

Version 1.0

# Brand Guidelines

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# 01. Our story

Nordic Investin Group is not just an investment force to be reckoned with; it is a company with deeply rooted foundations and a history as dynamic as the industries we operate in.

We are a young company, founded in 2021, with an ambition to shape a bright future for our investment portfolios and the people they serve. Our team is strong because we are a family, not just colleagues.

Our community is our strength, and it is this partnership and shared drive that make us more than the sum of our parts.



## 02. Logotype

We are very proud of our logo. Follow these guidelines to ensure it always looks its best. Our full logotype is the combination of our logo symbol and the wordmark.

Primary



Secondary



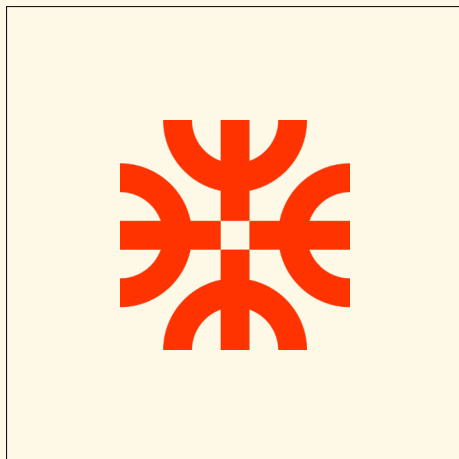
## 03. Symbol

Our symbol is a shorter version of our logo. Use the rune symbol alone only if you do not have enough room for the full logo (symbol + wordmark) or in cases when the Nordic Investin Group brand has already been established.

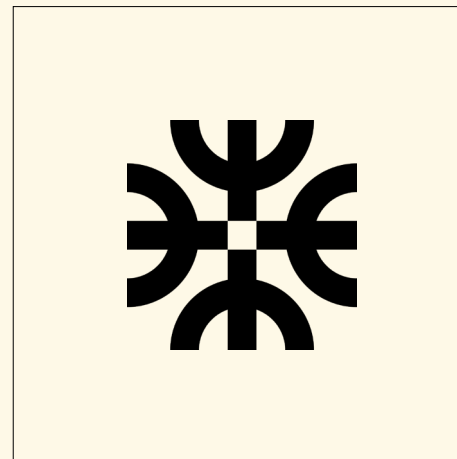
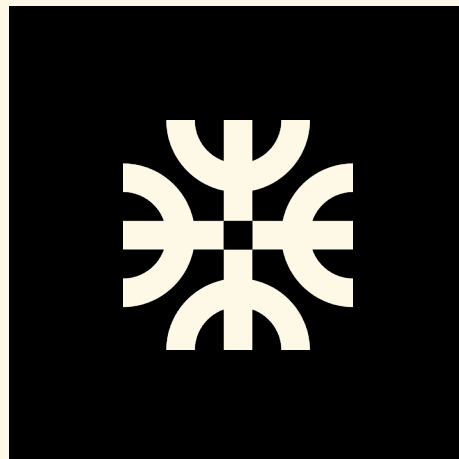
While the symbol can exist without the wordmark, the wordmark should never exist without the symbol.

**Example:** Use the symbol alone as a logo on social media platforms like LinkedIn as the full logo is too large to fit. The company name is displayed nearby anyway, so the brand remains clear.

Primary



Secondary

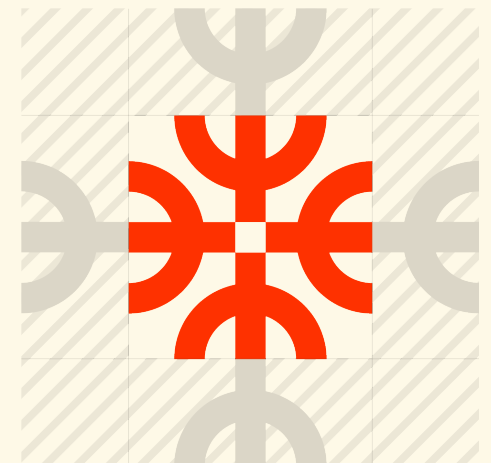


## 04. Safe space

The safe space around our logo ensures it remains clear, legible, and visually impactful in any context. This area acts as a protective buffer, preventing other graphic elements, text, or imagery from crowding or interfering with the logo.

Maintaining this clear space preserves the logo's integrity and reinforces consistent brand recognition across all applications.

Use the height of one "rune" as margins

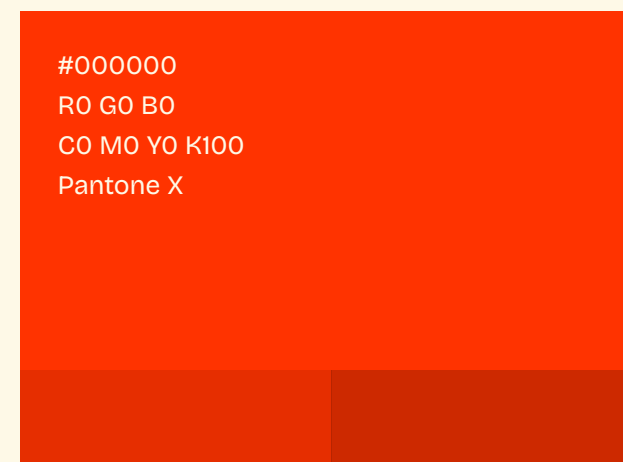
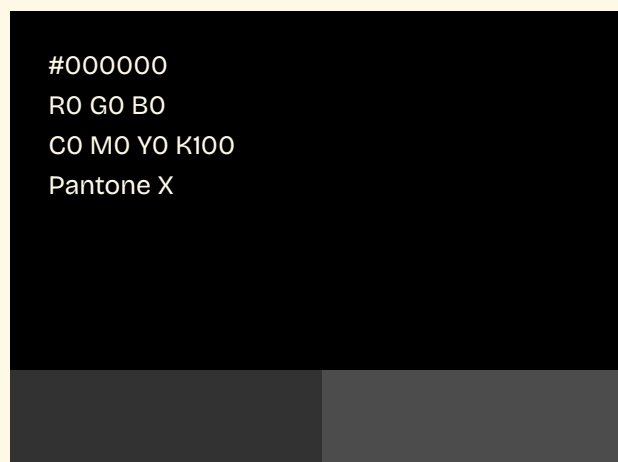


# 05. Colors

Our color palette is carefully chosen to reflect the values and identity of Nordic Investin Group. The red color, inspired by Nordic rock carvings and runes, symbolizes strength, community, and our connection to historical heritage. The beige background provides a warm, neutral base that allows the red and black elements to stand out clearly.

Black is used to add contrast and weight, creating a balanced and professional visual identity.

Together, these colors form a harmonious whole that conveys our vision of combining tradition with innovation.



## 06. Typography

The chosen typeface, Bricolage Grotesque, reflects our brand's modern and approachable character. Its clean, geometric forms ensure excellent readability across both digital and print media, while its subtle personality adds a distinctive edge to our visual identity. This typeface balances professionalism with warmth, making it versatile for headlines, body text, and supporting design elements.

### Available for download

<https://fonts.google.com/specimen/Bricolage+Grotesque>

Light  
Regular  
Medium  
**SemiBold**  
**Bold**  
**ExtraBold**

**Bricolage Grotesque**

[www.nordicinvestin.se](http://www.nordicinvestin.se)

**Aa**

# 07. Imagery

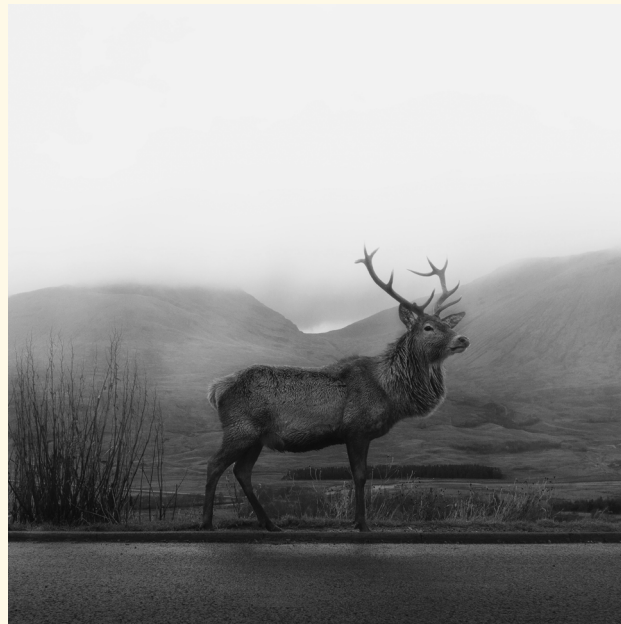
Our imagery stands out through a unique, recognizable style that reinforces our brand identity. While we are not limited to this rule, we consistently apply a distinct treatment to maintain coherence across all touchpoints.

1. Open the new image in Photoshop.
2. Go to Image > Mode > Grayscale.
3. Export the image.
4. Apply the image with the Multiply blend mode against our beige background.

1. Original image



2. Black and white



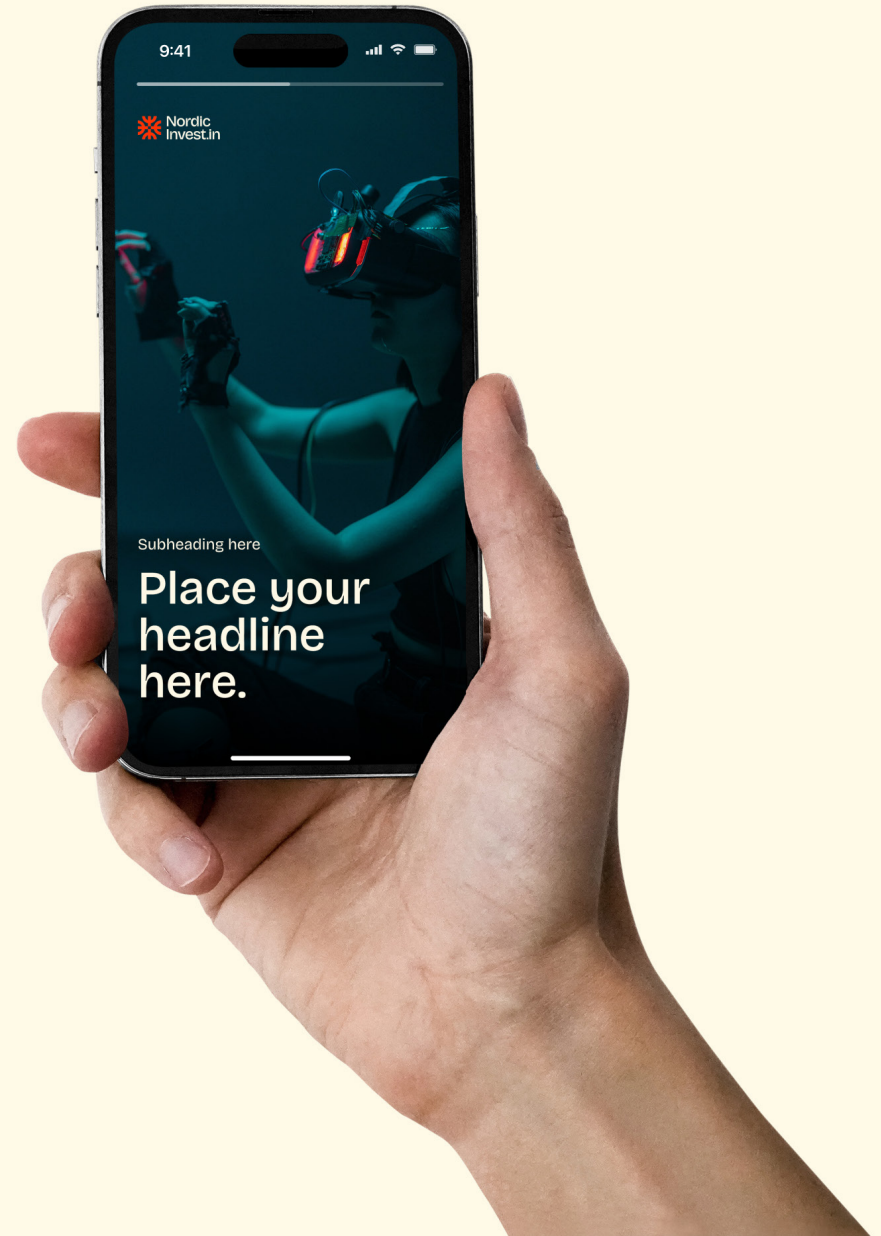
3. Blend mode: Multiply (beige background)



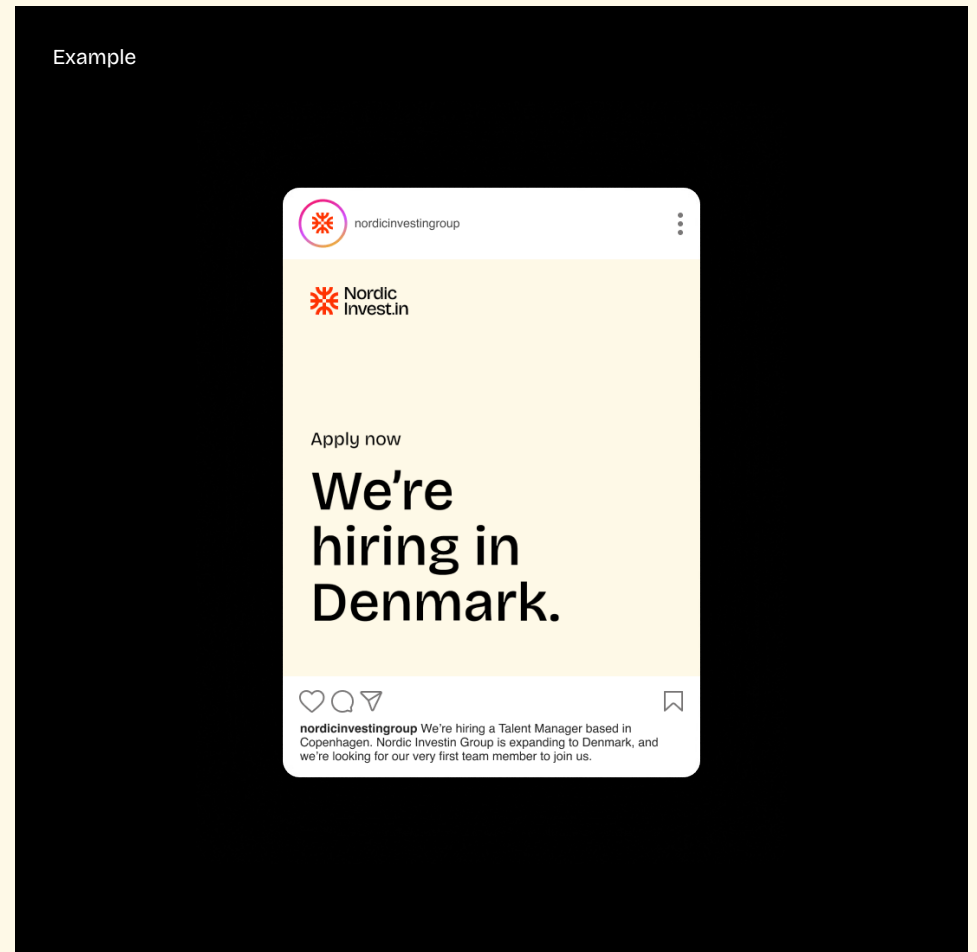
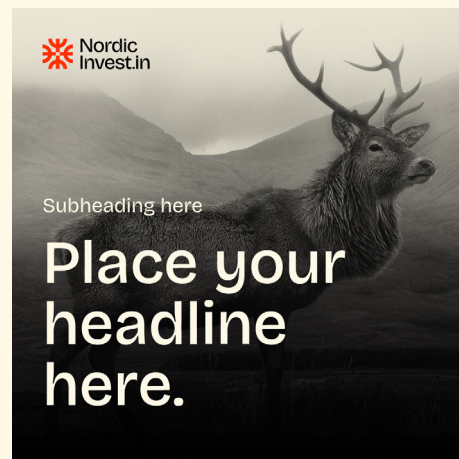
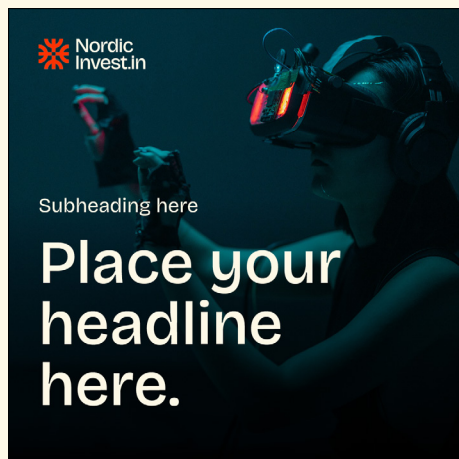
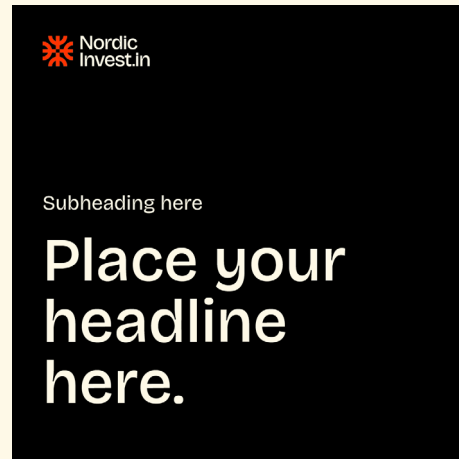
## 08. SoMe

Our social media templates provide a consistent framework that ensures a unified look and feel across platforms, while leaving room for flexibility and creativity.

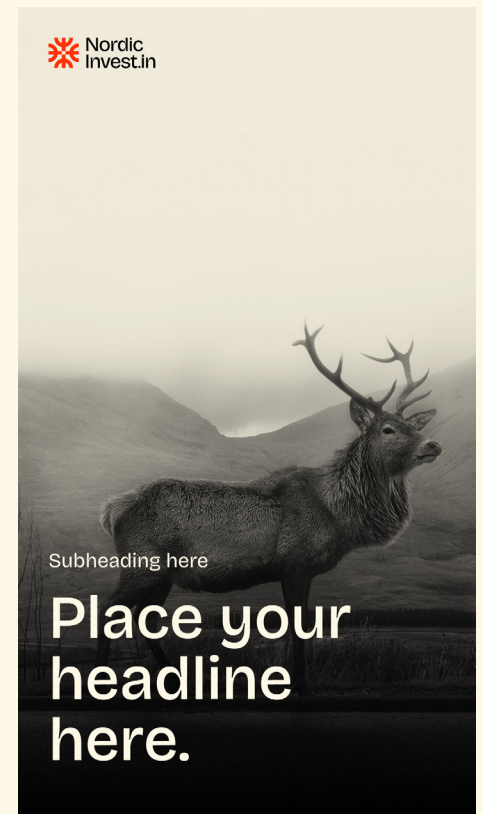
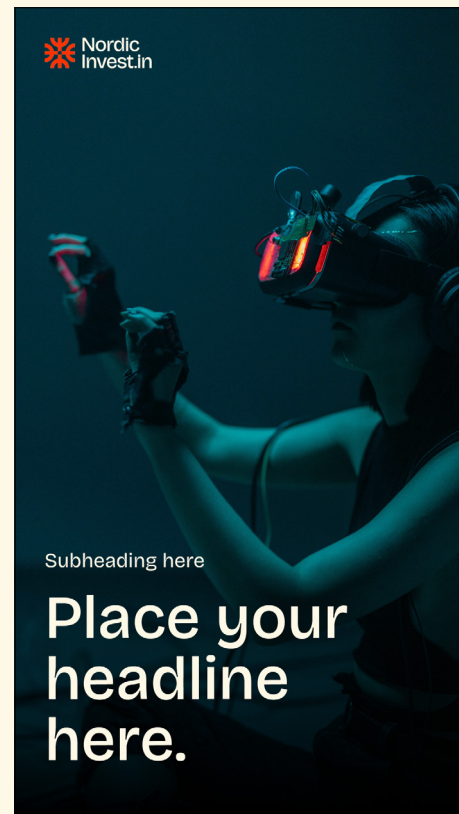
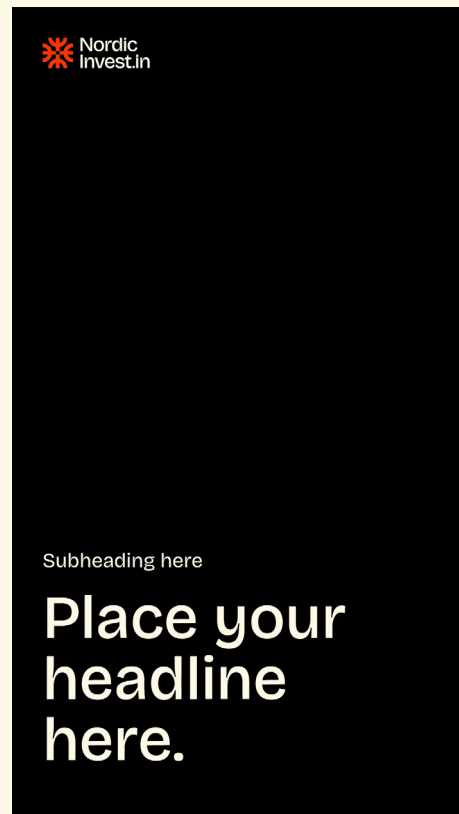
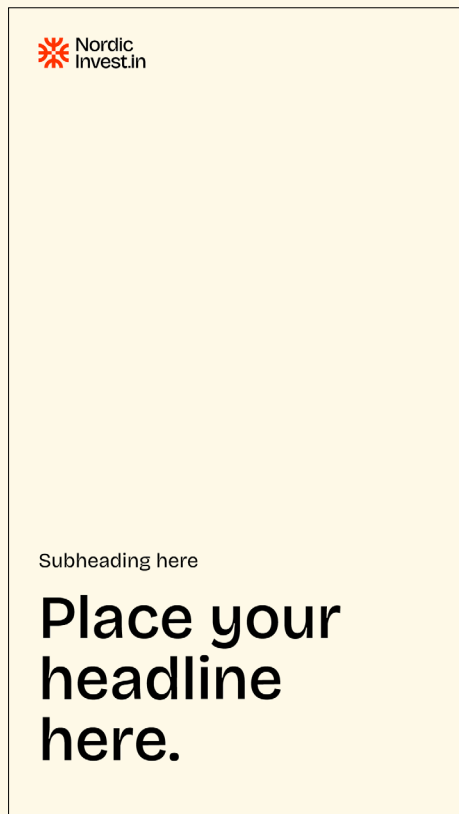
By providing clear guidelines for layout, typography, and visual elements, these templates help maintain brand cohesion while making content creation more efficient. They are adaptable enough to suit different campaigns, audiences, and platforms, allowing teams to experiment with new ideas without straying from the core brand identity. In this way, our social media presence remains both recognizable and dynamic, reflecting the brand's personality consistently across all touchpoints.



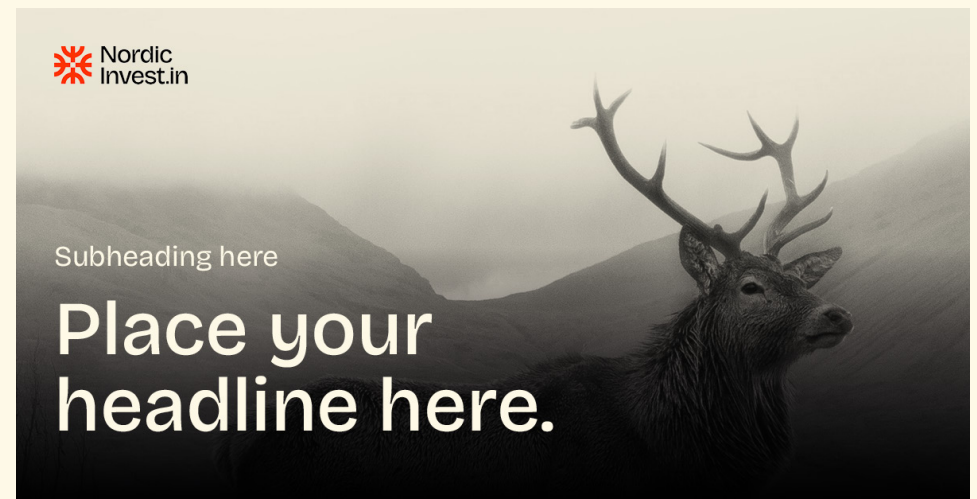
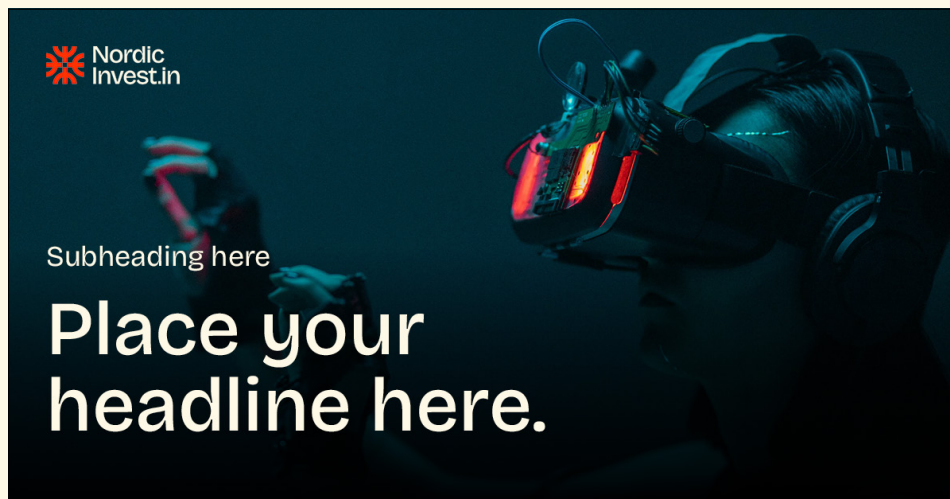
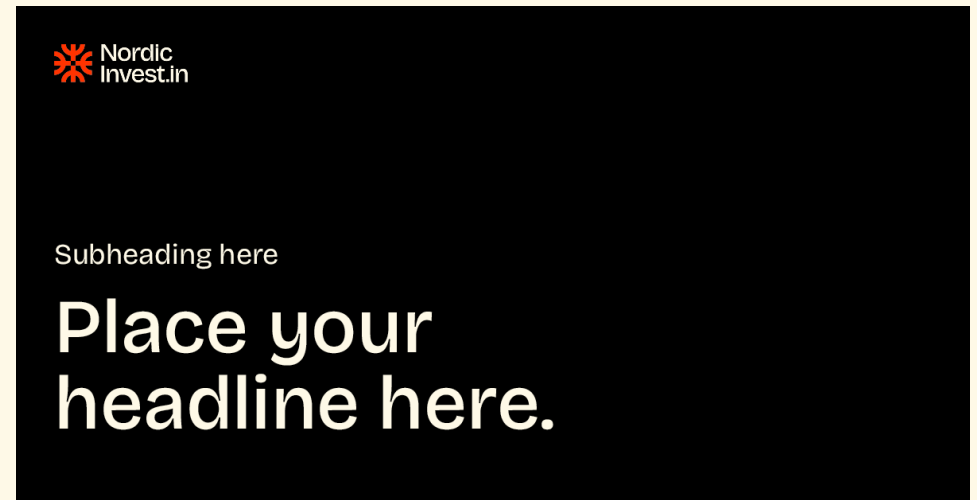
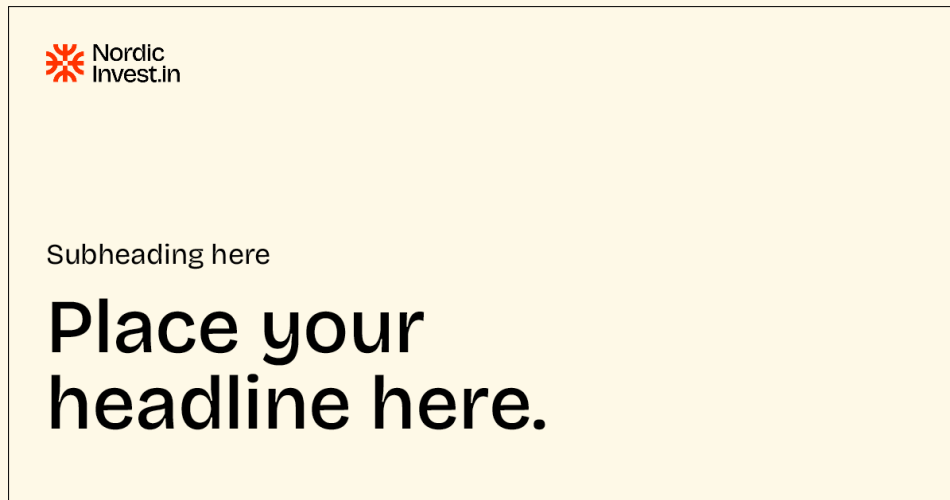
# 08. SoMe 1:1



# 08. SoMe 9:16



## 08. SoMe 1:91:1



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