

NPV BRAND IDENTITY GUIDELINES  
2025

**NPV**

# LOGO

**Logo color definition - 80% black**

**CMYK** 0-0-0-80

**RGB** 72-72-72

**Pantone** Cool Gray 10C

**WEB** #484848

The logo consists of the letters 'NPV' in a bold, sans-serif font. The letter 'V' has a distinctive checkmark-like shape at its base. The entire logo is rendered in a dark gray color, which is 80% black.

POS logo



NEG logo

# LOGO USAGE

## Clear space around the logo

By allowing space around the NPV logo, it will appear clear and undisturbed by other elements. The width of the "P" defines the minimum clear space, regardless of the format size. Always ensure this distance is respected.



Distance to other elements

## Minimum logo size

At certain sizes, the logo may become difficult to read. To avoid this, the logo must not appear smaller than 10 mm in print and 28 pixels on screen.

Minimum size in print



Minimum size on screen



# TYPOGRAPHY

Open Sans Light  
*Open Sans Light Italic*  
Open Sans Regular  
*Open Sans Italic*  
Open Sans Semibold  
*Open Sans Semibold Italic*  
Open Sans Bold  
*Open Sans Bold Italic*  
Open Sans ExtraBold  
*Open Sans ExtraBold Italic*

HEADLINE Open Sans Light

Subheader Open Sans Semibold

**A** **Colour usage for headings and subheaders**

CMYK - 0, 0, 0, 80

Pantone - Cool Gray 10C

RGB - 51, 51, 51

WEB - #333333

TEXT Open Sans Light

**a** **Colour usage for text**

CMYK - 0, 0, 0, 100

Pantone - Black C

RGB - 0, 0, 0

WEB - #000000

# EXAMPLE OF TYPOGRAPHY USAGE

## PROFILE OF NPV

**NPV A/S is a Danish-owned company with a competent organization, having built up significant experience since 2008 through the construction of several thousand square meters of quality housing. We are one of Denmark's leading development companies, and development is a core element in everything we do.**

At NPV A/S, we build on insight and care. We develop based on the wishes and needs of buyers, users, and investors. Our ambitious approach to development, our unique projects, and results appeal to a wide range of both domestic and international investors, and we are known for consistently delivering positive returns. We create successful properties and neighborhoods through deep understanding of people's demands for modern housing, close management of the development process, thoroughness in financing, and by delivering construction of high quality.

Our ambitious approach bears fruit, as NPV A/S is a knowledge-driven company. Our work is built on a strong foundation of competence and dedication, with resources deployed cross-organizationally in project teams, staffed by the employees best qualified for each specific task. Our vision is to leverage the sharpest minds in the market and the most advanced technology to create the innovative and sustainable buildings of the future, with a focus on function and form — benefiting both people and the environment. **Read more at: [npv.as](https://npv.as)**

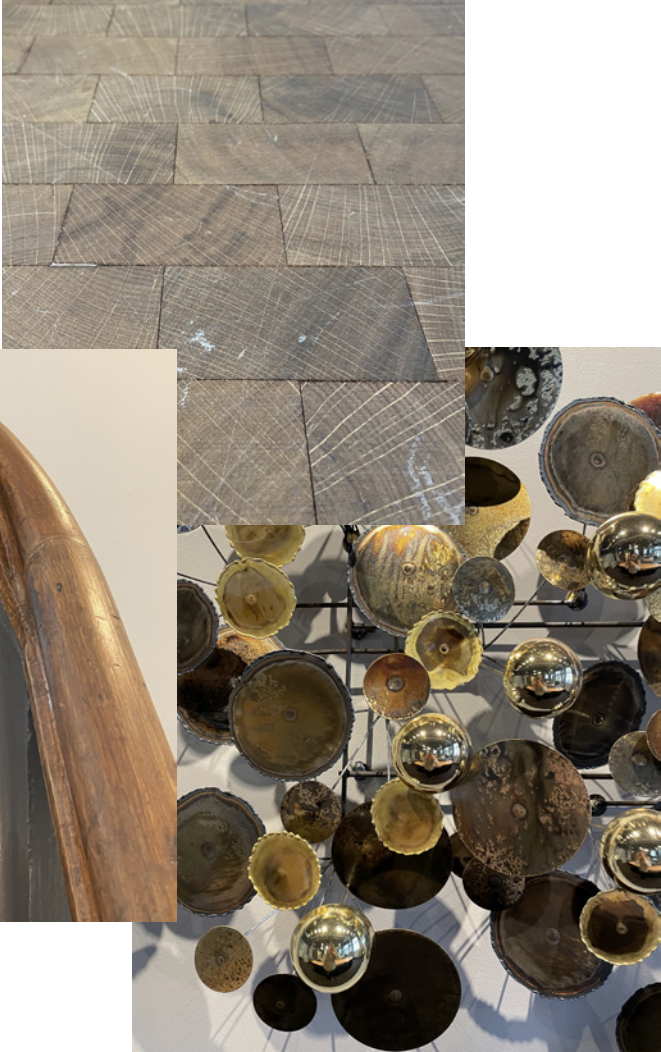
“

At NPV, we always strive to develop projects in close collaboration with our investors.

# COLORS

## Inspired by the building

The recognizability should be reflected in the building; therefore, the color palette for NPV's colors is drawn from inspiration from the interior and materials.



# COLORS

## Nordic Light Colors

With this color selection for use in backgrounds, the NPV logo can generally always appear positively. The colors also convey a calm and timeless expression.

The brass color at the bottom right can be used as a highlight color for, for example, emphasizing boxes, shapes, or other relevant elements.

### NPV's logo color

**CMYK** 0-0-0-80  
**RGB** 72-72-72  
**Pant** Cool Gray 10C  
**WEB** #484848

**CMYK** 6-5-6-0  
**RGB** 241-239-236  
**Pant** Cool Gray 1C  
**WEB** #f1efec

### 50% of NPV's logo color

**CMYK** 0-0-0-47  
**RGB** 163-163-163  
**Pant** Cool Gray 7C  
**WEB** #a3a3a3

**CMYK** 12-10-11-0  
**RGB** 227-224-220  
**Pant** 2330C  
**WEB** #e3e0dc

**CMYK** 29-16-26-5  
**RGB** 188-194-186  
**Pant** 5645C  
**WEB** #bcc2ba

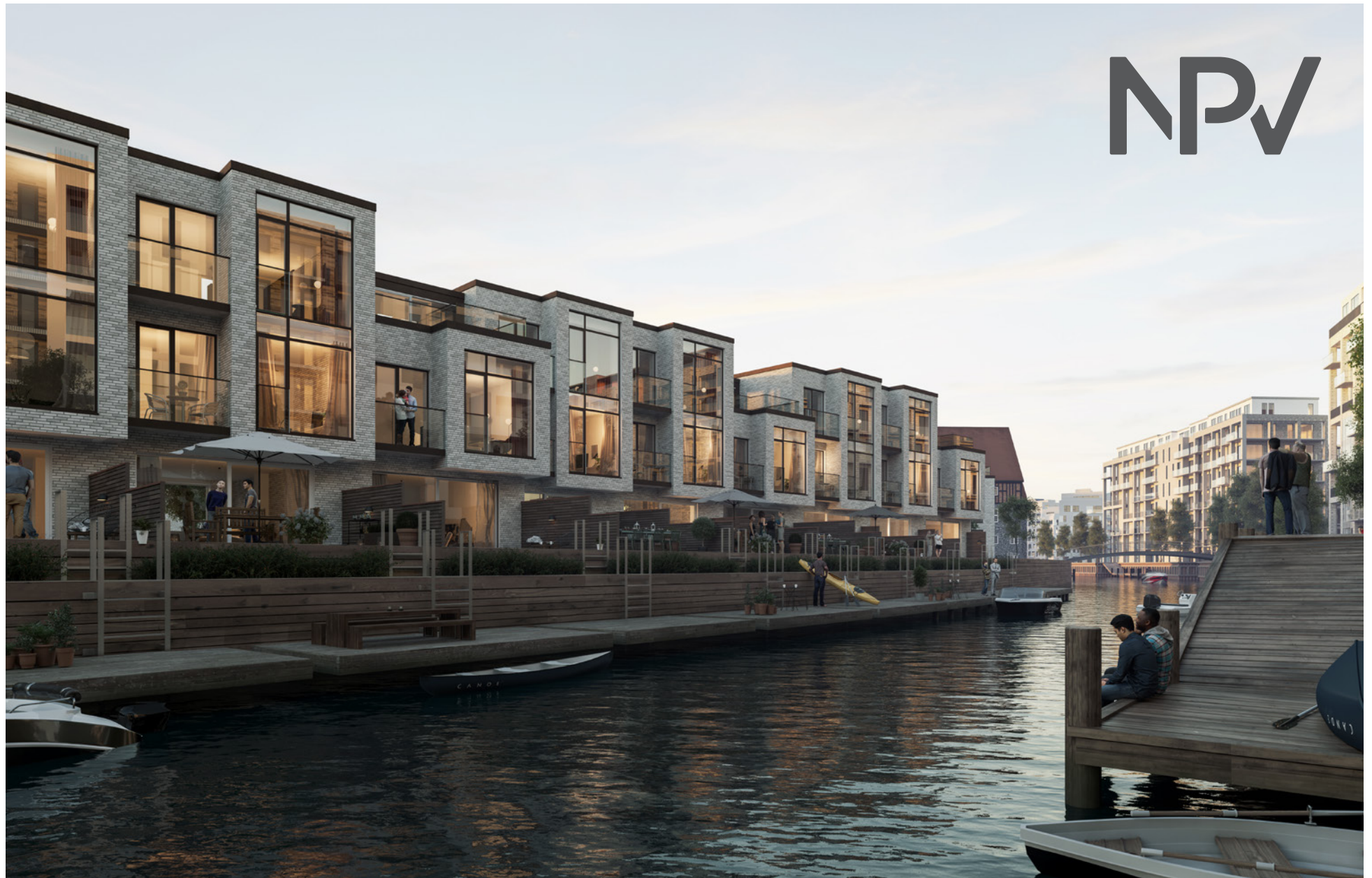
**CMYK** 25-40-70-10  
**RGB** 187-146-86  
**Pant** 7559C  
**WEB** bb9256

**CMYK** 34-59-91-22  
**RGB** 145-97-49  
**Pant** 7516C  
**WEB** 916131

# LOGO ON VISUALIZATIONS



# LOGO ON VISUALIZATIONS



# LOGO ON IMAGES



# LOGO ON IMAGES



# CANDY FOR MEETINGS



# JACKETS



# WORKOUT CLOTHES



# BALLPOINT PEN



# ELEMENTS - WORKSHEET

## **Letterhead:**

Letter paper  
Business cards  
Envelopes  
Greeting cards

Email signature

## **Presentation materials:**

PowerPoints  
Brochures  
Advertisements (images)  
Job postings

## **Social Media (SoMe)**

### **Internal:**

iPad background  
Cheat sheet  
TV screens in meeting rooms

## **Merchandise:**

Ballpoint pens  
Umbrellas  
Tote bags  
Water bottles  
Door mats  
Candy for meetings

## **Inventory:**

Mugs  
Plates  
Water and milk pitchers  
3D logos

## **Signage:**

Jægersborg Allé brass signs  
Construction site offices  
Vehicle graphics

## **Workwear:**

Jackets, safety vests  
Name tags  
Safety helmets  
Workout clothes