

# PROFIL- MANUAL

**TOPP**  **SERIEN**

## INTRO

Toppserien er den øverste divisjonen i norsk kvinnefotball, og består av 10 lag. Ligaen fikk offisiell status i 1987 under navnet «1. divisjon fotball for kvinner». I 1996 endret ligaen navn til Toppserien.

Toppfotball Kvinner (tidligere Serieforeningen for Kvinnefotball) er interesseorganisasjonen for klubbene i de to øverste divisjonene i Norge, og ble grunnlagt i 1987. Foreningens formål er å skape et godt og tillitsfullt samarbeid mellom medlemsklubbene i saker av felles interesse. Toppfotball

Kvinner skal være den fremste pådriveren for utviklingen av norsk kvinnefotball gjennom et fremtidsrettet og konstruktivt samarbeid med foreningens medlemmer, NFF og andre naturlige samarbeidspartnere.



# INTRO VISJON & MISJON

## VISJON

Anerkjent internasjonalt.  
Elsket nasjonalt.

## MISJON

Like muligheter

INTRO  
VERDIER

**BANEBRYTER**

**KUL**

**NÆR**

**EKTE**

LERKENDAL STADION

# INNHOOLD

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# LOGO



## LOGO PRIMÆRE VERSJONER

These are our two primary logo versions.

The background that the logo sits on will dictate what version should be used.

It is important to use the correct version for brand legibility and consistency.

### PRIMÆRVERSJON POSITIV

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### PRIMÆRVERSJON NEGATIV

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## LOGO BOX VERSJONER

Our box versions can be used as an alternative to the primary versions.

The correct version still needs to be used when it comes to the background colour.

### BOX VERSJON POSITIV

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### BOX VERSJON NEGATIV

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## LOGO SVART & HVIT

Black and white versions of our logo can be used when there is a limit on colour.

The correct version still needs to be used when it comes to the background colour.



## LOGO MINIMUM STØRRELSE & AVSTAND

Here is a guide on sizing and spacing when using the logo.

### MINIMUM SIZING DIGITAL



100 PIXELS

### MINIMUM SIZING PRINT



30 MM

### MINIMUM SPACING

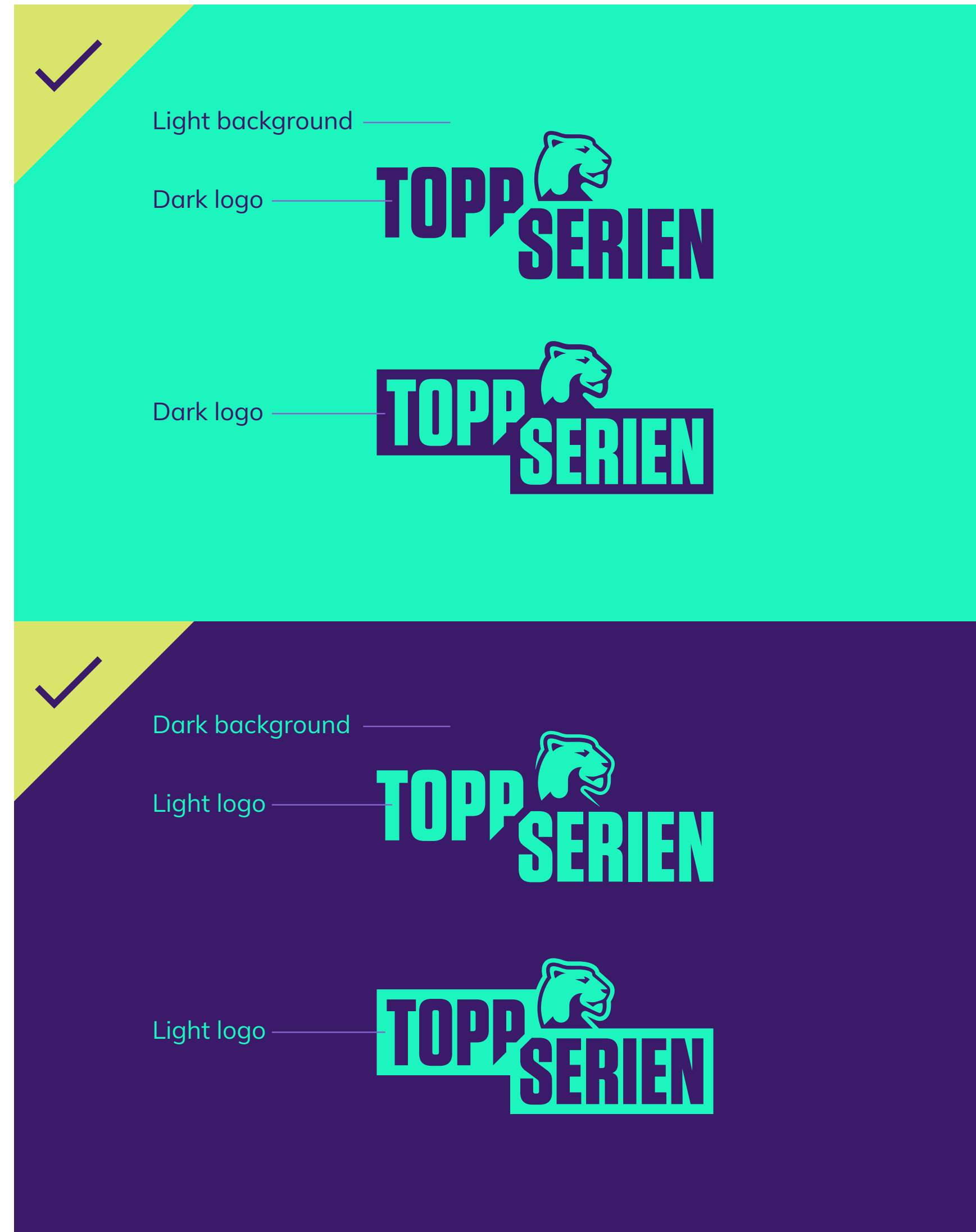


## LOGO POSITIV OG NEGATIV PLASS

Here is a guide of what logo should be used.

We need to avoid the negative space of the lioness being the darker colour.

### RIKTIG VERSJONER



### FEIL VERSJONER



## LOGO LOGO BACKGROUNDS

When using our logo on a background that isn't from our colour palette please revert to the mono versions. This will avoid any awkward colour clashes.

### POSITIV LOGO



### NEGATIV LOGO



## LOGO LOGO MISBRUK

Please make sure you do not misuse our logo in any way. If you are not sure then please get in touch.



**DON'T** reconfigure the logo in any way



**DON'T** put a harsh drop shadow behind the logo



**DON'T** distort the logo in any way



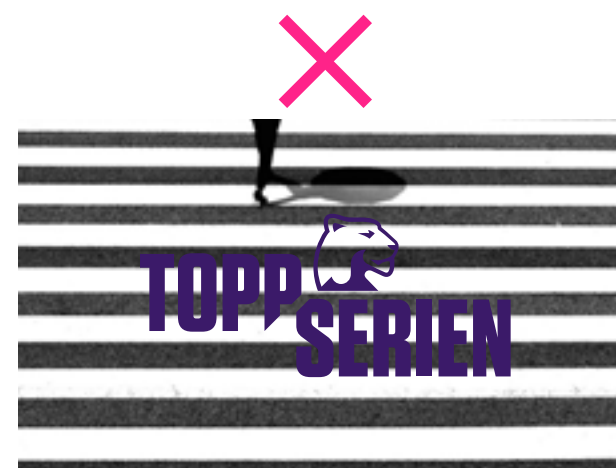
**DON'T** use the dark on light logo version in reverse



**DON'T** use the light on dark logo version in reverse



**DON'T** change the sizing of any part of the logo



**DON'T** use the logo on backgrounds where it affects legibility



**DON'T** have parts of the logo filled in with a colour vastly different to the background colour

## LOGO SHORTHAND

We have a shorthand logo that uses the lioness and the letters TS for Toppserien housed in a shield shape that takes influence from the 45 degree angle that is present within the primary logo versions.

The shorthand logo is a secondary option that can be used for small formats, social media and merchandise.



# FARGER



# FARGER PRIMÆR

The purple and teal are our two primary colours.

Along with our secondary colour palette, they are bold, vibrant and represent the modern, accessible brand that Toppserien wants to be.

**PANTONE**  
2685C

<b>C</b>	<b>M</b>	<b>Y</b>	<b>K</b>
92	100	24	12

<b>R</b>	<b>G</b>	<b>B</b>
59	26	105

**HEX**  
#3B1A69

**PANTONE**  
3385C

<b>C</b>	<b>M</b>	<b>Y</b>	<b>K</b>
64	0	51	0

<b>R</b>	<b>G</b>	<b>B</b>
28	245	190

**HEX**  
#1CF5BE



# FARGER SEKUNDÆR

**C** **M** **Y** **K**  
63 66 0 0

**R** **G** **B**  
133 100 206

**HEX**  
#8564CE

**C** **M** **Y** **K**  
22 0 69 0

**R** **G** **B**  
217 228 106

**HEX**  
#D9E46A

**C** **M** **Y** **K**  
0 47 18 0

**R** **G** **B**  
255 166 177

**HEX**  
#FFA6B1

**C** **M** **Y** **K**  
7 11 9 0

**R** **G** **B**  
239 230 229

**HEX**  
#EFE6E5

**C** **M** **Y** **K**  
0 90 3 0

**R** **G** **B**  
255 35 137

**HEX**  
#FF2389

**C** **M** **Y** **K**  
93 73 0 0

**R** **G** **B**  
0 27 255

**HEX**  
#001BFF

# TYPOGRAFI



TYPOGRAFI  
**PRIMÆR**

Acumin Variable Concept Extra Condensed Black is our primary font which should be used for headlines.

**Måååååå**

**ACUMIN VARIABLE  
CONCEPT  
EXTRA CONDENSED  
BLACK**

**AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz  
0123456789**

TYPOGRAFI  
**SEKUNDÆR**

Mulish Regular and Bold is our secondary font which should be used for body copy.

Mål

MULISH  
REGULAR

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz  
0123456789

Mål

MULISH  
BOLD

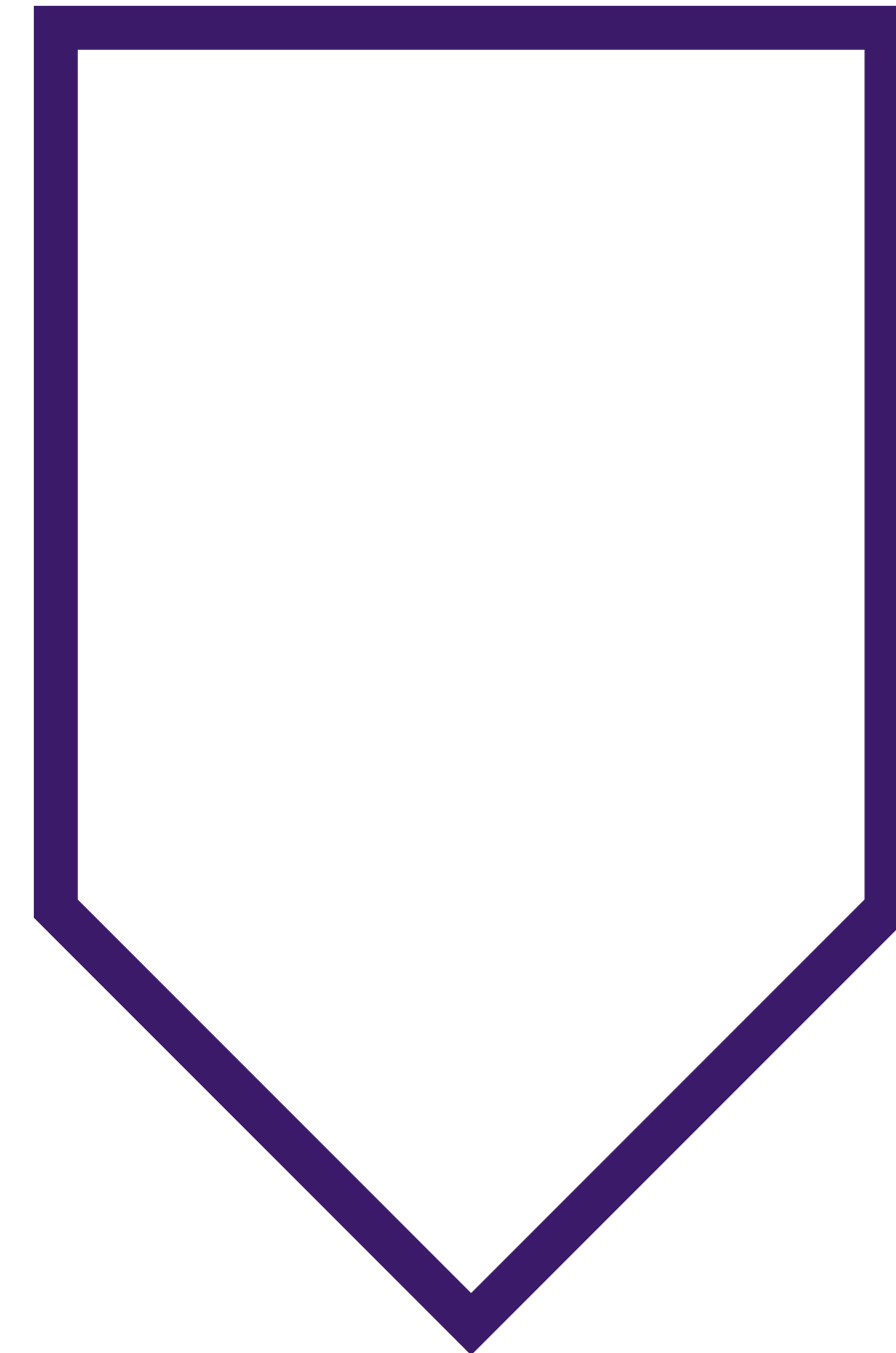
AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz  
0123456789

# GRAFISK ELEMENT



## GRAFISK ELEMENT SKJOLD

We can take the shield shape from our shorthand logo to create a graphic element that can be used to frame key information, photography or just for decoration.



## GRAFISK ELEMENT SKJOLD SOM EN FORM

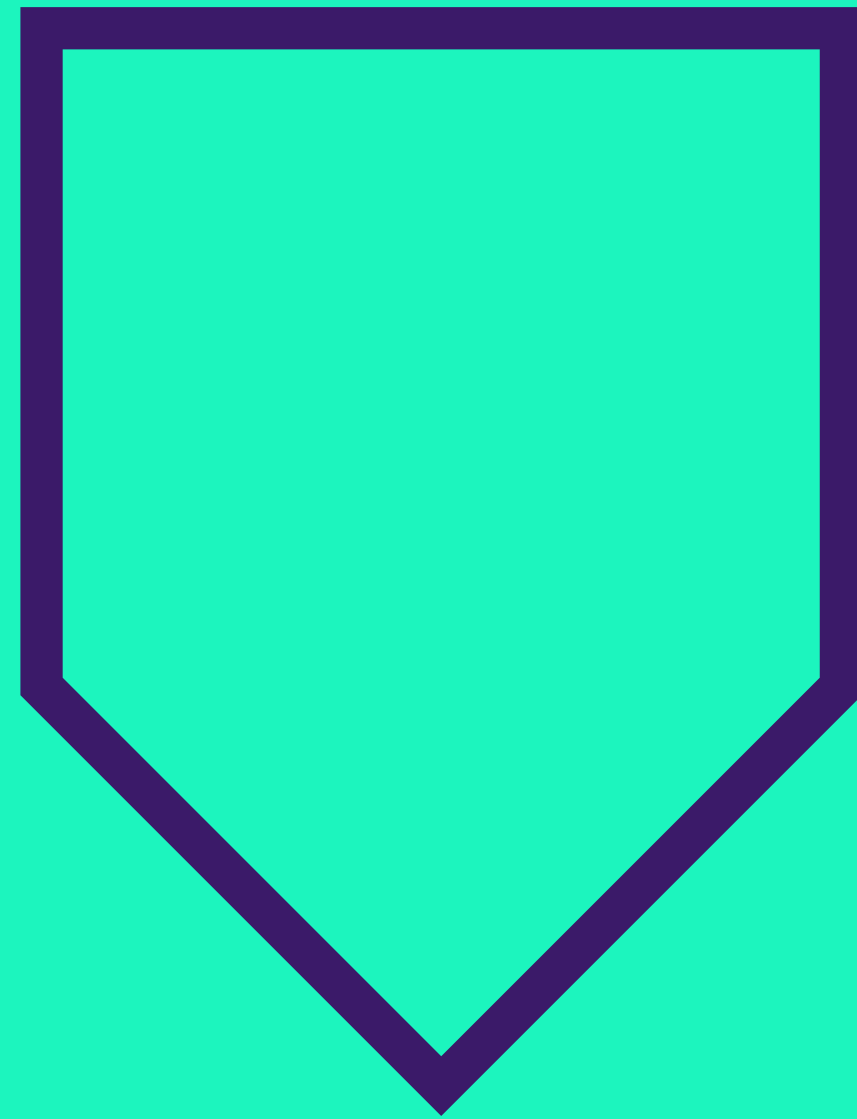
Our shield shape can be used in a variety of different ways.

This allows us to be flexible while still maintaining an element of consistency throughout our communications.

It can also be used in a repeating pattern for decoration.

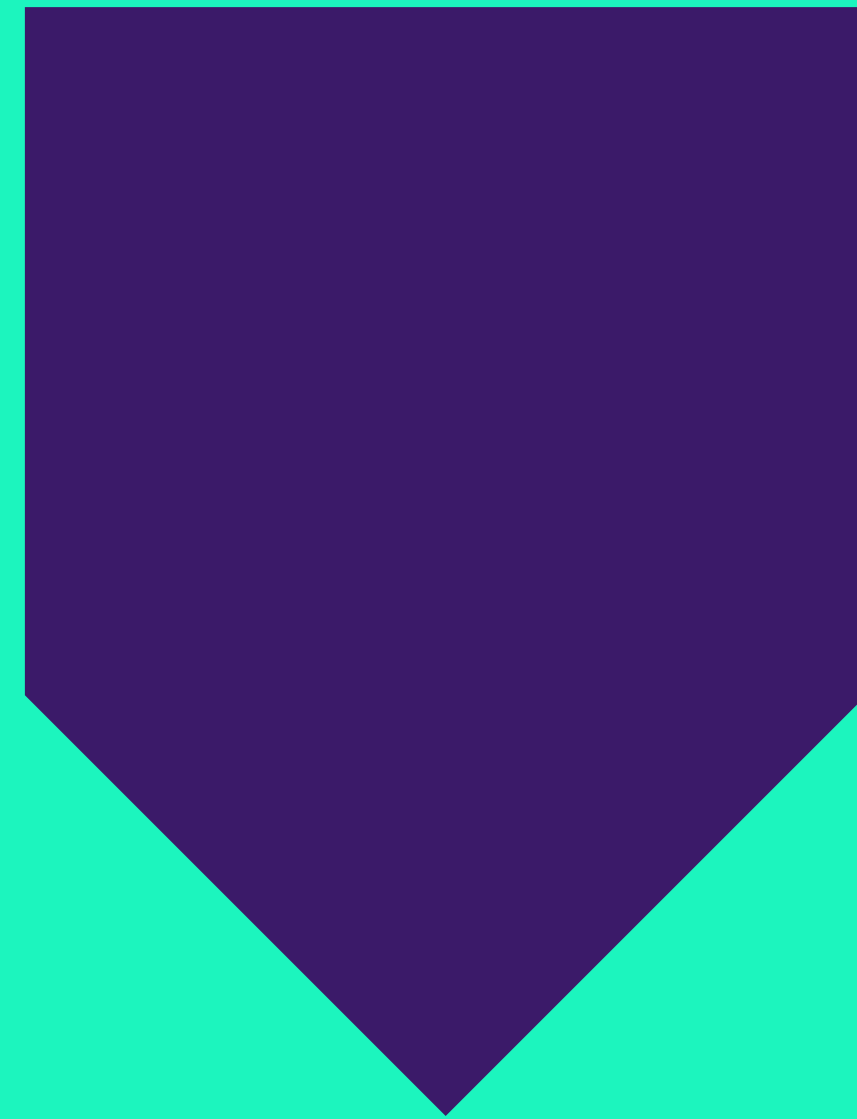
### 1. BOLD OUTLINE

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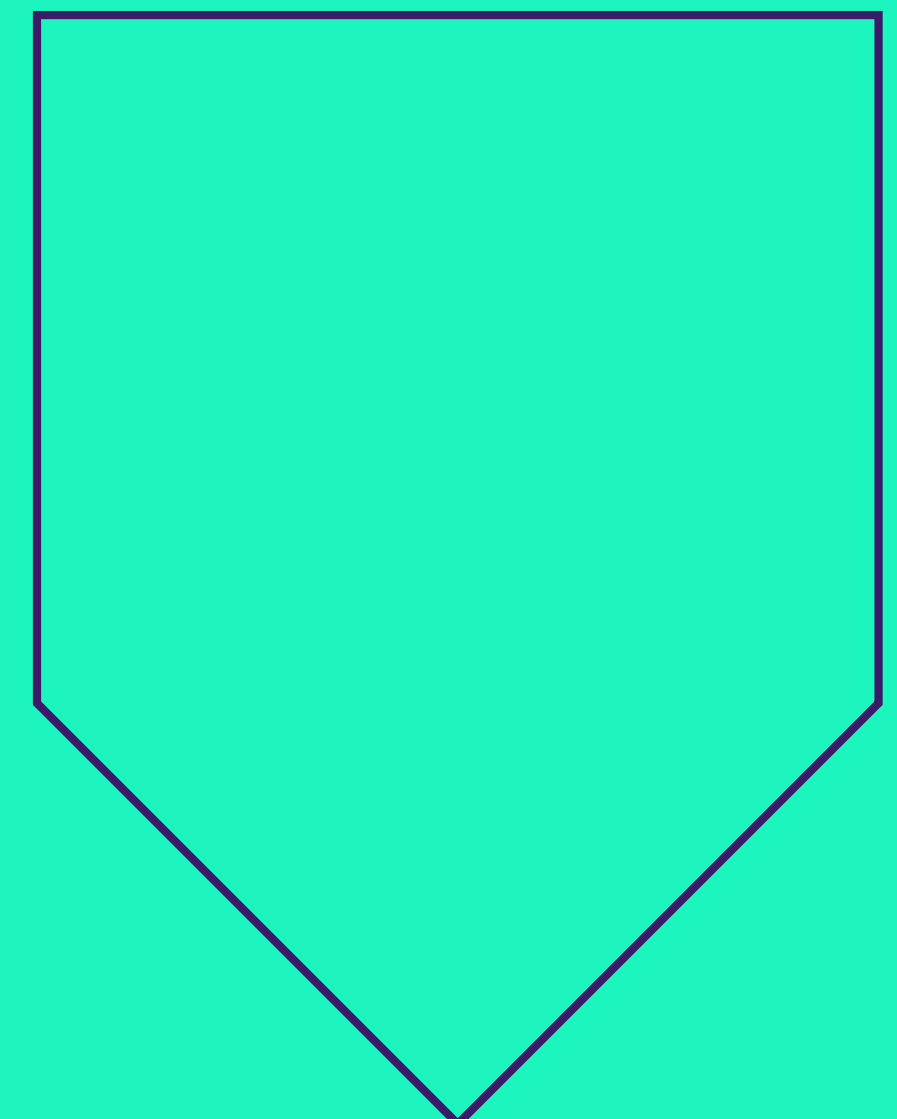
### 2. FILLED SHAPE

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### 3. ADJUSTABLE LINE WEIGHT

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## GRAFISK ELEMENT SKJOLD MED FOTOGRAFI

Here are examples of how photography can be incorporated with the shield shape.

### 1. CUT OUT PHOTOGRAPHY



### 2. FILLING THE SHIELD SHAPE



### 3. SITING BEHIND THE SHIELD SHAPE





# FOTOSTIL



## FOTOSTIL SEKSJONER

When selecting photography we want the shots we use to fit into the following sections.



# FOTOSTIL EKTE, NÆRT, INSPIRERENDE



# FOTOSTIL GLEDE, GODE PRESENTASJONER



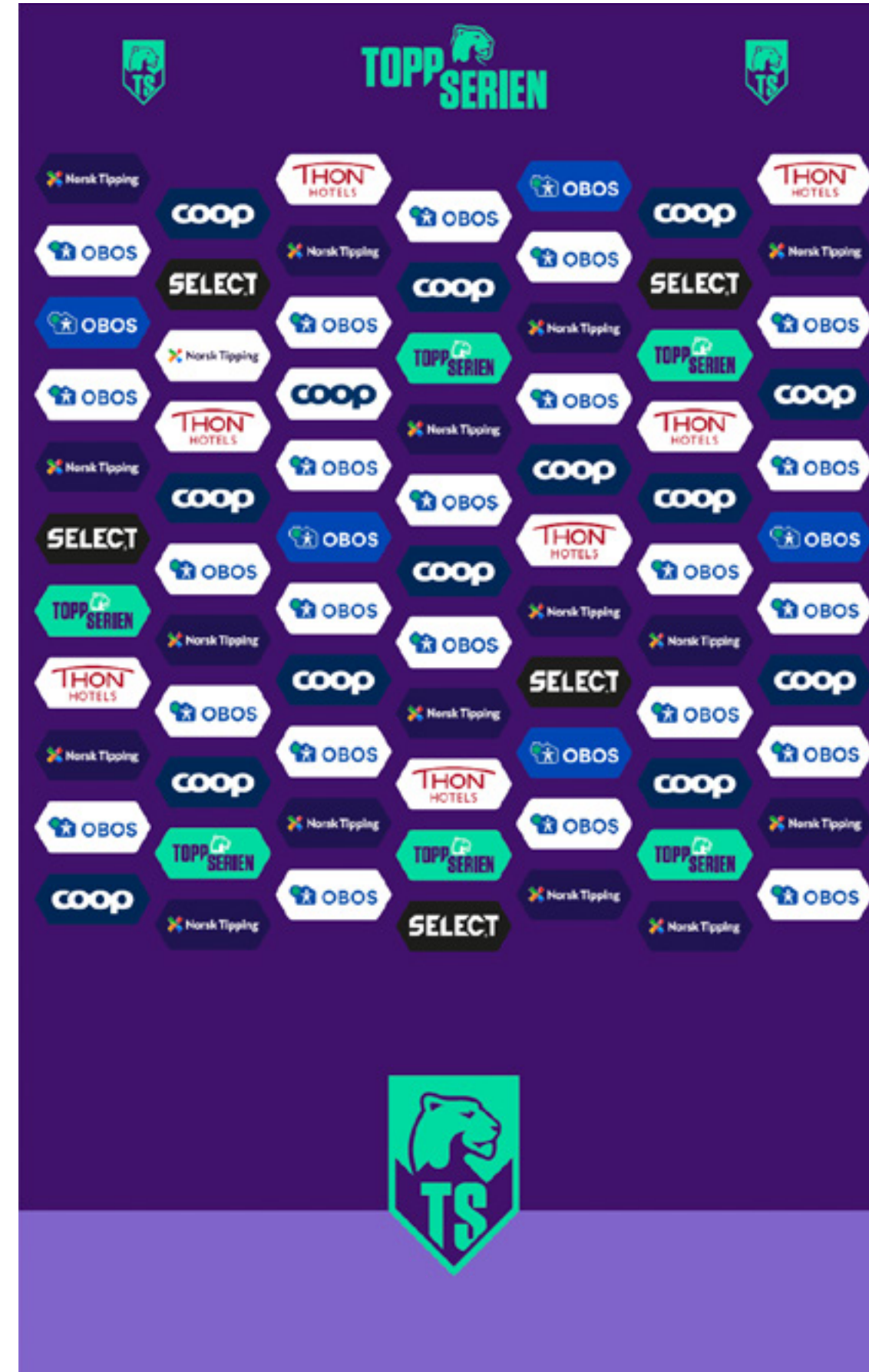
# FOTOSTIL GODE PUBLIKUMSBILDER



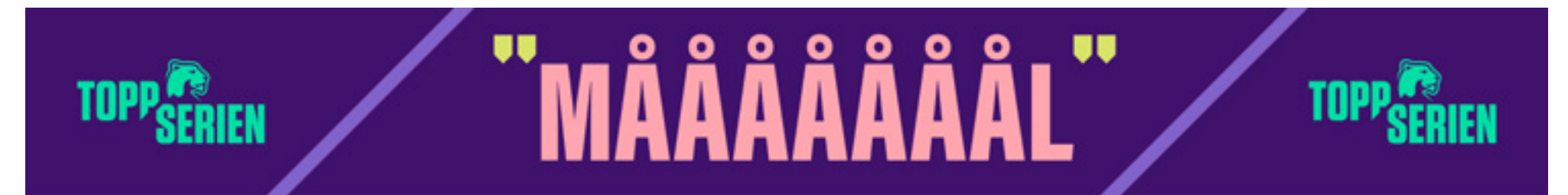
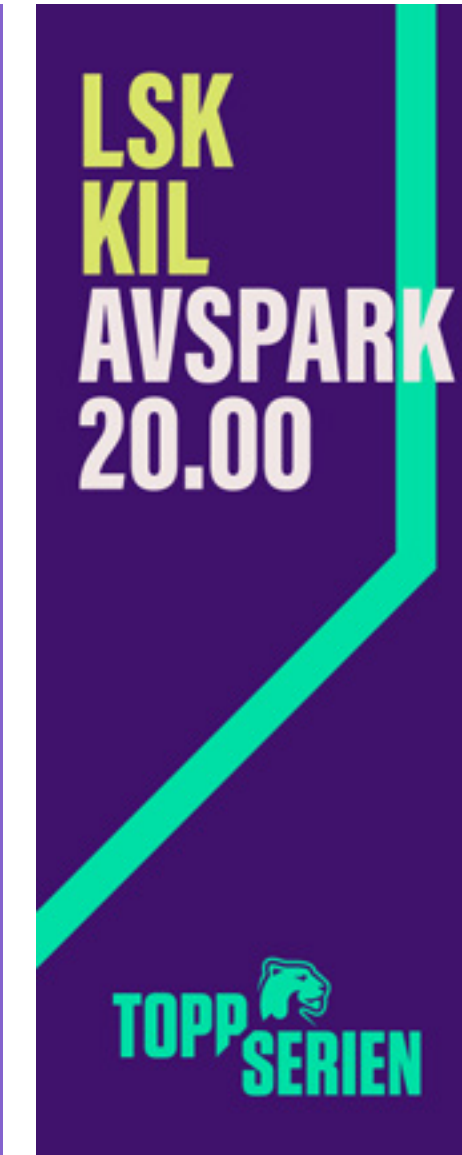
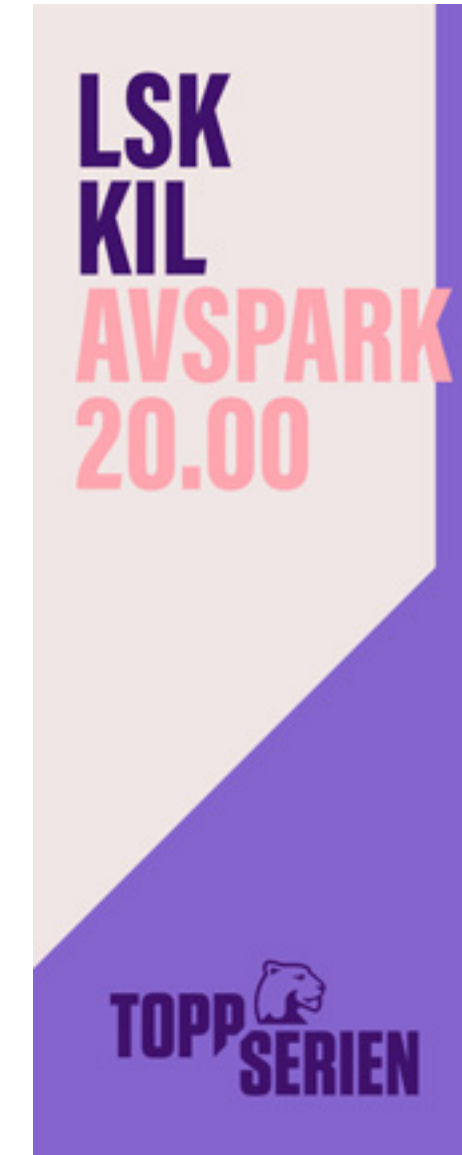
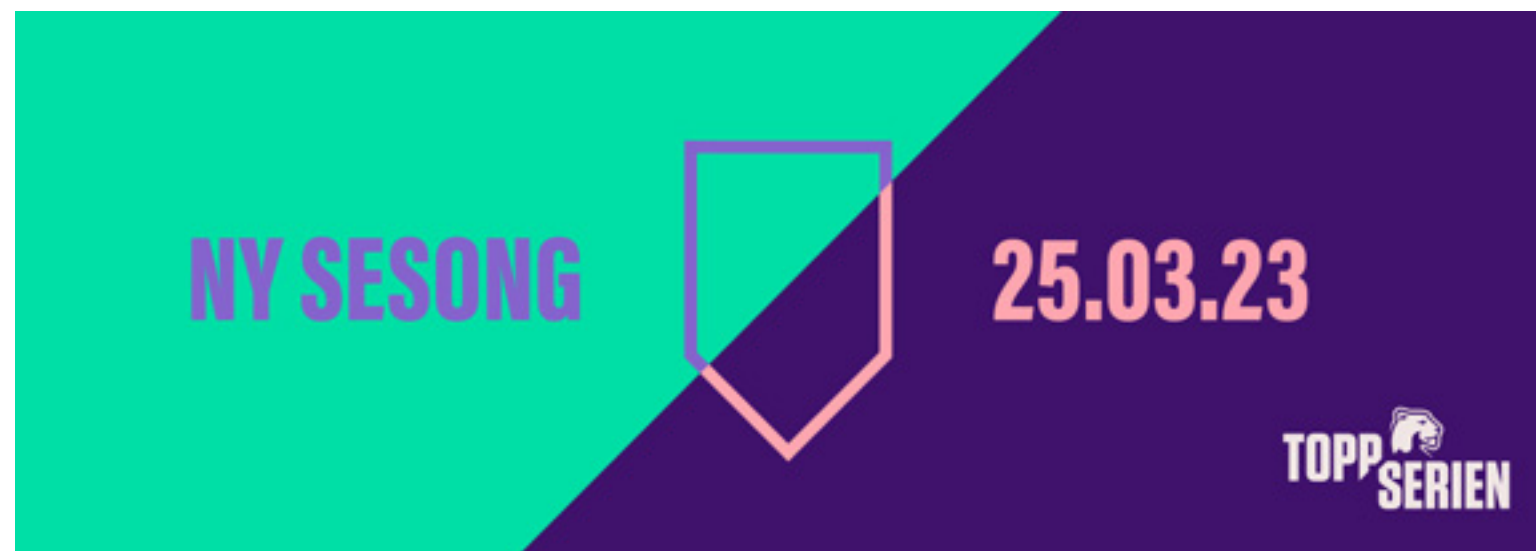
# EKSEMPLER



# EKSEMPLER SPONSORER LOGO MULIGHETER

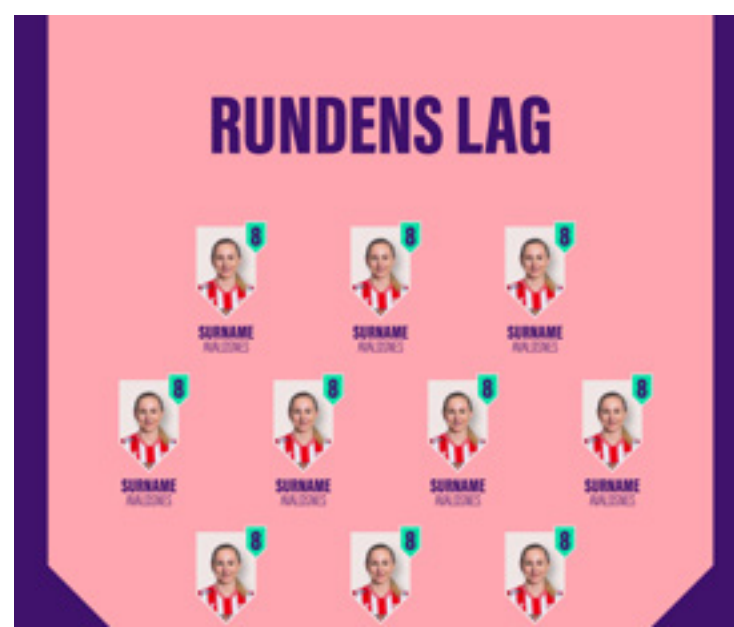
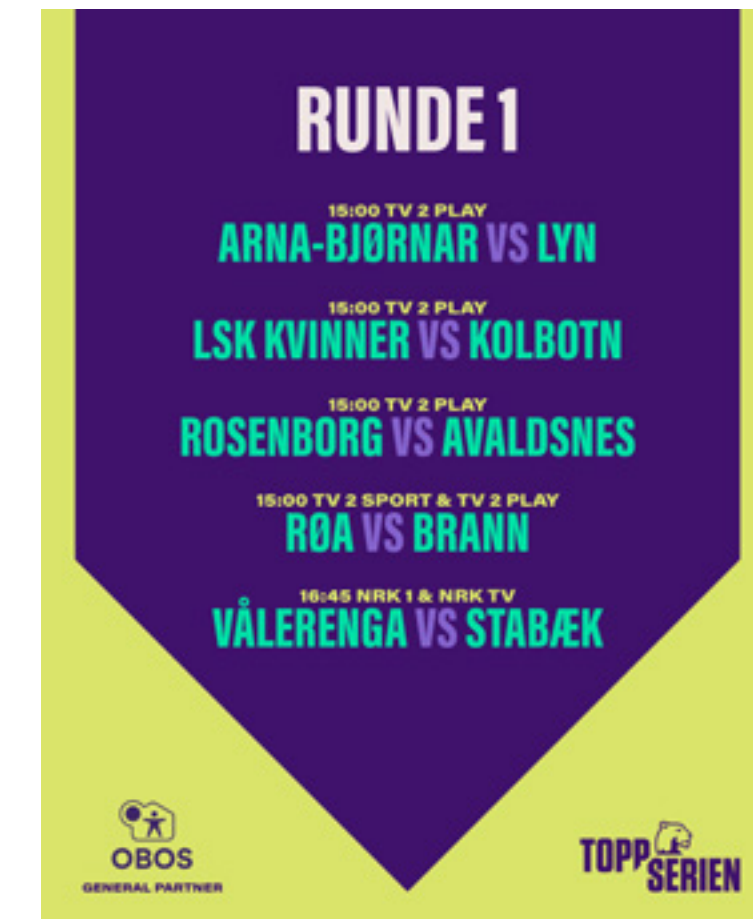
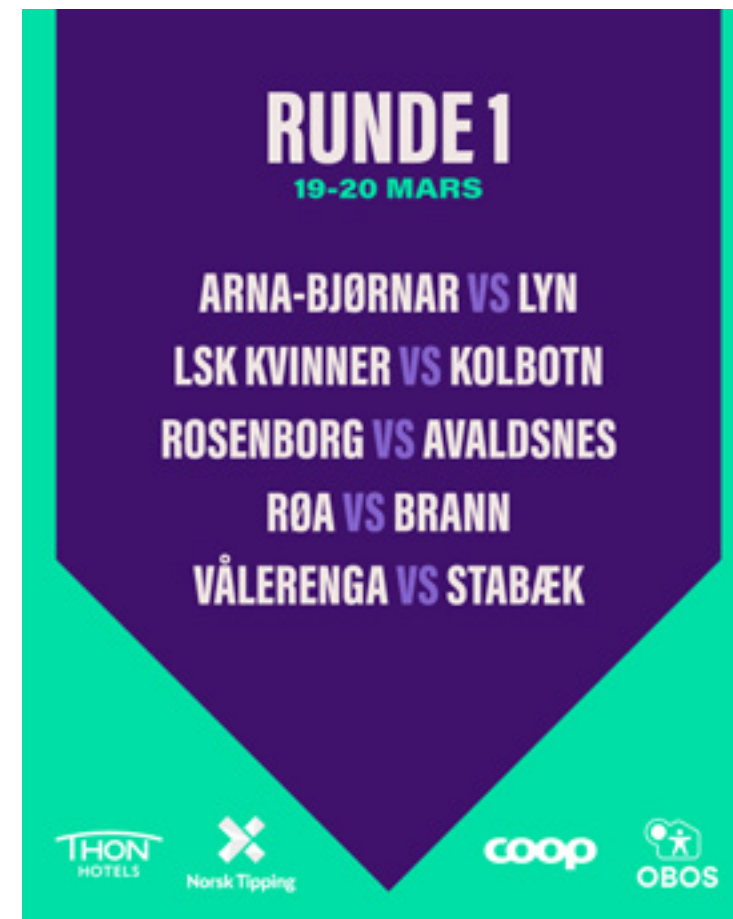
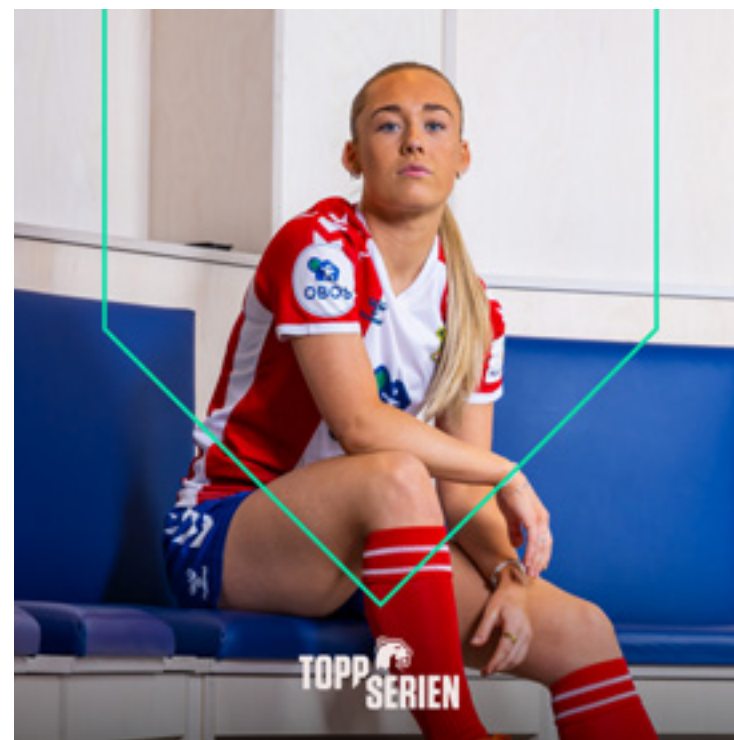
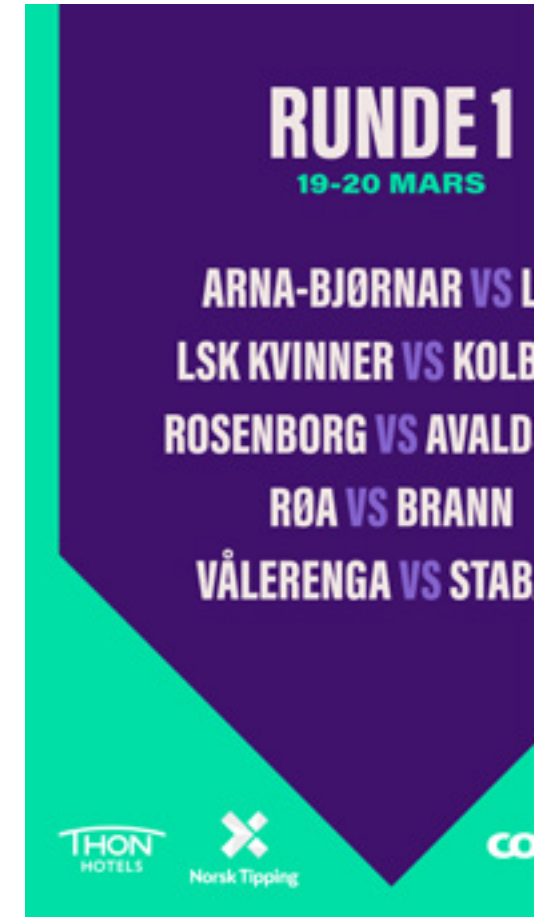
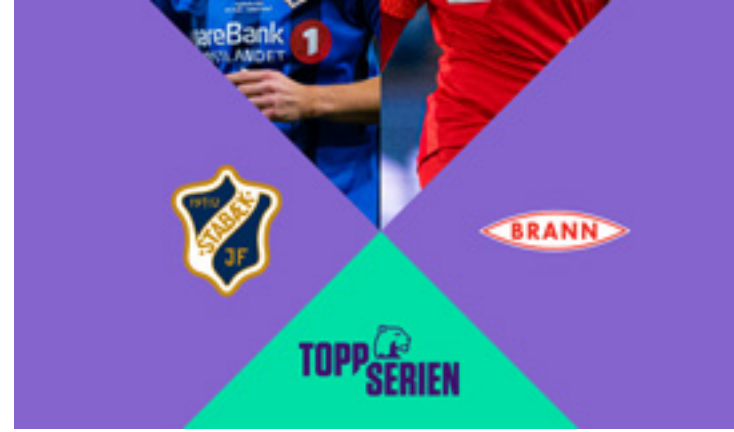


# EKSEMPLER BANNERE





# EKSEMPLER SOSIALE MEDIER





## CONTACT

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