THE BRAND GUIDELINES

The profile manual for NSK Ship Design

NSK
SHIP DESIGN

CONTENTS

NSK
SHIP DESIGN

Norwegian supplier of innovative ship designs

WORLDS FIRST, WORLDS BIGGEST, WORLDS LARGEST

NSK Ship Design AS is an independent international ship design business, located in Harstad, Norway and Arkhangelsk, Russia. We focus on delivering innovative design and engineering solutions with the best available technologies and performance.

The company was established in 1992 and has over the years been working successfully on the maritime market.

Currently NSK is a fully equipped company, priding itself on high qualified Naval Architects and Marine Engineers delivering projects in a professional manner.

Our specialization covers different range of vessels with the whole aspect of ship design and engineering, including project development and general initial design. Our principle objectives are to provide an outstanding level of service and in the long run take the lead among Norwegian ship design companies.

NSK
SHIP DESIGN

NSK SHIP DESIGN

NSK SHIP DESIGN

NSK SHIP DESIGN

Pantone Matching System

Wordmark:

100% Black

100% White

PANTONE 424 CVC

Only use 100% Black when background is white or light in colour.

Only use 100% White when background is black or dark in colour.

Corporate Colour: PANTONE 424 CVC is used primarily and can be used on dark backgrounds and gradients.

Main wordmark – to be used primarily wherever possible.

Alternative wordmarks – can be used interchangabily.

NSK SHIP DESIGN

NSK
SHIP DESIGN

NSK
SHIP DESIGN

NSK

SPATIAL INTEGRITY

Always leave a blank space of at least 25% of the longest dimension on all sides of the mark.
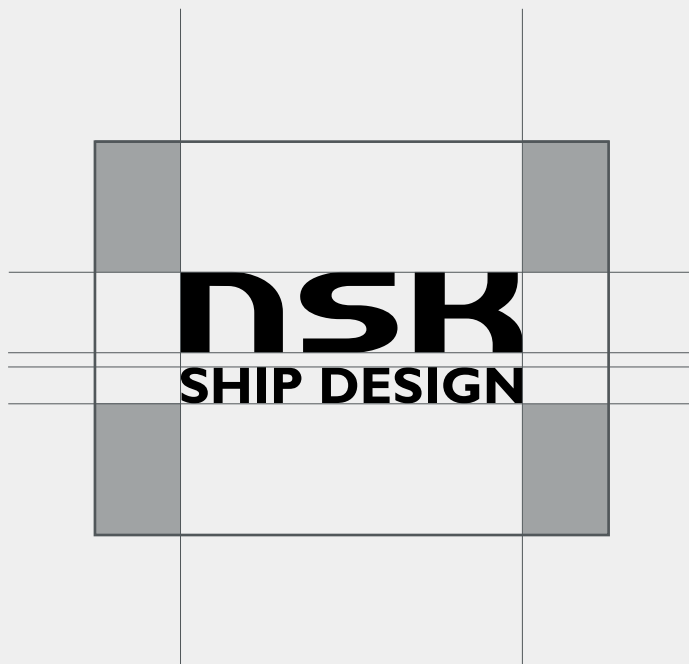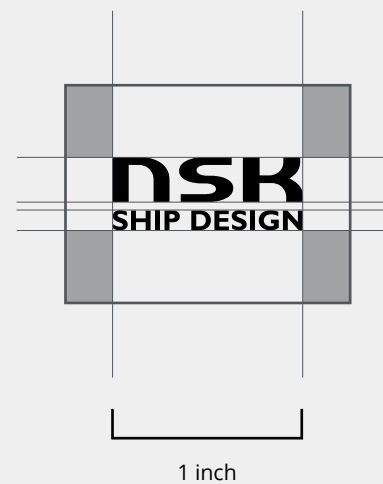
MINIMUM SIZE

Do not reproduce the mark any smaller than two inches based on the longest side.
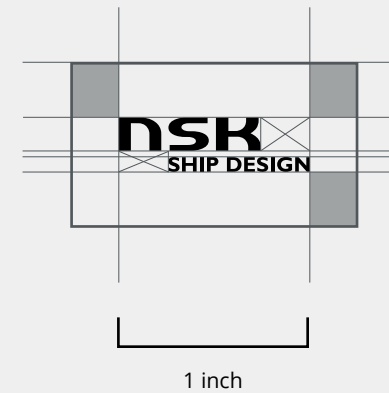
∩SK SHIP DESIGN

∩SK SHIP DESIGN

2 inches

SPATIAL INTEGRITY

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NSK
SHIP DESIGN

NSK
SHIP DESIGN

1 inch

SPATIAL INTEGRITY

Always leave a blank space of at least 25% of
the longest dimension on all sides of the mark.
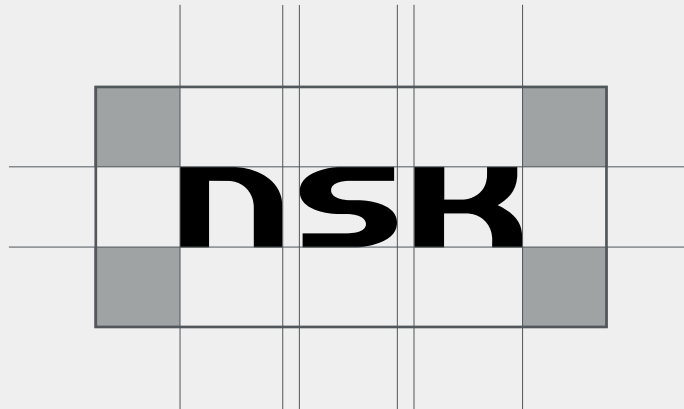
MINIMUM SIZE

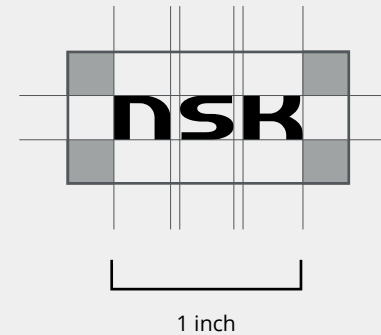Do not reproduce the mark any smaller than
two inches based on the longest side.

1 inch

SPATIAL INTEGRITY

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MINIMUM SIZE

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NSK

NSK

1 inch

NSK AQUACULTURE

NSK AQUACULTURE

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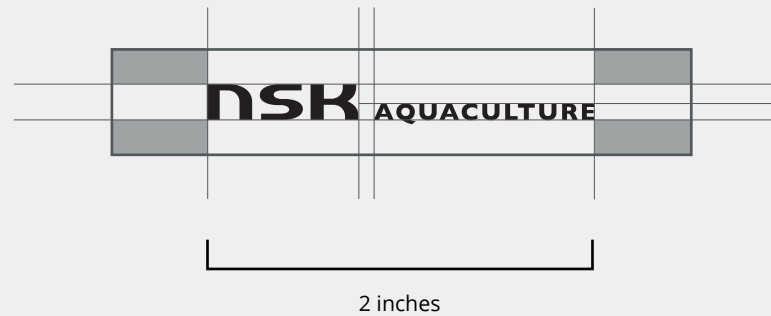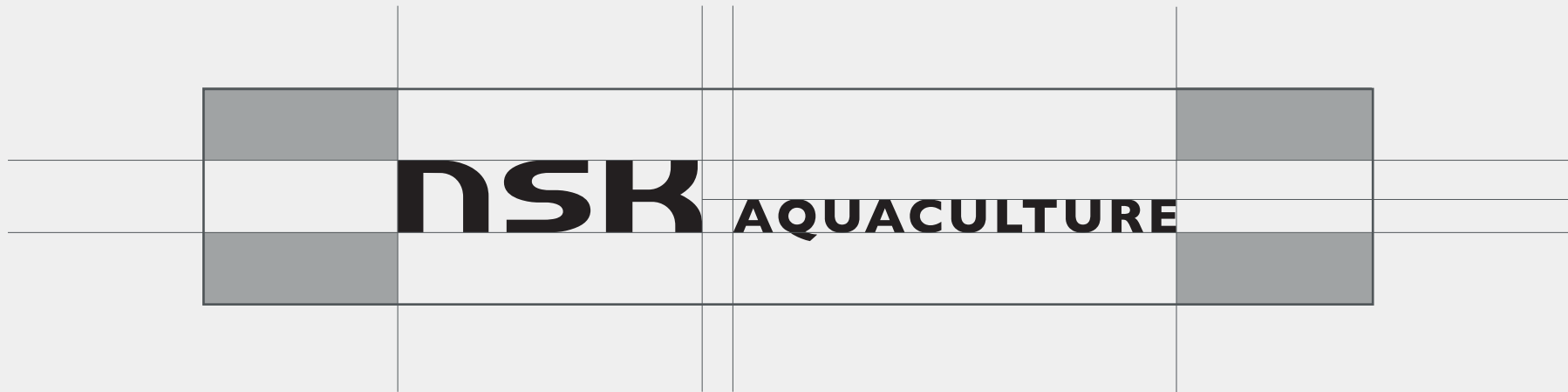
Alternative wordmarks – can be used interchangabily.

SPATIAL INTEGRITY

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NSK AQUACULTURE
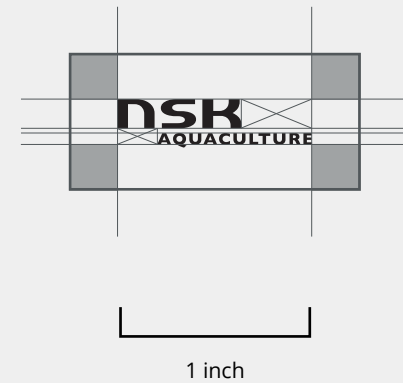
NSK AQUACULTURE

2 inches

SPATIAL INTEGRITY

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MINIMUM SIZE

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1 inch

SPATIAL INTEGRITY

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MINIMUM SIZE

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1 inch

∩SK FARTØYKONTROLL

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∩SK FARTØYKONTROLL

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NSK FARTØYKONTROLL

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2 inches

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∏SK
FARTØYKONTROLL

∏SK
FARTØYKONTROLL

1 inch

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NSK
FARTØYKONTROLL

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FARTØYKONTROLL

1 inch

DISPLAY TYPEFACE

Used for prominent text such as headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ALEF BOLD

BODY TEXT TYPEFACE

Used for smaller text such as body copy and captions.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

OPEN SANS REGULAR

DOMINANT
COLOUR

PRIMARY
COLOUR

SECONDARY
COLOUR

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Y = 100
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Y = 100
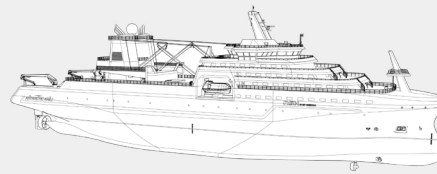K = 0

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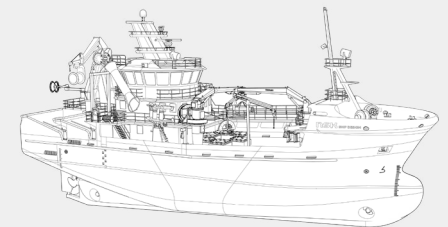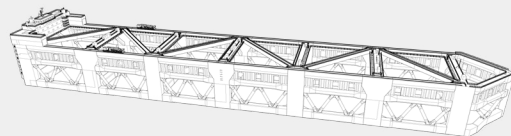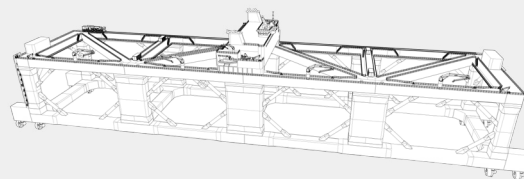M = 43
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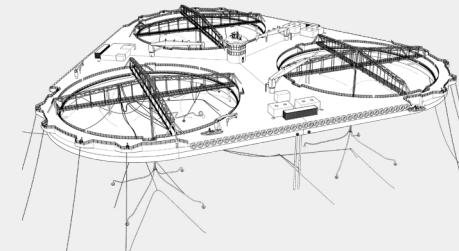K = 0
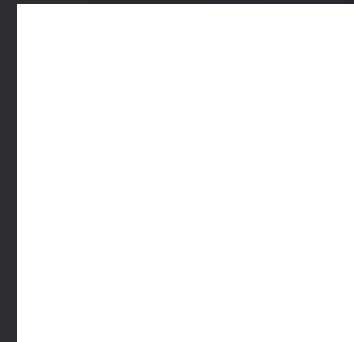
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PATTERNS

NSK ICONS
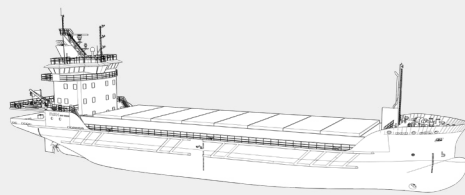
BC 4000 DM

KRILL TRAWLER
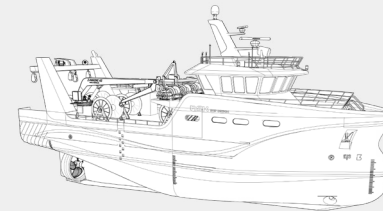
TRAWLER 35M

VIKANOY

FARM 1

FARM 2

FARM-MAX

nsk
SHIP DESIGN

MAGYMEDIA