# Table of contents

## 1.0 Logotype
- 1.1 Principles of our logotype
- 1.2 Usage
- 1.3 Usage – Tonality
- 1.4 Minimum size
- 1.5 Free space
- 1.6 Descriptors
- 1.7 Placement
- 1.8 Logotype with sub-brands
- 1.9 Examples

## 2.0 Graphic elements
- 2.1 Principle of our symbol
- 2.2 Symbol usage
- 2.3 Symbol usage
- 2.4 Symbol usage
- 2.5 Examples – Symbol
- 2.6 Principle of our Pattern
- 2.7 Pattern
- 2.8 Pattern versions

## 2.9 Colors
- 2.10 Cropping
- 2.11 Scale
- 2.12 Placement
- 2.13 Advanced compositions
- 2.14 Usage
- 2.15 Usage – Don’t
- 2.16 Examples

## 3.0 Color palette
- 3.1 Principles of our colors
- 3.2 Color usage
- 3.3 Color distribution
- 3.4 Combinations, pattern & background
- 3.5 Combinations, text & background
- 3.6 Color codes
- 3.7 Wall paint

## 4.0 Typography & layout
- 4.1 Principles of our typography
- 4.2 Headline typeface
- 4.3 Body text typeface
- 4.4 Replacement typeface
- 4.5 Hierarchy
- 4.6 Principles of layout system
- 4.7 Usage of layout system
- 4.8 Examples

## 5.0 Image style
- 5.1 Principles of our image style
- 5.2 Hero images
- 5.3 Functional images

## 6.0 Applications
- 6.1 Unifying brands
- 6.2 Schibsted standalone

## 7.0 E-mail signature
1.0 Logotype
1.1 Principles of our logotype

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

Unifying Brands

Light Grey logotype on Warm Grey background

Shouting

Schibsted Standalone
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

**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
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.
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.

3.6 Color codes

Neutrals

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norwegian Blue</td>
<td>R=48 G=88 B=142</td>
<td>#30588e</td>
</tr>
<tr>
<td>Warm Grey</td>
<td>R=234 G=229 B=224</td>
<td>#eae5e0</td>
</tr>
<tr>
<td>Soft Black</td>
<td>R=49 G=49 B=47</td>
<td>#31312f</td>
</tr>
<tr>
<td>Light Grey</td>
<td>R=248 G=246 B=245</td>
<td>#f8f6f5</td>
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Accent

<table>
<thead>
<tr>
<th>Color</th>
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<tbody>
<tr>
<td>Letterpress Red</td>
<td>R=205 G=113 B=107</td>
<td>#ff614d</td>
</tr>
<tr>
<td>Ink Blue</td>
<td>R=93 G=143 B=255</td>
<td>#4d0085</td>
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<tr>
<td>Sky Blue</td>
<td>R=0 G=106 B=250</td>
<td>#a1e6ff</td>
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Primary

<table>
<thead>
<tr>
<th>Color</th>
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<tbody>
<tr>
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<td>#b0c4de</td>
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<tr>
<td>Norwegian Blue</td>
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Functional colors

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<tr>
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<tbody>
<tr>
<td>F1. Medium Grey</td>
<td>R=125 G=135 B=125</td>
<td>#878786</td>
</tr>
<tr>
<td>F2. Dark Grey</td>
<td>R=75 G=73 B=73</td>
<td>#4d4d4d</td>
</tr>
</tbody>
</table>

Black & White

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>R=0 G=0 B=0</td>
<td>#000000</td>
</tr>
<tr>
<td>White</td>
<td>R=255 G=255 B=255</td>
<td>#ffffff</td>
</tr>
</tbody>
</table>

Note: Work in progress. Final color codes will be provided after test printing process.

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