

Visual guidelines

NIBE GROUP 2024
Version 2.0

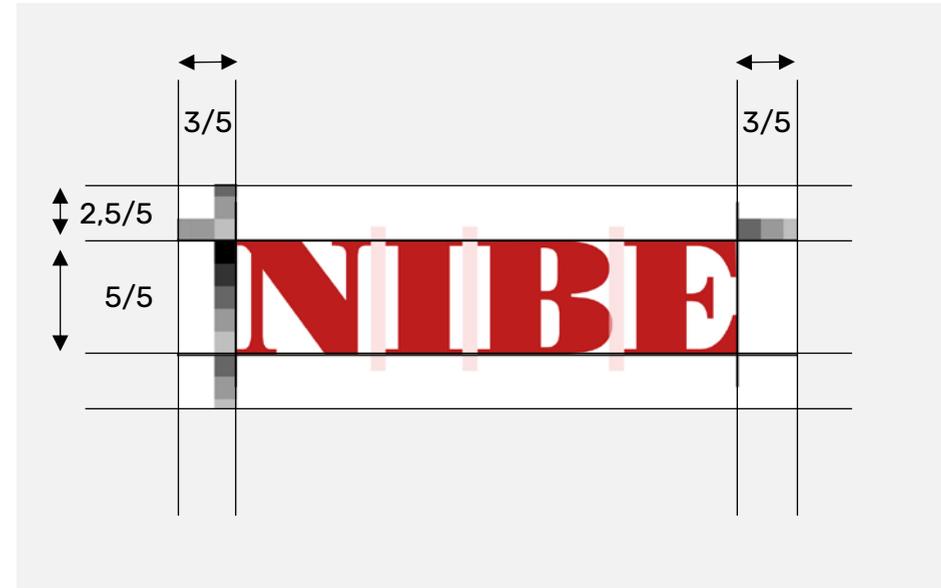
NIBE

Logos

NIBE

The primary NIBE logotype to be used across all communications.

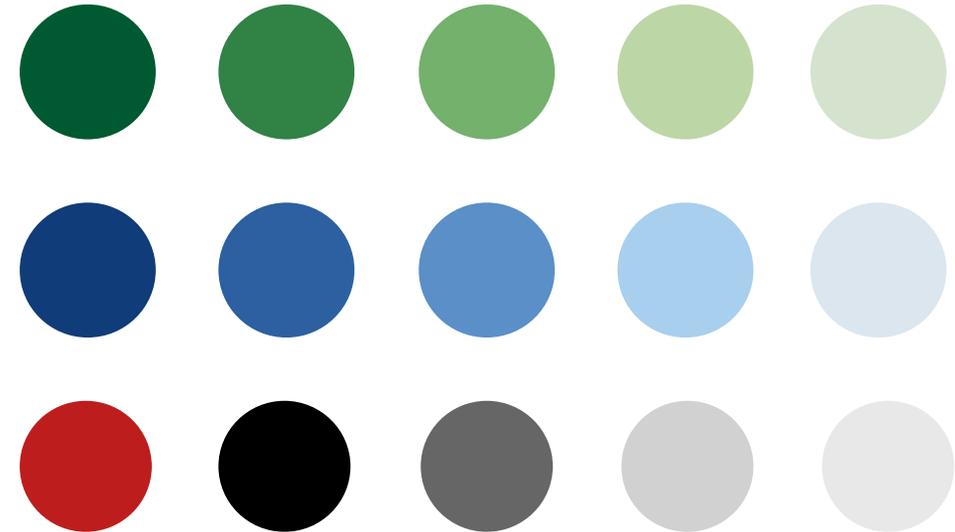
Logos | Definition of the white plate



Colours

The NIBE colour palette consists of two different colour palettes. One green, and one blue.

Together with these colour palettes we have the NIBE Logo Red, as well as a range of other supporting colours.



Colours | The thinking behind



RED

The red in the NIBE visual identity symbolises the heritage and legacy of NIBE.

The NIBE red is used for recognition, and to enhance the connection to NIBE's heritage. We use it exclusively for the logotype.

Video | Logo

Do not animate the logo.



Let it sit still on it's own.

NIBE



Video | Logo end-frames

Logo end-frames can be used in various formats. Consider the video contents and context to determine which design language is the preferred for your production.

The image shows the NIBE logo in a bold, red, serif font centered on a plain white background.

End-frame with primary NIBE logo in red

The image shows the NIBE logo in a bold, white, serif font centered over a blurred indoor scene. The background includes a bookshelf, a plant, and a doorway.

End-frame with primary NIBE logo in white