

BRAND GUIDELINES / 01

Independent *by default.*

A visual identity for technology, ownership and a long-term perspective.



DEFAULT CAPITAL

Use this guide with the supplied logo files. Keep communication clear, considered and distinctive across websites, presentations and documents.

IDENTITY / 02

One identity. Three arrangements.

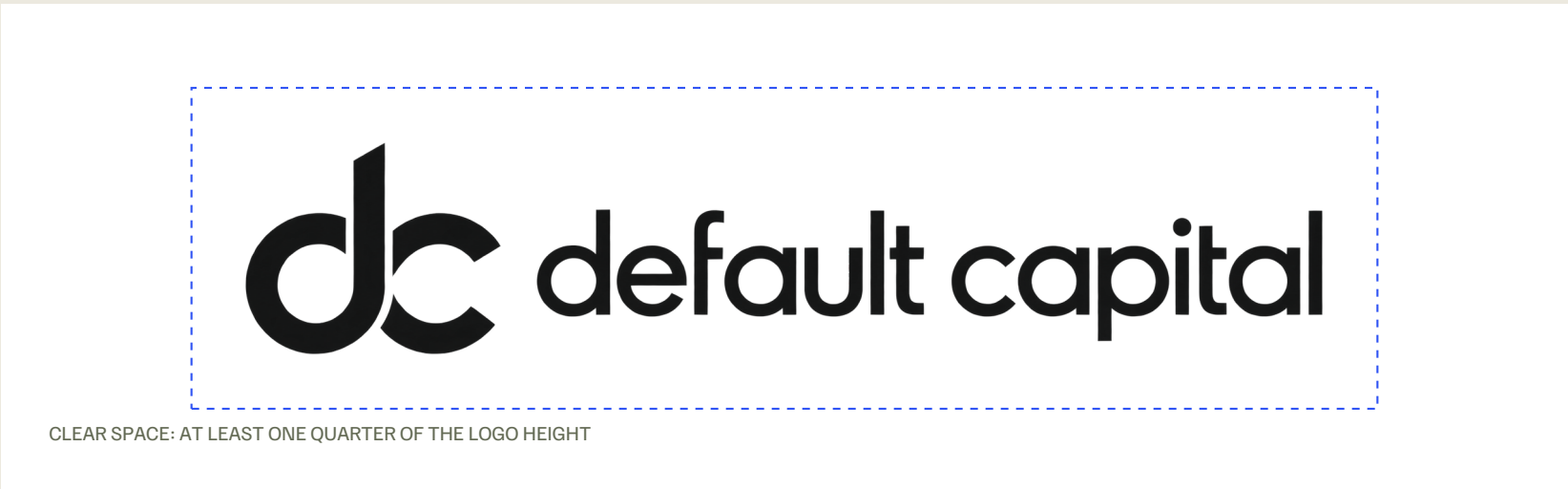


Use the complete supplied artwork. Keep its proportions and leave enough surrounding space for the mark to remain distinct. Use the standalone icon only where the company identity is already clear.

APPLICATION / 03

Give the mark room.

Measure the visible artwork, excluding transparent margins in the PNG file.



MINIMUM SCREEN SIZE

Horizontal

128 px wide

MINIMUM SCREEN SIZE

Stacked

144 px wide

MINIMUM SCREEN SIZE

Icon

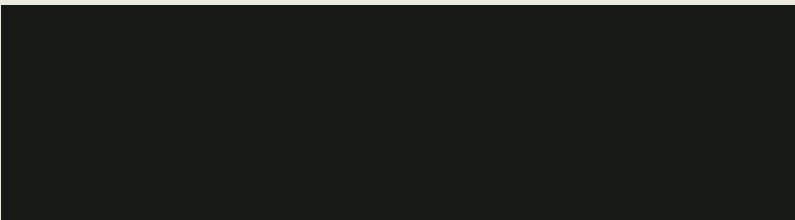
24 px wide

KEEP THE IDENTITY INTACT

Do not stretch, rotate, add shadows or rearrange the lettering. Use the dark original on light backgrounds. On dark backgrounds, use a white rendering that preserves the original silhouette. Over imagery or glass, maintain strong contrast and keep reflections away from the mark. Check legibility at the final display size.

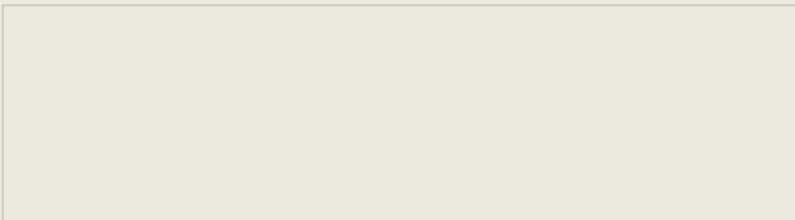
COLOUR / 04

A dark foundation.
A precise accent.



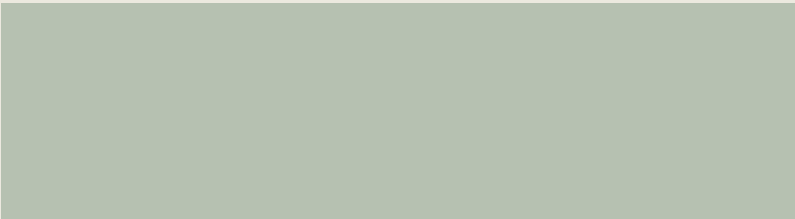
Charcoal #171916

Primary website background



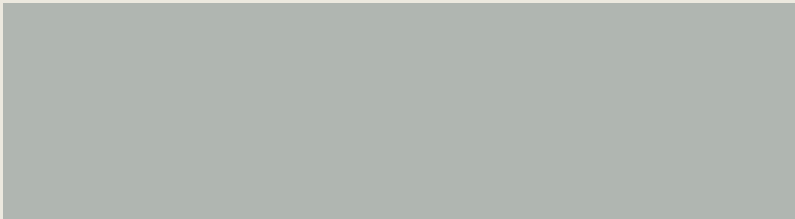
Paper #ECE9DF

Light text and document backgrounds



Mineral #B6C1B1

Secondary headings on dark



Muted #B0B6B1

Supporting text on dark



Cobalt #3155F4

Small, deliberate brand accents



Olive #626953

Secondary text on paper

Use warm architectural imagery illustratively, never as a claim about an office or property. Glass surfaces should have soft blur, restrained reflections and readable text. Keep cobalt accents minimal.

TYPE / 05

Newsreader + Familjen Grotesk.

Newsreader gives headlines an editorial character. Familjen Grotesk brings clarity to body copy, navigation and supporting details.

NEWSREADER / REGULAR AND ITALIC

Technology.

Independent by default.

Use clear, direct language and comfortable line spacing. Keep paragraphs short enough to scan and give headings room to breathe.

FAMILJEN GROTESK / REGULAR AND MEDIUM

OUR PORTFOLIO / 01

DEFAULT CAPITAL / DEFAULT.IS

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COMMUNICATION / 06

Confident. Clear. Considered.



Be specific.

Explain the technology, the business and the purpose. Use concrete facts wherever they help the reader.



Keep perspective.

Describe ambitions as ambitions. Support claims with evidence and distinguish them from judgement.



Make contact easy.

Use the company name consistently and provide one clear route to the right person.

COMPANY & BRAND ENQUIRIES

Hafsteinn M. Másson

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