

Bilag 6 – Novozymes brand guideline (uddrag): Logo

Logo

Our primary logo consists of our logotype, the ® mark, and our signature clover. In this version, our logo is almost black(coal) and should be used on all light backgrounds. In any situation, use the logo version that will be most visible on your background.

[Download here](#)



Logo (negative)

Our negative logo is available in white, for all use on dark backgrounds. In any situation, use the logo version that will be most visible on your background.

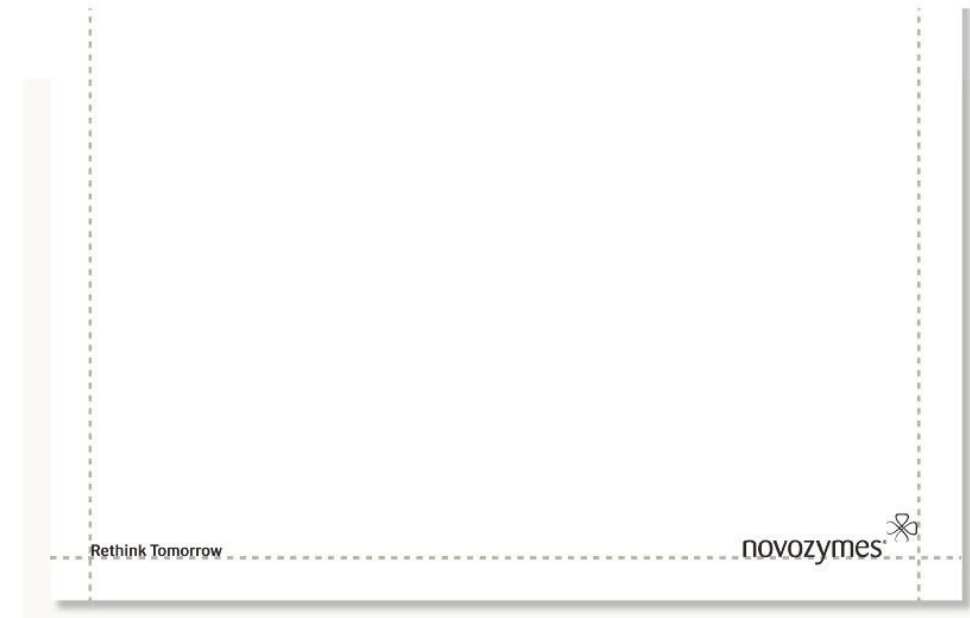
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Placement of logo & tagline

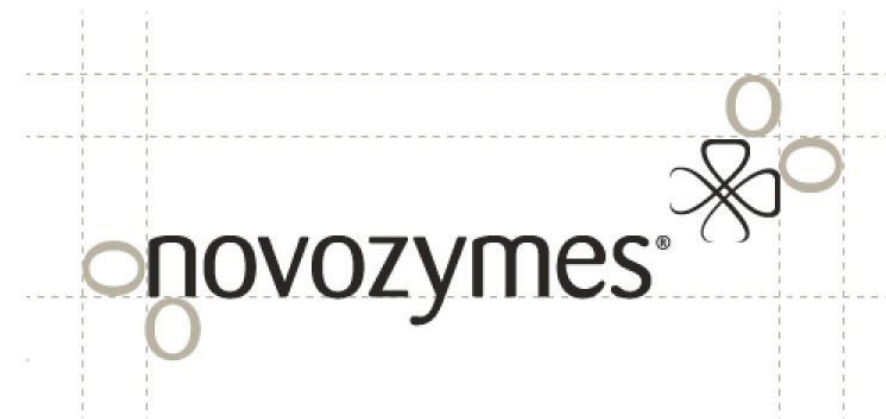
Our tagline, Rethink Tomorrow, should always be used in layouts featuring the primary logo.

In most printed media, the logo should be placed in the lower right corner and the tagline in the lower left corner. However, there are several formats and media that require a different arrangement of logo and tagline, contact the Brand management team for guidance.



Clear spacing: Logo

Our logo should always be surrounded by unoccupied space to ensure visibility and impact. Spacing surrounding the logo should be equal to the height of the lowercase "o" in "Novozymes".



Primary colors



NZ Spring Green

100%
RGB: 179 / 200 / 0
CMYK: 36 / 6 / 100 / 0
HEX: #B3C800

75%
RGB: 198 / 214 / 64
CMYK: 27/ 5 / 75 / 0
HEX: #C6D640

50%
RGB: 217 / 227 / 127
CMYK: 18 / 3 / 50 / 0
HEX: #D9E37F

25%
RGB: 236 / 241 / 191
CMYK: 9 / 2 / 25 / 0
HEX: #ECF1BF



NZ Moss Green

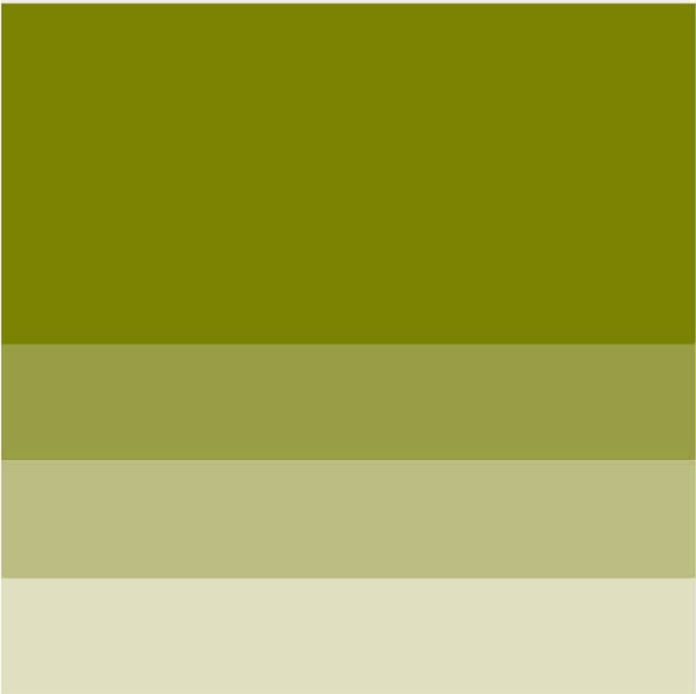
100%
RGB: 153/170/000
CMYK:
HEX: #99AA00

75%
RGB: 179/191/64
CMYK:
HEX: #B3BF40

50%
RGB: 204/212/127
CMYK:
HEX: #CCD47F

25%
RGB: 229/234/191
CMYK:
HEX: #E5EABF

Secondary colors



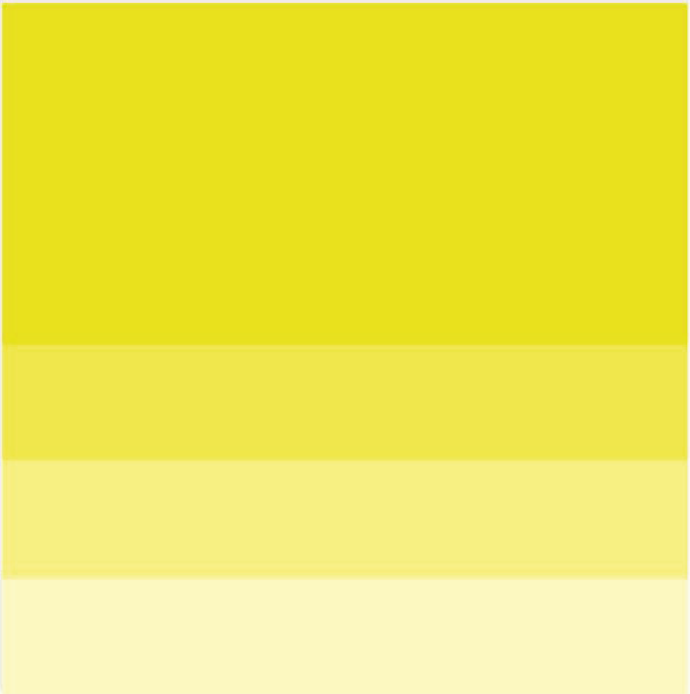
NZ Olive Green

100%
RGB: 118 / 124 / 0
CMYK: 55 / 36 / 100 / 16
HEX: #767C00

75%
RGB: 152 / 157 / 64
CMYK: 41 / 27 / 75 / 12
HEX: #989D40

50%
RGB: 186 / 189 / 127
CMYK: 28 / 18 / 50 / 8
HEX: #BABD7F

25%
RGB: 221 / 222 / 191
CMYK: 14 / 9 / 25 / 4
HEX: #DDDEBF



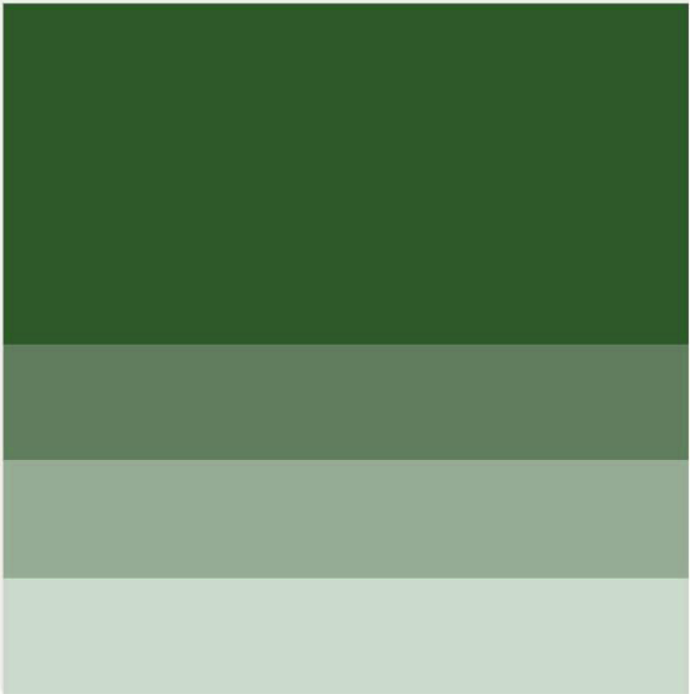
NZ Yellow

100%
RGB: 229 / 223 / 0
CMYK: 14 / 2 / 100 / 0
HEX: #E5DF00

75%
RGB: 236 / 231 / 64
CMYK: 11 / 2 / 75 / 0
HEX: #ECE740

50%
RGB: 242 / 239 / 127
CMYK: 7 / 1 / 50 / 0
HEX: #F2EF7F

25%
RGB: 248 / 247 / 191
CMYK: 4 / 1 / 25 / 0
HEX: #F8F7BF



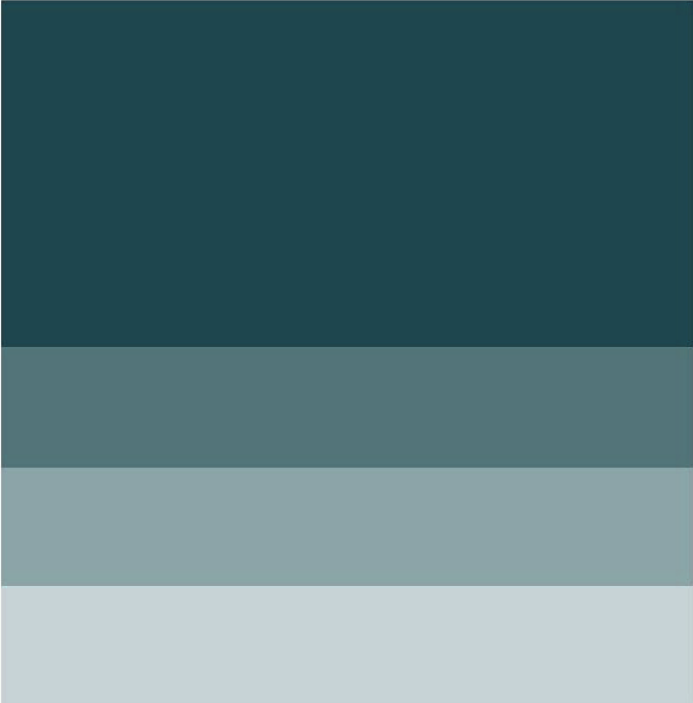
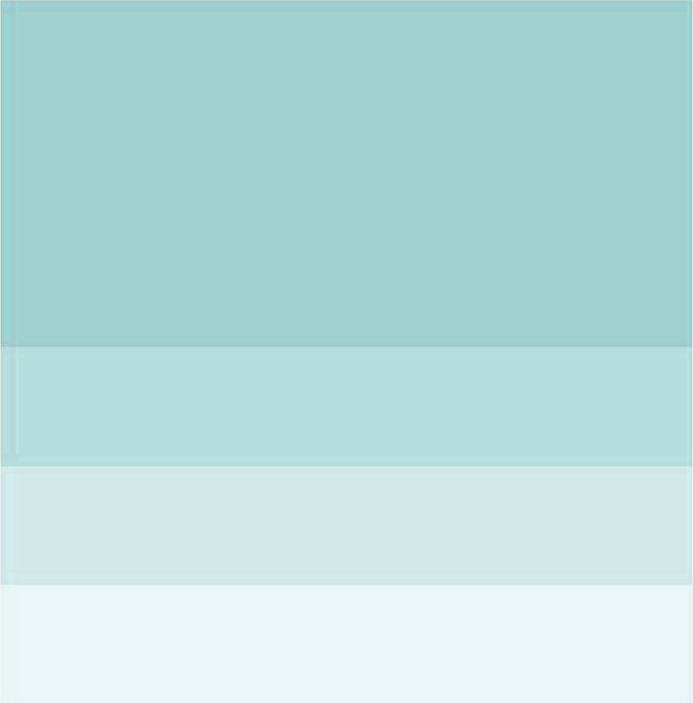
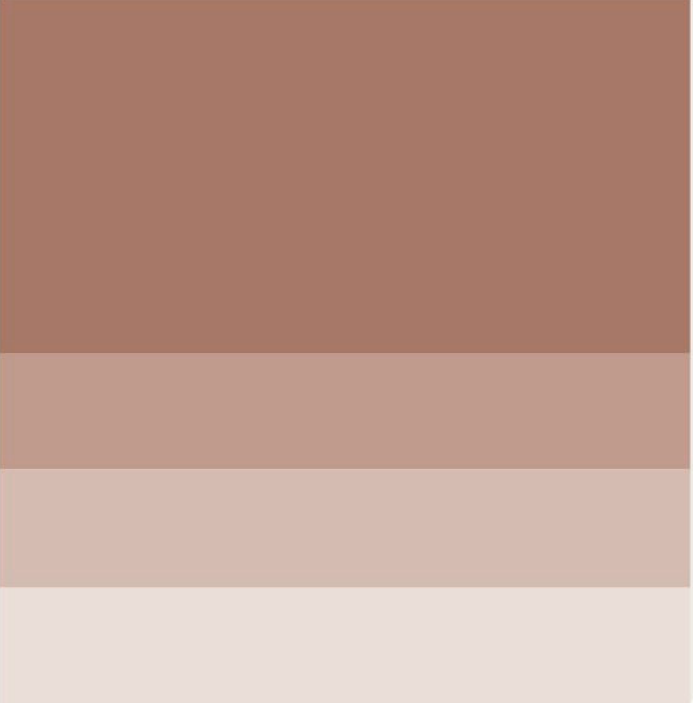
NZ Forest Green

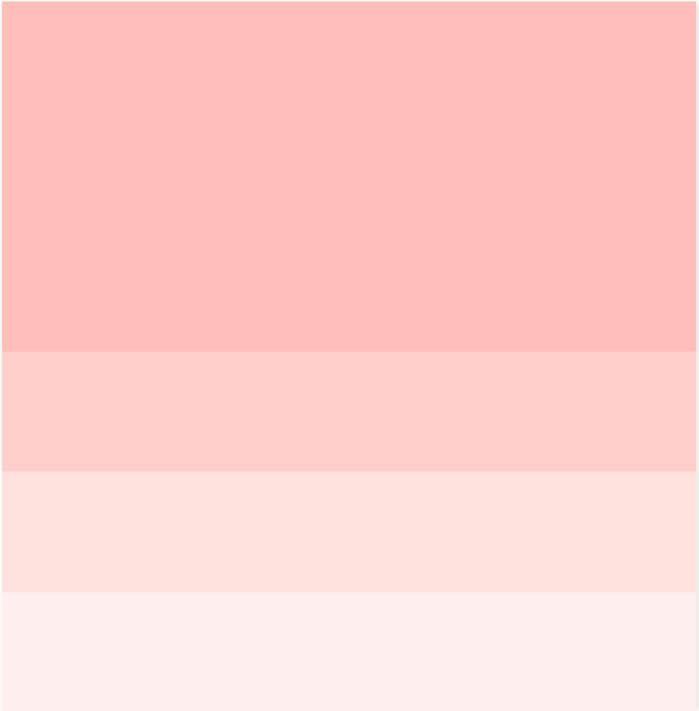
100%
RGB: 44 / 87 / 40
CMYK: 80 / 41 / 100 / 38
HEX: #2C5728

75%
RGB: 97 / 129 / 94
CMYK: 60 / 31 / 75 / 29
HEX: #61815E

50%
RGB: 149 / 171 / 147
CMYK: 40 / 21 / 50 / 19
HEX: #95AB93

25%
RGB: 202 / 213 / 201
CMYK: 20 / 10 / 25 / 10
HEX: #CAD5C9

		
NZ Ocean Blue 100% RGB: 22 / 73 / 81 CMYK: 90 / 57 / 54 / 37 HEX: #164951 75% RGB: 81 / 119 / 124 CMYK: 68 / 43 / 41 / 28 HEX: #51777C 50% RGB: 138 / 164 / 167 CMYK: 45 / 29 / 27 / 19 HEX: #8AA4A7 25% RGB: 197 / 209 / 211 CMYK: 23 / 14 / 14 / 9 HEX: #C5D1D3	NZ Skye Blue 100% RGB: 149 / 194 / 195 CMYK: 42 / 10 / 22 / 0 HEX: #95C2C3 75% RGB: 175 / 209 / 210 CMYK: 32 / 8 / 17 / 0 HEX: #AFD1D2 50% RGB: 202 / 224 / 225 CMYK: 21 / 5 / 11 / 0 HEX: #CAE0E1 25% RGB: 228 / 240 / 240 CMYK: 11 / 3 / 6 / 0 HEX: #E4F0F0	NZ Pecan Brown 100% RGB: 171 / 122 / 104 CMYK: 30 / 53 / 58 / 7 HEX: #AB7A68 75% RGB: 192 / 155 / 142 CMYK: 23 / 40 / 44 / 5 HEX: #C09B8E 50% RGB: 213 / 188 / 179 CMYK: 15 / 27 / 29 / 4 HEX: #D5BCB3 25% RGB: 234 / 222 / 217 CMYK: 8 / 13 / 15 / 2 HEX: #EAD ED9



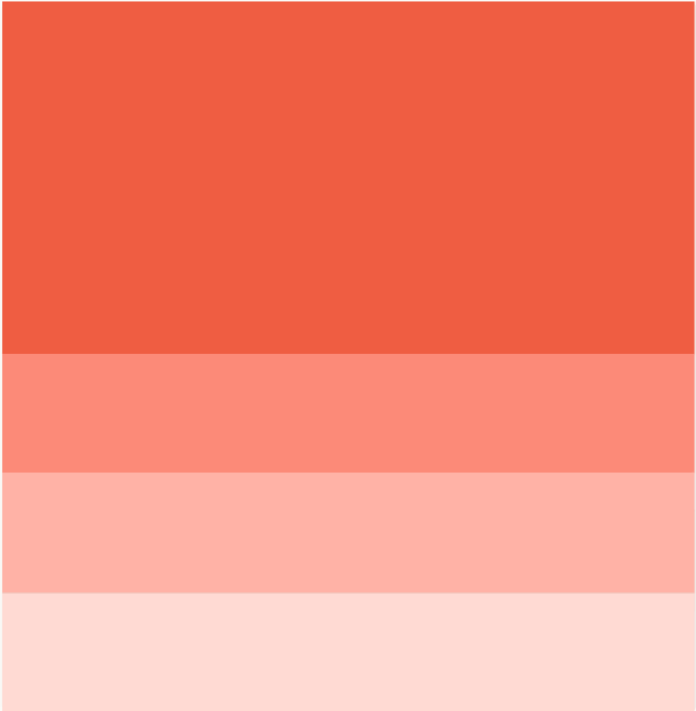
NZ Blossom Pink

100%
RGB: 255 / 182 / 178
CMYK: 0 / 35 / 20 / 0
HEX: #FFB6B2

75%
RGB: 255 / 200 / 197
CMYK: 0 / 26 / 15 / 0
HEX: #FFC8C5

50%
RGB: 255 / 218 / 216
CMYK: 0 / 18 / 10 / 0
HEX: #FFDAD8

25%
RGB: 255 / 237 / 236
CMYK: 0 / 9 / 5 / 0
HEX: #FFEDEC



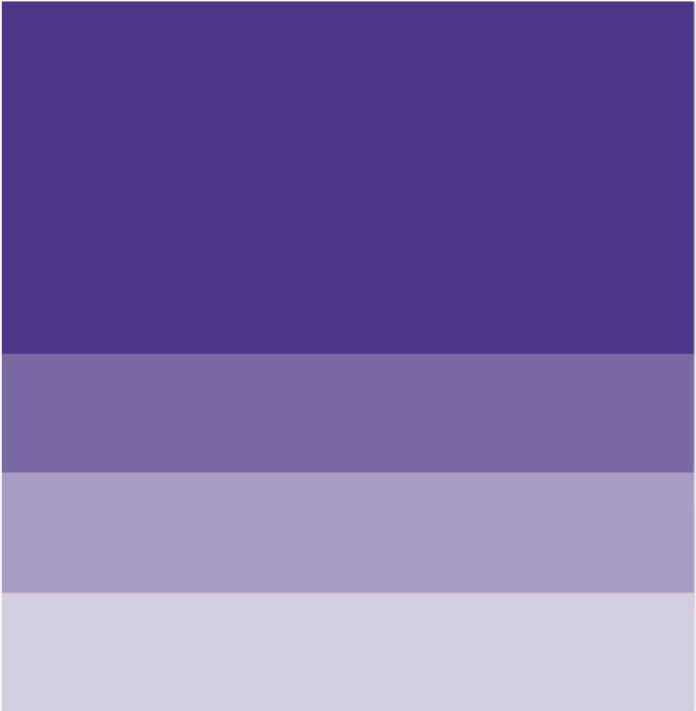
NZ Sunset Red

100%
RGB: 231 / 82 / 61
CMYK: 4 / 83 / 82 / 0
HEX: #E7523D

75%
RGB: 237 / 125 / 110
CMYK: 3 / 62 / 62 / 0
HEX: #ED7D6E

50%
RGB: 243 / 168 / 158
CMYK: 2 / 42 / 41 / 0
HEX: #F3A89E

25%
RGB: 249 / 212 / 206
CMYK: 1 / 21 / 21 / 0
HEX: #F9D4CE



NZ Night Shade Indigo

100%
RGB: 67 / 47 / 122
CMYK: 91 / 98 / 18 / 6
HEX: #432F7A

75%
RGB: 114 / 100 / 155
CMYK: 68 / 74 / 14 / 5
HEX: #72649B

50%
RGB: 161 / 151 / 188
CMYK: 46 / 49 / 9 / 3
HEX: #A197BC

25%
RGB: 208 / 203 / 222
CMYK: 23 / 25 / 5 / 2
HEX: #D0CBDE

Greyscale



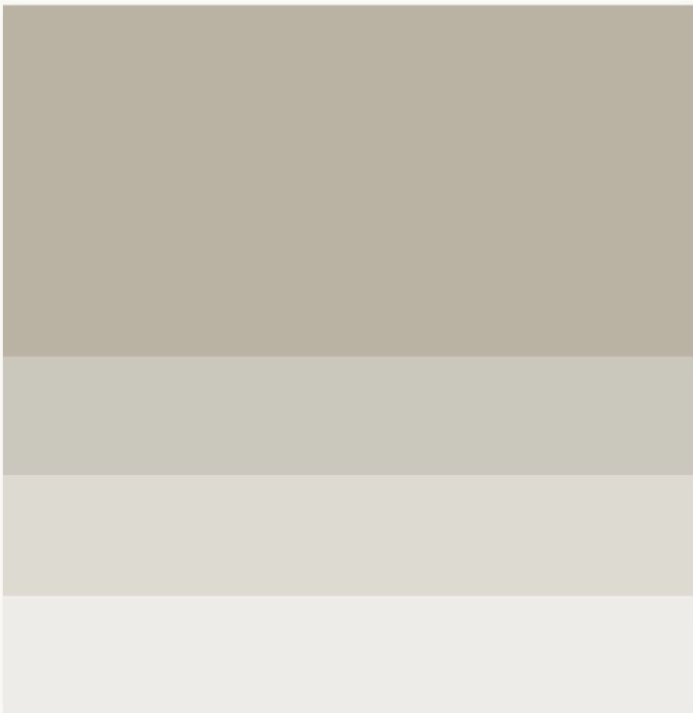
NZ Charcoal Black

100%
RGB: 79 / 73 / 69
CMYK: 62 / 59 / 61 / 41
HEX: #4F4945

75%
RGB: 123 / 119 / 115
CMYK: 47 / 44 / 46 / 31
HEX: #7B7773

50%
RGB: 167 / 164 / 162
CMYK: 31 / 30 / 31 / 31
HEX: #A7A4A2

25%
RGB: 211 / 209 / 208
CMYK: 16 / 15 / 15 / 10
HEX: #D3D1D0



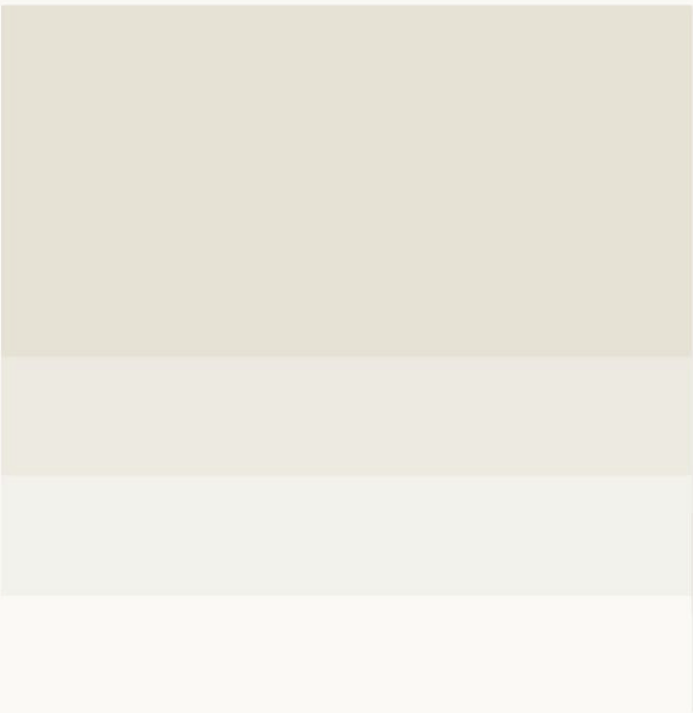
NZ Stone Grey

100%
RGB: 188 / 181 / 166
CMYK: 27 / 24 / 33 / 0
HEX: #BCB5A6

75%
RGB: 205 / 200 / 189
CMYK: 20 / 18 / 25 / 0
HEX: #CDC8BD

50%
RGB: 221 / 218 / 210
CMYK: 14 / 12 / 17 / 0
HEX: #DDDAD2

25%
RGB: 238 / 236 / 233
CMYK: 7 / 6 / 8 / 0
HEX: #EEEECE



NZ Sand Grey

100%
RGB: 229 / 225 / 213
CMYK: 0 / 2 / 7 / 10
HEX: #E5E1D5

75%
RGB: 236 / 233 / 224
CMYK: 0 / 2 / 5 / 8
HEX: #ECE9E0

50%
RGB: 242 / 240 / 234
CMYK: 0 / 1 / 4 / 5
HEX: #F2F0EA

25%
RGB: 249 / 248 / 245
CMYK: 0 / 1 / 2 / 3
HEX: #F9F8F5

Bioshapes

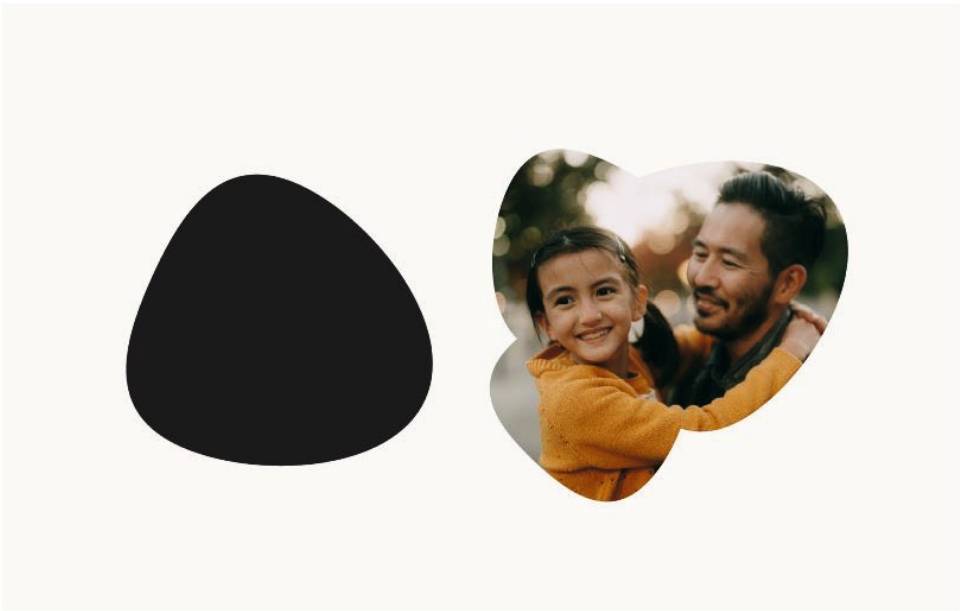
The bioshape is a Novozymes custom-made graphical element that adds visual interest to layouts, available in 3 familiar styles: calm, dynamic, and expressive. Variation in the shape helps to communicate our always evolving, energetic brand reputation.



Bioshape image mask

Each of our bioshape variations are available as masks, to be used over images to create a more dynamic and identifiable visual presentation.

[Download here](#)



Bioshape watermark

In the absence of images, the bioshape can be used as a watermark to add visual interest and to layouts. When used as a watermark, the bioshape will always be in a different tint or shade of the same color as the rest of the background.

Contact the Brand management team for further guidance.



Font/typography

Using the same fonts across all of our communications is a subtle but impactful way to strengthen our brand visual identity and to maintain consistency across Novozymes. -Text can be center, right, or left-aligned. Center-aligned text can be difficult to read in multiple paragraphs, so please use it sparingly. To draw focus to a particular word or words in a headline, it's possible to right align these words in a left aligned headline and vice versa.



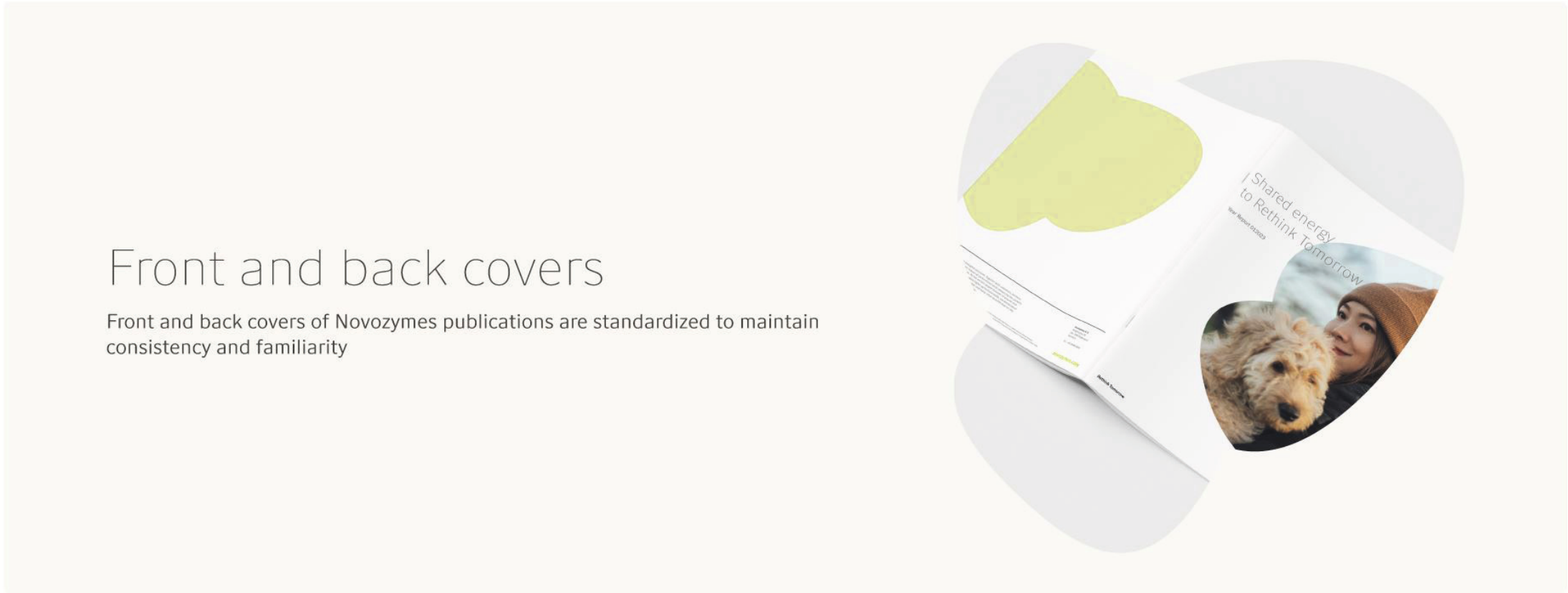
Bold
Regular
Thin

Novozymes font

The Novozymes font is a key element in our visual identity, it should be used in all communications whenever possible to strengthen our Novozymes brand.

The Novozymes font is available in three primary weights, thin, regular, and bold. All body text should be in regular weight, and bold text should only be used to highlight/ emphasize key words in non-body text.

[Download Novozymes font](#)



Front and Back covers

Downloadable templates for both front and back covers of Novozymes covers are available below.

The back-cover layout does not apply to one-pagers

