

Signage principles





Placement and visibility

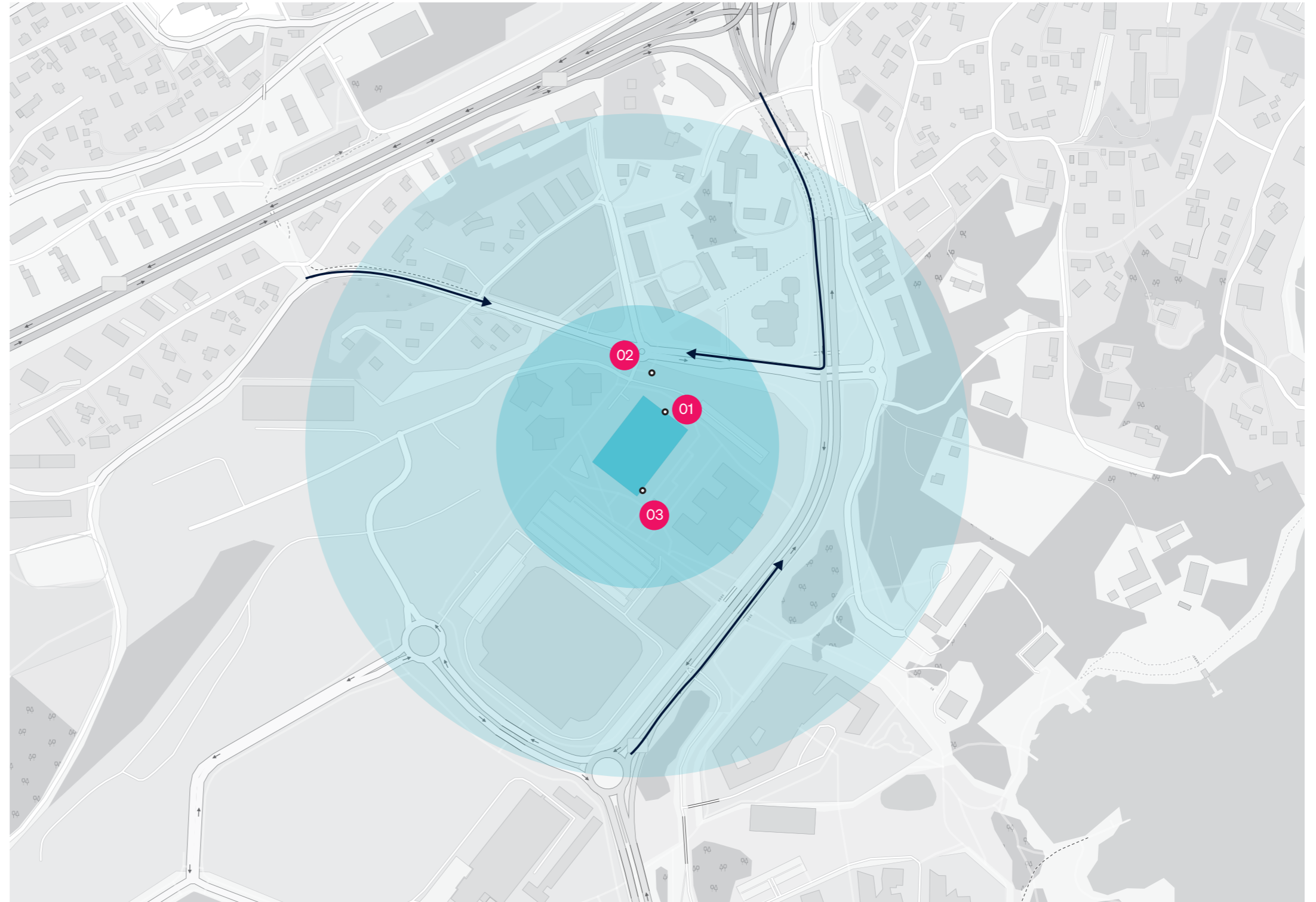
Exterior signage is about being visible and also about branding. The exterior of your locations are there as a constant reminder of your brand, and it is therefore important to be considerate of the look and quality.

Size, placement and light are important factors. From a distance a sign is a wayfinder, which navigates the visitor towards the location.

Consider where your visitors are coming from, which angles are their viewpoints, then place the signage in positions that will be visible.

 To be visible from a longer distance, position the sign(s) high up on the building with a clear line towards the main roads.

 The closer you get to the vicinity, the function of the signage changes to a more informational purpose. (directions, information etc.)



Signages

Logo

For the exterior signage, we have two logo versions to choose from: the main logo (centered) and the horizontal logo.

The guidelines that secure the minimum protection area around the logos also applies to signage. The protection area is placed proportional to the symbol to achieve good visibility for the logo and to avoid a crowded look.

Do not position the logo any closer to a corner, window or other building structures than the edge of the protective area.



Main logo (centered)



Horizontal logo

Sign

Facade and correct logo

The individual architecture of the building dictates which logo to use.

1. If possible, choose the main logo. Position the sign on larger areas where it is clearly visible and have enough space around the logo.
2. In instances where the sign needs to be positioned in a short and wide space such as divisions between or above floors, use the horizontal version.



Kongsberg colours

Corporate colour palette

When it comes to signage purposes, it is the logo colours that are most relevant.

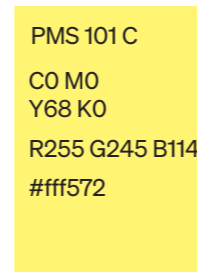
When choosing materials, use Pantone colour swatches as a reference and make sure to match the colours as close as possible.

Please note:
Red should only be used sparingly on smaller details. Yellow is reserved for the *logo only*.

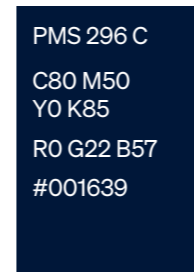
Logo colours



KONGSBERG Red



KONGSBERG Yellow



KONGSBERG Blue

Secondary colours



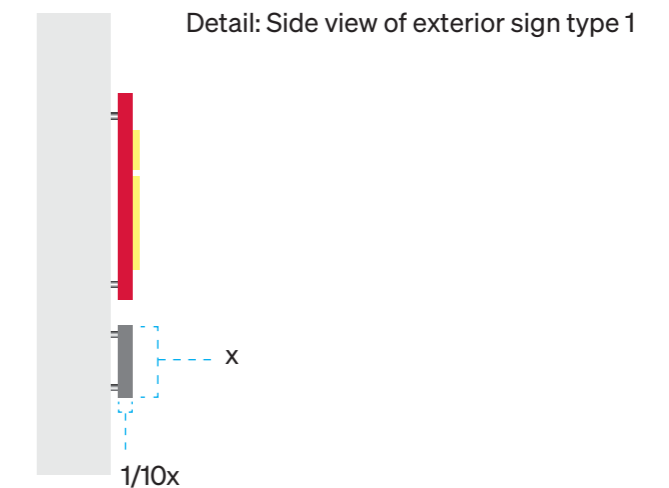
[Se desing manual for colour codes](#)

Exterior signage

Type 1 - White

To be used on medium to dark coloured materials/walls.

1. The red rectangle is a box made of painted steel with the crown placed as a 3D shape on top, this gives the sign an expression of quality.
2. To ensure good readability in the word-mark, make sure the letters are not too deep. (Approx. 10% of the height.)
3. Night view with lights. The red rectangle is backlit which reflects towards the wall and creates a corona of light. The crown has transparent sides where the light shines through and creates a corona/halo effect out to the sides. The letters in the wordmark have solid sides and light in front. (**Note:** Lights are optional.)
4. The same principles apply to the horizontal version.



Exterior signage

Type 1 - White

Example of exterior sign mounted on a building with darker coloured materials on the facade.



Exterior signage

Type 1 - Blue

To be used on medium to light coloured materials/walls.

1. The red rectangle is a box made of painted steel with the crown placed as a 3D shape on top, this gives the sign an expression of quality.
2. To ensure good readability in the wordmark, make sure the letters are not too deep. (Approx. 10% of the height.)
3. Night view with lights. Both the letters in the wordmark and the rect-angle shape have white backlights that reflects towards the wall and create a corona/halo effect. The crown has transparent sides where the light shines through and creates a corona/ halo effect out to the sides. (**Note:** Lights are optional)
4. The same principles apply to the horizontal version.

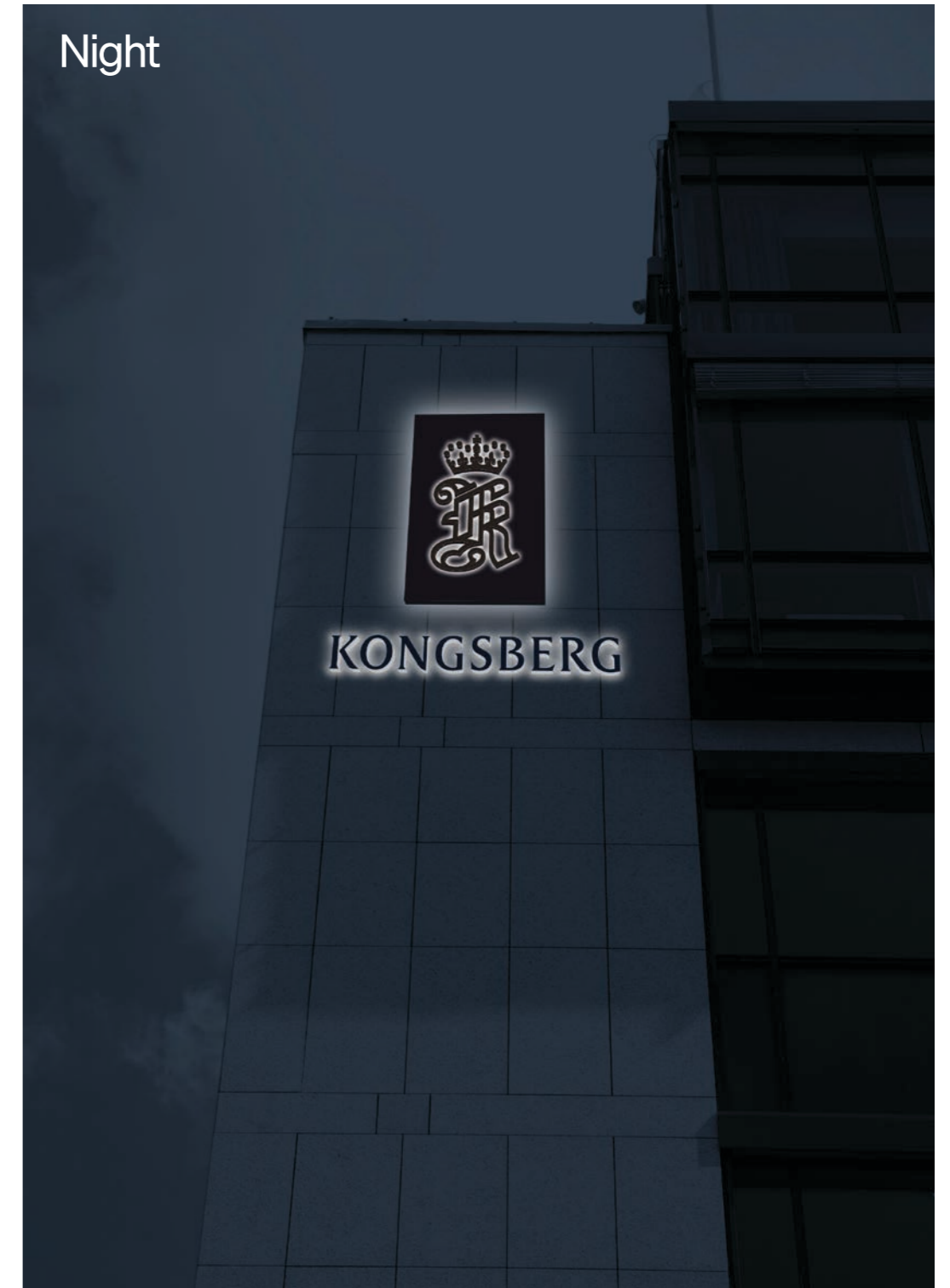


Detail:
example of corona
light

Exterior signage

Type 1 - Blue

Example of exterior sign mounted on a building with light coloured materials on the facade.



Exterior signage

Type 2

This is a simpler and inexpensive solution for signage in terms of production. Colour print or foil on aluminum or steel plates.

These signs are mostly used to be placed high up above entrances on workshops, warehouses etc. They can be produced with either the horizontal or centered version of the logo. Due to the nature of the placement and the buildings, the horizontal version will fit better above doors, while the centered fit better on the corner of the building or on the side of doors.

Optional: These signs can be lit up from an external light source pointed at the sign for better visibility in the dark.

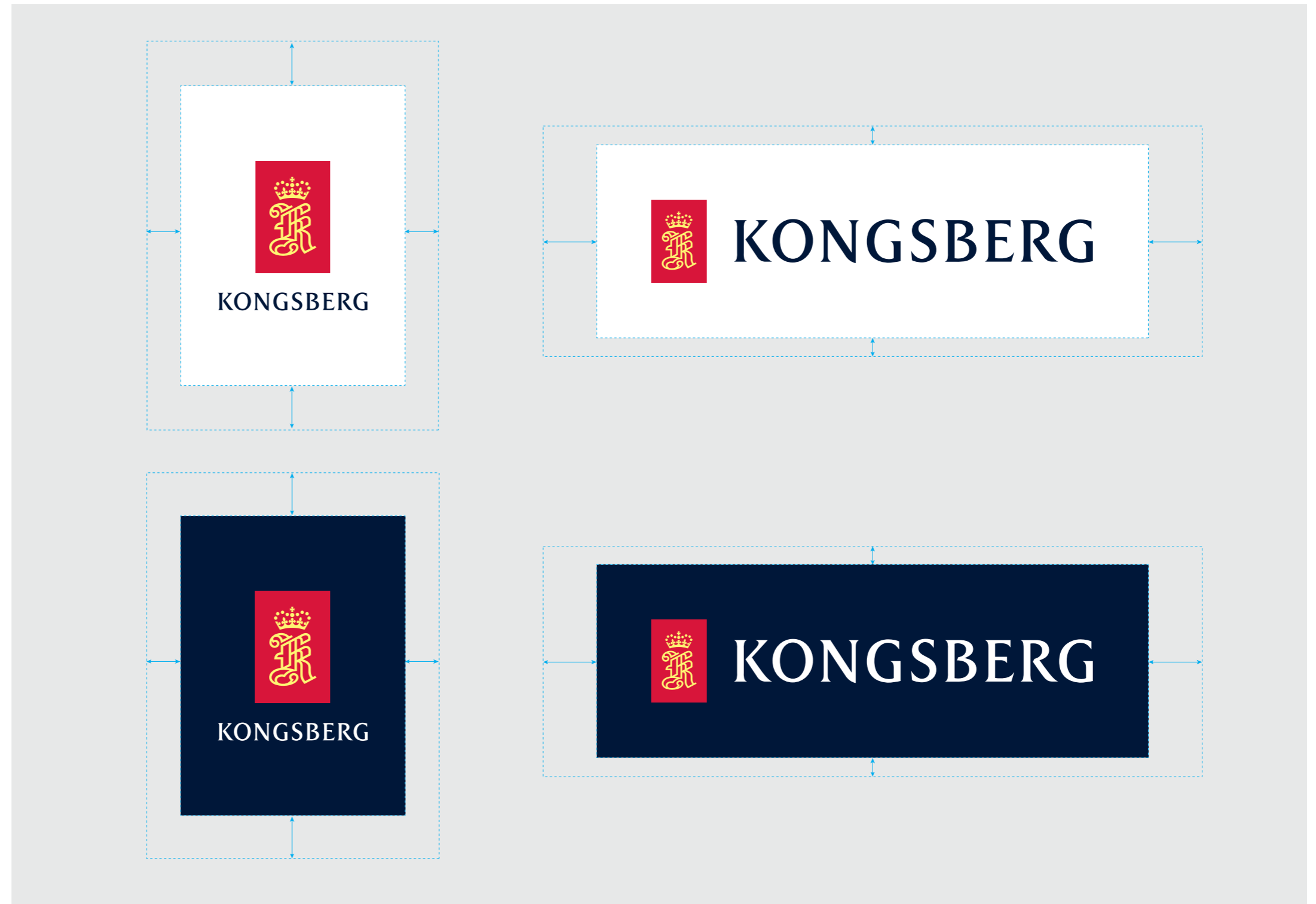


Exterior signage

Type 2 - scaling

The KONGSBERG logo has a defined protective area, illustrated with the dotted line here. (see also page 3) Make sure to always include enough space for this.

When scaling the size of the logo, do so proportionally.



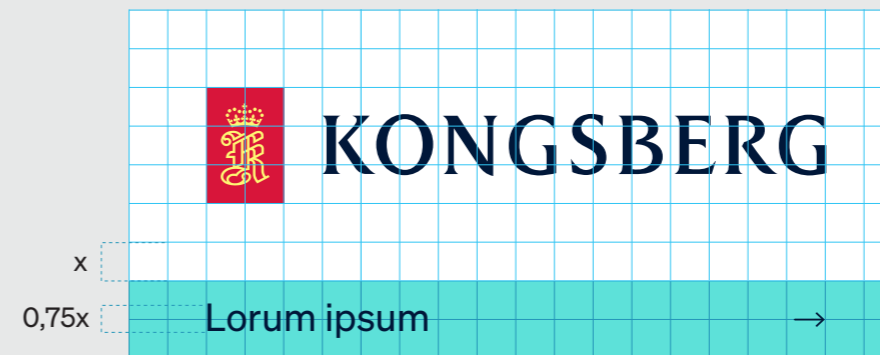
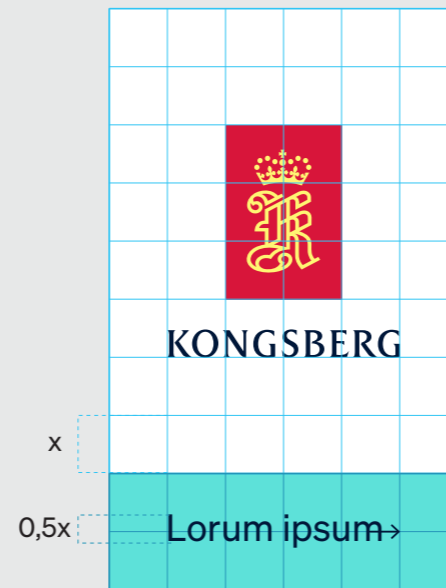
Exterior signage

Type 2 - additional info

Type 2 exterior signage (print on plate) with additional information/text.

The text section is defined proportionally to the symbol, see instructions.

The text size might vary depending on the length of the text, but use the described size as a guide and starting point. Scale down if necessary.



Exterior signage

Type 2

Choose the colour version that gives best visibility in the landscape and fits the building it is mounted on. In the examples shown here the negative horizontal version on blue background works best.

Remember that signage is a great tool for building a brand and works as a billboard as well as wayfinding.



Placement

Each location is different and the signage solution needs to be customised to the building(s).

The main logo/sign can be placed in areas where there are vertical space enough for the sign to have a reasonable size for the name to be readable. In areas that are short and wide, choose the horizontal version.



Monolith sign

Type 1

This monolith sign is a simple flat version with a painted steel plate mounted between two posts.

Logo and wayfinding instructions are mounted on the plate with acrylic foil.

The type is set in the corporate typeface; Söhne Halbfett. Here shown in bold for the company name and regular weight for the wayfinding info.

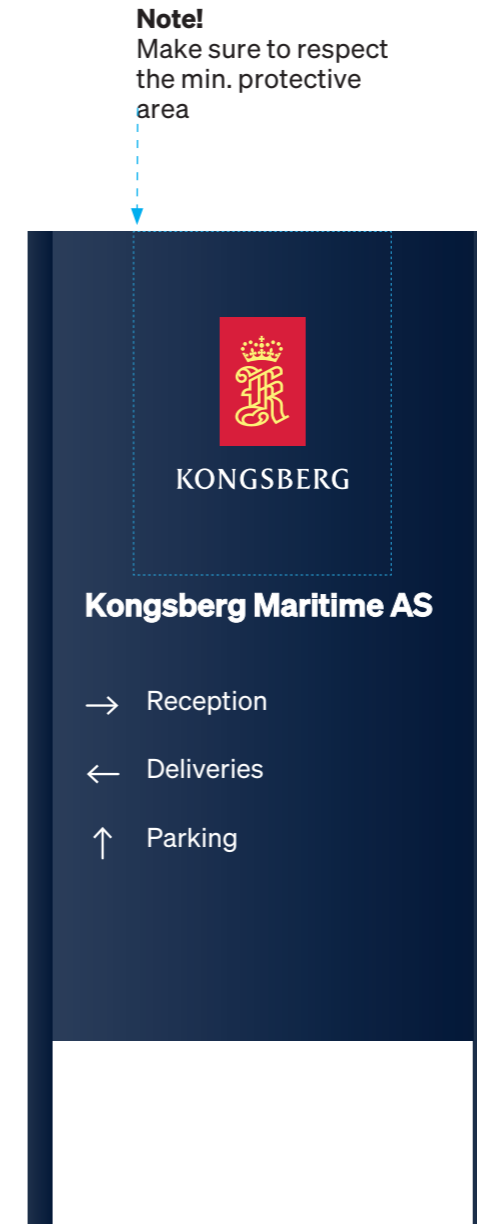
If the corporate typeface is not available, use the chosen standard font: Calibri (bold and regular)

Optional: These signs can be lit up from an external light source pointed at the sign for better visibility in the dark.

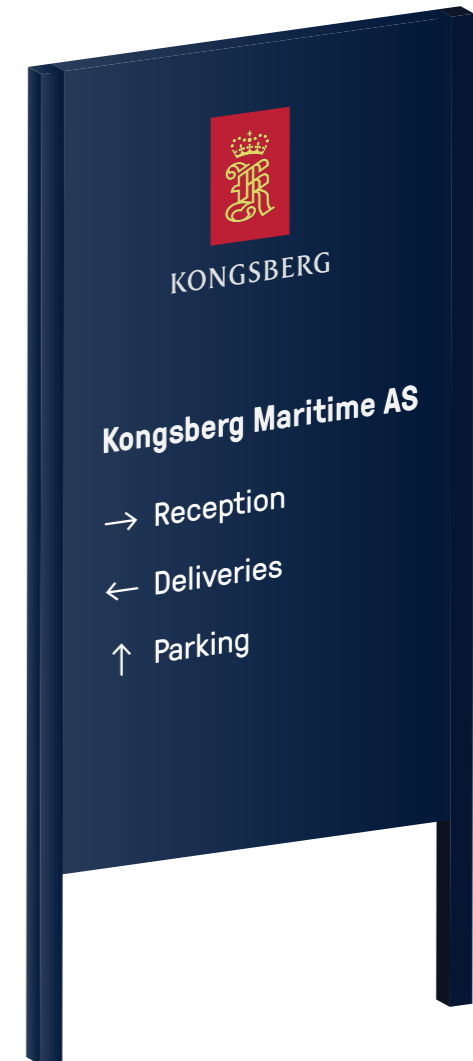
Note!
Make sure to respect the min. protective area for the logo. (see page 3).



Without wayfinding information



With wayfinding information



Monolith sign

Type 2

Two tempered glass plates in KONGSBERG blue (colour on inside towards the core). In between the two glass plates, a glass core with internal light.*

The KONGSBERG logo is mounted on the outside to create another dimension. The symbol (red rectangle+crown) has transparent sides in order for the light to shine through at night time*. Wordmark is transparent white. (Same principles as exterior sign type 1.)

The wayfinding information is foil glued on the front in order for it to be changeable.

The type is set in the corporate typeface; Söhne. Here shown in bold in the company name and regular weight in the wayfinding info.

Note!

Make sure to respect the min. protective area for the logo. (see page 3).

* Lights are optional.



Example of letters mounted on the outside of tempered glass.

If lights are incorporated, follow the same principles as sign type 1. (see page 6.)



Without wayfinding information

With wayfinding information

Interior signage

Entrance area

In some cases, the landlord or local building regulations set limitations for signage in certain locations. There could be specific restrictions on how you use colours, materials, light, etc.

1. On glass doors, and entrance areas use white foil on the windows for best visibility.
2. In cases where there are no colours allowed, use materials such as brushed aluminum.* The logo has small details and parts that are not attached to the rest, so the symbol needs to be glued to a glass plate or have several mounting points (nails) to the wall.

* This applies to joint exterior signage as well.

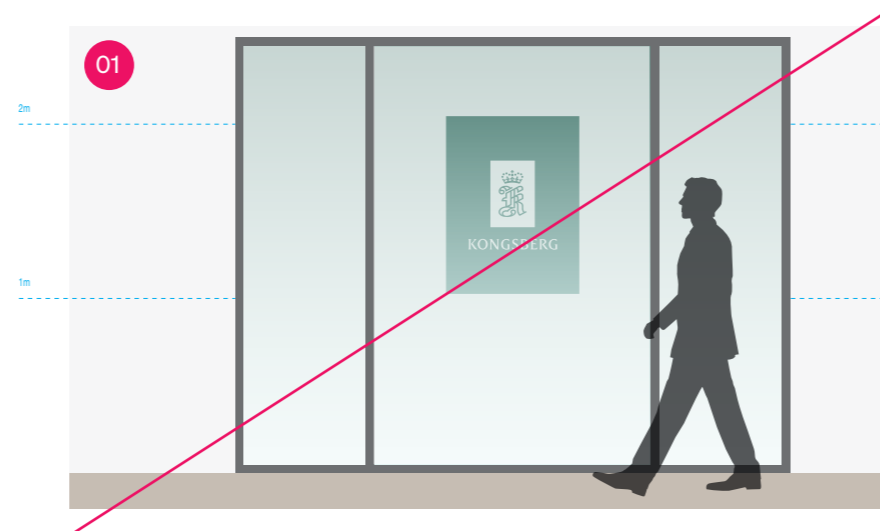


Frosted foil

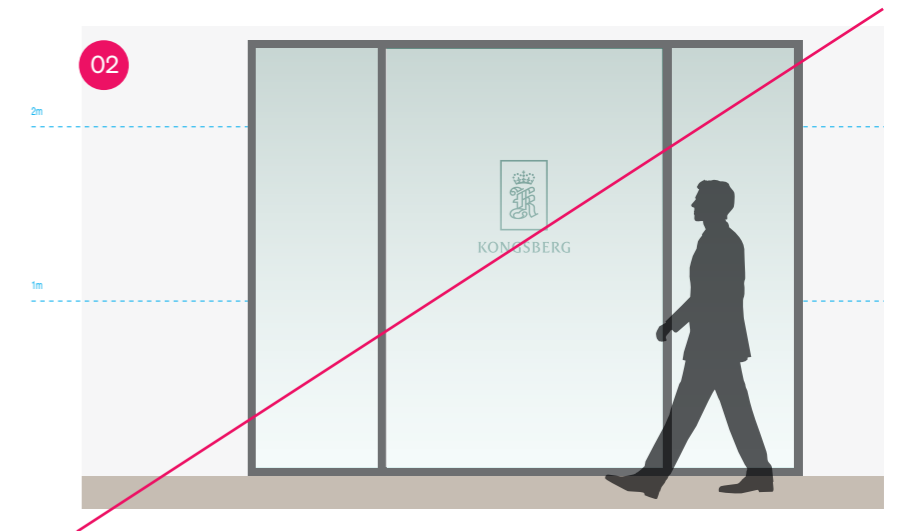
Interior glass walls/doors

In some instances it is more relevant to frost the whole window instead of just the logo. Reverse the logo, letting the logo become transparent and have the frosted foil fill the rest of the glass panel.

1. Do not create a transparent frame around the logo.
2. Do not create an outline of the rectangle in the symbol.



Do not create a transparent frame around the logo, nor an outline of the symbol.



Interior signage

Reception/Entrance area

The reception or welcome area positioned when entering the office, is an area where you can create a great first impression for visitors.

Use a sign with 3D dimensions similar to the type 1 exterior sign. Use tempered glass with colours on the backside; red coloured rectangle with yellow coloured “K and crown”.



Interior signage

Reception/Entrance area

01. Alternatively a smaller contrast wall can be painted in the KONGSBERG blue to make an impact.

Another alternative is to use a back panel/plate instead of painting the wall. Coloured glass gives an exclusive feel of quality with a more glossy and deeper colour.

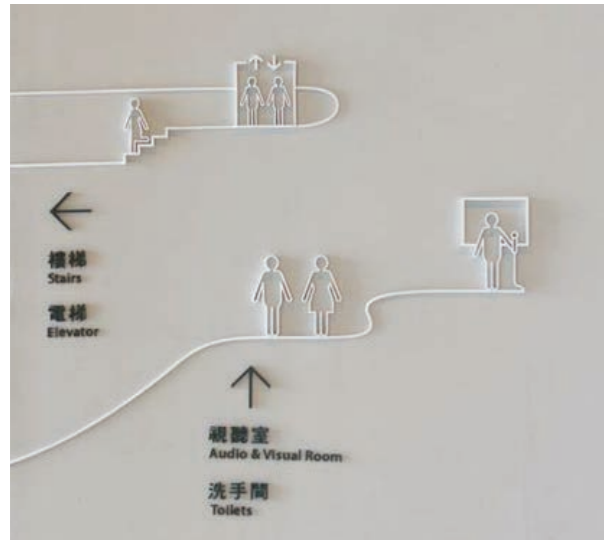


Interior decor

Statement wall - example 1

Slim acrylic letters mounted on the wall.

The text can be black or same colour as the wall with a contrasting color. The depth of the letterforms will cast a shadow and be an elegant decoration.



Example of white 3D graphics on a white wall.

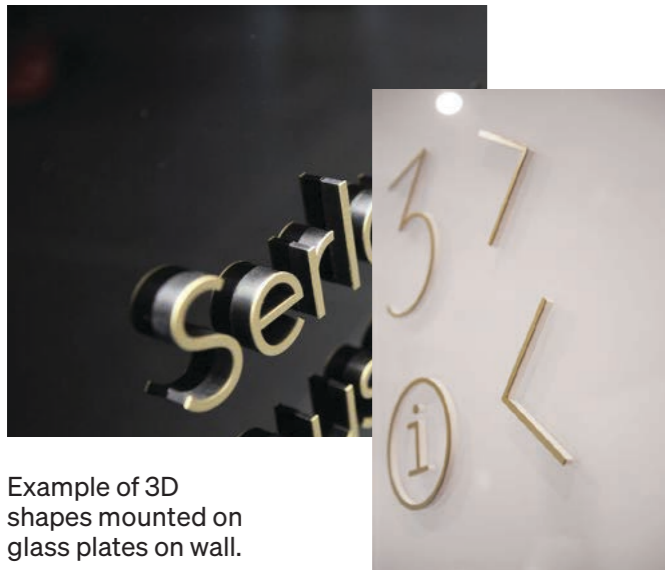
If the interior allows it, consider installing a light trim in the ledge/canopy or ceiling.



Interior decor

Statement wall - example 2

In alcoves or smaller walls a back panel/plate can be customised and used to give a more glossy and deeper colour than a painted wall. Coloured glass gives an exclusive feel of quality.



Example of 3D shapes mounted on glass plates on wall.



The depth of the letterforms will cast a shadow and be elegant.

Interior decor

Statement wall - example 3

Alternatively, the letters on light coloured walls can be matt, aluminum metallic.

The size of the “word cloud” can vary depending on the placement and available space. Small and elegant proportions that fit the architecture/ wall it is positioned on, can often have a more elegant impression than oversized alternatives.



Example of letters in brushed aluminum on white wall.

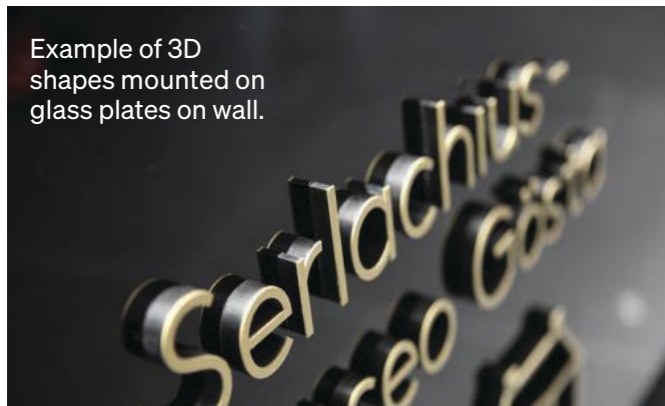


Interior decor

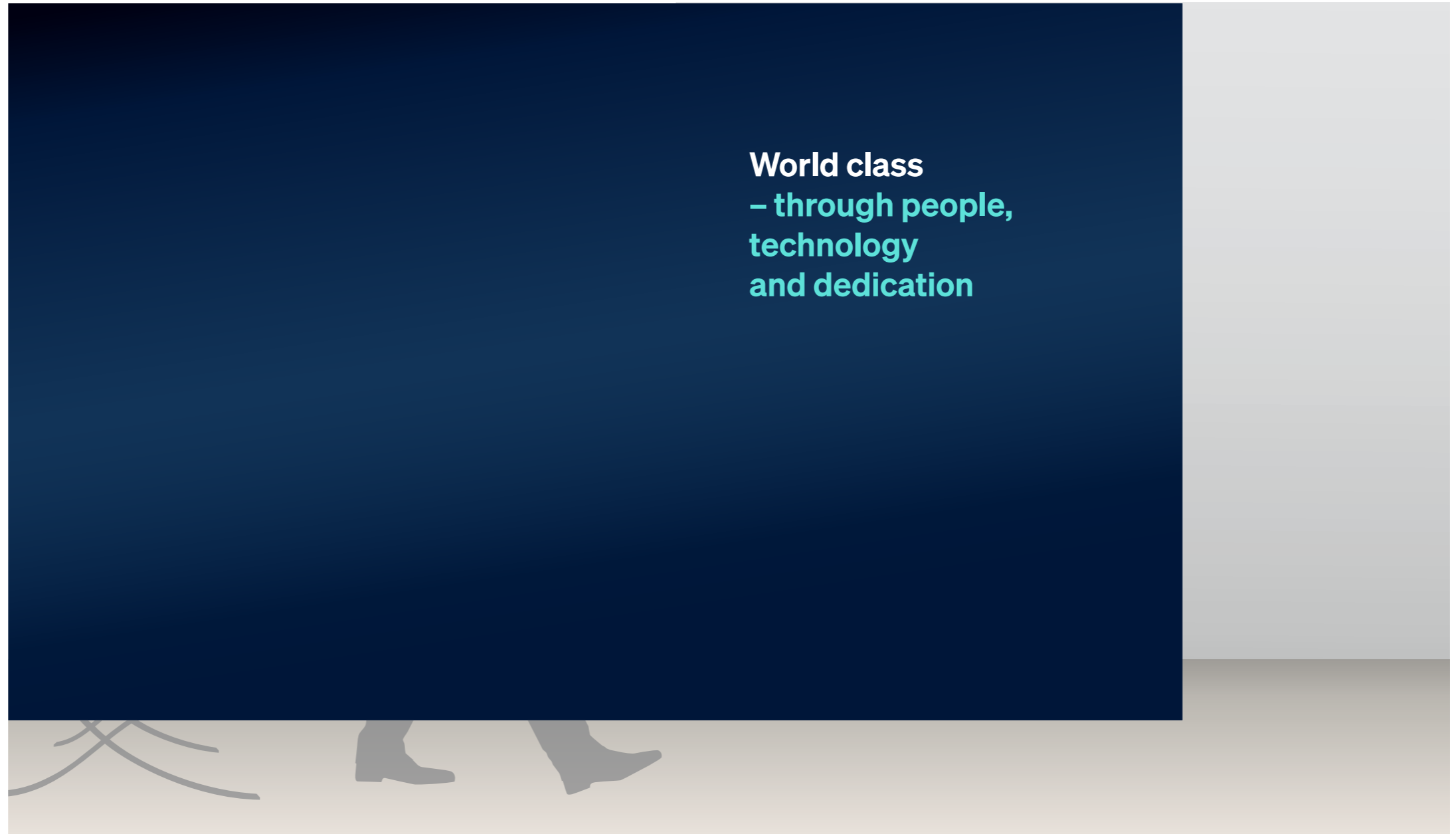
Statement wall - example 4

The size of the “word cloud” can vary depending on the placement and available space. Small and elegant proportions that fit the architecture/ wall it is positioned on, can often have a more elegant impression than oversized alternatives.

Example of 3D shapes mounted on glass plates on wall.



World class
– through people,
technology
and dedication





KONGSBERG

For all questions please contact:
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