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 minimalistic, 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.
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. (NIB)

DOWNLOAD FILES

http://www.nib.int/designmanual
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
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
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
### 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
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.

NIB BLUE
PANTONE 647 C
CMYK 96 53 05 27
HEX #165788
RGB 22 87 136

SNOW WHITE
PANTONE WHITE C
CMYK 0 0 0 0
HEX #FFFFFF
RGB 255 255 255

DARK BLACK
PANTONE BLACK C
CMYK 0 0 0 100
HEX #000000
RGB 0 0 0
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.
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

Geogrotesque
Ultra light Italic

Geogrotesque
Regular

Geogrotesque
Regular Italic

Geogrotesque
Bold

Geogrotesque
Bold Italic

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.
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
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.
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
Advanced users can generate new combinations. Download the Illustrator file for master grid.
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 // CHOICE OF COLOURS IN PHOTOS

**Before Photoshop**

- [Image of a photo before Photoshop]
- [Image of another photo before Photoshop]
- [Image of a third photo before Photoshop]
- [Image of a fourth photo before Photoshop]

**After Photoshop**

- [Image of the same photo after Photoshop]
- [Image of the same photo after Photoshop]
- [Image of the same photo after Photoshop]
- [Image of the same photo 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 outlook for illustrative images that may serve as a theme.
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:
INFO GRAPHICS
NIB DESIGN MANUAL
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.
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.
**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)

Dimitrijs Alehins
Senior Communications Specialist

E: dimitrijs.alehins@nib.int
P: +358 10 618 0396
M: +358 40 533 8779
W: www.nib.int

Nordic Investment Bank
Fabianinkatu 34 P.O. Box 249
FI-00171, Helsinki
Finland
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)
NOTE
Offset press
Pantone: 647 C
Paper: Heaven 42 (150 grams)
ONLINE COMMUNICATION
NIB DESIGN MANUAL
**NOTE**

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**

**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 have 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.
NIB in 2012: Strong results to further support Nordic-Baltic sustainable growth

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 and detailed notes to the presented figures. Comparing the latest results to those of earlier years, as well as detailed ratios to the presented figures, 

Agreed loans

- 10 Mar 2013: Klaipeda State Seaport Authority
- 1 Mar 2013: Helsinki Region Environmental Services Authority
- 1 Feb 2013: Spetsas Ocean AB
- 19 Feb 2013: Chr. Hansen Holding A/S
- 13 Feb 2013: Wärtsilä Corporation

Funding highlights

Monthly updated coverage of NIB's funding operations: funding targets, reports on transactions and graphs.

Upcoming events

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

Business in focus

- Auto University: New space for innovations
  Open Innovation House, the newest building in the Otaniemi campus area, is bustling with new ideas. Nokia or a small one-man start-up, they all are here to share knowledge and enjoy the widest access to the campus.
- NIB finances port expansion in Lithuania
  NIB and the Klaipeda State Seaport Authority have signed a EUR 44 million loan agreement for investment projects in Klaipeda Seaport, lifting a major bottleneck to trade and expansion in the region.
ONLINE COMMUNICATION // EMAIL SIGNATURE

---

Pamela Schönberg
Communications Officer

NORDIC INVESTMENT BANK

P.O. Box 249, FI-00171 HELSINKI, FINLAND
Office: Fabianinkatu 34

P: +358 10 618 0294
M: +358 40 734 2012
F: +358 10 618 0723

E: pamela.schonberg@nib.int
W: www.nib.int

Follow NIB on Twitter

---

NOTE

Email signature works with all systems.

Blue colour:
Hex #165788
Rgb 22 87 136

---

9 dashes, Arial reg. 10 pt / black

Arial Bold 12 pt / NIB blue
Arial Reg. 10 pt / NIB blue

Arial Bold 14 pt / NIB blue
Arial Reg. 10 pt / NIB blue

Arial Bold 10 pt / NIB blue
Arial Reg. 10 pt / NIB blue

Arial Bold 10 pt / NIB blue
Arial Reg. 10 pt / NIB blue

Arial Bold 10 pt / NIB blue
Arial Reg. 10 pt / NIB blue

Arial Bold. 10 pt underline / NIB blue
link to [twitter.com/nib]
Contents

1. NIB in 2012
2. Key figures
3. President’s review
4. Five-year comparison
5. Graphs 2008-2012
6. Capital structure
7. Economic landscape
8. Operations
9. Lending
10. Business areas
11. Countries of operation
12. Loans agreed 2012
13. Treasury
14. Asset liability management
15. Own Capital Portfolio management
16. Our impact
17. Mandate fulfilment
18. Environment and competitiveness
19. Corporate responsibility
20. Transparency and accountability
21. Integrity

Environmental, social and governance reporting

About NIB

NIB in brief

Human resources

Governance

Board of Governors

Control Committee

Board of Directors

Executive Committee

Financial Report

Report of the Board of Directors

Proposal by the Board of Directors to the Board of Governors

Statement of comprehensive income

Statement of financial position

Changes in equity

Cash flow statement

Notes to the financial statements

Auditors’ reports

Statement by the Control Committee
The customer magazine Bulletin is published in print once a year.

cmyk + 1 pantone  (Pantone: 647 C)

Cover paper: Heaven 42 (250 grams)
Contents Paper: Heaven 42 (115 grams)
Financing the future

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

- We aim to achieve a lasting impact in the Nordic region through long-term loan investments.
- 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 fulfill the Bank’s mission.
- To improve competitiveness of its member countries, the NIB-funded projects should support:
  - Growth in productivity
  - Improving infrastructure
  - Market competition and efficiency
  - Innovation and human capital

NOTE
CMYK + 1 pantone (Pantone: 647 C)
Cover paper: Heaven 42 [250 grams]
Contents Paper: Heaven 42 [115 grams]
Two versions of an ad; one with photo and one without.

CMYK + 1 pantone (Pantone: 647 C)

Paper: Heaven 42 (250 grams)
OFFLINE COMMUNICATION // EXHIBITION STANDS

NOTE
Model: plrm-3

TECHNICAL DETAILS
http://www.expotradeexhibits.com/pdf/plrm-3-template.jpg
OFFLINE COMMUNICATION // PR GIFTS

NOTE

Colour: Pantone: 647 C

Pen: Tampon Printing

Credit card holder and money clip: screen printing
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.
**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.
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.

DOWNLOAD FILES

http://www.nib.int/designmanual
Overall responsibility for the development of the manual: Phoenix Design Aid A/S | Strategic advisor: Bo Linnemann, Kontrapunkt
Design implementation: Ehrhorn Hummerston | NIB in-house work: Pamela Schönberg and Jukka Ahonen Published 2013

P: +358 10 618 001
E: info@nib.int
W: www.nib.int