

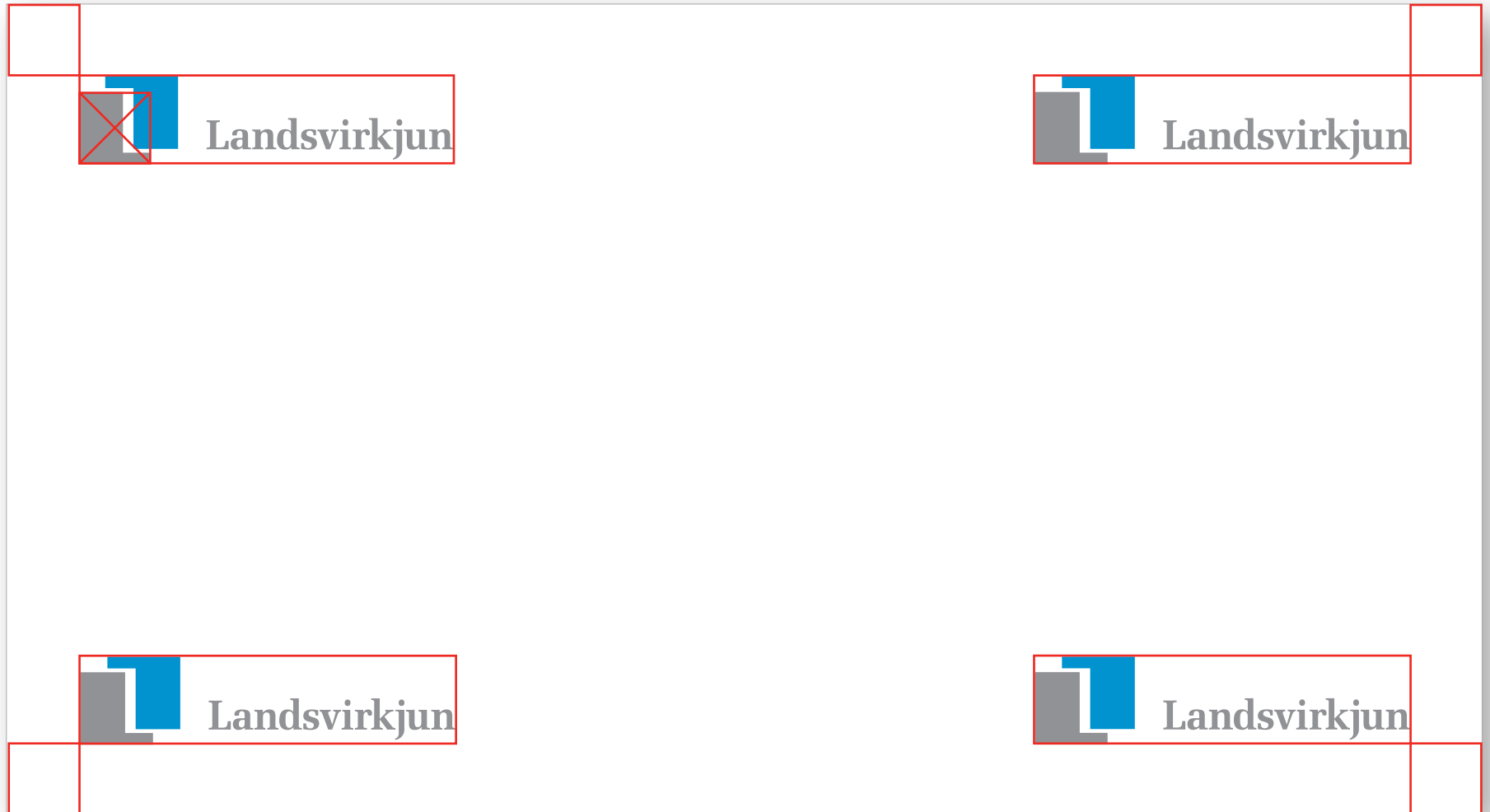


Landsvirkjun

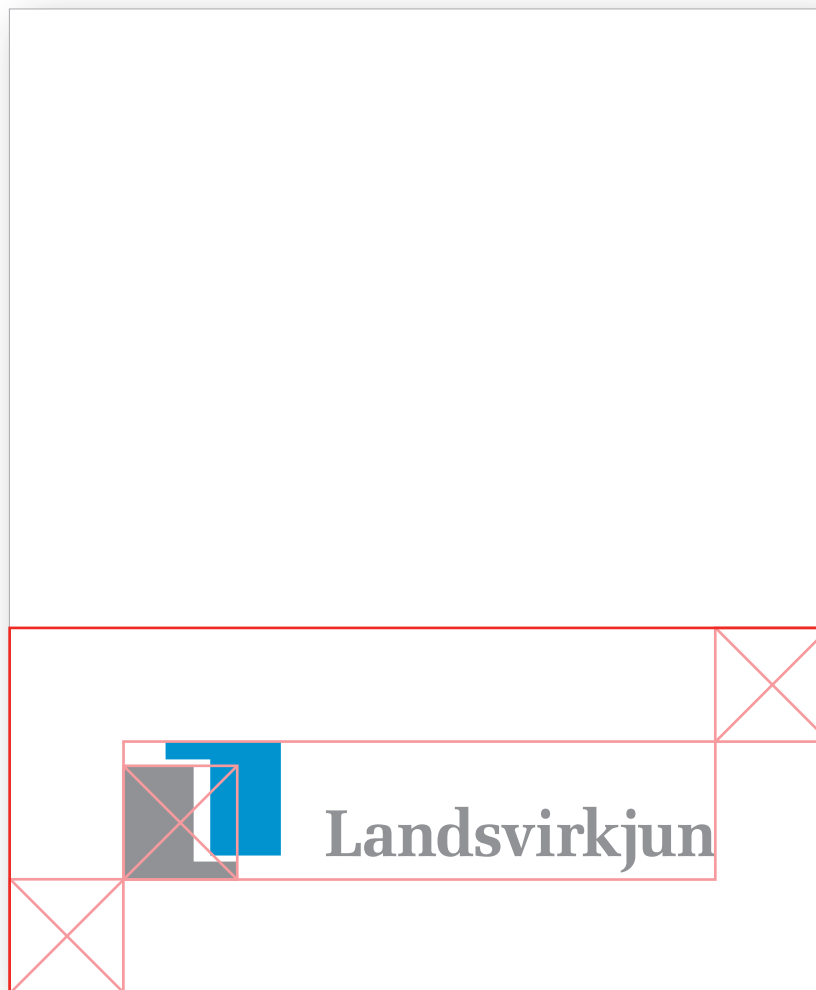


The mark requires a fixed minimum blank space surrounding it at all times so as to achieve clarity when it appears. Therefore, it must always have a minimum blank space of 1 “L” surrounding it whenever it is positioned on any background or isolated.





The Mark can be used aligned to any of the corners. In isolation, and due to its construction, alignment to the left is proposed as primary.



The Mark can be aligned centered when the width area of the surface is less than twice the Brandmark width.

Primary colours



Blue
Pantone Process Blue C
100C, 13M, 1Y, 2K
133G, 207B



Grey
Pantone Cool Grey 8 C
23C, 17M, 13Y, 46K
140R, 141G, 142B

Secondary colours



Sjo
Pantone 309 C
100C, 9Y, 72K
58G, 79B



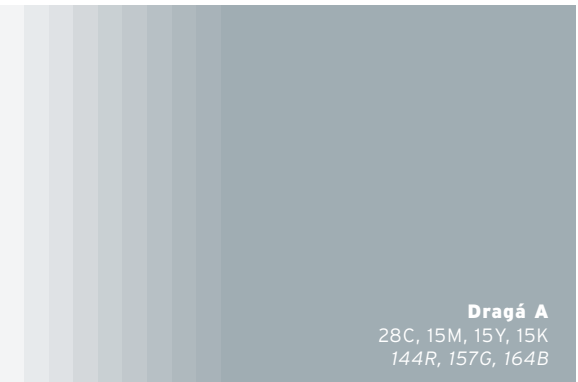
Basalt
Pantone Black 7 C
10Y, 90K
60R, 60G, 55B



Orka
Pantone 166 C
80M, 100Y, 5K
215R, 62G, 21B



Lindá A
44C, 15Y, 20K
100R, 161G, 168B



Dragá A
28C, 15M, 15Y, 15K
144R, 157G, 164B

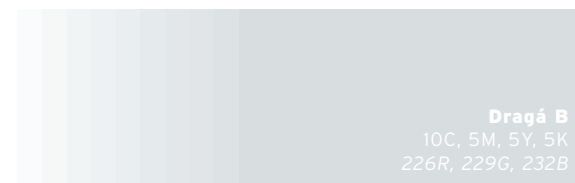
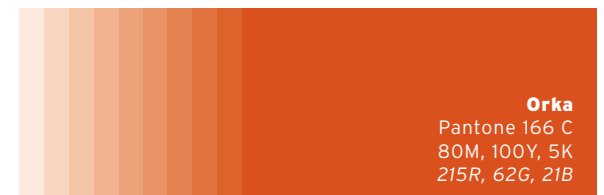


Jökulla A
22C, 33Y, 26K
141R, 164G, 129B

Primary colours



Secondary colours





Landsvirkjun



The Brandmark can be printed in one colour for special communications.

- Pantone Cool Gray 9 + 50% Pantone Cool Gray 9

- or 50% Black + 25% Black



Blue
Pantone Process Blue C
100C, 13M, 1Y, 2K
133G, 207B



Grey
Pantone Cool Grey 8 C
23C, 17M, 13Y, 46K
140R, 141G, 142B



Takk