nøsted &

Design guidelines

2024

Logo

The Nøsted& logo consists of two components - the signature and an ampersand symbol.

In terms of form the logo has references to the mechanical and industrial side of our production, and the product the company originally was renowned for - chains. The smallest unit of the chain is one loop. This one loop is the starting point for the typography and symbol in the logo. It has an industrial feel with subtle elegant lines.

1

2

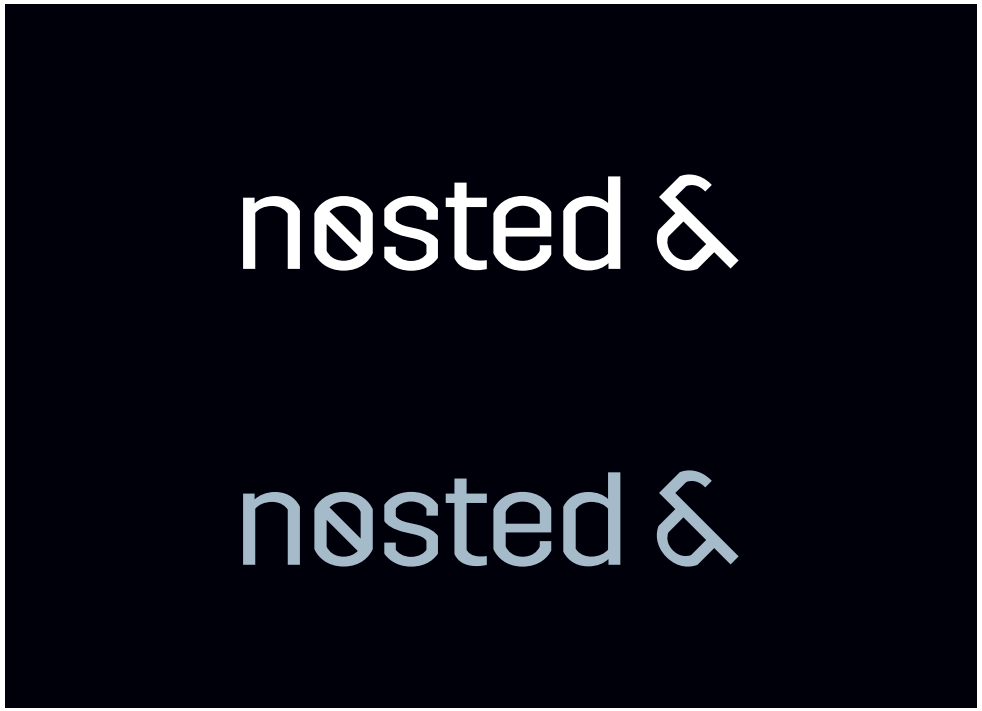
1) SIGNATURE
Lowercase signature in reference to the company that is looking forward and moving into the future of the industry.
(Not an uppercase N, that would represent the historical and traditional side of the company)

2) AMPERSAND SYMBOL
The ampersand built from chain loops.

Nøsted & logo proportions and clearspace

The logos' two components have fixed proportions and a fixed relationship that should never be changed in any way.

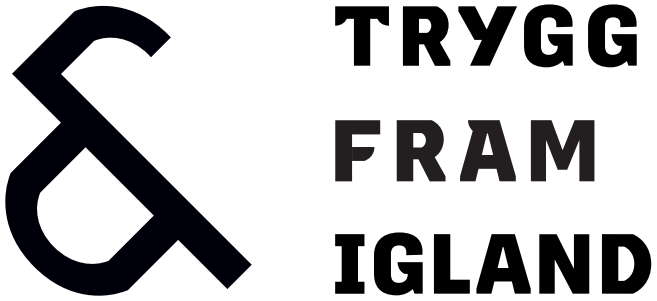
It is important to keep the logo clear of any other graphic elements. Whenever using the logo, it should be surrounded with clearspace to ensure its visibility and impact. No graphic elements should invade this zone.

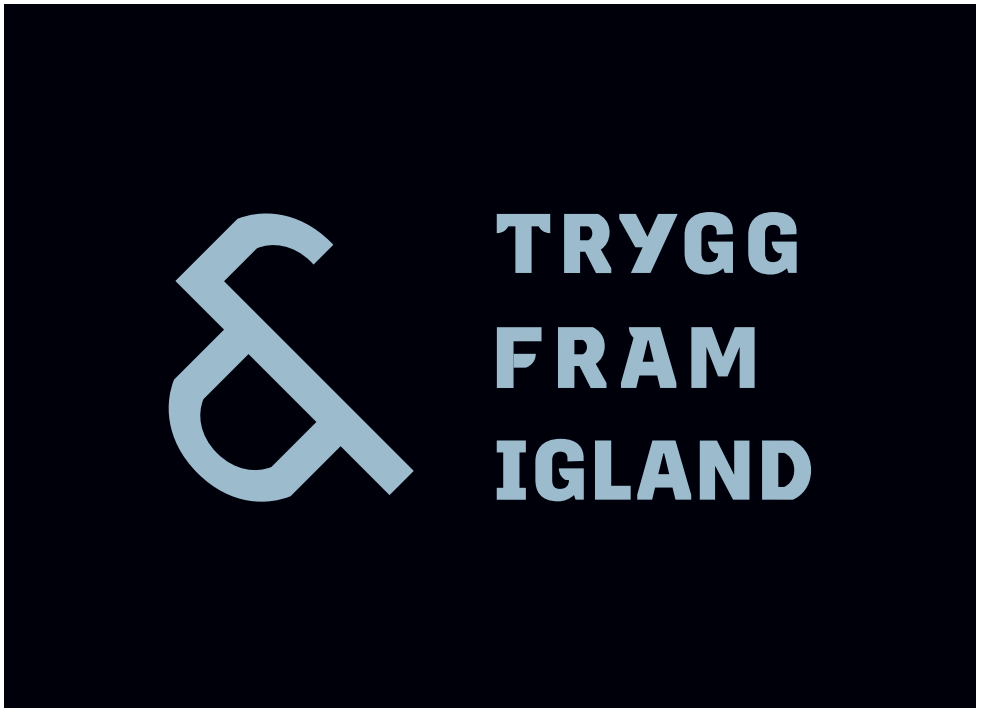


The logo can be presented in two colours or in negative (white) on darker backgrounds, graphics and photos.

The company has three important marketing brands: TRYGG, IGLAND and FRAM. In specific settings the three product-brands are required to appear with a consistent connection to the Nøsted& logo. There are two alternatives for doing this - one formal, where it is necessary to show the entire Nøsted& logo (this side) and one less formal (p.xx)

Both lock ups can be used in the primary Nøsted& Black, Nøsted& Gray or negative (white) on darker backgrounds. (see primary and secondary colours p. xx)

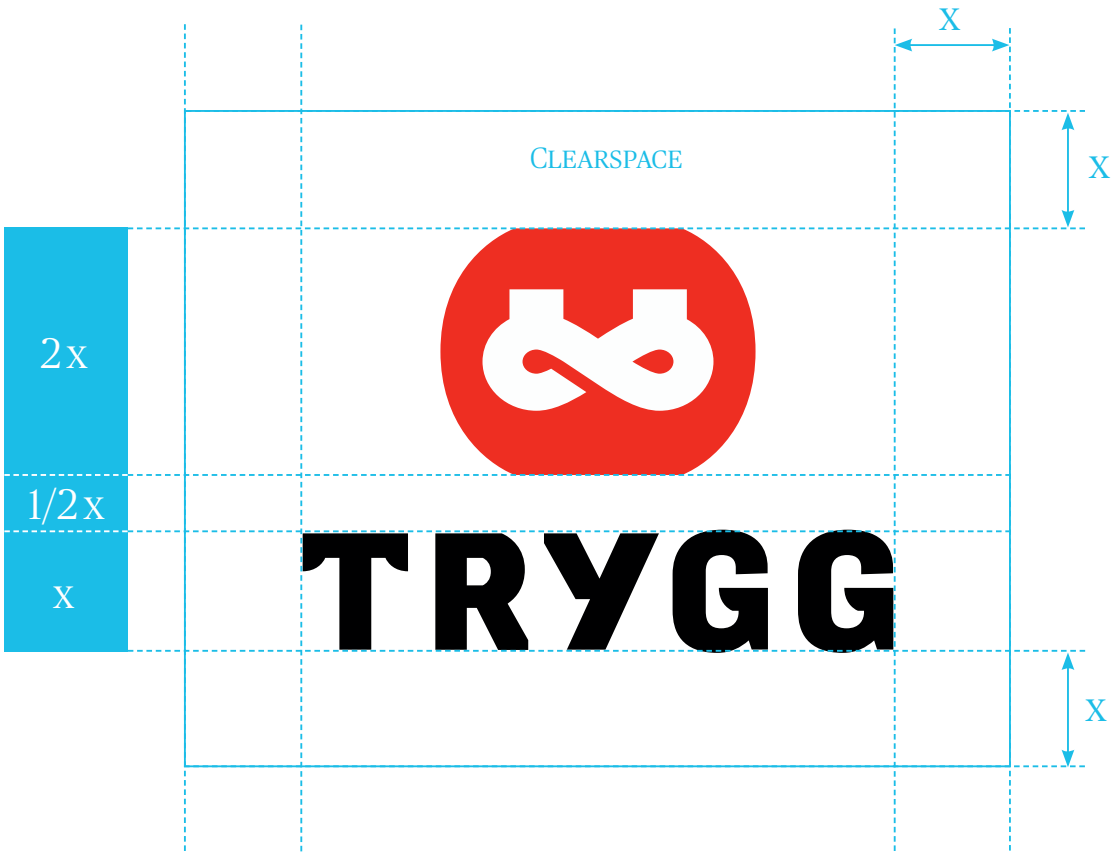

TRYGG
FRAM
IGLAND


TRYGG
FRAM
IGLAND

1) *Brand name TRYGG.*
TRYGG (Norw.) means Safe. ..... More text

2) *Icon.*
The icon symbolises studed chain link.

Brand logos proportions and clearspace. TRYGG



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The logo can be presented in vertical and horizontal positions.
It can be introduced in original colours or in negative (white) on darker backgrounds, graphics and photos.

TRYGG
by Nøsted &

TRYGG
by Nøsted &

2

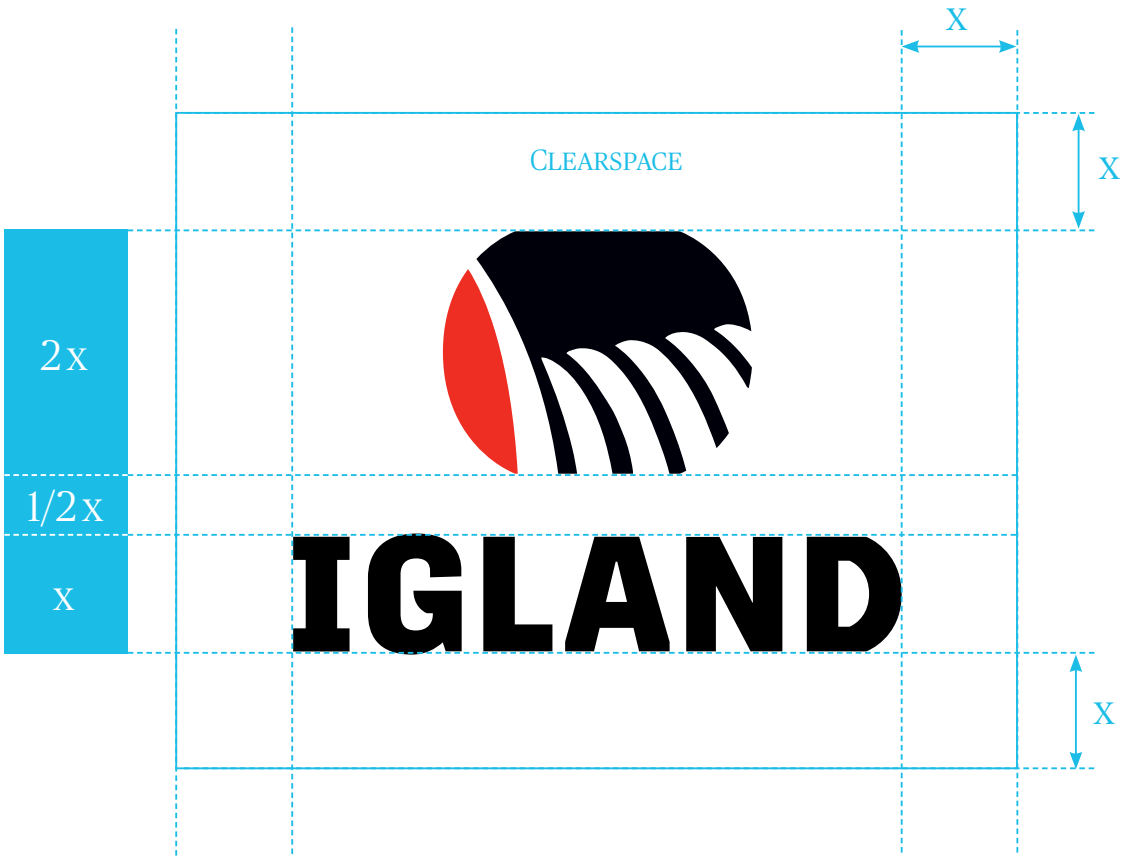
IGLAND

1

1) *Brand name Igland.*
Igland is a Norwegian family name... More text

2) *Icon.*
The icon symbolises winch drum. More text?

Brand logos proportions and clearspace. Igland



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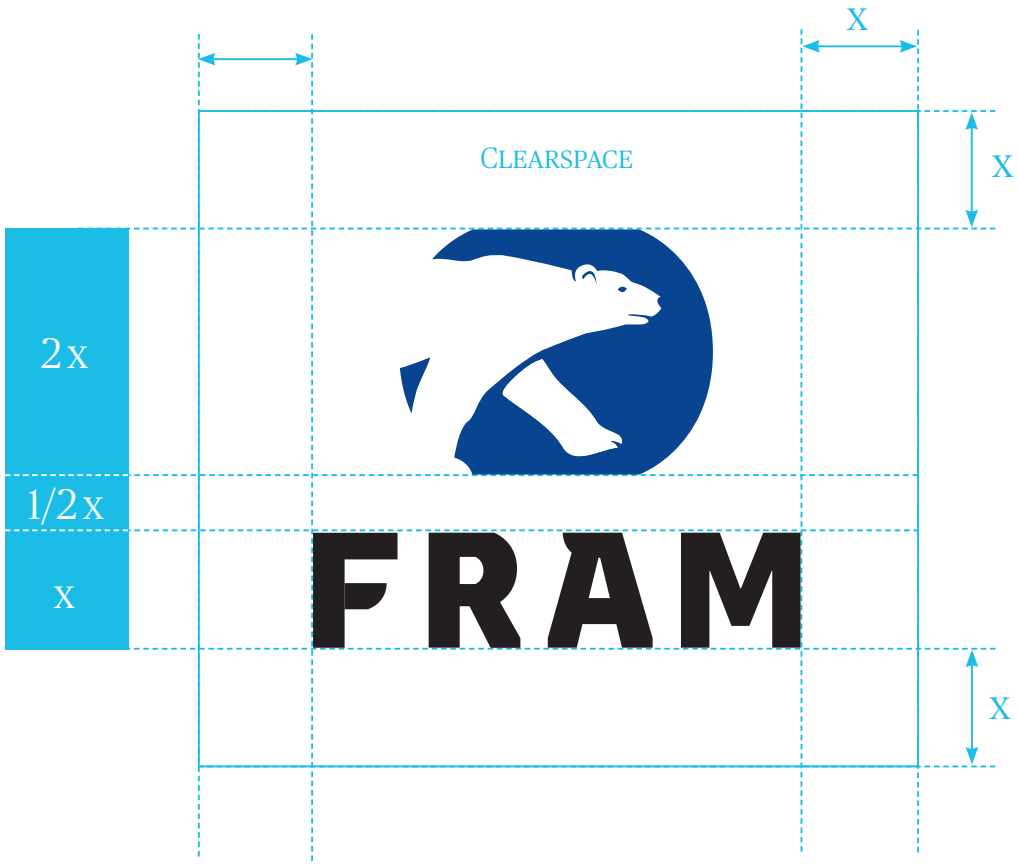
IGLAND
by Nøsted &

IGLAND
by Nøsted &

1) *Brand name FRAM.*
FRAM... More text

2) *Icon.*
The icon symbolises... More text

Brand logos proportions and clearspace. FRAM



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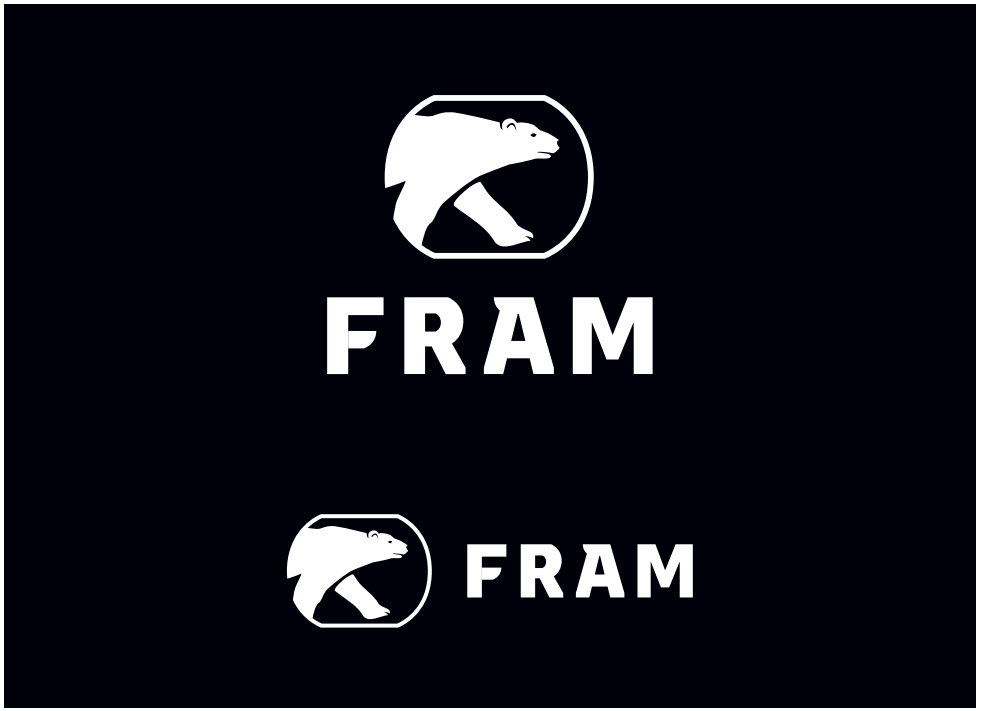


The logo can be presented in vertical and horizontal positions.
It can be introduced in original colours or in negative (white) on darker backgrounds, graphics and photos.

FRAM
by Nøsted &

FRAM
by Nøsted &

Colours

Colours

NØSTED &

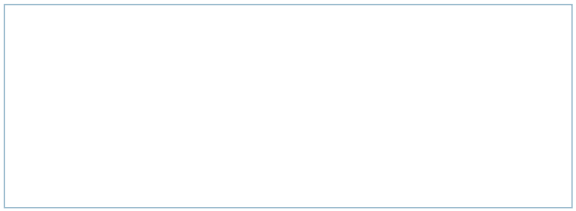
PRIMARY COLOURS

NØSTED & BLACK
-

CMYK : 100 / 79 / 44 / 93
PANTONE : BLACK 6
RGB : 16 / 24 / 32
WEB : #101820

NØSTED & GRAY
-

CMYK : 31 / 8 / 6 / 11
PANTONE : 5435
RGB : 166 / 187 / 200
WEB : #A6BBC8



NØSTED & WHITE
-

CMYK : 0 / 0 / 0 / 0
PANTONE : -
RGB : 255 / 255 / 255
WEB : #FFFFFF

SECONDARY COLOUR

NØSTED & ORANGE
-

CMYK : 0 / 60 / 100 / 0
PANTONE : 151
RGB : 255 / 130 / 0
WEB : #FF8200

TRYGG

PRIMARY COLOURS

TRYGG RED
-

CMYK : 0 / 95 / 100 / 0
PANTONE : 186C
RGB : 238 / 49 / 36
WEB : #EE3124

TRYGG BLACK
-

CMYK : 100 / 79 / 44 / 93
PANTONE : BLACK 6
RGB : 16 / 24 / 32
WEB : #101820

TRYGG WHITE
-

CMYK : 0 / 0 / 0 / 0
PANTONE : -
RGB : 255 / 255 / 255
WEB : #FFFFFF

TRYGG

SECONDARY COLOURS

NØSTED & GRAY
-

CMYK : 31 / 8 / 6 / 11
PANTONE : 5435
RGB : 166 / 187 / 200
WEB : #A6BBC8

NØSTED & GRAY 50%
-

CMYK : 15.5 / 4 / 3 / 5.5

NØSTED & GRAY 25%
-

CMYK : 7.75 / 2 / 1.5 / 2.75

NØSTED & GRAY 10%
-

CMYK : 3 / 0.8 / 0.6 / 1.1

IGLAND

PRIMARY COLOURS

IGLAND RED
-

CMYK : 0 / 95 / 100 / 0
PANTONE : 186C
RGB : 238 / 49 / 36
WEB : #EE3124

IGLAND BLACK
-

CMYK : 100 / 79 / 44 / 93
PANTONE : BLACK 6
RGB : 16 / 24 / 32
WEB : #101820

IGLAND WHITE
-

CMYK : 0 / 0 / 0 / 0
PANTONE : -
RGB : 255 / 255 / 255
WEB : #FFFFFF

IGLAND

SECONDARY COLOURS

NØSTED & GRAY
-

CMYK : 31 / 8 / 6 / 11

NØSTED & GRAY 50%
-

CMYK : 15.5 / 4 / 3 / 5.5

NØSTED & GRAY 25%
-

CMYK : 7.75 / 2 / 1.5 / 2.75

NØSTED & GRAY 10%
-

CMYK : 3 / 0.8 / 0.6 / 1.1

FRAM

PRIMARY COLOURS

FRAM BLUE
-

CMYK : 100 / 80 / 0 / 12
PANTONE : 286
RGB : 21 / 60 / 136
WEB : #153C88

FRAM BLACK
-

CMYK : 100 / 79 / 44 / 93
PANTONE : BLACK 6
RGB : 16 / 24 / 32
WEB : #101820

FRAM WHITE
-

CMYK : 0 / 0 / 0 / 0
PANTONE : -
RGB : 255 / 255 / 255
WEB : #FFFFFF

FRAM

SECONDARY COLOURS

NØSTED & GRAY
-

CMYK : 31 / 8 / 6 / 11
PANTONE : 5435
RGB : 166 / 187 / 200
WEB : #A6BBC8

NØSTED & GRAY 50%
-

CMYK : 15.5 / 4 / 3 / 5.5

NØSTED & GRAY 25%
-

CMYK : 7.75 / 2 / 1.5 / 2.75

NØSTED & GRAY 10%
-

CMYK : 3 / 0.8 / 0.6 / 1.1

Typography

MONTSERRAT

DESIGNER :
JULIETA ULANOVSKY

Montserrat text

REGULAR

- product description
- table content
- informative texts

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

CORRECT

Safety Grip 5 mm is a super-light-weight and versatile tractor chain for use in lighter tasks. It is the obvious choice for those who do not achieve good traction with studded tires, frequently put the chain on and off

IG300640	IGLAND 58 Promax	x	x
IG022150	Oil can holder	x	x
IG022151	Chainsaw holder	1 stk	2 stk
IG199564	Steel wire rope, 10-70-9200	x	x

WRONG

Safety Grip 5 mm is a super-light-weight and versatile tractor chain for use in lighter tasks. It is the obvious choice for those who do not achieve good traction with studded tires, frequently put the

IG300640	*IGLAND 58 Promax*	*x*	*x*
IG022150	*Oil can holder*	*x*	*x*
IG022151	*Chainsaw holder*	*1 stk*	*2 stk*
IG199564	*Steel wire rope, 10-70-9200*	*x*	*x*

SEMIBOLD

- prices
- important information in the text

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

8,25-20	**7 808**	602011
9,00-20	**8 519**	602008
10,00-20	**8 900**	602012

For a complete product overview, please see our product selector at **www.nosted.com/trygg**

8,25-20	7 808	602011
9,00-20	8 519	602008
10,00-20	8 900	602012

For a complete product overview, please see our product selector at www.nosted.com/trygg

Typography

		Correct	Wrong
Bold - chapter headings (Igland) - product names (Igland) - table headings - table names - important information	**ABCDEFGHIJKLMN** **OPQRSTUVWXYZ** **abcdefghijklmn** **opqrstuvwxyz**	**FAST TRAC LIGHT CHAIN WITH SQUARE STUDS – BESTSELLER!** **IGLAND PROMAX 58** IGLAND VED DEKK / PRIS/PAR / VARENR.: 8,25-20 / **7 808** / 602011	FAST TRAC LIGHT CHAIN WITH SQUARE STUDS – BESTSELLER! IGLAND PROMAX 58 IGLAND VED DEKK / PRIS/PAR / VARENR.: 8,25-20 / **7 808** / 602011
ExtraBold - chapter headings (TRYGG) - product names (TRYGG)	**ABCDEFGHIJKLMN** **OPQRSTUVWXYZ** **abcdefghijklmn** **opqrstuvwxyz**	**TRAKTOR** **MOSKUS**	TRAKTOR MOSKUS

Typography

		CORRECT	WRONG
ITALIC - explanations - references	*ABCDEFGHIJKLMN* *OPQRSTUVWXYZ* *abcdefghijklmn* *opqrstuvwxyz*	*Black port shows pullmatic which makes the work of "pulling" the wire out a breeze* *To order, contact corporate@nosted.com or +47 37 25 62 00*	**Black port shows pullmatic which makes the work of "pulling" the wire out a breeze** **To order, contact corporate@nosted.com or +47 37 25 62 00**
SEMIBOLD ITALIC - USPs - explanatory text in frames on/next to photos	***ABCDEFGHIJKLMN*** ***OPQRSTUVWXYZ*** ***abcdefghijklmn*** ***opqrstuvwxyz***	***Preferred for a reason*** ***Bildet viser IGLAND GR 20 med ekstrautstyr***	Preferred for a reason *Bildet viser IGLAND GR 20 med ekstrautstyr*

To get Montserrat text narrower, Horizontal Scale can be used. It is always used in the following aspects:
- USPs : 95%
- Igland texts : 90%
- Table content : 85-90%

Text alignment is left everywhere. Igland has justify of all lines with last line aligned left, and right alignment of texts under the photos.

USPs

TRYGG

IGLAND

IGLAND
Skapt for generasjoner

IGLAND
Crafted for generations

FRAM

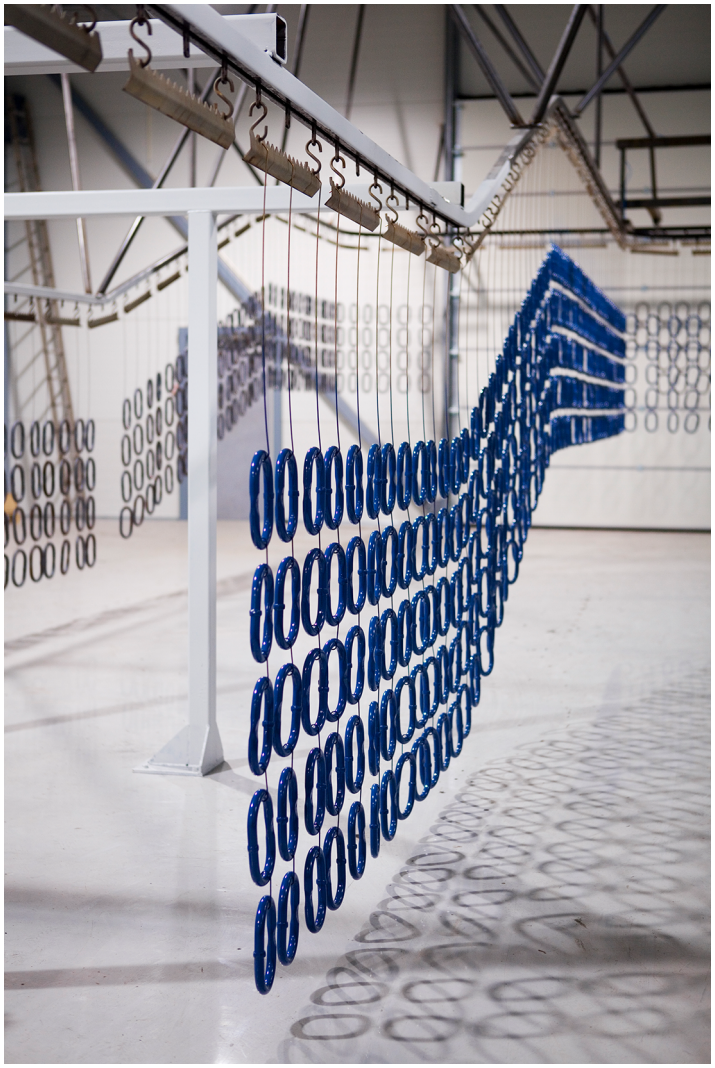
Photography

Photos

PRODUCT PHOTOS. TRYGG

PRODUCT PHOTOS. IGLAND

PRODUCT PHOTOS. FRAM



BRAND PHOTOS. TRYGG

BRAND PHOTOS. IGLAND

BRAND PHOTOS. FRAM

Visual material

TRYGG
Foretrukket av en grunn
NYHET!
Sesongens nyheter fra TRYGG!
SMT Kompakt er utviklet for større kompakt-lastere og mindre traktorer. Kjettingen er helflytende og dobbelt pigget for utmerket grep på snø, is og variert terreng.
Pan er spesiallaget for mindre skogsmaskiner som gjerne brukes i tynningsarbeid, og er utviklet i sammen med skogsentreprenører for å møte behovene i feltet. Dette er en lettkjetting utstyrt med u-brodd som sørger for godt grep på blant annet snø, is, leire og jord.
SMT Kompakt
Pan
Nøsted & AS - tlf 38 27 25 50 - post@nosted.com
www.nosted.com
nøsted &

Nøsted &
Norges eneste kjettingprodusent
Se alle våre hjulkjettinger
TRYGG
Foretrukket av en grunn
Nøsted & AS - tlf 38 27 25 50 - post@nosted.com
www.nosted.com
nøsted &

Igland

IGLAND
Skapt for generasjoner
Sesongens nyhet - Promax!
IGLAND lanserer en ny vinsjserie - Promax. IGLAND Promax 58 er den første av flere spennende produktlanseringer i serien som vil følge i årene som kommer. Neste lansering vil være 68 som blir lansert i sesongen 24/25.
IGLAND Promax 58 er sterk og kompakt for profesjonell bruk. Den har et integrert hydraulikksystem med elektrohydraulisk betjening. Vinsjen bruker velkjente og drifts-sikre komponenter og driftsprinsipper fra større vinsjer, nå pakket inn i en mer kompakt enhet!
NYHET!
Nøsted & AS - tlf 38 27 25 50 - post@nosted.com
www.nosted.com
nøsted &

RECYCLABLE
PAPER
IGLAND
Crafted for generations
PRODUCT CATALOGUE

FRAM
Anchored in experience
With a solid history of over 110 years, FRAM is widely known as the leading brand within master links, chains, and components for lifting, anchoring, lashing, and trawling.
FRAM was the first in the world to offer alloy chain, today known as Grade 80 chain.
Our main focus is to deliver products and services that fully satisfies international standards and customer requirements.
Learn more here:
nosted.com/fram
nosted &

FRAM
Anchored in experience