



VISUAL PROFILE

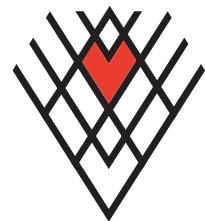
HOSE R OG BÅND

Version 1.0 April 2021



THE LOGO

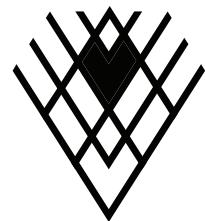
The logo is inspired by the passion every bunad loving person has for their bunad, for the braid in the stocking band and in the decoration of the loom the boy gave to the girl as an engagement gift. The logo comes in two main variations: horizontal and vertical. The colours are red and black.



HOSE^{oG}BÅND



HOSE^{oG}BÅND



HOSE^{oG}BÅND

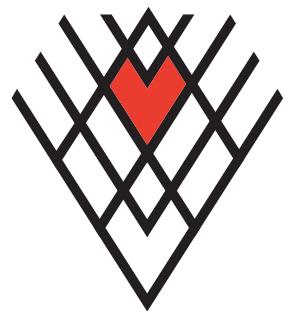


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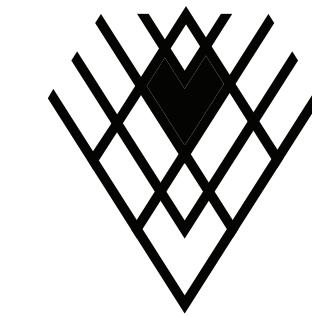
Mitt aller fineste plagg ❤



Kvinne, 31-50 år



HOSER
og BÅND



HOSER
og BÅND





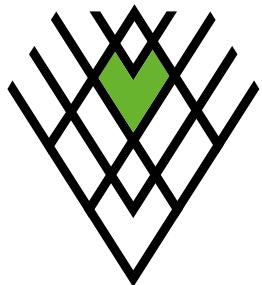
„

To me, bunad is belonging - to a place and
to a family. I love my bunad, and I have
made one for all family members. It makes
me so proud of wearing it

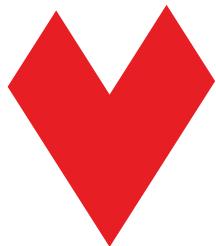


THE DON'TS

Treat the logo with respect and intended use. Do not change it or scale it unproportionally. The logo is our signature into the world, and we want to be recognizable.



Do not substitute colours



Do not change logo mark



”

Bunad betyr veldig mye for meg personlig, men også for hele Norge. Det er så mange gamle tradisjoner som for tiden går tapt. Med mange eldre innad bunadsyrket, med lite deling og få unge som henger seg på er det lettere enn en skulle tro at vi kan miste noen av disse bunadene. Husflidene holder kortene så tett til brystet at det er lett for at mye viktig informasjon vil gå tapt over de neste årene. Derfor er det viktig for meg å lære meg så mye om bunader som mulig, og deretter dele dette videre med de jeg kan.



TYPOGRAPHY

The typography for Hoser og Bånd is two different typefaces that together makes up a pair: Rift, all caps-only for headings and Bebas Neue Pro for body copy and secondary text.

Rift Demi, medium and light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Ø Å 1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Ø Å 1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Ø Å 1 2 3 4 5 6 7 8 9 0

Bebas Neue Pro bold and book

a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å 1 2 3 4 5 6 7 8 9 0





THIS IS A HEADING IN RIFT

This is a paragraph in Bebas Neue Pro. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate

Both typefaces can be downloaded from Adobe Fonts,
Rift: <https://fonts.adobe.com/fonts/rift>
Bebas Neue Pro: <https://fonts.adobe.com/fonts/bebas-neue-pro>

When either Rift or Bebas Neue Pro is unavailable, Open Sans Condense, from Google Fonts can be used.



COLOUR PALETTE

The colour palette for Hoser og Bånd is the colour of love, of passion and of exclusivity; red, with variations using tints. Black and white complement the reds and creates a rich yet calm colour scheme



CMYK 0 99 100 0
RGB 255, 2, 0
Hex ff0200
PANTONE 2347 C 100%



CMYK 0 31 15 0
RGB 255, 2, 0
Hex ff0200
30%



CMYK 0 9 4 0
RGB 253 233 233
Hex fde9e9
10%



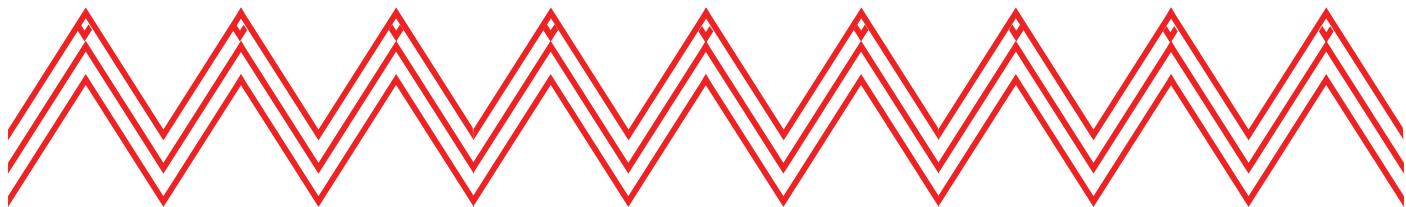
CMYK 40, 40, 40, 100
RGB 0,0,0
Hex 000000

For print, Pantone 2347 C is preferred for the logo. For other print scenarios, the CMYK colour is used. For digital usage - apply the RGBs.

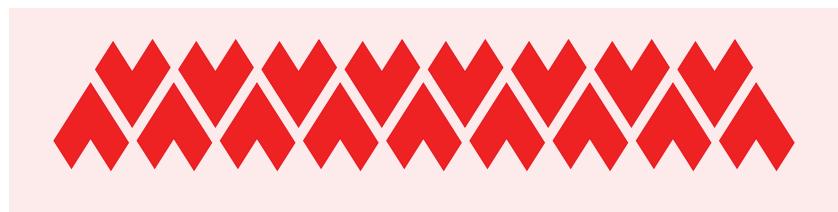


VISUAL ELEMENTS

In the visual profile, there are some elements that can be used as decoration or independent elements in print or on merchants.



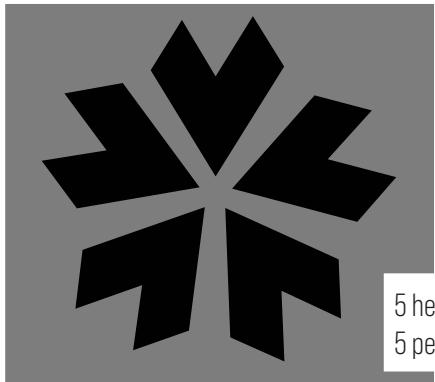
The zigzag. Often found as decoration on inkle looms and other wooden items from Norway



The hearts. Often found carved in inkle looms from Norway



A single heart



5 hearts put together as a
5 peddle rose



WEBSITE

Our website is one of our many faces to the public (Social medias and word of mouth are two more). Our website should convey our values of “tradition”, “belonging” and “authenticity”, and our customers should recognize this when browsing our website. We do not only sell parts for their bunad, we sell the feeling og tradition and identity.

The screenshot shows the homepage of the Hoser og Hoseband website. At the top, there is a navigation bar with the logo "HOSER OG HOSEBÅND" and links for "Hosebånd", "Stramper", "Vevde bånd", and "Helting". Below the navigation bar, there is a pink sidebar on the left with the text "HOSER OG HOSEBÅND" and a small red heart icon. It also contains a paragraph about bunads and two buttons: "Hosebånd >" and "Bunstadstramper >". To the right of the sidebar is a close-up photograph of hands working on a colorful, traditional-looking textile project with a needle and thread. At the bottom of the page, there is a large pink section with the text "SOKKEBÅND TIL DIN BUNAD" and a decorative pattern of small red diamonds. There is also some smaller text and a decorative pattern of small red diamonds below it. Below this section are three smaller images showing different types of traditional Norwegian lace or braid patterns.





MERCHANDISE

We usually don't do mearch, but when we do, feel free to use the elements of the visual profile. Here you can find some examples, but please remember that the merchendice should be related to our business somehow.





If you have questions regarding the visual profile, feel free to contact me at
siv@hoserogband.no.