italic, Bold and Bold Italic
- Fedra Serif A Pro:
  - Book, Book Italic, Bold and Bold Italic
- Fedra Sans Display Pro:
  - Heavy Condensed ja Thin

Old style, tabular and lining numbers and small caps should be used where appropriate.
CASE STUDY

Russia
Low-energy solutions in Gurievsk

The municipality of Gurievsk in the Kalinin-grad region in Russia has joined forces with NEFCO to upgrade the town’s street lighting system. The idea of the project is to replace the existing obsolete street lamps with low-energy light emitting diode, LED-lights. The project is expected to reduce electricity consumption by some 270,000 kWh per year.

01 Trelleborg has the largest ro-ro harbour in the Baltic region.

02 All nutrient flows from farmlands are fetched up for cultivation of sweet water algae and production of biogas.

FOREWORD

Financing for a cleaner Baltic Sea

The municipality of Trelleborg, a small city situated on the southern tip of Sweden, has decided to become a true pioneer in reducing all its releases of nutrients to the Baltic Sea in its coastal zone.

The aim is to reach a nutrient sea balance and stop the eutrophication of its part of the Baltic Sea’s vulnerable brackish waters. This is a great challenge for a community with one of the largest agricultural area proportions in Sweden and the largest roll on–roll off (ro-ro) port in the Baltic region.

“If Trelleborg can succeed with this, then most other coastal zone municipalities around the Baltic Sea should also be able to create their own functioning nutrient balance,” says Claus Pedersen, Head of Department of Environmental Management of the Municipality of Trelleborg.

Project: Smyge Algae Biogas Plant and Biogas Education and Development Centre, Sweden

Project owner: Municipality of Trelleborg, Sweden

Duration: 2012

Year of BSAP funding: 2011

Approximate total budget: EUR 1.5 million

BSAP funding: EUR 500,000

Contact person: Claus Pedersen Trelleborg’s Municipality claus.pedersen@trelleborg.se

Grant value per country (MEUR)

- Belarus 0.24
- Finland 0.46
- Sweden 3.84
- Estonia 0.48
- Poland 1.72
- Russia 1.95
- All 0.80

We hope that the BSAP Fund will get a new lease of life with economic contributions from the countries around our common sea.
Examples
Annual Report covers

Annual Report 2009
Annual Report 2010
Annual Report 2011
Annual Report 2012
Examples

Other publication and brochure covers
Examples

Layout and photography

Annual Report 2009
Case Study

Annual Report 2011
Case Study and NEFCO in Brief
Examples

Layout and photography

Annual Report 2012
Interview with Magnus Rystedt

Annual Report 2012
Environmental initiatives in the Arctic
### Examples

**Layout**

- **Annual Report 2011**
  - Financial Statement

- **Annual Report 2010**
  - Statistics spread