



Nordiso Logo Pitch

Produced exclusively for Trendimport Sweden
Design & Artwork created by standardhype.com
in conjunction with Mypitch.com

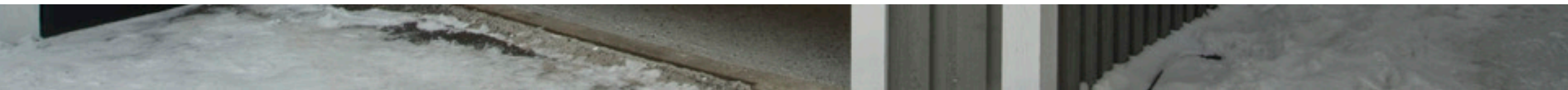


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0.



Logo

Logo description & exclusions zone



To avoid detracting from the impact of the brand name, a suitable amount of surrounding white space has been defined. In most cases the defined white space should be applied.

Note:

Possible exceptions may include small print items, large format printing and media whose technical requirements demand a different positioning.

The logo expresses the method of movement the door takes it also incorporates colours that are a part of the Nordic Landscape, giving the logo a technical yet natural feel well suited to the Scandinavian ethos and traits. “Nordiso” is “Nord” (Northern) “Iso” (isolating/insulation). I hope that the name is clear to the consumer and that it helps them at a glance gain more information on what Nordiso is. You can see the letter N in the mark section of the logo which echoes the Nord aspect of the name. Nord stands for quality, tradition, innovation, technical know how and freezing temperatures, which suits being that your doors are insulated to maximise energy efficiency, again echoing the eco friendly nature of the Scandinavia consumer.

Type Faces

Type faces used in the logo design



Neo TechNORDISO

Neo SansAutomatic Garage Systems

The two type faces used in the logo are similar yet both have their specific place Neo tech is a good typeface for bold heading, it is not recommended for body text.

Neo Sans on the other hand is a strong technical type face that suits well to straplines and introductions, I would use it sparingly kept to one intro paragraph or small heading in marketing comms, complement with a basic type face like helvetica to force a modern clean technical image.

Energistically productize cooperative benefits for superior platforms.

Neo Sans 10pt/12pt leading 1mm space after

Collaboratively facilitate economically sound materials after virtual customer service. Uniquely embrace high standards in information after client-based vortals. Enthusiastically negotiate best-of-breed manufactured products rather than timely services.

Helvetica 10pt/12pt leading 1mm space after

2.

Colour Pallet

Type faces used in the logo design

3.



C64-M23-Y100-K87



C75-M0-Y15-K0



C35-M0-Y100-K12

The colour pallet used represents key feelings of a modern progressive environmentally concerned people such as the Scandinavians. Blue is as pure as the sky we look to for inspiration and dreaming, green is the trees and fields that feed us daily. These colours will express Nordiso's desire to create a better world for its clients, the colours also stand for tradition and nurturing.

The darker green portion is strong yet calming with its green hints.

The colours can be used in tints throughout your communications, I believe that shades of grey and pure white will complement the pallet.



Basic Web Page

Example of a basic web page

4.



NORDISO
Automatic garage systems

[About Us](#) | [Systems](#) | [Security](#) | [Pricing](#) | [Contact Us](#)

Competently unleash flexible opportunities before reliable internal or "organic" sources. Seamlessly initiate world-class core competencies after state of the art services. Holistically supply 24/7 applications rather than integrated content. Continually iterate high-payoff web-readiness for competitive intellectual capital.

Efficiently develop next-generation methods of empowerment with resource-leveling niches. Progressively generate plug-



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Banner Ad

Example of a basic banner Ad
Suited to web or news paper



Welcome to the latest in garage door
style quality & energy efficiency.

Now available, call for your appraisal now
and find out how you can save.



5.