SOS International & NAF manual for roadside assistance in Norway

Corporate Design Manual

Version 1.0
November 2014

SOS International

Logo

SOS International & NAF manual
for roadside assistance in Norway

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SOS INTERNATIONAL LOGO

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LOGO

Border space and sizing

Border space is an important factor which influences legibility and correct presentation of the logo.

It is essential to maintain a minimum border space around the logo. The border space is defined as the height and width of the character 'O' in the SOS word mark. This square space represents 1 unit (as illustrated) and is to be used as basis for free space on all four sides of the logo. No text or other graphic elements should enter the area within this grid.

–

The logo can be scaled freely up or down to best fit into a given layout. However, the default size is often preferred – and the logo should never be scaled below the minimum size.

–

The typeface used for the logo is named *Head Pro,* designed by Fontpartners in Copenhagen.

1 unit   1 unit

1 unit   1 unit

1 unit   1 unit

1 unit   1 unit

Large size
W = 50 mm

Standard size
W = 35 mm

Minimum size
W = 20 mm

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SOS INTERNATIONAL LOGO

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LOGO

Colour variations

The SOS International logo exists in four different colour variations.

1. Primary logo
The primary version of the logo is red and black, and is used as the default logo for all purposes. This logo should be used on all white or light coloured backgrounds.

2. Secondary logo
The secondary version is red and white, and is used to implement on dark coloured backgrounds, where the primary logo is not suitable. However, it is important to only use this version on very dark or black backgrounds, to maintain a high contrast to the red colour in the circle symbol.

–

3. Positive – All black
The all black version of the logo is used when print production in full colour is not preferred or technically impossible. The black logo should be used on light coloured backgrounds.

4. Negative – All white
The all white version of the logo is used when print production in full colour is not preferred or technically impossible. The white logo should be used on dark coloured backgrounds.

1. Primary logo – Full colour

2. Secondary logo – Full colour, white word mark

3. Positive – All black

4. Negative – All white

SOS INTERNATIONAL

NAF

Logo

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NAF LOGO

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NAF LOGO

NAF has a primary logo (logo with a yellow square). This is the logo which should be used in most instances.

The logo we use on our cars is special, designed for special fleets to give the logo flexibility and legibility from afar.

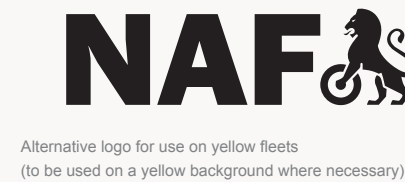The lion must always point in the driving direction.

NAF Logo

Alternative logo for use on yellow fleets
(to be used on a yellow background where necessary)

Special logo to be used on the right side of the car

Alternative logo for use on yellow fleets
(to be used on a yellow background where necessary)

SOS International + NAF

Logo

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SOS INTERNATIONAL + NAF LOGO

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SOS + NAF

Logo lock-up

The NAF logo should always be presented in one of two possible locked combinations with the SOS International logo – as shown here.

The horizontal lock-up is the preferred version, and should be used per default. The vertical lock-up should only be used in cases where the the horizontal lock-up is unsuitable for the space available.

–

The composition of the lock-up is based on the dimensions of the SOS International logo. Consequently, the distance between the two logos is defined by the size of the ring symbol in the SOS International logo.

To clearly indicate hierarchy, the SOS International logo should always be placed before or above the NAF logo.

–

The NAF logo must never be implemented unaccompanied or in any other form than what is defined on this page.

SOS International logo + NAF logo
Horizontal lock-up

Minimum space: O from the logo

SOS International logo + NAF logo
Horizontal lock-up

With guidelines

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SOS INTERNATIONAL + NAF LOGO

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SOS + NAF

Colour variations

The SOS International logo exists in four
different colour variations, as show here.

1. Full colour – Positive
The primary version of the logo is red and
black, and is used as the default logo for
all purposes. This logo should be used on
all white or light coloured backgrounds.

2. All black
The all black version of the logo is used
when print production in full colour is not
preferred or technically impossible. The
black logo should be used only on light
coloured backgrounds.

3. All white
The all white version of the logo is used
when print production in full colour is
not preferred or technically impossible.
The white logo should be used on dark
coloured backgrounds.

Minimum space: O from the logo

SOS International logo + NAF logo
Horizontal lock-up

1. Full colour – Positive
On white or light coloured backgrounds

SOS International logo + NAF logo
Horizontal lock-up

1. Full colour – Positive
On white or light coloured backgrounds

SOS International logo + NAF logo
Horizontal lock-up

3. Negative
On black or dark coloured backgrounds

SOS International logo + NAF logo
Horizontal lock-up

2. All Black
On white or light coloured backgrounds

SOS International + NAF
Visual identity

Typography

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TYPOGRAPHY

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TYPOGRAPHY

The visual identity for SOS International is supported by the two corporate typefaces; Georgia and Arial. No other typefaces must be used for any purpose.

The font files for these two typefaces are included as so called systems fonts on all computers running the Microsoft Windows operating system, making them widely available to anybody working with SOS International brand communication.

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Georgia
Georgia is used as the primary corporate typeface, lending its visual expression to define the typographic style of the brand. Georgia is used for headlines and copy text alike.

Arial
Arial is used as secondary typeface where it is not preferred to use Georgia. Arial is used primarily for copy text and lists and graphs.

ABCDEFGHIJKLMNOPQRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxyzæøå
0123456789 !"#€%&/()=?`^*_:;

ABCDEFGHIJKLMNOPQRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxyzæøå
0123456789 !"#€%&/()=?`^*_:;

Georgia / Georgia Italic

ABCDEFGHIJKLMNOPQRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxyzæøå
0123456789 !"#€%&/()=?`^*_:;

ABCDEFGHIJKLMNOPQRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxyzæøå
0123456789 !"#€%&/()=?`^*_:;

Georgia Bold / Georgia Bold Italic

ABCDEFGHIJKLMNOPQRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxyzæøå
0123456789 !"#€%&/()=?`^*_:;

ABCDEFGHIJKLMNOPQRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxyzæøå
0123456789 !"#€%&/()=?`^*_:;

Arial / Arial Italic

ABCDEFGHIJKLMNOPQRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxyzæøå
0123456789 !"#€%&/()=?`^*_:;

ABCDEFGHIJKLMNOPQRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxyzæøå
0123456789 !"#€%&/()=?`^*_:;

Arial Bold / Arial Bold Italic

SOS International + NAF
Visual identity

Paper line

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PAPER LINE

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PAPER LINE

Company stationary
Primary layout

The company stationary and letterhead
is designed to ensure legibility and clear
communication. Accordingly, all text
should be formatted as follows:

A. Logo
The logo is placed in the upper right hand
corner, scaled to the standard width of
35 mm.

B. Address field
Font: Arial Regular
Size: Pt. 8/12
Colour: Black

C. Letterhead data
Font: Arial Regular
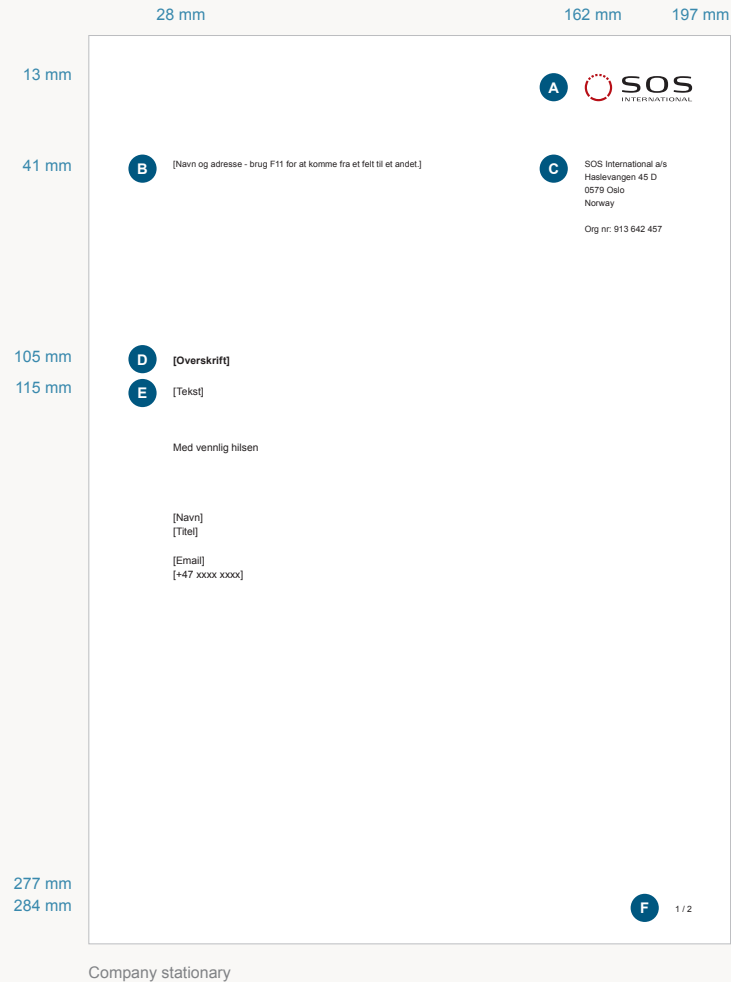Size: Pt. 8/12
Colour: Black

D. Headline
Font: Arial Bold
Size: Pt. 9.5/13
Colour: Black

E. Body text
Font: Arial Regular
Size: Pt. 9.5/13
Colour: Black

F. Page numbering
Font: Arial Regular
Size: Pt. 8
Colour: Black

28 mm   162 mm   197 mm

13 mm

(A) ⬡ S O S
INTERNATIONAL

41 mm

(B) [Navn og adresse - brug F11 for at komme fra et felt til et andet.]

(C) SOS International a/s
Haslevangen 45 D
0579 Oslo
Norway

Org nr: 913 642 457

105 mm   (D) **[Overskrift]**
115 mm   (E) [Tekst]

Med vennlig hilsen

[Navn]
[Titel]

[Email]
[+47 xxxx xxxx]

277 mm
284 mm   (F) 1 / 2

Company stationary

IMPORTANT!

**1. All other communication must be made in SOS International
templates only**

**2. All communication to NAF members must be made in
NAF templates only**

LINKS TO THE NAF MANUAL:

Letter template: https://openbrand.com/naf/world/50548

Envelope template: https://openbrand.com/naf/world/50605

Email signature: https://openbrand.com/naf/world/50549

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PAPER LINE

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PAPER LINE

Company stationary
Alternative layout

The company stationary is available
in two alternative layouts for use in
special cases, where the primary
company stationary and letterhead
(previously shown) may be impractical or
undesireable.

The two alternative layouts diverge from
the primary stationary only by placement
of the contact information.

In the first alternative layout the contact
information is placed in the footer. The
second alternative layout features no
contact information.

All text should be formatted as follows:

A. Logo
The logo is placed in the upper right hand
corner, scaled to the standard width of
35 mm.
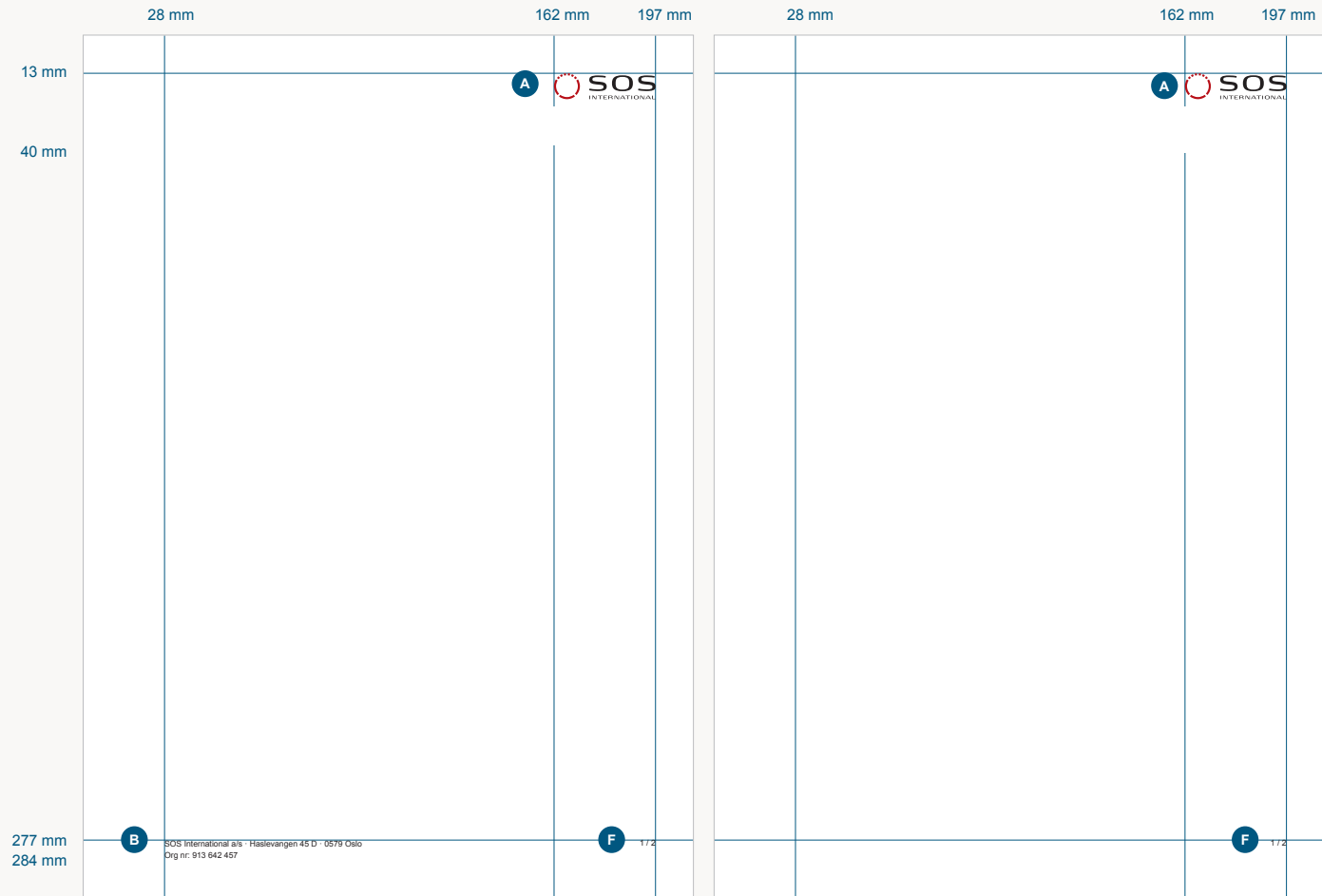
B. Letterhead data
Font: Arial Regular
Size: Pt. 8/12
Colour: Black

C. Page numbering
Font: Arial Regular
Size: Pt. 8
Colour: Black

28 mm   162 mm   197 mm   28 mm   162 mm   197 mm

13 mm

40 mm

277 mm
284 mm

B SOS International a/s · Haslevangen 45 D · 0579 Oslo
Org nr: 913 642 457

Alternative layout with contact information in the footer

Alternative layout without contact information

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PAPER LINE

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PAPER LINE

C4 Envelope

The C4 enveople is designed to meet
the demands of Post Danmarks machine
reading system.

No further text or graphic elements should
be added to the envelope design.

A. Logo, front
On the front of the envelope, the logo is
placed in the bottom right corner, scaled
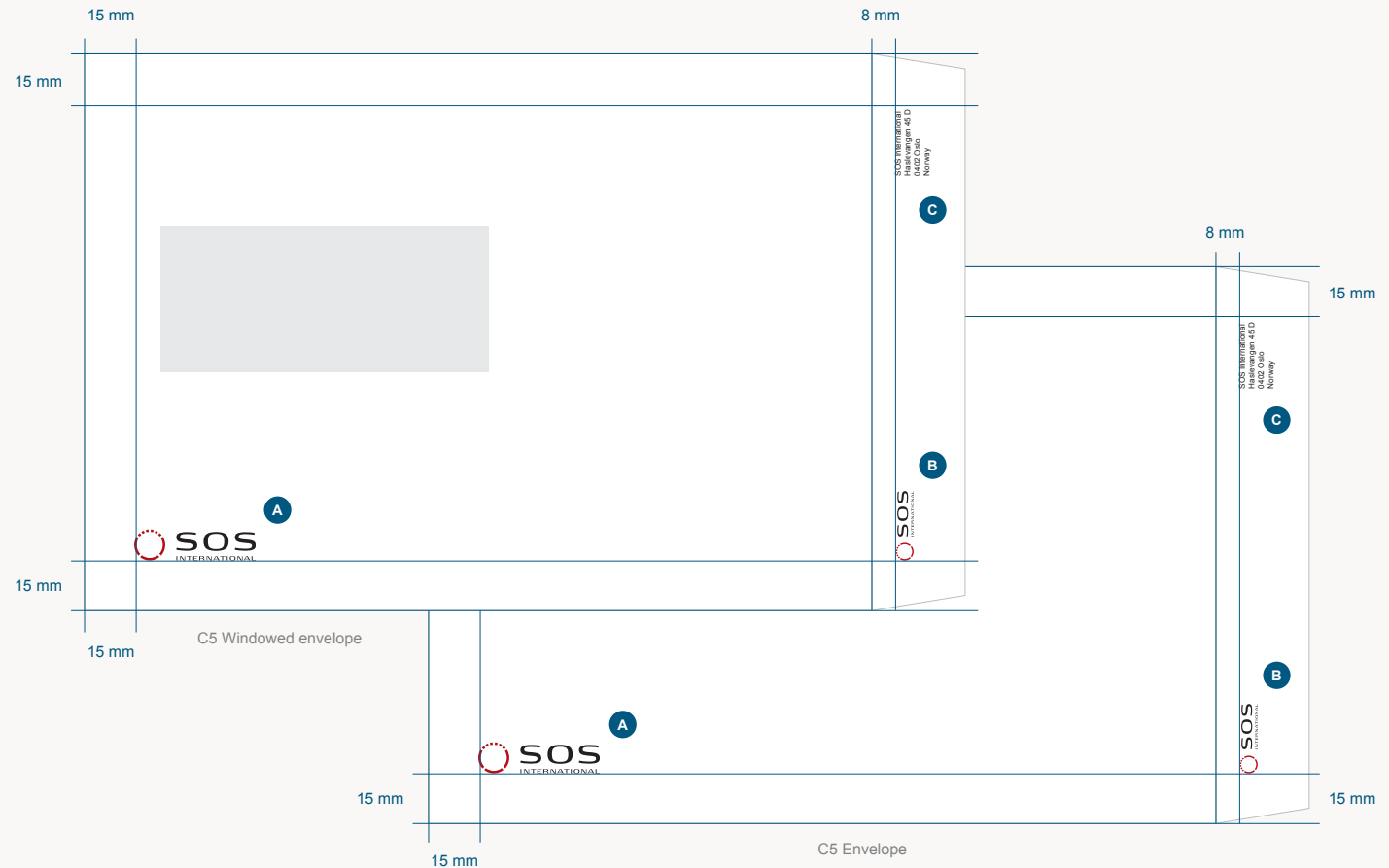to the standard width of 35 mm.

B. Logo, back
On the flap, the logo is placed on the left
hand side, scaled to the minimum width
of 20 mm.

C. Address field
Font: Arial Regular
Size: Pt. 6.5/8.5
Colour: Black

C4 Envelope

C4 Windowed envelope

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PAPER LINE

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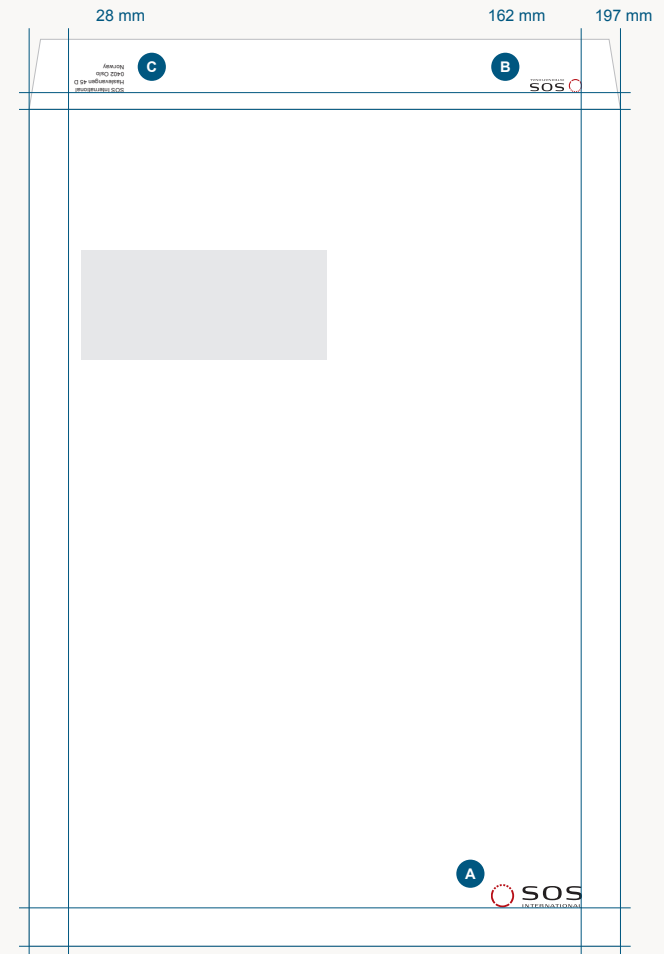
PAPER LINE

C5 Envelope

The C5 enveople is designed to meet the demands of Post Danmark's machine reading system.

No further text or graphic elements should be added to the envelope design.

A. Logo, front
On the front of the envelope, the logo is placed in the bottom left corner, scaled to the standard width of 35 mm.

B. Logo, back
On the flap, the logo is placed on the left hand side, scaled to the minimum width of 20 mm.

C. Address field
Font: Arial Regular
Size: Pt. 6.5/8.5
Colour: Black

C5 Windowed envelope

C5 Envelope

SOS International + NAF

Business cards

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VISITKORT STATIONER

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BUSINESS CARDS STATIONS

The station business card is designed to
ensure legibility and clear communication.
Accordingly, all text should be formatted
as follows:

A. Logo
SOS International and NAF logo.

B. Name
Font: Georgia Bold
Size: Pt. 9
Colour: SOS Corporate Red

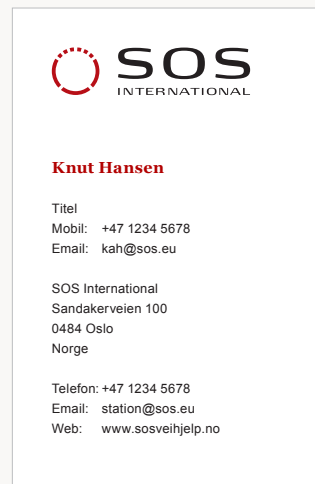**C. Data**
Font: Arial Regular
Size: Pt. 6.5/10
Colour: Black

D. Tagline
Font: Georgia Bold
Size: Pt. 12
Colour: White on SOS Corporate Red

E. Decal stripes

Business cards
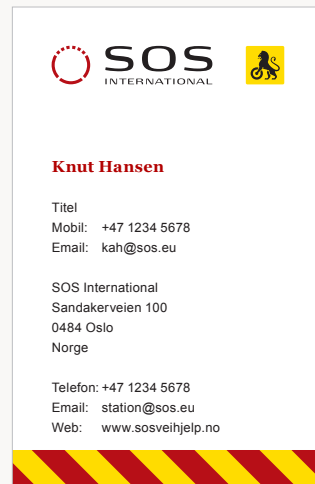
Business cards with guidelines

Knut Hansen

Titel
Mobil: +47 1234 5678
Email: kah@sos.eu

SOS International
Sandakerveien 100
0484 Oslo
Norge

Telefon: +47 1234 5678
Email: station@sos.eu
Web: www.sosveihjelp.no

Always On

7 mm

7 mm

55 mm

55 mm

SOS International + NAF

Business card Employee

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VISITKORT MEDARBEJDER

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VISITKORT MEDARBEJDER

Business card

The company business card is
designed to ensure legibility and clear
communication. Accordingly, all text
should be formatted as follows:

A. Logo, front
On the front of the business card, the logo
is placed in the top left corner, scaled to
the standard width of 35 mm.

B. Name
Font: Georgia Bold
Size: Pt. 9
Colour: SOS Corporate Red

C. Data
Font: Arial Regular
Size: Pt. 6.5/10
Colour: Black

D. Tagline
Font: Georgia Bold
Size: Pt. 12
Colour: White on SOS Corporate Red

Business card

Business card with guidelines

Knut Hansen

Titel
Mobil: +47 1234 5678
Email: kah@sos.eu

SOS International
Sandakerveien 100
0484 Oslo
Norge

Telefon: +47 1234 5678
Email: station@sos.eu
Web: www.sosveihjelp.no

Always On

7 mm

7 mm

55 mm

55 mm

SOS International + NAF
Visual identity

Email signature

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EMAIL SIGNATURE

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EMAIL SIGNATURE

Formatting of the email signature should follow the general guidelines of the visual identity and not introduce any other fonts, colours or graphic elements, other than what is specified here.

The greeting above senders name should be written in english first and local language second.

_

Text formatting for email signature:

Greeting
Font: Arial Regular
Size: Pt. 10

Name
Font: Georgia Regular
Size: Pt. 14/12
Colour: Corporate Red

Data
Font: Arial Regular
Size: Pt. 8/11
Colour: Black

_

The e-mail signature does not display the SOS International logo or any other graphic elements to avoid emails being considered spam by certain mail servers.

Email signature

Best regards / Med vennlig hilsen

Knut Hansen

Title, Department
Function

Mobile +47 XXXX XXXX
first name.lastname@sos.eu

_

SOS International
Haslevangen 45 D
0484 Oslo
Norway

Direct: +47 XXXX XXXX
Tel: +47 XXXX XXXX
Fax: +47 XXXX XXXX
WWW: www.sosveihjelp.no

The information in this email and any attachments may be confidential and strictly for personal use of the recipient. If you are not the rightful recipient of this email, you are not allowed to use or disclose information contained herein. If you have accidentally received this email, please notify the sender thereof, and delete the original email from your system without forwarding or copying this.

🖨 Please consider the environment before printing this email

SOS NAF

Colours

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COLOURS

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COLOURS

Colour codes and specifications

The colour palette for SOS International and NAF co-branding consists of the colours shown and defined on this page.

No other colours should be used in the co-branding of SOS International and NAF.

–

Primary colour
SOS NAF Yellow

"NAF Yellow" is the primary colour, used both in the highest volume and frequency – primarily for background colour.

Secondary colour
SOS Corporate Red

"SOS Corporate Red" is the primary identity colour of SOS International. When co–branding SOS International and NAF, the colour is used only for the SOS International logo and various graphics and text elements. Never as background colour.

Standard colours
Black and white

Black and white are standard colours. Black is used in the SOS International logo and for various text elements. White is used as default background colour in various forms of signage and publications.

PRIMARY IDENTITY COLOUR

SOS NAF Yellow	SOS Corporate Red	Black	White
PMS Pantone 115 C/U	PMS Pantone 1807C / Pantone 200U	PMS Pantone Black C/U	PMS –
CMYK C0–M10–Y100–K0	CMYK C0–M100–Y100–K27	CMYK C20–M20–Y20–K100	CMYK –
RGB R255–G219–B0	RGB R178–G0–B0	RGB R0–G0–B0	RGB R255–G255–B255
RAL 1021	RAL 3002 Carmine Red	RAL 9017 Traffic Black	RAL 9016 Traffic White
Folie RAL 1021	Folie 3M Scotchcal 100-23 Ruby Red	Folie 3M Scotchcal 100-12 Black	Folie 3M Scotchcal 100-10 White

SOS NAF

Decals

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DECALS

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DECALS

Design and colours

The decals are graphic markings applied to vehicles to increase visibility and indicate urgency. In addition, the design and colour scheme strenghten recognition of the SOS International brand.
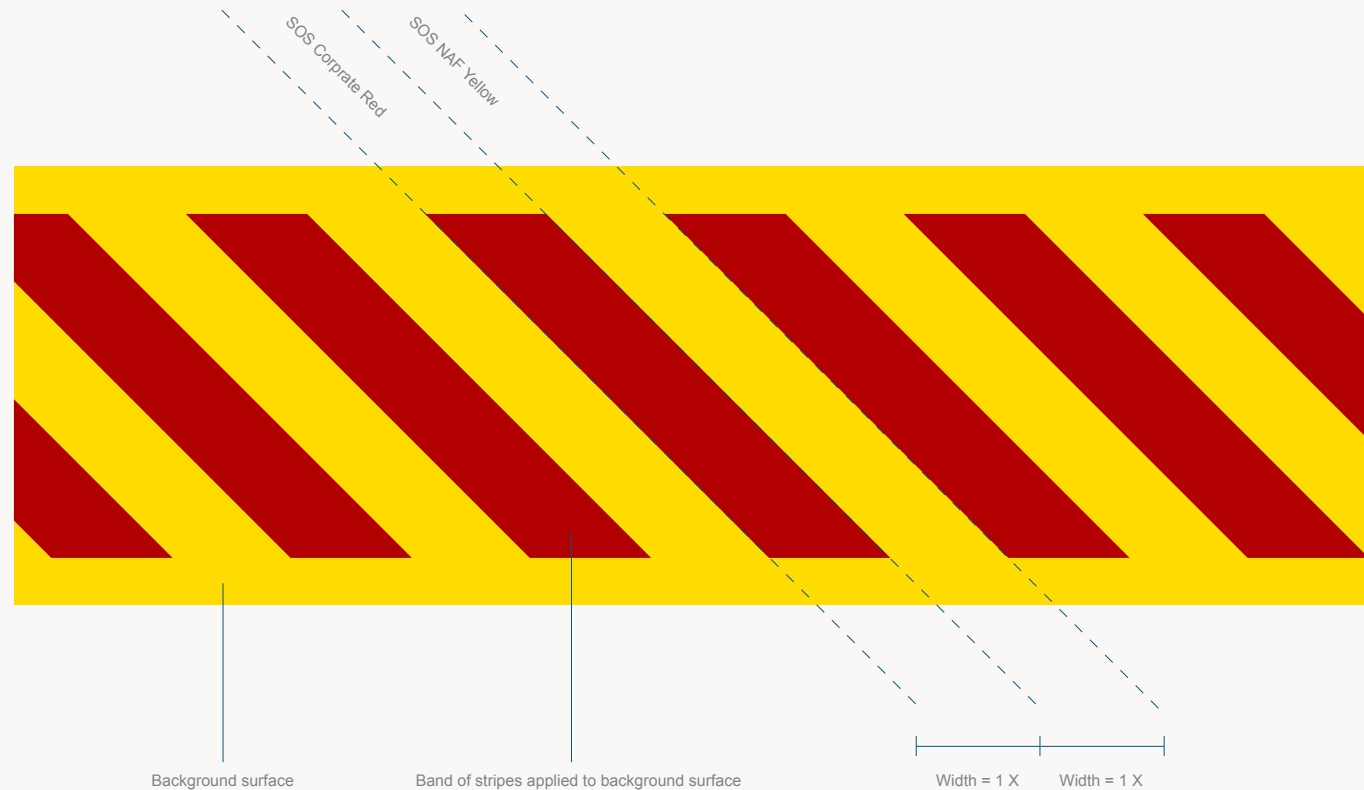
–

The decal pattern is composed of a horisontal band of alternating stripes of equal width, tilted at an angle of 45°. The default tilt direction is left, following the standard reading direction – however, when implemented on vehicles, the tilt direction is inverted to follow the driving direction See the following pages for implementation guidelines.

The alternating colours for the decals are SOS Corporate Red stripes on NAF Yellow background.

–

The design follows existing conventions for rescue and emergency related markings, creating a reference to the core business area of SOS International.

SOS Corprate Red

SOS NAF Yellow

Background surface

Band of stripes applied to background surface

Width = 1 X

Width = 1 X

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DECALS

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DECALS

Implementation guidelines

When implementing the decals on NAF
vehicles, it is important to maintain a
consistent appearance across varying
vehicle types.

The decals are always implemented on
a NAF yellow background colour, and
should never be used in any other colour
or shape variation.

_

To maintain an easily recognise
apperance, it is essential to scale the
band to an appropriate size. This is
ensured by keeping no less than five red
stripes visible.

The height and width of the band can vary
according to each specific implementation
situation.

_

See the following pages for illustrative
examples of correct implementation.

✔   Do use a band of red stripes on NAF Yellow background.
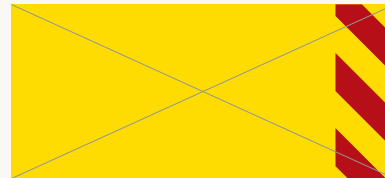
✘   Don't use a vertical band of stripes.

✘   Don't scale the stripes so that less than
five red stripes are visible.

✘   Don't use yellow stripes on white branckground.

✘   Don't rotate the band of stripes.

✘   Don't stretch or twist the stripes out of proportion.

✘   Don't use yellow stripes on red branckground.

SOS NAF

Vehicle design

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VEHICLE DESIGN

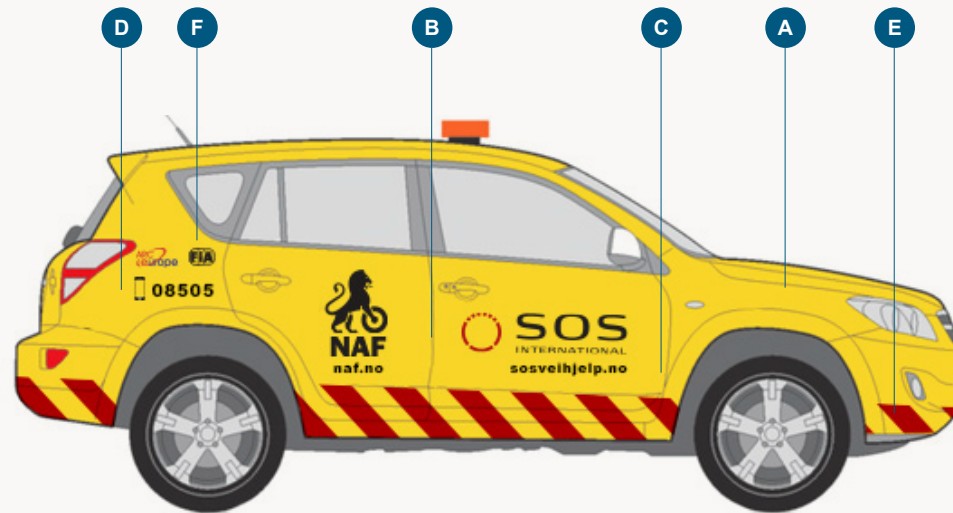Page 29 / 40

VEHICLE DESIGN

"Small vehicle"

SOS International's vehicles are the company's most visible platform for communication and branding, and also the primary point of contact for many customers.

It is consequently important, that all vehicles appear uniform and easily recognisable to ensure a consistent presentation of the company's visual identity.

–

The following guidelines apply for branding of all new vehicles, following the publication of this manual

A. Base colour: SOS NAF Yellow

B. SOS International logo + NAF logo. Horizontal lock-up. Placed on both sides of vehicle.

C. Web address (www.sosveihjelp.no and www.naf.no) to be placed under both logos. Typeface: Arial Black.

D. Local phone number (08505) is applied on the back of the vehicle, where most appropriate. Typeface: Arial Black.

E. The decals (band of stripes) are applied on the front, back and along the sides of the vehicle– aligned with the bottom of the NAF Yellow base.

F. Arc Europe and FIA logo is placed above phone number

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VEHICLE DESIGN

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VEHICLE DESIGN

"Small vehicle"

SOS International's vehicles are the
company's most visible platform for
communication and branding, and also
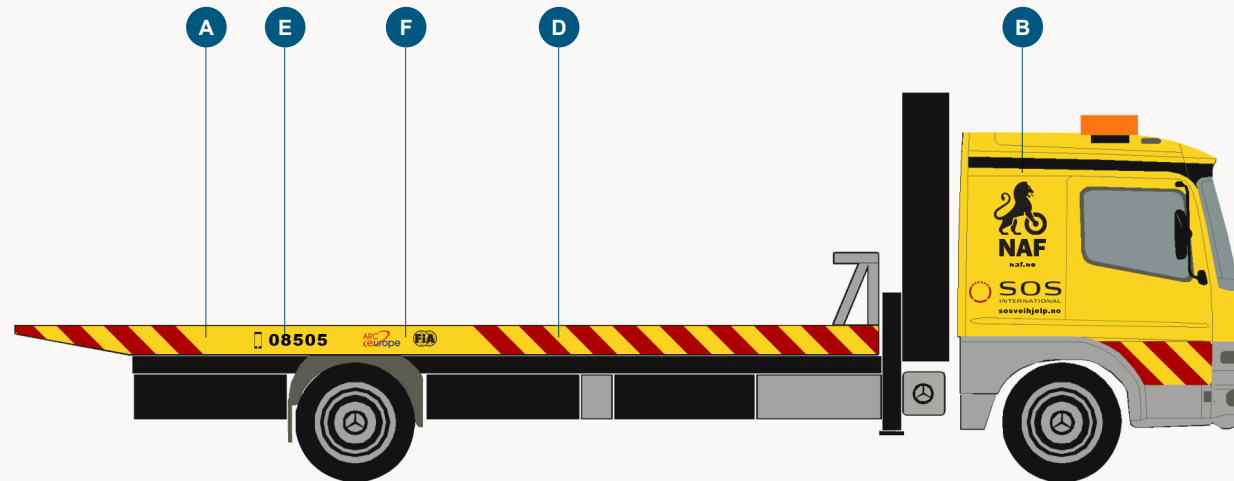the primary point of contact for many
customers.

It is consequently important, that all
vehicles appear uniform and easily
recognisable to ensure a consistent
presentation of the company's visual
identity.

–

**The following guidelines apply for
branding of all new vehicles, following
the publication of this manual**

Base colour: SOS NAF Yellow

SOS International logo + NAF logo.
Placed on both sides of vehicle.

Web address (www.sosveihjelp.no and
www.naf.no) to be placed under both
logos. Typeface: Arial Black.

The decals (band of stripes) are
applied on the front, back and along the
sides of the vehicle– aligned with
the bottom of the NAF Yellow base.

Local phone number (0850.
Typeface: Arial Black.

Arc Europe and FIA logo

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VEHICLE DESIGN

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VEHICLE DESIGN

"Large vehicles, tow truck"

SOS International's vehicles are the company's most visible platform for communication and branding, and also the primary point of contact for many customers.

It is consequently important, that all vehicles appear uniform and easily recognisable to ensure a consistent presentation of the company's visual identity.

–

The following guidelines apply for branding of all new vehicles, following the publication of this manual

A. Base colour: SOS NAF Yellow

B. SOS International logo + NAF logo. Placed on both sides of vehicle.

C. Web address (www.sosveihjelp.no and www.naf.no) to be placed under both logos. Typeface: Arial Black.

D. The decals (band of stripes) are applied on the front, back and along the sides of the vehicle – aligned with the bottom of the NAF Yellow base.

E. Local phone number (08505) Typeface: Arial Black.

F. Arc Europe and FIA logo

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VEHICLE DESIGN

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VEHICLE DESIGN

"Large vehicles, tow truck"

SOS International's vehicles are the
company's most visible platform for
communication and branding, and also
the primary point of contact for many
customers.

It is consequently important, that all
vehicles appear uniform and easily
recognisable to ensure a consistent
presentation of the company's visual
identity.

–

**The following guidelines apply for
branding of all new vehicles, following
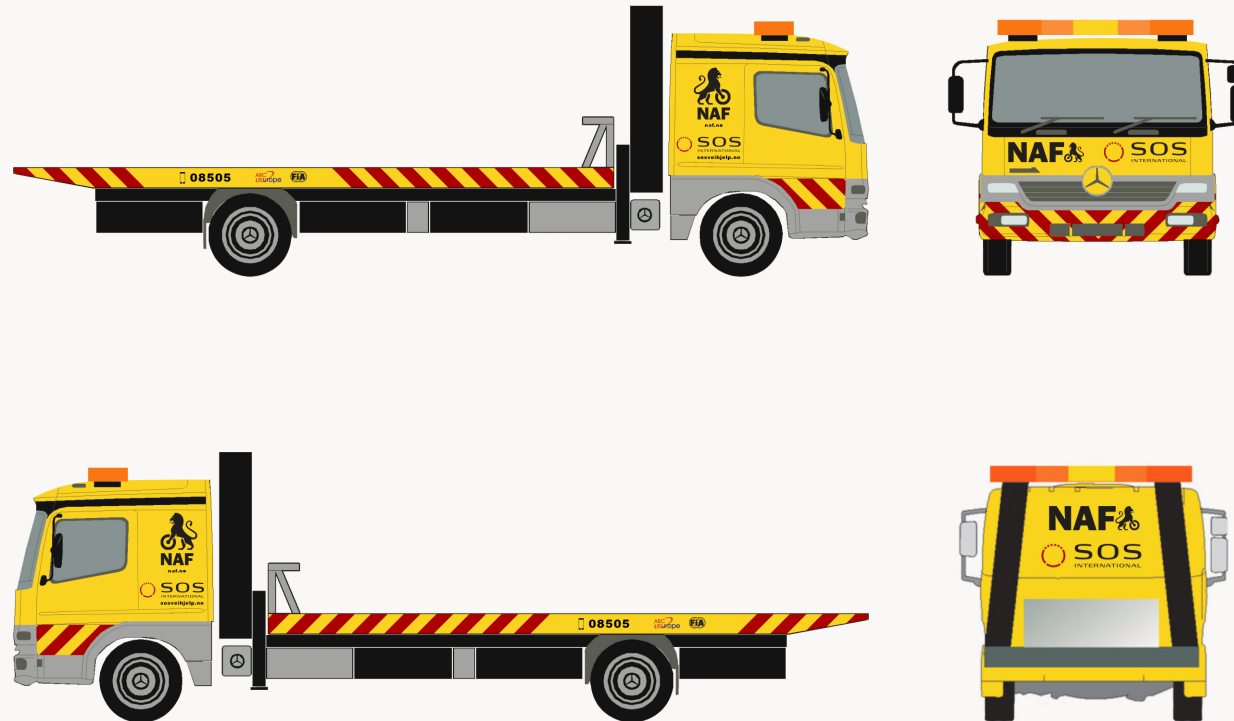the publication of this manual**

Base colour: SOS NAF Yellow

SOS International logo + NAF logo.
Placed on both sides of vehicle.

Web address (www.sosveihjelp.no and
www.naf.no) to be placed under both
logos. Typeface: Arial Black.

The decals (band of stripes) are
applied on the front, back and along the
sides of the vehicle– aligned with
the bottom of the NAF Yellow base.

Local phone number (08505).
Typeface: Arial Black.

Arc Europe and FIA logo

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VEHICLE DESIGN

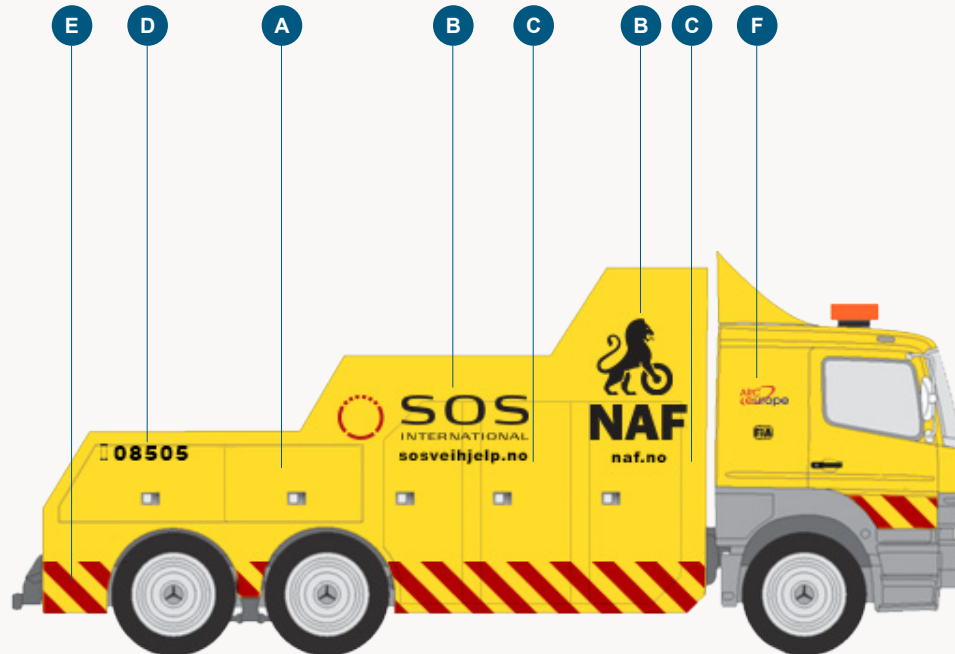Page 33 / 40

VEHICLE DESIGN

"Large vehicle"

SOS International's vehicles are the company's most visible platform for communication and branding, and also the primary point of contact for many customers.

It is consequently important, that all vehicles appear uniform and easily recognisable to ensure a consistent presentation of the company's visual identity.

–

The following guidelines apply for branding of all new vehicles, following the publication of this manual

A.   Base colour: SOS NAF Yellow

B.   SOS International logo + NAF logo. Horizontal lock-up. Placed on both sides of vehicle.

C.   Web address (www.sosveihjelp.no and www.naf.no) to be placed under both logos. Typeface: Arial Black.

D.   Local phone number (08505) is applied on the back of the vehicle, where most appropriate. Typeface: Arial Black.

E.   The decals (band of stripes) are applied on the front, back and along the sides of the vehicle– aligned with the bottom of the NAF Yellow base.

F.   Arc Europe and FIA logo

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VEHICLE DESIGN

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VEHICLE DESIGN

"Large vehicle"

SOS International's vehicles are the company's most visible platform for communication and branding, and also the primary point of contact for many customers.

It is consequently important, that all vehicles appear uniform and easily recognisable to ensure a consistent presentation of the company's visual identity.

–

The following guidelines apply for branding of all new vehicles, following the publication of this manual
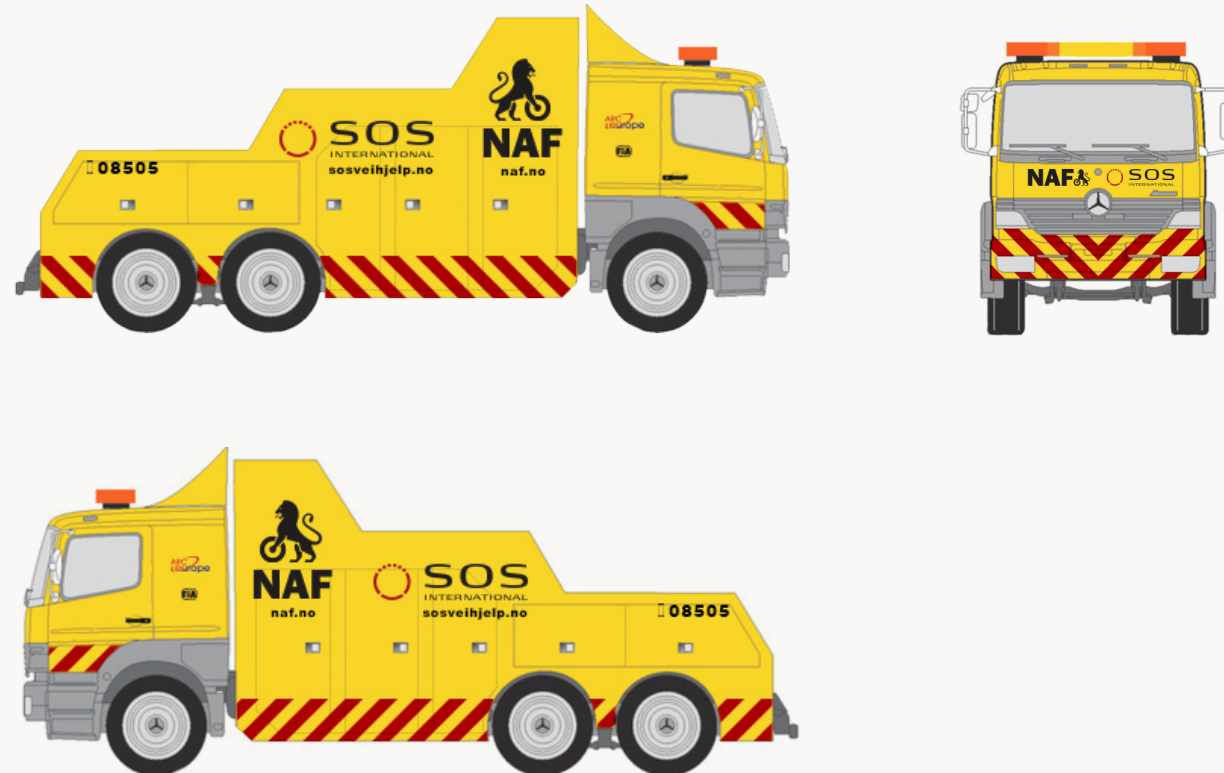
Base colour: SOS NAF Yellow

SOS International logo + NAF logo. Placed on both sides of vehicle.

Web address (www.sosveihjelp.no and www.naf.no) to be placed under both logos. Typeface: Arial Bold.

The decals (band of stripes) are applied on the front, back and along the sides of the vehicle– aligned with the bottom of the NAF Yellow base.

Local phone number (08505)
Typeface: Arial Bold.

Arc Europe and FIA logo

SOS NAF

Stations and signage

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STATIONS AND SIGNAGE

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STATIONS

Building facades

SOS International's stations are among the company's most visible platforms for communication and branding, and also the primary point of contact for many customers.

It is consequently important, that all signage appears uniform and easily recognise to ensure a consistent presentation of the company's visual identity.

All building facades must feature the new logo lock-up and associated visual identity. Existing stations are to be refurbished according to the following guidlines:

1. All existing signage, featuring the former NAF logo, must be changed.

2. New facade signs must have a NAF Yellow background and show both the SOS International logo and new NAF logo in either of the two available lock-ups. The former NAF lion symbol and NAF logotype must be removed. Simply adding the SOS International logo to the existing signage, is not acceptable.

3. Each station must show at least one facade sign with one of the two available logo lock-ups.

4. Signs on building facades may only contain one of the new logo lock-ups and decals (stripes) in the bottom as shown here. No other logos, graphics or information is accepted.

5. If practicable, the horizontal logo lock-up is preferred as the primary lock-up. The vertical lock-up may be used only in cases when it is impracticable to use the horizontal lock-up.

6. Telephone number, web address, office hours and other information should appear on seperate freestanding signs – not on the building facade. The typeface for all display text is Arial Bold.

Building facade featuring horisontal logo lock-up

Building facade featuring vertical logo lock-up

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STATIONS

Signage

SOS International's stations are among the company's most visible platforms for communication and branding, and also the primary point of contact for many customers.

It is consequently important, that all signage appear uniform and easily recognisable to ensure a consistent presentation of the company's visual identity.
—

All building facades must feature the new logo lock-up and associated visual identity. Existing stations are to be refurbished according to the following guidlines:

1. All existing signage, featuring the former NAF logo, must be changed.

2. New facade signs must have a NAF Yellow background and show both the SOS International logo and new NAF logo in either of the two available lock-ups. The former NAF lion symbol and NAF logotype must be removed. Simply adding the SOS International logo to the existing signage, is not acceptable.

3. Each station must show at least one facade sign with one of the two available logo lock-ups.

4. Signs on building facades may only contain one of the new logo lock-ups and decals (stripes) in the bottom as shown here. No other logos, graphics or information is accepted.

5. If practicable, the horizontal logo lock-up is preferred as the primary lock-up. The vertical lock-up may be used only in cases when it is impracticable to use the horizontal lock-up.

6. Telephone number, web address, office hours and other information should appear on seperate freestanding signs – not on the building facade. The typeface for all display text is Arial Bold.

Freestanding sign featuring horisontal logo lock-up
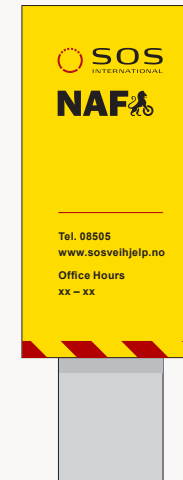
Freestanding sign featuring vertical logo lock-up

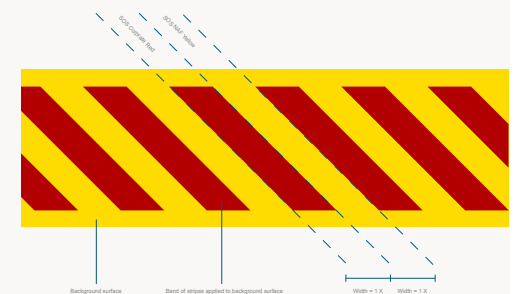Freestanding sign featuring horisontal logo lock-up

SOS NAF

Uniforms

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UNIFORMS

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UNIFORMS

A.   Jacket

B.   Trousers

Important!
Decal stribes according to page 26

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End of manual