



The VISSI logo consists of the word "VISSI" in a bold, sans-serif font. The letters are primarily white, except for the two central 'S' characters which are blue. The 'I's are vertical bars.

Din fremtid,  
vår hverdag

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## **VISSI – er et kvænsk ord som betyr «sikker»**

## **VISSI – skal være pådriver for bærekraftig utvikling**

**Det å være sikker, eller å avspeile sikkerhet, er en viktig verdi for Vissi. Noe som igjen viser tillit og kunnskap, det å være miljøvennlig og innovativ.**

**Med Vissi vil kundene få en forsikring for at selskapet leverer som de lover; sikkert, seriøst og grundig.**

### **Om Vissi AS:**

Nettselskapet Vissi AS er leverandør av nettjenester til 9 100 kunder i Troms og Finnmark. Vissi har ca. 40 medarbeidere og selskapets hovedkontor ligger i Sørkjosen i Nordreisa kommune. Montørstasjoner er lokalisert i Birtavarre, på Skjervøy og i Kautokeino.

Vissi leverer sikker strømforsyning til 9100 kunder. Høyspent (66 kV og 22 kV) linjenett består av ca. 1100 km med høyspent luftlinjer, 140 km jordkabel og 55 km med sjøkabel. Det er ca. 700 transformatorstasjoner i Vissi sitt forsyningsområde.

### **Bærekraftmålene:**

Miljøsatsingen til Vissi og resten av Ymber konsernet ligger tydelig i strategien og her har Vissi en nøkkelrolle.

#### **Bærekraftmål nr. 9**

Som eier og drifter av samfunnskritisk infrastruktur innen kraftnett bidrar Vissi til å utvikle infrastruktur som støtter bærekraftig økonomisk utvikling og livskvalitet.

#### **Bærekraftmål nr. 13**

Tilgang på fornybar energi er avgjørende for å motvirke klimaendringene. Vissi spiller også en viktig rolle for å stå imot klimaendringer, som mer ekstremvær.

#### **Klima**

Vissi skal være en lokal pådriver for værekraftig omlegging til et lavutslippsamfunn.

#### **Kompetanse**

Vissi skal sikre tilgang på rett kompetanse og bidra til økt attraktivitet i regionen.

#### **Digitalisering**

Vissi skal ta i bruk tilgjengelig teknologi for effektiv drift og forretningsutvikling.

Name, company logo, colours, typeface: these are the pillars of the identity of the company. Their characteristics ensure an individual and consistent image of the company on the market.

The logo is a graphic comprised of the wordmark (logotype).

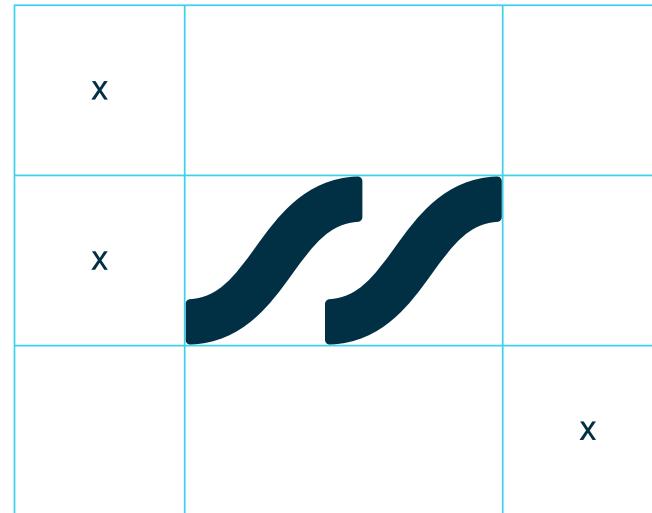


Full Lockup



Symbol

To ensure the logo is always clear and consistent, an area of clear space must always surround it.



Our logo should never be smaller than 120px on screen and 24mm in print. The Vissi symbol should never be smaller than 60px on screen and 12mm in print.



120px



60px



24mm



12mm

The examples show correct color usage for Vissi logo on different backgrounds. Dark Cyan color should use on white and bright backgrounds. Our Bright Cyan logo should be use only with Dark Cyan background.



Our new brand identity is colorful, a true reflection of our personality. Every color and shade has been chosen for a specific purpose and plays a vital role as we build in our communications.

## Primary Colors

### PANTONE 2189 C

RGB 1-47-68  
CMYK 98-74-49-48  
HEX #012F44

### PANTONE 3385 C

RGB 0-212-152  
CMYK 68-0-58-0  
HEX #00D498

## Secondary Colors

### PANTONE 2226 C

RGB 61-210-234  
CMYK 59-0-10-0  
HEX #3DD2EA

### PANTONE 2368 C

RGB 61-70-247  
CMYK 80-71-0-0  
HEX #3D46F7

### PANTONE 344 C

RGB 152-217-183  
CMYK 40-0-36-0  
HEX #98D9B7

The monocromatic version has been specifically designed to meet some specific printing requirements. They should not be used in other circumstances.



1. Do not crop the logo
2. Do not change the transparency of the logo
3. Do not use different colors
4. Do not outline the logo
5. Do not rotate any part of the logo
6. Do not distort the logo
7. Do not use drop shadows or any other effects
8. Do not re-create using any other typeface



Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications.

Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible. The selected font is: Maven Pro

## Maven Pro

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 0123456789**

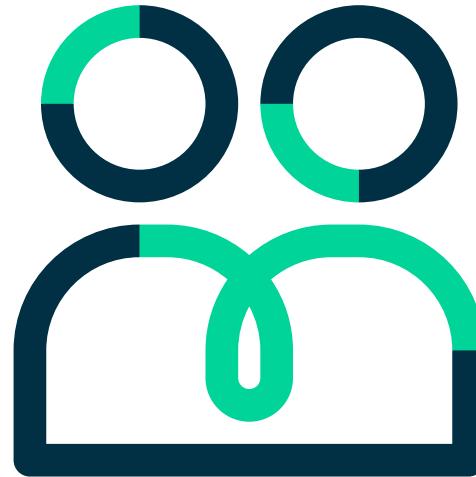
**Regular**      Bawds jog, flick quartz, vex nymphs.

**Medium**      Waltz, bad nymph, for quick jigs vex!

**Bold**      Bright vixens jump; dozy fowl quack.

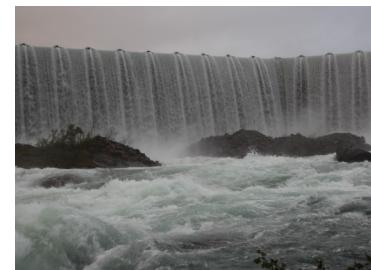
**Black**      Quick zephyrs blow, vexing daft Jim.

An Icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way.



Real locations are preferred. They should reflect the demographics of our company. Studio shots should look like real settings.

There can be an aspirational aspect to the setting but never out of the realistic grasp of our customer's imagination.





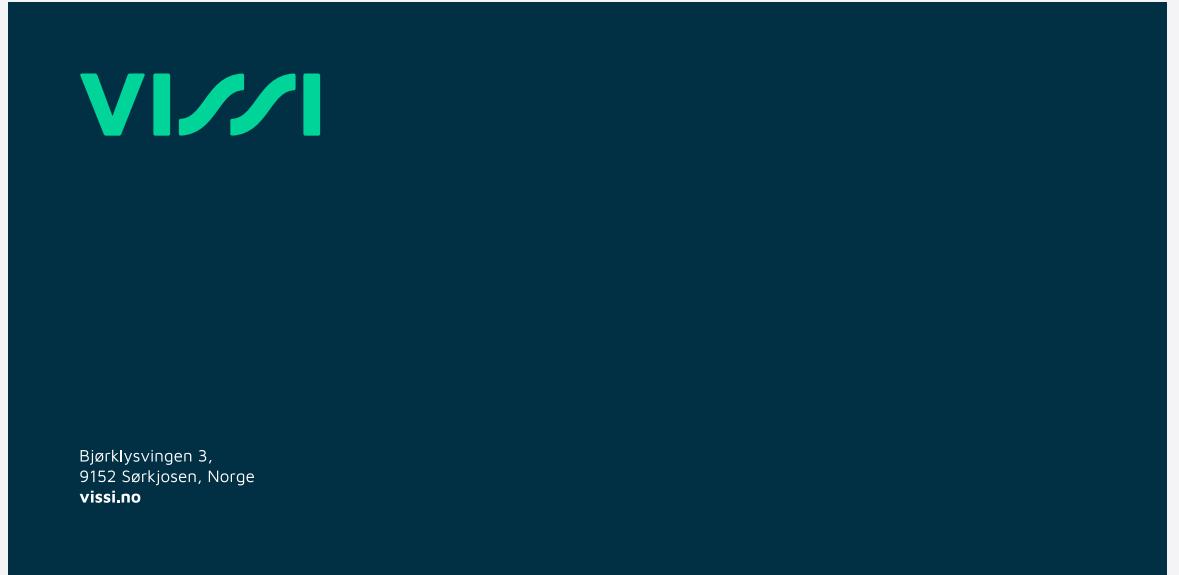
**VI**SSI

Din fremtid,  
vår hverdag

The letterhead will be used for all official contact and communication of Vissi company. Insert the message of Vissi into the letterhead and send your document throughout the world.



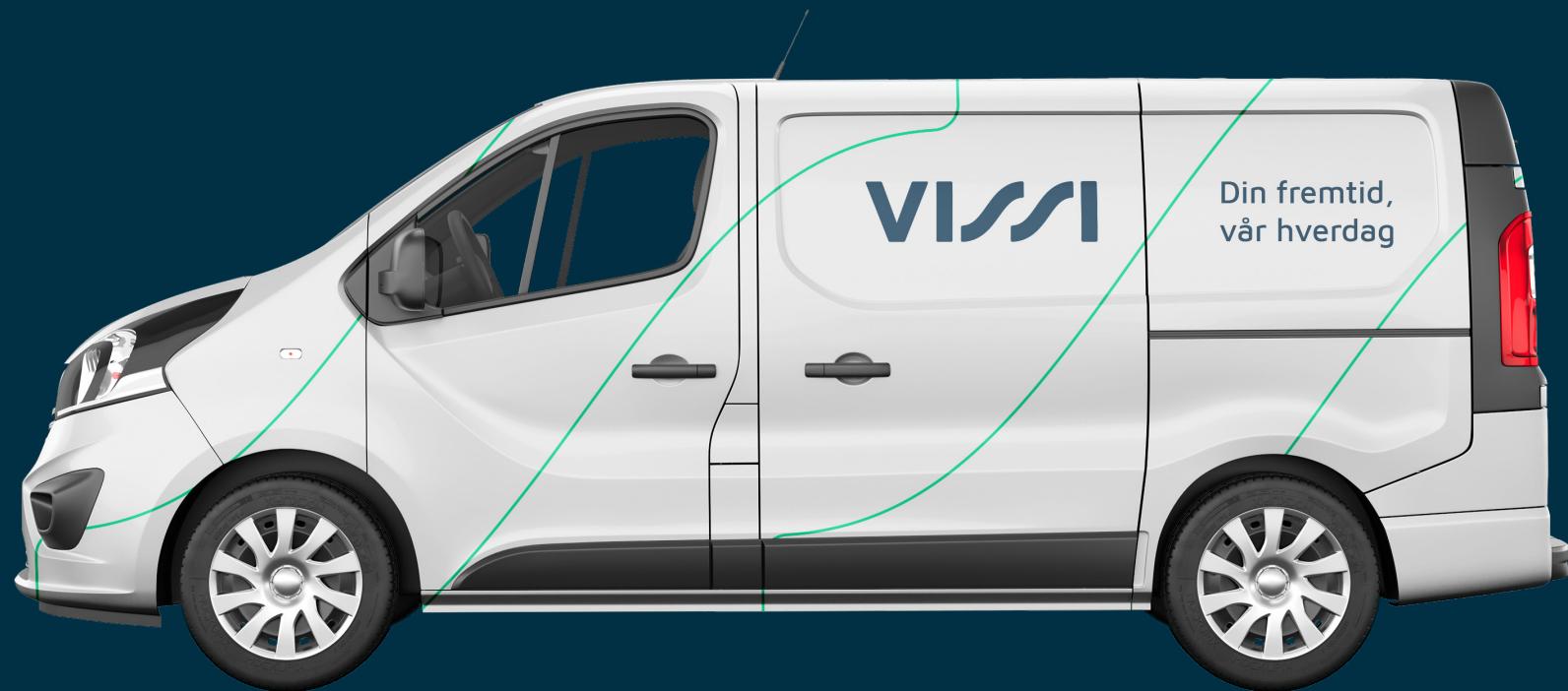
The envelope will be used for all official contact and communication of Vissi company. Insert Vissi letterhead and send your documents throughout the world



The business card will be used for all official contact and communication of our company. These are the approved layouts. Always use double sided cards.













## **RGB**

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

## **CMYK**

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

## **Vector**

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

## **Raster**

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

## **Lossless**

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

## **Lossy**

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

## JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

## EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

## PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

## AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

## PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production.

## Lossy

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.

