

NHH



VISUELL PROFIL NHH

LANSERING





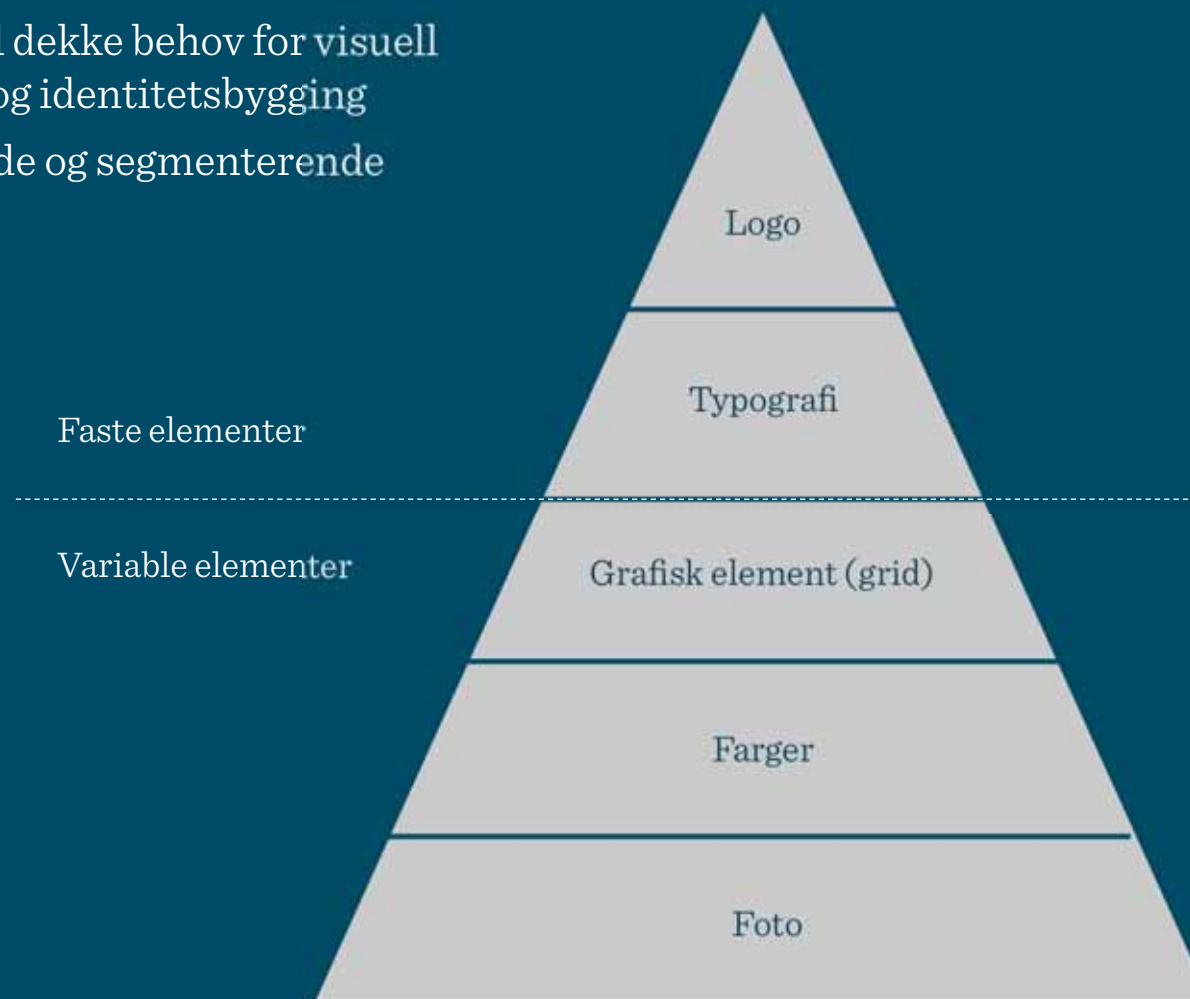
DINAMOS MANDAT

- Logo og symbol fra Snedig Design skulle videreføres
- Profilverktøy som fargepalett, fonter, billedmanér og grafiske verktøy skulle utvikles i tråd med målsetningene for prosjektet.
- Ny profil skal implementeres på maler og materiell.



VISUELL IDENTITET

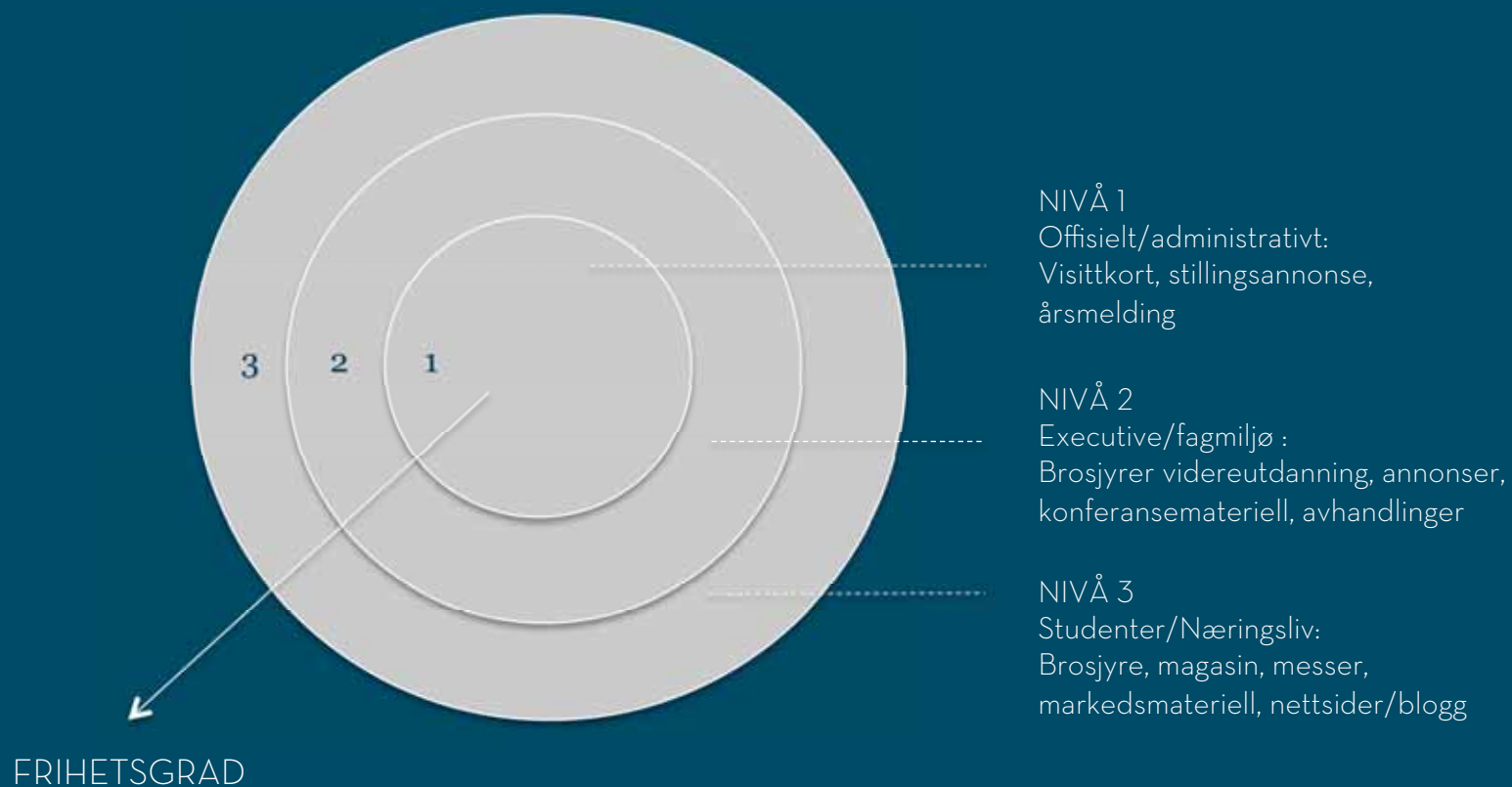
- En profil er mer enn en logo
- Profilverktøy skal dekke behov for visuell kommunikasjon og identitetsbygging
- Identitetsbyggende og segmenterende





PROFILHJULET

Profilverktøy i bruk





HVA SKAL VI KOMMUNISERE

DEN LEDENDE UTDANNINGSINSTITUSJONEN

- Trygghet: den beste utdannelsen, på et internasjonalt nivå
- Profesjonalitet: veletablert utdanningsinstitusjon
- Originalen: med en lang tradisjon/historie og stolthet
- Ensidig fokus på dette kan gi et noe skjevt helhetsinntrykk
 - Kan bli for konservativ
 - Kan bli litt treg og gammeldags
 - Kan bli arrogant

+ EN MODERNE OG SPENNENDE SKOLE

- Energi og vitalitet
- Faglig fremoverlenthhet
- Modernitet
- Fellesskap
- Imøtekommenhet/vennlighet

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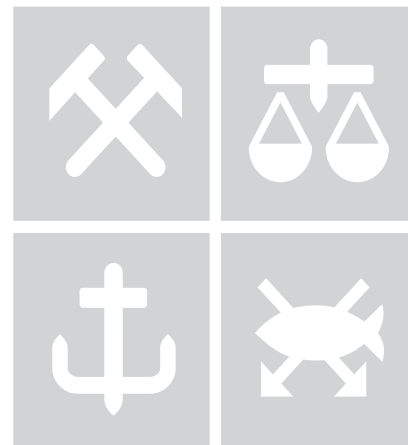


NHH VERKTØYKASSE

ARKITEKTUR
60-TALLET



NHH



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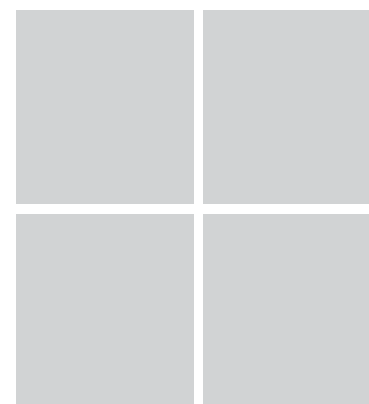
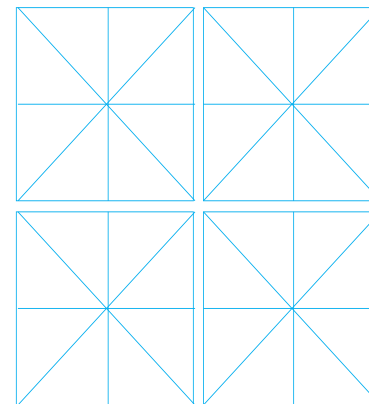
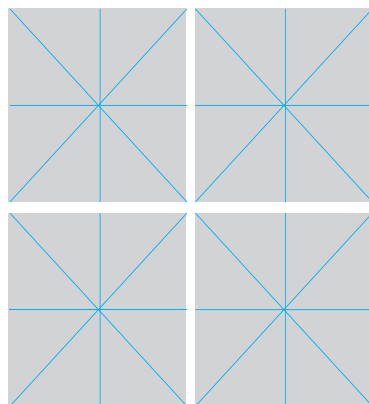
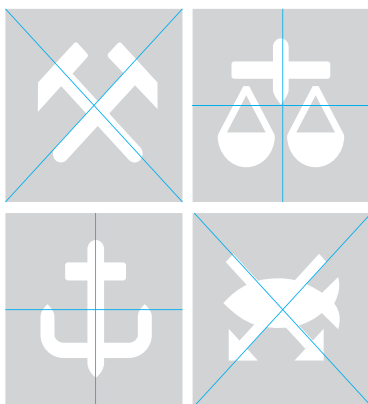


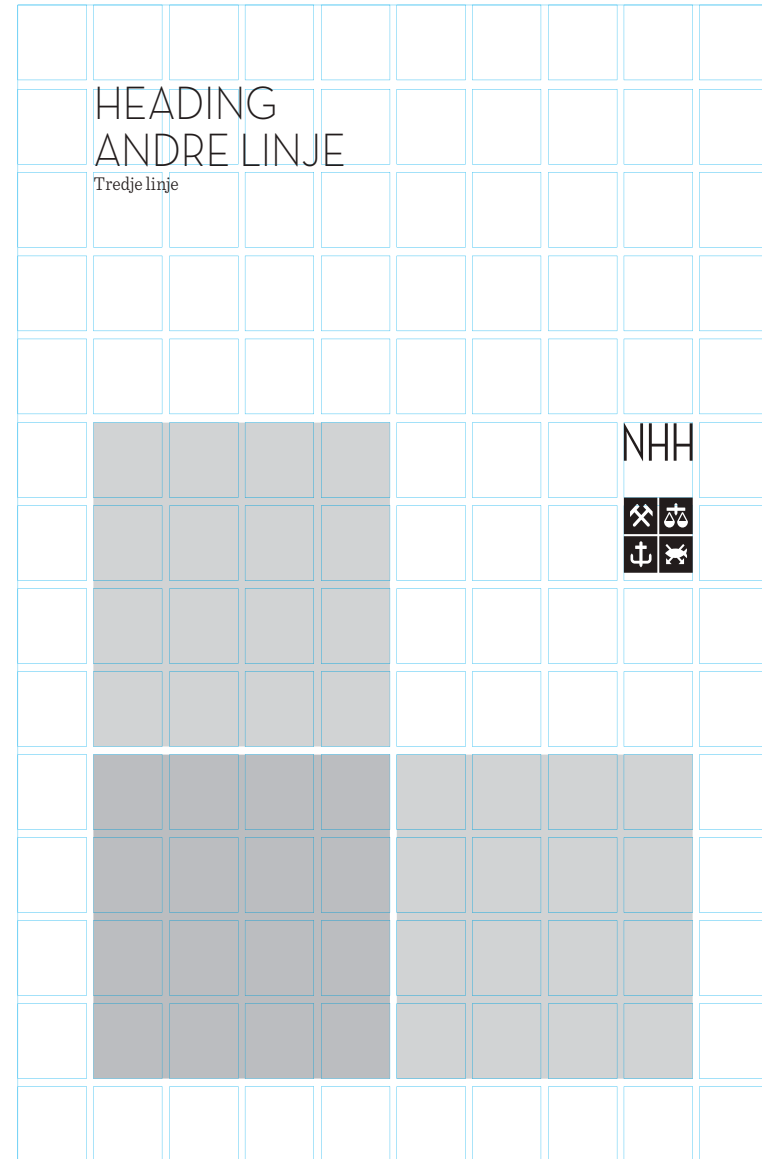
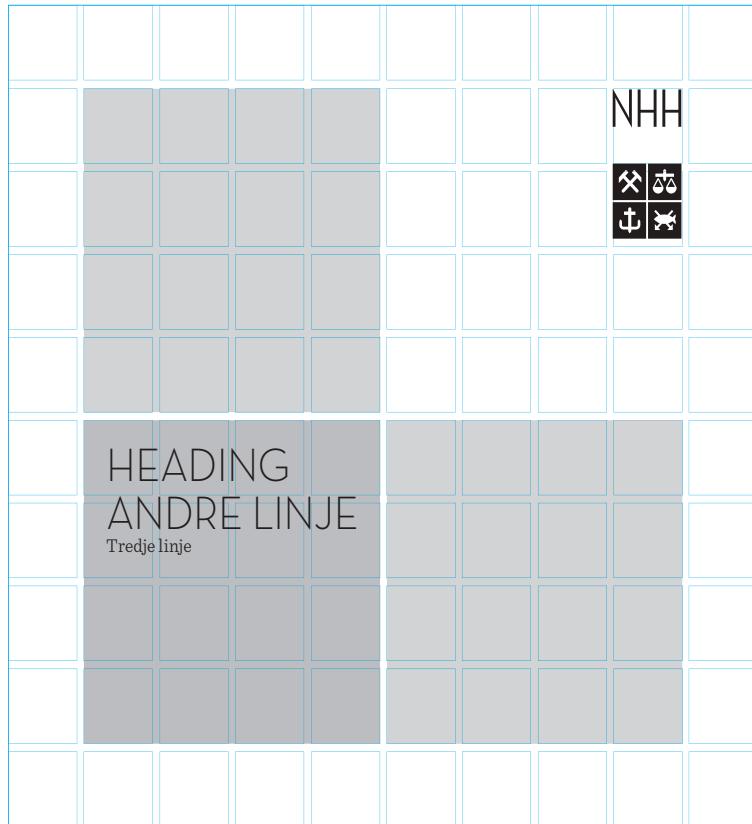
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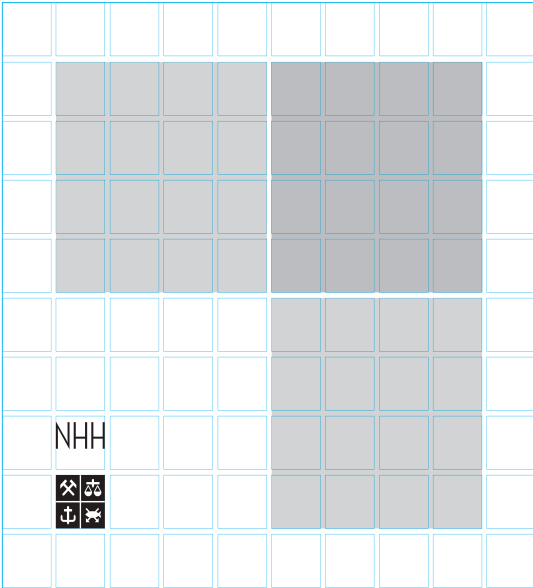
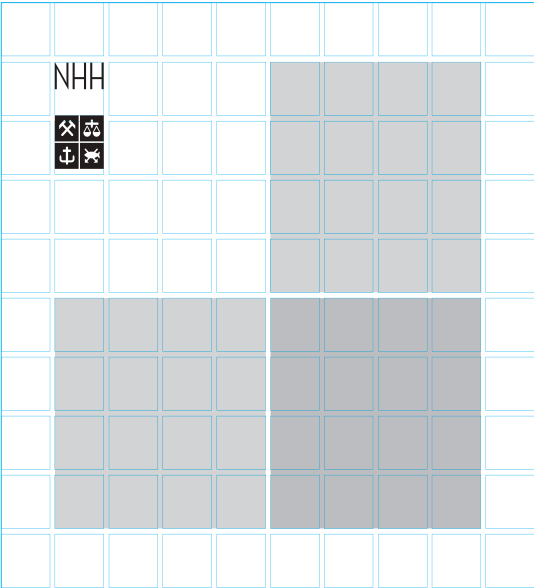
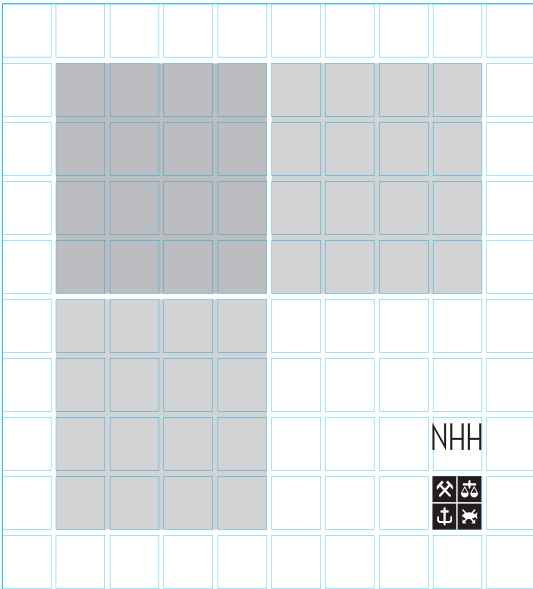
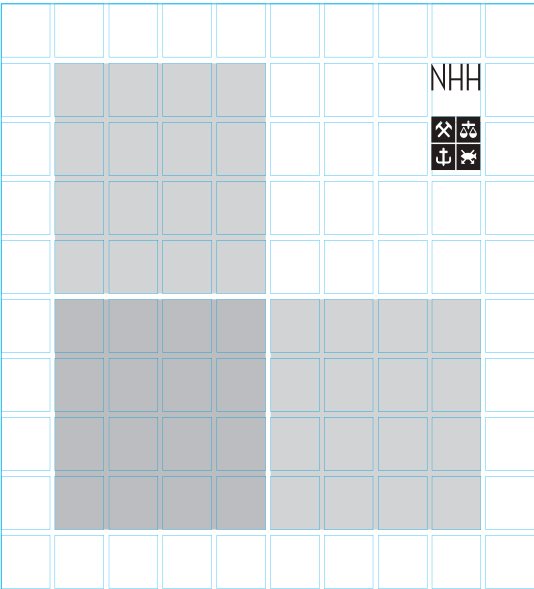








NHH_LOGOPLASSERING X 4





NEUTRA (image)

+ Times New Roman & ARIAL

MASTER IN MARKETING AND BRAND MANAGEMENT

Norges Handelshøyskole

Welcome to the Master in Marketing and Brand Management at NHH

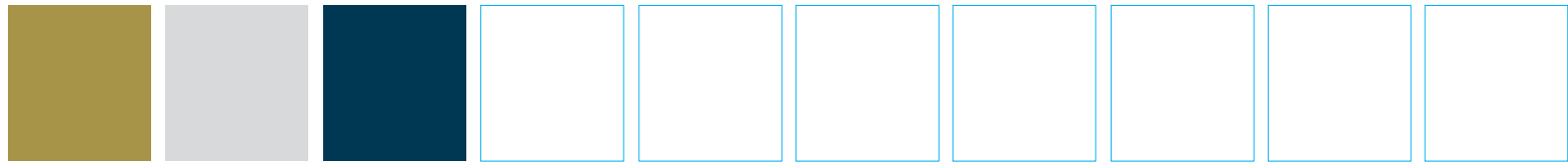
The Master in Marketing and Brand Management (MBM) is one of the specialisations in the two-year Master of Science (MSc) programme at NHH. After finishing the programme you will end up with the title MSc in Economics and Business Administration.

This website is rich with information about the MBM,

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LOGOFARGER



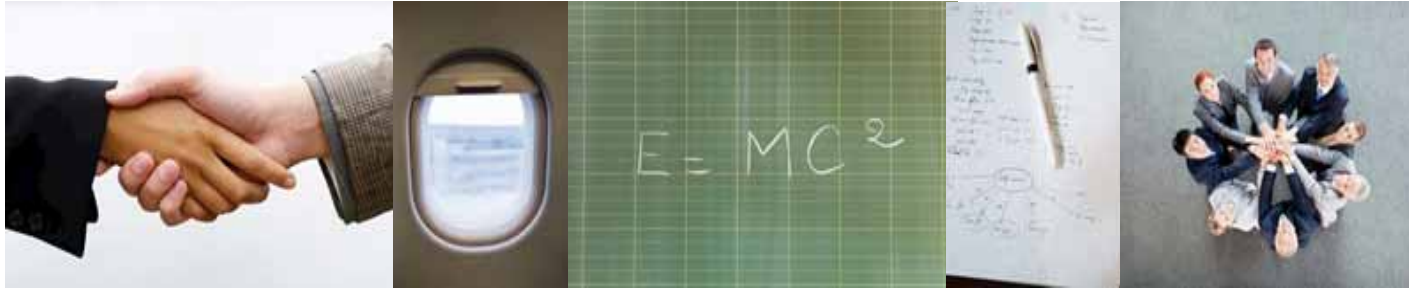
PROFILFARGER

STØTTEFARGER



KONTRASTFARGER

KATEGORI
BERGEN/NORWAY
CAMPUS/NHH
PEOPLE



DISCIPLINE



BERGEN/NORWAY



CAMPUS/NHH



PEOPLE

NHH



PROFILEN I BRUK



NHH



VISUELL PROFIL

VISUAL IDENTITY





FOREDLER TALENT SKAPER KARRIERER

Bachelor · Master · Ph.D.

NHH





2013
ÅRSRAPPORT

NHH



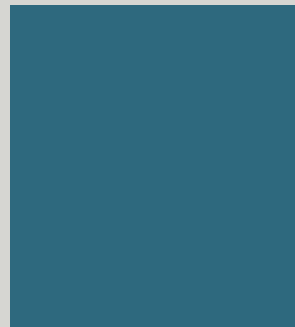
HEADING
ANDRE LINJE
Tredje linje



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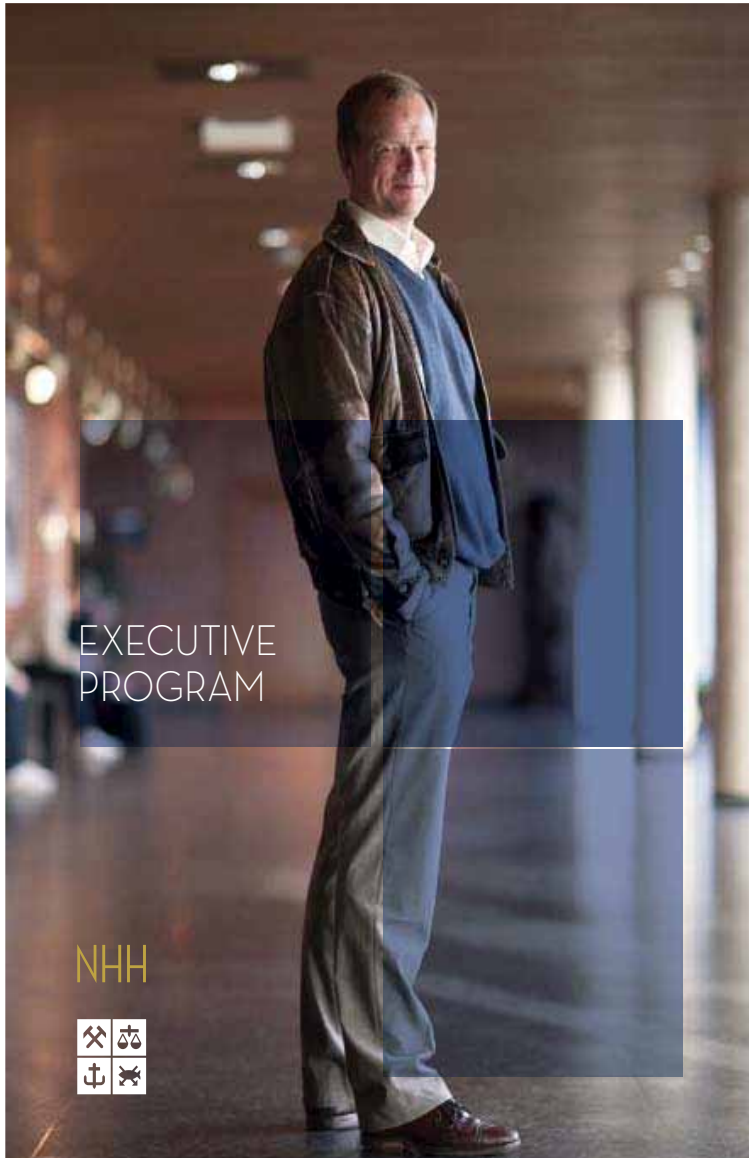


RAPPORT
Tredje linje



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TAKK

