

Schibsted Design manual

Version 1 – September 2019

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1.0 Logotype

1.1 Principles of our logotype

Schibsted

Our logotype is based on a friendly and geometric sans-serif font. It has slightly rounded corners to achieve a warm and humanistic tonality. The pattern integrated within the first letter S symbolizes the unifying force of Schibsted, that bring brands and people together.

1.2 Usage

Our logotype is primarily used in Soft Black, placed onto white, Light Grey, or other light backgrounds and images. It can also be used inverted (white, or Light Grey on digital platforms) on top of black, Soft Black, or Norwegian Blue, and occasionally on other dark backgrounds and images.



Soft Black logotype on Light Grey background, or light images.



White logotype on Soft Black background, or dark images.



Light Grey logotype on Norwegian Blue background.

1.3 Usage – tonality

When we communicate as Schibsted alone, we can speak as loud as we need to. As a unifier of our product brands, however, we can be more toned down, giving room to the product brands' brand colors.

Whispering

Shouting

← Unifying Brands

Schibsted Standalone →



Light Grey logotype on Warm Grey background



1.4 Minimum size

There are two versions of our logotype, our primary version (L1) with the pattern S and a secondary version for small sizes (L2). We use our primary logotype for all formats above 27 px (5 mm). For all formats below, we use the secondary logotype for small sizes.

Primary logotype (L1)

The minimum size is 27 px / 5 mm high.

W: 145 px
27mm

H: 27px
5 mm



Schibsted

The primary logotype (L1) features a large, bold, black sans-serif font. The letter 'S' is stylized with a pattern of small dots. A horizontal double-headed arrow above the text indicates a width of 145 px (27 mm). A vertical double-headed arrow to the left of the text indicates a height of 27 px (5 mm).

Secondary logotype (L2) for small sizes

The minimum size is 7 px / 2 mm high.
The maximum size is 26 px / 5 mm high.

W: 42 px
12 mm

H: 7px
2 mm



Schibsted

The secondary logotype (L2) is a smaller, bold, black sans-serif font. The letter 'S' is stylized with a pattern of small dots. A horizontal double-headed arrow above the text indicates a width of 42 px (12 mm). A vertical double-headed arrow to the left of the text indicates a height of 7 px (2 mm).

1.5 Free space

The Logotype's free space is defined by the height of the symbol.
Logotype height = X Free space = 100% of X.



|
X
|

Logo height = X

Free space is = 100% of X

3.6 Color codes

Our color palette is defined in the color spaces of RGB, CMYK and PMS, to ensure a coherent color expression on digital as well as printed platforms.

Neutrals



Soft Black

RGB: R=49 G=49 B=47
HEX: #31312f

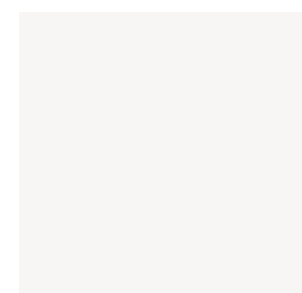
PMS C: Black 7 C
PMS U: Black 7 U
CMYK: 0-0-0-90



White

RGB: R=255 G=255 B=255
HEX: #ffffff

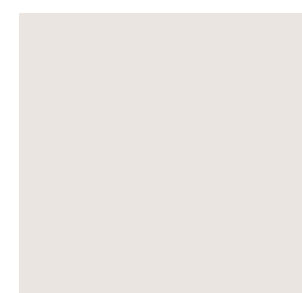
PMS C: N/A
PMS U: N/A
CMYK: 0-0-0-0



Light Grey

RGB: R=248 G=246 B=245
HEX: #f8f6f5

PMS C: Warm Grey 1 C (30%)
PMS U: Warm Grey 1 U (30%)
CMYK: 0-0-0-4



Warm Grey

RGB: R=234 G=229 B=224
HEX: #eae5e0

PMS C: Warm Grey 1 C (70%)
PMS U: Warm Grey 1 U (70%)
CMYK: 0-0-0-14

Accent



Letterpress Red

RGB: R=255 G=113 B=107
HEX: #ff716b

PMS C: 178 C
PMS U: 178 U
CMYK: 0-75-55-0



Ink Blue

RGB: R=69 G=143 B=255
HEX: #458fff

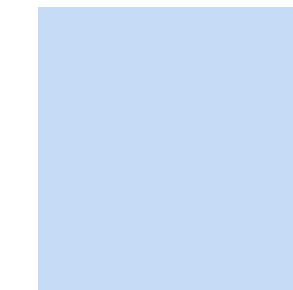
PMS C: 2727 C
PMS U: 2727 U
CMYK: 67-29-0-0



Sky Blue

RGB: R=0 G=108 B=250
HEX: #186ef0

Primary



Powder Blue

RGB: R=196 G=220 B=245
HEX: #c4dcf5

PMS C: 2707 C
PMS U: 2707 U
CMYK: 27-4-0-0



Norwegian Blue

RGB: R=48 G=88 B=142
HEX: #30588e

PMS C: 7685 C
PMS U: 7685 U
CMYK: 100-70-0-0

Functional colors



F1. Medium Grey

RGB: R=135 G=135 B=135
HEX: #878786

PMS C: 422 C
PMS U: 422 U
CMYK: 0-0-0-50



F2. Dark Grey

RGB: R=73 G=73 B=73
HEX: #494949

PMS C: 424 C
PMS U: 424 U
CMYK: 0-0-0-70

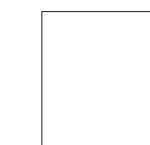
Black & White



Black

RGB: R=0 G=0 B=0
HEX: #000000

PMS C: N/A
PMS U: N/A
CMYK: 0-0-0-100



White

RGB: R=255 G=255 B=255
HEX: #ffffff

PMS C: N/A
PMS U: N/A
CMYK: 0-0-0-0

(To be used in charts, graphs and documents etc)

