

# Nordea

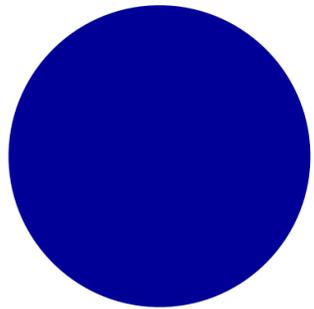
**ASSET MANAGEMENT**

---

Digital guidelines

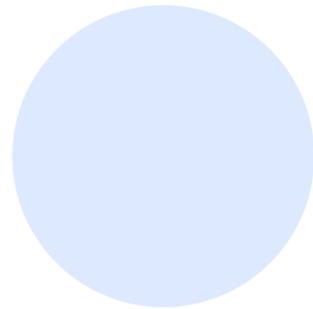
# General | Colors

## Blue colors



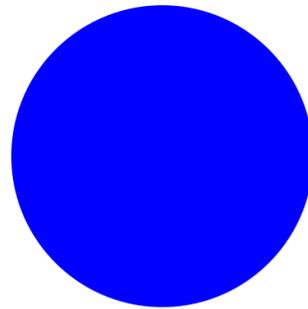
**Nordea blue**

CMYK: 100-80-0-0  
RGB: R=0 G=0 B=160  
HEX: #0000a0



**Light background**

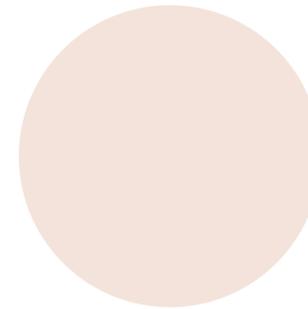
CMYK: 12-0-0-0  
RGB: 229-242-255  
HEX: #e5f2ff



**Vivid blue**

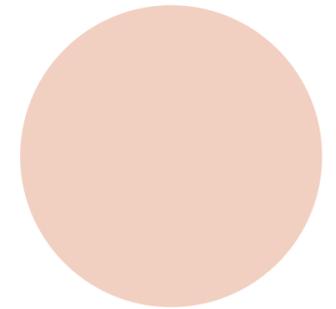
CMYK: 100-50-0-0  
RGB: 0-0-255  
HEX: #0000ff

## Pink colors



**Light pink**

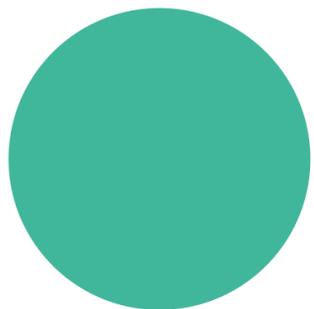
CMYK: 0-10-10-0  
RGB: 253-236-228  
HEX: #fdece4



**Nordea pink**

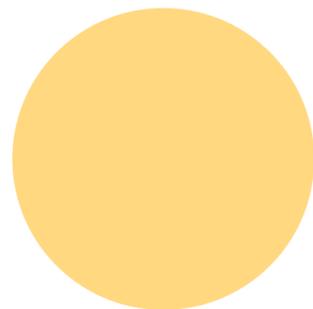
CMYK: 0-20-20-0  
RGB: 251-217-202  
HEX: #fbd9ca

## Accent colors



**Accent green**

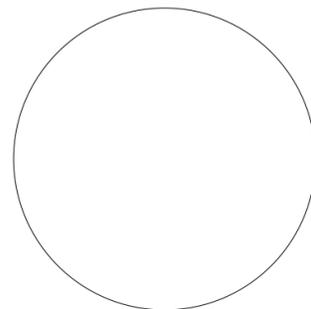
CMYK: 65-0-45-0  
RGB: 64-191-163  
HEX: #40bfa3



**Accent yellow**

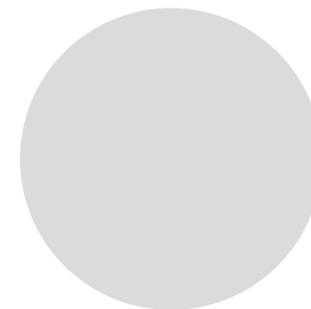
CMYK: 0-10-60-0  
RGB: 255-225-131  
HEX: #ffe183

## Black/white & Gray



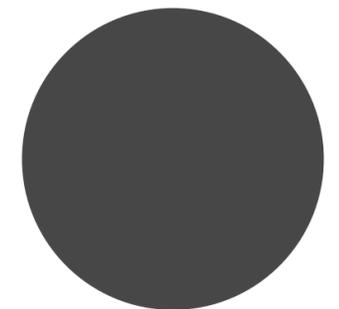
**White / negative**

CMYK: 0-0-0-0  
RGB: 255- 255-255  
HEX: #ffffff



**Light gray**

CMYK: 0-0-0-20  
RGB: 230-228-227  
HEX: #e6e4e3



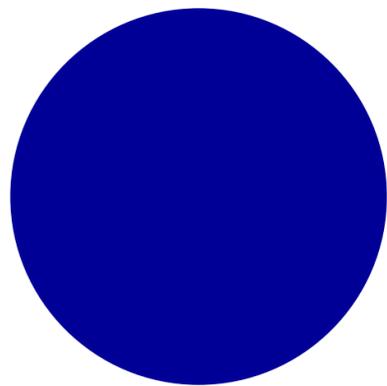
**Dark gray**

CMYK: 0-0-0-85  
RGB: 71-71-72  
HEX: #474748

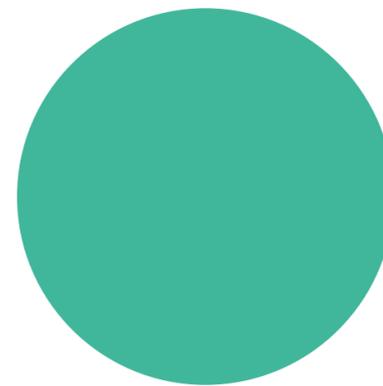
# General | Colors

## Color usage

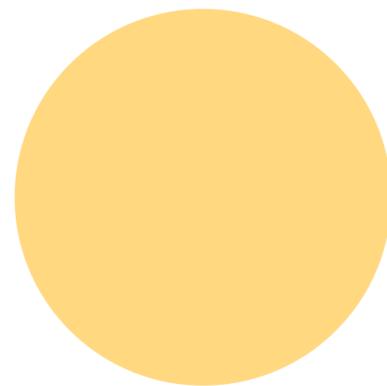
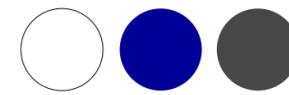
---



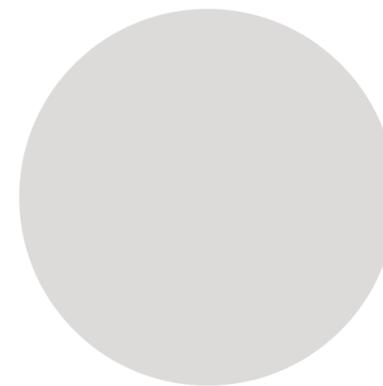
Nordea Blue as main representative color of the brand in combination with White. Can be complemented with small amounts of Light Pink and Light and Medium Gray.



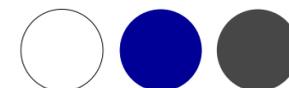
Accent green is the representative color of all the “call to action” as: get in touch, follow us... This color can be complemented with White, Nordea Blue and Dark gray.



Accent yellow is the representative color of all the warning or alert messages. This warning/alert color can be complemented with Nordea Blue or Dark gray.



The Light gray color can be used for disabled buttons or, for example, an extra information included in banners/webpages for claims. This color can be complemented with Nordea Blue, Dark gray or White.



# General | Typography

## Primary Typeface

---

### Nordea Sans

#### Large face

Nordea Sans Large Light  
Nordea Sans Large Regular  
**Nordea Sans Large Medium**  
**Nordea Sans Large Bold**  
**Nordea Sans Large Black**

When branding is the main priority.  
Used for large texts in 25x and above.

#### Small face

Nordea Sans Small Light  
Nordea Sans Small Regular  
**Nordea Sans Small Medium**  
**Nordea Sans Small Bold**  
**Nordea Sans Small Black**

When legibility is the main priority.  
Used for small texts in 25px and below.

## Secondary Typeface

---

### Arial

Arial Regular  
*Arial Italic*  
**Arial Bold**  
***Arial Bold italic***  
**Arial black**

Nordea Sans is not recommended for applications such as PowerPoint presentations and e-mail signatures, for technical reasons. These documents are generally distributed to recipients that, in many circumstances, do not have Nordea Sans installed in their computers. For office applications we therefore use the standard typeface Arial.

# General | Typography

## Primary Typeface: Usage

---

### **Large Headline in Nordea Sans Large Black**

This Typography style is always used for large texts. (above 25px)

This text combines Nordea Sans Large Light  
**with Nordea Sans Large bold**

This Typography style is always used for large texts. (above 25px)

### **Subheadline in Nordea Sans Small Bold**

For body text we use Nordea Sans Small in regular as our standard weight and 125% line height as standard. Our Nordea Sans Small face is designed to be legible even in very small sizes. No tracking or individual Kerning is needed for body copy in normal body sizes (14-16px)

This Typography style is always used for large texts. (above 25px)

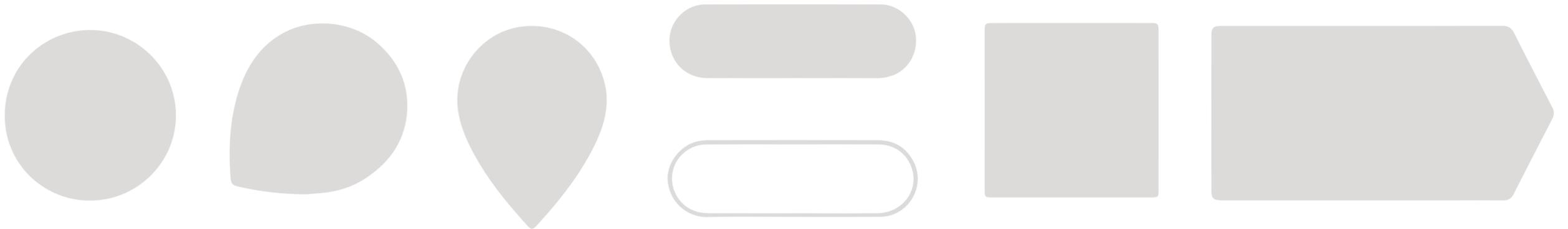
The basic idea behind having two families of a typeface is that one can more easily adapt to the different demands of communication. For large sizes, above 25 pixels, we use our large family that has more life and is more individual – a brand identifier.

For small texts, or texts that have more of a functional purpose rather than branding, we use our Small family. It is more generic and is created for greater legibility and readability in small sizes. We recommend to apply our Small face to text below 20 pixels. It's important to always be flexible so one can adapt to each device and product. Therefore, the examples below should work as a reference point for how we combine the two families.

# General | Graphic elements

## Shapes

---



**The shapes of our buttons and splashes, suitable for highlighting short messages.** Our graphic elements are generally solid with slightly rounded corners, to give the elements a friendly and human appearance.



**Our info boxes and speech bubbles highlights messages of longer length.** To highlight important messages of longer length, we use info -boxes and speech bubbles. They are suitable for additional texts and supporting information that need to stand out from the main message.

# General | Graphic elements

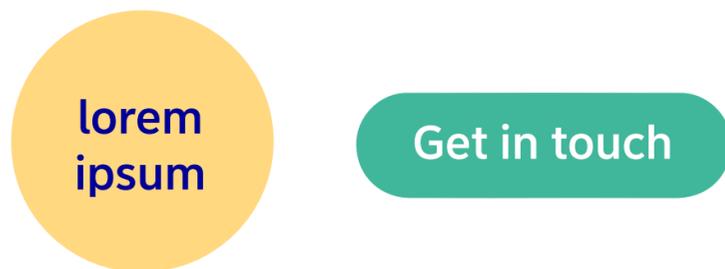
## Categories

---

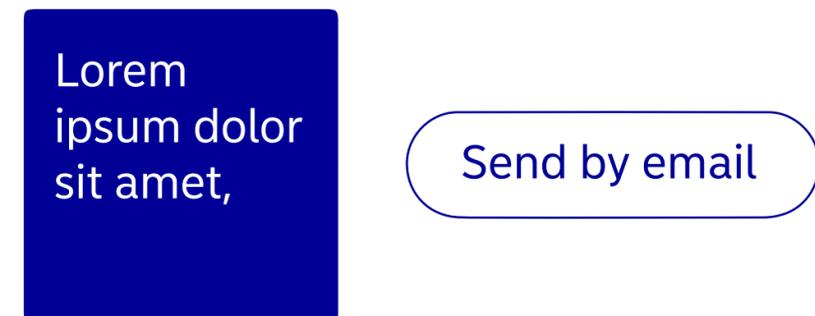
The graphic elements are divided into two categories; **CTA** and **Informative**. CTA elements have strong accent colors and contain short, action-focused messages, e.g. "Get in touch". The Informative elements contain messages with an informational content and a soft tone of voice, e.g. "send by email" or "more information".

We recommend that messages inside buttons and splashes never exceed the amount of 50 characters. We place longer messages inside info boxes and speech bubbles.

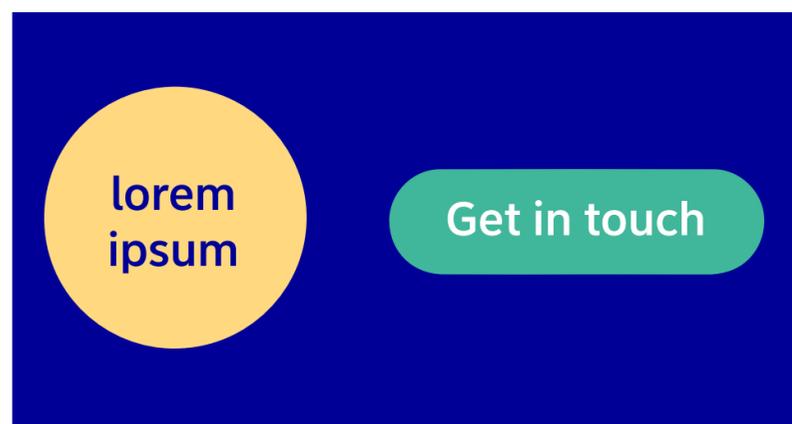
### CTA elements - Light background



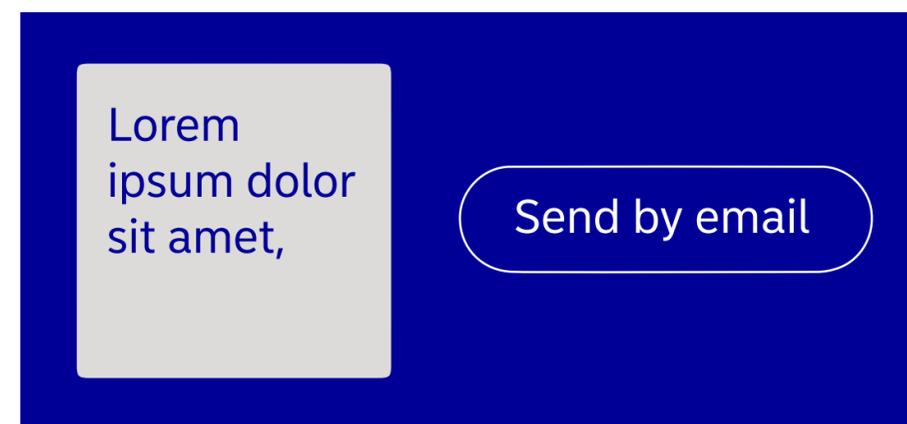
### Informative elements - Light background



### CTA elements - Dark background



### Informative elements - Dark background



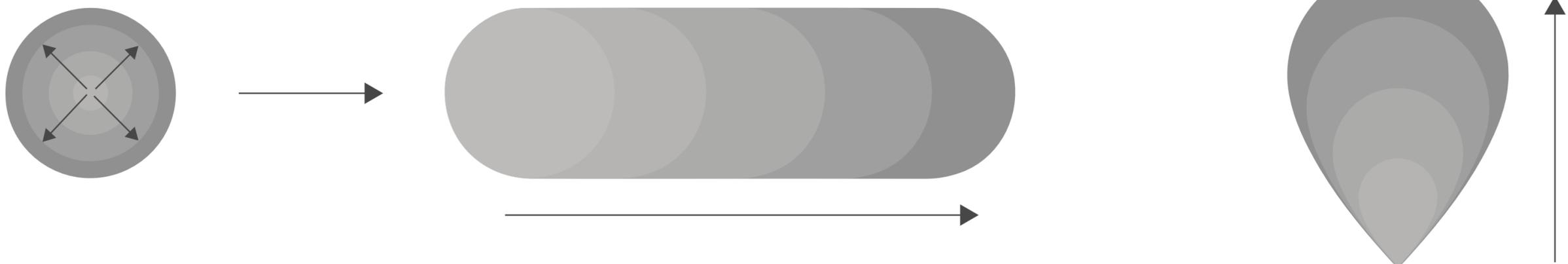
# General | Graphic elements

## Animation: Buttons, Spots & Pin-points

---

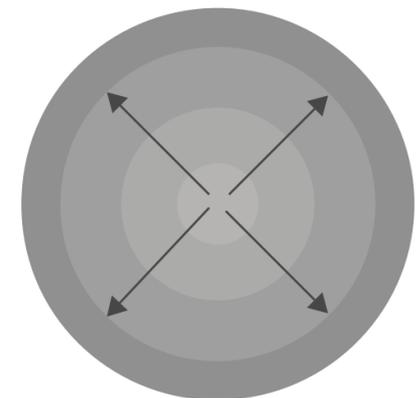
All elements have a customized way of expanding and reducing, based upon their shape. General for all splashes and buttons is that they are animated to extend from a point within themselves, ending with dilation, to give the object an organic appearance.

The pin-point expand from the smallest point, the tip. Buttons extend sideways, and always in the reading direction, whilst circles expand from the center and outwards.



### Mouseover effect

The standard mouseover effect for buttons is change the tint of color.



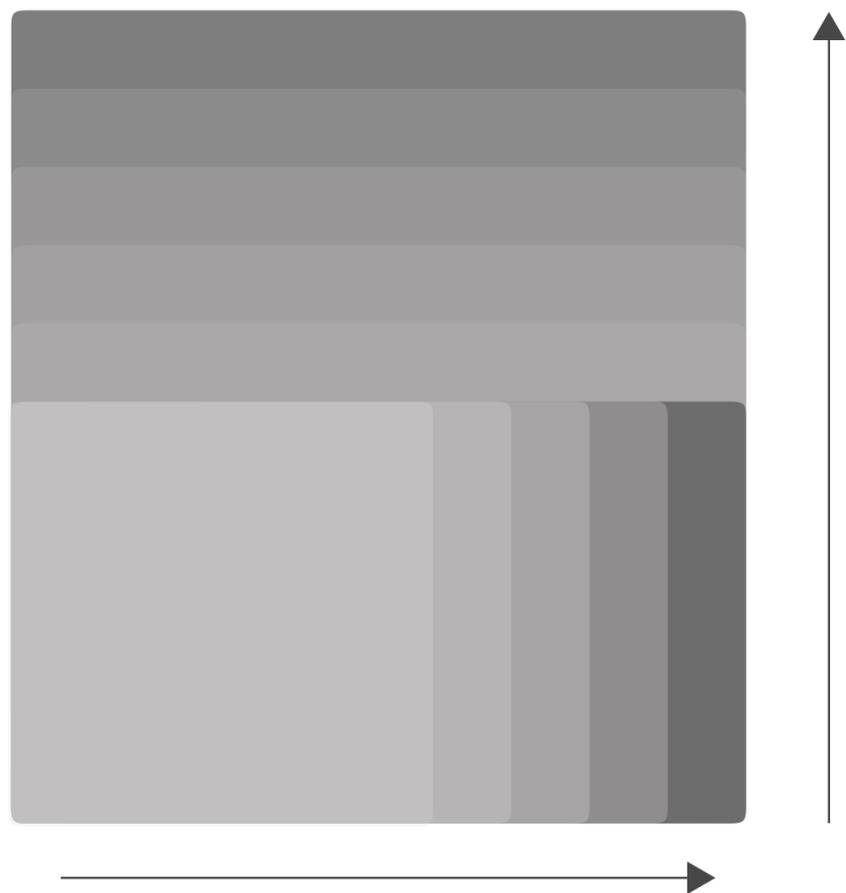
# General | Graphic elements

## Animation: Info boxes & speech bubbles

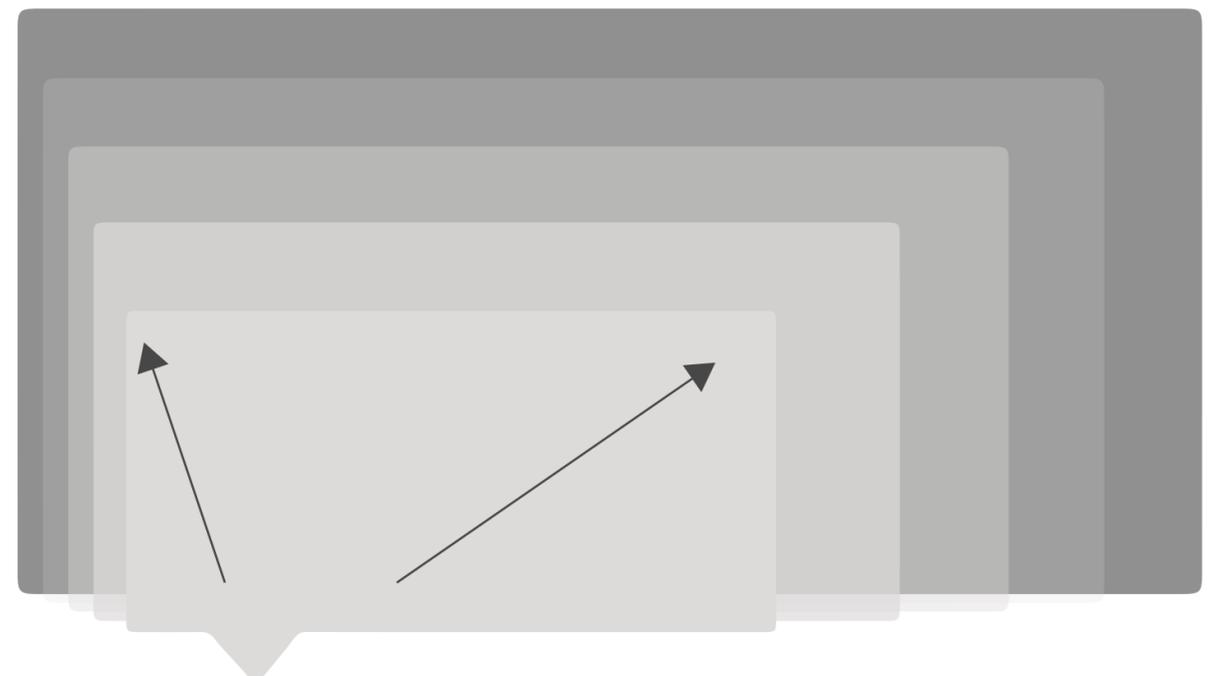
---

Info boxes in their initial form may extend freely from any side of object, to provide a broad spectrum of use. Info boxes in the shape of speech bubbles increase from the tip and outwards.

Extension of info boxes



Extension of speech bubbles

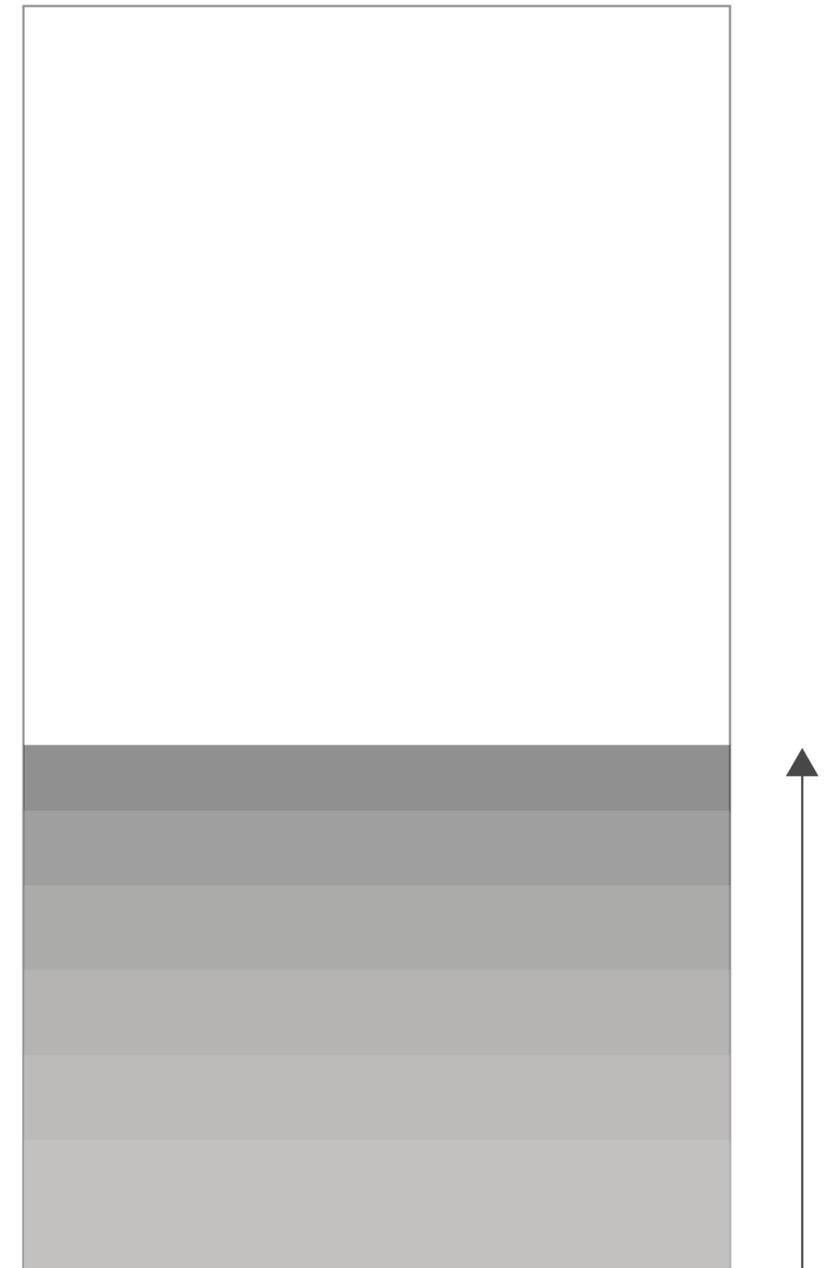
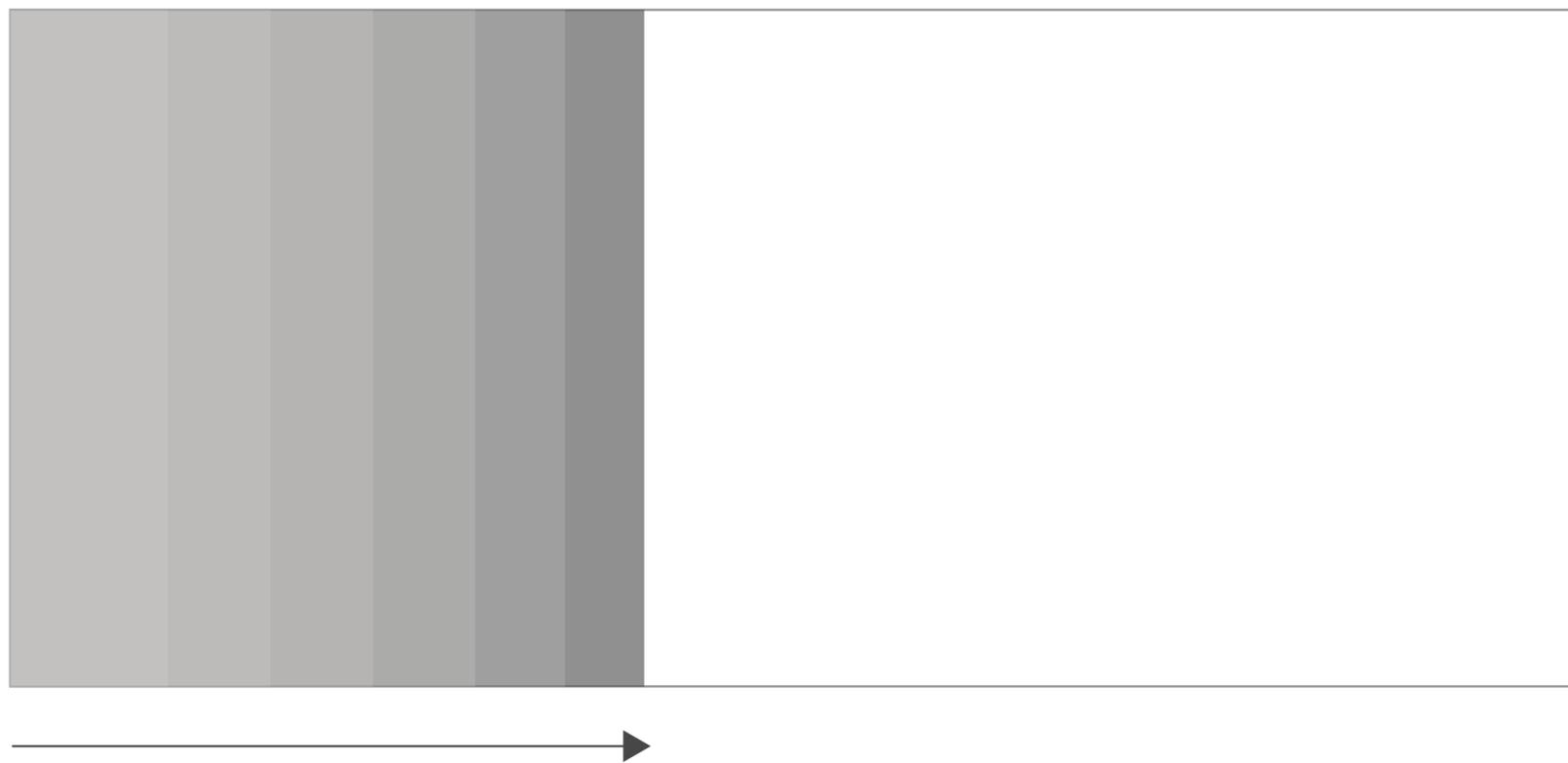


# General | Graphic elements

## Animation: Banners

---

Info boxes can also consist as tip-ins, rising from the bottom of a surface or extending from the side. A tip-in animation can also be activated by mouseover.



# General | Images

## Corporate Images

---

We have created a brand idea that is clearly differentiating versus competition, and that supports our future position. The strategic clarification is a combination of high emphasis on expertise and engagement. Who we are is also defined by our personality attributes, a set of human characteristics to which the customer can relate. In Nordea we are experts, committed and inspirational.

### The basic tips to choose an image:

- Outdoor environment
- Nordic place and elements
- Natural environment
- Personal objects with story

### Always:

- Natural light
- Free and open space with calm background
- Natural pale color tones and cohesive color space
- Inspirational

### Never:

- Humans as principal focus of the image
- Messy composition
- Heavy color saturation and a split color space

# General | Images

## Images for Campaigns

---

The essence of our image concept is to be the heartbeat of the brand, to add human presence with genuine stories in our visual statements. Through settings, casting, lighting and communication, we want the customer to feel our heartbeat - we're here, we're agile, we're anything but cold stock photo clichés. We're modern, distinct, and very much alive.

### The basic tips to choose an image:

- Represent an outdoor activity
- Team working together for the same purpose
- Represent genuine stories in diverse settings
- Personal objects with story

### Always:

- Natural light, natural environment
- Free and open space with calm background
- Natural pale color tones and cohesive color space
- Inspirational
- Human protagonist (not empty spaces)

### Never:

- Stock images can feel unauthentic
- Empty spaces, with no personal story
- Messy composition
- Heavy color saturation and a split color space



# General | Images

## Text on images

---

We have some in-house rules regarding typography. They function as recommendations for standard usage. Our rules are flexible and can be adapted to meet technical limitations or new situations. In those circumstances, these rules may be changed to better suit the new media.

### General rules to include the text on images:

- Use the Nordea blue color for text
- Typography **Nordea Sans Large Bold** for principal texts
- Typography for subtitles **Nordea sans Large Light**
- Leave space between the text and the principal elements of the image
- If the image is darker than usual, use a white color for the texts

### Never:

- Use the color black for headlines
- Use the primary color (Nordea blue) when contrast is too low.
- Leading too tight, as this affects the type's original appearance in negative way
- Negative tracking or individual kerning

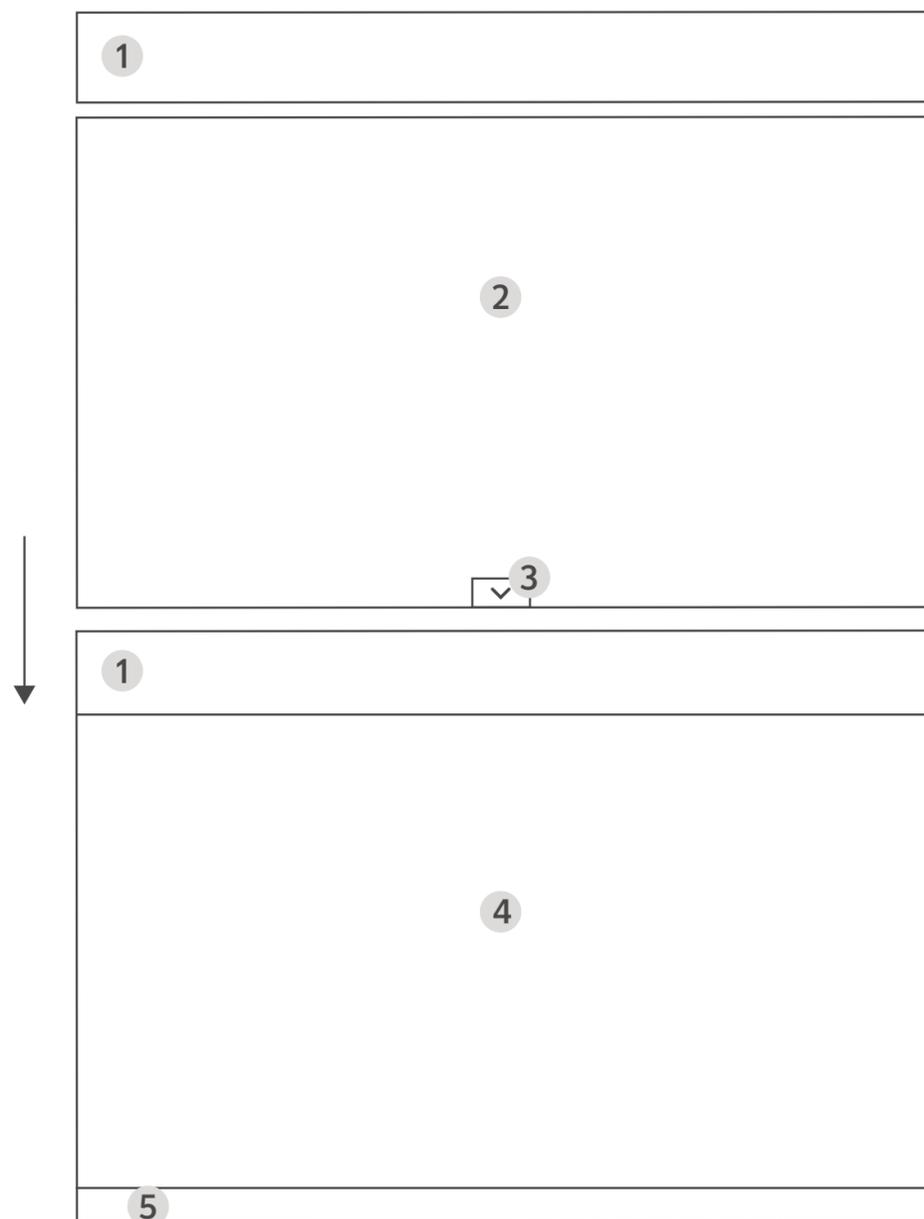


# Website | Common elements

## Structure & Composition : Layout

---

The structure of the website could be divided in two different layouts. The standard and the visual layout. The standard layout is based on different boxes and has a normal scrolling function. The visual layout has a fullpage javascript visualization, offering a easier navigation through the different sections of this page. The Visual layout will be used on the homepage and the Asset management section principally.



### Visual layout

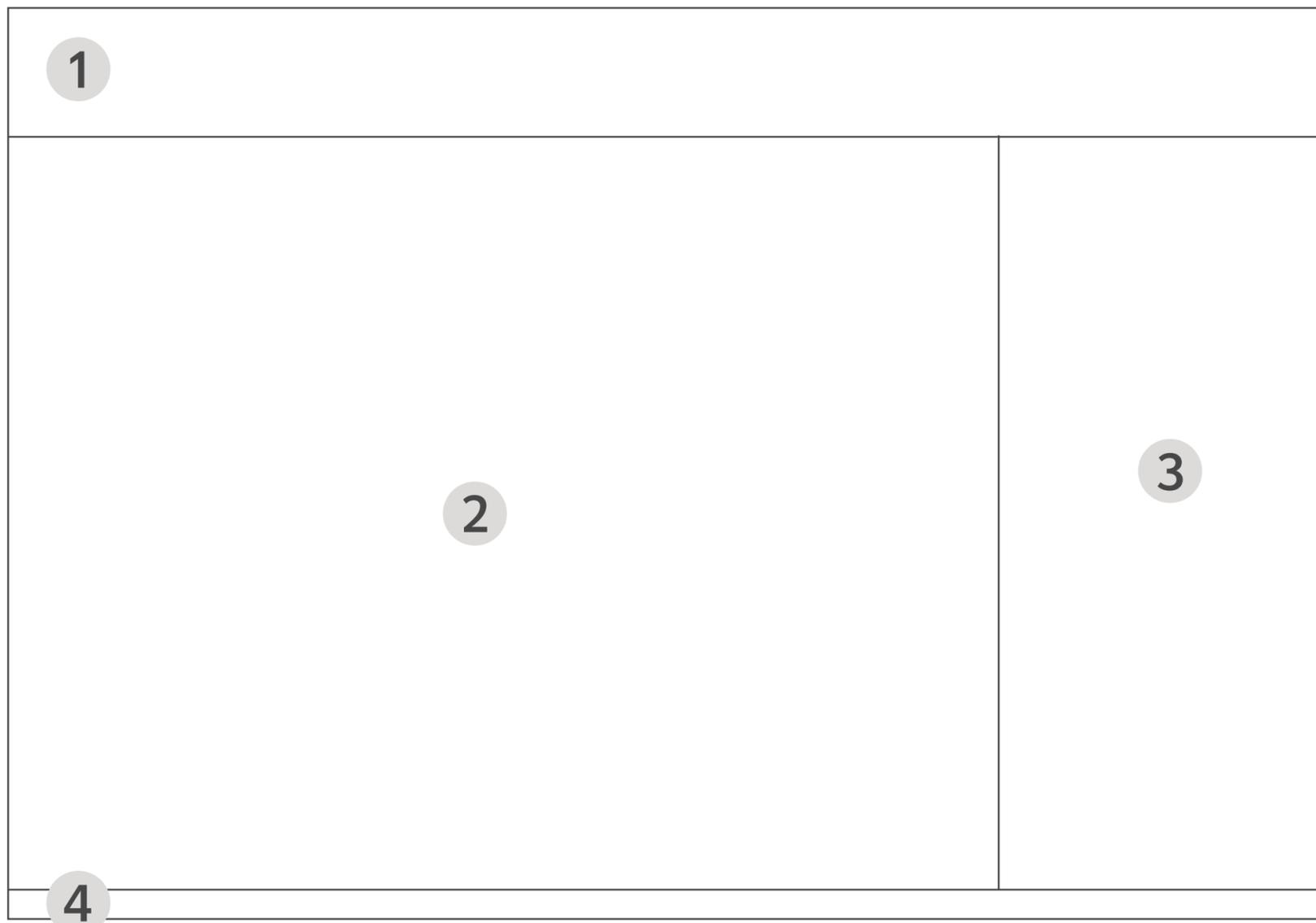
- 1 Header**  
The header is fixed in the top position during the whole navigation, even while scrolling.
- 2 Body 1**  
First page of the body. this part is fullpage and works as one box.
- 3 Movement indicator**  
This part works as indicator and also can works as an extra button to make the scrolling. When we are scrolling, the body 1 slides to the top and the second body appears from the bottom
- 4 Body 2**  
Second box of the body with a complete independient information as the other bodies. There are only two bodies represented but one section can contains more bodies.
- 4 Footer**  
Contains the legal information and is not fixed in the bottom position during scrolling.

# Website | Common elements

## Structure & Composition : Layout

---

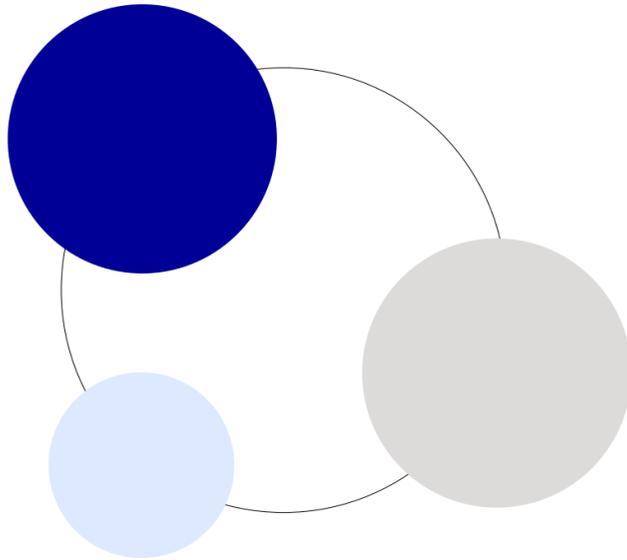
The standard Layout is based on the Desktop version (the high volume of traffic generated on the current website comes from this platform). This version of the layout, as the visual layout, are responsive design and perfectly fit in smaller devices as notebooks or Tablets. (for mobiles they need to be readapted). The main or basic structure of the layout is composed by 4 elements, and the sub-boxes are floating inside of these containers.



- 1 Header**  
The header is fixed in the top position during the whole navigation, even while scrolling.
- 2 Body**  
Takes always 3/4 parts of the full width.
- 3 Sidebar**  
This place is always available for extra information, quick links, highlights...
- 4 Footer**  
Contains the legal information and is not fixed to the bottom position during scrolling.

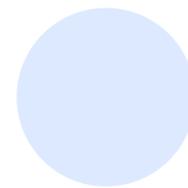
# Website | Common elements

## Structure & Composition : Boxes



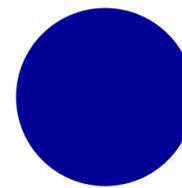
### Principal selection

The principal color for the background for the whole website is the white color. This affect the body and side toolbar of interface. The Header and Footer are always colored with the Nordea blue and the modular boxes are floating in the other sections with the Light gray color.



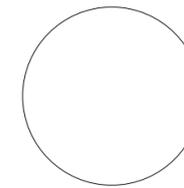
Light Background

CMYK: 12-0-0-0  
RGB: 229-242-255  
HEX: #e5f2ff



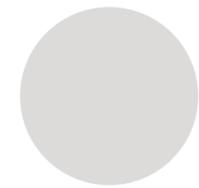
Nordea Blue

CMYK: 100-80-0-0  
RGB: R=0 G=0 B=160  
HEX: #0000a0



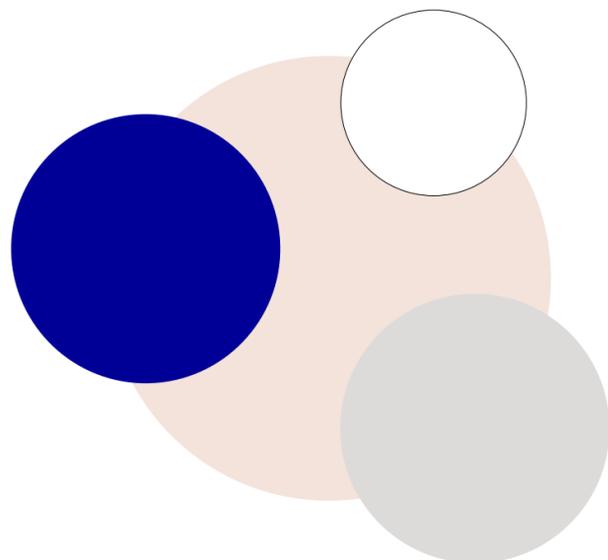
White / negative

CMYK: 0-0-0-0  
RGB: 255-255-255  
HEX: #ffffff



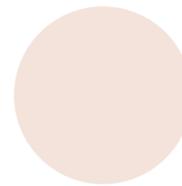
Light Gray

CMYK: 0-0-0-20  
RGB: 230-228-227  
HEX: #e6e4e3



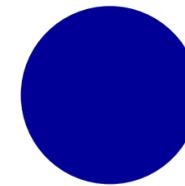
### Second selection

Sometimes, The excess of the modular floating boxes could create a cold and unclear interface, transmitting an old image of brand. In these cases it is permitted to use the light pink color for the background, and keep the same color for header and footer, mixing the white and light gray color for the modular floating boxes.



Light Pink

CMYK: 0-10-10-0  
RGB: 253-236-228  
HEX: #fdece4



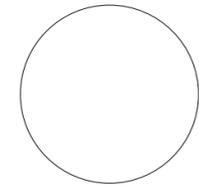
Nordea Blue

CMYK: 100-80-0-0  
RGB: R=0 G=0 B=160  
HEX: #0000a0



Light Gray

CMYK: 0-0-0-20  
RGB: 230-228-227  
HEX: #e6e4e3



White / negative

CMYK: 0-0-0-0  
RGB: 255-255-255  
HEX: #ffffff

# Website | Common elements

## Structure & Composition : Boxes

---



### Homepage: right Box

This box, as the box of the Legal notices and Latest news, looks like independent boxes but is only one box. The title is in the first insight on the top, and the second insight is positioned below.

The insights has a fully width image, and the title is included inside the image in white color. The image is always a little bit darker to make sure the title can be readed perfectly.

The insights include also a top title to clasify it inside the section in the website. This title is in white color inside on a small box in Nordea blue color.



The mouse over function is highlighted with a zoom in the image and turned bigger the title of the microsite.

# Website | Common elements

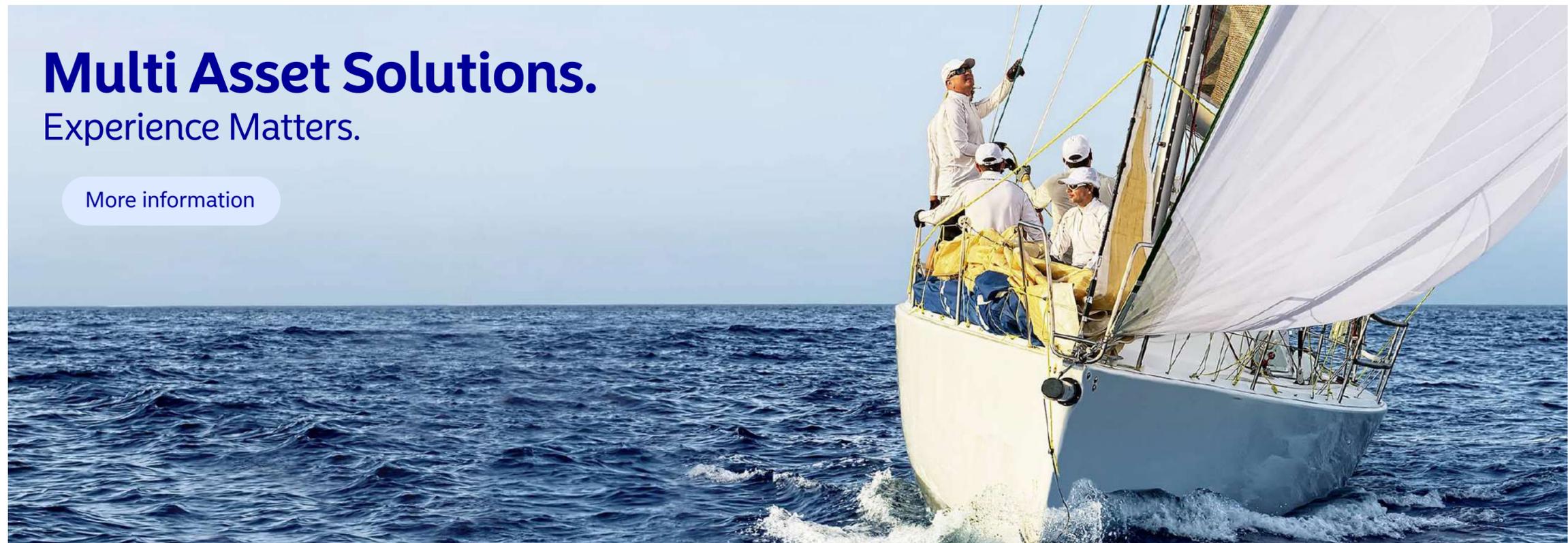
## Structure & Composition : Images

---

The website has three different kinds of images or banners that are used through the different sections: **Head banners**, **Small images** and **Graphics**. These images are not a link but only informative or to create a better presentation of the sections.

### Images : Head banner

The head banners could be an image of web page, campaign, fund, insight, news... These images are static and have a text on the image and this text, sometimes could include a button. This button and the text must fulfill with the basic rules of the guideline.



# Website | Common elements

## Structure & Composition : Images



### Images : small images

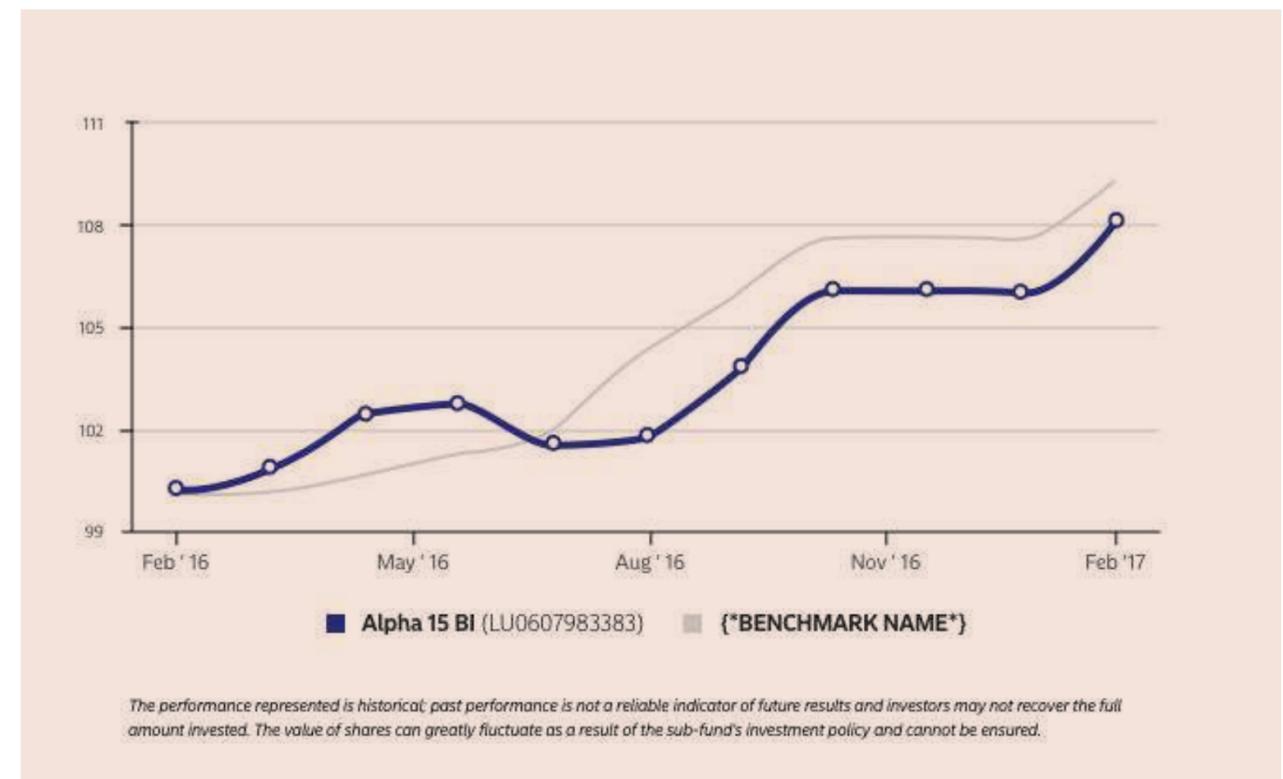
These images can be used to complement the articles of the news or insights. Must be relevant to the information that the article is talking about and follow the basic rules of the guidelines.

Normally, never offer text on the picture so as not to look like the links of the insights, microsites or videos.

### Images : Graphics

The graphics images are not updated by the administrator of the website but are generated by the web according to the latest information updated.

We can find graphics inside fund webpages or news, this graphics must be with light pink background, the axis in Light gray color and all the information relevant to Nordea in Nordea blue color.



# Website | Common elements

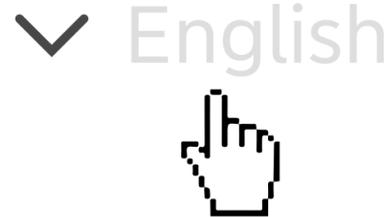
## Buttons: CTA : Drop down

---

> English

### drop down box: OFF

The arrow indicates that exist a possibility to open a drop down box and change the selection.



### drop down box: Mouse over

When the user click on the arrow, It changes its orientation to indicate that is opened. The user knows he can click also because the mouse pointer changes.



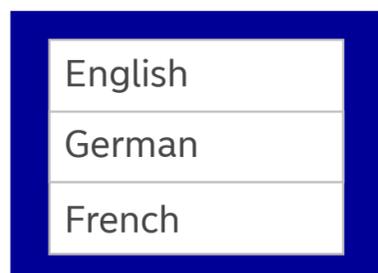
### Drop down box: Open

The drop down box is with white background color and with the borders in Light gray color.



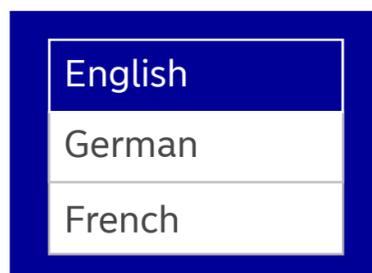
### Drop down box: Mouse over

The mouse over function is highlighted with the blue color and the text in white color.



### Drop down box: Open

The drop down box keep the white color on the dark backgrounds.



### Drop down box: Mouse over

The mouse over function is highlighted with the blue color and the text in white color on the dark background. The border of the highlighted box is border with white color.

# Website | Common elements

## Buttons: CTA : Proceed

---



Get in touch

### Accept: OFF

This button has an accent green color and the text in white color. It can also be used in vertical mode.



Get in touch

### Accept: Mouse over

The mouse over function is highlighted changing the color of the text into Nordea blue.



Send by email

### Action: OFF

This button has a white color with a border of 1px in Nordea blue color. The text is also in Nordea blue.



Send by email

### Action: Mouse over

The mouse over function is highlighted changing the color of the button into Nordea blue and the text into white.



More information

### Internal links: OFF

This button has a Light blue color with the text in Nordea blue.



More information

### Internal links: OFF

The mouse over function is highlighted changing the color of the button into Nordea blue and the text into white.

# Website | Common elements

## Buttons: Specials

---

### WHY BUY THIS FUND

#### Why buy this fund: OFF

This button has an accent green color and the text in white color.

### WHY BUY THIS FUND

#### Why buy this fund: Mouse over

The mouse over function is highlighted changing the color of the text into Nordea blue.

### More information

#### Deactivate button (All)

This mode is when the button is deactivated for different reasons as Accept Terms and conditions, formulary not complete.... The button is in Light gray color and the text in Dark gray color (50%).

### Expand >

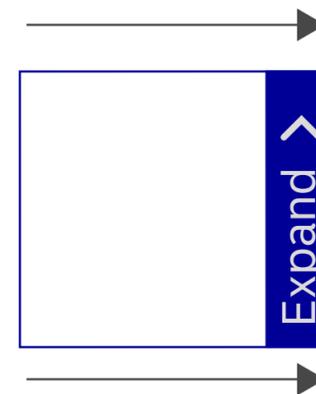
#### Expand/collapse: OFF

To show Expand/ collapse hidden menus or information. This button has a Nordea blue color with the text in white color.

### Expand >

#### Expand/collapse: Mouse over

The mouse over function is highlighted changing the text color into white. The arrow indicates the direction of the expand.



#### Expand / collapse: ON

The menu or information is expanded, now the button back to its OFF mode.

# Website | Common elements

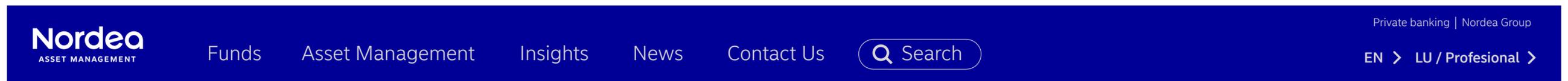
## Structure & Composition : Header

---

The Header is a composition of logo, language, profile, search tool and the menu. The header is fixed in the top position during the whole navigation, even while scrolling.

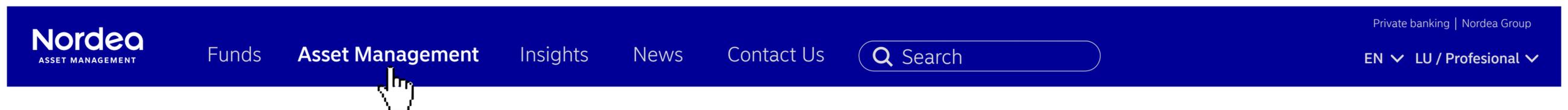
### Header buttons: OFF

The default status of all the elements when the user is not navigating on it. All the elements except the logo have a Light gray color.



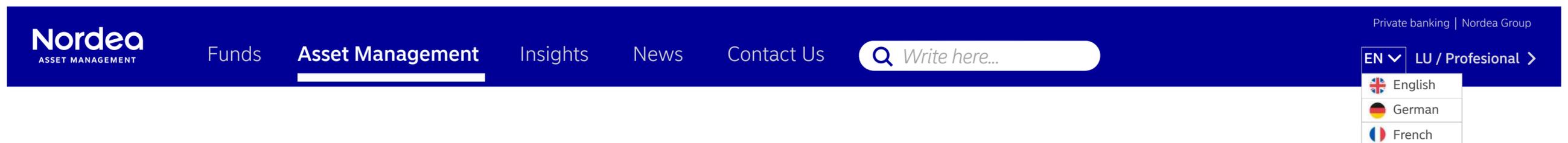
### Header buttons: Mouse over

The mouse over function is highlighted changing the typography from Light to Medium and turning it into white color. The search tool expands and the arrows of the drop down menus turning down.



### Header buttons: ON

When one section of the menu is selected, the text keep the same style as the mouseover function, and one white line is included below the name of the section.



# Website | Common elements

## Structure & Composition : Header



[Funds](#) [Asset Management](#) [Insights](#) [News](#) [Contact Us](#)

Private banking | Nordea Group  
[EN](#) > [LU / Profesional](#) >

- All funds**
  - Daily prices and performances >
  - Codex and tax info >
  - Documents >
- Library**
  - Documents >
  - Videos >
- In focus**
  - Featured funds >
  - Microsite 1 >
  - Microsite 2 >
  - Microsite 3 >
- Legal section**
  - Notice to shareholders >
  - Prospectus >
  - KIID >
  - Archive >

### Find funds

Select an Asset Class 

**SEARCH**



 [View my Fund List](#) >

HOMEPAGE

# Nordea

ASSET MANAGEMENT