Innovasjon Norge

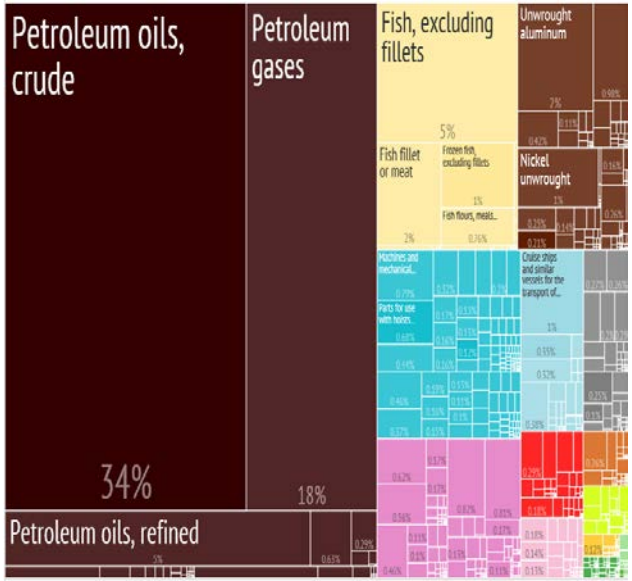
# Merkevaren Norge

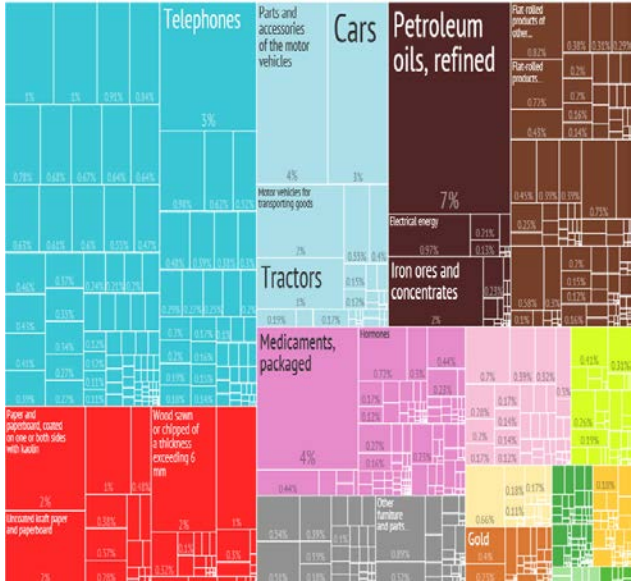
## Hvorfor og hvordan ?

Anne-Mette Hoel

Oslo, 24. januar 2019

# Eksportbildet




Vi taper oljeinntekter og har en svært sårbar økonomi (her sammenlignet med Sverige)

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*Kilde: Harvard Economic Complexity Index.*

# 6 mulighetsområder hvor Norge har konkurransefortrinn

Foto: Ø. Halvorsen

Foto: bestdesigns

# Våre konkurransefortrinn harmonerer med hva verden etterspør

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# Statsministeren gir nytt oppdrag til Innovasjon Norge

1) Synliggjøre norske grønne løsninger for økt eksport
2) Flere samhandlingsarenaer
3) Tydelig kommunikasjon
4) Styrket vertskapsattraktivitet

Skal skje i samarbeid med privat næringsliv.

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Erna Solberg, NHOs Årskonferanse 5.1.17

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# Utvikling av merkevarestrategi og ønsket posisjon

# Nasjonale merkevarer gir merverdi !

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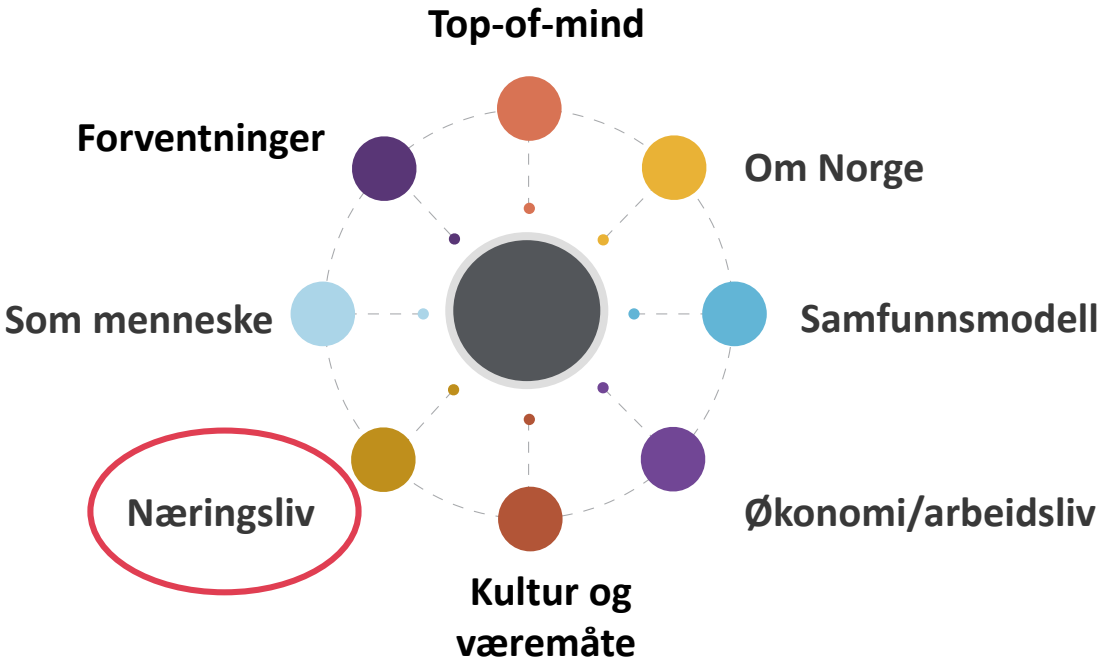
Kilde: dailytech.com

# Norge –
# slik verden ser oss

Global nullpunktsmåling 2016
Intervjuer med 225 næringslivsledere i 17 land

# Nøkkelvariable som er kartlagt i undersøkelsen




Innovasjon
Norge

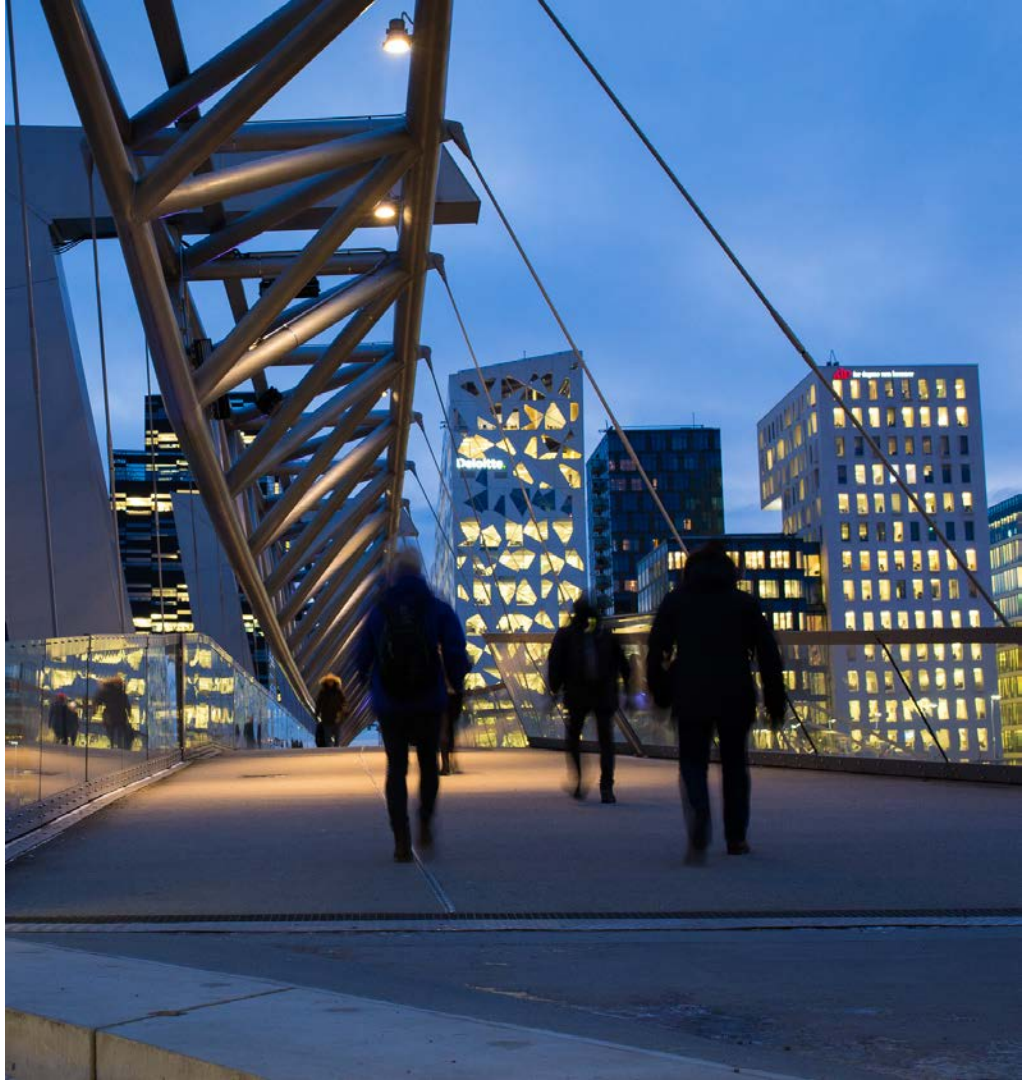
# Næringslivet – generelt

| Positivt | Mindre positivt |
| --- | --- |
| • Verdensledende nisjeaktør (olje, maritim, sjømat)<br>• Teknologisk og FoU-tunge kvalitetsprodukter<br>• Lager avanserte prototyper | • Har bare dyre produkter<br>• Tenker ikke massemarked<br>• Lite fleksibilitet<br>• Lav grad av kunde- og markedsorientering<br>• Dårlige på markedsføring og kommunikasjon |

Men de sier også at….

> *“Norway takes sustainability seriously*

*Merkevaren Norge skal utnytte **BÆREKRAFT** som konkurransefortrinn for økt verdiskaping*

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*We aim to be a **PIONEER** in finding solutions to the world's economic, social and environmental challenges*

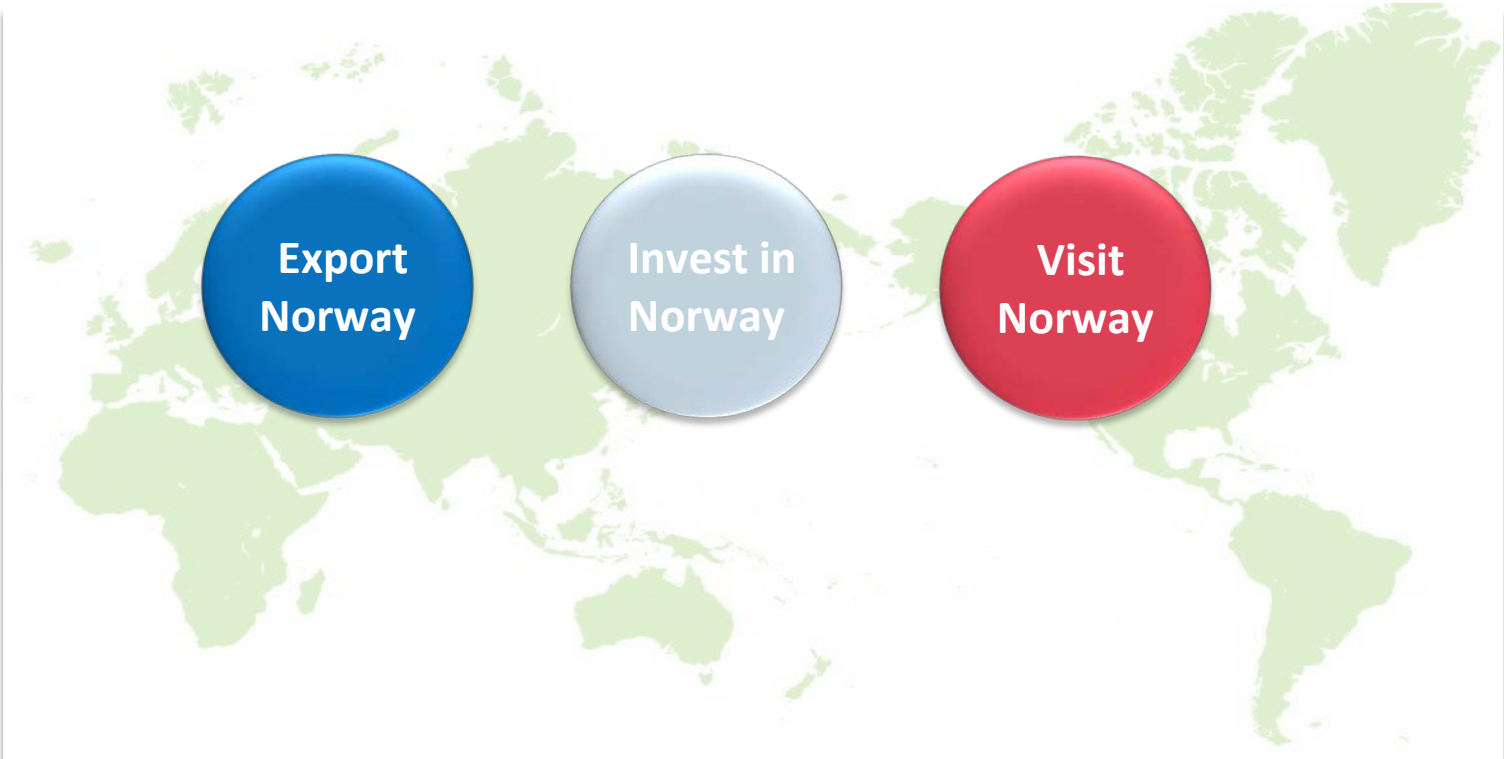
Innovasjon Norge

# Pioneering sustainability

## Ønsket posisjon

© Equinor

# Ønsket posisjon vil gjøre Norge attraktiv i forhold til alle målgrupper



# Ønsket posisjon setter retning

En ønsket posisjon er ikke noe Norge HAR,
men noe vi må TA gjennom bevisst og systematisk merkevarebygging.

Norge som pioner innen bærekraft, vil derfor være et ETTERLATT INNTRYKK i markedet over tid.

Dette får konsekvenser for måten vi kommuniserer på.

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# Historiefortelling

Vi må utvikle og formidle historiene om hvorfor og hvordan Norge er en pioner.

Historiene må underbygges med bevis for å skape troverdighet og interesse.

De samme historiene må kommuniseres i alle aktuelle markeder, både ute og her hjemme.

*Eksempel havnæringene ->*
*Pioneering ocean sustainability*

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# The Explorer

Ny digital eksportkanal for å posisjonere Norge som pioner innen grønne og bærekraftige løsninger

Innovasjon Norge

# Ny visuell identitet = Ny Norgesprofil

## Noen land har innarbeidet symbol eller farger utover det som er representert i flagget

## Andre (som Sveits og Sverige) bruker konsekvent flaggelement i all branding

Sveits har i flere årtier bygget en attraktiv nasjonal merkevare gjennom tydelig, synlig og <u>konsekvent</u> branding.

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**Norske aktører løser i dag sin tilknytning til det norske (Nation branding) med tydelig flaggstripe og referanse til flagget**

NORWAY

iNORWAY

SEAFOOD FROM NORWAY

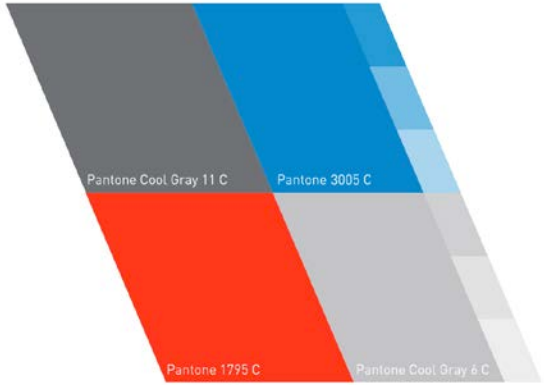
INDIVIDUALLY SIZED HOOK WIRES
MADE IN NORWAY

Made in Norway

# Dagens Norgesprofil

iNORWAY

iNORWAY

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# Vi ønsker EN felles overordnet Norgesprofil som alle kan dra nytte av

## Ulike merkevare aktører

norwegian

IMSDAL

NYT NORGE

NORGES SJØMATRÅD

TINE

NORGES IDRETTSFORBUND

NOR-WAY BUSSEKSPRESS

NORGES HUNDEKJØRERFORBUND

norway the official site in the united states

NORWAY POWERED BY NATURE

Innovasjon Norge

## Team Norway : Norske «ambassadører» som bør fortelle de samme historiene:

DET KONGELIGE NÆRINGS- OG FISKERIDEPARTEMENT

EKSPORTKRED

SEAFOOD FROM NORWAY

SIU

Forskningsrådet

NHO

Norad

OLJE- OG ENERGIDEPARTEMENTET

GIEK Kreditforsikring

IKT NORGE

UTENRIKSDEPARTEMENTET

Innovasjon Norge

NORWEGIAN MARITIME EXPORT

VIRKE

DnA

Norwegian Energy Partners

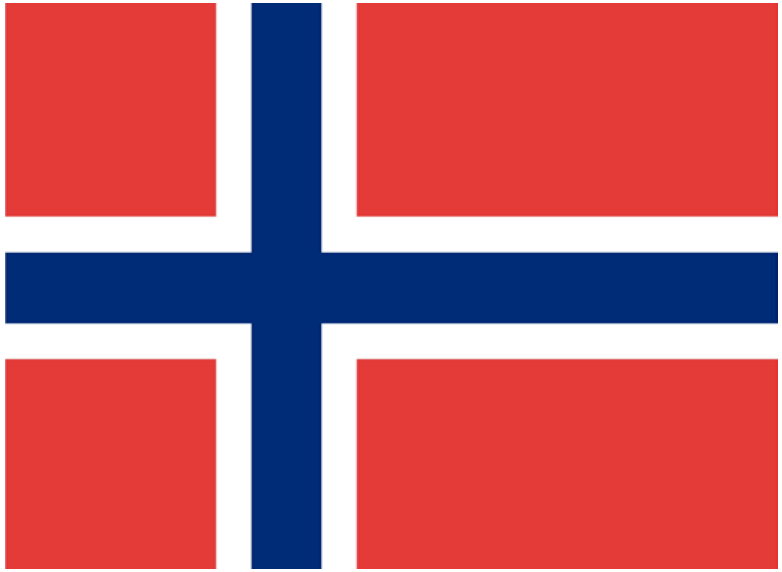
Innovasjon Norge

Vi skal ikke bygge en helt **NY merkevare**,
men **UTVIDE** bildet av hva som er unikt
og attraktivt ved Norge
Photo: Ilja C. Hendel

# Tradition

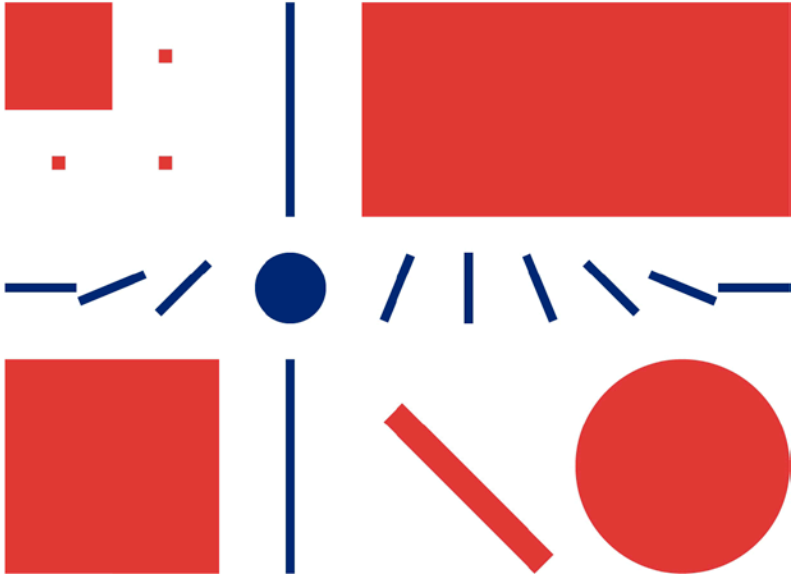
# Future

# Tradition



Solid, safe, reckognizable

# Future



Pioneering, engaging, inclusive

# Ny logo

Norway

## Main logo – black wordmark (positive)

Our official wordmark is based on our display typeface. Always use the original files and follow the guidelines for use. Never construct or deconstruct the wordmark yourself. Use the black wordmark on white or light backgrounds.

## Main logo – white wordmark (negative)

Our official wordmark is based on our display typeface. Always use the original files and follow the guidelines for use. Never construct or deconstruct the wordmark yourself. Use the white wordmark on black or dark backgrounds.

Download logo pack

Norway

Norway

## Logo use with other logos/ Co-branding

Other logos that are not connected to the brand Norway are always located in the bottom left or right corner. In case of vertical logo stacking, it is allowed to align all logos.

Aim for other logos to hit the x-height of the Norway logo.

## Typography: Norway Sans

Norway Sans is the official typeface of Norway. Our typeface has been specifically designed to reflect the essence of Norway and should never be modified in any way. Norway Sans contains seven unique weights for different communication needs.

*Norway Sans* comes in 7 weights: *Norway Sans Display* (Regular, Fine, Superfine) and *Norway Sans Text* (Regular, Italic, Bold, Bold italic)

## Minimum sizing: Norway Sans Text

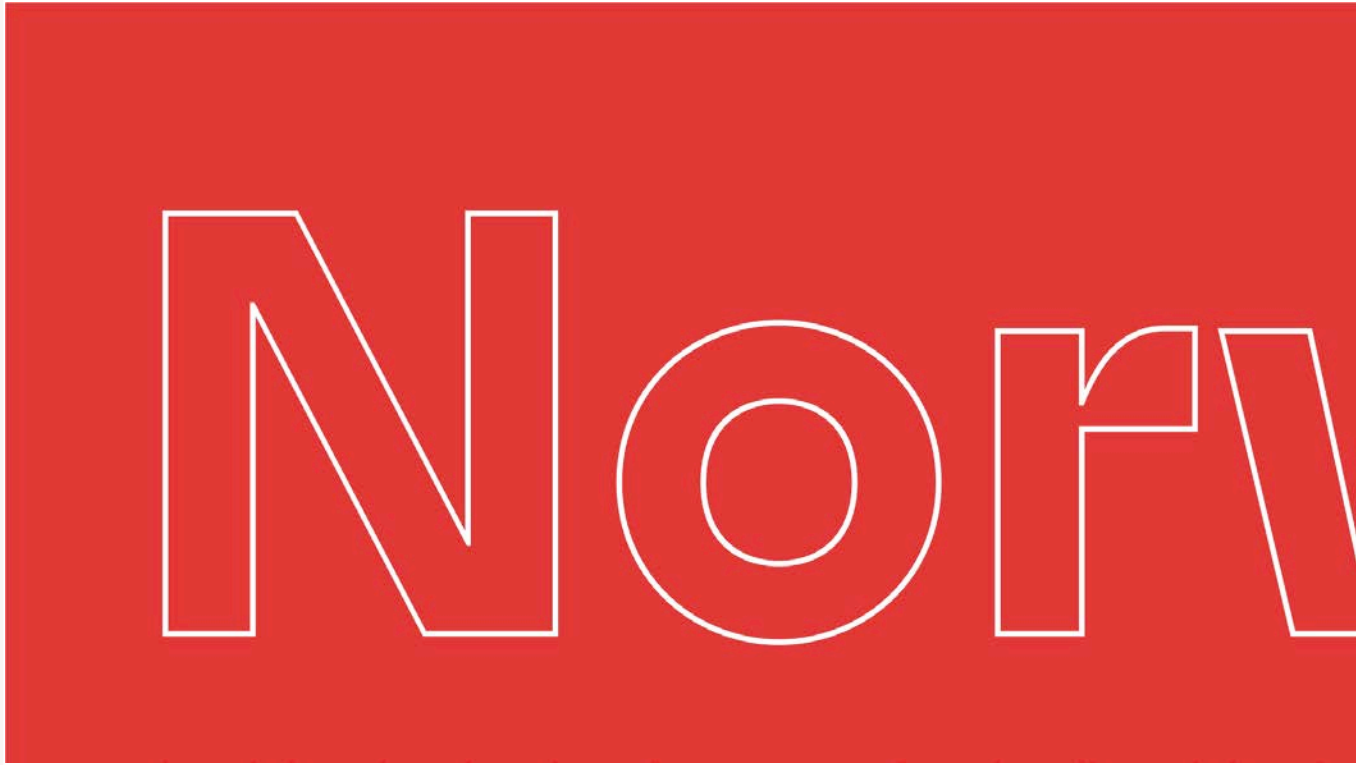
Norway Sans Text:
Print: 10pt in print
Web: 14px on the web.

## Minimum sizing: Norway Sans Text

Print: 16pt in print
Web: 20px on the web.

Read more about Norway Sans

**Download Norway Sans**



## Colors

Our colours are vital to our identity. The colours, based on the Ministry of Foreign Affairs' colour system for the Norwegian flag, have been customised for usability and should not be modified in any way.

Consistent use of colour helps our brain to establish relationships - between emotions, qualities, experiences and people. Above all, they help to strengthen our identity. The main colours of Norway include Norway High Red and Norway Dark Blue. The weighting is proportionally based on the Norwegian flag. Our national colours are complemented by three strong neutral colours, black and greys and two accent colors for digital purposes.

Norway Red & Blue: Main colors.
Light grey, Mountain grey and Black: Neutrals.
Accent Blue & Green: CTA-colors for digital use.

**RGB:** Digital/Web
**HEX:** Web
**CMYK:** Print
**PMS:** Print
**NCS:** Architecture
**RAL:** Varnish, powder coating and plastics

**Download Swatches**

*Primary*

*Norway Red*

RGB 229 30 56
HEX #E03232
CMYK 0 96 73 0
PMS 032 U
NCS S 0580-Y90R
RAL 3024

*Norway Blue*

RGB 3 40 104
HEX #00266A
CMYK 100 88 34 20
PMS 280 U
NCS 6030-R90B
RAL 5026

*Neutrals*

*Light Grey*

RGB 247 246 245
HEX #F6F6F6
CMYK 4 3 4 0
PMS None
NCS 1500-N
RAL 9016

*Mountain Grey*

RGB 135 135 135
HEX #878787
CMYK 47 37 37 17
PMS Cool Gray 8
NCS 3502-R
RAL 9023

*Black*

RGB 0 0 0
HEX #00000
CMYK 15 15 15 100
PMS Black 6
NCS 8505-Y80R
RAL 9011

*Accent*

*Accent Blue (Digital)*

RGB 0 77 232
HEX #004DF8
CMYK 89 68 0 0
PMS None
NCS None
RAL None

*Accent Green*

RGB 135 135 135
HEX #1f7f25
CMYK 84 24 100 11
PMS None
NCS None
RAL None

TEST

**Hvor kommer vi fra ?**

**Powered by nature**

Innovasjon Norge

# Hva tilbyr vi ?

## North of the ordinary

Innovasjon
Norge

## Hvem er vi ?

**A country built on equal opportunities**

Innovasjon Norge

# VÅR MERKEVAREHISTORIE ER TUFTET PÅ TRE PILARER

## Powered by nature

Norway

## North of the ordinary

Norway

## Built on equal opportunities

Norway

## Photography

Photography is a powerful communicator for Norway. It is through our imagery that we tell the stories that make Norway unique – a reflection of our country, culture and personality. Through a consistent approach we can create an emotive experience that captures the many aspects of life in Norway, building our presence as a country brand. The following guidelines show you how.

Download all photos

*Concept*

# No Filter

A key principle to all our photography is authenticity, showing real experiences rather than stylised compositions. Our imagery should have a natural honesty, creating a close connection with our audience. Authentic to who we are, we present Norway as it is, no manipulation, no filter.

Our photography guidelines are based around our three pillars: where we come from, what we offer and who we are.

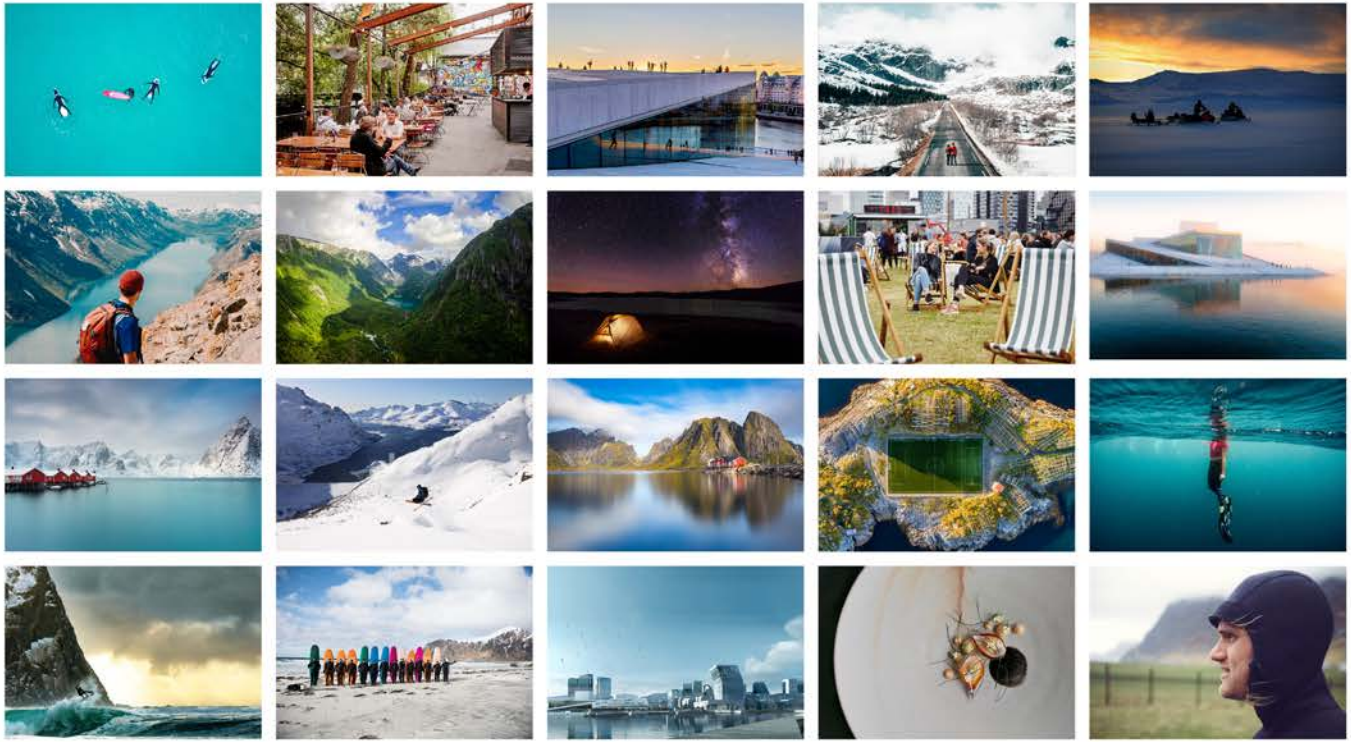
*Photography*

## Powered by Nature

From the natural beauty of our country, to the distinctive seasons and unique quality of light, nature is a part of the Norwegian lifestyle. As well as the breathtaking fjords, mountains and northern lights, nature is also woven into everyday life. It is these experiences that bring our audiences closer to what Norway represents as a country. When captured in a personal, down to earth manner, we give our surroundings a context, inviting the world to come and explore the possibilities.

When choosing themes, look for motifs that capture both the physical beauty of the landscapes and scenery, and also the contemporary aspects of Norway including urban life, Norwegian cuisine and architecture.

**Download photos**



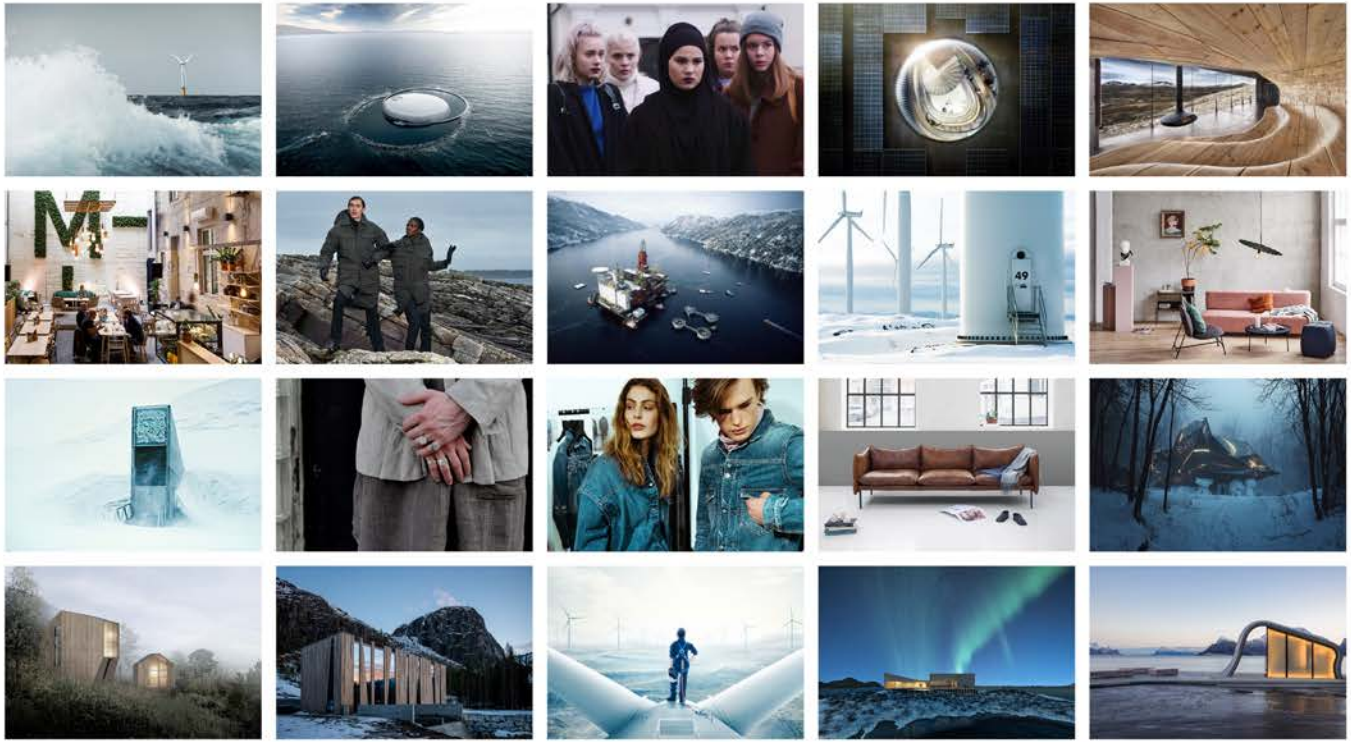
*Photography*

## North of the Ordinary

It is through our competence and development of pioneering solutions that we can showcase the progressive side of Norway, striving towards a more sustainable future. From startups, entrepreneurship and our culture as early adopters, to industrial sector innovations, our imagery should show the variety of our solutions reflecting our future forward mindset.

When choosing themes, look for motifs that exemplify the spectrum of what we have to offer across industries, from robust industrial solutions to hi-tech products and services.

Download photos



*Photography*

## Built on Equal Opportunities

Norway is built on a solid foundation of equality – an inclusive society creating a strong collaborative spirit. It is the basis for our social welfare system and the foundation for a happy work-life balance built on mutual respect. These characteristics should be apparent in our photography, illustrating the Norwegian way of life.

When choosing themes, look for motifs that include social interactions in urban and rural settings that show people in a personal and natural way. From work life, family life and education to leisure and free-time, we should capture people's everyday life.

Download photos

A unified voice through a custom typeface.

# Norway Sans Display

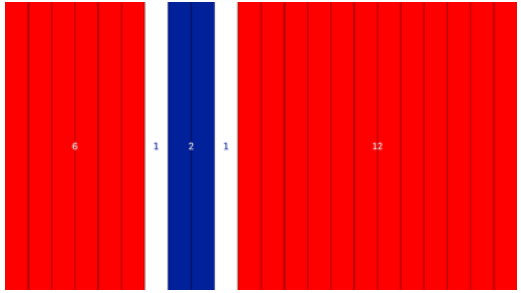
Norway Sans Regular

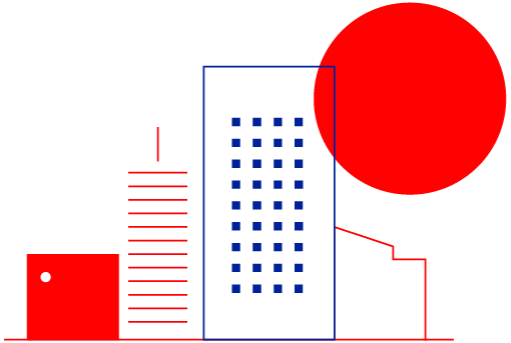
*Norway Sans Italic*

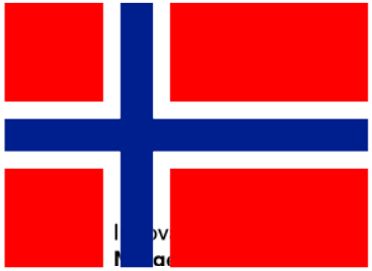
**Norway Sans Bold**

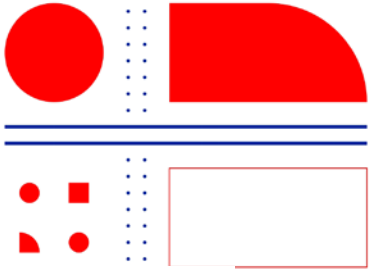
***Norway Sans Bold Italic***

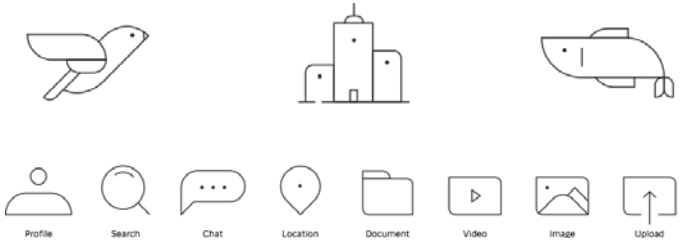
0123456789









## *Så kom bestillingen fra UD*

*«Vi ser at det både i UD og i andre statlige organers aktivitet ute i verden, er behov for en felles logo som styrker Norges synlighet. Vi mener designet som Innovasjon Norge nå utvikler, kan utvides og danne grunnlaget for en slik felles visuell Norges profil.»*

Innovasjon Norge

Innovasjon Norge

# Hvordan skal vi bygge historien om Norge som pionér?

# iNORWAY

## PIONEERING WINTER SPORTS

Sogndal © Sverre Hjørnevik

# 2018 平昌冬奥会
# 挪威问鼎金牌榜

## Competing successfully at the highest level

## 2022， 我们北京见！

Reuters © Kim Kyung-hoon

iNORWAY

# Norwegian Heritage and Culture

POWERED BY NATURE

Birkebeinerne
Knud Bergslien

# A long history of skiing pioneers

From the adventures of the great Norwegian polar explorers, skiing has always been at the heart of our culture

Nansen 1889

iNORWAY

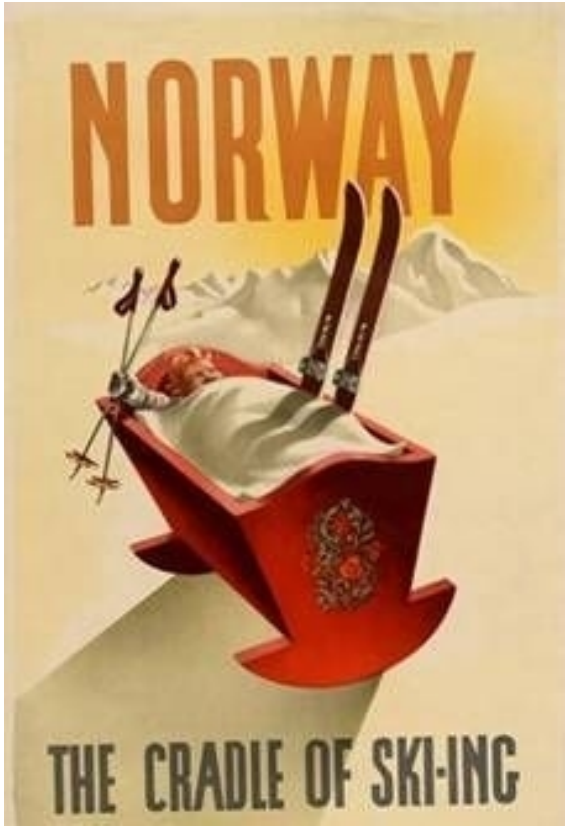
# For centuries we have organized large winter sporting events

Birken 1832

Oslo 1952

# Skiing is an important part of Norwegian culture and lifestyle

It is a lifelong love relationship, fostered from early age



Barnas Holmenkolldag © Nancy Bundt

iNORWAY

# Norwegian Winter Sport Performance

## BUILT ON EQUAL OPPORTUNITUIES

**Our skiing culture has laid the foundation of our ambitions in winter sports**

iNORWAY

Offset © Cavan Images

# People of all ages enjoy the experience of winter sport activities

## Grassroot activities essential part of society

**93 %** of Norwegian children are or have been member of a sport club

**12 000** winter sport clubs

**2,2 million** sports clubs members in Norway (**42 %** of total population)

Birken © Geir Olsen

# Competing successfully at the top

*We are still pioneering*

iNORWAY

Staff © Tom Pennington

# The top 3 Winter Olympians of all time are all Norwegian

| Rank | Nation | Athlete | Sport | | | | Total |
|---|---|---|---|---|---|---|---|
| 1 | Norway | Marit Bjørgen | Cross-country | 8 | 4 | 3 | 15 |
| 2 | Norway | Ole Einar Bjørndalen | Biathlon | 8 | 4 | 1 | 13 |
| 3 | Norway | Bjørn Dæhlie | Cross-country | 8 | 4 | 0 | 12 |

Reuters © Eric Gaillard

Pressens Bild © Denny Calvo

NTB scanpix © Lise Åserud

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# Norwegian Winter Sport Solutions

NORTH OF THE ORDINARY

Innovasjon Norge

# Skiutstyr

# Together with medal winners Norwegian companies such as Swix, Rottefella and Madshus continue to innovate skiing equipment

***We are still pioneering***

Rottefella MOVE™ Electric to be launched 2018

Madshus

Ole Einar Bjørndalen
(#1 Winter Olympian biathlon)

Innovasjon Norge

# Skiarrangør

# We have established leading expertise in arranging successful events, hosting a wide range of world cups and events annually

Youth Olympic Games Lillehammer 2016 © Fredrik Grønningsæter

Birken © Geir Olsen

© World cup Lillehammer

Holmenkollen © Espen Bratlie, Samfoto

Innovasjon Norge

# Skitrening

# Norway offers world-class expertise and perfect training conditions for winter sport athletes

Work in progress on action plan on sport exchange for the year 2018 between **the general administration of sport of the People's Republic of China** and **the ministry of Culture of the Kingdom of Norway**

Contributor © The Asahi Shimbun

Movie by Field Productions –visitnorway.no

Contributor © Sergei Bobylev

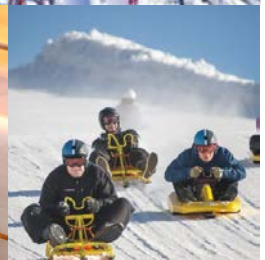
# We can offer tailor-made, certified training camps for groups of winter sport athletes who want to learn the secrets from the best, and try different winter sports

© Hafjell

© Hafjell

Birken © Geir Olsen

© Lillehammer Olympiapark



Lillehammer © Jørgen Skaug

© Lillehammer Olympiapark

**We have world-class certified trainers, offering education for all levels**

- Combining high-quality instruction and great fun

Trysil © Skistar

Innovasjon Norge

# Skianlegg

# We have developed leading ski venue expertise

iNORWAY

# Developing snow for the future through sustainable production

«Snow for the future» research project
SINTEF/ NTNU/ FRIO NORDICA

iNORWAY

# Norwegian architects and landscape architects focus on developing venues and resorts with nature and sustainability in mind

Midtstubakken ski jump
Holmenkollen National Arena for winter sports, Oslo
**ØKAW Architects, Oslo**
**Grindaker Landscape Architects, Oslo**

iNORWAY

# Developing the worlds largest indoor venue for winter activities, opening 2018

## *We are still pioneering*

- 50 000 square meters
- Alpine skiing, freestyle, cross-country skiing
- Sustainable energy solutions
- Selvaag/Skimast/Carnica

iNORWAY

# Norwegian Winter Sport Destinations

# Awe-inspiring nature

Norway has spectacular winter destinations

Loen Skylift © Bård

# Winter destinations

iNORWAY

# PIONEERING WINTER SPORTS PAST, PRESENT AND FUTURE

Our rich skiing heritage has paved the way to Norway's future commitment of advancing winter sports.

We invite China to be part of the journey

**We are still pioneering**

iNORWAY

Loen Skylift © Bård Basberg

# Sammen gjør vi Norge attraktiv