

Oslobukta

BRAND GUIDELINES

IDENTITY ELEMENTS

- Logo
- Logo:
 - Exclusion zone
 - Minimum size
- Tagline
- Typography
- I bukta
- Color palette
- Illustration
- Photostyle

APPLICATIONS EXAMPLES

- Posters:
 - Oslobukta
 - I bukta
 - Information
- Social Media:
 - Stories
 - Feed
- Applications

IDENTITY ELEMENTS

LOGO

Oslobukta

The logotype is a vital aspect of our brand identity, and it must be consistently displayed to maintain the integrity of the Oslobukta brand.

It should be versatile enough to be used across various media and material types, with the choice of style dependent on where it will be showcased. To ensure that the logo is well-represented in any setting, we have developed different versions that can be adapted for print or digital platforms, providing design flexibility for different contexts.

LOGO EXCLUSION AREA



To maintain the logo’s prominence and authority, no elements should be positioned closer to it than the squared height of the lowercases.

Examples will demonstrate the appropriate utilization of the logo across various platforms.

LOGO MINIMUM SIZE

Oslobukta



for print:
52mm

Oslobukta



for digital:
150px

For optimal legibility, we suggest the following guidelines:

Print: The logo should not be smaller than 52 mm in width. When used on documents, it should be positioned at least 20 mm away from the edge of the page for a clear presentation.

Digital: The logo should have a minimum width of 150 pixels for digital use. When displayed on a website or other digital platforms, ensure it is placed at least 50 pixels away from the edge for visibility.

TAGLINE

The tagline serves as a concise yet powerful statement that encapsulates the essence, values, and promises of a brand or identity.

It acts as a memorable and distinctive phrase that reinforces brand recognition.

The phrase “Der byen spirer.” is consistently rendered in the brand’s designated font, Tiempos Text Regular, and remains untranslatable.

When the sentence is used independently, we use a period; however, when it is followed by additional information, the period is not needed.

Examples will demonstrate the appropriate utilization of the tagline across various platforms.

Der byen spirer.

Der byen spirer
oslobukta.no

TYPOGRAPHY

Fann Grotesque Regular is exclusively employed in uppercase for headings, while lowercase is reserved for smaller details and informations.

As for the secondary font, Tiempos Text Regular is utilized for the tagline and all text in both digital and print mediums.

Examples will demonstrate the appropriate utilization of the fonts across various platforms.

FANN GROTESQUE REGULAR

BESØK
OPERAGATA

HEAVEN SCENT
OPERAGATA 45,
0123 OSLO

Generelle henvendelser
marked@carucel.no

Tiempos Text Regular

Det gode nabolaget
— der byen spirer.

oslobukta.no
@oslobukta

SPASER
i BUKTA

KULTUR
i BUKTA

“I Bukta” is a communication concept that highlights the lively activities and distinctive attractions of Oslobukta. The ongoing refinement of its language aims to maximize catchiness, creating a memorable presence for social media.

We will offer the template for altering the action or activity while maintaining the “i bukta” layout.

ACTIONS:

SPISER, SPASER, LEKE, BADE, LUNSJ

SEASON AND ACTIVITIES:

PÅSKE, SOMMER, KONSERTER, ÅPENT
GALLERI, MUSIKK, GATEFEST, JUL, PIKNIK...

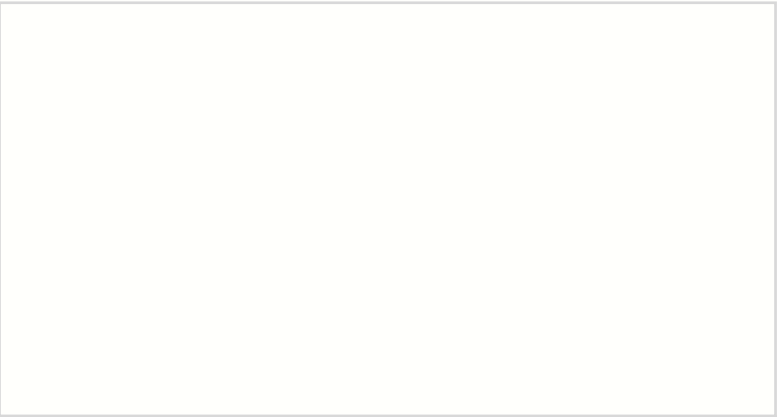
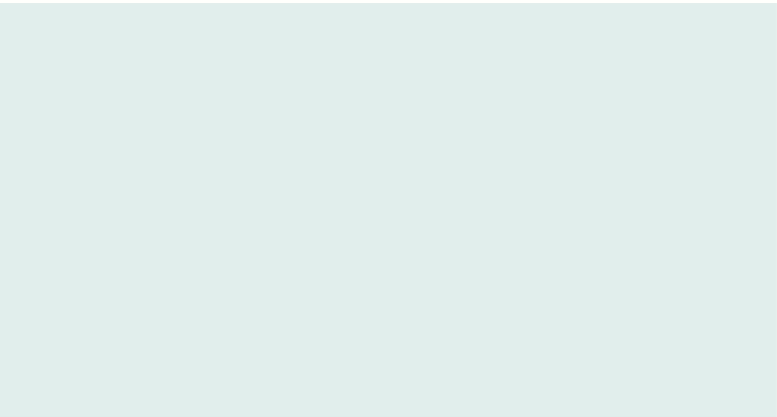
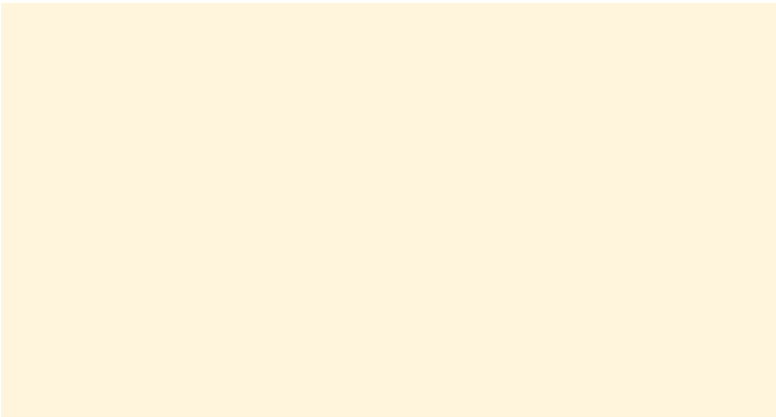
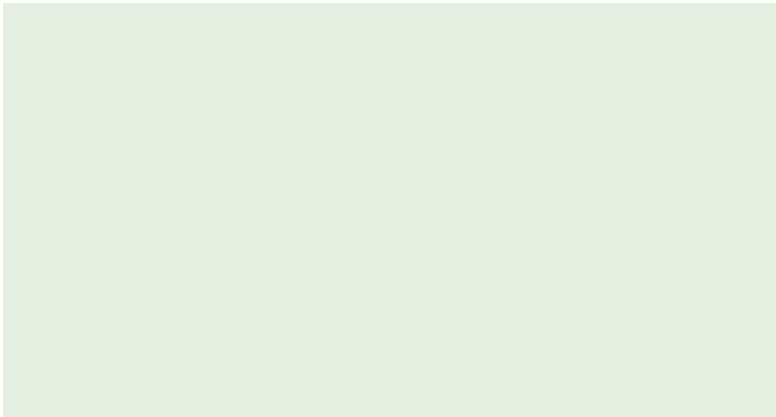
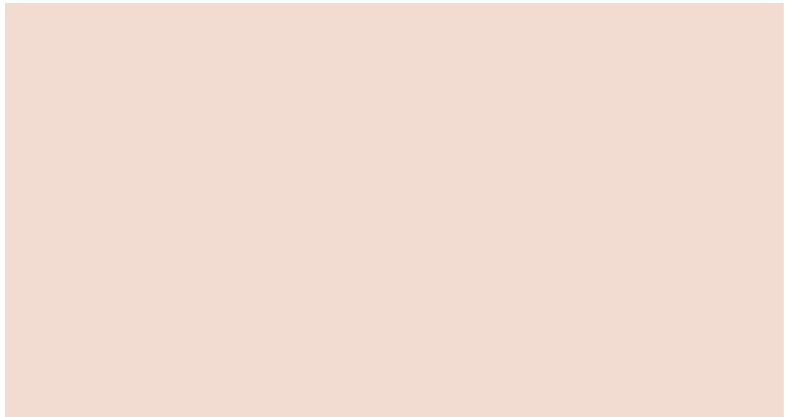
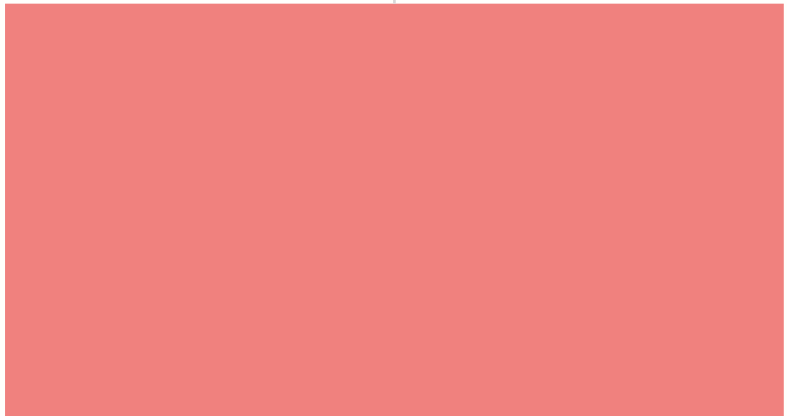
COLORS

The main colors are a combination of PMS 7692 and a warm, natural white background or paper color.

In addition we’ve introduced a range of muted and refreshing background hues to complement matching corresponding colors. For example Light Blue background with Bright Blue text and illustration.

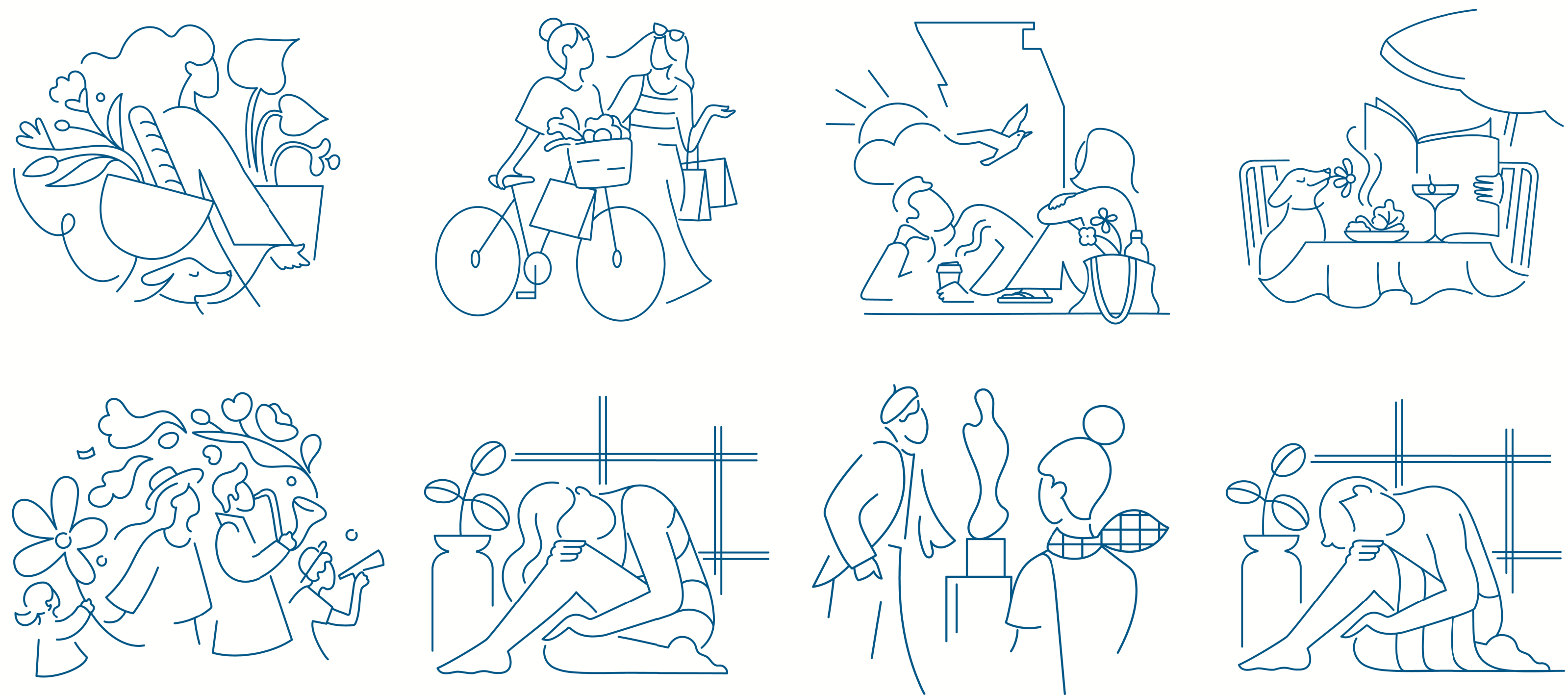
These are specifically designed for “I bukta” communication, whether in digital or print format.

Examples will demonstrate the appropriate utilization of the colors.

 PAPER CMYK: 0.0.2.0 #FFFDF8	 PMS 7692 CMYK: 98.70.24.7 #005587		
 PMS 4162 25% CMYK: 11.2.7.0 #EAF6FA	 PMS 113 20% CMYK: 0.2.15.0 #FFFFE8	 PMS 3501 20% CMYK: 11.2.13.0 #F2FFE5	 PMS 2029 50% CMYK: 4.14.14.0 #FFEBE1
 PMS 299 CMYK: 79.9.0.0 #00AFE9	 PMS 2013 CMYK: 0.39.100.0 #FAA819	 PMS 3501 CMYK: 65.0.100.0 #62BB46	 PMS 2029 CMYK: 0.59.37.0 #F48785

ILLUSTRATION

Illustrations:



The introduction of icons, illustrations into the brand and communication helps tell a richer story of what kind of place Oslobukta is.

The illustrations depict the various activities, shops, and items that can be found within Oslobukta.

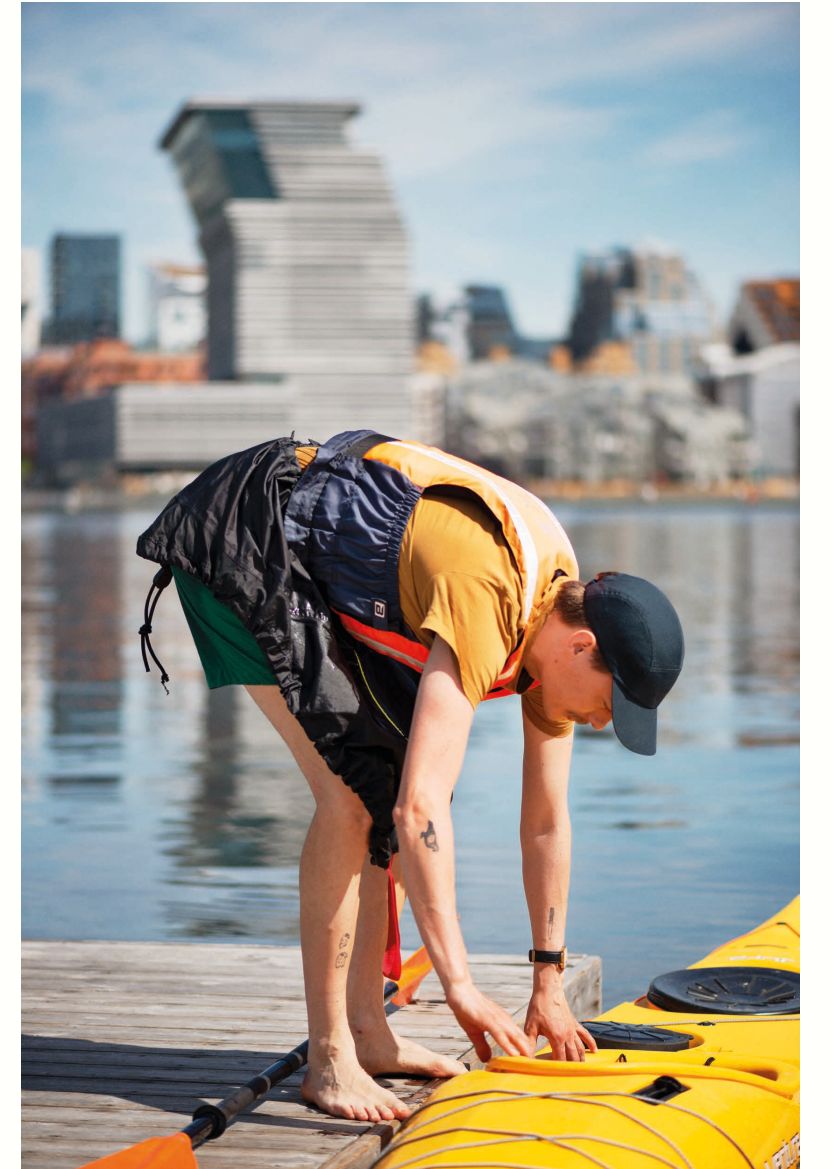
Examples will demonstrate the appropriate utilization of the illustrations.

All illustrations are developped by Darling Clementine.

Icons:



PHOTOSTYLE



Incorporating photography into the brand and communication enriches the narrative of what Oslobukta represents.

Illustrative instances will showcase the effective use of photography.

Hinda Fahre's photographs, taken a few years ago, should be utilized with her consent for a start.

In the future, to further develop the brand, additional photos will need to be taken, and Studio Pfanzelter will collaborate with the photographer to create a photo brief.



APPLICATIONS EXAMPLES

In Oslobukta's communication strategy, maintaining a consistent layout is crucial for establishing a strong brand identity, while also incorporating a variety of layouts to sustain audience engagement.

Consistency fosters brand recognition and professionalism, building trust over time, while diversity in layout prevents monotony and keeps communication fresh and captivating.

By balancing these elements, Oslobukta effectively communicates its message, capturing and retaining audience attention while ensuring ongoing interest and relevance.

Templates are available in Adobe Illustrator.



Oslobukta

Der byen spirer
oslobukta.no



Der byen møter fjorden. Og fine dining møter donuts. Der kaffe latte møter latter, og kunst møter karrieremennesker. Der folk fra øst møter folk fra vest, og folk i joggebukse møter folk i boblevest. Der kunst spirer. Der mote spirer. Der matopplevelser, og nye opplevelser lever. Der en helt unik, men ujålete stemning blomstrer. Der designspirer og kunstspirer møter helt andre spirer. Der skaperkraft møter handlekraft. Velkommen til et nedpå, inspirerende og levende nabolag.

Et nabolag med sjel, for ildsjeler. Midt i byen.



Oslobukta

DET BESTE AV
OSLO SAMLET PÅ
ETT STED.



Oslobukta

Der byen spirer
oslobukta.no

SHOPPING i BUKTA

Her finner du landets største samling av unike konsepter, i et knutepunkt mellom kunst, mote, mat og drikke.



Oslobukta

Der byen spirer.



HOLZWEILER PLATZ I SOLEN



Oslobukta

Der byen spirer.

APPLICATIONS



Examples of employing identity elements, photography and illustrations on a A-frame.



APPLICATIONS

Information posters with custom maps
gathering restaurants and shops in Oslobukta.

Oslobukta

MAT OG DRIKKE
i BUKTA

I Oslobukta er det kort vei mellom store smaksopplevelser.
Her ligger noen av byens mest unike matkonsepter side om side.

Savour a taste of Oslo, with some of the best restaurants in town.
Enjoy Oslobukta!



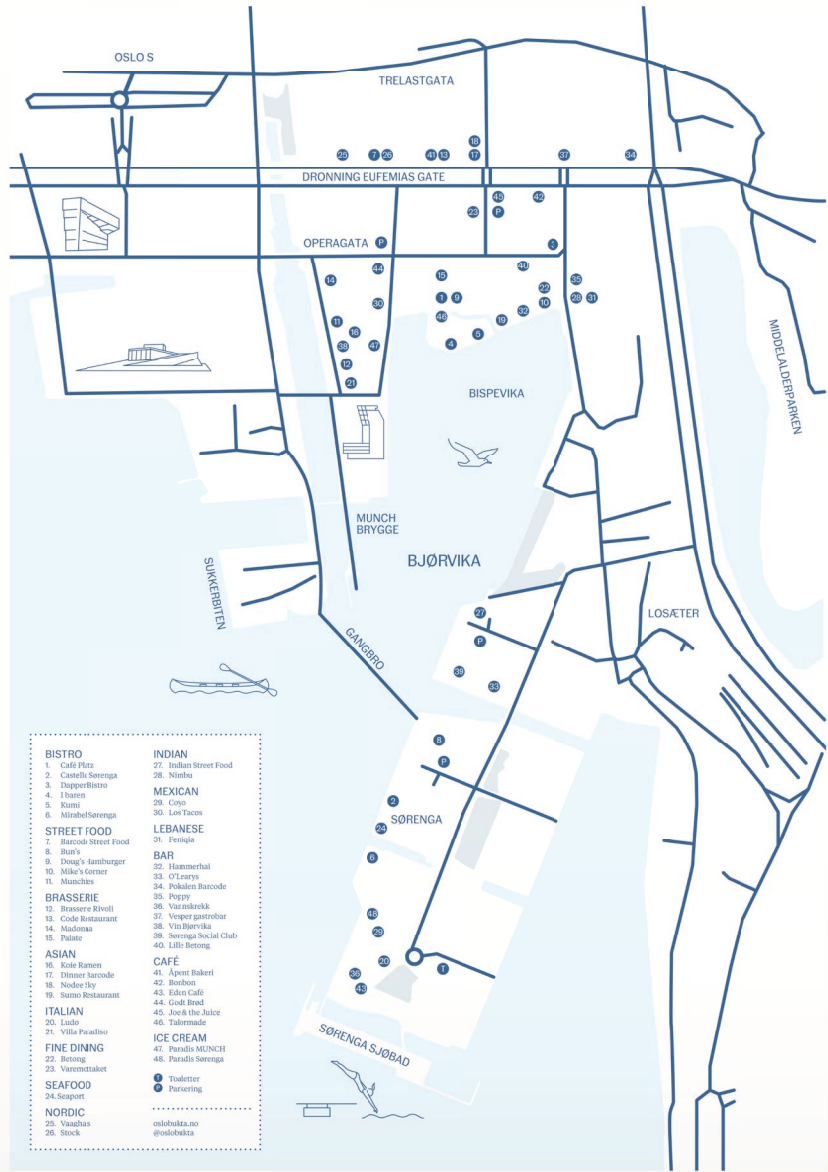
BISTRO 1. Café Plaza 2. Castello Sørenga 3. Dapper Bistro 4. I baren 5. Kumi 6. Mirabel Sørenga	ITALIAN 20. Ludo 21. Villa Paradiso FINE DINING 22. Betong 23. Varemottaket	BAR 32. Hammerhai 33. O'Learys 34. Pokalen Barcode 35. Poppy 36. Vannskrekk 37. Vesper gastrobar 38. Vin Bjørvika 39. Sørenga Social Club 40. Lille Betong
STREET FOOD 7. Barcode Street Food 8. Bun's 9. Doug's Hamburger 10. Mike's Corner 11. Munchies	SEAFOOD 24. Seaport NORWEGIAN/ NORDIC 25. Vaaghals 26. Stock	CAFÉ 41. Åpent Bakeri 42. Bonbon 43. Eden Café 44. Godt Bred 45. Joe & the Juice 46. Talormade
BRASSERIE 12. Brasserie Rivoli 13. Code Restaurant 14. Madonna 15. Palate	INDIAN 27. Indian Street Food 28. Nimbu	ICE CREAM 47. Paradis Gelateria (Munch Brygge) 48. Paradis Gelateria (Sørenga)
ASIAN 16. Koie Ramen 17. Dinner Barcode 18. Nodde Sky 19. Sumo Restaurant	MEXICAN 29. Coyo 30. Los Tacos	TOILET 1 Toiletter 2 Parkering
LEBANESE 31. Fenigia		

Oslobukta

Der byen spirer.

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Oslobukta



Der byen spirer.

SOCIAL MEDIA

Crafting a cohesive social media feed is crucial for communicating and reinforcing a brand's identity.

By incorporating the brand's colors, fonts, logos, and visual style into social media content, each post becomes a representation of the brand's personality and values. This consistency across the feed creates a sense of familiarity among followers and helps to strengthen brand loyalty.

Furthermore, designing a social media feed with a consistent aesthetic enhances visual appeal and professionalism. Moreover, consistency in messaging is equally important. Each post should align with the brand's voice and tone.

Examples will demonstrate the appropriate utilization of the elements on Social Medias.

Templates are available in Figma.



GATEFEST i BUKTA

14.06

Fra kl. 18.00

Musikken blomstrer i bukta!
Årets gatefest byr på gratiskonsserter
med Cupid Girl og Svømmebasseng



Oslobukta

Der byen spirer.

GATEFEST i BUKTA

14.06

Gratis utekonserter med
Svømmebasseng og Cupid Girl.

- Morgenløp i bukta med Barry's Barcode kl. 10–11
- Uteserveringer, DJ-set, grilling og quiz kl. 16–22
- Kunstnermarked kl. 12–17
- Østers og Champagne-stand kl. 16–22
- Gratiskonsert med Cupid Girl kl. 18.00
- Gratiskonsert med Svømmebasseng kl. 18.30

Oslobukta

Der byen spirer.



DET BESTE AV OSLO SAMLET PÅ ETT STED



Oslobukta

Der byen spirer.



«Det hjelper ikke å lage en bukse i organic cotton, hvis den ikke er fin, og du bruker den to ganger.»

– Celine, Envelope1976

Example of a post.

SOCIAL MEDIA

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APPLICATIONS



Examples of employing identity elements and illustrations across diverse applications.

Oslobukta

BRAND GUIDELINES 2024

For design related questions
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