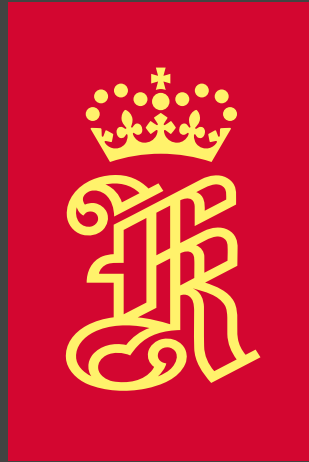




KONGSBERG

Exhibition design guidelines

Contents

03	Introduction
04	Preferred exhibition partner
05	The KONGSBERG logo
06	Logo placement on walls
07	Typography
08	Messaging and slogans
10	Colour palette
11	Image style
12	Stand categories
18	Stand elements
28	Examples of built stands

Introduction

Kongsberg Gruppen participates in large number of fairs, conferences and exhibitions around the world every year.

The purpose of this manual is to guide you in designing exhibition stands that reflect the KONGSBERG brand.

Use this manual to create a consistent look and feel, strengthen brand recognition, and deliver a seamless experience for customers.

KONGSBERG brand guide

The full brand guide is available at:
<https://brand.kongsberg.com>

Preferred exhibition partner

Norwegian Promotion Group AS (NPG) is KONGSBERG's contracted global partner for exhibition stand design, planning, and construction.

For smaller events using pop-up walls or shell scheme modular stands, our internal designers will create the booth designs, while the event organiser handles construction.

All designs must align with this manual and be approved by the relevant marketing team before production.

The marketing team is available to support you throughout the design process.

NPG Contacts

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Discovery

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The KONGSBERG logo

KONGSBERG has three logo variants:
centred, horizontal, and vertical:

- The centred logo is the primary choice.
- Use the horizontal or vertical version for better legibility.

Legibility

Refers to the KONGSBERG logotype, which must always be clear and easy to read.

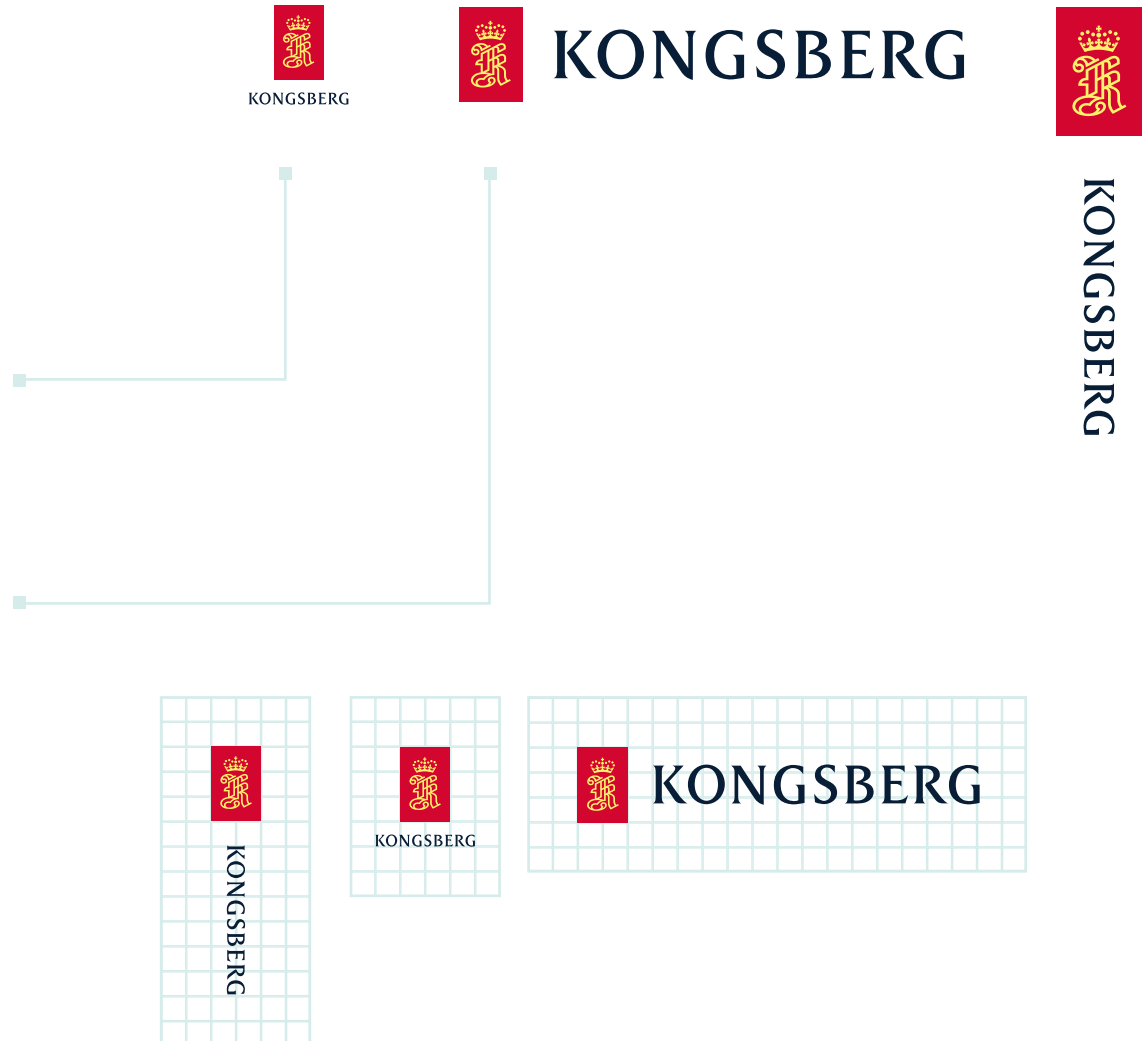
Sizing

The logomark determines the logo's size and alignment on the stand wall.

Protective Area

Each logo has a minimum protective area proportional to the symbol. This ensures visibility and prevents a cluttered appearance.

Do not place text, graphics, or other elements inside this area.



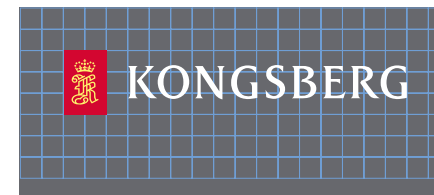
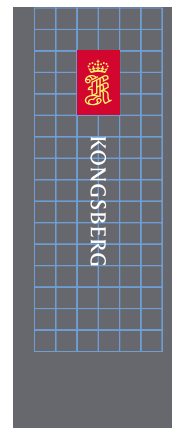
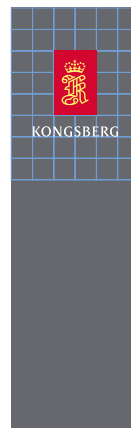
Logo placement on walls

For walls of the same height

- Use the logo variant that ensures the best visibility.
- Size and alignment should be determined by the logomark (see examples below).

For larger walls and towers designed to be seen from a distance

- The logo can be larger and does not need to match the size of other stand wall logos.



Typography guidelines

General rules

- Use sentence case
- Don't write in ALL CAPS
- Follow British English spelling and grammar
- See tone of voice for more information

Line height

The ideal line height depends on wall size, amount of text and layout. As a rule of thumb:

- Headings: Text size $\times$ 1.1
- Body text: Text size $\times$ 1.4

Typography

Headlines: **Söhne Halbfett**

Body text: Söhne Buch

Messaging and slogans

General rules

- **Use only approved slogans.** New slogans must be approved by the marketing team.
- Each **subsidiary** is responsible for selecting a slogan that aligns with its strategic goals.
- Follow the **typography** and tone of voice guidelines.
- Maintain **consistent formatting** across all slogans.
- Use **contrast colours** to highlight key parts of the slogan (*colours may be adjusted as needed*).

Approved slogans

Used by all

Pro**te**chting
people
and planet

Discovery

Discovering the
secrets of the ocean

Defence

Pro**te**chting
people
and planet

Innovating defence
solutions worldwide

Tone of voice

All communication, including exhibition slogans and messaging, should align with KONGSBERG's tone of voice to reinforce brand recognition and support company goals

Keep it minimal

Exhibition spaces are visual-first environments. Keep text to a minimum. Use short, clear statements that convey key messages quickly.

Clear and impactful

Use strong, engaging headlines that capture attention and communicate value instantly. Focus on customer value, rather than just listing features.

Readable from a distance

Exhibition slogans and messaging should be legible from several metres away. Use large, high contrast text and avoid long paragraphs

Strategic alignment

Messaging should be consistent with exhibition themes, be relevant to the audience and support the relevant business area's strategic goals.

The KONGSBERG brand voice

We are always:

Professional and trustworthy

Expert, yet conversational

Engaging and forward-thinking

Confident and collaborative

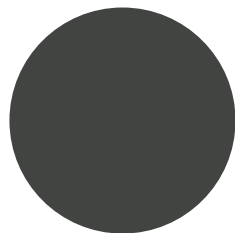
Clear and solution-oriented

Exhibition colour palette

A custom colour palette has been selected to maintain consistency and reinforce the elegant, exclusive look of the stand.

Primary colour:

Grey One – This should be the dominant colour across all exhibition designs.



Grey one

Hex #393B3F
RGB 57/59/63
CMYK 80/70/70/30
RAL 7026 Granite grey



Black

RAL 9004 Signal black
(Used only in furniture, glass pattern and stand frame)

Secondary colour:

Used for contrast walls, typography, and visual elements.



Red one

Hex #470B16 | RGB 71/11/22 | CMYK 40/100/65/70 | RAL 3007 Black red



Blue one

Hex #001639 | RGB 0/22/57 | CMYK 85/50/0/85 | RAL 5011 Steel blue



Teal one

Hex #014A42 | RGB 1/74/66 | CMYK 91/47/68/44 | RAL 6037 Pure green



Teal two

Hex #08A698 | RGB 8/166/152 | CMYK 90/0/45/0 | RAL 5021 Water blue



Sand four

Hex #DACAB4 | RGB 218/202/180 | CMYK 14/18/29/0 | RAL 1015 Light ivory

**Protecting
people
and planet**

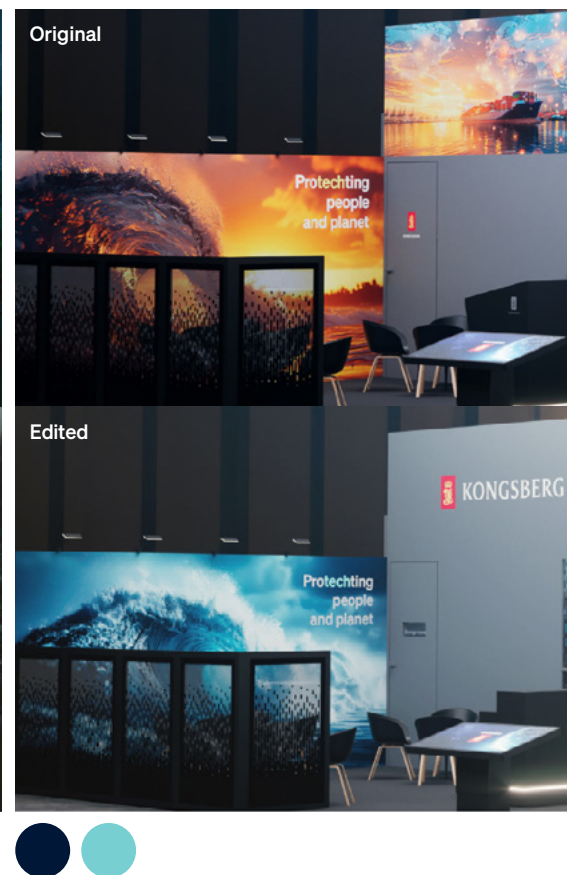
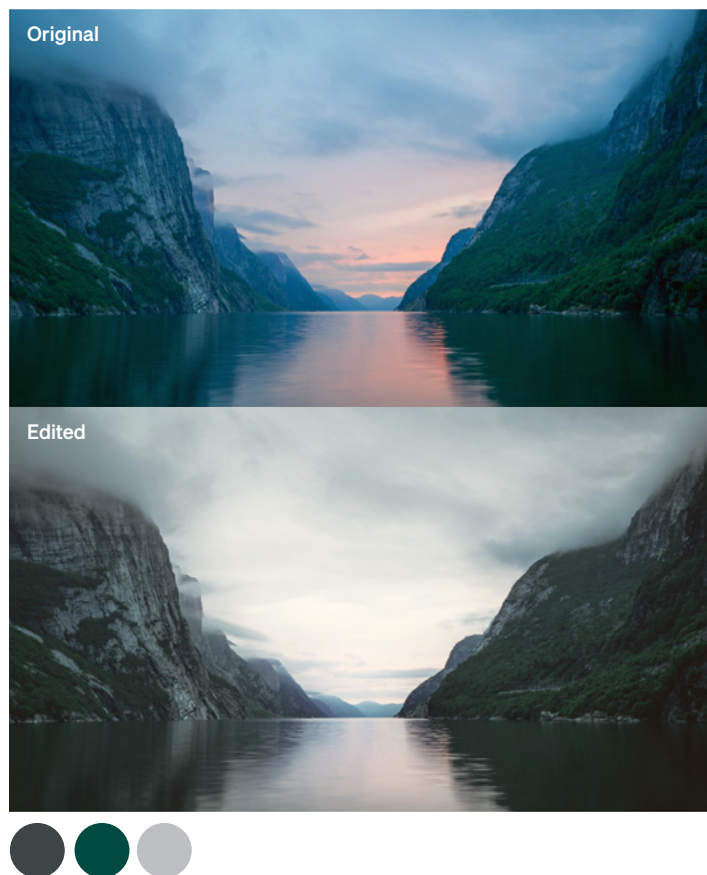
Note:

Other KONGSBERG brand colours may be used for contrast in typography.

Image style

Images can be edited and adjusted to align with the exhibition colour palette, ensuring a cohesive and polished look.

Examples showing original and edited images, and the colours they're matched to



Stand categories

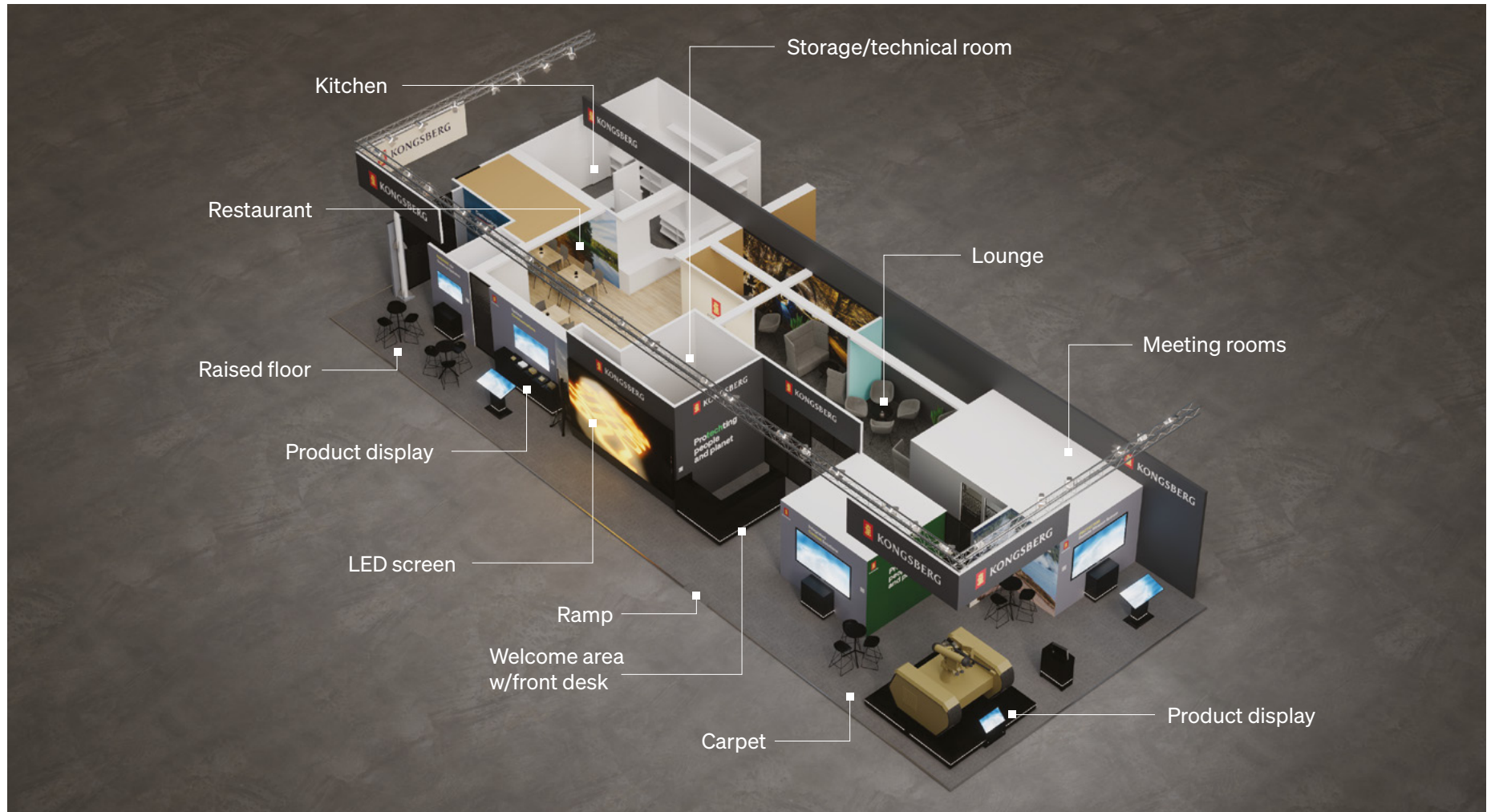
Exhibition stands can be built in various sizes.

The following pages provide examples of different stand sizes and layouts, including potential functions and equipment.

Important notes:

- **Extra small stands** (e.g., shell scheme and pop-up stands) can be designed internally by our own designers.
- NPG consultation is not required for these smaller stand designs

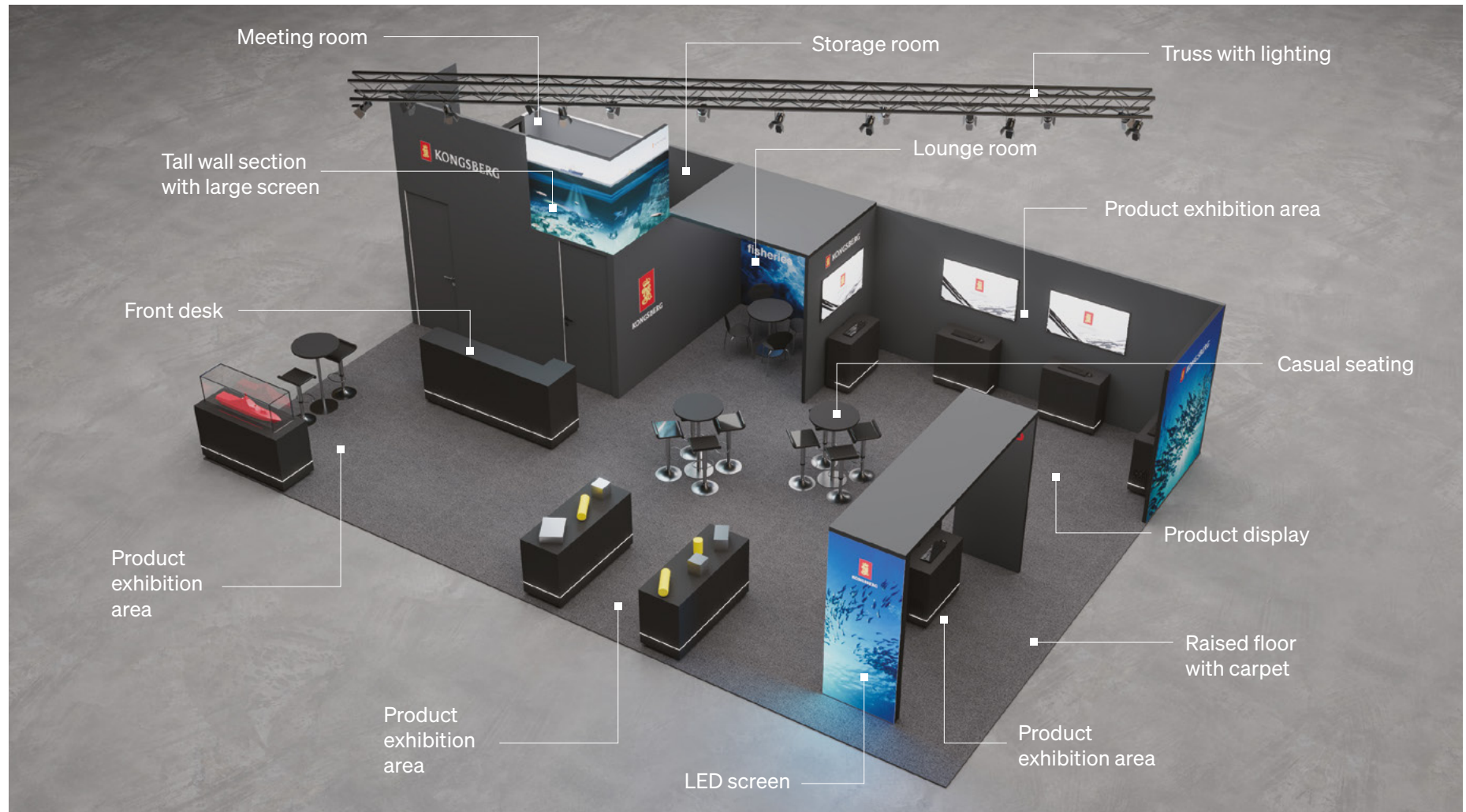
Extra large stand example



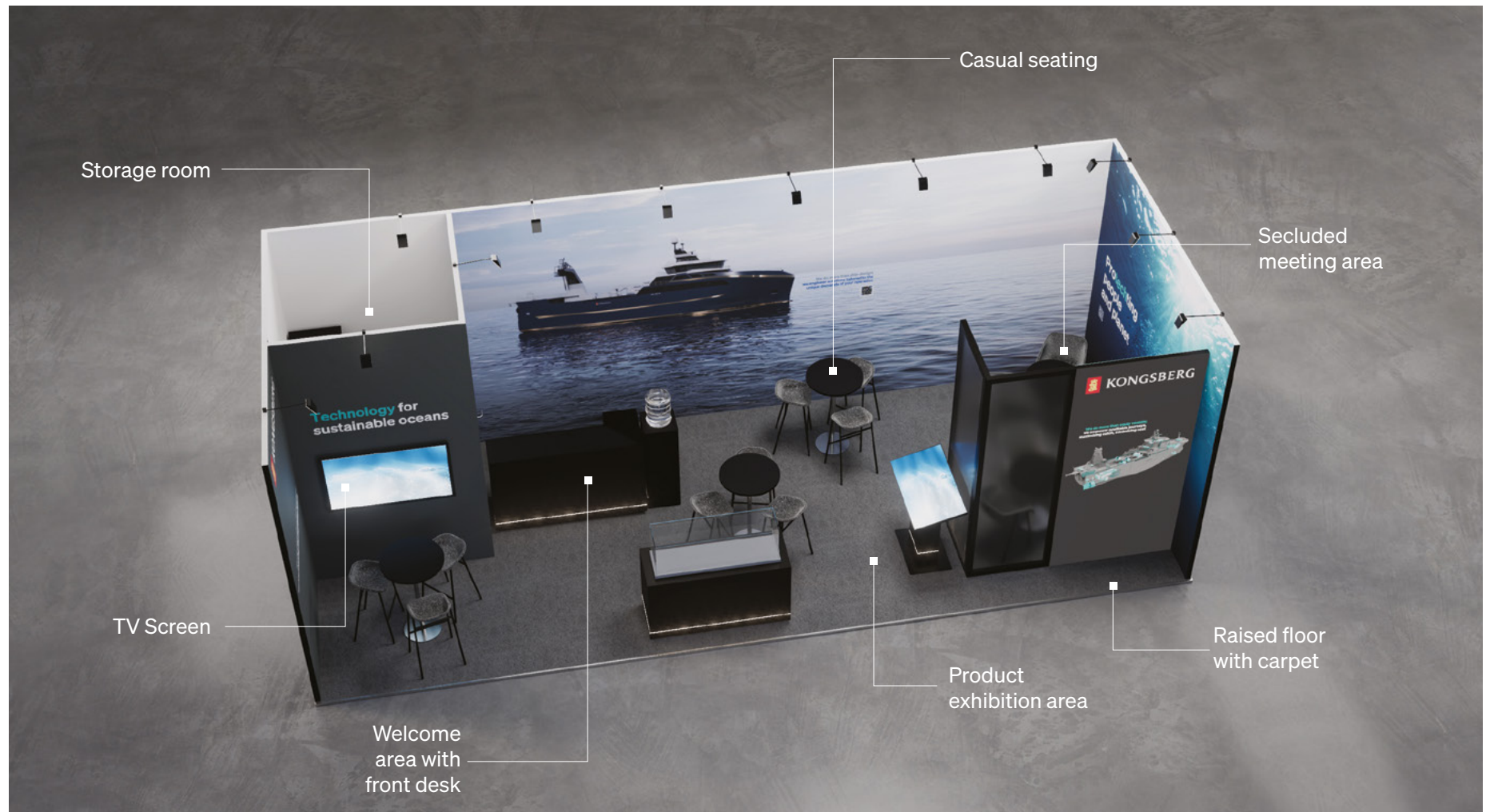
Large stand example



Medium stand example



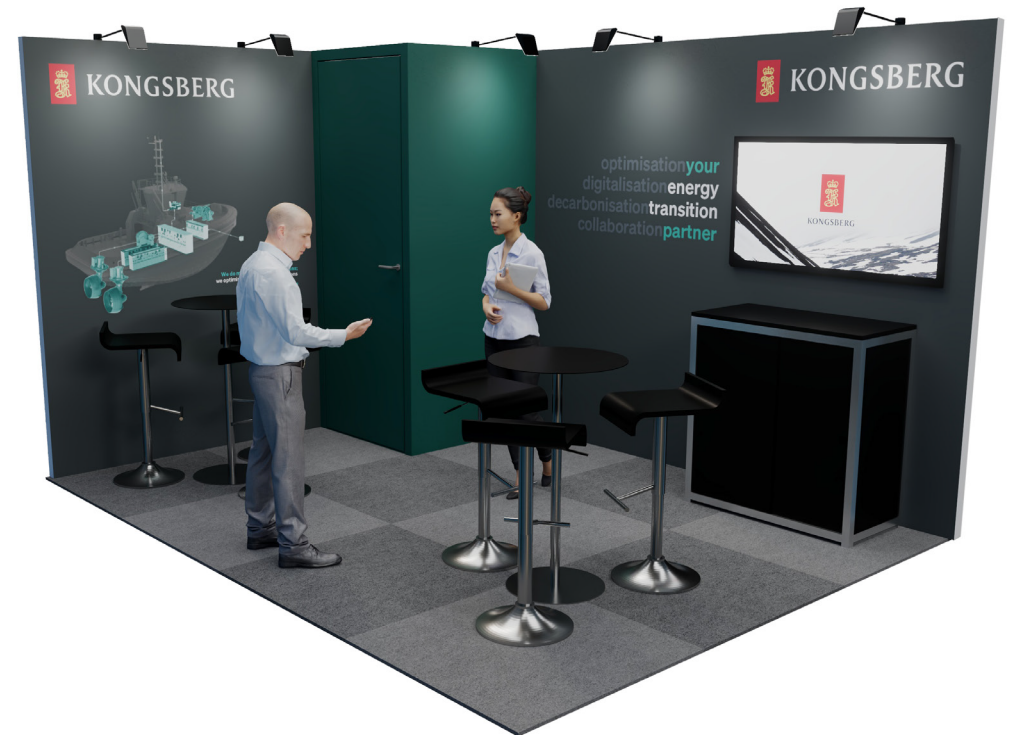
Small stand example



Extra small stand example

Important notes:

- **Extra small stands** (e.g., shell scheme and pop-up stands) can be designed internally by our own designers.
- NPG consultation is not required for these smaller stand designs



Stand elements

The following pages outline the key elements used in designing and constructing a KONGSBERG exhibition stand.

Included elements:

- **Walls** – Standard solid walls, transparent (acrylic) walls, and LED screen walls.
- **Wall Modules** – Modular structures for interactive displays or branding.
- **Hanging Elements** – Suspended branding and interactive displays.
- **Furniture** – Custom-made and rental.
- **AV Equipment** – Screens, speakers, and other audiovisual components.
- **Lighting** – Spotlights, downlights, and other illumination solutions.

Walls

Standard walls



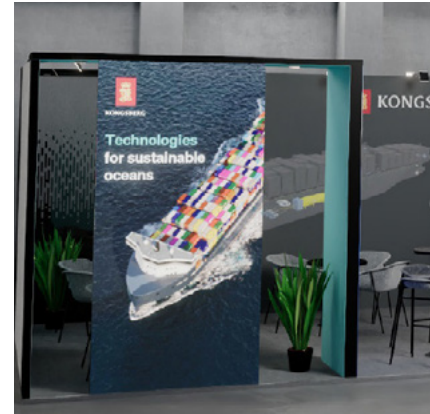
- Walls can be **painted** or **printed**.
- If using a **single colour**, refer to the colours page for approved options.
- Walls may include **text, vector graphics, and QR codes**, following the colour usage guidelines for emphasis.

Full-image walls



- Some walls may feature **full-size imagery**, combined with logos and text elements.
- Consider using **backlighting** where placement allows, to enhance visibility and impact.

LED backlit/light walls



- **Backlit walls** create a striking, high-impact effect, enhancing brand visibility.
- They can be used for **illuminated graphics, logos, or messaging**.
- Placement should be considered carefully to **maximise visibility without causing glare or distractions**.

LED screen walls



- Strategically placed LED walls are an effective way to **attract attention**.
- They are built with modular tiles, allowing for various sizes and configurations.
- All **LED wall content must be custom-made** to ensure proper resolution and alignment.

Glass (acrylic) walls and windows

Acrylic walls and windows are used as space dividers, providing privacy while maintaining an open feel in enclosed areas.

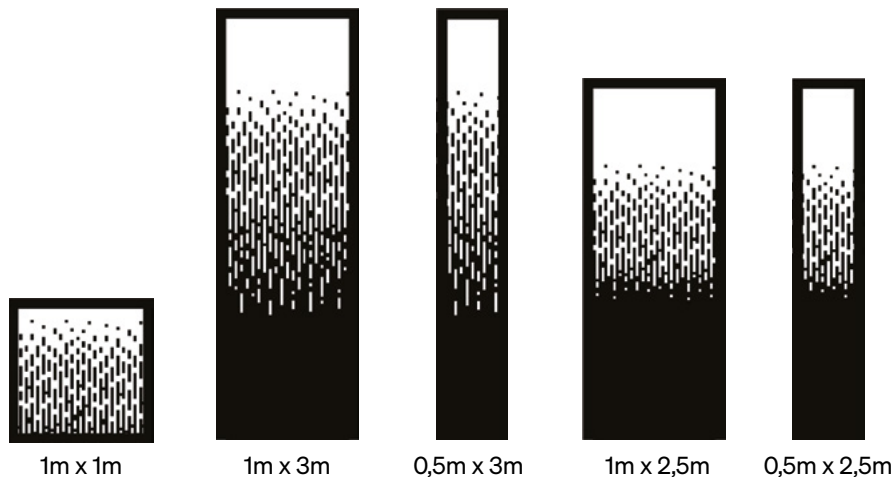
Features:

- **Pattern** – Custom pattern (see below) that transitions from black to transparent, ensuring a balanced mix of openness and privacy
- **Frosted** – An optional frosted layer can be added for increased privacy.

Construction:

- All glass walls and windows feature a black frame, either painted or printed onto the acrylic edge.
- They can be built using an exhibition frame system like beMatrix or fully custom-made to suit the stand design.

Custom pattern



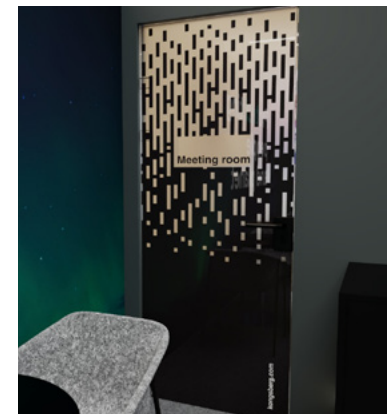
Standard glass



Frosted glass



Doors



Lounge divider



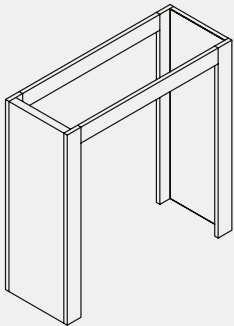
Wall modules

Modules are used to divide stand spaces into separate zones, enhancing functionality and branding opportunities.

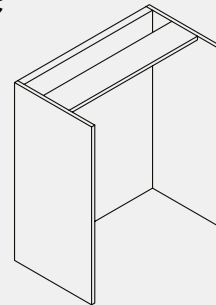
Key features and uses:

- **Space division** – Creates private areas or supports screens and wall-mounted elements.
- **Branding opportunities** – Provides surfaces for full-wall graphics, backlit graphics, LED screens, or vinyl-patterned glass.
- **Integrated lighting** – Some modules include a ceiling that can be fitted with downlights for enhanced visibility.
- **Flexible construction** – Designed for the beMatrix system, but can be adapted for custom-built stands.

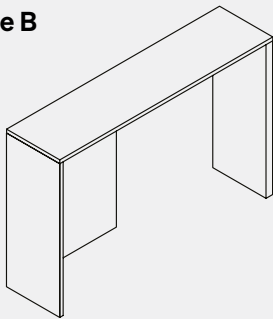
Module A



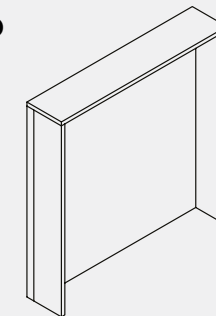
Module C



Module B



Module D



Hanging elements

Hanging banners

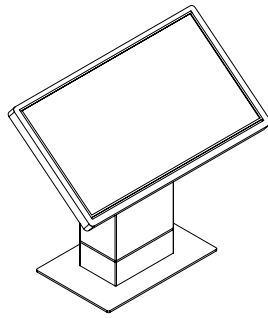


Hanging cube

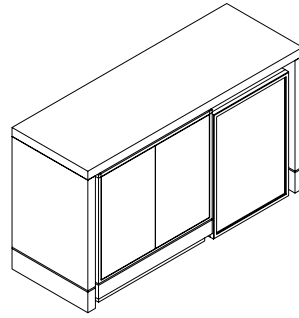


Furniture

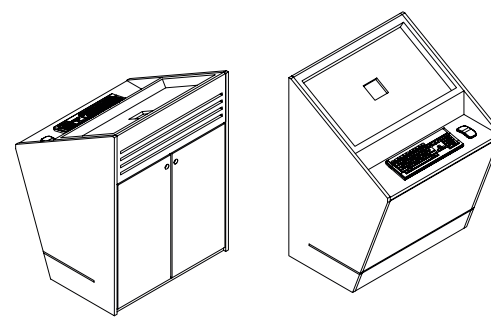
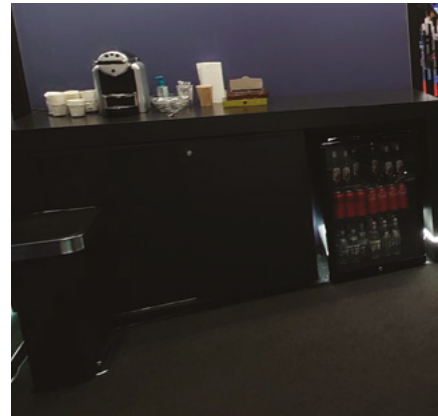
Custom furniture



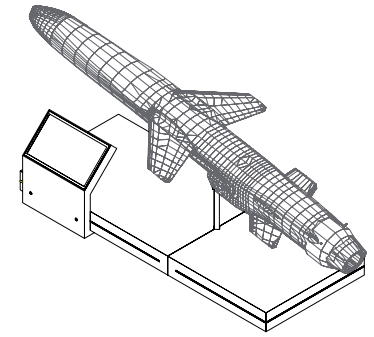
Screen stand



Serving counters



Demo desk

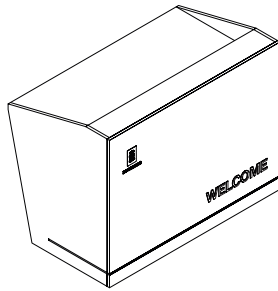


Missile podium

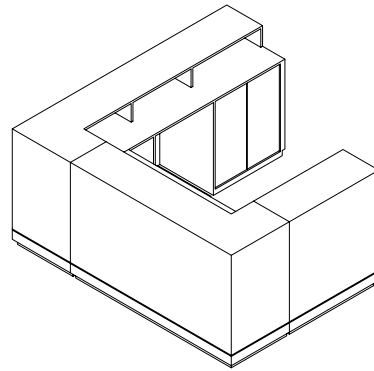


Furniture

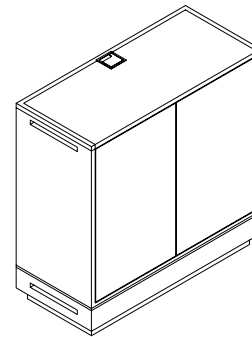
Custom furniture



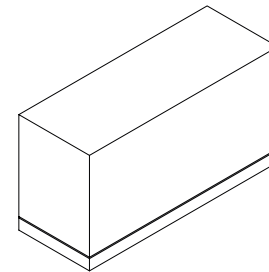
Infodesk small



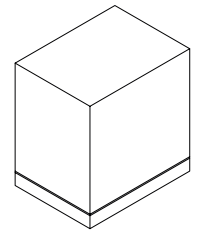
Infodesk large



Cabinets



Podium 1



Podium 2



Furniture

Rental furniture

Chairs (both plain and upholstered) should be black, and the tables should have semi-matte tabletops.

If black is unavailable the darkest grey possible should be selected.

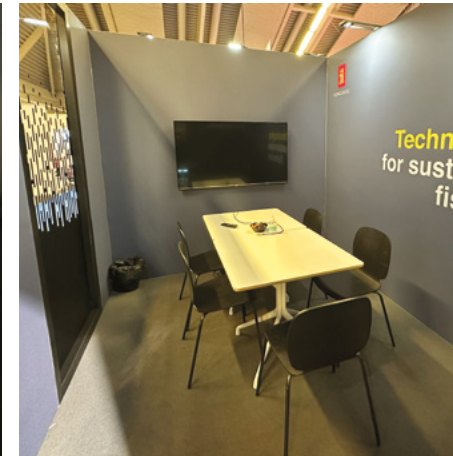


AV equipment

LED Screens - branded content



TV Screens



LED Screens - towers

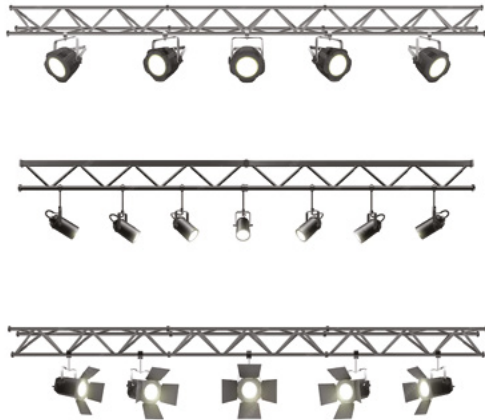


Touch Screen



Lighting

Spotlights on truss



Spotlights on arms



Built-in downlights



Examples of built stands

Posidonia 2024

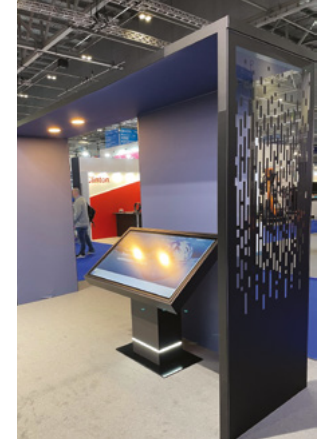


ONS 2024

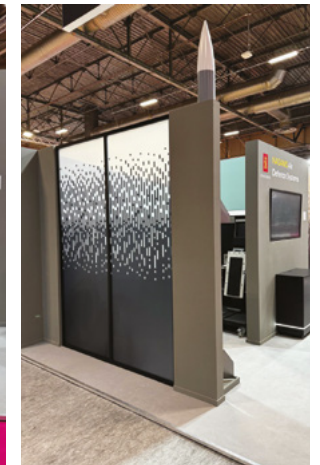


Examples of built stands

Oceanology 2024

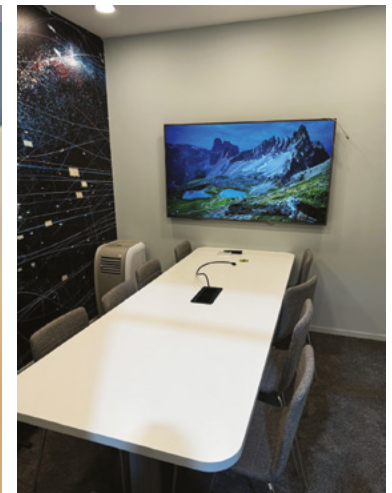
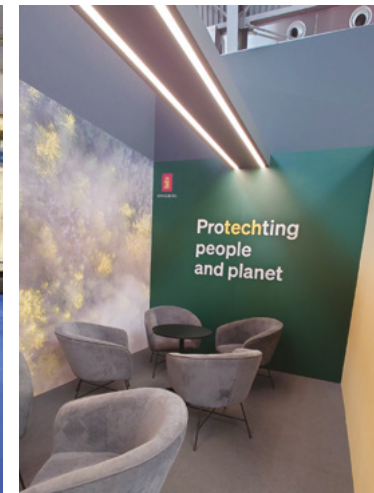


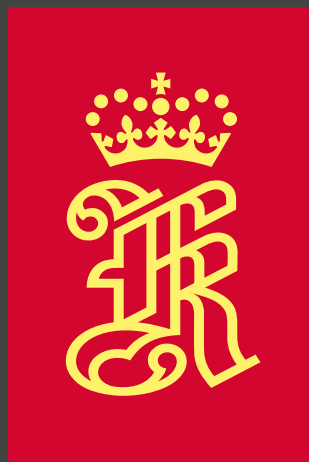
Eurosatory 2024



Examples of built stands

Various exhibitions





KONGSBERG

Exhibition design **guidelines**

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<https://brand.kongsberg.com>