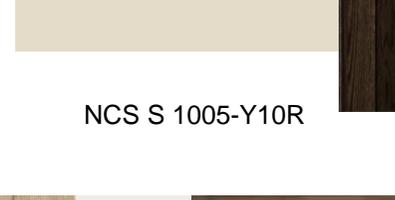


# NOR NORM

# LOOK & FEEL EXPRESSIONS BOOK



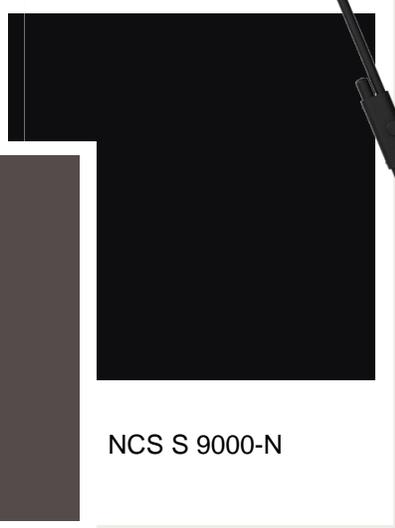
NCS S 0300-N



NCS S 1005-Y10R



NCS S 7502-R



NCS S 9000-N



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# INTRODUCTION

The diversity of nature and landscapes in the Nordic countries was the starting point for the design aesthetic at NORNORM, captured in **12 Nordic look & feel expressions**.

Essential is the simple high-quality design and the relationship between the materials and the more subtle colours. While embracing influences from many places in the world, we wish to stay connected to our Nordic roots.

Colour is an important place to start when defining any design style, acting as a backdrop for the rest of the design, and helps to cohesively bring separate elements together.

Our colour palette relies heavily on neutrals; most notably whites, naturals and tans, with accents of black to create sharp contrasts. It isn't completely devoid of colour, but overall the spaces tend to be more monochromatic, with different hues coming into play as accents. The colour palette is inspired by nature, so colour choices are typically muted, from dirty pastels to dark warm autumn shades.

The interplay between quality of materials, simple shapes, clean lines and colours reflect who we are and **the visual identity of NORNORM**.

# 12

## NORDIC LOOK & FEEL EXPRESSIONS

# 12 NORDIC LOOK & FEEL EXPRESSIONS

## 3 BASICS



NORDIC LIGHT



NORDIC DARK



NORDIC BLACK & WHITE

## 9 ADD-ONS

NORDIC LIGHT GREEN



NORDIC DARK GREEN



NORDIC LIGHT BLUE



NORDIC DARK BLUE



NORDIC LIGHT RED



NORDIC DARK RED



NORDIC LIGHT YELLOW



NORDIC DARK YELLOW



NORDIC LIGHT MULTI



# THE 3 BASICS

**Nordic Light, Nordic Dark and Nordic Black and White**, are the 3 Basic expressions, forming the foundation for creating the 12 Nordic look & feel expressions.

They incorporate classic elements of the Scandinavian style, use plenty of natural materials, emphasize clean lines, and have a neutral colour palette. They are neither too minimal nor too cluttered, but are rather an uncomplicated mix of elements, with a focus on functionality and simplicity.

Not only timeless, the **3 Basics** evoke a sense of calm and relaxation, stimulate creativity, well-being and cooperation, as well as spearheading the design aesthetic of the workspace solutions we are creating at **NORNORM**.

# 3

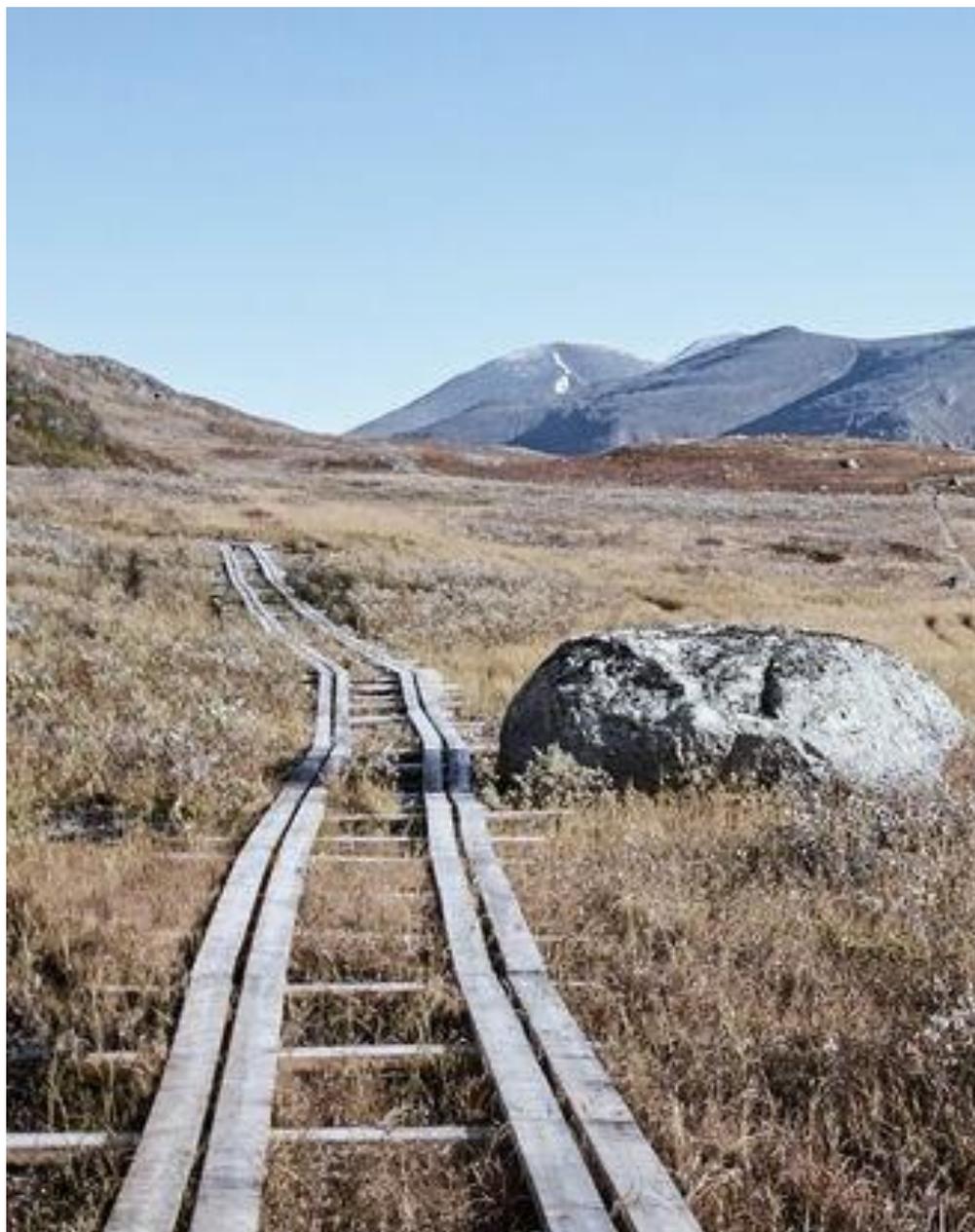
BASICS

01 NORDIC LIGHT

02 NORDIC DARK

03 NORDIC BLACK & WHITE

NORDIC LIGHT



# NORDIC LIGHT

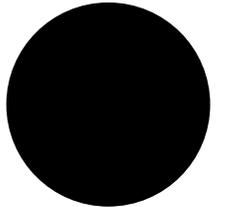
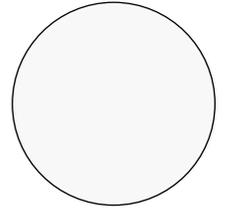
moodboard

200

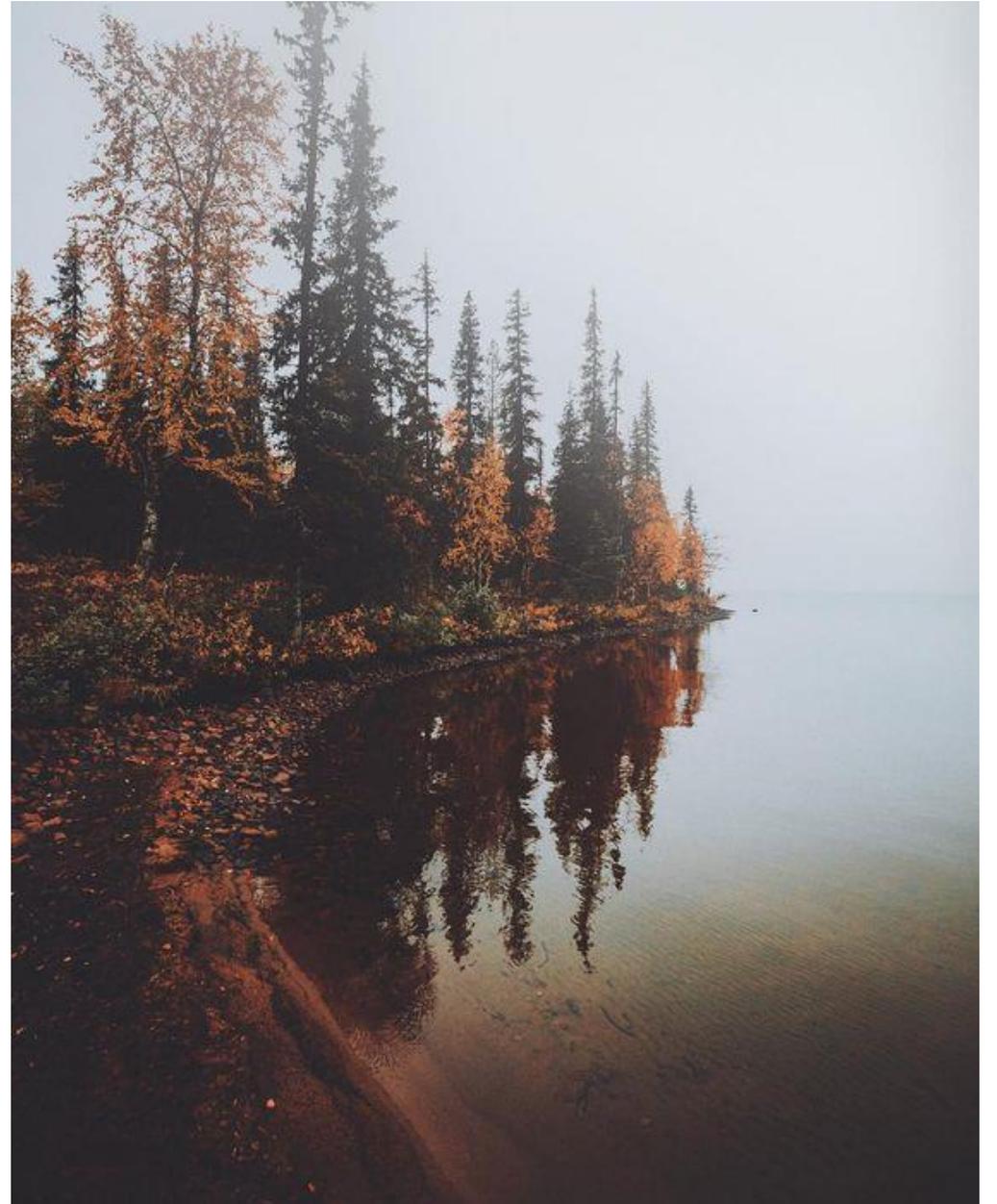


# NORDIC LIGHT

200



NORDIC DARK



# NORDIC DARK moodboard



# NORDIC DARK

202



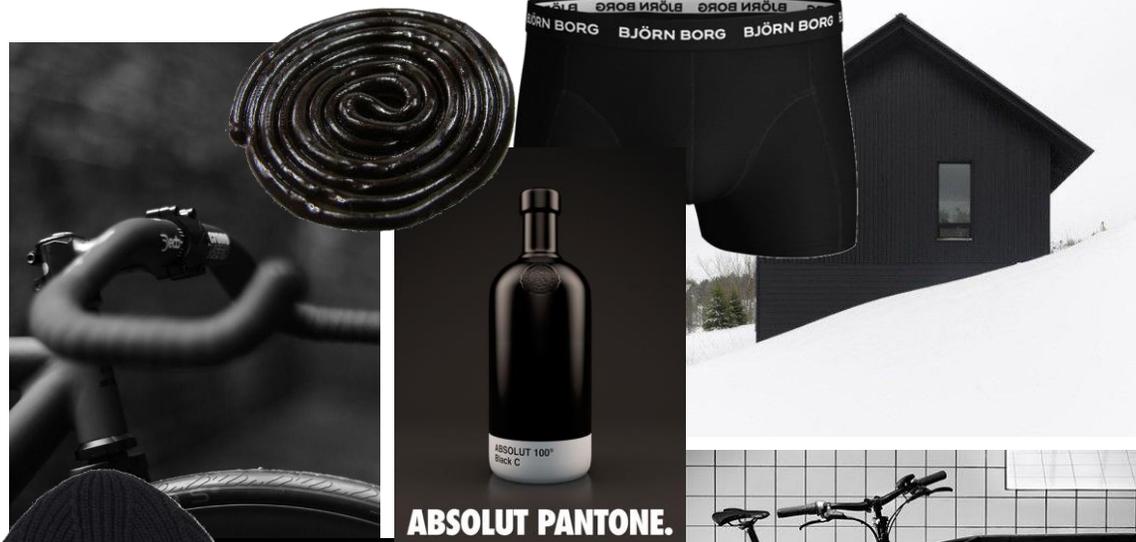
NORDIC BLACK & WHITE



# NORDIC BLACK & WHITE

m o o d b o a r d

2021



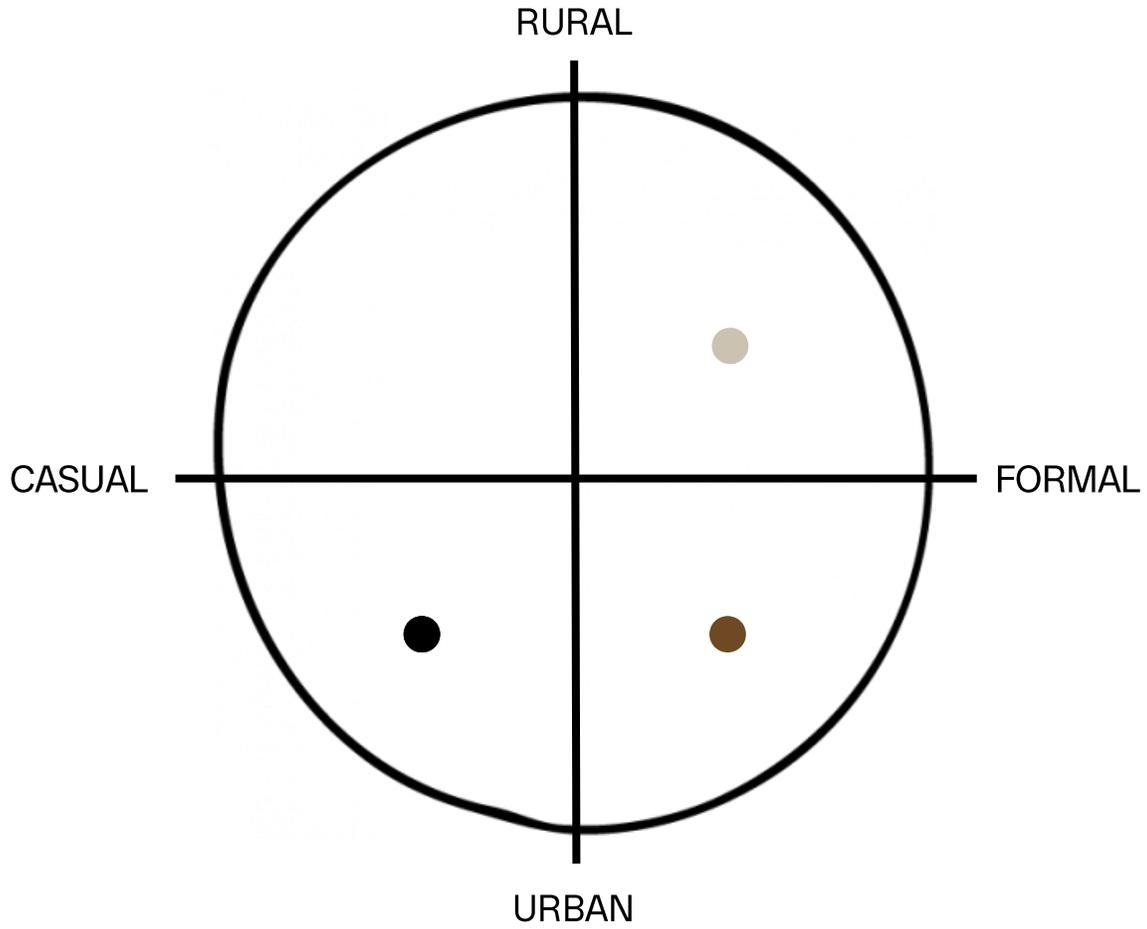
ABSOLUT PANTONE.



# NORDIC BLACK & WHITE



# CLASSIFICATION



- NORDIC LIGHT
- NORDIC DARK
- NORDIC BLACK & WHITE

# THE 9 ADD-ONS

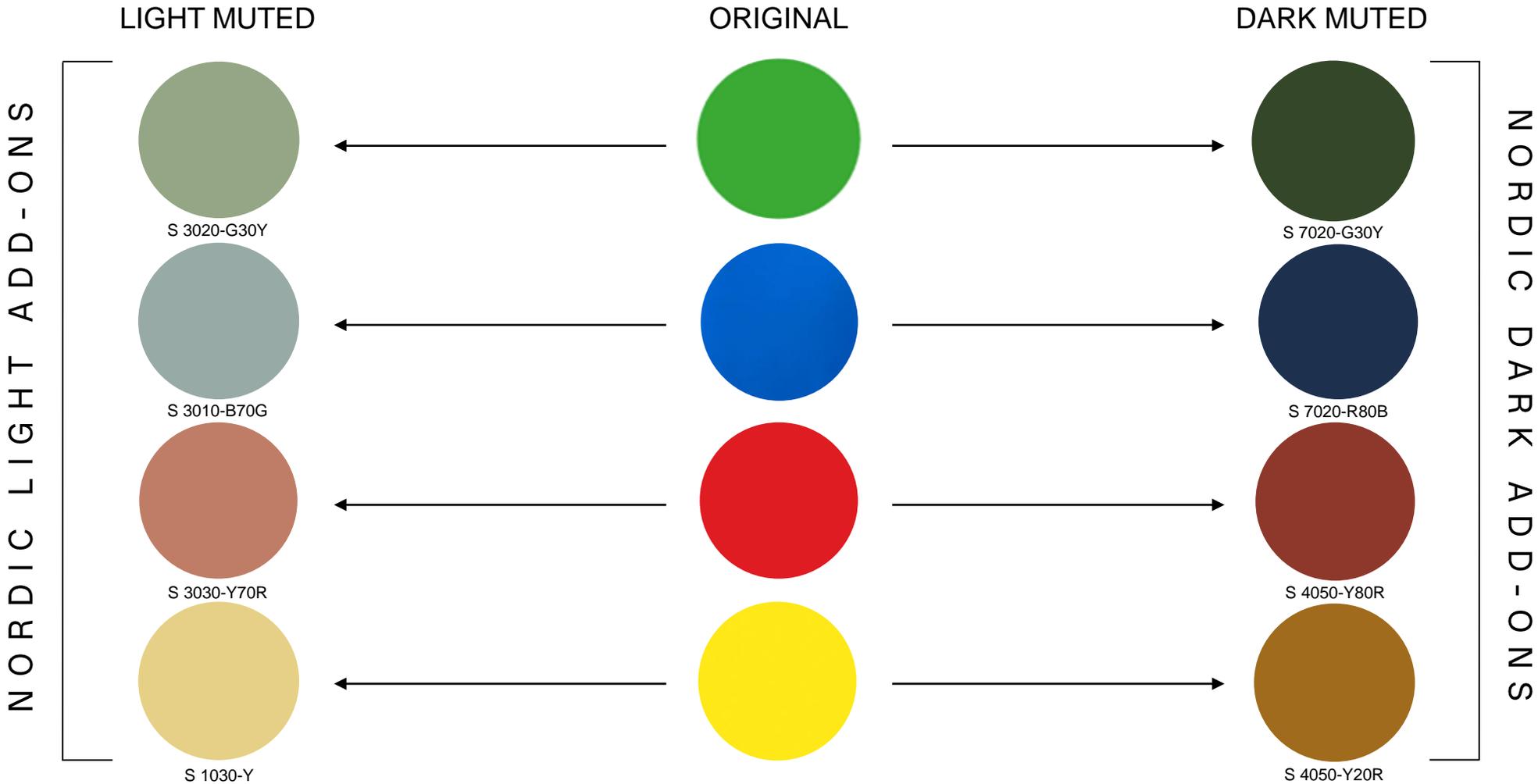
As an addition to the 3 basics which are the solid foundation of our NORNORM style and identity offering, we have created **9 additional look & feel expressions** that we have called "**Add-ons**".

The Add-ons are created using the 4 primary colours which are by nature invariable, elusive and timeless. The 4 primary colours are found in different forms in the nature and landscapes of the Nordic countries, but in a more delicate, earthy way. This was the starting point for the development of our Add-ons colour palette.

The 4 original primary colours were intentionally muted considering the 2 colour spectra, light and dark. This resulted in the creation of a palette of **4 Light Muted** and **4 Dark Muted**.

This colour palette, made up of 8 muted tones, is the colour foundation of our Light and Dark Add-ons look & feel expressions which can be used in small doses **always and only in addition to a Nordic Light and Dark foundation**.

# THE ADD-ONS COLOUR PALETTE



# THE 5 NORDIC LIGHT ADD-ONS

On top of the Nordic Light, we have developed five additional look & feel expressions called **Nordic Light Add-ons: Nordic Light Green, Nordic Light Blue, Nordic Light Red, Nordic Light Yellow, and Nordic Light Multi**. They complement Nordic Light by adding a touch of colour and freshness, while helping to create a more casual working atmosphere fitting the visual identity of **NORNORM**.

These add-ons are made up of the same main base elements as the Nordic Light, but contain a colour palette based on four primary colours that have been muted.

Colours are added to the Nordic Light expression in different ways using varying components; for example through wall colours, textiles, or carefully chosen furniture and accessories (such as office chairs, desk dividers, desk lamps, etc.).

# 5

NORDIC LIGHT ADD-ONS

**01** NORDIC LIGHT GREEN

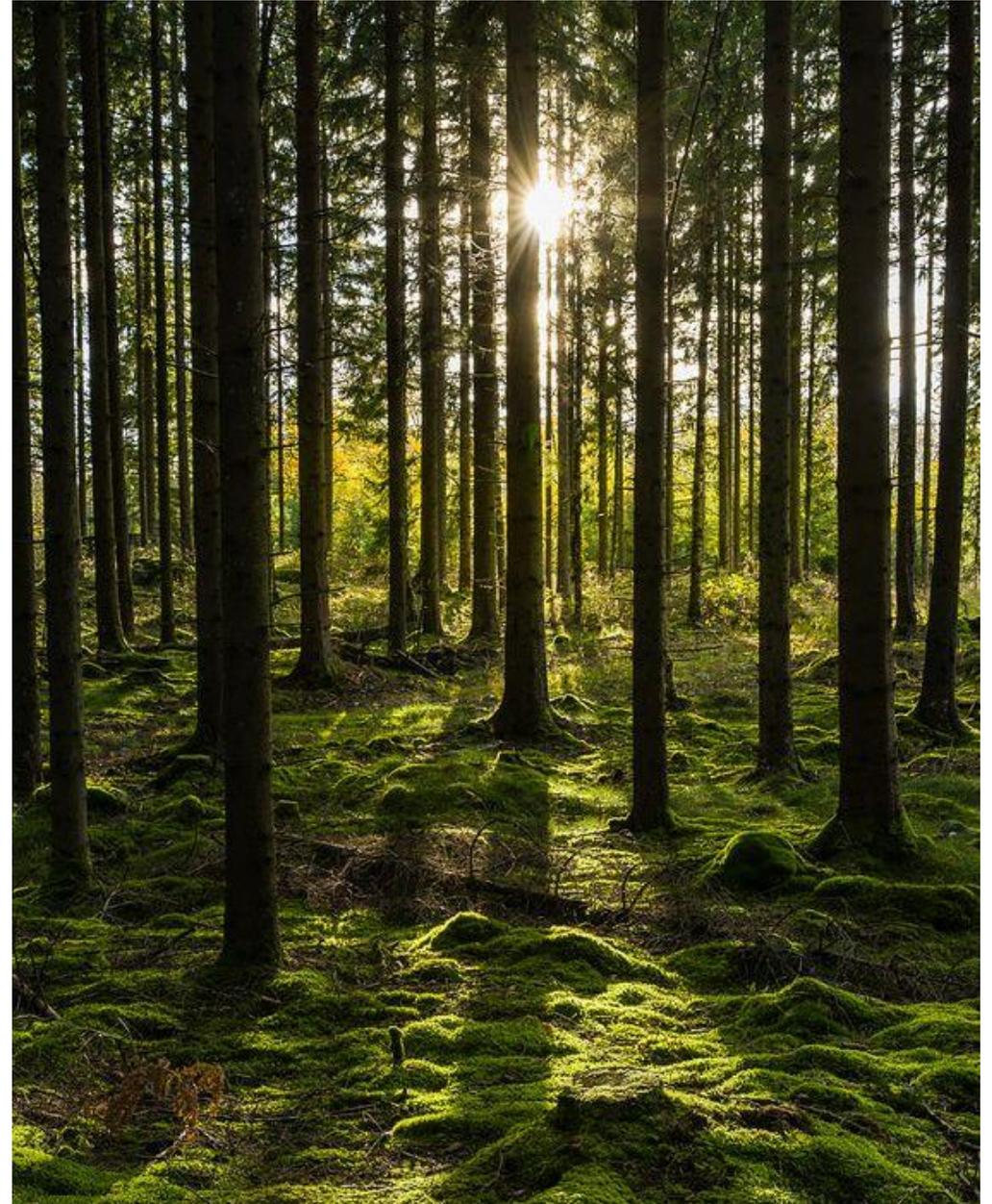
**02** NORDIC LIGHT BLUE

**03** NORDIC LIGHT RED

**04** NORDIC LIGHT YELLOW

**05** NORDIC LIGHT MULTI

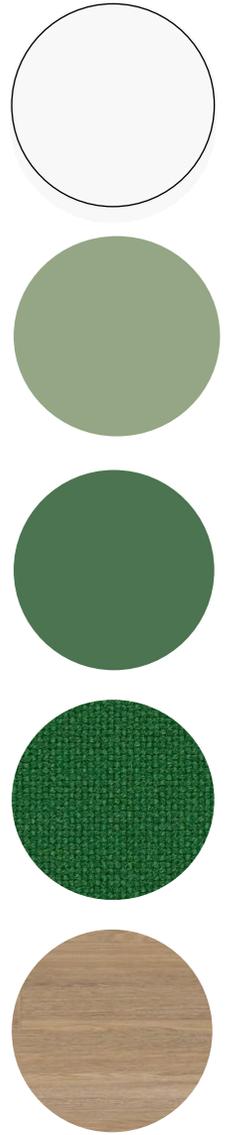
NORDIC LIGHT GREEN



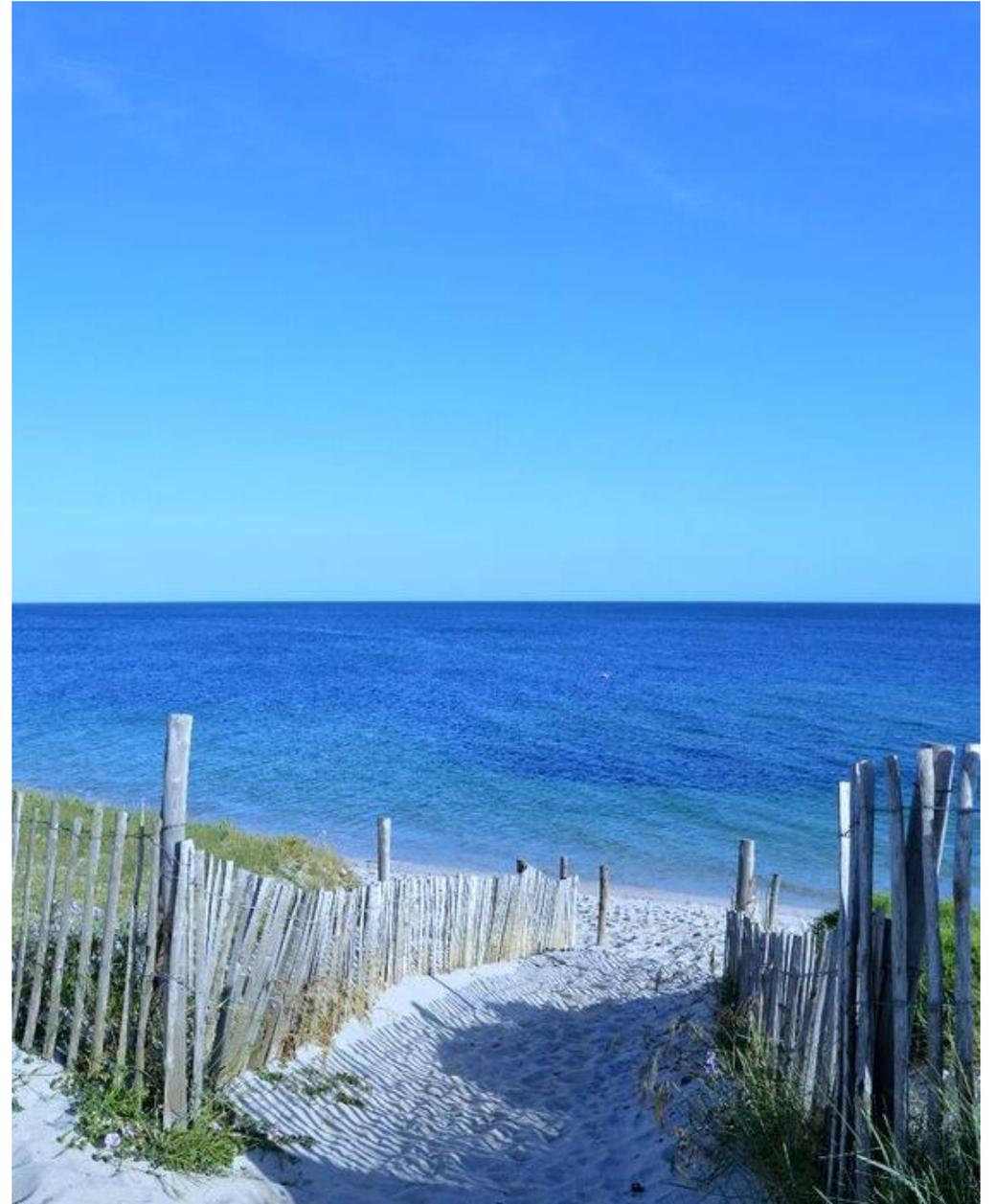
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# NORDIC LIGHT GREEN



NORDIC LIGHT BLUE

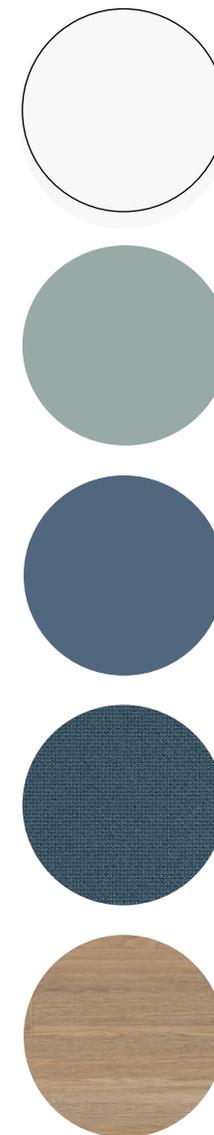


# NORDIC LIGHT BLUE moodboard

200



# NORDIC LIGHT BLUE



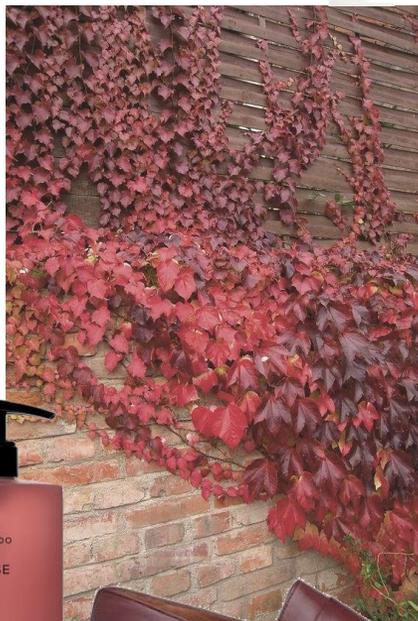
202

NORDIC LIGHT RED



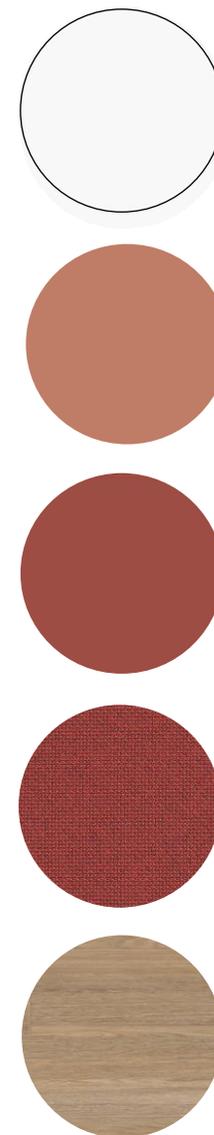
# NORDIC LIGHT RED moodboard

200

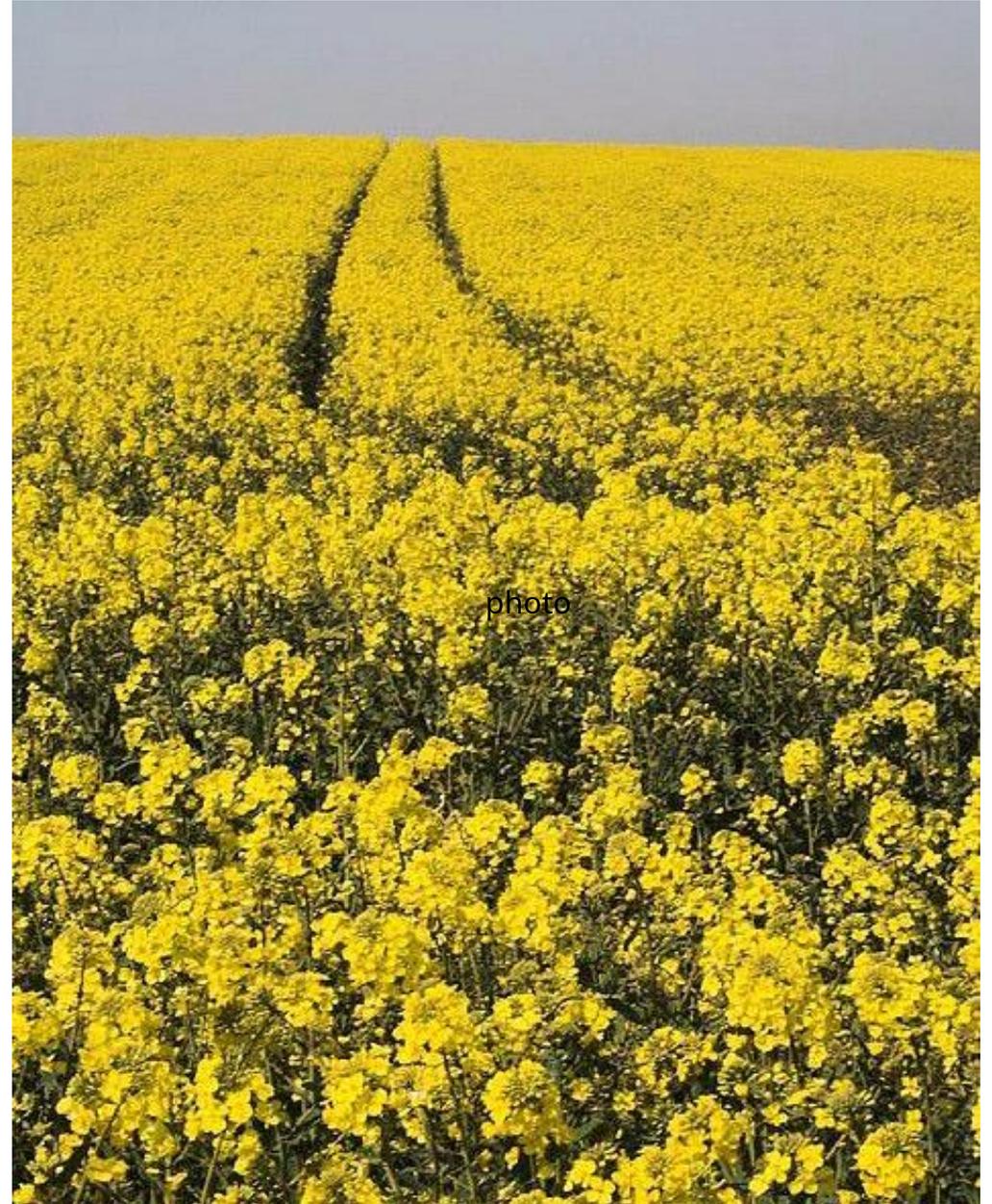


# NORDIC LIGHT RED

202



NORDIC LIGHT YELLOW



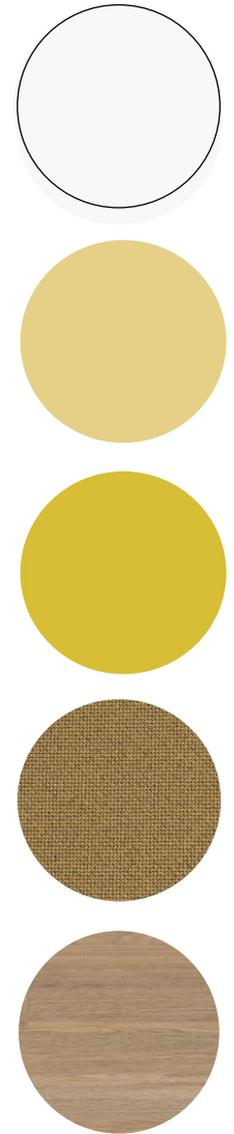
# NORDIC LIGHT YELLOW

m o o d b o a r d

200

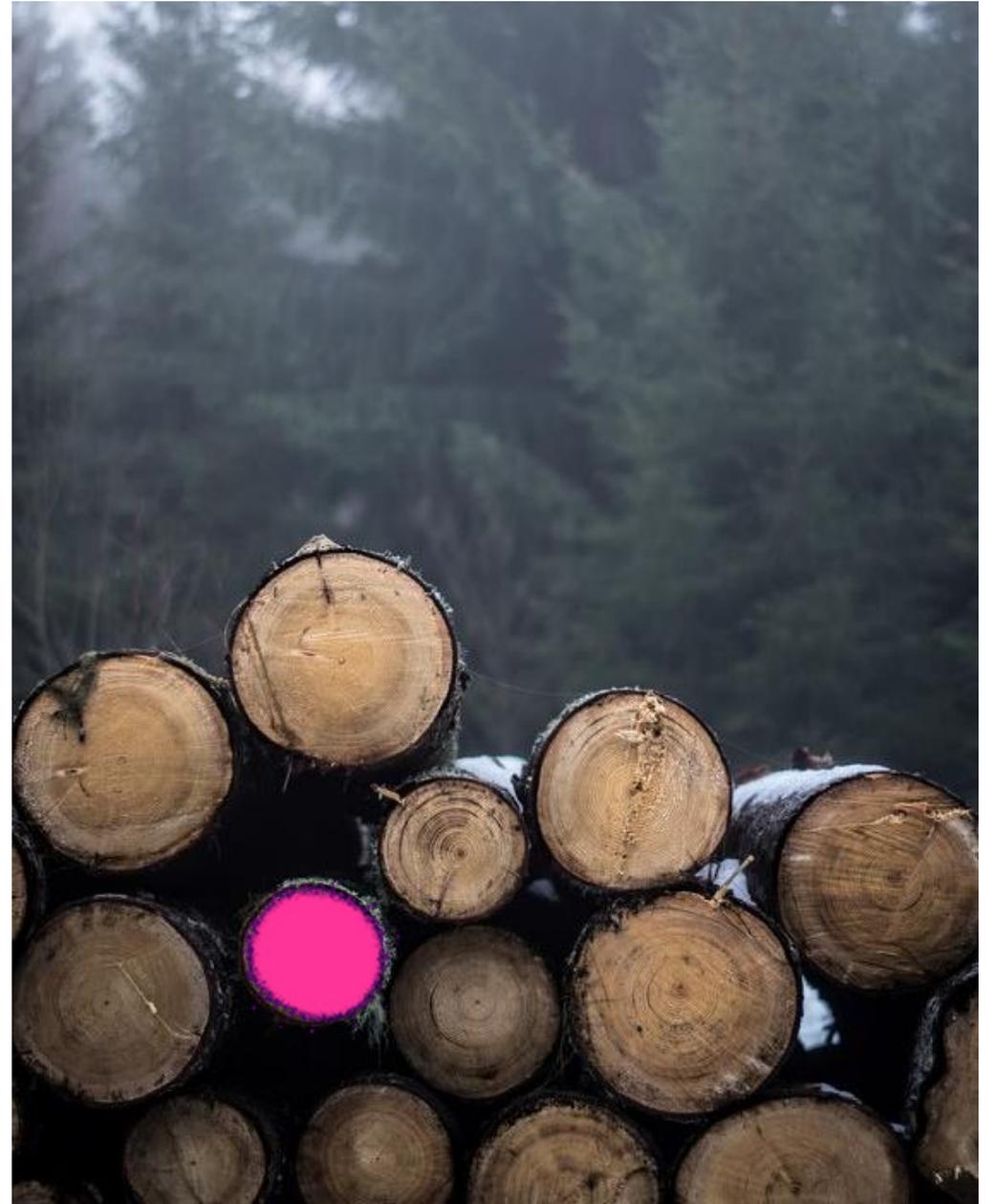


# NORDIC LIGHT YELLOW

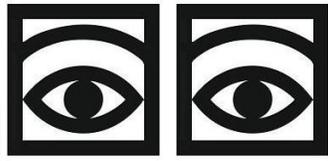


202

NORDIC LIGHT MULTI



NORDIC LIGHT MULTI  
m o o d b o a r d



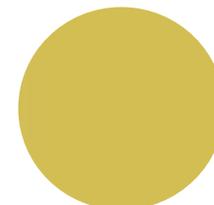
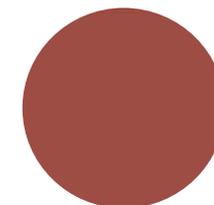
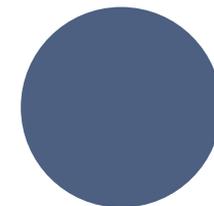
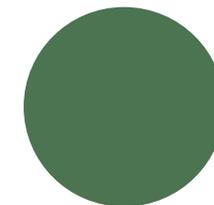
Stockholm 67



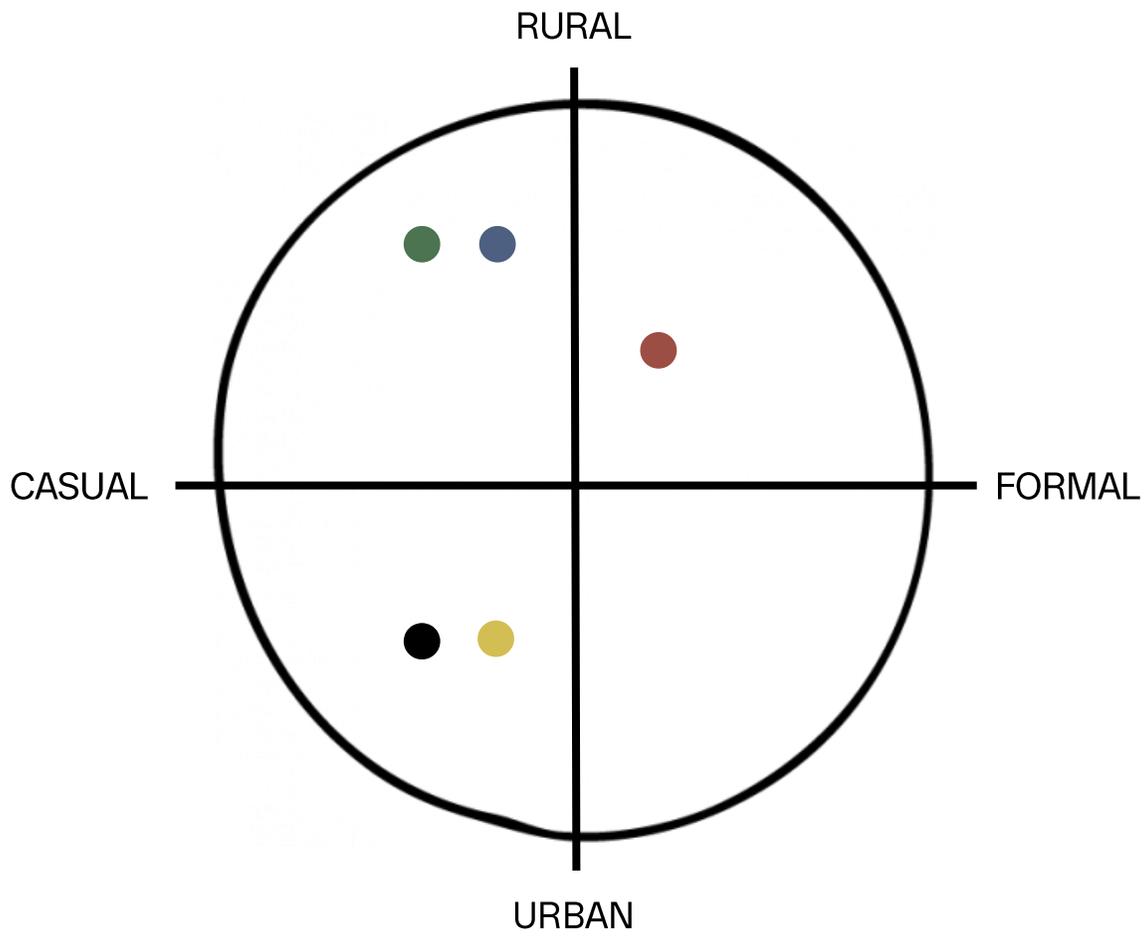
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# NORDIC LIGHT MULTI



# CLASSIFICATION



● NORDIC LIGHT GREEN

● NORDIC LIGHT BLUE

● NORDIC LIGHT RED

● NORDIC LIGHT YELLOW

● NORDIC LIGHT MULTI

# THE 4 NORDIC DARK ADD-ONS

On top of the Nordic Dark, we have developed four additional look & feel expressions called **Nordic Dark Add-ons: Nordic Dark Green, Nordic Dark Blue, Nordic Dark Red, and Nordic Dark Yellow**. They complement Nordic Dark by adding a touch of colour and warmth, while helping to create a more formal working atmosphere fitting the visual identity of **NORNORM**.

These add-ons are made up of the same main base elements as the Nordic Dark. The colour palette is also based on four primary colours that have been muted, but whereas Nordic Light is in the lighter part of the colour spectrum, Nordic Dark covers the darker part.

Colours are added to the Nordic Dark expression in different ways using varying components; for example through wall colours, textiles, or carefully chosen furniture and accessories (such as office chairs, desk dividers, desk lamps, etc.).

# 4

NORDIC DARK ADD-ONS

**01** NORDIC DARK GREEN

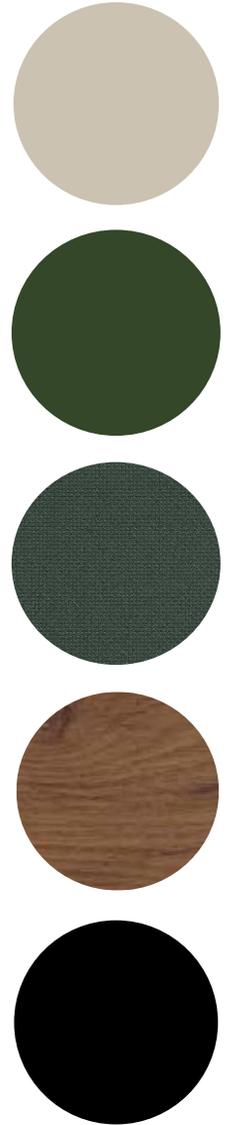
**02** NORDIC DARK BLUE

**03** NORDIC DARK RED

**04** NORDIC DARK YELLOW

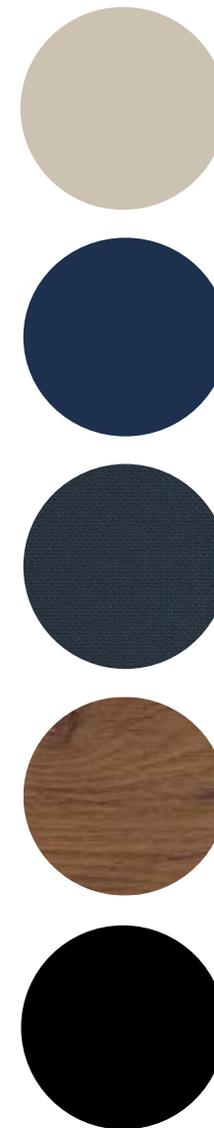
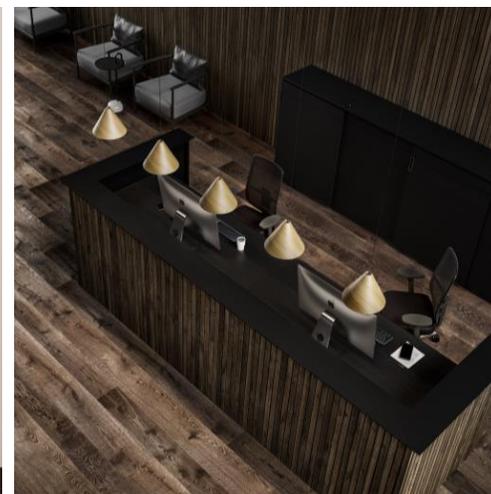
# NORDIC DARK GREEN

202



# NORDIC DARK BLUE

200



# NORDIC DARK RED

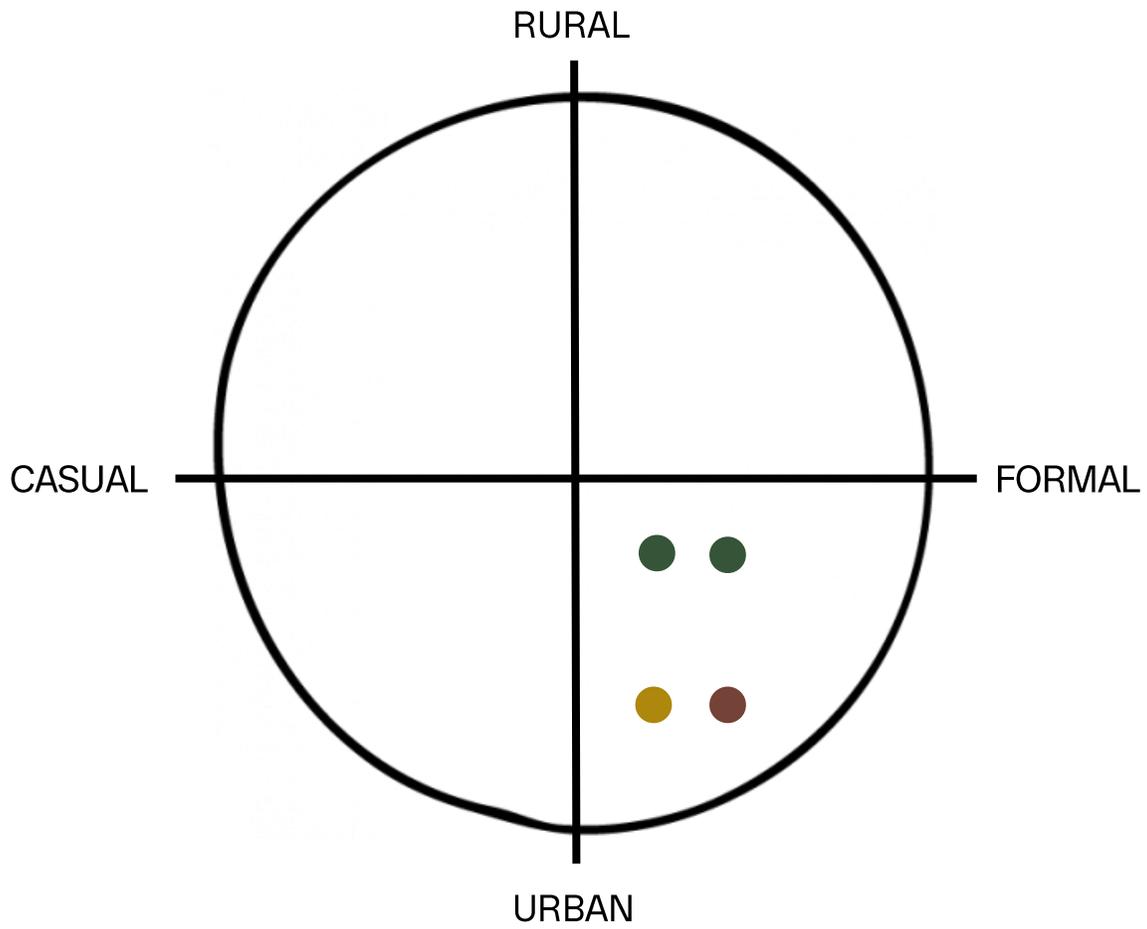
202



# NORDIC DARK YELLOW



# CLASSIFICATION



- NORDIC DARK GREEN
- NORDIC DARK BLUE
- NORDIC DARK RED
- NORDIC DARK YELLOW

# THE COLOUR PALETTE

Colour is an important place to start when defining any design style; acting as a backdrop for the rest of the design, and helps to cohesively bring separate elements together.

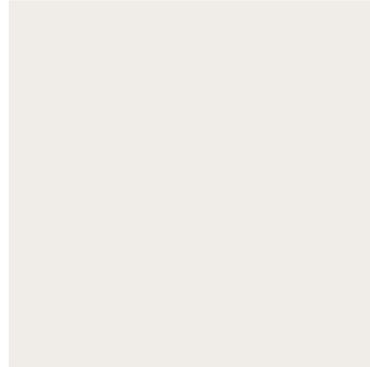
Our colour palette relies heavily on neutrals: most notably whites, naturals and tans, with accents of black to create sharp contrasts. It isn't completely devoid of colour, but overall the spaces tend to be more monochromatic, with different hues coming into play as accents. The colour palette is inspired by the diversity of nature and landscapes in the Nordic countries, and so colour choices are typically muted, pastel shades with splashes of vivid and/or dark tones.



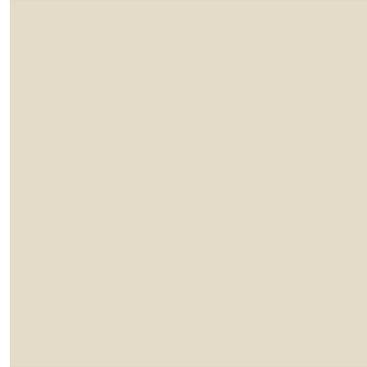
NORDIC LIGHT

WALL COLOURS

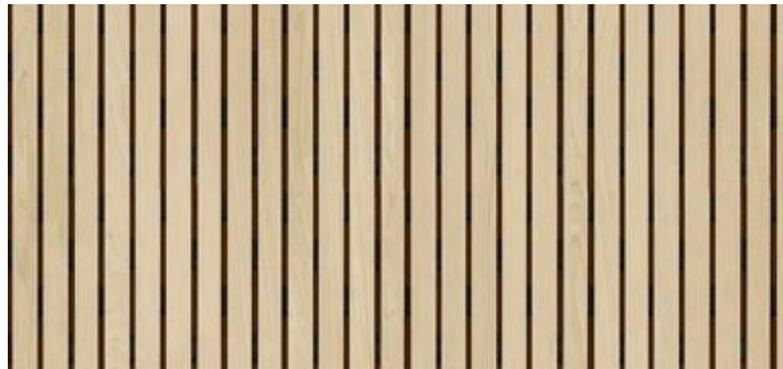
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NCS S 1005-Y10R



WOODEN WALL PANELS



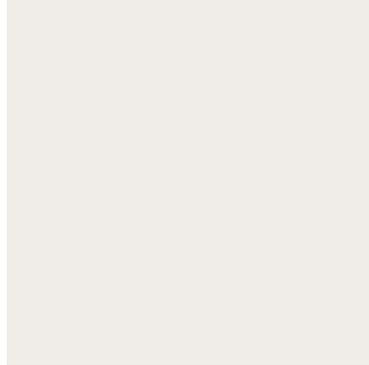
FLOORING



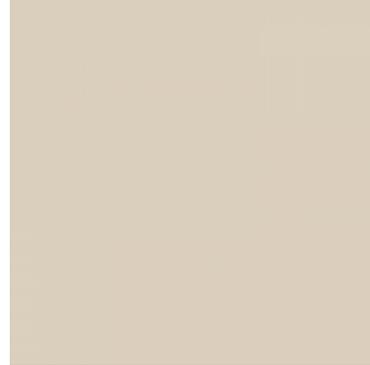
NORDIC DARK

WALL COLOURS

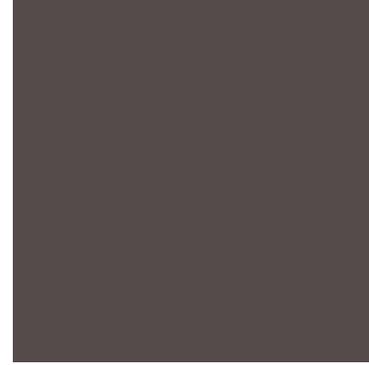
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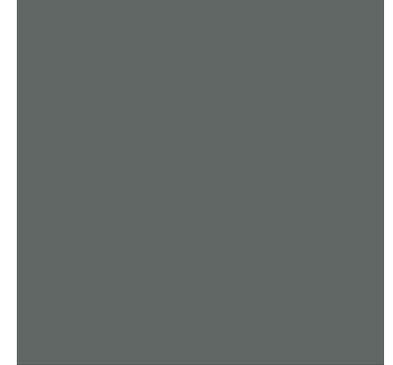
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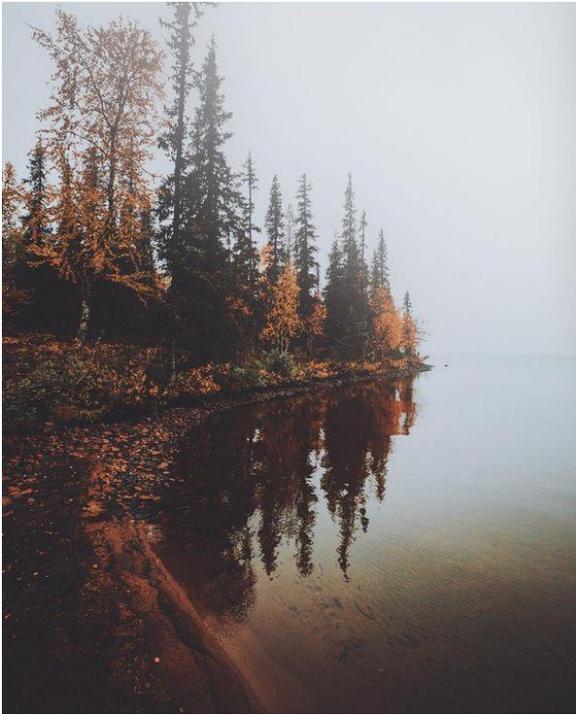
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WOODEN WALL PANELS



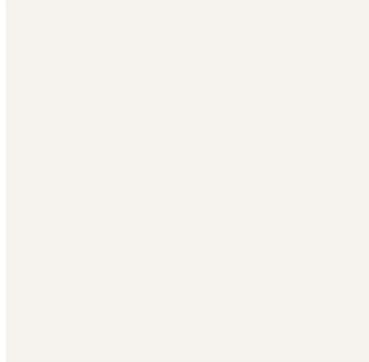
FLOORING



NORDIC BLACK & WHITE

WALL COLOURS

NCS S 0300-N



NCS S 9000-N



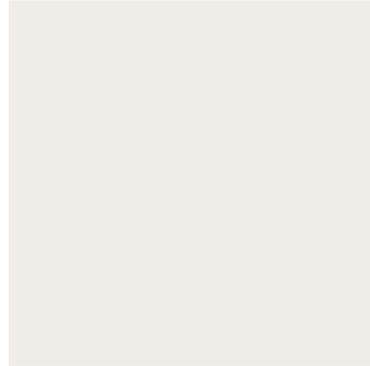
FLOORING



NORDIC LIGHT ADD-ONS

WALL COLOURS

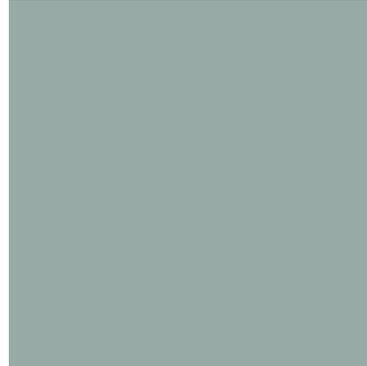
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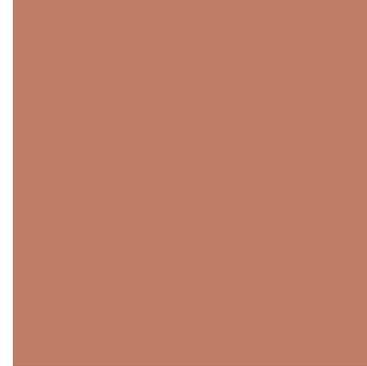
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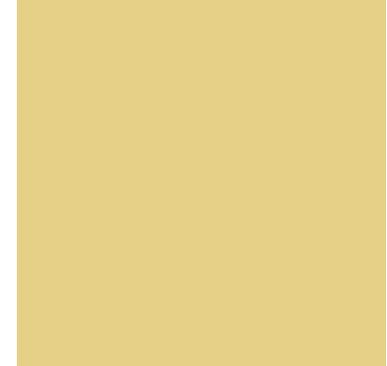
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NCS S 3030-Y70R



NCS S 1030-Y



FLOORING



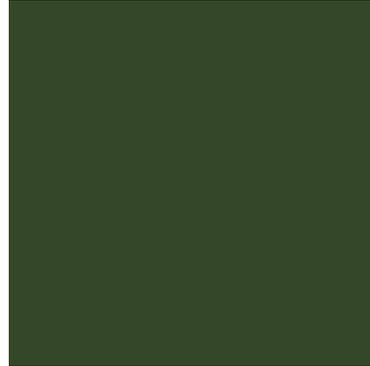
NORDIC DARK ADD-ONS

WALL COLOURS

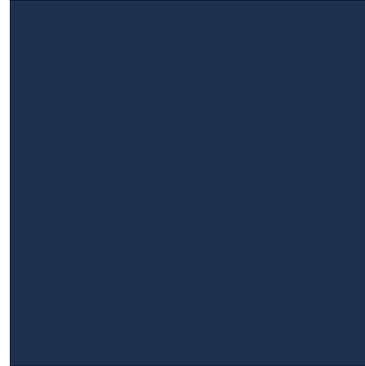
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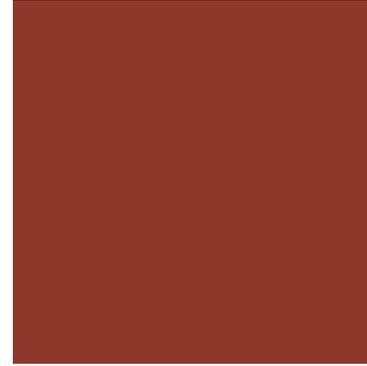
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NCS S 7020-R80B



NCS S 4050-Y80R



NCS S 4050-Y20R



FLOORING



**NOR  
NORM**

FULL CIRCLE  
WORKSPACE  
SUBSCRIPTION