



Brand Book

Content



Overview	3
Tone of Voice	4
Logo Placement	5
Main Colors	13
Fonts	14

Heart of our brand

At the heart of our brand is innovation bravery.

Northern Data Group is continuously building for the furthest technology roadmaps. We have three standalone divisions dedicated to core business activities: **Taiga Cloud**, **Ardent Data Centers** and **Peak Mining**.

Each of the divisions are positioned to capitalize on the booming demand for high-performance compute power – something Northern Data Group believes has the potential to unlock unprecedented opportunities for business, research and development, and ultimately societal progress.

Northern Data Group's mission is to develop advanced computing infrastructure that pioneers ambitious computing innovation and drives technological leaps, from generative AI and scientific research to immersive digital environments and the blockchain.

The language and visual elements we use across the brand are essential to effectively conveying our purpose, mission, and vision.



How we communicate

Northern Data Group is a forward-looking, dynamic business with an exciting and diverse offering. The language used in all external communications must capture this energy, expertise, and positive focus of the business. This includes everything from external-facing spokespeople who embody the brand, to commentary in the media and content for owned channels.

Brand attributes and associated editorial guidelines:

Dynamic

This can be communicated in snappy, to-the-point language. Use short sentences and simple language where possible. Choose a smaller number of impactful adjectives within a sentence, rather than a string of descriptors. Technical language and jargon may be used minimally, when relevant.

Positive

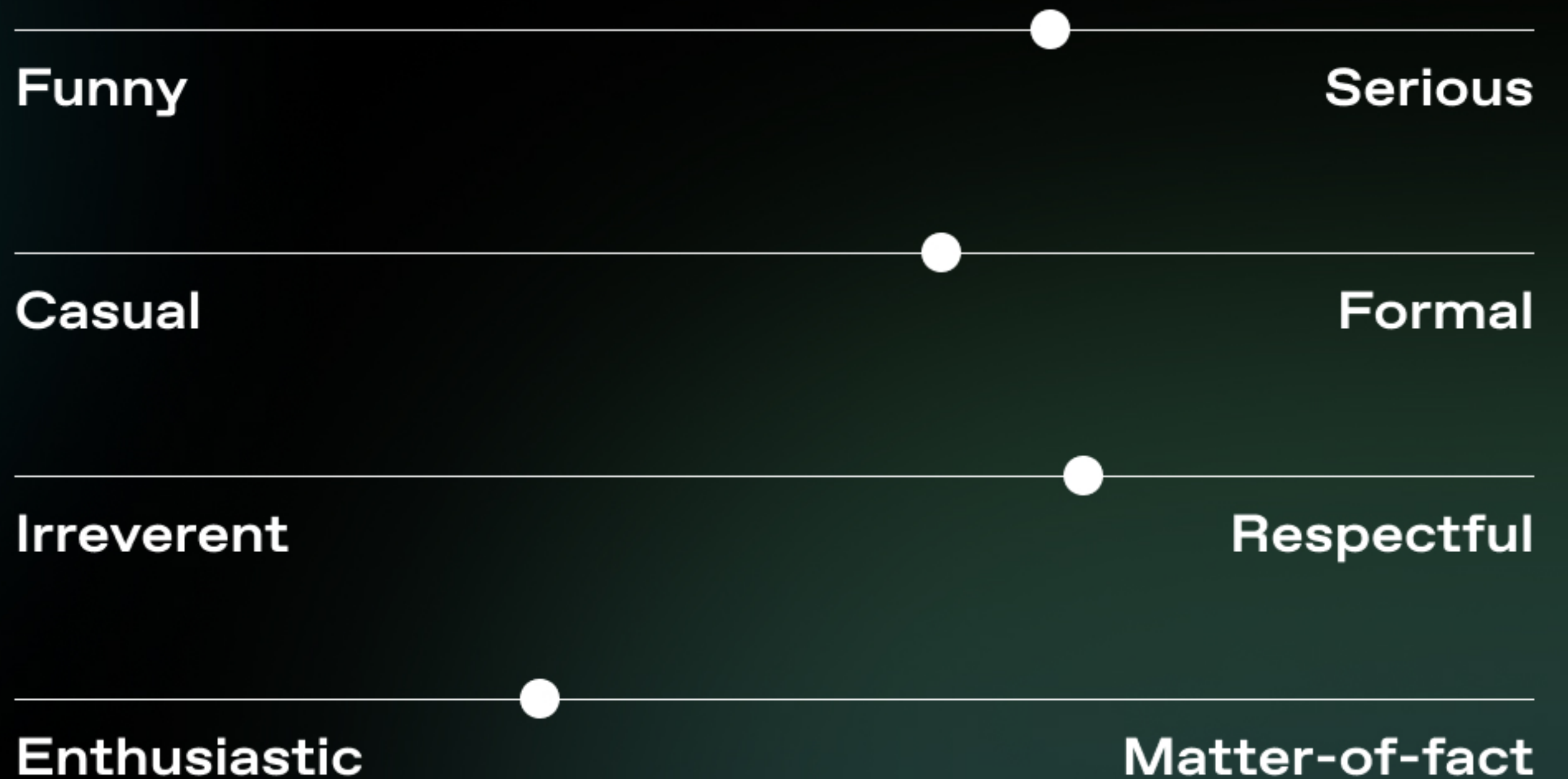
The focus of our brand is on the possibilities of a positive future. Practically, this would manifest in proactively dialing up hopeful messages rather than dwelling on issues. There must be an emphasis on solutions, rather than problems.

Confident

Northern Data Group doesn't fear the future and recognizes its part in shaping it. This will be communicated by using active voice where possible, opting for simple present rather than present continuous tense and choosing affirmative or proactive language e.g., 'We are building' rather than 'We are hoping to build'.

Responsible

Northern Data Group takes its work and its impact on the world seriously, and isn't flippant about the social, moral, or environmental impact of its work. This must be reflected in humble, understated language when speaking about our societal impact.



Logo / Variants



LOGO



LOGO LOCKUP - DEFAULT



LOGO LOCKUP - REVERSE



LOGO - ICON - BLACK - WHITE

When used on a dark background, utilize the logo in color or in 100% white (#ffffff). The light color representation is preferred in both cases.

When used on a light background, employ the logo in color or in dark gray (#303031), accompanied by the color logo symbol in the green gradient. The dark color representation is preferred in both cases.

In terms of placement, preferably the logo should be positioned at the upper left side. In certain instances, such as on the back of flyers or in LinkedIn messages, the logo or symbol can be placed at the bottom of left or right side.

Please follow the specified minimum size and clear space measurements. The clear space should always be equivalent to 100% of the height and width of the letter "N" in the "Northern Data" word.

Logo - Whitespace



Logo / Best Practices



✔ Do



✔ Do



✔ Do



✘ Don't



✘ Don't



✘ Don't

Group Logos / Variants



LOGO LOCKUP - DEFAULT



LOGO LOCKUP - REVERSE

When wanting to show the all of the Northern Data brands together, Northern Data should still stand on it's own and the 3 other logos should be grouped together. As the logos sit alongside the Northern Data logo, the tagline is removed in this instance.

When used on a dark background, utilize the logo in 100% white (#ffffff).

When used on a light background, employ the logo in dark gray (#303031).

In terms of placement, this group of logos will sit alongside the Northern Data logo but diagonally opposite. See usage examples on page 11.

Please follow the specified minimum size and clear space measurements. The clear space should always be equivalent to 100% of the height and width of the logo mark of 'Ardent'.

Group Logos - White Space



Digital



Print



Group Logos / Best Practices



✔ Do



✘ Don't



✔ Do



✘ Don't



✔ Do

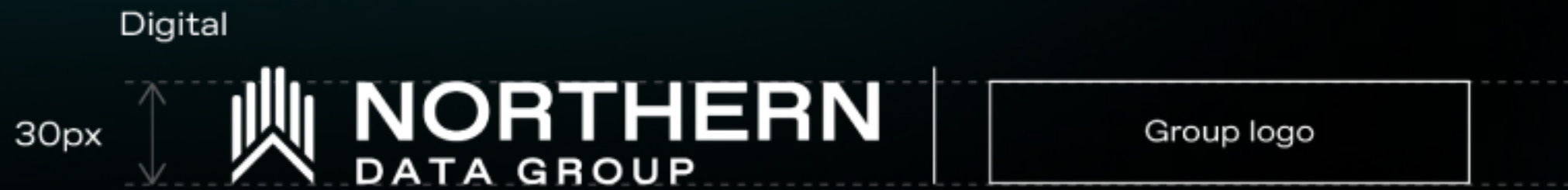


✘ Don't

Group Logos / Singular Lock Up

You can also use the Northern Data alongside only one of the other logos if needed. This page shows how to set up this lock up.

The group logo on the right hand side is used without the tagline as the Northern Data logo is present.

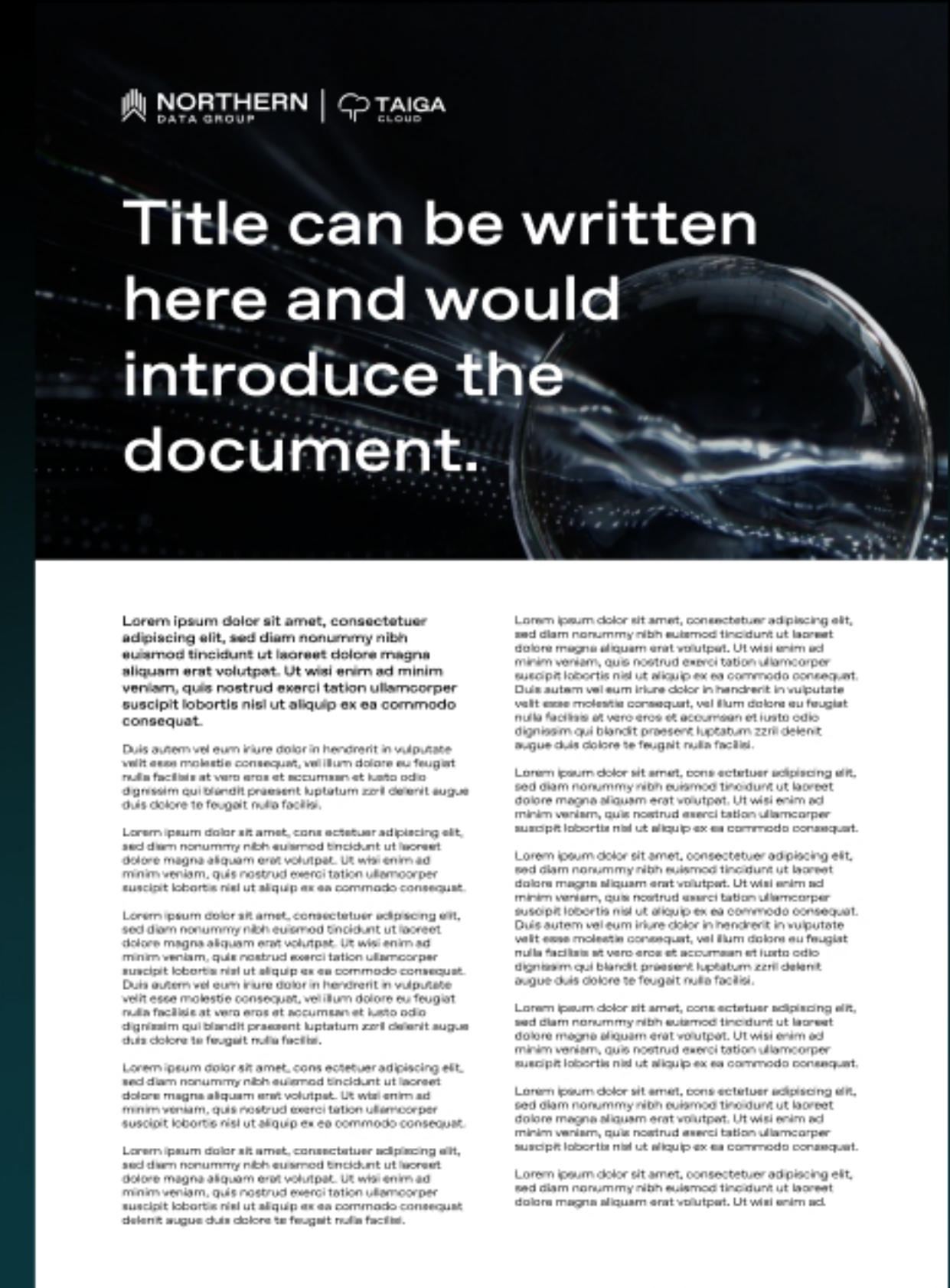


Group Logos / Usage Examples

Landscape



Portrait



Main Colors

These are the main colors used in all offline communications and corporate PowerPoints. When using the gradient, we prefer to use the variation from bottom green to top blue. The gradient from left to right is also acceptable, but always choose the variation that feels most visually calm.

Use cases colors:

Dark grey: for text and backgrounds (when white is not an option)

Blue: only as a highlight color or for charts

Green: only as a highlight color or for charts

Light grey: as the background or overline

Black: for text Gradient: to highlight numbers or sub-headlines

Blue	Green	Light grey	Dark Grey	Black
#6FC6D0 R111 G198 B208 C57 M0 Y21 K0	#AECC53 R174 G204 B83 C40 M0 Y80 K0	#D7D9D9 R215 G217 B217 C4 M0 Y0 K20	#303031 R48 G48 B49 C5 M0 Y0 K90	#000000 R0 G0 B0 C0 M0 Y0 K100

Blue #6FC6D0

Green #AECC53

Typography

Favorit Extended

Wherever possible, we use Favorit Extended. This is a sans serif typeface, intended for implementation within user interfaces.

Alle Menschen sind frei
und gleich an Würde und

Aa

Favorit Extended Medium

ABCĆDEFGHIJKLMNOPQR
SŠTUVWXYZŽabcćdefghijkl
mnopqrsštuvwxyzž1234567
890‘?’“!”(%)[#]{@}/&\←+÷×
=>®©\$€£¥¢::,,.*

Favorit Book

ABCĆDEFGHIJKLMNOPQRS
ŠTUVWXYZŽabcćdefghijklmn
opqrsštuvwxyzž1234567890‘?’
“!”(%)[#]{@}/&\←+÷×=>®©\$
€£¥¢::,,.*

Typography

Favorit

Extended

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcćdefghijklmnopqrstuvwxyz

1234567890‘?’“!”(%)[#{@}/&\←+÷×=

>®©\$€£¥¢::;,.*

Favorit Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

WXYZ

abcćdefghijklmnopqrstuvwxyz

1234567890‘?’“!”(%)[#{@}/&\←+

÷×=>®©\$€£¥¢::;,.*

Typography Text Style

Here is some guidance on which typography style should be used for the different type elements.

For use on dark backgrounds, type should be in white. When on a light background, type should be in dark grey.

Use the example layouts (p.27) to help guide you.

Favorit Extended Medium

Favorit Extended Medium is appropriate for most headlines

Kerning: -10pt
Leading: System suggestion

Headings should be at least twice the size of the paragraph copy but no more than 8 times the size of the paragraph copy.

The Headline

Favorit Book

For subheadings use Favorit Book.

Kerning: Opt
Leading: System suggestion

Subheadings should be smaller than the headline but bigger than the body/paragraph copy.

Subheading

Favorit Book

For paragraph and body copy use Favorit Book.

Kerning: Opt
Leading: System suggestion

Paragraphy copy will determine the size of the heading. It should be no smaller than 6pt.

Paragraph copy

Favorit Bold & Italic

To highlight elements such as links or phrases within paragraph and body copy, use Favorit Bold or Italics.

Kerning: Opt
Leading: System suggestion

When highlighting elements it should be the same size as the paragraph or body copy.

Highlighted elements
Highlighted elements

Contact

You should now have everything you need to confidently and correctly represent the Northern Data brand. However, if you have any questions or need assistance, please reach out to the marketing team:
marketing@northerndata.de