



NORDIC
INVESTMENT
BANK



CORPORATE VISUAL IDENTITY

NIB DESIGN MANUAL

1.0

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FOREWORD

This design manual describes and unfolds the design for the various external and internal communication channels and touch points of the Nordic Investment Bank (NIB).

The design manual is made to ensure that all communications of NIB are consistent and identifiable in all contexts. The manual provides the organisation with a number of practical tools and guidelines to incorporate the corporate identity and values in all aspects.

THE VISUAL LANGUAGE

NIB is the International Financial Institution of the Nordic and the Baltic countries.

The visual identity of NIB is dignified, stylish and exact, which reflects both NIB as a reliable organisation and correlates with its overall vision, mission, strategy and values. By extending long-term loans to projects that improve competitiveness and environment, NIB is truly financing the future of the region. The visual language supports the kind of business that NIB represents, strengthening the Bank's vision of contributing financially to a prosperous Nordic-Baltic region. As an organisation NIB is efficient and professional with competent, committed and co-operative staff.

Overall the design rotates around a minimalist, Nordic hinge that supports the modern, professional and efficient identity of the organisation. The cool, bright colours establish a harmony in line with the general expression and the colours are still easy to separate, thus making info graphics and pie charts easy to decode. The typography confirms the expression: It is modern, and clean and with the use of rounded edges it still maintains the human profile of NIB; it expresses efficiency and professionalism without being sterile.

It is a „no nonsense-design“ meaning that all included elements have a concise purpose. No elements are included as mere ornaments.

REQUIREMENTS

This design manual and the design concept are the property of the Nordic Investment Bank. Therefore, each specific design element is the property of NIB and may only be used with the permission of NIB.

The design elements may only be reproduced from an original digital version and in the specified colours. The logo must always be respected in regards to form, dimension, colour and placement in relation to other elements.

Guidelines for the use of the design are described in this document and must be adhered to.

Please contact NIB's communications unit +358 10 618 001, info@nib.int with requests or questions regarding the design manual.

NORDIC INVESTMENT BANK

Vision:

A prosperous and sustainable Nordic-Baltic region.

Mission:

NIB finances projects that improve competitiveness and the environment of the Nordic and Baltic countries.

Tagline:

Financing the Future

STRATEGY

NIB is the International Financial Institution of the Nordic and the Baltic countries. The Bank adds value and complements commercial lending to help ensure sustainable growth.

By providing long-term loans to its customers, NIB makes a lasting impact on the competitiveness and environment of the region.

NIB is a reliable source of long-term funding for its customers. All projects are reviewed from the sustainability perspective. Therefore a NIB loan may be regarded as a quality stamp.

NIB only finances specific investment projects that fulfil the Bank's mission.

To improve competitiveness of its member countries, the NIB-financed projects should support productivity growth through

- Technical progress and innovation
- Development of human capital
- Improvements in infrastructure
- Increased market efficiency

In terms of the environment, NIB lends to projects that lead to

- Improved resource efficiency
- Development of a competitive low carbon economy
- Protection of the environment and its ecosystem services
- Development of clean technology

While the main focus of NIB's activities is on its membership area, the Bank also operates in selected non-member countries in the Baltic Sea region and emerging markets. Loans are extended on market terms and according to sound banking principles.

NIB acquires the funds for its lending by borrowing on the international capital markets. With its strong ownership and highest possible credit rating, the Bank offers stability and reliability to global investors.

NIB needs to be financially strong in order to fulfil its mandate efficiently. The Bank aims at earning a sufficient amount of return from its business operations and at the same time guarantee the owners a reasonable return on capital.

VALUES

Competence:

We aim at a high level of professionalism and efficiency.

We are forward-looking and proactive.

We keep ourselves informed about changes in the business environment and take responsibility for our own professional development.

Commitment:

We are transparent in our actions and apply good governance.

We care about how we do business and the impact of our actions and behaviour on people, society and the environment.

Co-operation:

We support each other in the Bank by sharing information, knowledge, skills and experiences.

We co-operate with our customers on the basis of sound banking principles, thereby creating mutual value.

We respect diversity and the principles of equality.

We encourage constructive discussions to reach common goals.

LOGO

NIB DESIGN MANUAL


LOGO



NOTE

Please do not violate the clear space around the logo. The minimum required clear space around the logo is defined by the measurement „x“, which derives from the height of the capital letter „N“.

The size of the logo is defined by the height of the letter „N“. It must be no smaller than 2,5 mm.

2,5 mm. { 

DOWNLOAD FILES

<http://www.nib.int/designmanual>

LOGO // TAGLINE



NOTE

Please do not violate the clear space around the logo. The minimum required clear space around the logo is defined by the measurement „x“, which derives from the height of the capital letter „N“.

The size of the logo is defined by the height of the letter „N“. It must be no smaller than 5,0 mm.



DOWNLOAD FILES

<http://www.nib.int/designmanual>

X		X
X		
X	<p>Custom Logotype</p> <p>Pantone 647 C Cmyk 100, 56, 0, 23 Hex 17, 52 8e</p>	<p>Tagline</p> <p>Geogrotesque Semibold Pantone 647 C Cmyk 100, 56, 0, 23 Hex 17, 52 8e</p>
X		X

LOGO // COMPANY NAME



NOTE

Please do not violate the clear space around the logo. The minimum required clear space around the logo is defined by the measurement „x“, which derives from the height of the capital letter „N“.

The size of the logo is defined by the height of the letter „N“. It must be no smaller than 5,0 mm.



X			X
X		NORDIC INVESTMENT BANK	
X	Custom Logotype Pantone 647 C Cmyk 100, 56, 0, 23 Hex 17, 52 8e	Company Name Geogrotesque Regular Pantone 647 C Cmyk 100, 56, 0, 23 Hex 17, 52 8e	X

DOWNLOAD FILES

<http://www.nib.int/designmanual>

LOGO // TAGLINE & COMPANY NAME



NOTE

Please do not violate the clear space around the logo. The minimum required clear space around the logo is defined by the measurement „x“, which derives from the height of the capital letter „N“.

The size of the logo is defined by the height of the letter „N“. It must be no smaller than 5 mm.



DOWNLOAD FILES

<http://www.nib.int/designmanual>

X		NORDIC INVESTMENT BANK	FINANCING THE FUTURE	X
X		NORDIC INVESTMENT BANK	FINANCING THE FUTURE	X
X	<p>Custom Logotype</p> <p>Pantone 647 C Cmyk 100, 56, 0, 23 Hex 17, 52 8e</p>	<p>Company Name Geogrotesque Regular Pantone 647 C Cmyk 100, 56, 0, 23 Hex 17, 52 8e</p>	<p>Tagline Geogrotesque Semibold Pantone 647 C Cmyk 100, 56, 0, 23 Hex 17, 52 8e</p>	X

LOGO // BLACK AND WHITE



Logo_black



Logo_black_name



Logo_black_tagline



Logo_black_name_tagline



Logo_white



Logo_white_name



Logo_white_tagline



Logo_white_name_tagline

NOTE

The blue NIB logo must be used at all times. Due to technical limitations [stamps, foils and other technical production] it is however accepted to use the black and white solution.

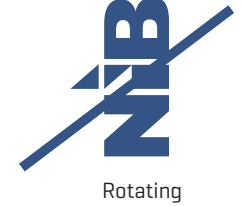
DOWNLOAD FILES

<http://www.nib.int/designmanual>

LOGO // CORRECT USE



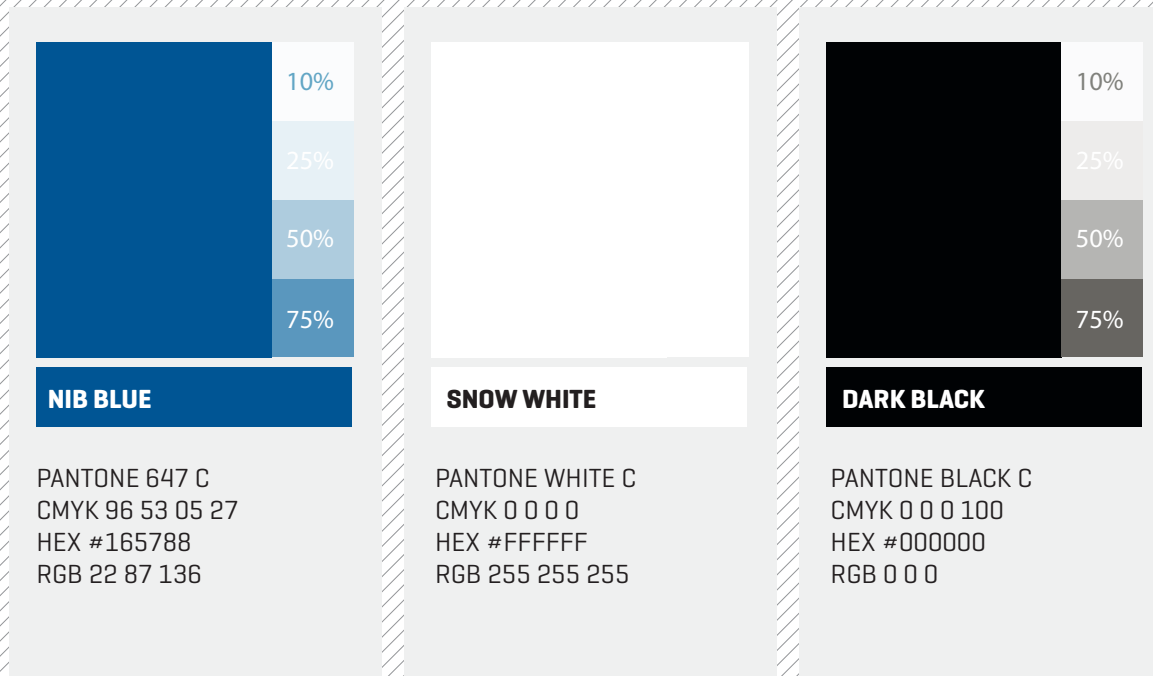
LOGO // INCORRECT USE



COLOUR SPECIFICATIONS

NIB DESIGN MANUAL

COLOUR SPECIFICATIONS // PRIMARY COLOURS



NOTE

NIB blue is the identity colour of the bank. It must be dominant in all materials.

It is the intention that the colour will be highly recognisable through persistent use on all platforms. With time the colour will be woven into the identity of the bank, so that colour and bank will be hard to separate.

It is therefore imperative that customers always see the NIB blue when they meet any of the NIB platforms: Online sites, newsletters, publications, stationery etc.

COLOUR SPECIFICATIONS // SECONDARY COLOURS

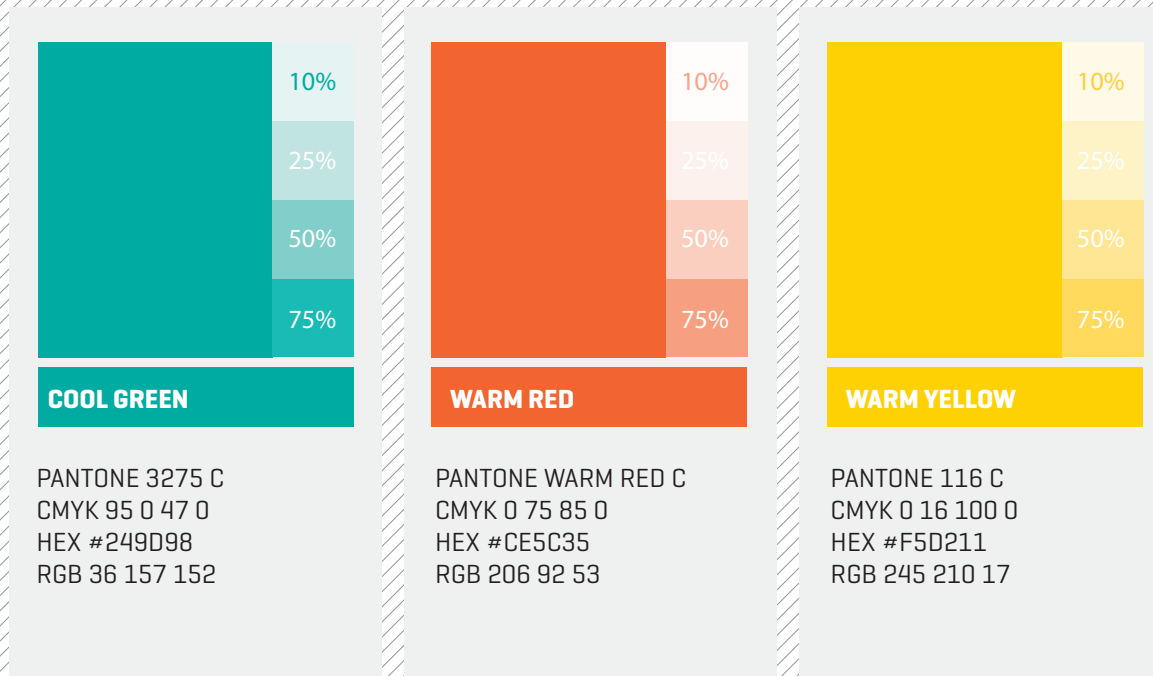
 <p>BLUE 1</p> <p>PANTONE 548 CMYK 100 24 0 64 HEX #004465 RGB 0 68 101</p>	 <p>BLUE 2</p> <p>PANTONE 5405 C CMYK 82 39 27 10 HEX #497593 RGB 73 117 147</p>	 <p>BLUE 3</p> <p>PANTONE 5425 CMYK 51 21 19 2 HEX #93ACBF RGB 147 172 191</p>	 <p>BLUE 4</p> <p>PANTONE 277 CMYK 31 4 1 0 HEX #C3DCF4 RGB 195 220 244</p>	 <p>GREENBLUE 1</p> <p>PANTONE 316 C CMYK 100 0 27 68 HEX #004955 RGB 0 73 85</p>	 <p>GREENBLUE 2</p> <p>PANTONE 5473 C CMYK 82 0 28 52 HEX #306870 RGB 48 104 112</p>	 <p>GREENBLUE 3</p> <p>PANTONE 5483 C CMYK 62 0 21 31 HEX #65939D RGB 101 147 157</p>	 <p>GREENBLUE 4</p> <p>PANTONE 5503 CMYK 29 0 10 14 HEX #B6CBDD RGB 182 203 208</p>
 <p>GREY 1</p> <p>PANTONE 425 C CMYK 57 47 47 37 HEX #60605F RGB 96 96 95</p>	 <p>GREY 2</p> <p>PANTONE 423 C CMYK 35 27 28 6 HEX #AA9A9 RGB 170 169 169</p>	 <p>GREY 3</p> <p>PANTONE 421 C CMYK 22 16 17 1 HEX #CECECE RGB 206 206 206</p>	 <p>GREY 4</p> <p>PANTONE: COOL GREY 1 C CMYK 5 4 4 0 HEX #F4F4F4 RGB 244 243 244</p>	 <p>BROWN 1</p> <p>PANTONE 418 C CMYK 56 44 64 39 HEX #61604D RGB 97 96 77</p>	 <p>BROWN 2</p> <p>PANTONE WARM GREY 9 C CMYK 33 34 40 14 HEX #A19589 RGB 161 149 137</p>	 <p>BROWN 3</p> <p>PANTONE 7536 C CMYK 25 22 36 4 HEX #C1BAA4 RGB 193 186 164</p>	 <p>BROWN 4</p> <p>PANTONE WARM GRAY 3 C CMYK 13 14 17 0 HEX #E0D9D2 RGB 224 217 210</p>
 <p>GREEN 1</p> <p>PANTONE 560 C CMYK 80 0 63 75 HEX #234535 RGB 35 69 53</p>	 <p>GREEN 2</p> <p>PANTONE 555 C CMYK 75 0 60 55 HEX #3C654F RGB 60 101 79</p>	 <p>GREEN 3</p> <p>PANTONE 556 C CMYK 42 0 33 27 HEX #8DA897 RGB 141 168 151</p>	 <p>GREEN 4</p> <p>PANTONE 622 CMYK 24 0 19 4 HEX #CEDFD3 RGB 206 223 211</p>				

NOTE

The secondary colour scale consists of different dimed colours that you can find in the Nordic nature. They are all carefully selected to be used solitary in a slide or to be used in combination in a chart making it easy to decode the message.

The secondary colours can be used in any of the NIB platforms, but never on the front unless the secondary colours are a part of a graphic element or chart.

COLOUR SPECIFICATIONS // TERTIARY COLOURS



NOTE

The bright colours of the tertiary colour scale are to be used to highlight and to bring contrast where needed. It is a powerful effect that should only be used rarely. When highlighting a message you reduce attention to all others - when highlighting too many you reduce attention to all. The colours must never be used on covers or fronts of any materials.

Avoid using any of the tertiary colours on a contrasting colour.

THE RULE OF THUMB:

If in doubt of highlighting - don't!

TYPOGRAPHY

NIB DESIGN MANUAL

TYPOGRAPHY // IDENTITY FONT FAMILY

Geogrotesque

Ultra light

Abc12

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.; \$?§%&@#!

Geogrotesque

Ultra light Italic

Abc12

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.; \$?§%&@#!*

Geogrotesque

Regular

Abc12

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.; \$?§%&@#!

Geogrotesque

Regular Italic

Abc12

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.; \$?§%&@#!*

Geogrotesque

Bold

Abc12

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.; \$?§%&@#!**

Geogrotesque

Bold Italic

Abc12

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.; \$?§%&@#!***

NOTE

About this font family: Geogrotesque is a semi modular typeface with a subtle rounded finish. All the characters are based on the same formal principle with its corresponding optical adjustments in order to adapt the system to an alphabet for texts. Although the type family has a geometric or “technological” construction, the rounded finish provides a warm appearance, making the typefaces neat and effective.

Geogrotesque is to be used in official, external corporate contexts. The ultralight is meant to be used in big sizes.

As a rule, the Primary colour scale must be used for all typography.

In certain circumstances, typography may be highlighted with the Tertiary colour scale. Please read more about the Tertiary colour scale on page 15.

Note: Minimum font size for the family is 7 pt.

Ultra light / Big Info text.

Regular / Body text. **Bold** / Headline text.

TYPOGRAPHY // ALTERNATIVE FONT FAMILY

Arial Regular	Abc12	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789,.; \$?%&@#(!)
Arial Italic	<i>Abc12</i>	<i>abcdefghijklmnopqrstuvwxyz</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>0123456789,.; \$?%&@#(!)</i>
Arial Bold	Abc12	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789,.; \$?%&@#(!)
Arial Bold italic	<i>Abc12</i>	<i>abcdefghijklmnopqrstuvwxyz</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>0123456789,.; \$?%&@#(!)</i>

NOTE

Geogrotesque is the NIB identity font. It expresses the values that are crucial to NIB. It is the voice of NIB and must primarily be used. However, it is not always possible due to technical limitations. In those cases Arial can be used as an alternative.

Arial can for example be used in:

- a: Emails
- b: Open Word files
- c: Email signatures
- d: Open PowerPoint files

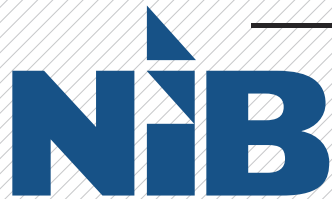
[!] ATTENTION

No other fonts than Geogrotesque and Arial can be used.

GRAPHIC ELEMENTS

NIB DESIGN MANUAL

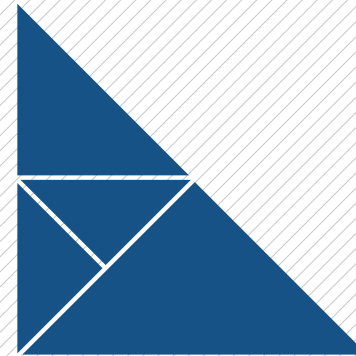
GRAPHIC ELEMENTS // CONSTRUCTION



The Logo



The square isolated



The square fragmented



1. Formation



2. Formation



3. Formation



4. Formation



5. Formation

NOTE

The graphic elements of NIB originate from the original NIB logo. The use of the triangle in up to four fragments can be combined in almost infinite formations. This adds a dynamic expression.

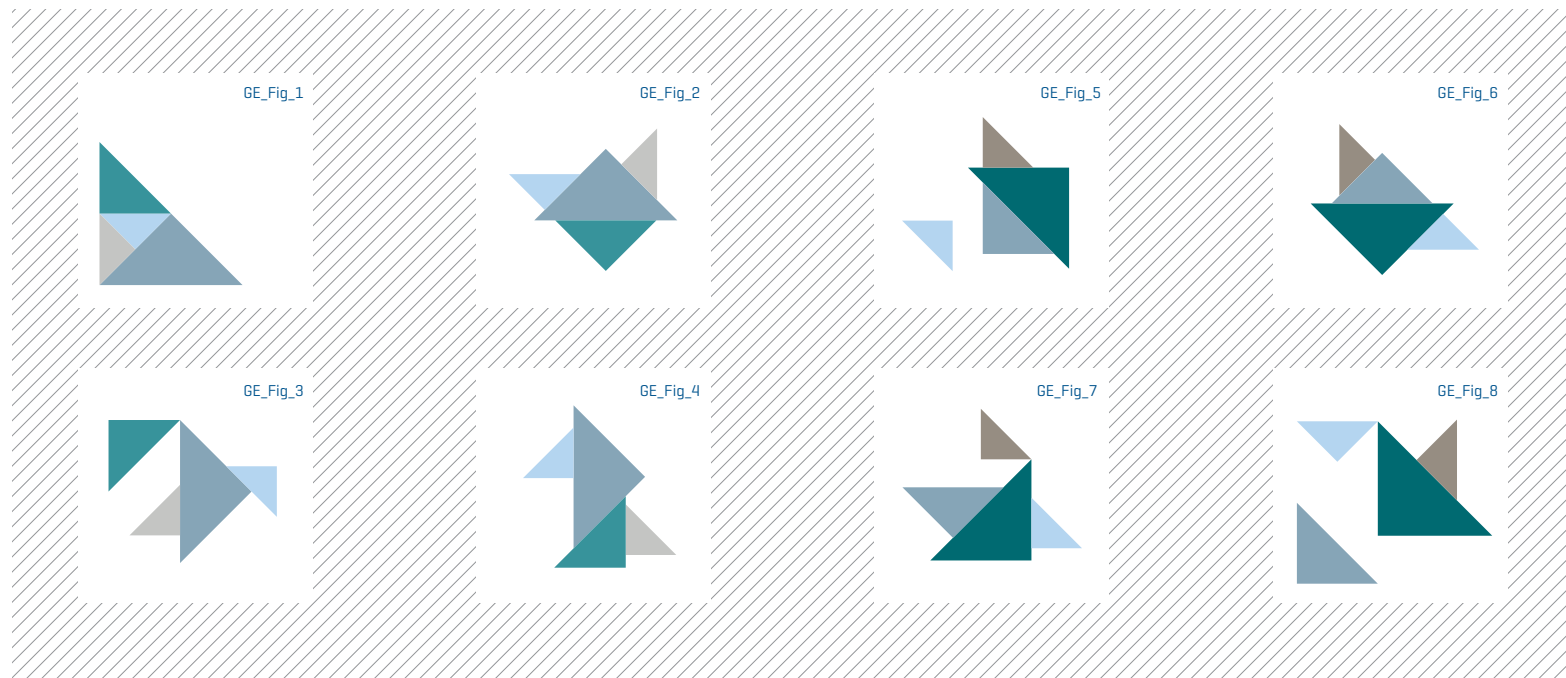
The different formations can be used as front page graphics for online publications and PowerPoint presentations. The following pages show a variety of the formations with the use of NIB colours.

The graphic elements may also be used as pausing elements in publications and/or as decorative elements on an empty page or spread.

The graphic elements serve as alternatives to professional photographs and are intended for use as decorative elements on front pages or spreads.

In specific publications the graphic elements may be combined with a photograph, as illustrated on page 22 of the design manual.

GRAPHIC ELEMENTS // ELEMENTS IN PLAY



Inspiration and download: Two colour combinations spread over eight triangle formations.



Inspiration: Seven different colour combinations.

NOTE

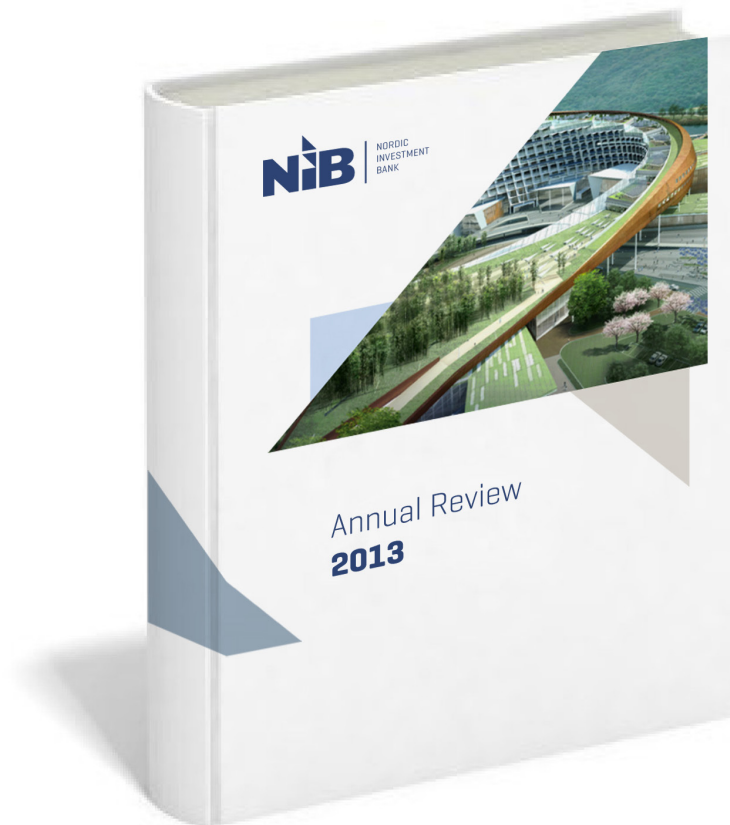
You can download the first eight figures for presentations or other material.

Advanced users can generate new combinations. Download the Illustrator file for master grid.

DOWNLOAD FILES

<http://www.nib.int/designmanual>

GRAPHIC ELEMENTS // CORRECT USE

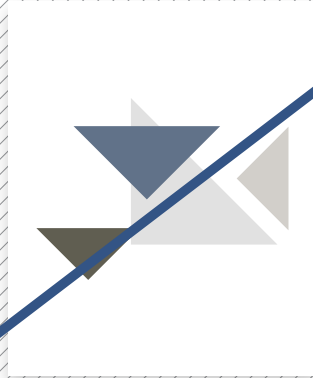


NOTE

Advanced users can generate new combinations. Download the Illustrator file for master grid.

GRAPHIC ELEMENTS // INCORRECT USE

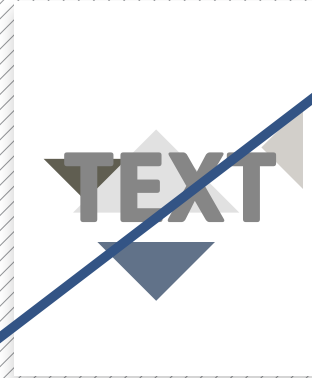
NOTE



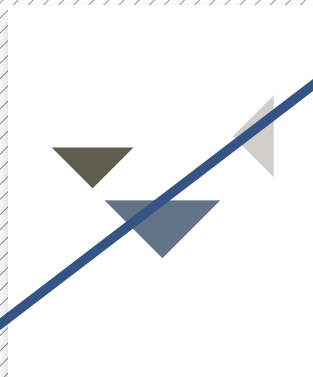
No overlaps



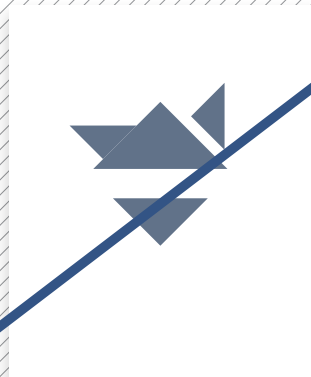
No overlaps on photo



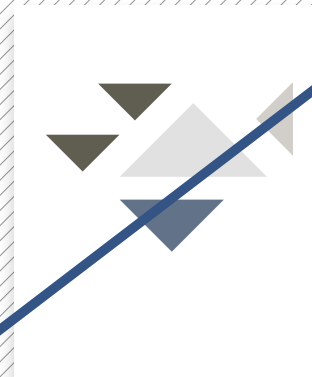
No text overlaps



Not less than four objects



Not the same colour



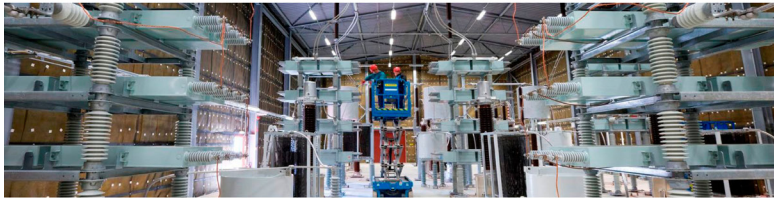
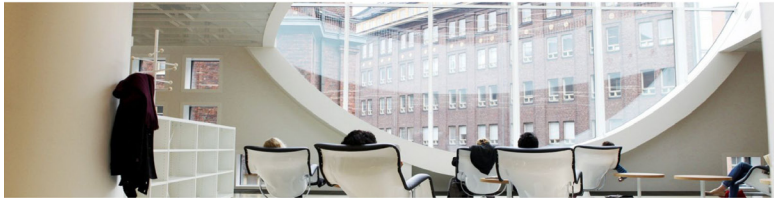
Not more than four objects

PHOTO STYLE

NIB DESIGN MANUAL

PHOTO STYLE // CHOICE OF COLOURS IN PHOTOS

Before Photoshop



After Photoshop



NOTE

The photo style of NIB must be applied to all photos where possible to maintain a professional, Nordic look.

PHOTO EDITING:

Adjust the lines in photos so they are in line with the frame.

Reduce yellow and red tone in the photos to add a colder, Nordic expression.

Sharpen the contrast to make the white burn out to imitate the bright light of the North.

PHOTO STYLE // CROPPING

Level up lines



Crop portrait photos



NOTE

Here you can see how to level up the lines in a photo and an example of how to crop a portrait.

PHOTO STYLE // THEMES

FOCUS ON:

- Projects funded by NIB
- Events
- Employees and other people in real situations. Documentary style

AVOID:

- Abstract aesthetics
- Posing models
- Obvious symbolism
- Hard flash light
- Oversaturated colours

NOTE

Images bring the values of the brand to life. For instance, to portray “diversity”, the image selected would depict people interacting with the environment or working on a project, thus giving readers good and relevant associations concerning NIB and its business.

This document outlines the essence of NIB photography. It is designed to assist you in commissioning a photography shoot as well as selecting images for brochure covers, web articles and so forth.

When shooting images for NIB consider to:

- Use real people in action to bring the image to life.

- Focus attention on real people actually working and on their working environment.

- Use natural light to produce a crisp Scandinavian feel.

- Add technical and artistic value, e.g. images shot from engaging angles.

Also:

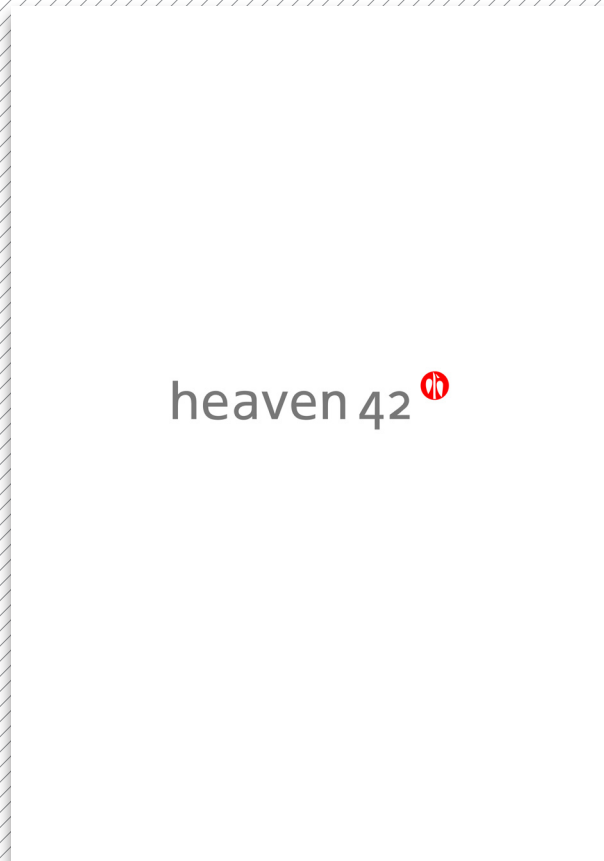
- Take pictures of NIB’s personnel when visiting customers and projects

- Be on the lookout for illustrative images that may serve as a theme.

PAPER QUALITY

NIB DESIGN MANUAL

PAPER QUALITY // HEAVEN 42 PAPER



NOTE

The paper is produced with great care for the environment. This paper is the perfect medium for extreme contrast. The absolute neutral white offers endless possibilities for colours and design.

HEAVEN 42 // SOFT MATT

The soft matt paper surface guarantees excellent print results for all applications.

Grammages: 115 // 135 // 150 // 170 // 200 // 250 // 300 // 400 g/qm

FSC-certificate

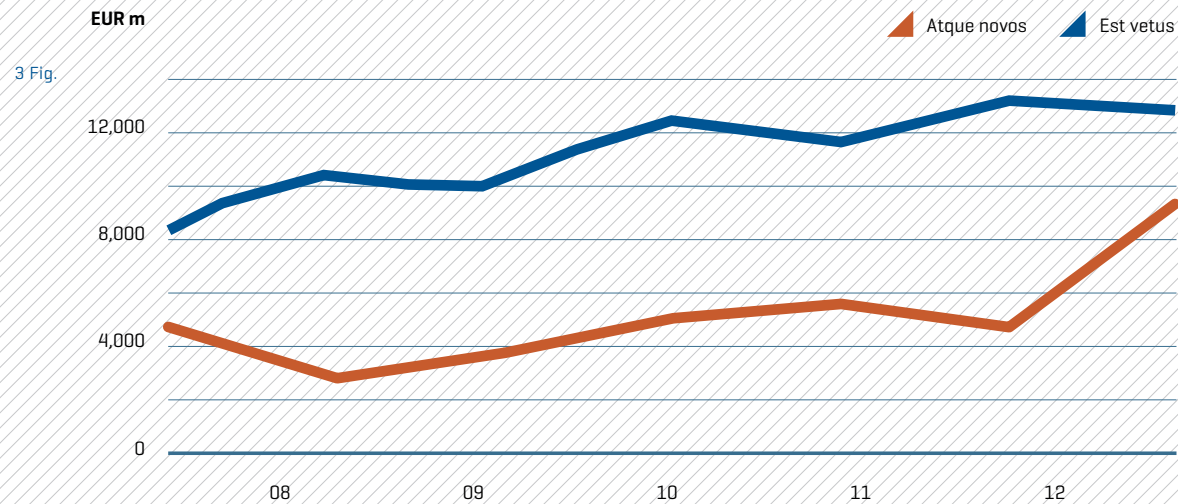
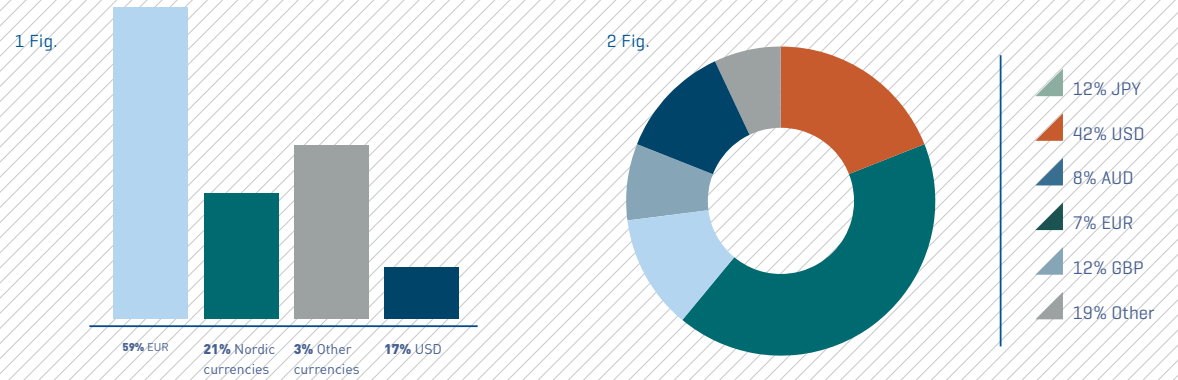
MORE DATA:

<http://www.scheufelen.com/en/home/paper-brands/heaven-42.html>

INFO GRAPHICS

NIB DESIGN MANUAL

CHARTS



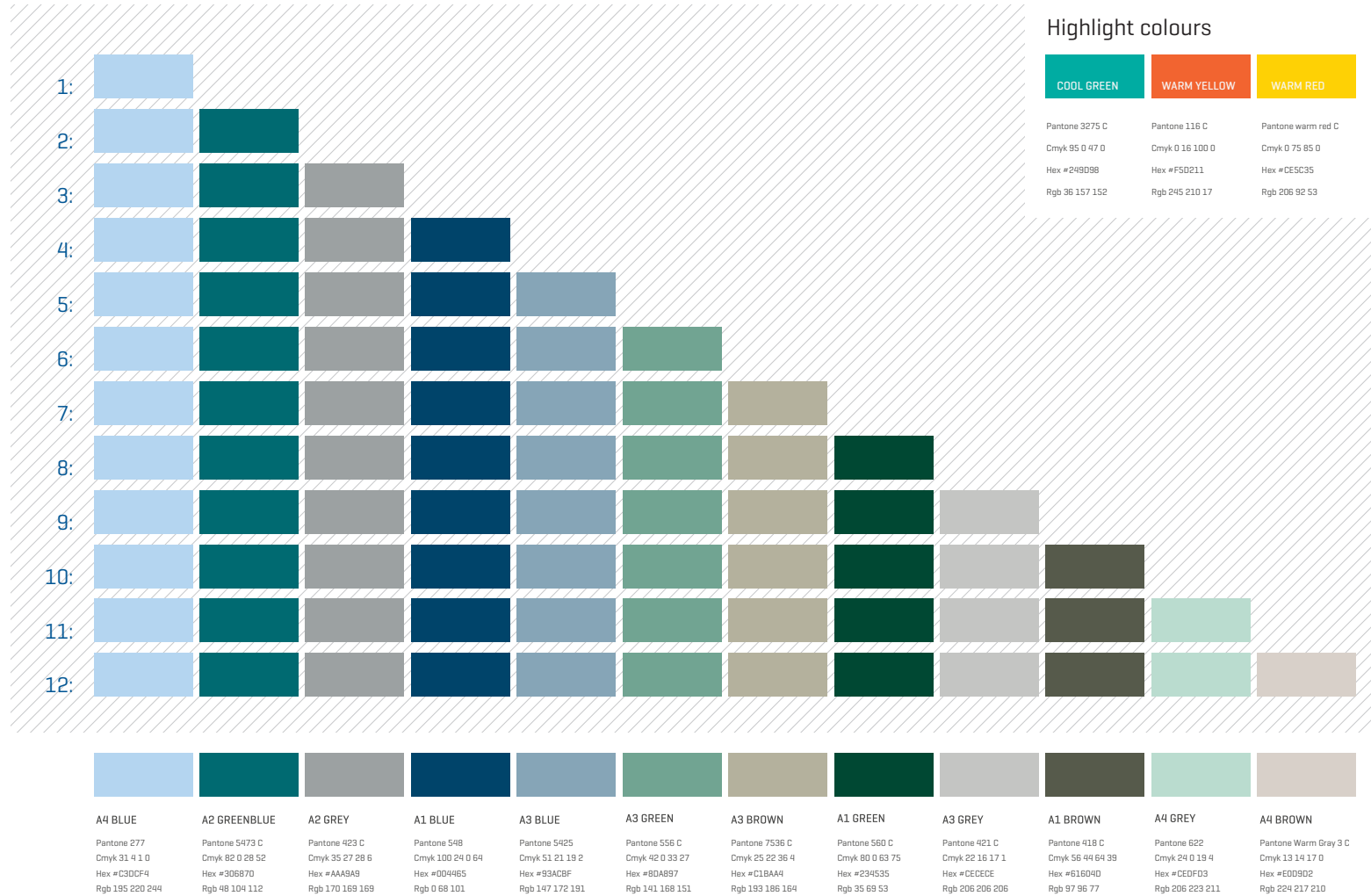
NOTE

Charts must always be simple and easy to decode. Charts are an important tool for NIB.

Here you can see examples where the colours are NIB Secondary scale. The Tertiary scale is used for highlights.

The following pages demonstrate how to match colours with charts.

CHART COLOURS



NOTE

This demonstrates which combinations to use according to number of variants in the chart.

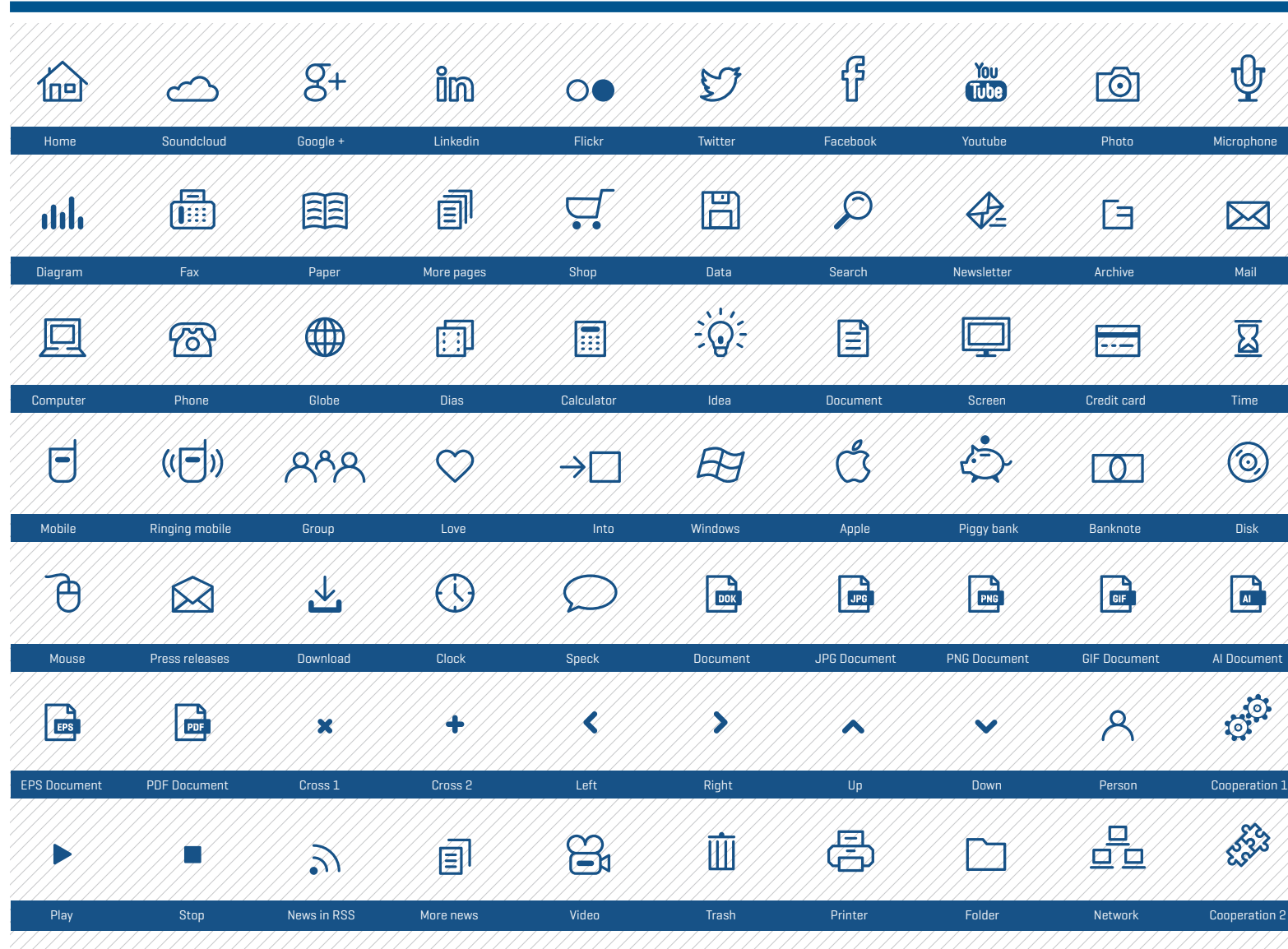
For example, in a bar chart with three bars, the colours will be A4 Blue, A2 Greenblue and A2 Grey.

Highlight a section or bar with highlight colours.

ICON

NIB DESIGN MANUAL

ICON // SET



NOTE

This set of icons is developed to unify the symbols of NIB; especially on digital platforms, but the icons can also be integrated in offline publications.

DOWNLOAD FILES

<http://www.nib.int/designmanual>

PAPER LINE

NIB DESIGN MANUAL

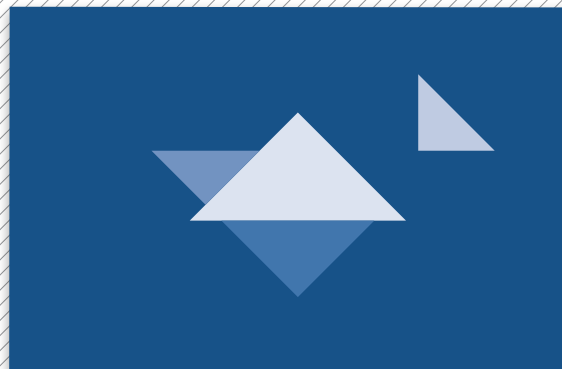
PAPER LINE // BUSINESS CARDS

NOTE

Business cards are pressed as Offset.

Pantone: 647 C

Paper: Heaven 42 [400 grams]



PAPER LINE // STATIONERY



NOTE

There are two versions of Word templates for the stationery: One for online and one for offline use.

PREPRINTED STATIONERY

Offset press
Pantone: 647 C
Paper: Heaven 42 [150 grams]

PAPER LINE // ENVELOPES



NOTE

Offset press
Pantone: 647 C
Paper: Heaven 42 [150 grams]

ONLINE COMMUNICATION

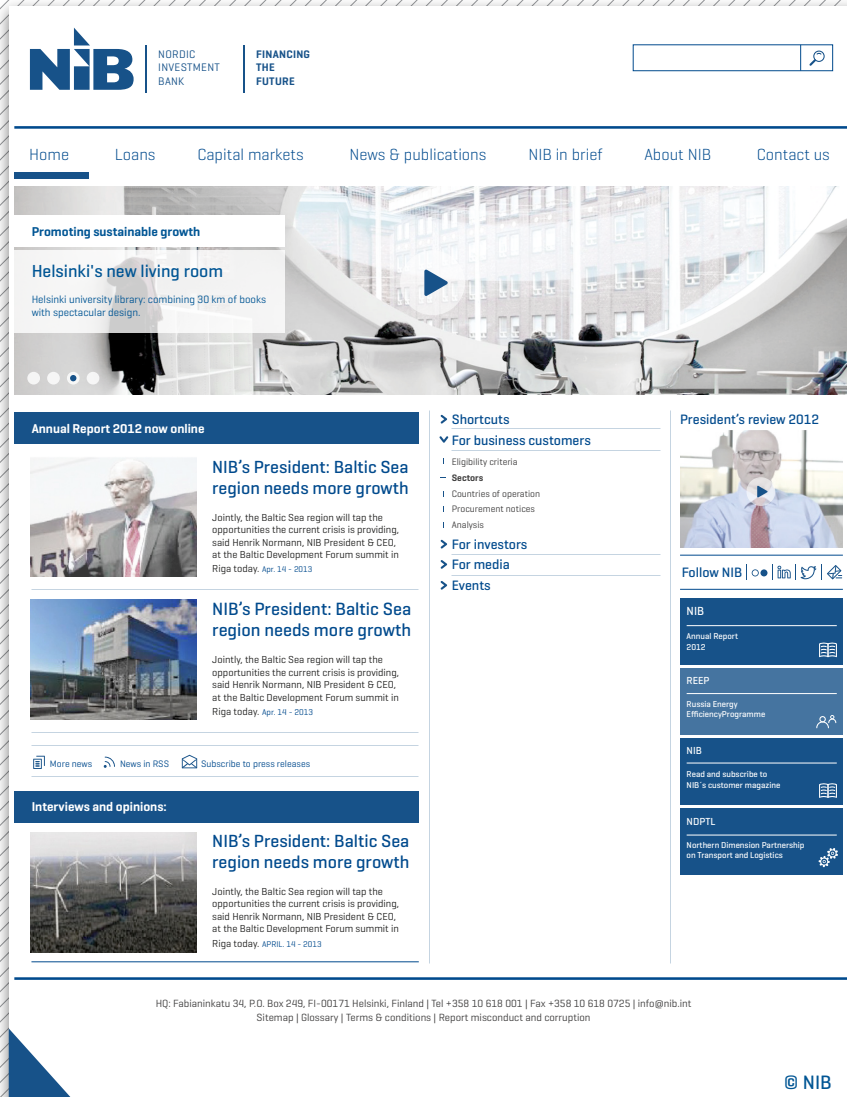
NIB DESIGN MANUAL

NIB's external website is the most important communication platform of the organisation. It is important that all photos, pictures and other elements are immaculate, simple and subtle.

Please read the chapter on photo style before uploading pictures to the site.



ONLINE COMMUNICATION // EXTERNAL WEBSITE GRID



NOTE

Body text: Geogrotesque regular web font
 Headline: Geogrotesque bold font web font
 Menu: Geogrotesque light font web font

Blue colour:
 Hex #165788
 Rgb 22 87 136

Header: Logo with name, tagline and search bar. Search Icon from NIB icon set.

Menu: Font Geogrotesque light, underlined if title is selected.

This slider contains four images. Images slide from right to left. If video, it will pop up in a box when you hit play.

The ads on the right side of the page hover effect 70 % opacity. There is a grid to control and simplify the ad content and expression. Use icons to describe the content.

The NIB Newsletter is published six times a year.

The Newsletter is in line with the website, so the same rules apply: immaculate, simple and subtle.

Please read the chapter on photo style before inserting material to the Newsletter.

The Newsletter contains texts, pictures, links and videos.



ONLINE COMMUNICATION // NEWSLETTER GRID

NEWSLETTER / MARCH 2013

NIB NORDIC INVESTMENT BANK { Logo with name

Follow NIB:

Annual Report 2012 now online



Watch NIB President's review | **Visit Annual Report website**

NIB President & CEO, Henrik Normann, comments on the Bank's annual results | NIB has published its Annual Report for 2012. Please visit annual.nib.int.

Annual Report 2012
In 2012, NIB saw further growth of its lending portfolio and the stronger impact of its operations on member countries' competitiveness and the environment. NIB's results strengthen the foundation for supporting major projects in the Nordic-Baltic region.

Report of the Board of Directors 2012
The audited Financial Report presents the detailed account on NIB's performance during the year, results achieved in lending and financing. The report includes financial statements comparing the latest results to those of earlier years, as well as detailed notes to the presented figures.

Business in focus

Aalto University: New space for innovations
Open Innovation House, the newest building in the Otaniemi campus area, is bursting with new ideas. Nokia or a small one-man start-up, they all are here to share knowledge and enjoy the relaxed atmosphere of the campus.


NIB finances port expansion in Lithuania
NIB and the Klaipėda State Seaport Authority have signed a

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EUR 44 million loan agreement for investment projects in Klaipėda Seaport, lifting a major bottleneck to trade and expansion in the region.

[MORE NEWS AND PRESS RELEASES](#) [RSS ON NEWS AND PRESS RELEASES](#)

Funding news

Revised impairment method strengthens NIB's balance sheet
NIB is introducing the concept of allowances for collective impairments. This novelty will give investors additional protection and reflects the Bank's cautious approach to carrying out its business.

Funding highlights
Monthly updated coverage of NIB's funding operations: funding targets, reports on transactions and graphs.
[Funding highlights 2012](#)

FUNDING HIGHLIGHTS

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Agreed loans

- 12 Mar 2013:** Klaipėda State Seaport Authority
- 1 Mar 2013:** Helsinki Region Environmental Services Authority
- 21 Feb 2013:** Sparbanken Öresund AB
- 19 Feb 2013:** Chr. Hansen Holding A/S
- 13 Feb 2013:** Wärtisilä Corporation

[MORE LOANS](#) [RSS ON LOANS](#)

Upcoming events

- 30 Apr 2013:** Meeting of NIB's Board of Governors in Vilnius, Lithuania.

[MORE EVENTS](#)

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OFFLINE COMMUNICATION

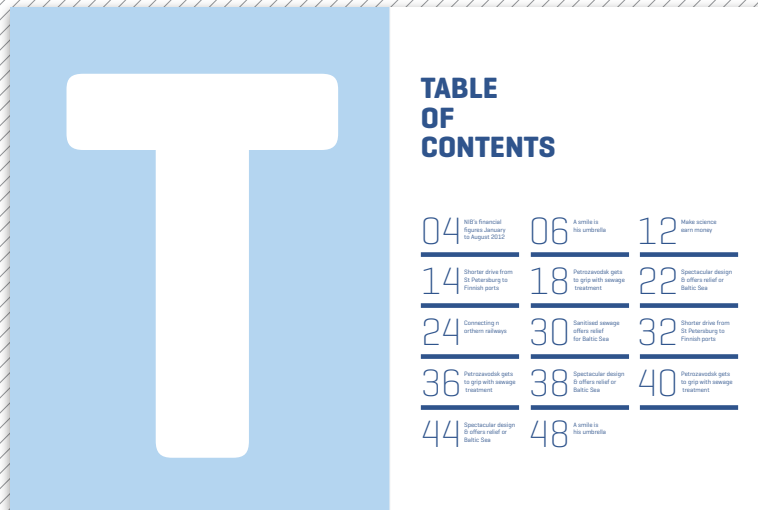
NIB DESIGN MANUAL



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OFFLINE COMMUNICATION // MAGAZINE BULLETIN



NOTE

The customer magazine Bulletin is published in print once a year.

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Contents Paper: Heaven 42 [115 grams]

IMPROVING COMPETITIVENESS AND THE ENVIRONMENT

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Financing the future

Strategy

NIB is the International Financial Institution of the Nordic and the Baltic countries. The Bank adds value and complements commercial lending to help ensure sustainable growth.

By providing long-term loans to its customers, NIB makes a lasting impact on the competitiveness and environment of the region.

NIB is a reliable source of long-term funding for its customers. All projects are reviewed from the sustainability perspective. Therefore a NIB loan may be regarded as a quality stamp.

NIB only finances specific investment projects that fulfil the Bank's mission.

To improve competitiveness of its member countries, the NIB-financed projects should support

- Growth in productivity
- Improving infrastructure
- Market competition and efficiency
- Innovation and human capital




Competence Commitment Co-operation

Competence:
We aim at a high level of professionalism and efficiency. We are forward-looking and proactive. We keep ourselves informed about changes in the business environment and take responsibility for our own professional development.

Commitment:
We are transparent in our actions and apply good governance. We care about how we do business and the impact of our actions and behaviour on people, society and the environment.

Co-operation:
We support each other in the Bank by sharing information, knowledge, skills and experiences. We co-operate with our customers on the basis of sound banking principles, thereby creating mutual value. We respect diversity and the principles of equality. We encourage constructive discussions to reach common goals.



A prosperous and sustainable Nordic-Baltic region.

The University of Helsinki will open a new central campus library in 2012. The project comprises important infrastructure investments aimed at promoting education, innovation and competitiveness. NIB is financing the project with a EUR 27 million loan.

NOTE

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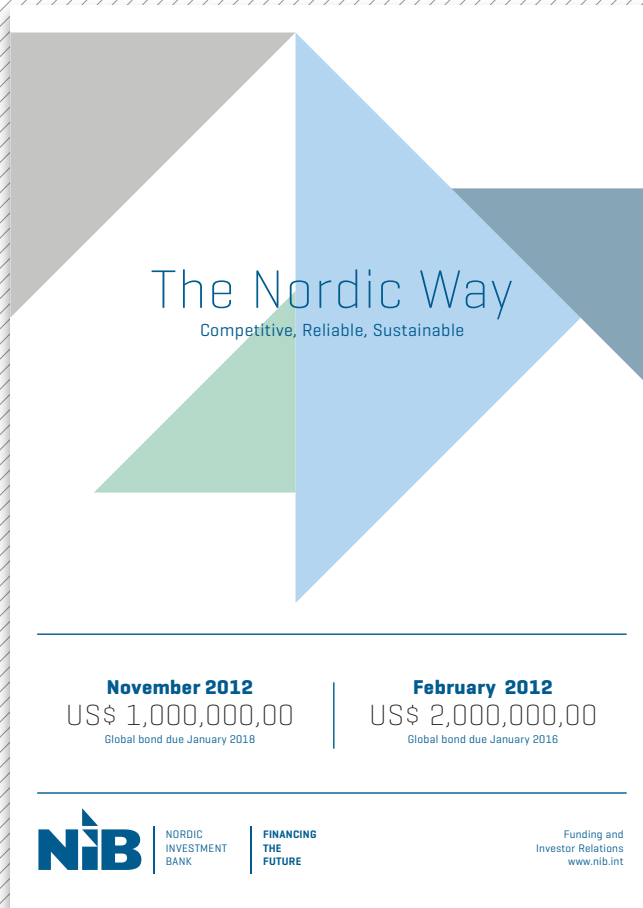
OFFLINE COMMUNICATION // ADVERTISEMENT

NOTE

Two versions of an ad; one with photo and one without.

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The Nordic Way
Competitive, Reliable, Sustainable

November 2012 US\$ 1,000,000,00 <small>Global bond due January 2016</small>	February 2012 US\$ 2,000,000,00 <small>Global bond due January 2016</small>
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The Nordic Way
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November 2012 US\$ 1,000,000,00 <small>Global bond due January 2016</small>	February 2012 US\$ 2,000,000,00 <small>Global bond due January 2016</small>
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OFFLINE COMMUNICATION // EXHIBITION STANDS

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TECHNICAL DETAILS

<http://www.expotradeexhibits.com/pdf/plrm-3-template.jpg>



OFFLINE COMMUNICATION // PR GIFTS

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POWERPOINT

NIB DESIGN MANUAL

NOTE

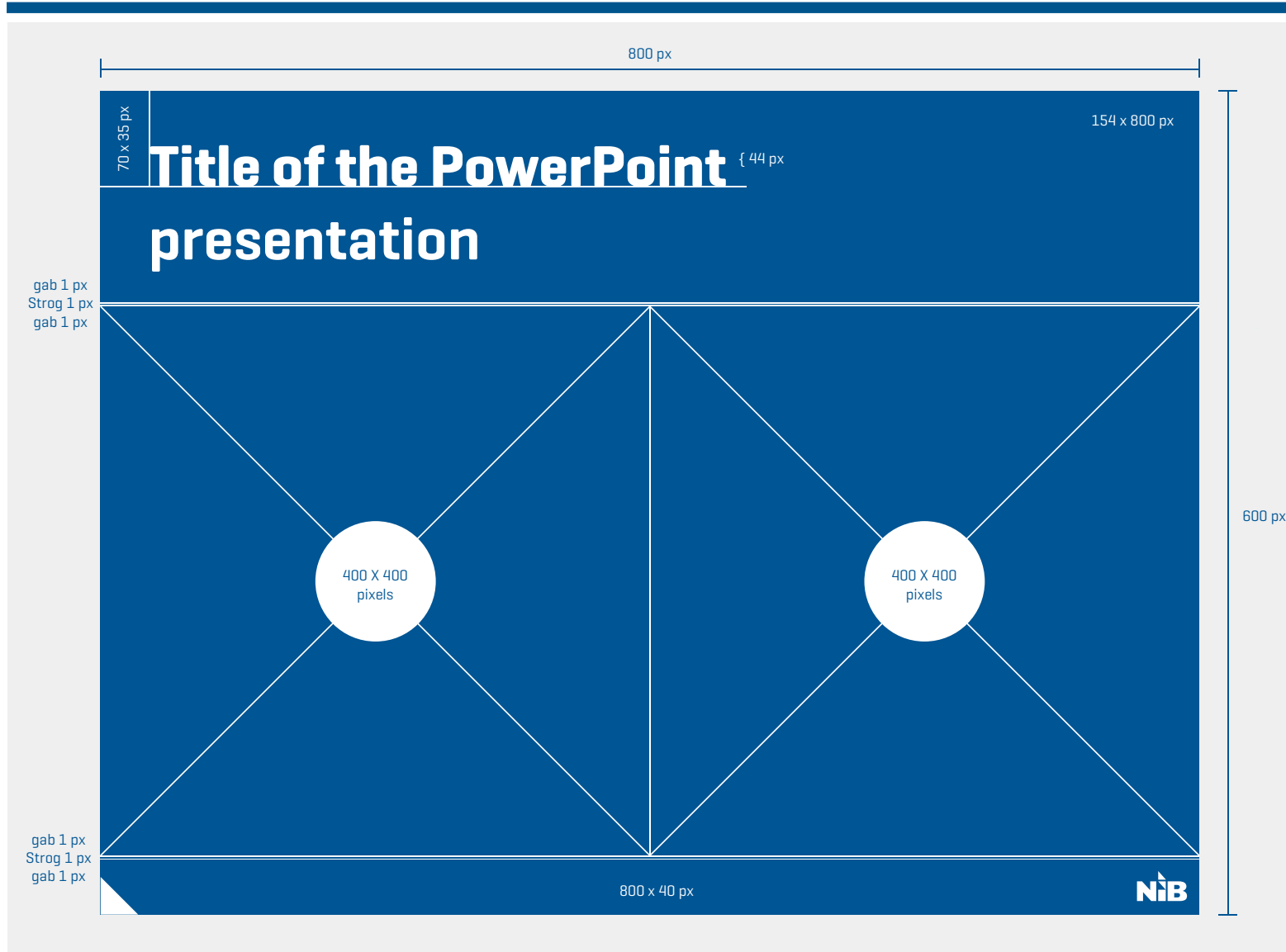
PowerPoint presentations are very important tools for NIB. There are different templates to choose from for different purposes and target groups.

(!) ATTENTION

Presentations in collaboration with people outside the NIB network must use the alternative font Arial, since the NIB font Geogrotesk might not be supported outside the NIB network.



POWERPOINT // MASTER GRID



NOTE

There is a master grid for NIB presentations - 600 x 800 pixels. The header of the template offers two lines for headline.

Never use punctuation in headlines.

A headline must never be with capital letters only.

After the header: a gap for 1 pixel - then a line for 1 pixel - then another gap for 1 pixel.

Subsequently follows the content area for photos, texts and charts.

This area must be regarded as two squares or a wide format picture. Content must apply to format.

Then two gaps and a line [1+1+1 pixel].

Page ending with left-aligned graphic elements and NIB logo to the right. Nothing else can be added in the footer.

See the following pages for template examples.

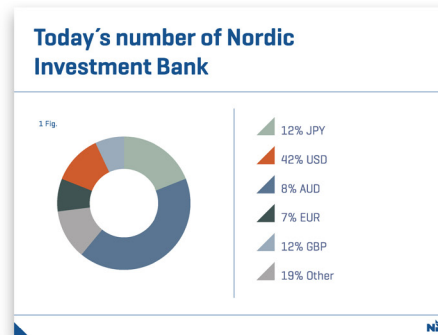
POWERPOINT // SLIDES FOR INSPIRATION

Title of the powerpoint presentation

NIB

WHO INVESTS IN NIB?

NIB



Today's water of Nordic Investment Bank

WATER, WATER and WATER

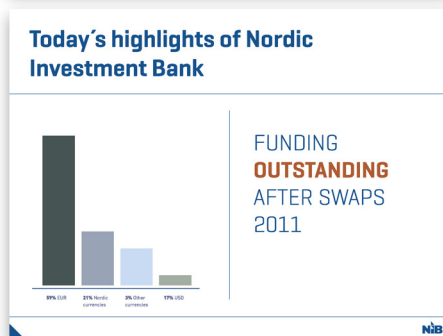
Qui decidit, inter perfectos veteresque referri debet an inter villis atque novos. Excludat turgida finis, Est vetus atque, ter perfect?

NIB

Today's news of Nordic Investment Bank

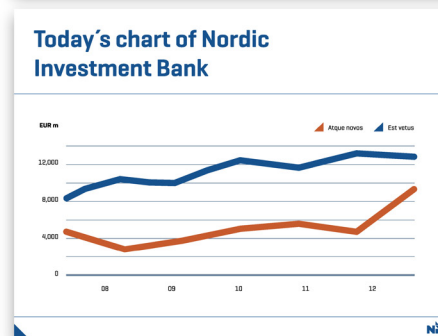
- ▲ *Plautus ad exemplar Siculi properare Epicharmi*
- ▲ *Perfectos veteresque referri debet an inter villis atque novos*
- ▲ *Si meliora dies, ut vina, poemata reddit, velim scire*
- ▲ *Ennius et sapines et fortis et alter Homerus, ut criticus dicunt*
- ▲ *Est vetus atque prabus, centum qui perficit annos*

NIB



We're a **reliable** investment target

NIB



NOTE

Different takes on the use of setups and templates.

In more marketing-oriented PowerPoint presentations, for certain target groups, secondary and tertiary colours may from time to time be used more freely.

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<http://www.nib.int/designmanual>

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