

Brand Guidelines



NDPHS

Northern Dimension
Partnership in Public Health
and Social Well-being

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Introduction

The Northern Dimension Partnership in Public Health and Social Well-being (NDPHS) brings together policy makers and experts of ten governments and several international organizations.

Our mission is to provide an inclusive forum for health advocacy and contribute to sustainable societies with equal opportunities for good health and wellbeing.

This brand identity is a basis for consistent, clear and engaging communication. The aim of the identity is to help tell the NDPHS story—a story of collaboration and commitment to better health for all.

Values & Message

The NDPHS adheres to the following **values**, which guide the organization and are part of its DNA:

- Inclusiveness and equality
- Trust, respect
- Practical, agile approach
- Informed decision-making

The core message of the brand is the notion of connecting minds and ideas to advance the well-being of communities.

NDPHS operates by bringing together experts to learn from each other and collaborate, connecting strengths, competence, research and innovation of the Partnership countries and organizations.

The message of the brand is collaboration, and connectivity allowing for new synergies and solutions.

Brand Image & Claims

The idea of collaboration and connectivity is at the heart of the NDPHS brand. It resonates in the claims and the **“NDPHS Threads”**—a visual story about weaving together ideas, people, countries.

The logo symbol shows different threads becoming one fabric.

The threads form a basis for decorations, illustrations and visual elements present throughout the whole identity.

The main brand claim is:

“Connecting minds for healthy lives”

It should be used on all promotional materials.

The secondary brand claim is:

**“Sharing knowledge
Learning from each other
Caring for people”**

and may be shortened to:

“Sharing Learning Caring”

It may be used both as an addition to the main claim or separately, in full or short version.

Visual Identity

1. LOGO

ELEMENTS

The logo consists of three elements:

1. Symbol
2. Short Wordmark
3. Extended Wordmark



Symbol

NDPHS

Short Wordmark

Northern Dimension
Partnership in Public Health
and Social Well-being

Extended Wordmark

Visual Identity

1. LOGO

LAYOUT VERSIONS

The logo may be used in basic and full versions, and in two layouts—horizontal and vertical.



Basic horizontal version



Full horizontal version



Basic vertical version



Full vertical version

Visual Identity

1. LOGO

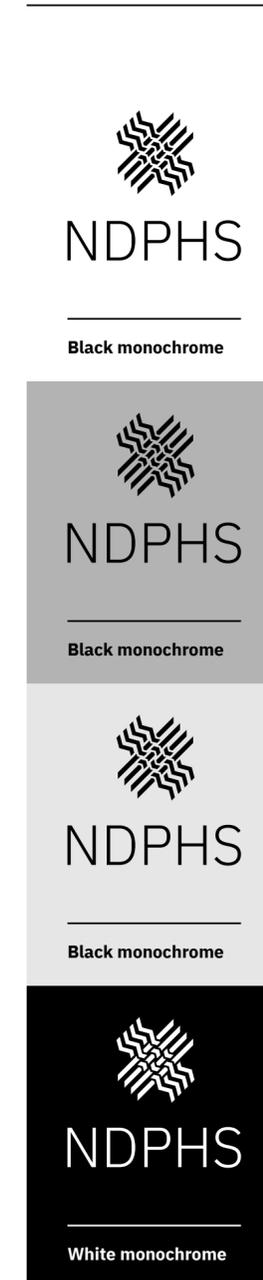
COLOR VERSIONS

On white backgrounds, the logo must be used in the full color version if possible.

If use of color is not possible because of technical reasons, black (on white background) or white (on black background) versions should be used.

On colors from the NDPHS palette, blue or red monochrome versions must be used in the combinations shown here.

Greyscale media



Color media



Visual Identity

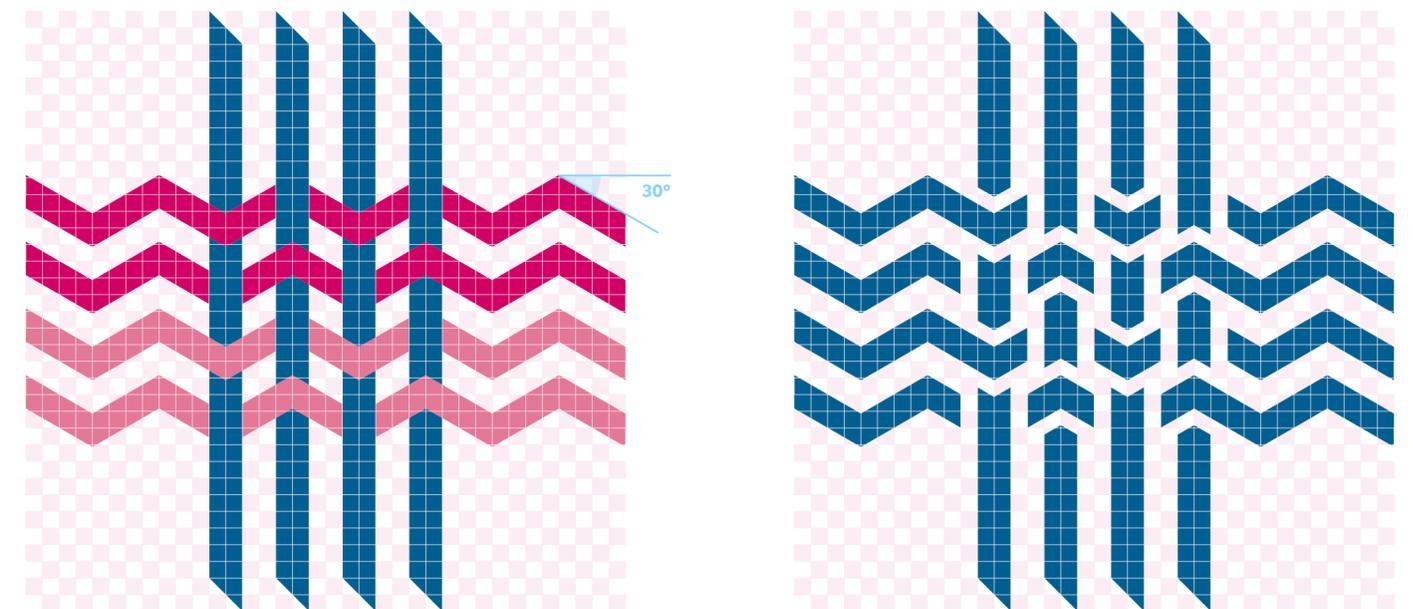
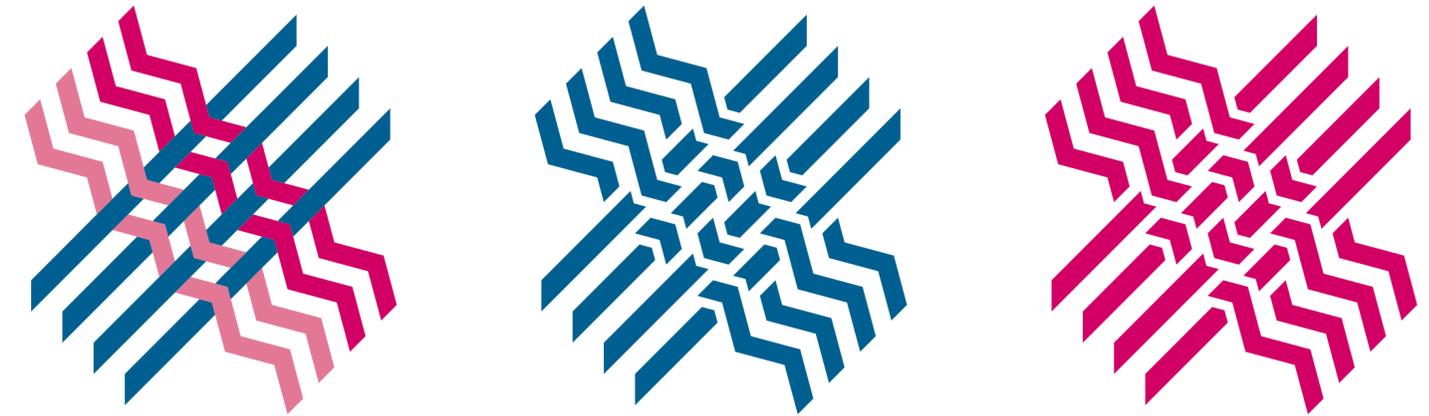
1. LOGO

SYMBOL

The NDPHS Symbol consists of interwoven threads. It is built on a square grid and tilted 45°.

The monochrome version differs in construction from the full color version.

The monochrome symbol may be used as a bullet or text decoration.



Visual Identity

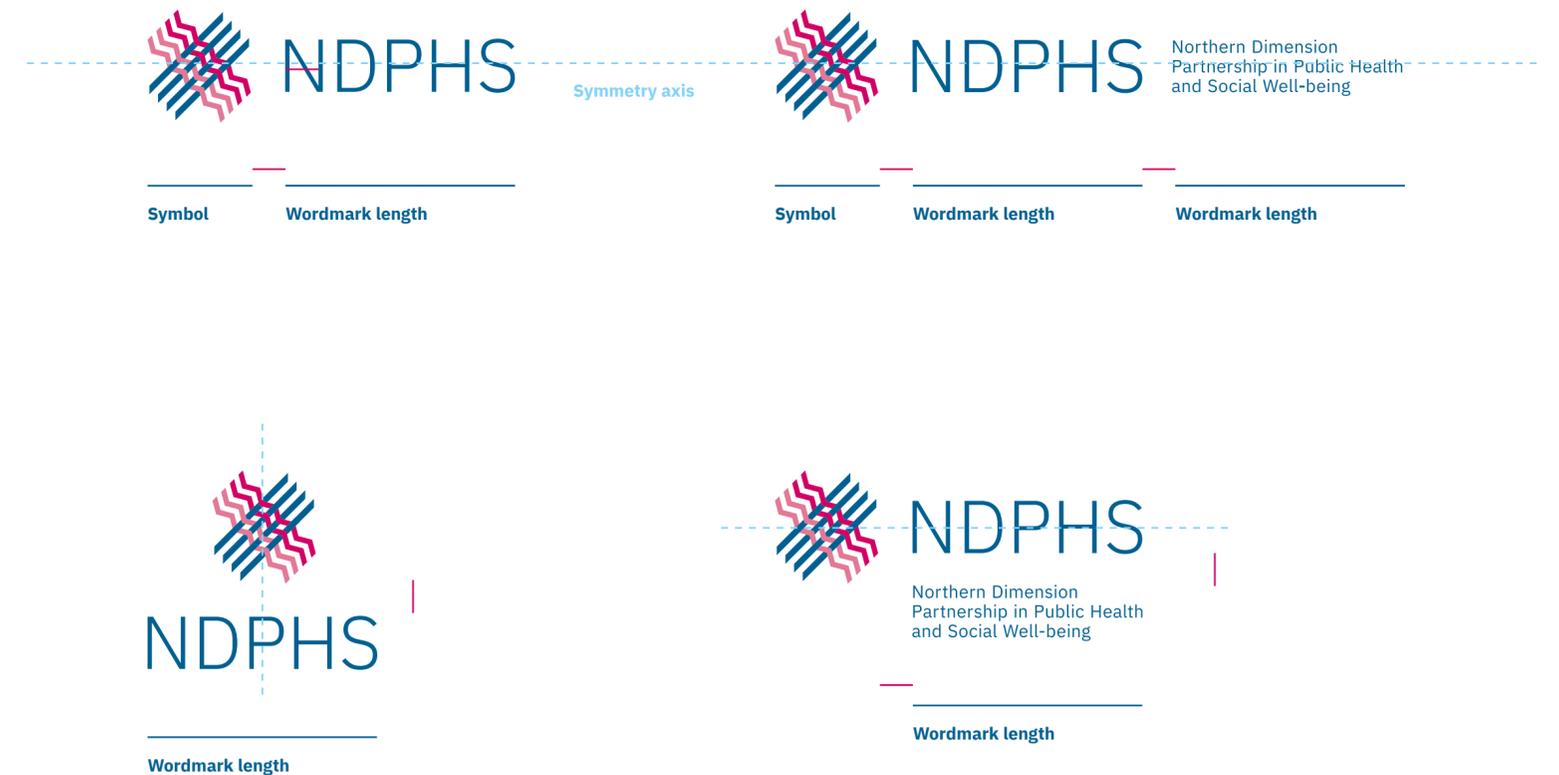
1. LOGO

CONSTRUCTION

The short wordmark and extended wordmark have the same width.

The short wordmark should always be centered with the symbol—horizontally or vertically, according to the logo version.

The extended wordmark is placed to the right of the short wordmark or below it.



Visual Identity

1. LOGO

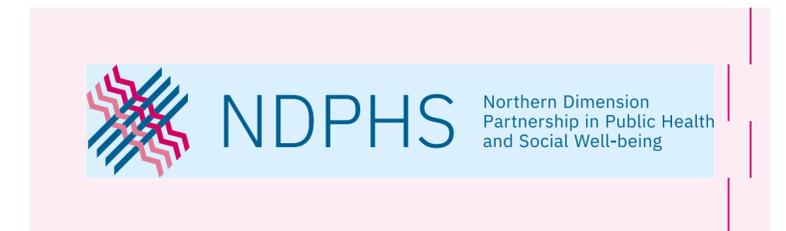
CLEAR SPACE

The clear space around the logo is the minimal space that should be left empty—without any graphics or text invading it.

It is also the minimal margin that should be left between the logo and the page edge.



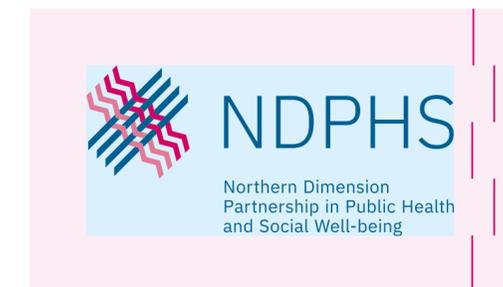
Horizontal basic version:
Clear space margin = $\frac{1}{2}$ height of the logo



Horizontal full version:
Clear space margin = $\frac{1}{2}$ height of the logo



Vertical basic version:
Clear space margin = $\frac{1}{4}$ width of the logo



Vertical full version:
Clear space margin = $\frac{1}{2}$ height of the logo

Visual Identity

1. LOGO

MINIMAL SIZE

The logo should not be reproduced in sizes smaller than the minimal size, because it will not be legible.

Print



Screen



Visual Identity

1. LOGO

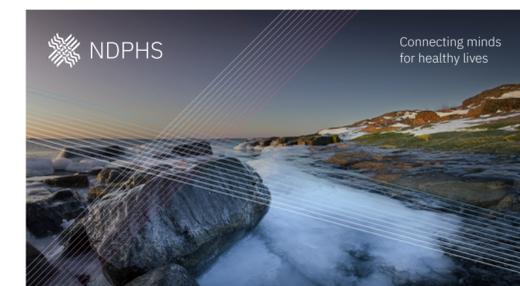
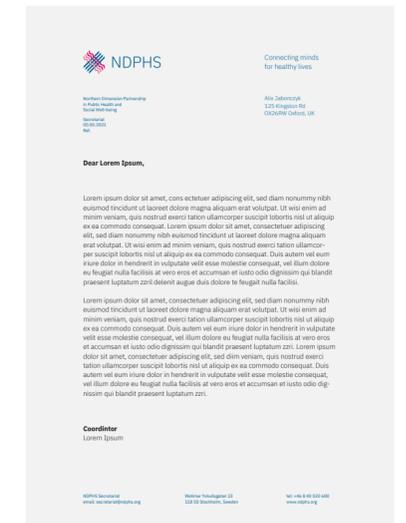
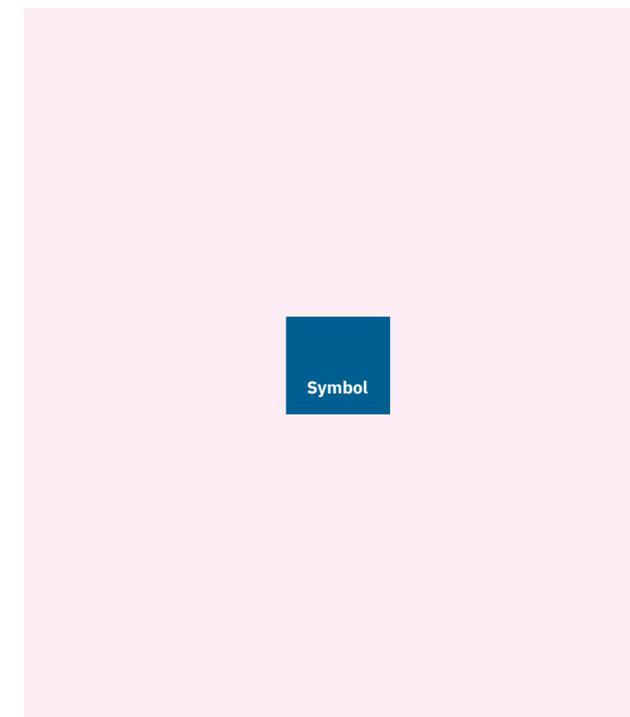
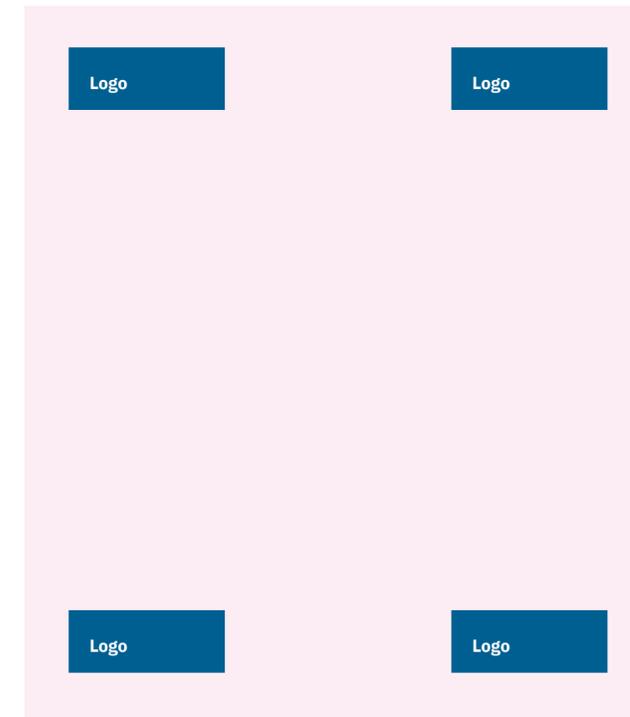
PLACEMENT

On artwork the logo should be placed in one of the 4 corners of the page.

On gadgets it may be placed according to the shape and use of the object.

The symbol may be used as a decorative element. It should be horizontally centered on the page.

Logo placements



Visual Identity

2. COLORS

NDPHS Primary colors

- Blue
- Red
- White

NDPHS Secondary colors

- Light Blue
- Black

Specific tints of the palette colors may be used. Non-standard colors may be used turning the background into a campaign accompanied by other campaign elements.¹

¹ The exceptions can be applied per prior approval of the NDPHS Secretariat

Primary colors & their tints

| | |
|---|--|
| RGB 210 / 0 / 100 CMYK 10 / 100 / 30 / 0 PANTONE Rubine Red (U/C) | RGB 0 / 95 / 145 CMYK 90 / 40 / 0 / 20 PANTONE 300 (U/C) |
| Red | Blue |
| | |
| 30% | 30% |
| | |
| 15% | 15% |
| | |
| 7% | 7% |

Secondary colors

| | |
|--|---|
| RGB 130 / 210 / 250 CMYK 50 / 0 / 0 / 0 PANTONE 0821 (U/C) | RGB 0 / 0 / 0 CMYK 0 / 0 / 0 / 100 (text) 30 / 30 / 30 / 100 PANTONE Black (U/C) |
| Light Blue | Black |
| | |
| 50% | |
| | |
| 30% | |
| | |
| 15% | |

Only used in logo

| |
|---|
| RGB 227 / 120 / 150 CMYK 6 / 65 / 20 / 0 PANTONE Rubine Red 65% (U/C) |
| Pink |

Visual Identity

3. THREADS

THE CONCEPT

The NDPHS Threads are a basic building block of the brand identity.

They are the main decorative element, and should be used on covers, promotional artwork and gadgets.

Two crossing thread groups should be used. If space is scarce, one group may be used. **There should never be more than two groups on one artwork.**

Visual Identity

3. THREADS

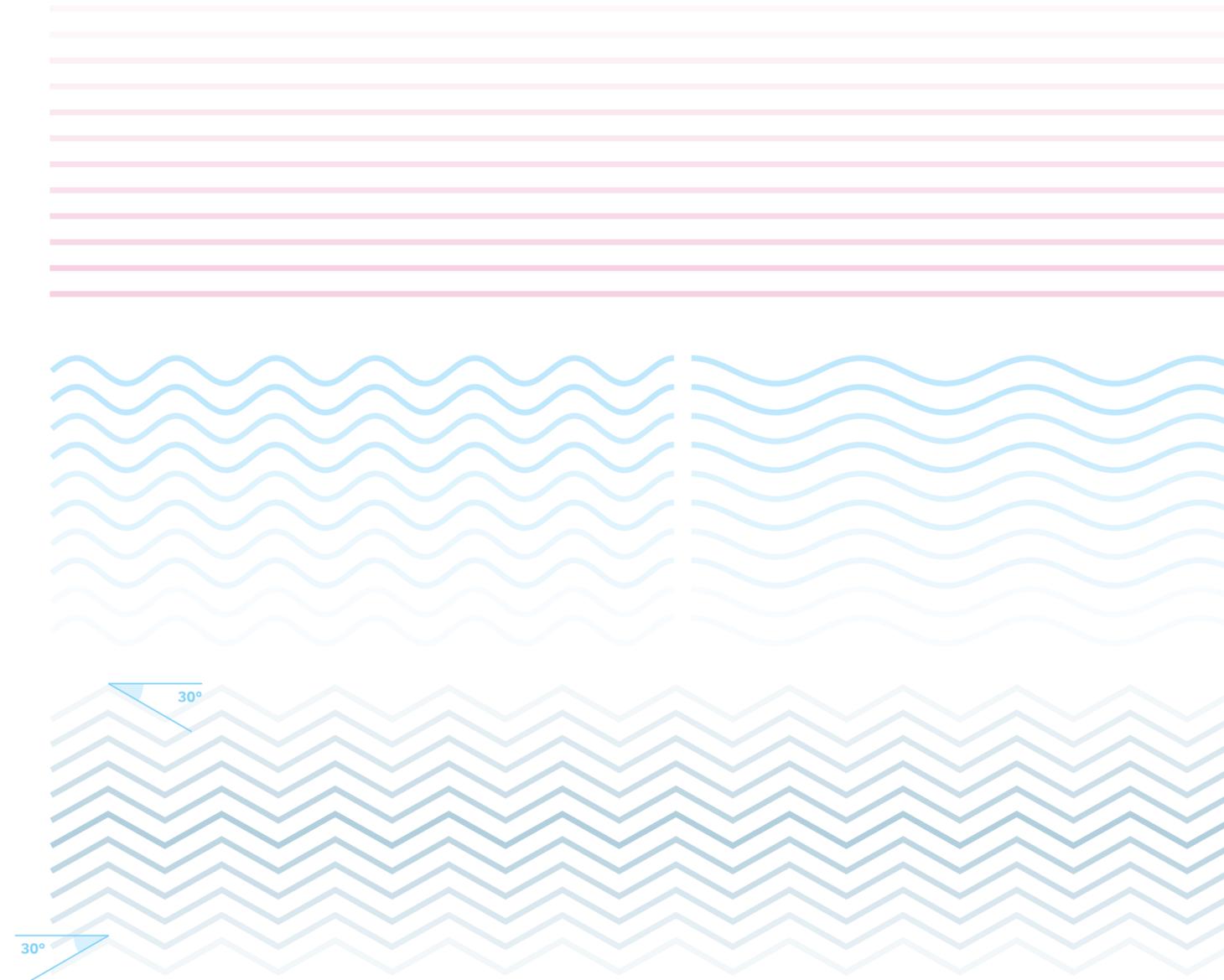
THREAD TYPES

There are three types of threads. More types may be constructed in the future.

Basic threads—a group of 12 straight lines.

Wavy threads—a group of 10 wavy lines. The amplitude may vary.

Angular threads—a group of 11 angular lines. The angles of the lines must reflect the angles used in the logo (30° and -30°).



Visual Identity

3. THREADS

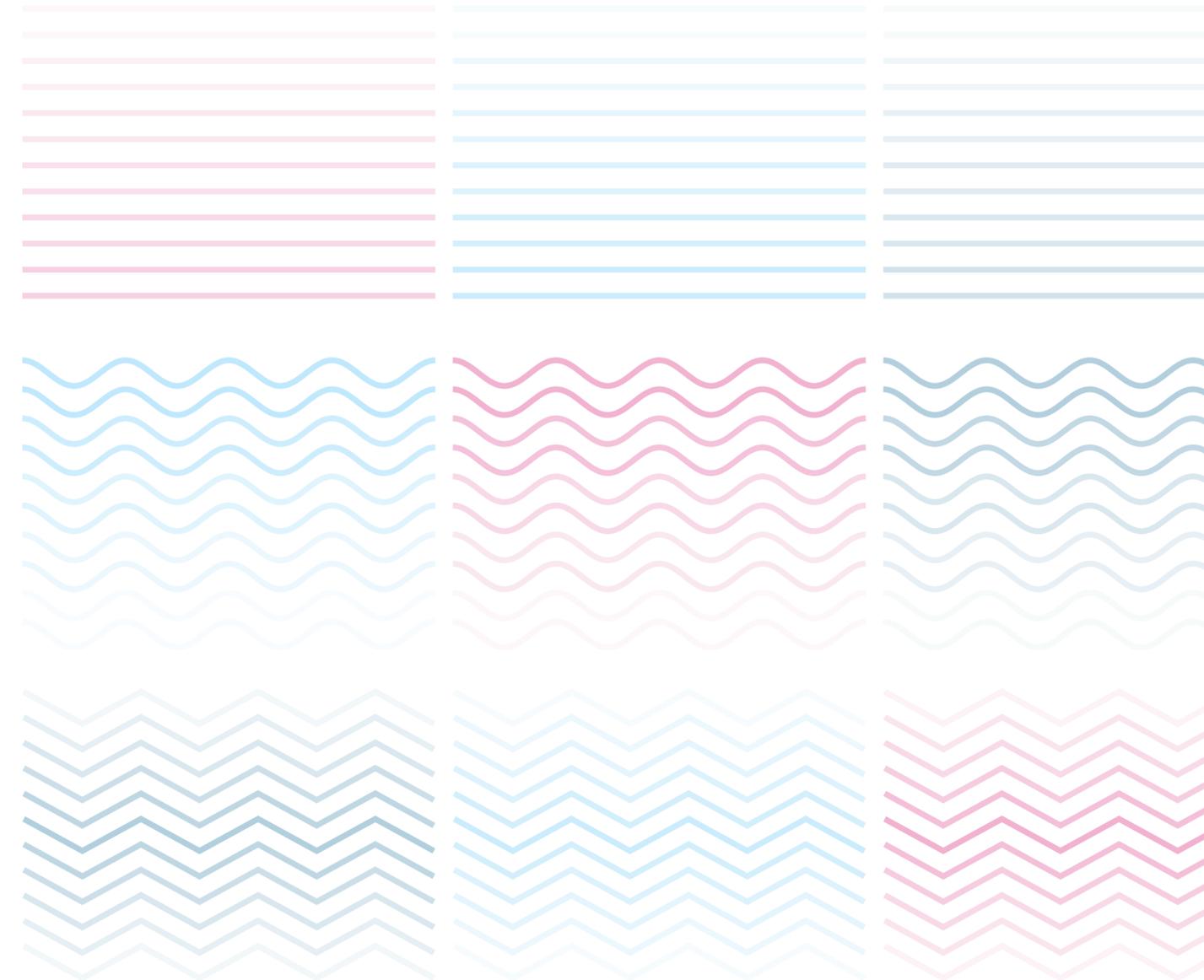
COLORS

Thread bundles should use tints of NDHPS Blue, Light Blue or Red. It is preferable that tints of one chosen color be used in one bundle.

The bundles should be used with 30%, 50% or 70% opacity.

Threads' colors can be changed as a unique marketing tool for a limited period of time turning the threads into a campaign.¹

¹ The exceptions can be applied per prior approval of the NDPHS Secretariat.



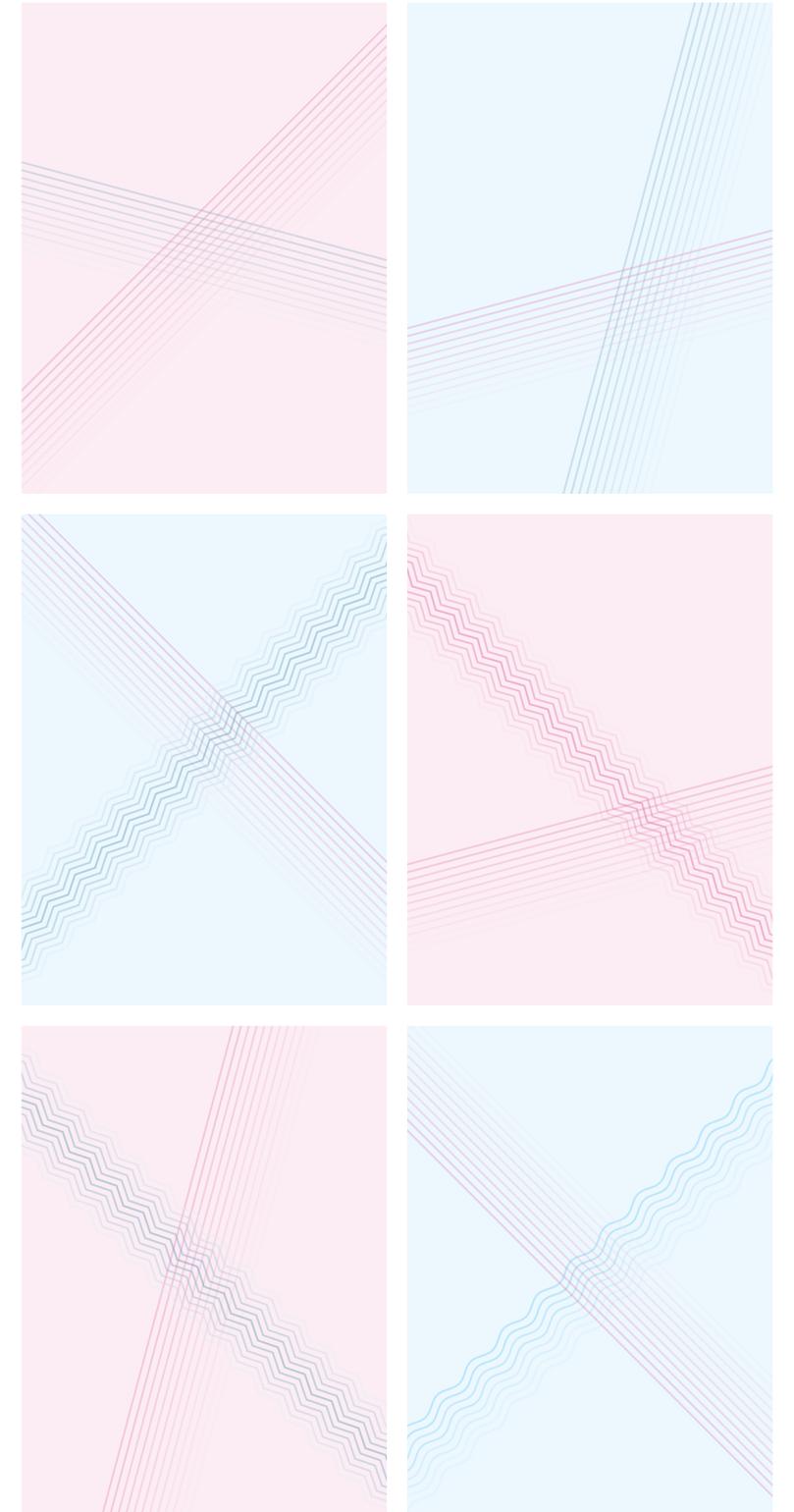
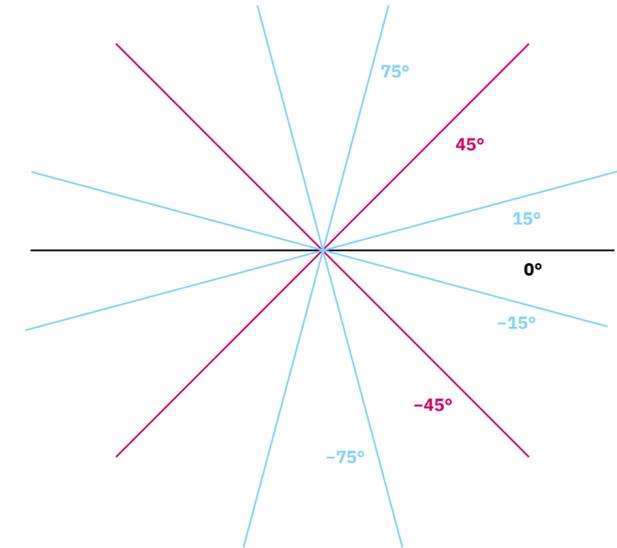
Visual Identity

3. THREADS

ANGLES

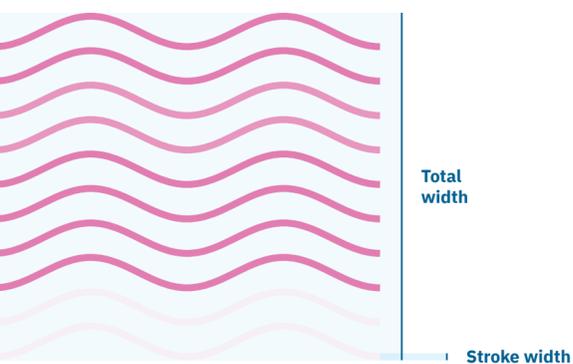
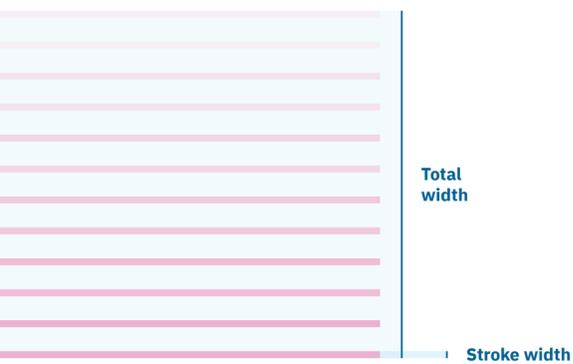
Basic threads—may be placed on artwork at 15° , -15° , 45° , -45° and 75° , -75° angles (red and light blue lines on illustration).

Wavy and angular threads—may only be used at 45° and -45° angles (red lines on illustration).



Visual Identity

3. THREADS



SIZE

Threads should always have a fixed stroke width and total width of the bundle.

These widths depend on the size of the page.

Print

SMALL FORMATS

(SHORTEST EDGE SMALLER THAN 150 MM)

- stroke width **1 pt**
- total width **20 mm**

REGULAR FORMATS

(SHORTEST EDGE SMALLER THAN 700 MM)

- stroke width **2 pt**
- total width **40 mm**

LARGE FORMATS

(SHORTEST EDGE LARGER THAN 700 MM)

- stroke width **12,5 pt**
- total width **250 mm**

Digital

SMALL FORMATS

(SHORTEST EDGE SMALLER THAN 400 PX)

- stroke width **2 px**
- total width **100 px**

REGULAR FORMATS

(SHORTEST EDGE LARGER THAN 400 PX)

- stroke width **4 px**
- total width **200 px**

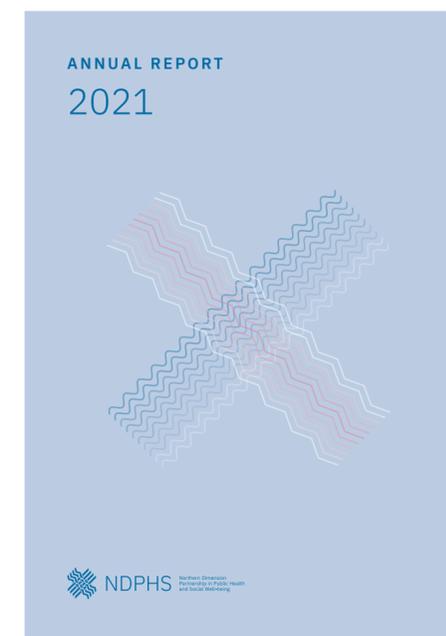
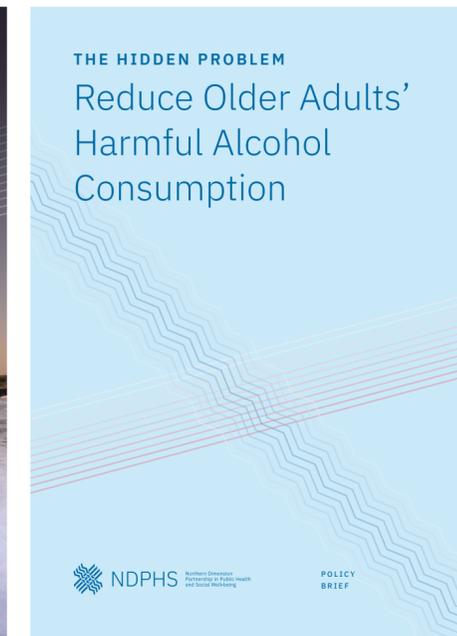
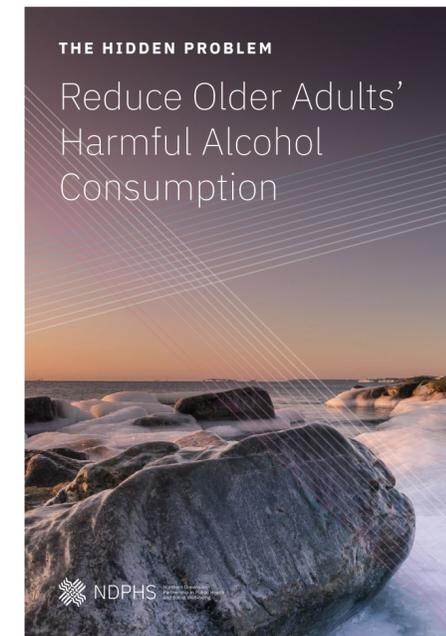
Visual Identity

3. THREADS

PLACEMENT

Threads may be used in two ways:

1. Spanning the whole layout from edge to edge
2. In the form of a cross, in the center. This is called **“X threads”**



Visual Identity

4. CLAIM

TYPOGRAPHY

The main brand claim is:
**“Connecting minds
for healthy lives”**

It should be typeset in two lines if possible, with a break after “minds”. It should always be **left-justified**.

The claim should always be typeset in **IBM Plex**, in one of the specified font sizes and weights.

Print

SMALL CLAIM

- font weight **Regular**
- font size / leading **7 / 9 pt**

CLAIM

- font weight **Light**
- font size / leading **11 / 15 pt**

BIG CLAIM

- font weight **Light**
- font size / leading **16 / 24 pt**

Digital

SMALL CLAIM

- font weight **Light**
- font size / leading **21 / 24 px**

CLAIM

- font weight **Light**
- font size / leading **30 / 36 px**

BIG CLAIM

- font weight **Light**
- font size / leading **48 / 60 px**

Visual Identity

4. CLAIM

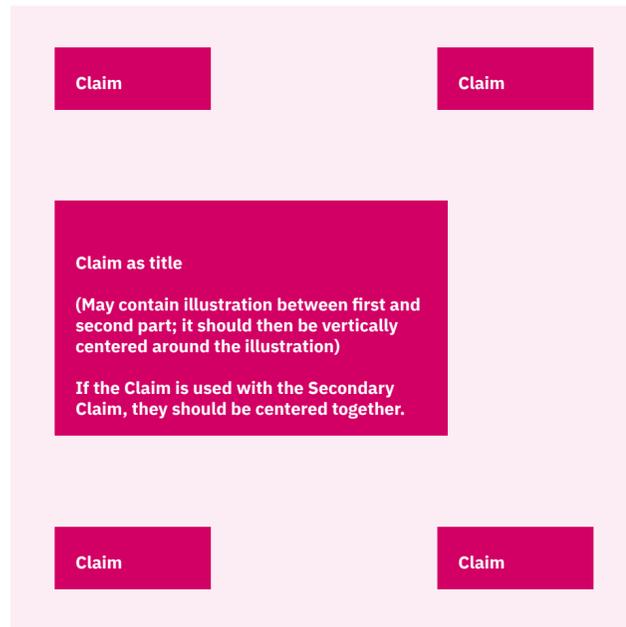
PLACEMENT

The claim may be placed in 5 ways in a layout:

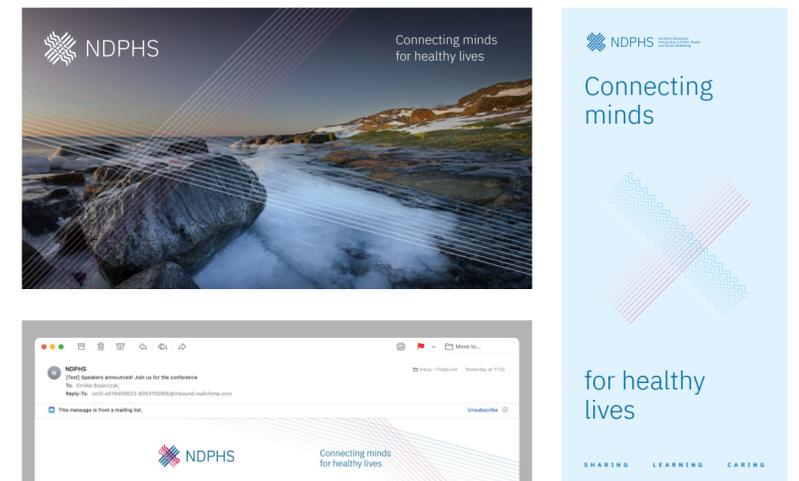
- one of the 4 corners
- in the center or around an illustration as the main title on the page

If possible, the claim should be placed in the corner vertically or horizontally symmetric to the logo.

Claim placements



Logo + Claim pairing



Visual Identity

5. SECONDARY CLAIM

VERSIONS

The full version of the secondary brand claim is:

**“Sharing knowledge.
Learning from each other.
Caring for people.”**

The short version of the secondary brand claim is:

“Sharing Learning Caring”

TYPOGRAPHY

The secondary claim should always be typeset in IBM Plex, in **capital letters** and with a minimum of **100/1000 em tracking (letter spacing)**.

Visual Identity

5. SECONDARY CLAIM

TYPOGRAPHY

The secondary claim should always be typeset in IBM Plex, in **capital letters** and with a minimum of **200/1000 em tracking (letter spacing)**.

The full version should be left-justified.

The short version, if possible, should be in one line, fully justified from margin to margin.

Print

SMALL SECONDARY CLAIM

- font weight **SemiBold**
- font size / leading **7 / 9 pt**

SECONDARY CLAIM

- font weight **Medium**
- font size / leading **10 / 15 pt**

BIG SECONDARY CLAIM

- font weight **Medium**
- font size / leading **100 / 120 pt**

Digital

SMALL SECONDARY CLAIM

- font weight **SemiBold**
- font size / leading **18 / 24 px**

SECONDARY CLAIM

- font weight **Medium**
- font size / leading **28 / 36 px**

Visual Identity

6. LAYOUT

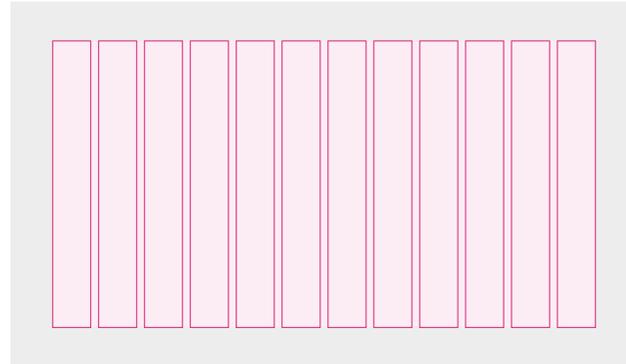
GRID

All layouts should be based on a grid. Typography should be based on the baseline grid.

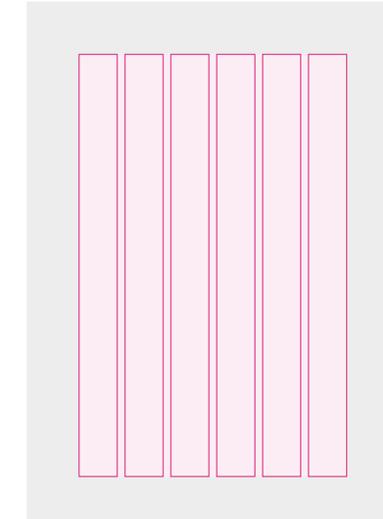
For horizontal layouts, the grid has 12 columns. For vertical formats, it has 6 columns.

The margins should be adjusted to the needs of the artwork and to the baseline grid.

Horizontal



Vertical



Print

Small Format

MARGINS*
 — top & bottom
30 pt
 — left & right
10 mm

GUTTER
 — **2 mm**

Regular Format

MARGINS*
 — top & bottom
60 pt
 — left & right
20 mm

GUTTER
 — **4 mm**

Large Format

MARGINS*
 — top & bottom
60 mm
 — left & right
60 mm

GUTTER
 — **12 mm**

Digital

Small Format

MARGINS*
 — top & bottom
42 px
 — left & right
42 px

GUTTER
 — **6 px**

Regular Format

MARGINS*
 — top & bottom
84 px
 — left & right
84 px

GUTTER
 — **12 px**

* Recommended margins; bottom margin should be adjusted to the closest baseline grid.

Visual Identity

6. LAYOUT

BASELINE GRID

The baseline grid starts at the top of the page and runs at 6 pt (px) increments.

All typography should be adjusted to the baseline grid.

Text styles with 15 pt leading, as an exception, must have every second line adjusted to the grid.

Primary long-term objective
To reduce health and well-being hazards linked to indoor environments in Finland

ASSESSMENT OF INDOOR AIR PROBLEMS **EDUCATION AND TRAINING** **PROVIDING INFORMATION**

To develop the management of problems linked to indoor environments.

To strengthen the competence in matters related to indoor environments.

To increase awareness of the effects of indoor environments on health and

Visual Identity

7. TYPOGRAPHY

PRINT STYLES

Specific styles should be used when typesetting printed materials.

Regular Formats

Body

IMB Plex Light; Size / Leading: 11 / 15 pt;
Space after paragraph: 12 pt

Body Bulleted List

IMB Plex Light; Size / Leading: 11 / 15 pt; Bullet: Em Dash;
Indent 6 mm

Body Numbered List

IMB Plex Light; Size / Leading: 11 / 15 pt; Indent 6 mm

Body Small

IMB Plex Light; Size / Leading: 9 / 12 pt;
Space after paragraph: 12 pt

Body Small Bulleted List

IMB Plex Light; Size / Leading: 9 / 12 pt; Bullet: Em Dash;
Indent 4 mm

Body Small Numbered List

IMB Plex Light; Size / Leading: 9 / 12 pt; Indent 4 mm

Publication Title

IMB Plex Light; Size / Leading: 32 / 36 pt;
Space after paragraph: 36 pt

Publication Title Big

IMB Plex Light; Size / Leading: 48 / 60 pt;
Space after paragraph: 36 pt

Title

IMB Plex SemiBold; Size / Leading: 24 / 30 pt;
Space after paragraph: 24 pt

Title Big

IMB Plex Light; Size / Leading: 40 / 48 pt;
Space after paragraph: 24 pt

Subtitle

IMB Plex Bold; Size / Leading: 10 / 15 pt;
Space after paragraph: 12 pt; All Caps; Tracking: 100/1000 em

Subtitle 2

IMB Plex Medium; Size / Leading: 11 / 15 pt;
Space after paragraph: 12 pt

Subtitle Small

IMB Plex Bold; Size / Leading: 8 / 12 pt;
Space after paragraph: 12 pt; All Caps; Tracking: 100/1000 em

Subtitle Small 2

IMB Plex Medium; Size / Leading: 9 / 12 pt;
Space after paragraph: 12 pt

Publication Header

IMB Plex SemiBold; Size / Leading: 14 / 18 pt; All Caps;
Tracking: 150/1000 em

Publication Header Big

IMB Plex SemiBold; Size / Leading: 21 / 24 pt; All Caps;
Tracking: 150/1000 em

Header

IMB Plex Medium; Size / Leading: 10 / 15 pt; All Caps;
Tracking: 200/1000 em

Header Small

IMB Plex SemiBold; Size / Leading: 7 / 9 pt; All Caps;
Tracking: 200/1000 em

Highlight

IMB Plex Light; Size / Leading: 24 / 36 pt;
Space after paragraph: 24 pt; Underline: weight 2pt, offset 9 pt

Highlight Small

IMB Plex Light; Size / Leading: 16 / 24 pt;
Space after paragraph: 24 pt; Underline: weight 2pt, offset 5 pt

Highlight Very Small

IMB Plex Light; Size / Leading: 14 / 18 pt;
Space after paragraph: 12 pt; Underline: weight 2pt, offset 5 pt

Claim

IMB Plex Light; Size / Leading: 11 / 15 pt

Claim Small

IMB Plex Regular; Size / Leading: 7 / 9 pt

Claim Big

IMB Plex Light; Size / Leading: 16 / 24 pt

Claim as Title

IMB Plex Light; Size / Leading: 32 / 36 pt

Lead

IMB Plex Light; Size / Leading: 16 / 24 pt;
Space after paragraph: 12 pt

Copy

IMB Plex Light; Size / Leading: 72 / 96 pt

Copy Small

IMB Plex Light; Size / Leading: 48 / 60 pt

Copy Big

IMB Plex ExtraLight; Size / Leading: 96 / 120 pt

Caption

IMB Plex Regular; Size / Leading: 7 / 9 pt

Footer

IMB Plex Regular; Size / Leading: 7 / 9 pt; Align: right

Page Number

IMB Plex Bold; Size / Leading: 10 / 12 pt;
Tracking: 50/1000 em

Recommendation

IMB Plex Light; Size / Leading: 11 / 15 pt;
Space after paragraph: 12 pt

Recommendation Number

IMB Plex Light; Size / Leading: 24 / 15 pt

Recommendation label

IMB Plex SemiBold; Size / Leading: 7 / 9 pt; All Caps;
Tracking: 150/1000 em

Chart Label

IMB Plex Bold; Size / Leading: 5 / 6 pt

Chart Axis

IMB Plex Regular; Size / Leading: 6 / 6 pt

Chart Data Point

IMB Plex Regular; Size / Leading: 7 / 9 pt

Large Formats

Body large Formats

IMB Plex ExtraLight; Size / Leading: 100 / 120 pt

Header large Formats

IMB Plex Mediu; Size / Leading: 100 / 120 pt; All Caps;
Tracking: 200/1000 em

Claim Large Formats

IMB Plex ExtraLight; Size / Leading: 280 / 336 pt

Subtle Large Formats

IMB Plex SemiBold; Size / Leading: 100 / 120 pt

Visual Identity

7. TYPOGRAPHY

DIGITAL STYLES

Specific styles should be used when typesetting digital materials.

Regular Formats

Body

IMB Plex Light; Size / Leading: 30 / 36 px;
Space after paragraph: 36 px

Body Bulleted List

IMB Plex Light; Size / Leading: 30 / 36 px; Bullet: Em Dash;
Indent 36 px

Body Numbered List

IMB Plex Light; Size / Leading: 30 / 36 px; Indent 36 px

Body Small

IMB Plex Light; Size / Leading: 21 / 24 px;
Space after paragraph: 12 px

Body Small Bulleted List

IMB Plex Light; Size / Leading: 21 / 24 px;
Space after paragraph: 12 px; Bullet: Em Dash; Indent 24 px

Body Small Numbered List

IMB Plex Light; Size / Leading: 9 / 12 px;
Space after paragraph: 12 px; Indent 24 px

Body Very Small

IMB Plex Light; Size / Leading: 15 / 18 px;
Space after paragraph: 12 px

Title

IMB Plex SemiBold; Size / Leading: 48 / 60 px;
Space after paragraph: 60 px

Title Big

IMB Plex Light; Size / Leading: 90 / 120 px;
Space after paragraph: 60 px

Subtle

IMB Plex Bold; Size / Leading: 28 / 36 px;
Space after paragraph: 36 px; All Caps; Tracking: 100/1000 em

Subtle 2

IMB Plex Medium; Size / Leading: 30 / 36 px;
Space after paragraph: 36 px

Subtle Small

IMB Plex Bold; Size / Leading: 18 / 24 px;
Space after paragraph: 24 px; All Caps; Tracking: 100/1000 em

Subtle Small 2

IMB Plex Medium; Size / Leading: 21 / 24 px;
Space after paragraph: 12 px

Subtle Very Small

IMB Plex Bold; Size / Leading: 14 / 18 px;
Space after paragraph: 18 px; All Caps; Tracking: 100/1000 em

Subtle Very Small 2

IMB Plex Medium; Size / Leading: 15 / 18 px;
Space after paragraph: 12 px

Header

IMB Plex Medium; Size / Leading: 28 / 36 px; All Caps;
Tracking: 200/1000 em

Header Small

IMB Plex SemiBold; Size / Leading: 18 / 24 px; All Caps;
Tracking: 200/1000 em

Highlight

IMB Plex Light; Size / Leading: 30 / 48 px;
Space after paragraph: 24 px; Underline: weight 2pt,
offset 9 px

Highlight Small

IMB Plex Light; Size / Leading: 24 / 36 px;
Space after paragraph: 24 px; Underline: weight 2pt,
offset 5 px

Claim

IMB Plex Light; Size / Leading: 30 / 36 px

Claim Small

IMB Plex Light; Size / Leading: 21 / 24 px

Claim Big

IMB Plex Light; Size / Leading: 48 / 60 px

Lead

IMB Plex Light; Size / Leading: 48 / 60 px;
Space after paragraph: 36 px

Copy

IMB Plex Light; Size / Leading: 90 / 120 px

Copy Small

IMB Plex Light; Size / Leading: 72 / 96 px

Copy Big

IMB Plex ExtraLight; Size / Leading: 180 / 156 px

Caption

IMB Plex Regular; Size / Leading: 10 / 12 px

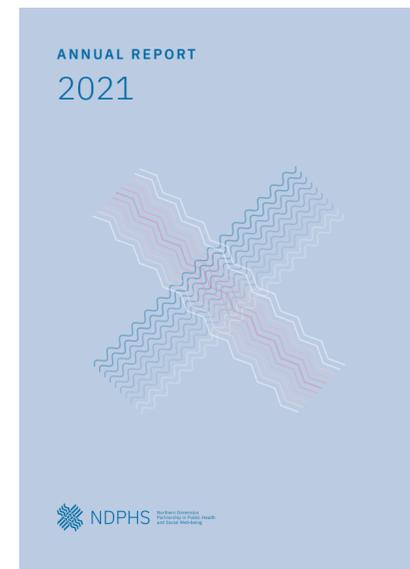
Footer

IMB Plex Regular; Size / Leading: 10 / 12 px; Align: right

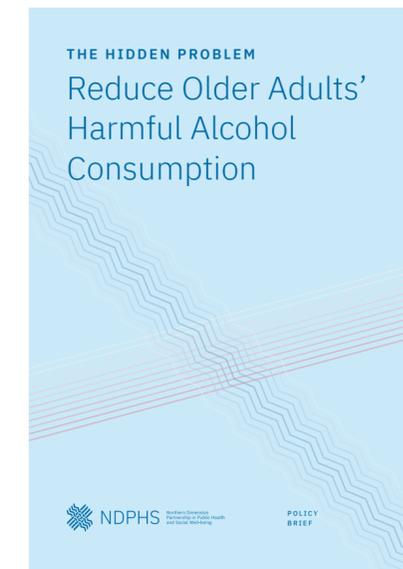
Examples

1. REPORTS & PUBLICATIONS

Annual Reports



Policy Brief



Examples

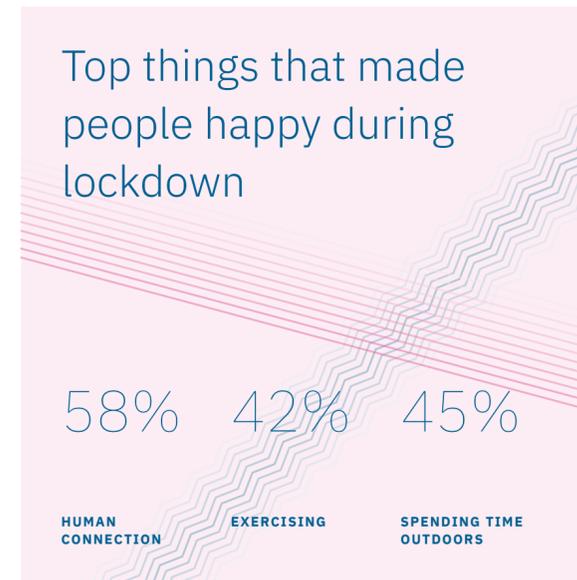
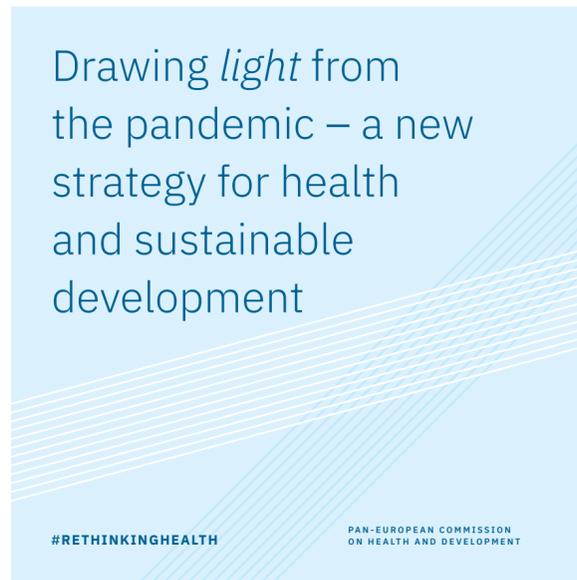
2. LEAFLET SERIES

The image shows three leaflet designs for 'Connecting minds for healthy lives'. Each leaflet features the NDPHS logo at the top left, followed by the text 'Connecting minds' in a large font, and 'for healthy lives' in a smaller font at the bottom. A central graphic consists of two overlapping 'X' shapes formed by multiple parallel lines. At the bottom of each leaflet, the words 'SHARING', 'LEARNING', and 'CARING' are listed in small capital letters. The color schemes are light blue, light pink, and light blue respectively.

This block shows a detailed layout of a leaflet. It contains text in Latin and English. The English text includes: 'Better health and better economic performance require wise policies and determined action!', 'Pernatis es a si volumqu idebition pa corentis maximint quas aut maio. Itatemoditam acea eicimpor aut officipsant que cum acero ius ea quost que dest fuga.', and 'EXAMPLES OF POLICIES AT THE NATIONAL LEVEL'. There is a decorative icon of a stylized flower or star. At the bottom right, there is a small NDPHS logo and contact information: 'NDPHS SECRETARIAT secretariat@endphs.org, www.ndphs.org'. A disclaimer at the very bottom states: 'This document reflects the views of the authors and should not be interpreted otherwise. Factual data and information included herein originate from a report "The Importance of Health and Social Well-being for the Economy and Other Policy Areas" written for the NDPHS by Björn Ekman, PhD, Lund University, Sweden. The complete report can be downloaded from the NDPHS website at www.ndphs.org.'

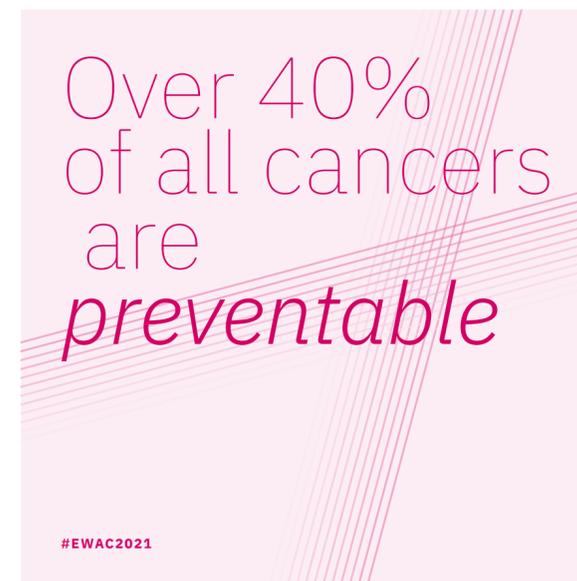
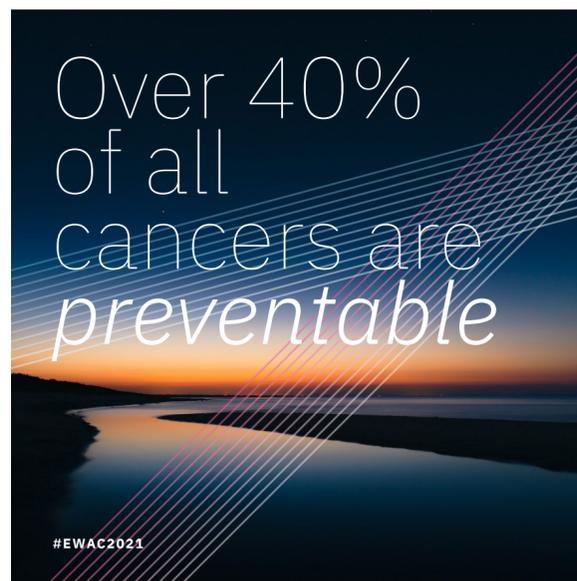
Examples

3. SOCIAL MEDIA POSTS



Primary long-term objective: To reduce health and well-being hazards linked to indoor environments in Finland

| ASSESSMENT OF INDOOR AIR PROBLEMS | EDUCATION AND TRAINING | PROVIDING INFORMATION | TREATMENT AND SUPPORT |
|--|---|--|---|
| To develop the management of problems linked to indoor environments. | To strengthen the competence in matters related to indoor environments. | To increase awareness of the effects of indoor environments on health and wellbeing. | To improve the treatment and working and functional capacity of people with symptoms and illnesses. |

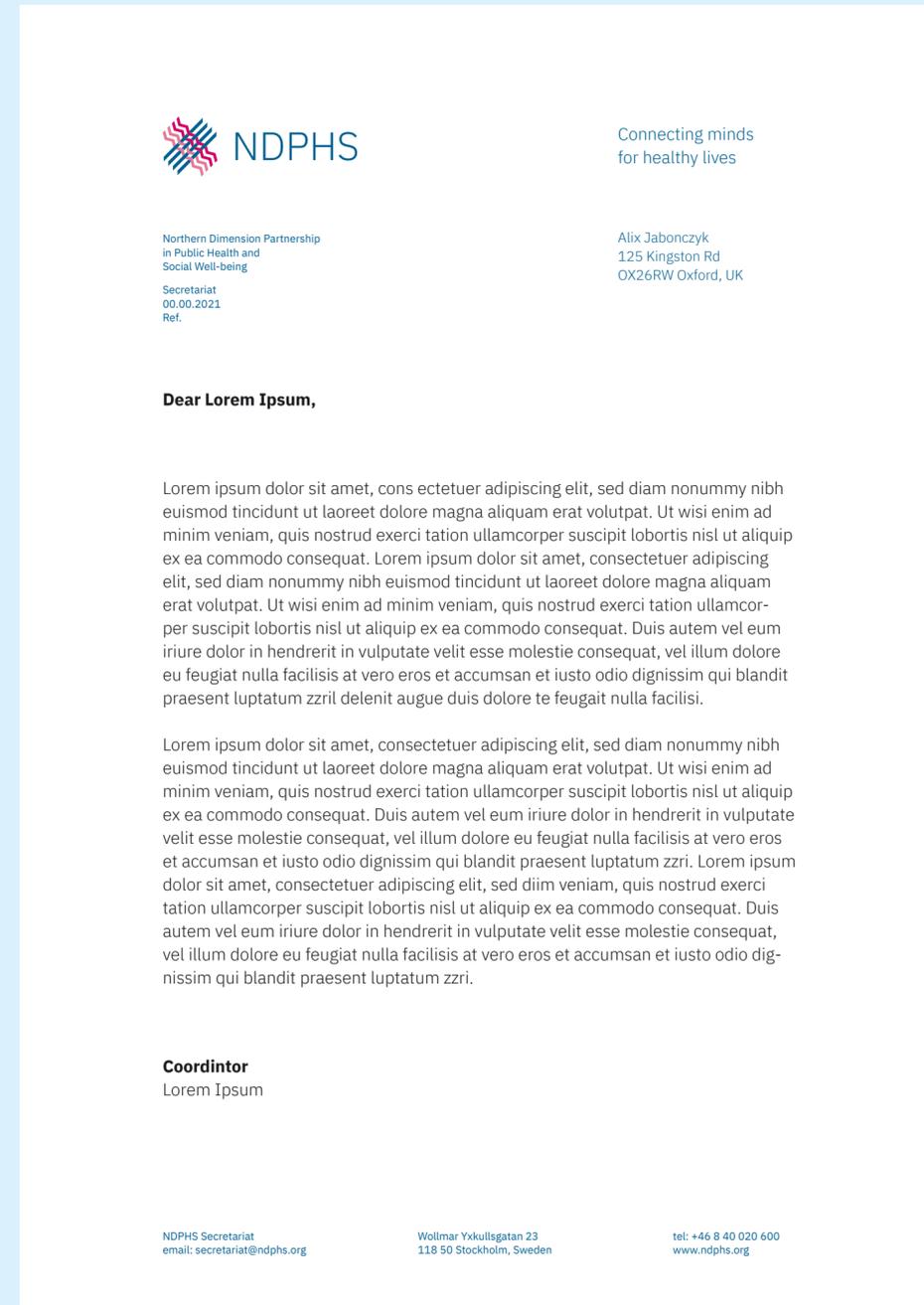


The enjoyment of the highest attainable standard of health is one of the *fundamental rights* of every human being without distinction of race, religion, political belief, economic or social condition.

THE WHO CONSTITUTION (1946)

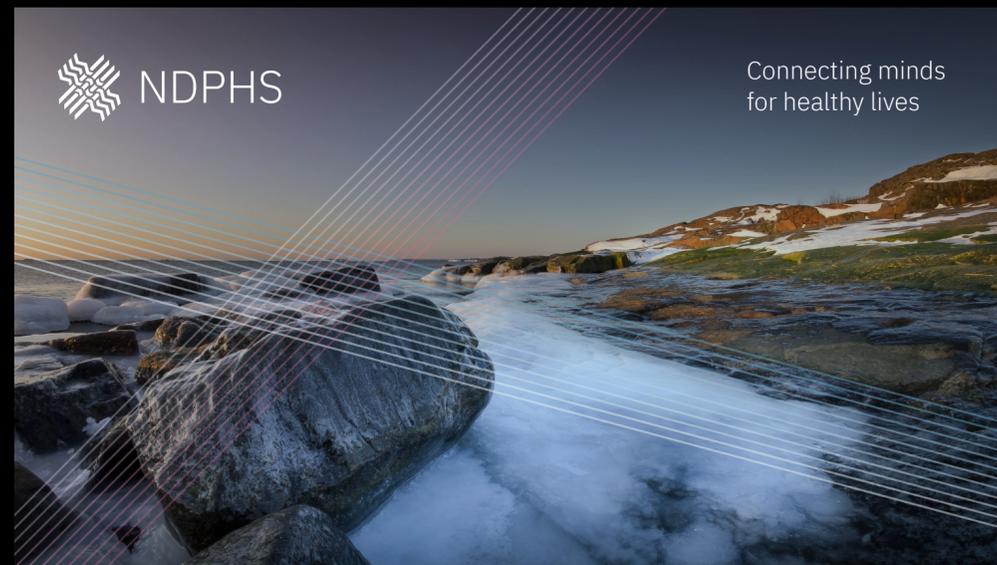
Examples

4. BUSINESS CARD & LETTERHEAD



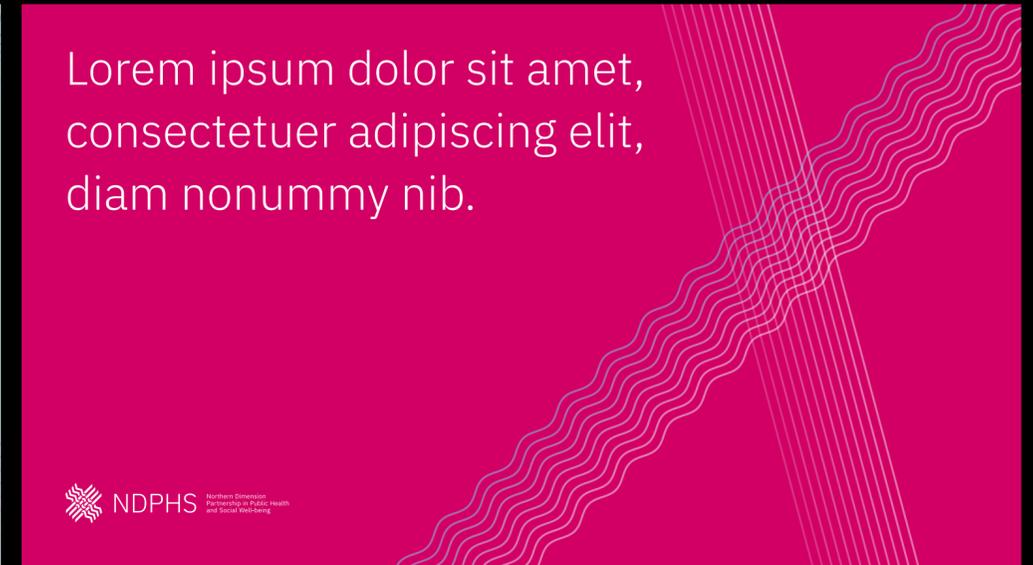
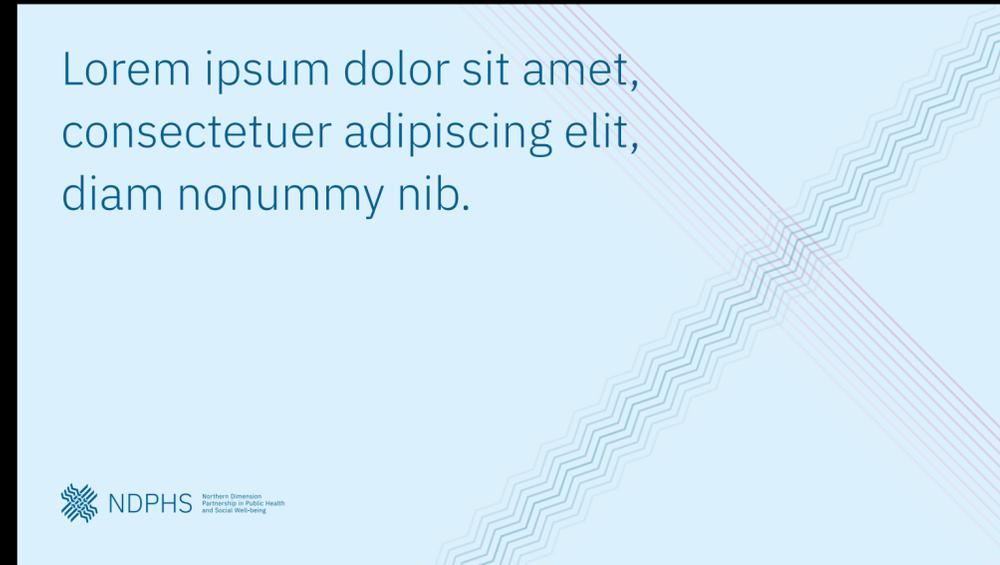
Examples

5. VIDEOCONFERENCE BACKGROUNDS



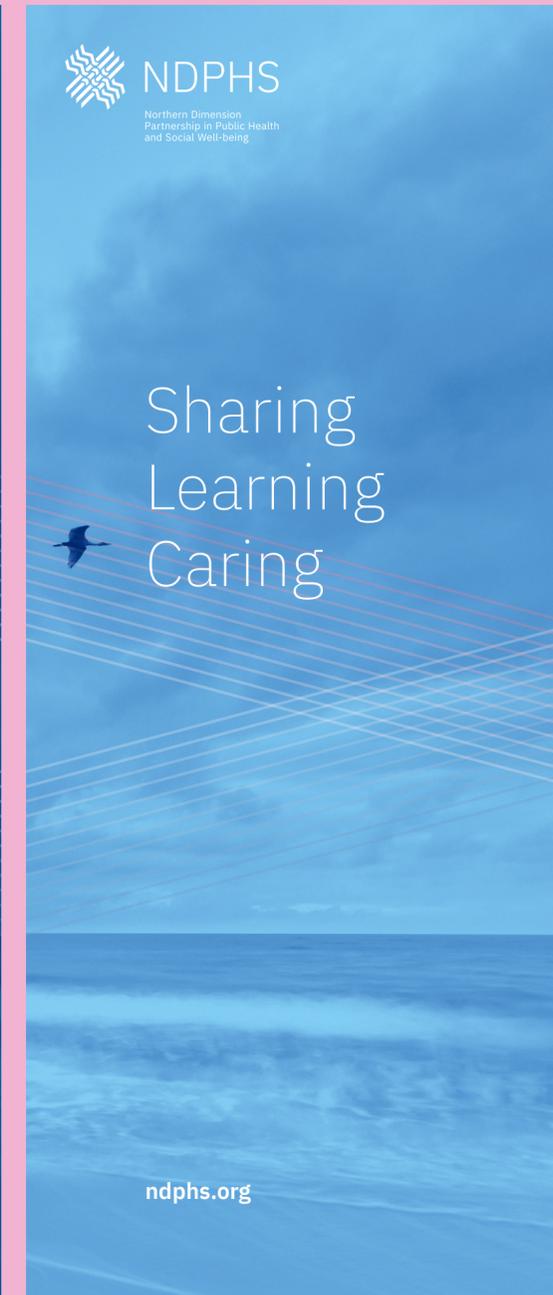
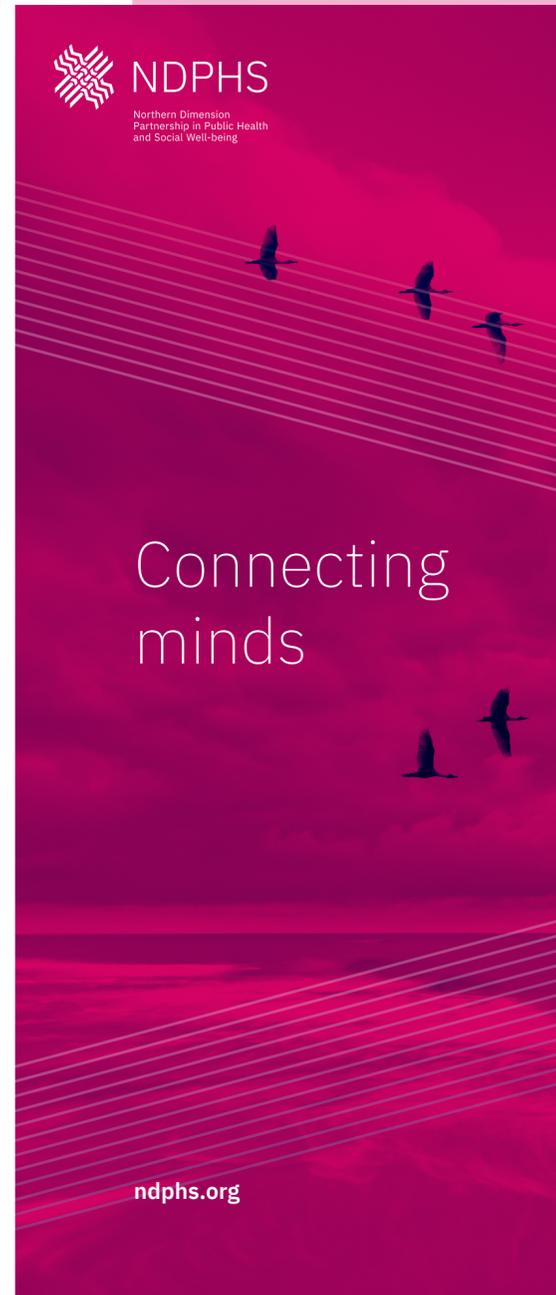
Examples

6. VIDEO COVERS



Examples

7. ROLLUP SERIES



Examples

7. MAP OF PARTNER COUNTRIES



NORWAY

FINLAND

SWEDEN

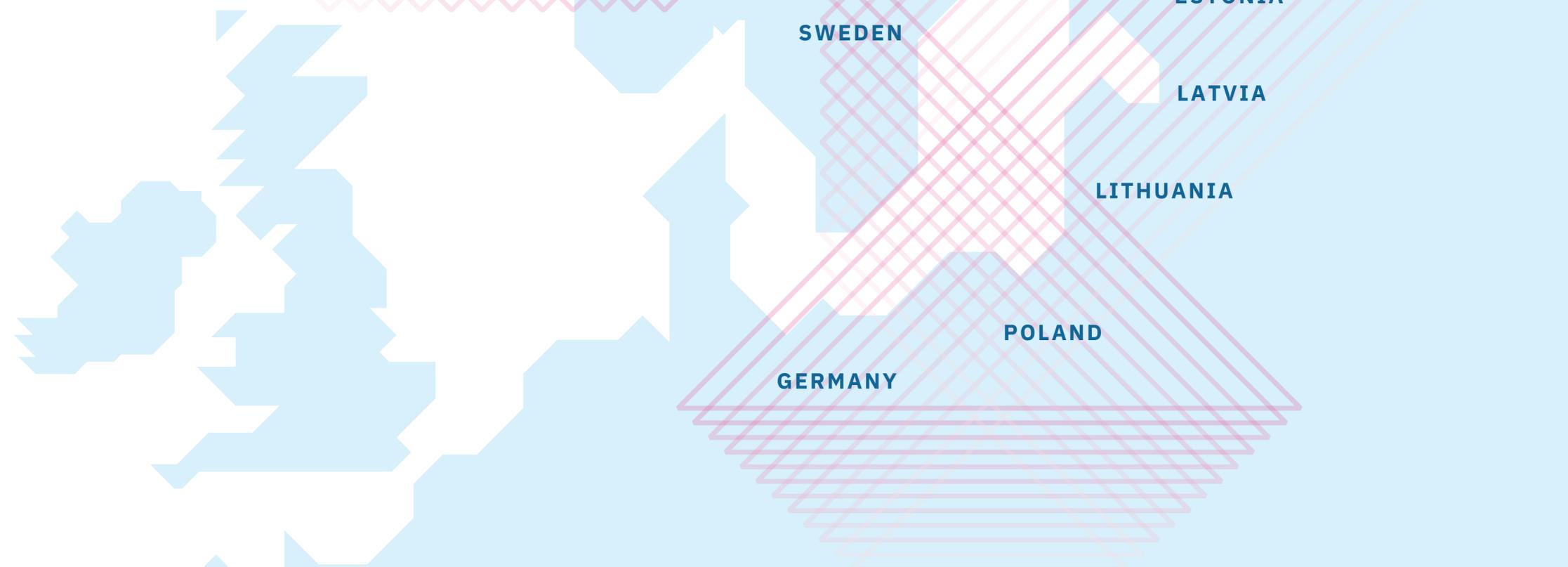
ESTONIA

LATVIA

LITHUANIA

POLAND

GERMANY



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