

NANA



Logo

Design

Our logo is inspired by the beauty in ruggedness. In the design, you can find abrupt peaks and gently sloping vales – the distinctive, age-old formations that make the pure, Nordic landscapes we all love.

Our logo is the first point of contact with the outside world. Our logo design involves a dynamic combination of innovation, positive philosophy, appreciation of Nordic nature and heritage.

The logo consists of the letters 'N', 'A', 'A', 'V', and 'A' in a dark green, bold, sans-serif font. The letters are stylized with sharp, angular peaks and valleys, giving them a rugged, mountain-like appearance. The 'N' is a simple vertical bar with a top bar. The first 'A' has a sharp peak on the left and a shallow valley on the right. The second 'A' has a sharp peak on the right and a shallow valley on the left. The 'V' has a sharp peak in the center and shallow valleys on either side. The final 'A' has a sharp peak on the left and a shallow valley on the right.The logo consists of the letters 'N', 'A', 'A', 'V', and 'A' in a white, bold, sans-serif font. The letters are stylized with sharp, angular peaks and valleys, giving them a rugged, mountain-like appearance. The 'N' is a simple vertical bar with a top bar. The first 'A' has a sharp peak on the left and a shallow valley on the right. The second 'A' has a sharp peak on the right and a shallow valley on the left. The 'V' has a sharp peak in the center and shallow valleys on either side. The final 'A' has a sharp peak on the left and a shallow valley on the right.

Our promise

The logo may also include our brand promise: “breathe.”

Our brand promise “breathe” is always written in lower case letters. It’s not a loud yell but rather a gentle whisper. The promise “breathe” is meant as an encouragement to pause, take a rest, and experience the world around you. It’s a remedy, a moment in time that relieves you from all surrounding tensions. Even though it’s only a gentle sigh, it’s determined – a firm reminder of the most vital thing in life.



NAAVA
breathe



NAAVA
breathe

Principles of using the logo

Always make sure that you are using the correct version of the Naava logo for each background. Use the green Naava logo with a light background and the white logo with a dark background. Remember to choose your colors carefully when placing the logo on top of an image. Be creative, but ensure readability.

Please do not:

- Create new color versions of the logo
- Distort the logo or any part of the logo
- Underline or frame the logo
- Add any special effects to the logo
- Change the letter spacing in the logo
- Add any textures on the logo
- Rotate the logo
- Modify the logo in any way



NAAVA

The image shows the Naava logo in a dark green color against a plain, light grey background. The logo consists of the letters 'N', 'A', 'A', 'V', and 'A' in a stylized, bold, sans-serif font. The 'A's have a unique shape with a pointed top and a wide base.

NAAVA

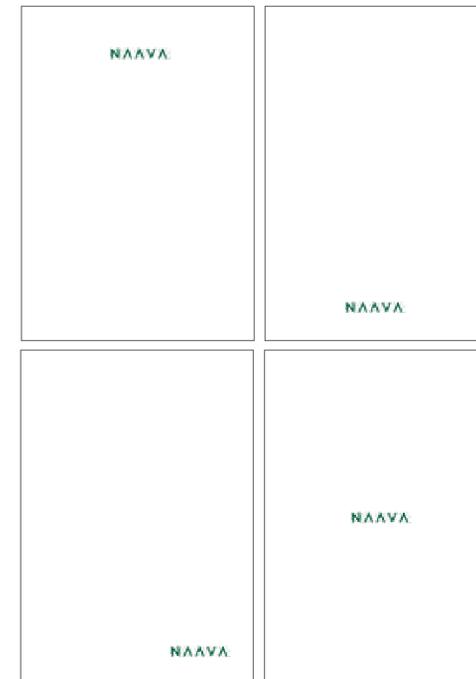
The image shows the Naava logo in white against a dark, textured background of a dense forest. The logo is centered and clearly visible against the darker foliage.

Placing the logo

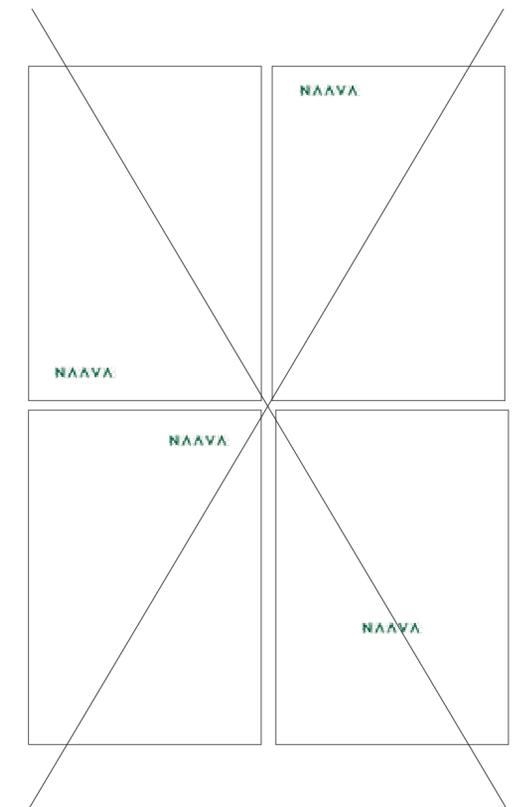
The logo should be placed on the right lower corner above the lower margin or centered under the upper margin on the front cover. Place the logo in the middle of the design on the back cover. Kindly notice placing the Naava breathe logo in the middle of the design. Place the logo under the upper margin or in the middle of the design on the back cover. On a front cover with visual or textual elements, the logo should be centered under the upper margin or located on the right lower corner above the lower margin. On a cover with an even background, place the logo in the middle of the design.

Always respect the logo when creating layouts, and leave enough space around for it to breathe. This breathing space or safe area consists of the logo's N-lettersized area. Please do not place the logo without having a safe area around it.

Do's



Don't's





NAAVA

breathe