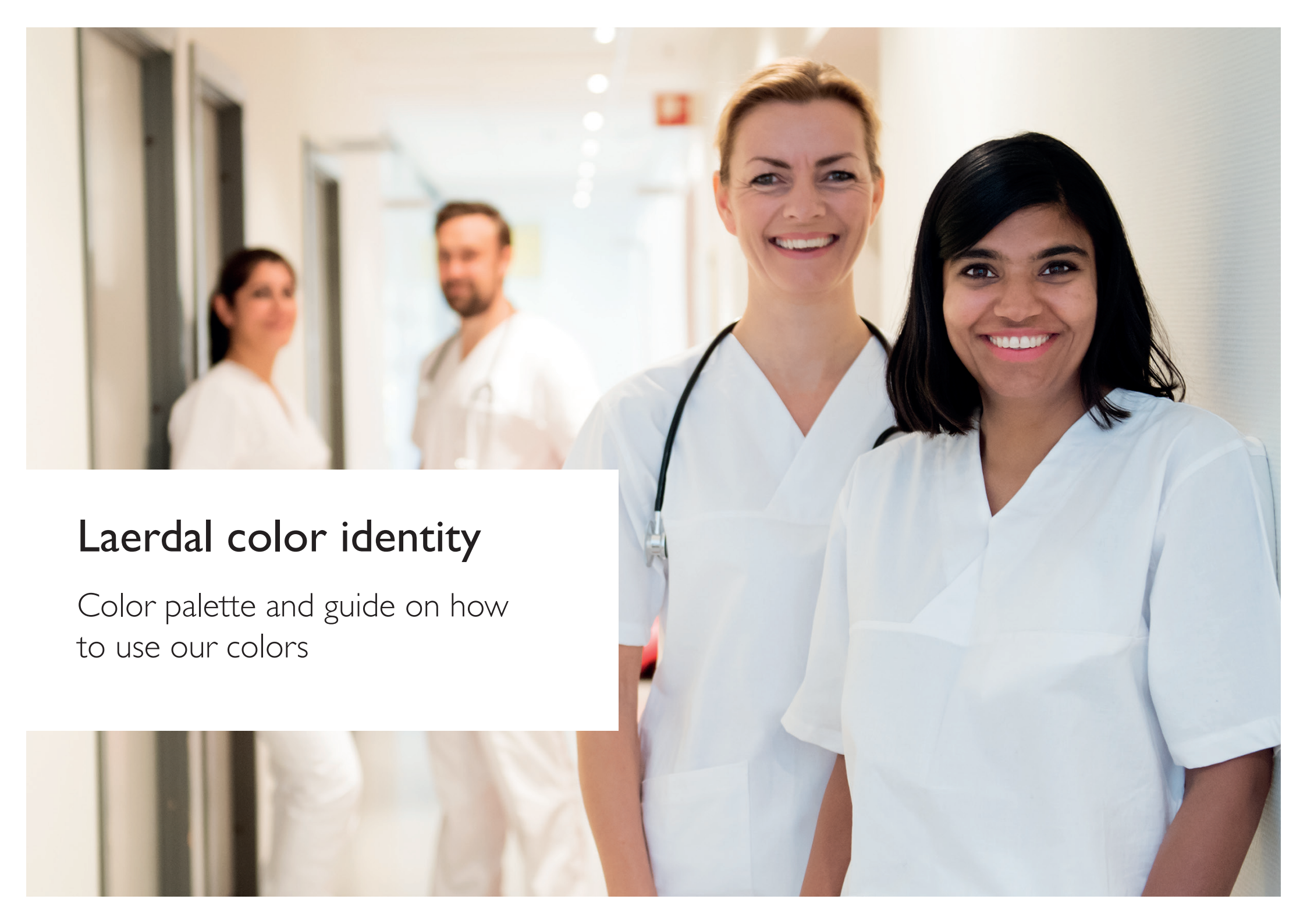




Laerdal color identity

Color palette and guide on how
to use our colors

**Colors spark ideas, create emotions, convey messages,
but most of all they help strengthen our identity.**

The Laerdal color palette has been chosen to represent our brand personality, use these colors to attract the eye and create focal points for our composition in ways that support the perception of Laerdal as a professional, trustworthy, responsive, committed, problem-solving and collaborative company.



The Laerdal color palette

Even though we have a color palette, it's important to note that Laerdal is a white brand. This means that the use of white space should be a prominent feature in our designs. White is also used to highlight and draw attention to the red of our logo and frame our images and illustrations. In color theory, white aids in mental clarity by clearing obstacles and clutter and encouraging the purification of thoughts and actions.

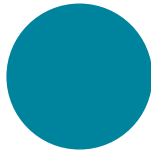


“ Only by staying true to our color palette and how we use it, can we hope to build a strong and recognizable impression of our brand.

White: 75%
Primary blue: 20%
Accent 1 or 2: 5%

Laerdal Color

Primary



#2b809d
RGB: 43 / 128 / 157
CMYK: 88 / 10 / 19 / 25
Pantone 7704



#124456
RGB: 18 / 68 / 86
CMYK: 93 / 32 / 26 / 61
Pantone 7708

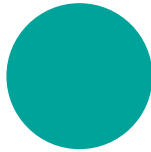


#b0d7e7
RGB: 176 / 215 / 231
CMYK: 41 / 0 / 10 / 0
Pantone 2975



#e6f7ff
RGB: 230 / 247 / 255
CMYK: 13 / 0 / 1 / 0
Pantone 656

Accent 1



#299791
RGB: 41 / 151 / 145
CMYK: 93 / 2 / 47 / 5
Pantone 3285



#094847
RGB: 9 / 72 / 71
CMYK: 96 / 21 / 50 / 62
Pantone 3292

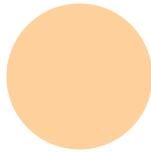


#a1d9d5
RGB: 161 / 217 / 213
CMYK: 48 / 0 / 24 / 0
Pantone 7471



#ddf8f8
RGB: 221 / 248 / 248
CMYK: 17 / 0 / 8 / 0
Pantone 317

Accent 2



#f7d6a5
RGB: 247 / 214 / 165
CMYK: 0 / 20 / 41 / 0
Pantone 7507



#673327
RGB: 103 / 51 / 39
CMYK: 24 / 79 / 75 / 52
Pantone 7594



#af8566
RGB: 175 / 133 / 102
CMYK: 17 / 46 / 57 / 16
Pantone 7515



#fcf3e5
RGB: 252 / 243 / 229
CMYK: 0 / 5 / 12 / 0
Pantone 7604



Informative headline

A good and exciting tagline that gives a curiosity to find out more about us

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[Learn more at Laerdal.com/Nam esquis doloreste landiam](#)




Informative headline

A good and exciting headline that gives a curiosity to find out more about the content

Onsecepeno officius, nis cus alibea veneciae et laborro berandae conim et volest est.

[Learn More](#)

[Learn more at Laerdal.com/Nam esquis doloreste landiam](#)




Informative headline

A good and exciting tagline that gives a curiosity to find out more about us

[Learn More](#)

[Learn more at Laerdal.com/Nam esquis doloreste landiam](#)

The overall look and feel of Laerdal design compositions should:

- Be bright and flooded with light
- Feel positive and calm
- Inspire hope

Use the Laerdal color palette to:

- Balance the overall look and feel
- Add contrast
- Create rhythm and tension in the composition
- Guide attention towards important information



**Informative headline,
more concrete**

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- eum faccus stium eum
- fugit quid ut es

Orumque dlt qui duntorerum ipsum hila sinus volerei cae

Hsdngfg adg dfham ndfn adfhdh



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**Informative headline,
more concrete**

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Laerdal red:

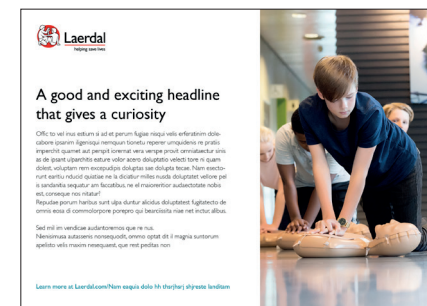
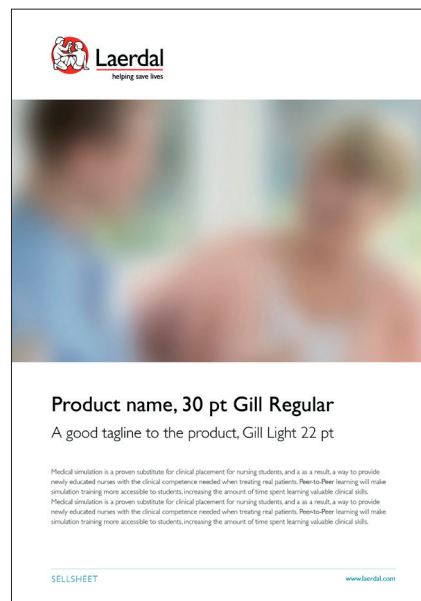
Red is reserved for the Laerdal logo and should not be used in any other design elements. The only exception to this is the need to alert users to danger or inform a user that a wrong choice or action has been made.





Primary color

Our primary color is blue, meaning that whenever we use colors in our designs outside of photographs and illustrations, blue should be visually dominant. The primary color should not cover more than 20% of the overall design surface



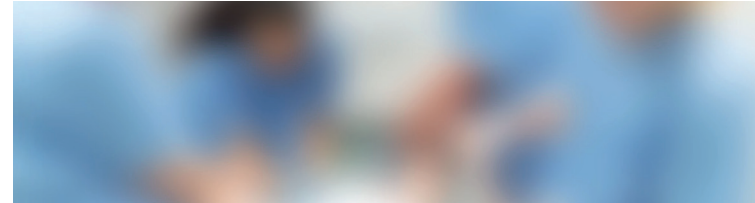
Do:

- Use the primary color for visually dominant objects
- Use the primary color to draw attention to important information

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Colored box to highlight any text or to create a more interesting layout.

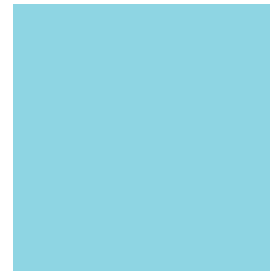


Use gradients to balance the overall design

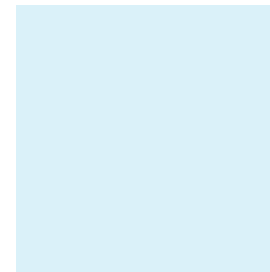
The primary color may also be used in various gradients if there is a need to balance the design with lighter or darker colors to balance the other visual elements of the composition.



Primary 800



Primary 200



Primary 50





Laerdal
helping save lives

Informative headline, more concrete

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Webadress or something else dfggadh dfext we want to stand out. dfgsdfhd hfh dfhsdfh dfshdsfhdfadf

In this example, a light gradient is used as background for the text. This benefits the overall balance of the design as the main image has several large areas of dark colors.



Visit us at Nordic First Aid and learn more about our NEW products

Training adapted to you provides confidence and enhances the ability to learn

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[Learn More](#)



Laerdal
helping save lives

In this example, the balance between the image and other color elements is maintained with the use of a dark gradient of the primary color.



Accent colour

Our accent color is Teal (green) and Sand (brown). Accent colors are used as support for the primary color when the balance and structure of the design needs additional color support.

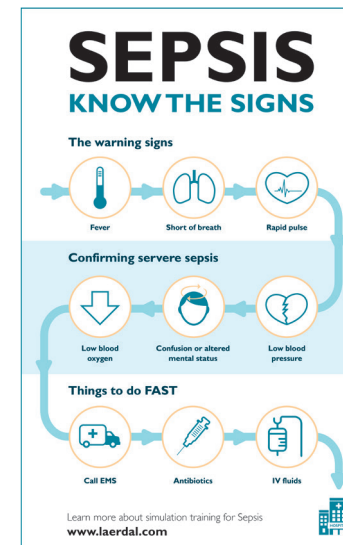
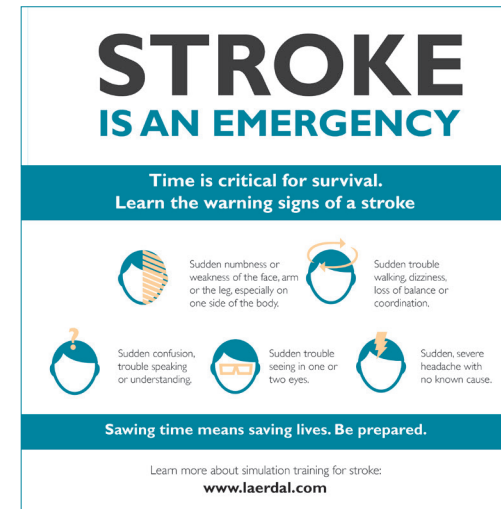
Accent colors should maximum cover 5% of the total design surface.

Do:

- Use accent colors for supportive non-dominant elements
- As with the primary color, use accent color gradients to balance the overall design

Don't:

- Use accent colors without the primary color
- Use both accent colors at the same time



Use gradients to balance the overall design

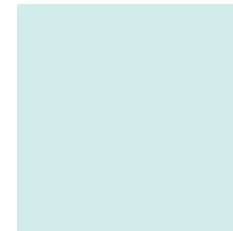
The accent color may also be used in various gradients if there is a need to balance the design with lighter or darker colors to balance the other visual elements of the composition.



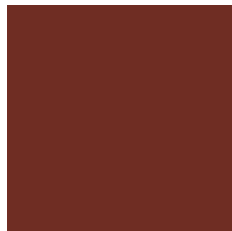
Accent 1_800



Accent 1_ 200



Accent 1_ 50



Accent 2_800



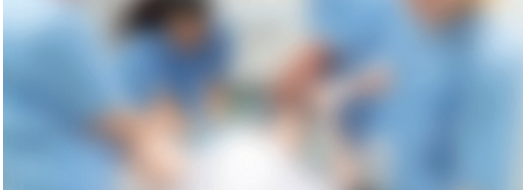
Accent 2_ 500



Accent 2_ 50

Use accent gradients if needed in the layout to make the layout and storytelling more clear.





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Video Debriefing Point of care Ultrasound Patient Monitoring Ventilation Management Bleeding Control

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Colored box to highlight any text or to create a more interesting layout.





For more information, visit www.laerdal.com

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