200 CROSSINGS

NORWAY & NORTH AMERICA

1825 • 2025

V1.1 Styleguide // 04.24.24

This styleguide is a tool to help direct and streamline the implementation of the 200 : Crossings initiative Brand. Inside you'll find assets, templates, guidelines and detailed specifications to help ensure a seamless rollout for the brand. Following the guidelines within this document will ensure brand integrity for years to come.

This guide is a living document and can be modified as new needs appear. If there is something that isn't covered within these pages please contact ***crossings@norwegianamerican.com.***

REPLACE 5008 South 34th Ave. Minneapolis, MN 55417

Table Of Contents

Brand Positioning.....5
Logo.....6 - 19
Color..... 20-24
Typography..... 25-30
Graphic Assets..... 31-35
Photography.....36-40
Brand Applications.....41-58

Brand Identity

Logo

ENGLISH

CROSSINGS

NORWAY & NORTH AMERICA

1825 • 2025

NORWEGIAN

CROSSINGS

NORGE & NORD-AMERIKA

1825 • 2025

CROSSINGS

NORGA JA DAVVI-AMERIHKÁ

1825 • 2025

SAMI

CROSSINGS

LA NORVÈGE ET L'AMÉRIQUE DU NORD

1825•2025

FRENCH

Logomarks
English Version

Our 200 Crossings Logo is at the heart of our brand. It represents the connection between Norway and North American using an “Infinity Sailors Knot” invention to celebrate the ongoing cultural connection between Norway & the Norwegian Immigrant community in North America. This is a living connection that thrives with time.













Logomarks
English Version

Our 200 Crossings Logo is at the heart of our brand. It represents the connection between Norway and North American using an “Infinity Sailors Knot” invention to celebrate the ongoing cultural connection between Norway & the Norwegian Immigrant community in North America. This is a living connection that thrives with time.











Logomarks
Norwegian Version

Our 200 Crossings Logo is at the heart of our brand. It represents the connection between Norway and North American using an “Infinity Sailors Knot” invention to celebrate the ongoing cultural connection between Norway & the Norwegian Immigrant community in North America. This is a living connection that thrives with time..











Logomarks
Sami Version

Our 200 Crossings Logo is at the heart of our brand. It represents the connection between Norway and North American using an “Infinity Sailors Knot” invention to celebrate the ongoing cultural connection between Norway & the Norwegian Immigrant community in North America. This is a living connection that thrives with time.











Logomarks
French Version

Our 200 Crossings Logo is at the heart of our brand. It represents the connection between Norway and North American using an “Infinity Sailors Knot” invention to celebrate the ongoing cultural connection between Norway & the Norwegian Immigrant community in North America. This is a living connection that thrives with time.







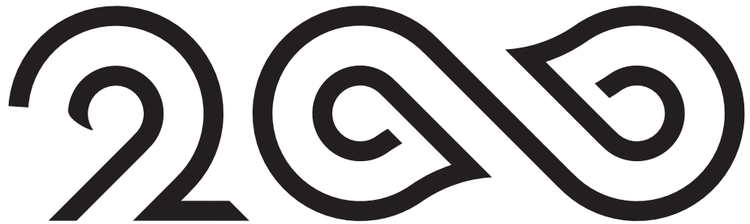




Primary Horizontal Lock-ups

Our center aligned logos are ideal for square and more vertical spaces.

https://www.dropbox.com/scl/fo/nyhpsb0xc6pkkr8nu4xkr/h?rlkey=1u6r3o7rfd2vi5chiit3hlcaf&dl=0



Main Logomark

MINIMUM SIZING SPECS *Applies to both



FOR WEB
No smaller than
1.3” wide or 130 px

A website favicon is
an exception to this rule.



FOR PRINT
No smaller than
0.75” wide

Primary Vertical Lock-ups

These lock-ups are ideal for left corner spaces and more horizontal areas.

https://www.dropbox.com/scl/fo/bomgwoyuxp1s3zfdbibs7/h?rlkey=vba84u55anwlb5uzjfzfesqlk&dl=0



MINIMUM SIZING SPECS **Applies to both*



FOR WEB
No smaller than
1.125” tall or 108 px



FOR PRINT
No smaller than
0.75” tall

Primary Vertical Lock-ups With Tagline

These lock-ups are ideal for left corner spaces and more horizontal areas.

https://www.dropbox.com/scl/fo/auoi3qj97y8ymkwnd3b0c/h?rlkey=5r388atto6r3j7yd7p5dwd56p&dl=0



MINIMUM SIZING SPECS **Applies to both*



FOR WEB
No smaller than
1.75” tall or 168 px



FOR PRINT
No smaller than
1.25” tall

Primary Horizontal Lock-ups With Tagline

Our center aligned logos are ideal for square and more vertical spaces.

https://www.dropbox.com/scl/fo/w8ru5pmbf6wmkg6pb5ld1/h?rlkey=8gejsbxjhlrypi7xrfnxdaiyd&dl=0



MINIMUM SIZING SPECS **Applies to both*



FOR WEB
No smaller than
0.65” tall or 65 px



FOR PRINT
No smaller than
0.525” tall

Primary Abbr. Lock-ups

When we want to keep things simple we can use these lock-ups.

https://www.dropbox.com/scl/fo/z2c5ktrbhys97yobtcyz4/h?rlkey=ve1uufzkvmimv8i76iwpyda6b&dl=0



MINIMUM SIZING SPECS **Applies to both*



FOR WEB
No smaller than
1.5” wide or 144 px



FOR PRINT
No smaller than
1” wide

Primary Abbr.
Lock-ups with Tagline

Ideal for animations, these
lock-ups create a special container
for our tagline to rest in.

https://www.dropbox.com/scl/fo/3wklm7lyhpp5yheq54vvz/h?rlkey=zgx7urio1exq2s00oedvagc7f&dl=0



MINIMUM SIZING SPECS **Applies to both*



FOR WEB
No smaller than
1.5” wide or 144 px



FOR PRINT
No smaller than
1.25” wide

All Lock-ups

All of our Crossings lock-ups
and links to the logo files.



Primary Abbr Lock-Up

https://www.dropbox.com/scl/fo/z2e5ktrbhys97yobtcys4/h?rlkey=ve1uufzkvmimv8l76iwpyda6b&dl=0



Primary Abbr Lock-up w/ Subtitle

https://www.dropbox.com/scl/fo/3wkim7lyhpp5yhcq54vvz/h?rlkey=zgz7uriolexq2xOOsedvsgc7f&dl=0



Primary Vetrical Lock-Up

https://www.dropbox.com/scl/fo/nyhpsb0xc6pkkr8nu4xkr/h?rlkey=1u6r5o7rfd2vi5chli5hlcaf8dl=0



Primary Hor Lock-up

https://www.dropbox.com/scl/fo/bomgwoyuxp1s5zfdbibs7/h?rlkey=vba84u55anwlb5uzjfzfesqlh&dl=0



Primary Hor Lock-up w/ Subtitle

https://www.dropbox.com/scl/fo/auoi5qj97y8ymkwnd5bOc/h?rlkey=5r588atto6r5j7yd7p5dwd56p&dl=0



Primary Vertical Lock-Up w/ Subtitle

https://www.dropbox.com/scl/fo/w8ru5pmbf0wmkg0pb5ld1/h?rlkey=8qejxbxjhlrypi7zrfnzdaiyd&dl=0

Co-branding

How we can use our logo in situ-
ates where cobranding is essential.













What not to do with the logos

Examples of logo applications to avoid when using the logo artworks.



Don’t stretch or squish our logo.



Tilting our logo isn’t recommended although there may be exceptions.



Don’t adjust individual elements of our lock-ups seperately.



Don’ use an outlined version of the logo.



Use recommended color combinations with our logo lock-ups.



Harsh drop shadows and other effects are not recommended.



Don’t arc the lock-ups. If a curved application is needed contact us at Replace to correctly typeset one.

Color

Primary Colors

The primary colors of the Crossings initiative.

Almost all of the time our logo should utilize at least one of these colors.

Navy

Coated PMS:
275 C

Uncoated PMS:
2757 U

C: 92
M: 88
Y: 40
K: 36

R: 40
G: 43
B: 81

HEX: 282B51

Gold

Coated PMS:
7562 C

Uncoated PMS:
1245 U

C: 28
M: 38
Y: 79
K: 4

R: 28
G: 149
B: 83

HEX: B89553

White

Coated PMS:
N/A

Uncoated PMS:
N/A

C: 0
M: 0
Y: 0
K: 0

R: 255
G: 255
B: 255

HEX: FFFFFF

Blue

Coated PMS:
Blue 0821 C

Uncoated PMS:
636 U

C: 43
M: 0
Y: 4
K: 0

R: 126
G: 222
B: 245

HEX: 7EDEF5

Cream

Coated PMS:
7499 C

Uncoated PMS:
7499 U

C: 1
M: 0
Y: 10
K: 0

R: 252
G: 251
B: 230

HEX: FCFBE6

Black

Coated PMS:
N/A

Uncoated PMS:
N/A

C: 75
M: 68
Y: 67
K: 90

R: 0
G: 0
B: 0

HEX: 000000

Secondary Colors

Our extended palette mostly used within our iconography and illustrations.

Dk Navy

Coated PMS:
2965 C

Uncoated PMS:
2757 U

C: 98
M: 93
Y: 44
K: 56

R: 15
G: 20
B: 56

HEX: 0F1438

Tan

Coated PMS:
7508 C

Uncoated PMS:
7508 U

C: 13
M: 25
Y: 53
K: 0

R: 221
G: 188
B: 135

HEX: DDBC87

Seafoam

Coated PMS:
304 C

Uncoated PMS:
635 U

C: 24
M: 0
Y: 3
K: 0

R: 182
G: 245
B: 255

HEX: B6F5FF

Lt Yellow

Coated PMS:
7499 C

Uncoated PMS:
607 U

C: 1
M: 0
Y: 30
K: 0

R: 255
G: 250
B: 192

HEX: FFFAC0

Royal Blue

Coated PMS:
2736 C

Uncoated PMS:
072 U

C: 94
M: 85
Y: 0
K: 0

R: 17
G: 52
B: 183

HEX: 1134B7

Ash

Coated PMS:
480 C

Uncoated PMS:
466 U

C: 27
M: 31
Y: 47
K: 0

R: 188
G: 167
B: 138

HEX: BCA78A

Teal

Coated PMS:
7467 C

Uncoated PMS:
631 U

C: 66
M: 12
Y: 25
K: 0

R: 81
G: 175
B: 188

HEX: 51AFBC

Sand

Coated PMS:
7499 C

Uncoated PMS:
7500 U

C: 10
M: 7
Y: 28
K: 0

R: 229
G: 225
B: 190

HEX: E5E1BE

Indigo

Coated PMS:
267 C

Uncoated PMS:
2370 U

C: 80
M: 91
Y: 0
K: 0

R: 86
G: 54
B: 163

HEX: 5636A3

Caramel

Coated PMS:
7510 C

Uncoated PMS:
131 U

C: 27
M: 51
Y: 96
K: 8

R: 178
G: 125
B: 48

HEX: B27D30

Blue Grey

Coated PMS:
5503 C

Uncoated PMS:
5503 U

C: 41
M: 16
Y: 20
K: 0

R: 153
G: 185
B: 193

HEX: 99B9C1

Lt Grey

Coated PMS:
Col Grey 1 C

Uncoated PMS:
Col Grey 1 U

C: 4
M: 4
Y: 9
K: 0

R: 242
G: 238
B: 228

HEX: F2EEE4

Color combinations to be used with the logo

For our logo, we'd like to stick with using our primary colors.

We can use our secondary ones in special instances though.

1 color applications on light backgrounds



Multiple color applications on light backgrounds



1 color applications on medium backgrounds



Multiple color applications on medium backgrounds



1 color applications on dark backgrounds



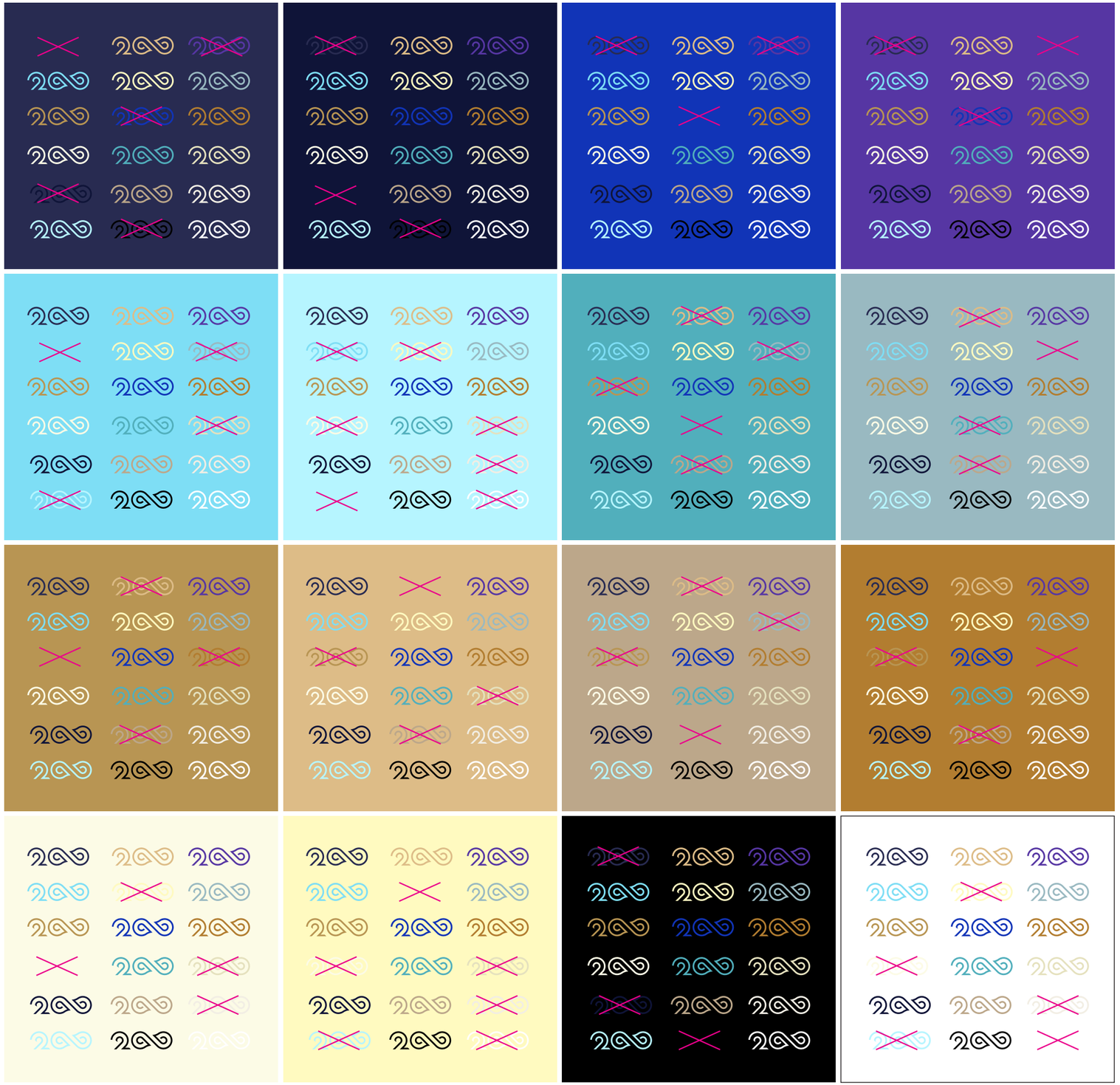
Multiple color applications on dark backgrounds



Color combinations to avoid

An infographic that shows all of our colors and how they interact with each other.

Combinations to avoid are highlighted with a magenta X.



Typography

Primary Typefaces (Trend Sans)

Trend Sans is the typeface that our primary logotype is set in.

It's great for headlines but not so much for body copy.

TREND SANS (ONE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Link To Purchase: *https://www.myfonts.com/products/rohn-rounded-family-package-324204/licenses*

Primary Typefaces (Neutraface)

Neutraface is the typeface that the majority of our additional type treatments use.

It works best for any kind of secondary information that is displayed alongside the logo.

Neutraface Display (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Neutraface Text (Demi)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Neutraface Text (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Link To Purchase: *https://www.myfonts.com/products/rohn-rounded-family-package-324204/licenses*

Primary Typefaces (Fraunces 9pt Soft)

Fraunces is a free font on google and is a lighthearted serif typeface that is great for body copy.

Thicker cuts of this typeface also make for good headlines.

This typeface works best for body copy, and should mostly be used for that.

Fraunces 9pt Soft (Bold)

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Fraunces 9pt Soft (Light)

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Fraunces 9pt soft (Semibold)

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Fraunces 9pt soft (Semibold Italic)

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Fraunces 9pt soft (Regular)

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Fraunces 9pt soft (Italic)

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Link To Purchase: *https://fonts.google.com/specimen/Fraunces?query=fraunces*

Secondary Typefaces

These typefaces are meant to be used if access to Neutraface and Fraunces isn't available.

Applications could include powerpoints that need to be edited by a variety of users and web applications.

It is recommended to only use these fonts when absolutely necessary.

Impact (Bold)

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Arial (Bold)

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Arial (Regular)

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Times New Roman (Bold)

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Times New Roman (Regular)

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Times New Roman (Italic)

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Headlines & Body Copy Examples

Some examples on how we can lay out headlines, subheads and body copy.

We're including point sizes of type to help illustrate some ideal proportions between the various styles.

Photo Treatments

Neutraface Display (32pt)

This is a Sample Headline using Neutraface Display

Fraunces 9pt Soft Regular (14pt)

This is a sample body copy block. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec nec turpis gravida, consectetur arcu eget, efficitur nulla. Quisque interdum lacinia orci at ultrices. Nulla egestas fermentum nisl, a convallis nisi pharetra ut. Here's something we want italicized dapibus dolor sed volutpat. Proin fringilla viverra mi ac pharetra. Etiam ut mattis eros, quis luctus neque. Curabitur tortor arcu, sagittis non leo fermentum, vehicula eleifend tortor. Ut accumsan, nibh eu rhoncus accumsan, leo magna rutrum nisi, sed sollicitudin ex dolor id diam.

Fraunces 9pt Soft Bold (30pt)

This is Another Sample Headline

Fraunces 9pt Soft Italic (21pt)

A sample subhead using Fraunces 9pt Soft italic.

Fraunces 9pt Soft Light (14pt)

This sample of body copy uses Fraunces 9pt soft light. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In rhoncus magna at quam tristique, nec gravida quam imperdiet. Curabitur malesuada imperdiet orci et efficitur. Praesent ornare neque sit amet justo egestas, sed vestibulum dolor volutpat. Nullam consequat lobortis libero. tortor. sollicitudin vitae ligula sed.

Nunc ante nulla, finibus gravida lectus a, aliquam porttitor urna. rutrum. Gravida convallis enim. Praesent aliquet vitae sem non finibus. Cras iaculis mattis tellus nec gravida. Nam consectetur nec odio at bibendum. Nunc sollicitudin accumsan varius. Sed eget ut tincidunt, mi vel tincidunt tincidunt, enim augue rutrum lacus, in tincidunt magna nisi sit amet nisi. In ligula purus,

Graphic Assets

Icon Library

Icons to be used in a variety of situations, and simple graphic applications.

**Colors can be changed as needed*

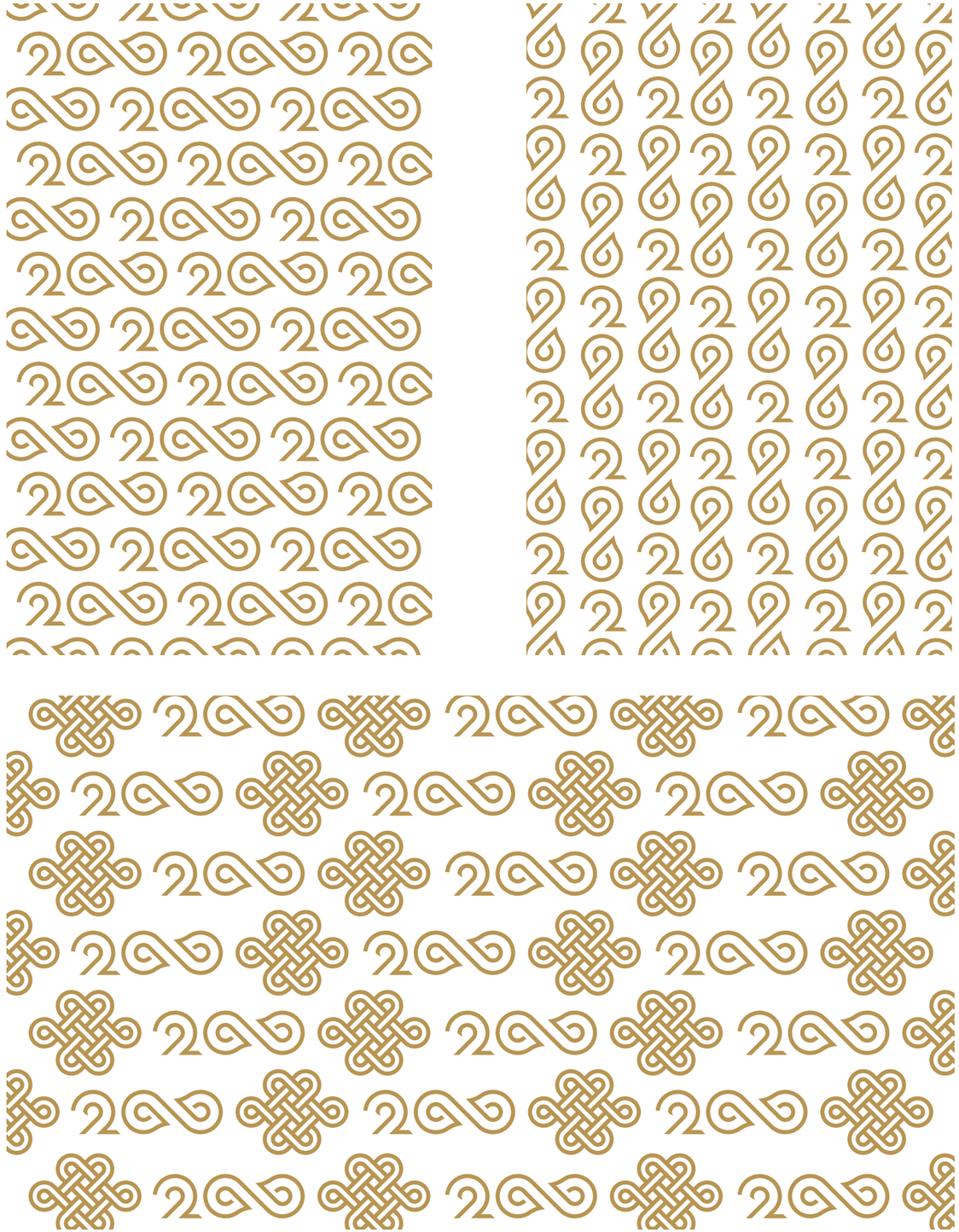




Patterns and Other Graphic Treatments

Ideal for wallpaper, banners, wrapping paper, and stationary.

**Colors can be changed as needed*



Patterns and Other Graphic Treatments

Ideal for wallpaper, banners and other larger-scale applications.

**Colors can be changed as needed*



Patterns and Other Graphic Treatments

Simple illustrations that can be used to express emotions of serenity and nature.

These examples could be colored a variety of ways depending on the color of the background.







Photography

Photo Treatments

Ways our system can be integrated into photography.

Most of these are quite simple, and should usually just be one of the lock-ups in a non-intrusive area, or attatched next to the photo.

**Colors can be changed as needed*



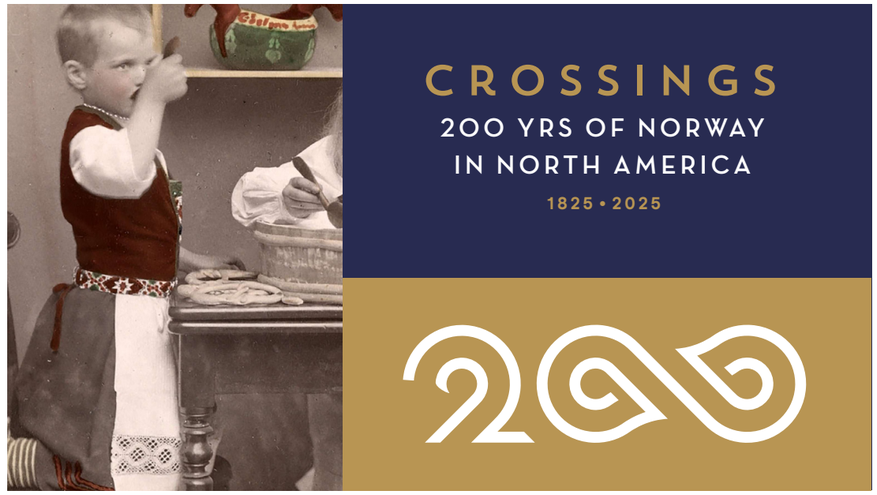




Photo Treatments

Ways our system can be integrated into photography.

Most of these are quite simple, and should usually just be one of the lock-ups in a non-intrusive area, or attatched next to the photo.

**Colors can be changed as needed*



CROSSINGS
200 YRS OF NORWAY
IN NORTH AMERICA



Photo Treatments

Ways our system can be integrated into photography.

Most of these are quite simple, and should usually just be one of the lock-ups in a non-intrusive area, or attatched next to the photo.

**Colors can be changed as needed*

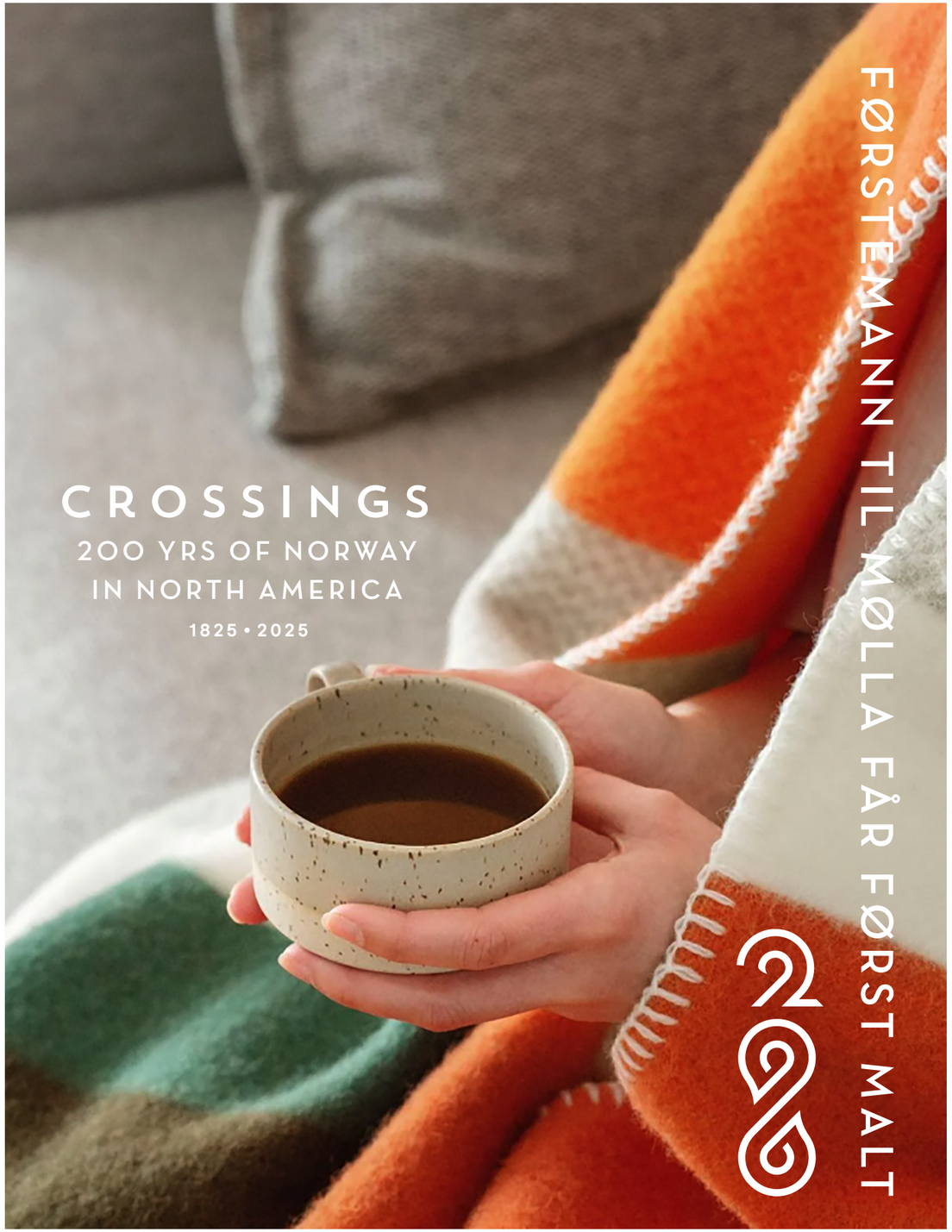


Photo Treatments

Ways our system can be integrated into photography.

Most of these are quite simple, and should usually just be one of the lock-ups in a non-intrusive area, or attatched next to the photo.

**Colors can be changed as needed*



Photo Treatments

Ways our system can be integrated into photography.

Most of these are quite simple, and should usually just be one of the lock-ups in a non-intrusive area, or attatched next to the photo.

**Colors can be changed as needed*



Brand Applications

Stationary

Sample layouts for Invitations, Envelopes, and other print needs.

These are an ideal place to use patterns, and alternate logo lock-ups.







Horizontal Banners

Sample horizontal banners for the purposes of headers, physical banners, and larger scale print applications.





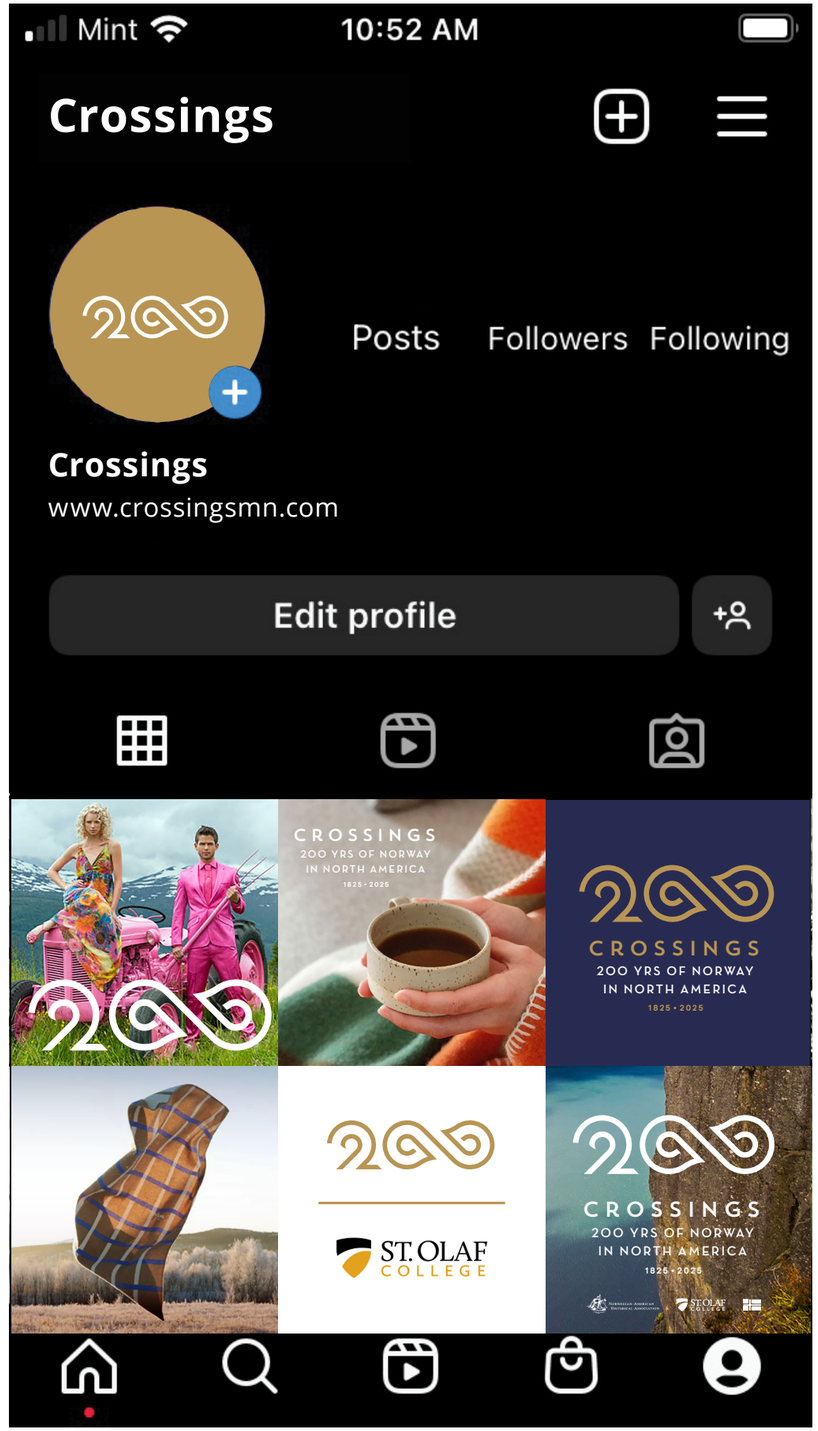
Social Media Profile Imagery

Some examples of profile imagery for a variety of social media platforms. It may be nice to use different images for different platforms.

*Artwork not to 100% scale. Most social platforms require a square image set to at least 400px X 400px.

Colors can be changed as needed





REPLACE would like to thank 200 CROSSINGS

Need any additional guidance? Contact
***crossings@norwegianamerican.com*.**

Thanks!

V.1 Styleguide // 02.01.24