



Brand Guide

VERSION 1.0 | JUNE 25, 2020



We live in a high-tech world. Now we get to play in it.

Norvado brings the very best technology and connections right to you—wherever you are. No more missing out. Just a world of possibilities waiting for you to discover them. All from a locally owned company that's proud to be in your community.

So, sit back and get ready to be entertained.

Norvado. Discover the Possibilities.

BELIEF STATEMENT

We believe the greatest things in life are those that bring us closer to each other. Where our own world is elevated by staying connected to what we desire.

A person in silhouette stands on a grassy bank, fishing with a rod. A small white dog stands beside them. The background shows a calm lake reflecting the golden light of a sunrise or sunset, with a dense forest of evergreen trees on the far shore. A large orange triangle is in the top right corner.

MISSION STATEMENT

Norvado delivers leading technology that allows the up north lifestyle to keep a strong connection with the world.

VISION STATEMENT

Provide 100% of our service area with the world's foremost technology ensuring our customers are connected to the people, places, and things they love.

BRAND STATEMENT

Norvado | Discover the Possibilities

BRAND STORY

Life is better in the Northwoods. That's why in 1950, Norvado set out to make it the very best. By bringing cutting-edge technology to Northern Wisconsin, we were able to keep our communities connected, vibrant, and competitive with big-city offerings. The only difference? We get to do it where we love to live. Surrounded by nature. For the greatest neighbors. For over the last 70 years. And we're just getting started.

EXAMPLE HEADLINES:

Let the adventures begin.

Everything big cities have. And everything they don't.

Expand your playground.

Love every moment.

Go far. Right where you are.

Finally, no tradeoffs for living up north.

Connect to the good life.

The new nature of Internet.

BRAND PERSONA

Every great brand is more than a logo. And Norvado is no exception. To be the best, we must celebrate what we stand for, what we sound like, and how we treat our customers.

LANGUAGE THAT DEFINES US:

Possibilities
Discovery
Innovative
Leading
Pioneers
Essential
Connected
Outdoors
Nature
Effortless
Empowering
Human
Neighborly
Humble
Passionate

THIS IS WHO WE ARE:

Fun loving and laid back
A friendly neighbor
Straightforward
Passionate explorers
Proudly Wisconsin
Innovative technology
Warm and inviting
Confident
Totally connected
Authentic
Inclusive and welcoming
Memory makers
Simple
One-stop shop
Endlessly curious

NORVADO IS NOT:

Close minded
Unapproachable
Longwinded
Creatures of comfort
Coastal conglomerate
Outdated and dusty
Cocky and standoffish
Arrogant
Off-the-grid
Unoriginal
Exclusive
In it for the money
Complex
One-trick pony
Complacent

LOGO USAGE

The Norvado logo should be used often, but handled with care. Always be sure to use approved electronic formats of this logo in the proper resolution. Regardless of the application, we've outlined a few guidelines to help you make the right decisions.

FOR PRINT

Always use a vector format logo. The file extension would be .ai, .eps, or .pdf. If a .jpg or .tiff is required, make sure it is 300 dpi so it does not get pixelated when printed.

FOR WEB

The logo can be used at 72 dpi but should be used as a larger size if it starts to look pixelated. Make sure the logo is always shown at 100% of its original size.

LOGO GUIDELINES

To establish and maintain a strong, consistent brand, only use approved brand colors and never alter the shape or design of it.

IDEAL

The ideal logo should be shown in its green color, with at least ½" of clear space around it, when possible.

REVERSED

When over a block of color of busy background image, our all-white logo should be used.



LOGO USAGE VIOLATIONS

The logo should not be manipulated in any way. Examples shown below are non-acceptable logo treatments.



DO NOT stretch the logo disproportionately



DO NOT apply any effects such as dropshadow, glow, or outlines



DO NOT change the colors of the logo



DO NOT move any parts of the logo



DO NOT remove any parts of the logo



DO NOT place logo over busy backgrounds

TYPOGRAPHY

Two families of type have been established to keep all marketing communications consistent and on brand.

HEADLINES & INTRO COPY

Lapture

Caption Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & @ % ***

Semibold **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & @ % ***

Regular **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & @ % ***

BODY & SUPPORTING COPY

Roboto

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & @ % ***

Semibold **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & @ % ***

Regular **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & @ % ***

Light **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & @ % ***

COLORS

Our colors are just as important as our brand. It builds instant recognition and trust. Here are our core colors for our palette.

PRIMARY PALETTE		SECONDARY PALETTE	
FERN PMS 375C C47 M0 Y100 K0 R147 G213 B0 #93d500	PINE PMS 3302C C95 M47 Y67 K42 R0 G76 B70 #004c46	LAKE PMS 3288C C100 M23 Y73 K9 R0 G128 B101 #008065	MAGIC HOUR PMS 153C C20 M65 Y100 K7 R192 G107 B19 #c06b13
		SKY PMS 299C C81 M18 Y0 K0 R0 G160 B223 #00a0df	LICHEN PMS 396C C17 M1 Y100 K0 R224 G223 B0 #e0df00
		STONE PMS Cool Gray 11 C66 M58 Y52 K29 R84 G86 B90 #54565a	

PHOTOGRAPHY

Norvado is defined by the people who use our products and services. Our photography is here to reflect their real, active lifestyles while elevating our brand.

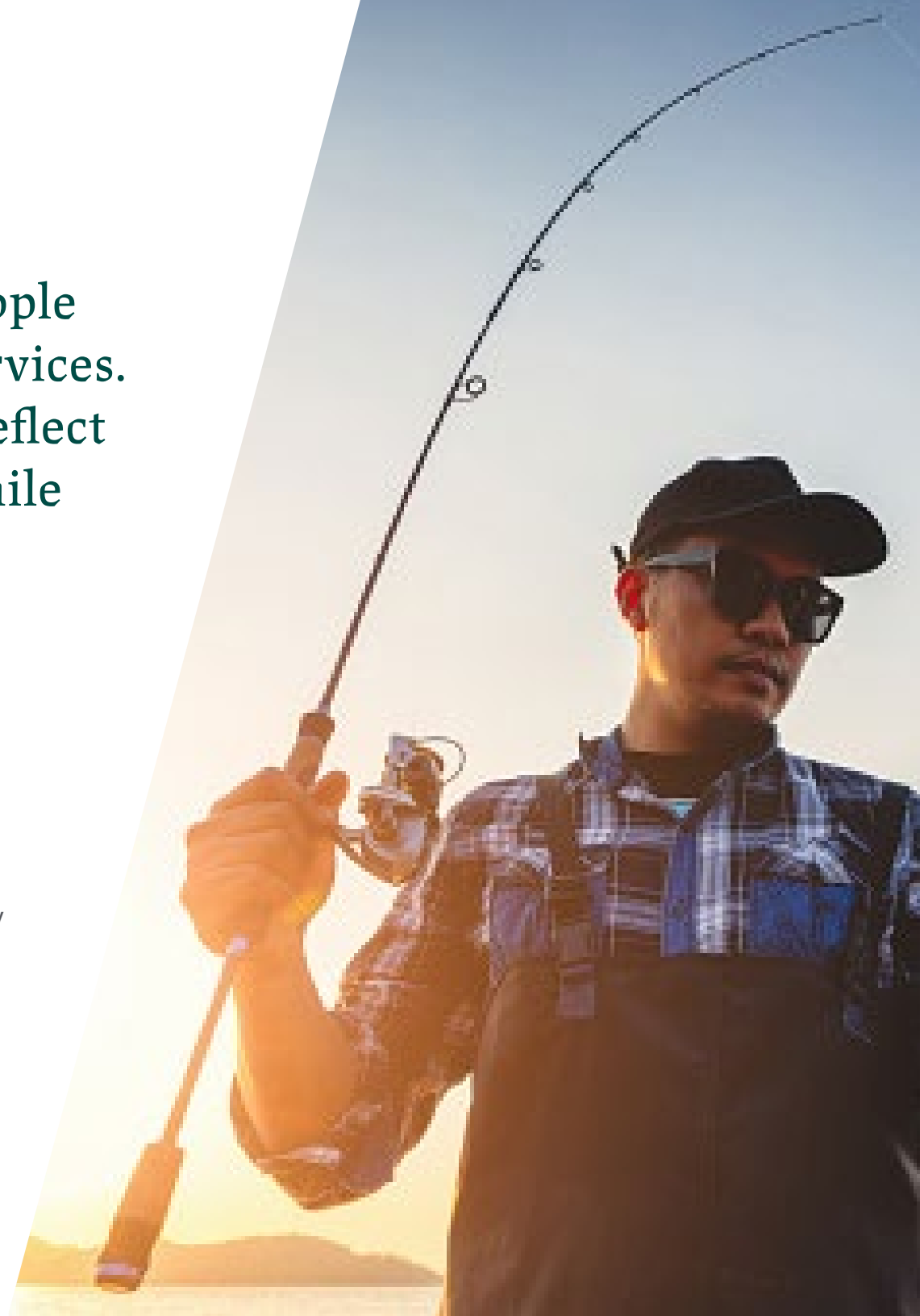
Photography should be a candid snapshot into their everyday life. Believable, not staged. People should never look at camera or showcase our products in a forced way. This is their life, Norvado is just a part of it.

Nature should also play an important role in the photos we use or capture. It's the beautiful backdrop—and one that will instantly resonate with our audience.

For interiors, choose warm, natural lighting and coloring versus highly contrasted or saturated. Outside shots should reflect the golden or blue hours.

Dark photos should feature a pop of light — either natural or from an indoor source. Light should be orange or yellow.

Commercial photography should feature cool small businesses in action, while the up north lifestyle should be reserved for our residential communication.



LIFESTYLE PHOTOGRAPHY

Authentic
Active
Natural
Fun
Believable
Inviting



SUPPORTING IMAGERY

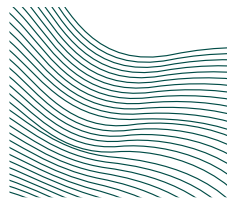
In addition to photography, a system of patterns and icons have been designed to be used as accents and in support of content. These should not have a leading role in the collateral design.

PATTERNS

Use the following line patterns over imagery and color fills where appropriate. Refer to "Image System" section for usage examples.



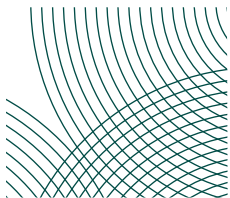
TOPOGRAPHIC MAP



WAVES



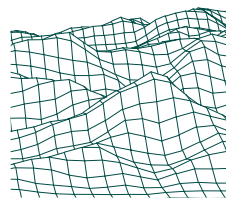
WOODGRAIN



RADIAL



CITY GRID



SURFACE GRID

ICONS

Use the solid fill icons in support of photography and content. Icons can be comprised of no more than two high-contrasting colors.



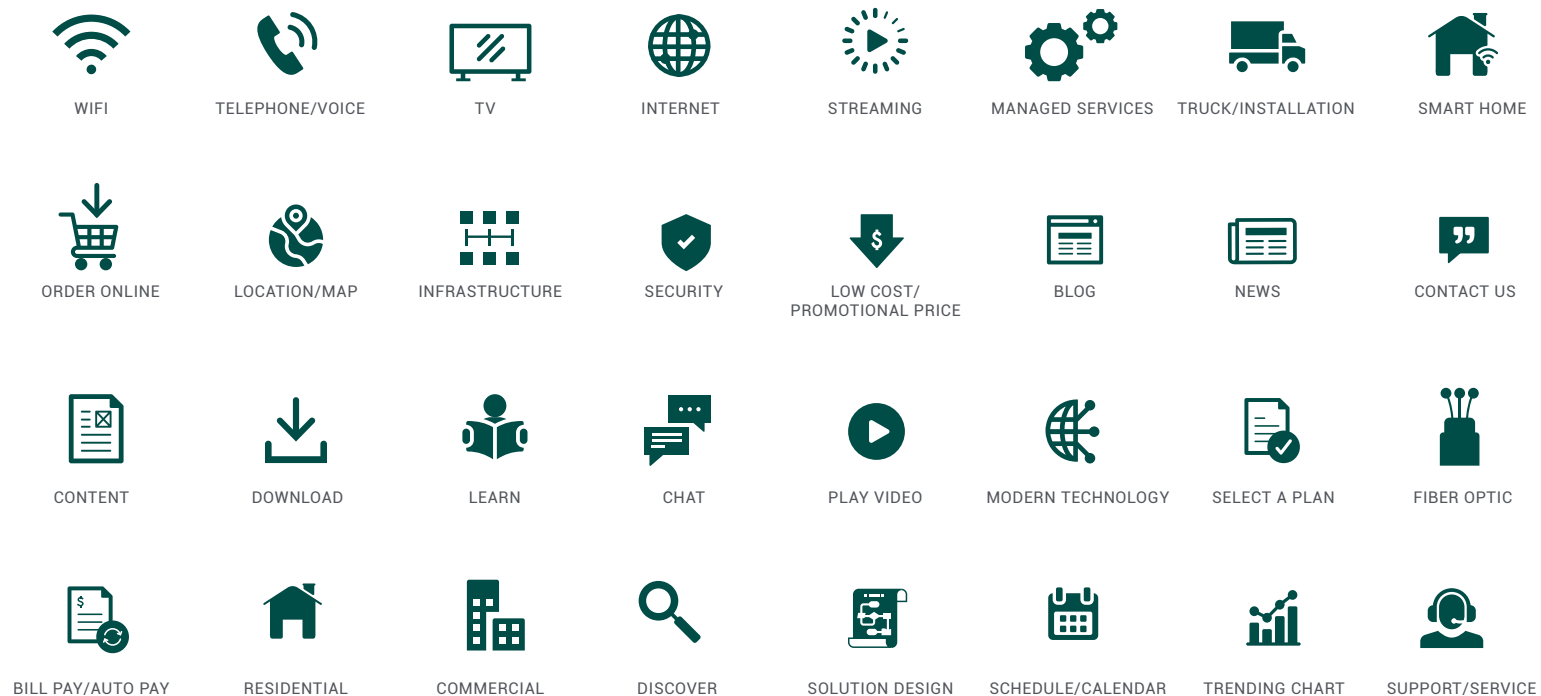
SINGLE-COLOR EXAMPLES



TWO-COLOR EXAMPLES

ICON LIBRARY

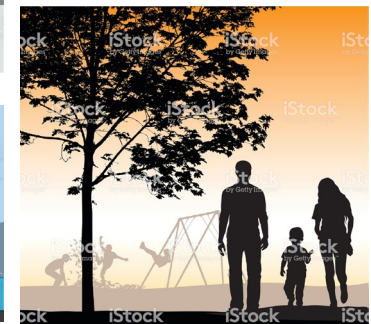
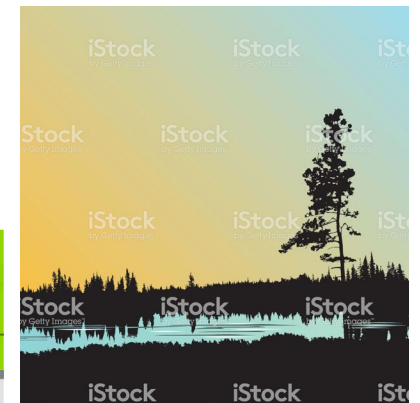
Our iconography system is a quick way to simply call out a feature or benefit. For consistency, only use the icons already developed for our brand. Please do not introduce or create any new ones.



ILLUSTRATIONS

Another tool in our creative belt is illustration. When the perfect photo or icon can't be found, illustration can be our way to telling the right story. That said, we should always use illustration as a last resort.

Our illustrative style comprised of silhouetted people and flat background shapes, should remain consistent. Please start within our library of pre-drawn illustrations first. If the right illustration is not found within there, a new drawing will need to be sourced.





**For questions regarding brand guidelines,
please email cmix@norvado.com.**