

EXPEDITIONS BRAND BOOK

1.0 Introduction		4.8 Animation/motion style	XX
		4.9 Tone of Voice	67
2.0 Brand platform		4.10 Brand vocabulary	XX
2.1 Purpose	6	4.10 Salestools	XX
2.2 Vision	8	4.11 Icons	XX
2.3 Mission	10	5.0 Templates	
2.3 Brand target group	12	6.0 Advertising Frameworks	
2.5 Brand promise	21	6.1 Digital advertising	XX
2.6 Brand pillars	26	6.2 Analogue advertising	XX
2.7 Values	34		
2.8 Brand DNA	40		
3.0 Our Story			
3.1 We are...	41		
3.2 You are...	42		
4.0 Brand Elements			
4.1. Look & feel	44		
4.2. Logo			
4.2.1 Logo composition	46		
4.2.2 Logo freespace and minimum size	47		
4.3. Colours			
4.3.1 Colours print	48		
4.3.2 Colours web	49		
4.4. Typography			
4.4.1 Typorgaphy print	51		
4.4.2 Typography web	52		
4.4.3 Typography usage	53		
4.5 Layout principles	54		
4.6 Photo style	57		
4.7 Video style	XX		

INTRODUCTION

What is the Brand Book?

It's who we are, who our guests are, and how we should communicate our values to past, present, and future guests and partners around the world. Each word and element has been carefully thought about and selected to build the Hurtigruten Expeditions brand.

Who is it for?

It's for everyone involved in making Hurtigruten Expeditions known. You might work at Hurtigruten or maybe you've been hired to create content for us. See this Brand Book as your guide on how best to present our expeditions to the world.

How do I use it?

If you're responsible for communicating Hurtigruten Expedition's brand values and promise in what you do, write, design, or say, we encourage you to take time to read this Brand Book in detail. You'll find important elements and inspiration on who we are and why we are the only choice for exciting expeditions that explore our world.

HURTIGRUTEN EXPEDITIONS BRAND PLATFORM

2.0 Brand platform

2.1	Purpose	6
2.2	Vision	8
2.3	Mission	10
2.3	Brand target group	12
2.5	Brand promise	21
2.6	Brand pillars	26
2.7	Values	34
2.8	Brand DNA	40

WHAT IS A BRAND PLATFORM

The brand platform gives guidance on all our activities so that we can build a clear identity. It is anchored in the authentic qualities of Hurtigruten Expeditions and is crucial to building a strong brand.

The brand platform must be distinctive and relevant for the people we speak to. As a brand and organisation, we must deliver consistently on the brand platform over time.

The brand platform must be true for everything we do. By acting as one and speaking with one voice, people will have a consistent experience of the brand before, during and after sailing with us.

IMPORTANT!

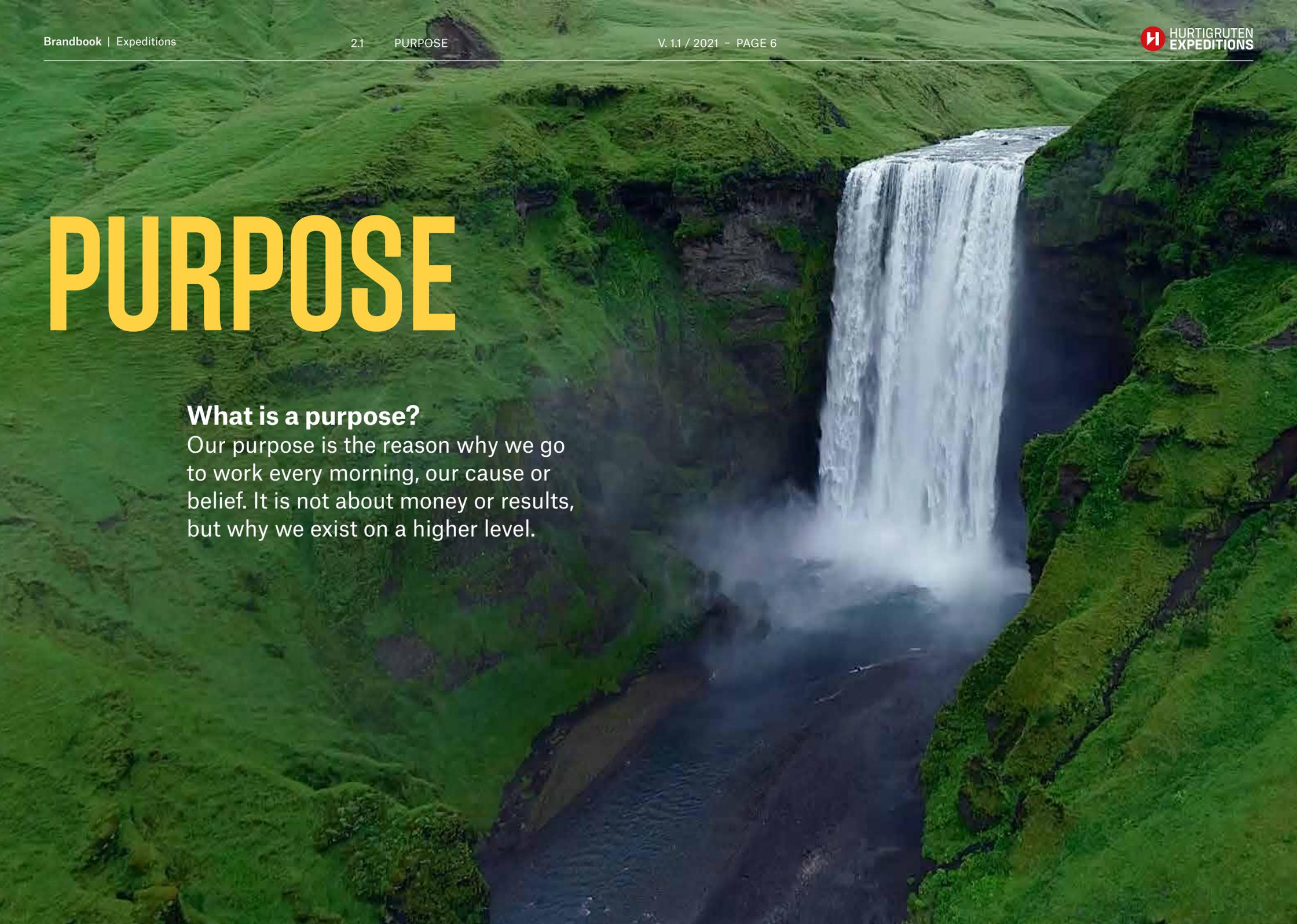
The texts in this brand platform should not be used word for word in external communication, as pay-offs or similar.

The texts are guidelines for internal use only, meant to give an overview of our brand.

PURPOSE

What is a purpose?

Our purpose is the reason why we go to work every morning, our cause or belief. It is not about money or results, but why we exist on a higher level.



Our purpose

WE'RE HERE TO RAISE SPIRITS FOR GOOD

When we show our guests large and small wonders of the world up close, when we educate them on how it's all connected and how they can participate in improving it, we start ripple effects. Not only will they change their own behaviour in favour of preserving our planet, they will actively help raise awareness and inspire action in others.

We are here to provide people with inspiration for life. And we are here to raise the number of people passionate about preserving our planet.



VISION



What is a vision?

A vision is a description of what we want to become, a mental foresight of the future for Hurtigruten Expeditions.

Our vision

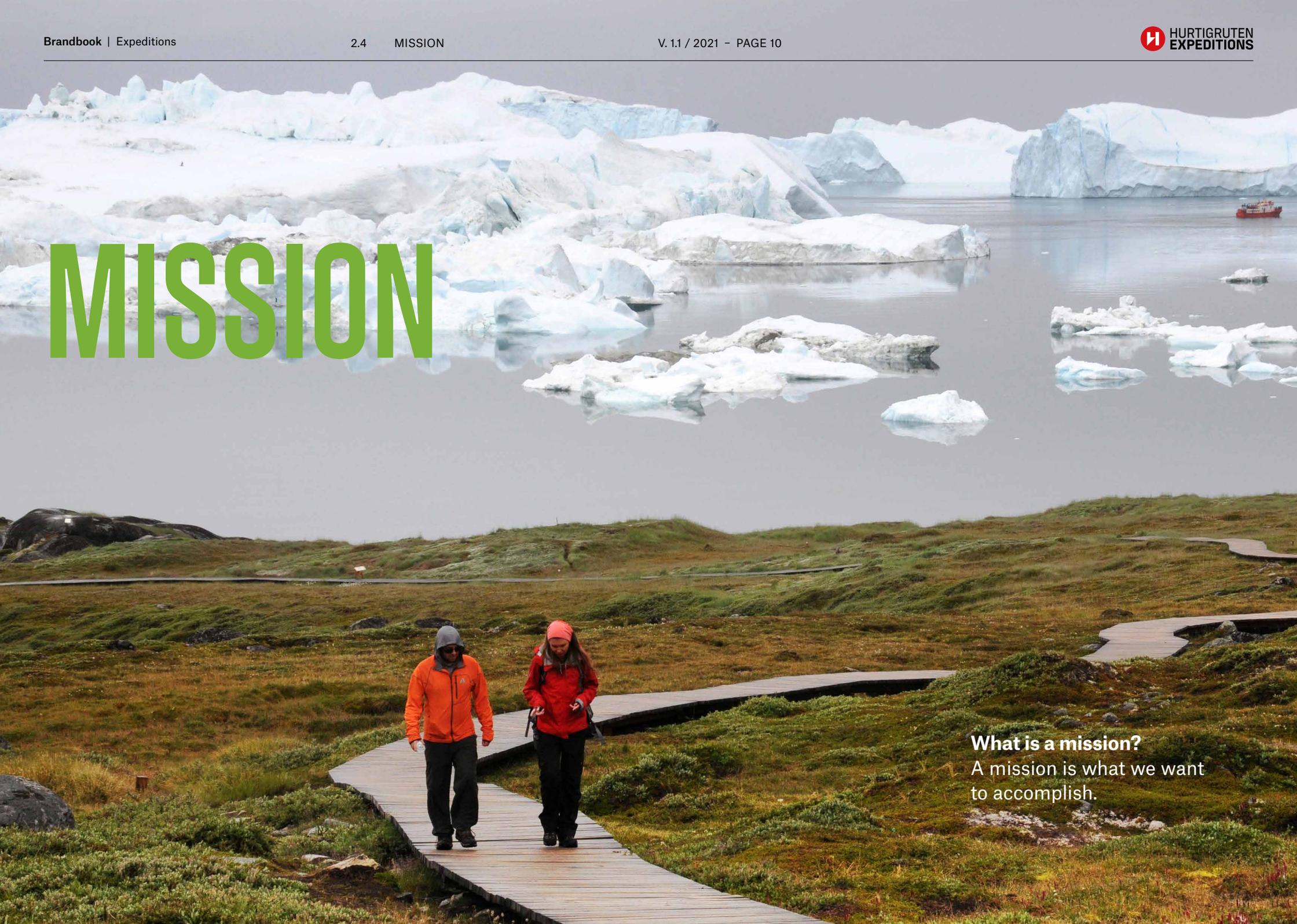
LEADING THE WAY IN EXPEDITION TRAVEL

We are leading the way in expedition travel worldwide.

How?

We always seek to raise the bar for expedition travel experiences available to people. Through action as much as words, we continue to set an example on sustainability for the whole industry. We aim for our guests to become agents for change.

MISSION



What is a mission?
A mission is what we want
to accomplish.

Our mission

WE PROVIDE FORMATIVE TRAVEL EXPERIENCES THAT INSPIRE ACTION

When travel experiences expand knowledge and nurture new understandings, they can be lifechanging events that inspire a permanent shift in perspective.

As our skillful staff enlighten our guests with both deep-dives and the bigger picture, Hurtigruten Expeditions becomes more than a vehicle for fun in spectacular surroundings. We become a catalyst for formative experiences to happen.

By their very nature, profound events like these are deeply moving and unforgettable. And they lead to changes in behaviour.



BRAND TARGET GROUP



WHAT IS A BRAND TARGET GROUP?



A target group is a specific group of customers most likely to respond positively to our promotions, products, and services. Hurtigruten Expeditions has chosen a personality-driven target group profile.

Description of our target group

THE EXPLORERS

Explorers are people who are inherently curious and like to learn and experience new things. It is therefore of great importance that we create experiences and products that align with their mindset and how they like to experience things.

Core insight:

I feel fulfilled when I am free to explore unique nature and culture. When a travel experience is authentic and immersive, I feel in touch with my desire to explore.



**LEARNING:**

Explorers are curious and interested in learning new things, and love to go deep into a new subject. They seek experiences that give them new insight, new perspectives and broader horizons. They seek awareness and consciousness.

UP CLOSE:

Explorers want to go up close and have genuine meetings with people, cultures, nature and wildlife. They want to interact with locals as equals rather than observe as outsiders.





BEHIND THE SCENES

Explorers want to go a step further and see what goes on behind the scenes to understand what is really going on and why. Not only observing the façade, but learning the whole story.

SHARED

A journey with us is a shared experience with likeminded people, which is part of the attraction for explorers. And although they care less about the bragging rights of their travels, explorers will happily share their knowledge with an eager audience of curious peers.



GIVE BACK

Explorers take sustainability seriously and look for a travel operator that does the same. They want to give back and be a part of the sustainability solution. With Hurtigruten Expeditions, they get a sustainable operator, and also the chance to give back.





UNEXPECTED

Explorers like to be surprised and experience unexpected things. Not in the sense of being unplanned, but rather in embracing the unforeseen and creating magical experiences out of spontaneous moments.

BRAND PROMISE

What is a brand promise?

The brand promise is our commitment to deliver a certain experience through our interactions with our guests.

Our brand promise

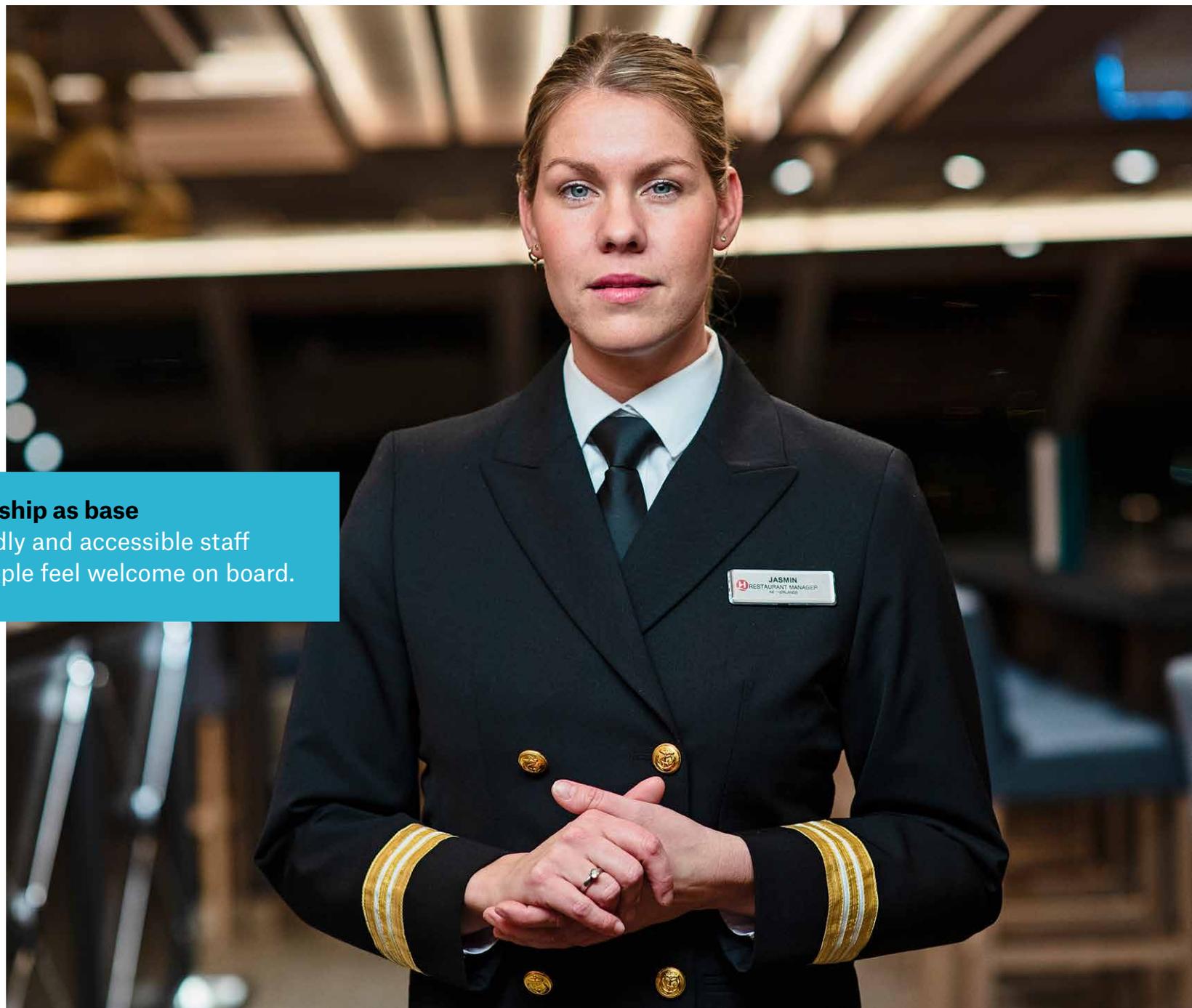
**WE MAKE
EXPLORERS
FEEL AT
HOME**



AT HOME WITH US

With the ship as base

Our friendly and accessible staff
make people feel welcome on board.



AT HOME IN EXPLORATION

Making people feel “in their element”

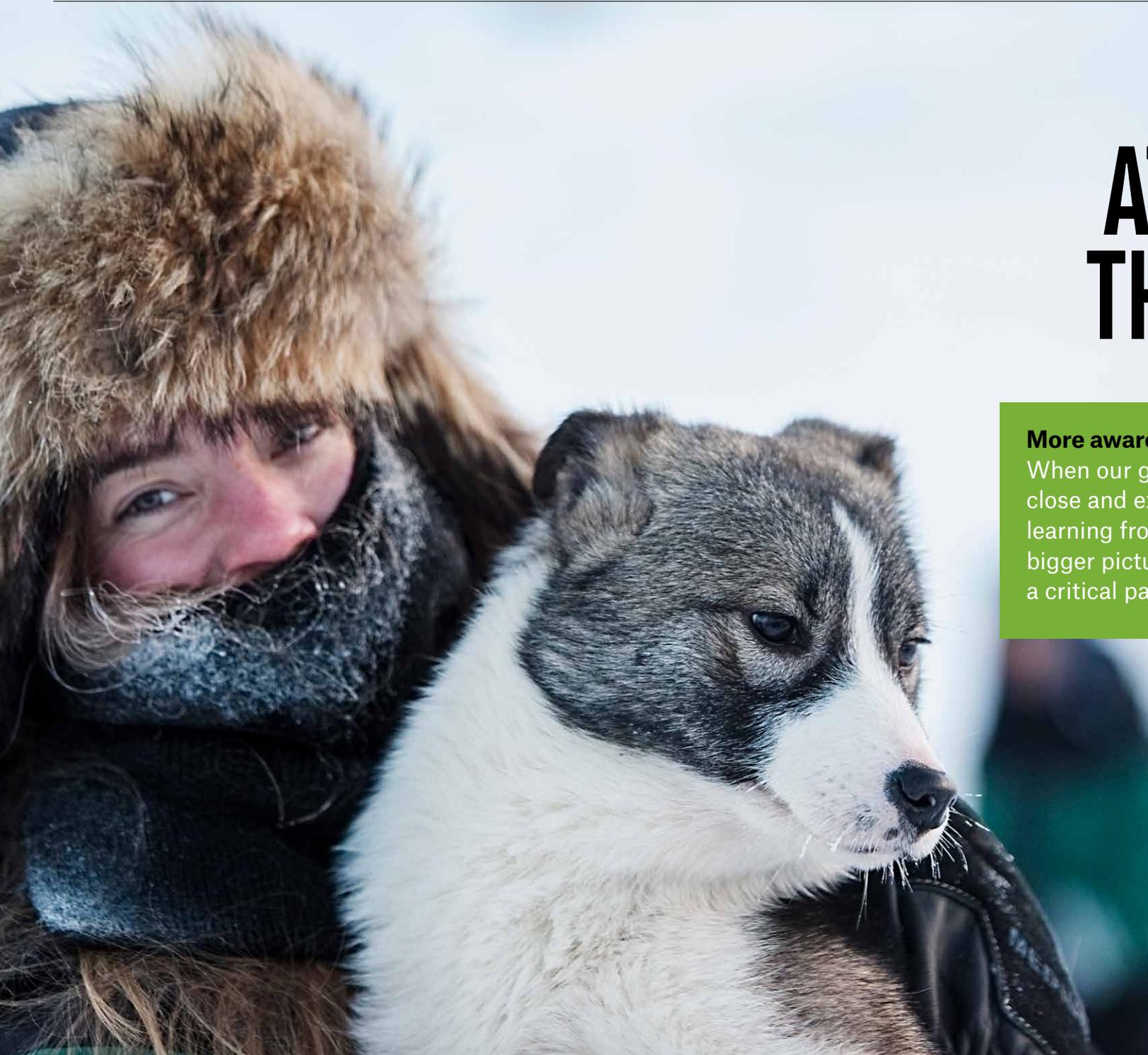
Side by side with likeminded explorers, whether trekking on a glacier, spotting dolphins from the jacuzzi or immersed in a lecture in the Science Centre.



AT HOME ON THIS PLANET

More aware and more connected to it all

When our guests get to see nature up close and experience new cultures while learning from experts, they'll see the bigger picture and how they too are a critical part of it.



BRAND PILLARS

What are brand pillars?

Brand pillars are what we deliver and how we deliver it, to support our brand promise. This is where our guests find proof of our promises.



OUR BRAND PILLARS

Authentic experiences

- Real and unfiltered encounters with nature, people and wildlife
- Something out of the ordinary, not fully designed with an element of surprise
- Up close and immersed
- Memories worth telling about

Generous know-how & heritage

- Explorer DNA embedded in heritage
- Getting the full story behind what you are seeing
- Unique up-close experiences due to vast knowledge and understanding of the surroundings

Sustainability in action

- Getting close, without being intrusive
- Creating local value wherever we go
- Arriving as a guest, leaving as a friend
- Educating on the fragility of local communities and nature
- Creating awareness among travellers to inspire action
- Leaving nothing behind but footprints (although sometimes we even erase those before we go)
- Facilitating active participation for our guests

Our brand pillars

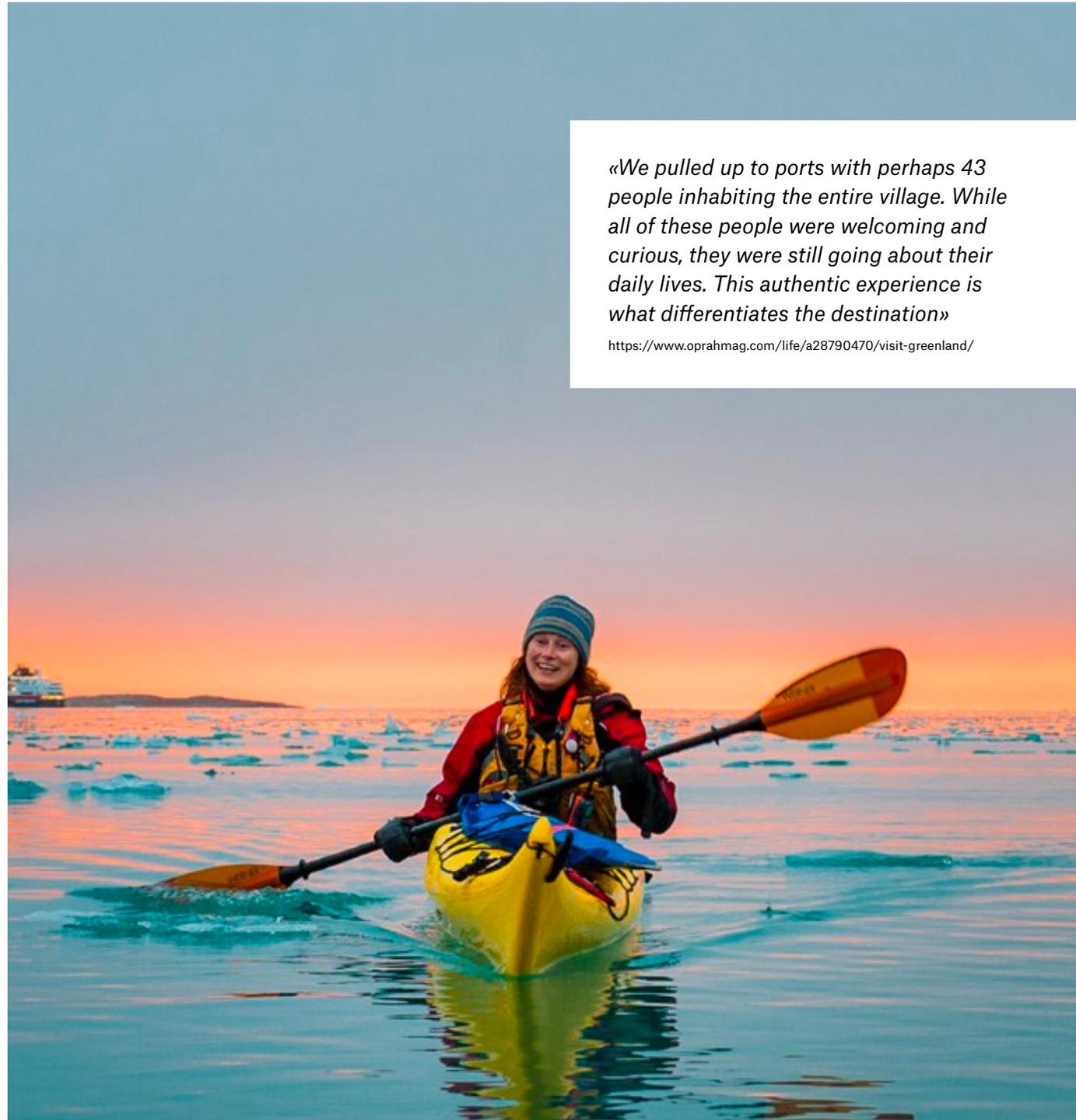
AUTHENTIC EXPERIENCES

Authentic experiences are real and unfiltered encounters with local communities, nature and wildlife. Such moments are intimate, original and unique, which makes them hard to mass produce. These experiences give you a deeper understanding of the local communities, history and culture. Most authentic experiences have these elements in common:

- Something out of the ordinary/not part of your everyday life
- Up close and immersed (in nature, culture, history)
- Not staged for us but happening on its own terms, creating an element of surprise and unpredictability
- Shared moments (with family, friends, fellow passengers, the locals and the expedition team)
- Worth telling about (when you get home)

«We pulled up to ports with perhaps 43 people inhabiting the entire village. While all of these people were welcoming and curious, they were still going about their daily lives. This authentic experience is what differentiates the destination»

<https://www.oprahmag.com/life/a28790470/visit-greenland/>



Our brand pillars

AUTHENTIC EXPERIENCES

With Hurtigruten Expeditions, you experience something real and special, like paddling through the untouched nature of Antarctica. You share powerful experiences with like-minded explorers. This experience is hard to copy, and fundamentally opposite to the often overcrowded, artificial, and formulaic experience of standard cruises.

You get close and interact with local people and communities, learn about their heritage, and share these experiences and moments with fellow explorers respectfully and in a dignified way.

You get close to nature and wildlife and will never know what you'll discover around the next corner. What you experience is real and wild, not staged by humans.



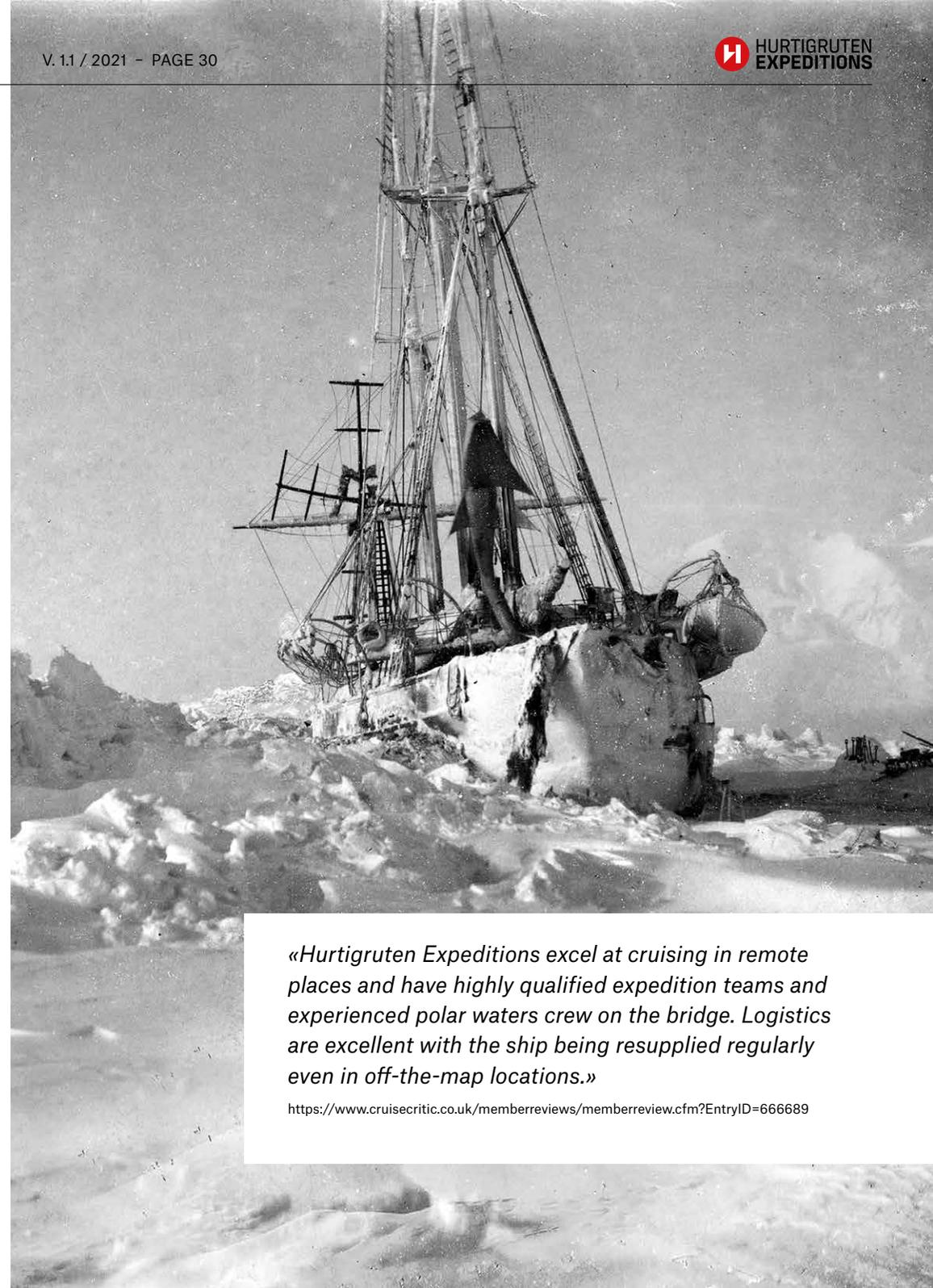
Our brand pillars

GENEROUS KNOW-HOW & HERITAGE

Explorer DNA is embedded in Hurtigruten Expeditions' heritage, with more than 125 years of experience of exploring the unknown. We've been honing our hospitality skills for just as long and know how to make people feel at home and relaxed.

On board Hurtigruten Expeditions, the highly skilled Expedition Teams share their knowledge and offer new perspectives on nature, culture and people alike. You will experience Hurtigruten Expeditions' heritage and know-how through:

- Learning the full story behind what you are seeing
- Knowledge that can broaden your horizon and enable you to contribute
- Safety and comfort from our vast experience of operations
- Going deeper due to expert knowledge and understanding of the surroundings



«Hurtigruten Expeditions excel at cruising in remote places and have highly qualified expedition teams and experienced polar waters crew on the bridge. Logistics are excellent with the ship being resupplied regularly even in off-the-map locations.»

<https://www.cruisecritic.co.uk/memberreviews/memberreview.cfm?EntryID=666689>

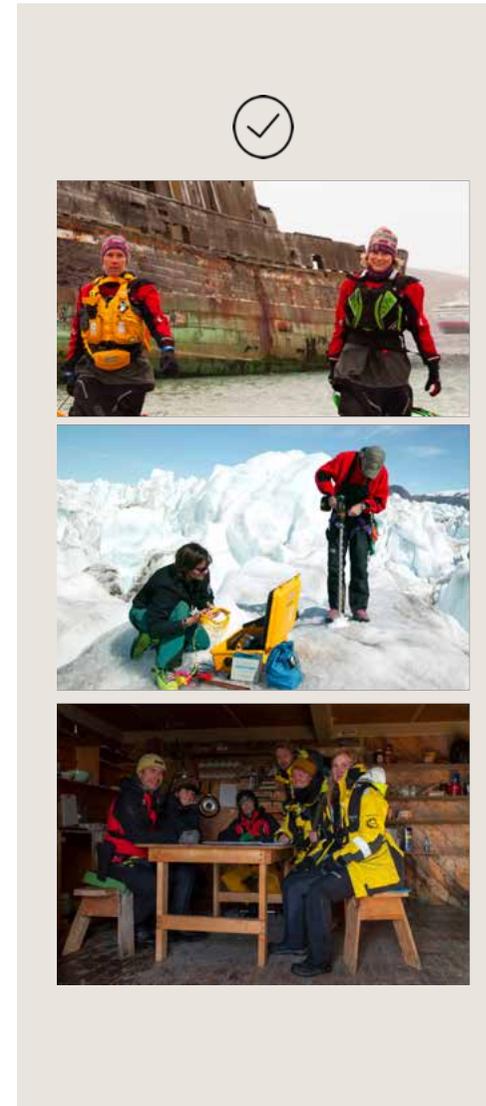
Our brand pillars

GENEROUS KNOW-HOW & HERITAGE

Our Expedition Teams are modern explorers, eager to share stories and guide you to the most interesting sites and experiences. The expedition team takes you closer than you would be able to do on your own or with any generic guide.

When traveling with Hurtigruten Expeditions you will learn about the science behind sustainability and join in research and real time monitoring of the oceans.

For almost 130 years, Hurtigruten, has contributed to local communities and developed relationships around the world. With this heritage and know-how, Hurtigruten Expeditions knows where you should go and what the most authentic experiences are when you go ashore.



Our brand pillars

SUSTAINABILITY IN ACTION

Every trip leaves a certain footprint, and acknowledging this is crucial for sustainability. We put great efforts into enhancing our destinations, strengthening our environmental initiatives and running a sustainable operation to keep this footprint to the absolute minimum. We actively use science, innovation and technology to conserve and protect local wildlife and destinations.

By sharing our expert knowledge with our guests, we seek to change individual perspectives but also to motivate our guests to become agents for change, taking action and helping to raise awareness in others. Some of these values are to:

- Get close, but not to be intrusive
- Travel with awareness and respect for nature and for local customs
- Learn about the fragility of local communities and nature, and what action to take to protect them
- Creating local value wherever we go
- Local engagement and participation



«The entire fleet is single-use plastic free, and you'll find water stations all around the ship for your refillable, keepsake thermos.»

<https://www.cruisecritic.co.uk/reviews/review.cfm?ShipID=1265>

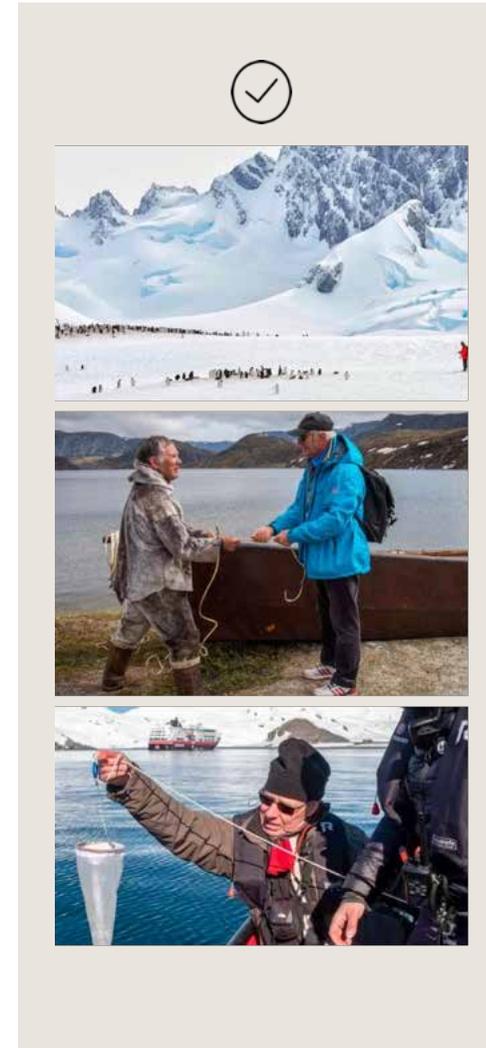
Our brand pillars

SUSTAINABILITY IN ACTION

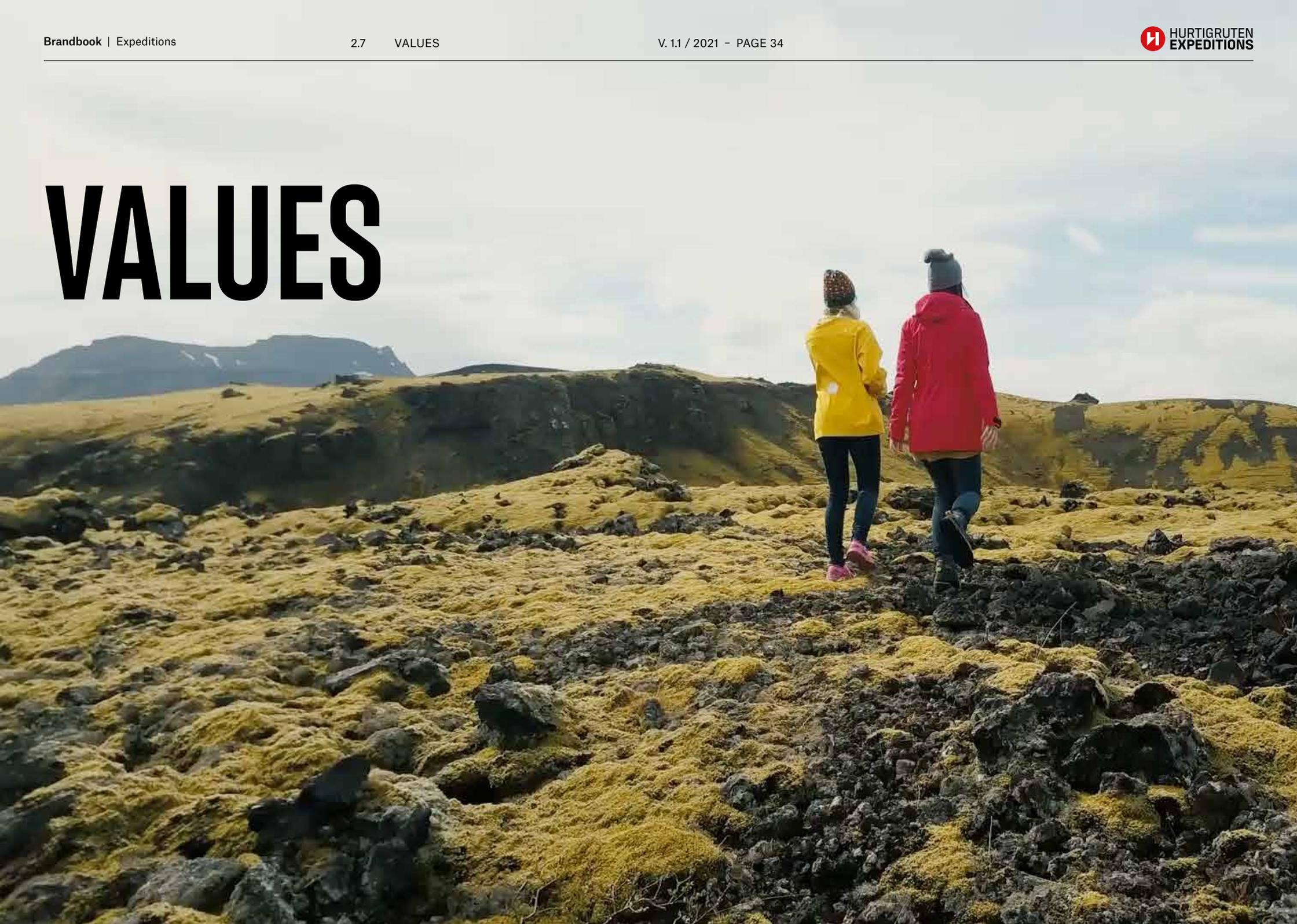
Getting close, without being intrusive and harmful to wildlife. Finding the perfect balance where exploration is maximised without negatively impacting fragile wildlife and ecosystems.

We strive to sustain and enhance our destinations by our combined social, environmental and safety efforts. We trade locally, respect traditions and value our cooperation with the communities that make an immense effort in welcoming our guests along the coasts we visit. Adding value to the destinations we go to is our way of giving back. By giving back, it becomes a positive, sustainable relationship that is mutually beneficial.

Participate actively in activities that help the environment such as beach clean-ups, while learning about the impact humans have on the nature and wildlife and how we can create change. Start ripple effects through awareness that lasts a life-time. Travel with a conscientious mindset that seeks ways to be in harmony with nature and local customs.



VALUES



OUR VALUES

Having a good corporate culture is critical for inspiring our employees and the organization towards our vision. Our core values reflect the corporate culture we need to reach our goals, and they serve as guidelines for our behaviour.

We at Hurtigruten Expeditions will contribute to strengthening the cooperation and sense of community in our global business. We will enhance the experience of working in one company and of going in the same direction in order to achieve our goals. Our vision and our values are how we can achieve good results together.

WE INSPIRE
WE EMPOWER
WE CARE
WE EXPLORE

WE INSPIRE

We create enthusiasm and positive engagement through the way we act and the way we communicate with each other. We include each other and create motivation towards our common goals. We are good role models and encourage each other to deliver our best. We inspire our guests and provide them with unique experiences and spectacular memories of their journeys with us. We recognise effort, a job well done, and celebrate good results together. We create team spirit.



WE CARE

Our sense of responsibility is visible to the people around us. We make sure that safety always comes first. We care about the environment and the communities in the areas we visit. We keep our promises and take pride in delivering high quality and excellent service for our guest and colleagues. We show that we care about each other. We create a good environment for everyone.



WE EMPOWER

We depend on each other to succeed. We acknowledge each other and play to others' strengths to improve. We ensure that our guests get the best possible experience, and we improve by giving each other feedback. We show respect for having different roles and contributions, and we support each other in achieving goals. We delegate authority and we take responsibility. We create trust.



WE EXPLORE

We are driven by curiosity. We see opportunities and look for improvements in our work and guest experience. We are proactive and seek new knowledge. We meet others' views and suggestions with an open mind. We ask questions and listen carefully to understand each other. We challenge established truths and encourage new ideas. We challenge ourselves and others to achieve common goals.



BRAND DNA

Purpose	Vision	Brand target group	Target group characteristics	Mission / What we do	Brand promise	Brand pillars	Values / How we deliver the experience	Category
We're here to raise spirits for good	Leading the way in expedition travel	Explorers: People who are inherently curious and eager to learn and experience new things	Learning Up close Behind the scenes Shared Give back Unexpected	We provide formative travel experiences that inspire action	We make explorers feel at home. On board, while exploring, and on the planet	Authentic experiences Sustainability in action Generous know-how & heritage	We inspire We empower We care We explore	Expedition cruises

WE ARE HURTIGRUTEN EXPEDITIONS

All the choices you take in your life will have some sort of an impact – in one way or another. Throughout our more than 125 years of operation, we have witnessed the impact of climate change on vulnerable areas. Coming from Norway – a part of the world blessed extensively with pristine nature, pure water and clean air, we value what we have and want to keep it that way. That is why we made some fundamental decisions on how we operate years ago: we are here to raise spirits for good. For whom, you might ask. Our answer will be: for you, for the people living in the small communities we visit, for wildlife, nature and the environment. Yes, we are talking about sustainability, and we take this seriously! We want our expedition cruises to create change agents for sustainability, and we use travelling and knowledge sharing as our tools to make this happen. This is why we have adopted the UN Sustainable

Development Goals as our guide to offer you sustainable expedition cruises.

Our long heritage of exploration, both as a nation and as a company, creates a living legacy for today's expeditions. Through the history of mankind, going on an expedition has always been about broadening and expanding horizons. We believe that is true for today as well. Our goal is to boost and then satisfy any curiosity and knowledge you have about the destination you visit, be it its nature, wildlife, climate changes, history or culture. We will give you authentic experiences of a destination, and to do so we have Expedition Teams on board all our ships. These are experts, authors, researchers and adventurers – hand-picked for your expedition based on the destination and their specific skills. They invite you to participate in in-depth lectures and interesting

activities to gain a greater knowledge of the regions you explore. And they do so with enthusiasm and passion!

We think that witnessing the beauty of our planet is sure to leave a lasting impression on you, and you'll talk enthusiastically about these stunning destinations with friends and family for decades to come. To make sure you can speak informatively when you return home, every one of our cruises has a focus on the environment. It is our hope that engaging with nature on our expedition cruise will inspire you to do all you can to cherish and protect the precious world we all share.

In short: when you choose to go on an expedition cruise with us, you are setting a new, more sustainable standard for expedition travel.

WHO YOU ARE, TRAVELLING WITH HURTIGRUTEN EXPEDITIONS

When you travel with us, you are not the typical tourist. You are a modern-day explorer. You want to see pristine beauty off the beaten track and have authentic experiences of that certain place. Something different and spectacular. You like adventures. The fact that we do our cruises in true expedition style is part of the experience. Sometimes the elements challenge the set itinerary, but not knowing the exact sailing route is a part of the adventure. You know that no one controls mother nature, and seizing opportunities is the best way to explore. You are a knowledge seeker! The fact that we have an Expedition Team with hand-picked experts for your expedition makes you excited. You love that there's a Science Center on board, lectures and Citizen

Science programmes. You will enjoy the state-of-the-art expedition ship with superior cabins, fantastic food and lots of wellness possibilities, but for you – the most important is to get a full perspective of a destination. You want to go ashore to experience wildlife, culture, nature and history up close and in a truly authentic way. You want to join in on our passion and knowledge. You want more information, to be challenged, get deeper insights and learn mind-blowing things and at the same time be stunned by all the amazing and fragile beauty this world holds – and you want to do so in the most sustainable way possible. That's why you travel with us!

BRAND ELEMENTS

4.0	Brand Elements	
4.1.	Look & feel	44
4.2.	Logo	
	4.2.1 Logo composition	46
	4.2.2 Logo freespace and minimum size	47
4.3.	Colours	
	4.3.1 Colours print	48
	4.3.2 Colours web	49
4.4.	Typography	
	4.4.1 Typogaphy print	51
	4.4.2 Typography web	52
	4.4.3 Typography usage	53
4.5	Layout principles	54
4.6	Photo style	57
4.7	Video style	XX
4.8	Animation/motion style	XX
4.9	Tone of Voice	67
4.10	Brand vocabulary	XX
4.10	Salestools	XX
4.11	Icons	XX

LOOK & FEEL

Through the history of mankind, going on an expedition has always been about broadening and expanding horizons. Watching the bold and powerful wide-open spaces of nature. The feeling of freedom. It is also about getting really close to and learning about wildlife, local people and communities.

The look and feel is inspired by this contrast. Bold and simplified, we strive to create the impression of a knowledge-filled, inspiring and inviting adventure.

Appearance

Bold
Uncomplicated
Simplified
Inviting

Visual characteristics

Black and white
Expressive typography
Accent colors
Large images
· Full page image
· Image with frame
Logo

4.2 Logo

The Hurtigruten Expeditions logo consists of Hurtigruten Brandmark, Hurtigruten Wordmark in a slightly lighter typography, and Expeditions Wordmark in a bolder typography. The two wordmarks are in the custom made typography Hurtigruten Display.



4.2.1 Logo composition

The Hurtigruten Expeditions logo composition is horizontal.

Logo / Red on bright backgrounds



Logo / Red on dark backgrounds



Logo / Black on bright backgrounds



Logo / White on dark backgrounds



4.2.3 Logo freespace and minimum size

The size of the Brandmark (X) defines a minimum freespace around the logos ($\frac{1}{2}X$). The freespace defined is an *absolute minimum*, with a preference to using even more space.

Logo freespace



Logo minimum size

20 mm wide wordmark



4.3.1 Colours print

Primary Colours

The Expeditions primary colour palette is inspired by the simplified boldness in nature. The bold contrasts of volcano black and pure white, the pristine beige inspired by the wide-open spaces.

The primary colours are to be used on large backgrounds on marketing materials, branded products etc.

To ensure consistent design and good readability, texts on White and Pristine Beige backgrounds, should be all black. For all copy texts, use all black.

Volcano Black

CMYK: C0 M0 Y0 K95
Pantone: PMS Black 7 C
RGB: R29 G29 B29
HEX: #1D1D1D

White

CMYK: C0 M0 Y0 K0
RGB: R255 G255 B255
HEX: #FFFFFF

Pristine Beige

CMYK: C10 M10 Y13 K0
Pantone: PMS Warm Grey 1C
RGB: R235 G226 B220
HEX: #EBE2DC

Accent Colours

The accent colour palette is inspired by colourful nature. These colours are to be used as small size drops of colour. Use on large maps, and on backgrounds for smaller text-elements such as prizetags.

Never use the accent colours on large backgrounds, as the total visual impression of Hurtigruten Expeditions should be the bold and simplified black-and-white-contrast.

Hurtigruten Red

CMYK: C0 M100 Y100 K7
Pantone: PMS 1795 C
RGB: R212 G0 B0
HEX: #d40000
NCS: NCS S 1080-Y90R

Iceberg Turquoise

CMYK: C70 M5 Y15 K0
Pantone: PMS 298 C
RGB: R31 G177 B209
HEX: #1FB1D1

Jungel Green

CMYK: C60 M7 Y95 K0
Pantone: PMS 7737 C
RGB: R113 G174 B60
HEX: #71AE3C

Penguin Yellow

CMYK: C0 M18 Y80 K0
Pantone: PMS 129 C
RGB: R255 G207 B59
HEX: #FFCF3B

4.3.2 Colours web

The UI colour palette is defined to ensure good navigation and consistent design.

Note that the light red, blue and yellow colours are not brand colours, and will only be used to highlight different offers etc.

The gray shades will be used for backgrounds.

Note!

Some of the colors will be slightly adjusted until the launch of the new website in April 2021.

UI All Black #000000		UI Text Black #1D1D1D		White #FFFFFF
UI Warm Gray 1 #F8F8F8	UI Warm Gray 2 #E5E3E3	UI Warm Gray 3 #D1CECC	UI Warm Gray 4 #BOAEAC	
UI Light Red #FDE3E1				
UI Snow Blue #D1F3FE			UI Frozen Blue #A0DBEF	
UI Flare Yellow #FFF4D1			UI Penguin Yellow #F8CF5A	

4.4 Typography

The Expeditions profile typography consists of a combination of Hurtigruten Display Condensed Bold and Atlas Grotesk.

Hurtigruten Display Condensed Bold is a custom-made typeface that radiates a bold, compact, and sharp appearance.

The functional Atlas Grotesk typeface gives the sense of contemporary comfort. Atlas Grotesk is a versatile and practical sans serif typeface with all the functionality you expect from a modern typeface.

Note!

A further development of the custom made typeface Hurtigruten Display is in the works. It will have a lower character height, and will have small caps as well. It will launch April 2021. This typeface will replace Atlas Grotesk Bold on smaller headlines and subtitles.

Hurtigruten Display Condensed Bold

BE ONE
WITH
NATURE

Atlas Grotesk

Lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi convallis euismod nisi. Nulla non tincidunt dui, vitae porttitor enim. Aliquam porttitor tortor vel magna volutpat hendrerit eget id massa. Maecenas posuere nec eros.

4.4.1 Typography print

Large headlines print

Hurtigruten Display Condensed Bold is to be used only in short and bold headlines, communicating brand messages. To ensure good readability, the recommended length should be 3 to maximum 4 lines, with maximum 1 to 2 words per line.

LOREM SIT
IPSUM AQUI
DOLORES

Smaller headlines and subtitles print

For smaller headlines and subtitles, use Atlas Grotesk Bold.

Note!

A further development of the custom made typeface Hurtigruten Display is in the works. It will have a lower character height, and will have small caps as well. It will launch April 2021. This typeface will replace Atlas Grotesk Bold on smaller headlines and subtitles.

Lorem sit ipsum
aqui dolores

Nam quia desto commo

Blab ipic to explis ducipsus nonsed mollaut odignat. Ectur, tem reiunt quibus nulparumqui tet untiania prae nonsent preris quam quuntiusdae. Et laut ut quosandi ni tecum quo ipient quid untia non eosa corecepuda quae con pres venducidebis ab ipic to explis ducipsus nonsed.

“Quatur as maio explibe”

Copy and practical information print

Atlas Grotesk is for practical details, all the nitty gritty information, tables etc. Use Atlas Grotesk Regular Italic and Bold Italic to emphasise parts of the text.

Hurtigruten Display Condensed Bold

ABCDEFGHIJKLM
OPQRSTUVWXYZ
1234567890

Currency

\$ ¢ £ ¤ ¥ €

Standard ligatures

– — —

Atlas Grotesk Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnp
qrstuvwxyz
1234567890

Atlas Grotesk Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnp
qrstuvwxyz
1234567890

4.4.2 Typography web

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Editorial copy web

Long texts are usually more readable when utilising a serif typeface. Austin Text Roman enhances this by bringing clarity and readability, and is therefore excellent for long reading in editorial pieces. Use Austin Text Bold and Italic to emphasise parts of the text.

Practical information web

Atlas Grotesk is for practical details, all the nitty gritty information, tables etc.

LOREM SIT
IPSUM AQUI
DOLORES

Lorem sit ipsum
aqui dolores

Nam quia desto commo

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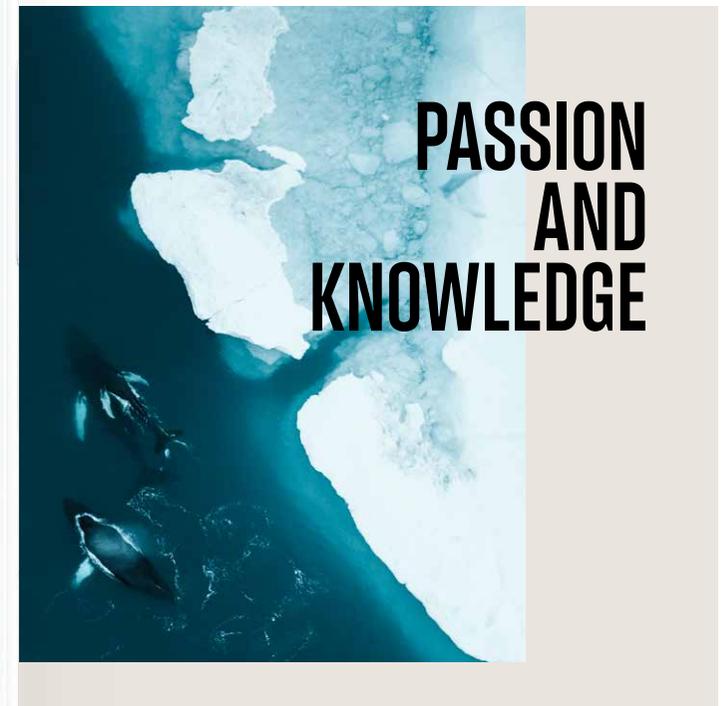
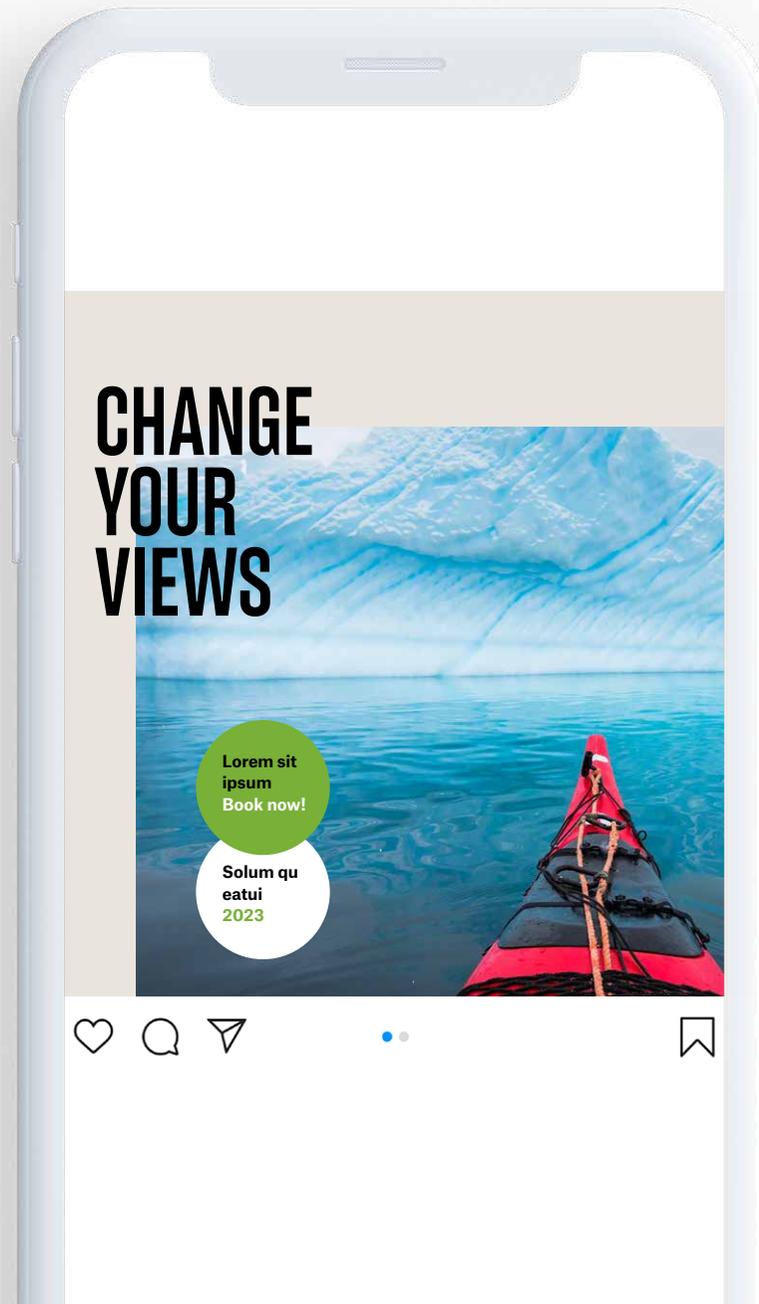
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4.4.3 Typography usage

Use Hurtigruten Display Condensed Bold in short and bold headlines, communicating brand messages. To ensure good readability, the recommended length should be 3 to maximum 4 lines, with maximum 1 to 2 words per line.

Atlas Grotesk to be used on prizes and practical information.

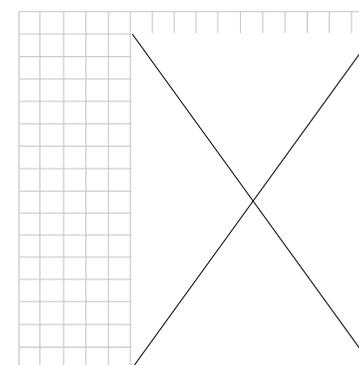
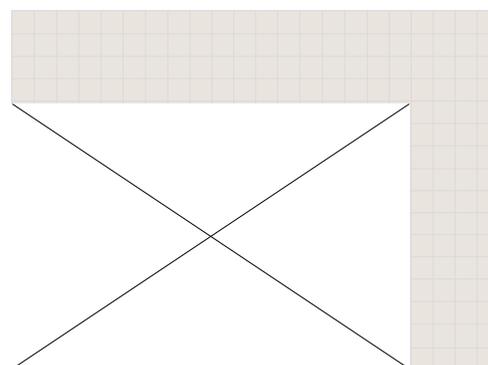
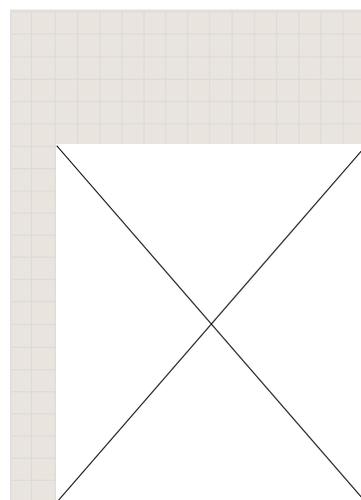
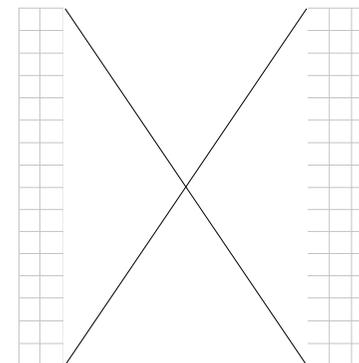
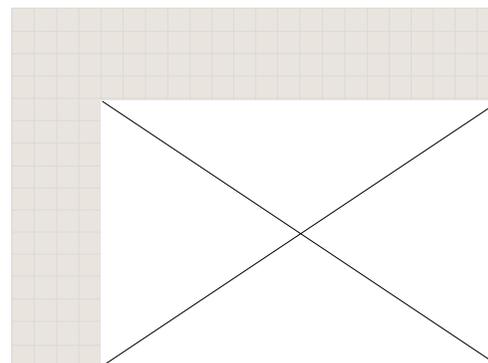
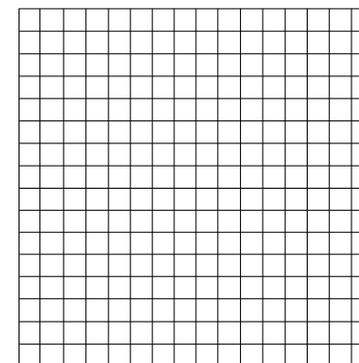
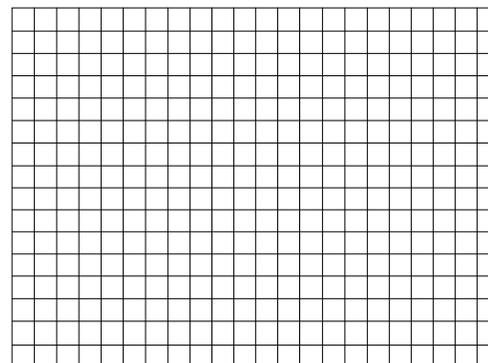
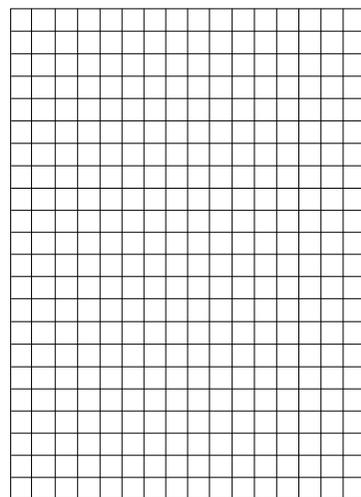


4.5 Layout principles

A design grid ensures consistent proportions in layout, and forms the basis for scalability.

Set images on a profile-colored background, and make sure to vary the layout in order to create a vibrant and assymetric appearance.

The profile-coloured backgrounds form a distinct frame, strengthening the visual identity in a range of formats.

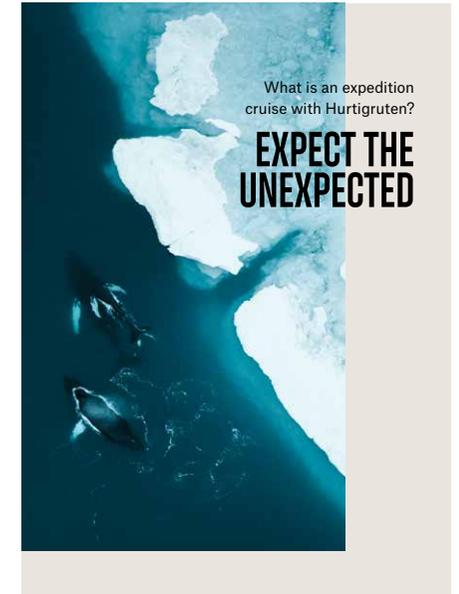


4.5 Layout principles

Typography can be placed over images when suitable. Make sure the legibility is good.

Only use Hurtigruten Display Condensed Bold in short and large sized headings, containing a brand message.

Both headings and introductions can be placed on top of the image. In order to ensure good readability, make sure that image used is not too detailed.



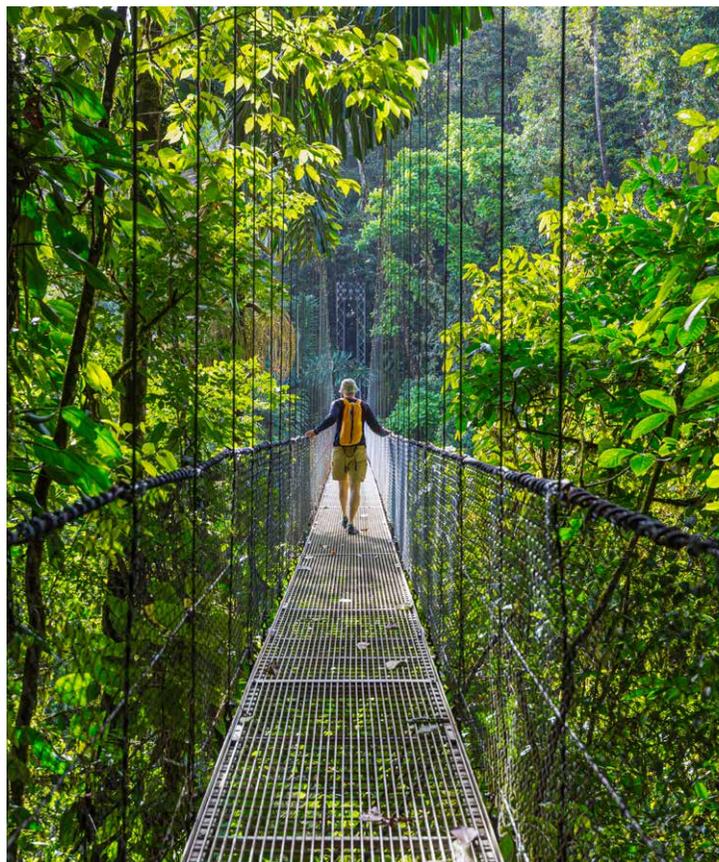
4.5 Layout principles

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REDEFINING EXPEDITION CRUISES

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WHAT SHOULD HURTIGRUTEN EXPEDITIONS IMAGERY SHOW?

BOLD

Traveling with Hurtigruten Expeditions is a bold and magnificent experience. The journey gives you authentic encounters with surroundings that are bigger and more powerful than you can dream of. And it leaves its mark in a way that only real and unfiltered experiences can.

INVITING

Hurtigruten Expeditions is also about intimate experiences. The inviting atmosphere, the knowledge that is shared generously, the high quality that characterises every detail, and the feeling of being part of a community – discovering something new and exciting.

HERO IMAGES

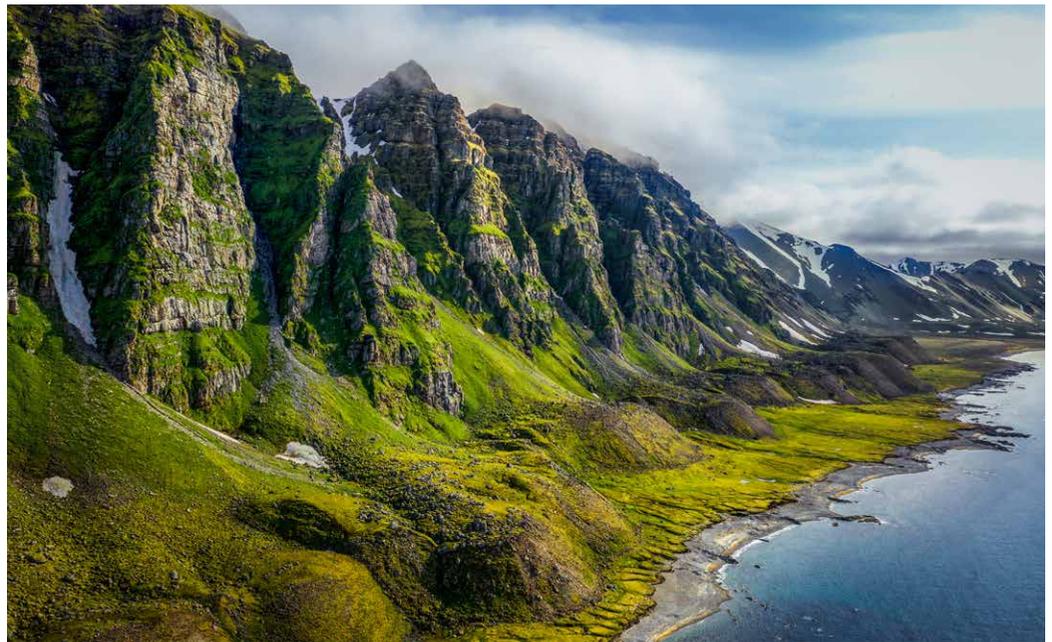
Our hero images should show the magnificent scenery you will experience on our travels. Stunning nature and wide-open landscapes.

The images should have a composition with lots of «air», we should strive for simplified photography – without too many details.

On the other hand, the images can have an eye-catching detail – a small detail that catches the eye, adds contrast and proportions to the image.

BOLD

- Larger-than-life scenery
- Simplified expression
- Overview
- A small, eye-catching detail





ONBOARD IMAGES

Onboard images should cover a wide range of motifs. Covering the comfortable daily life onboard, high-quality interiors, dining in the restaurants and lounges.

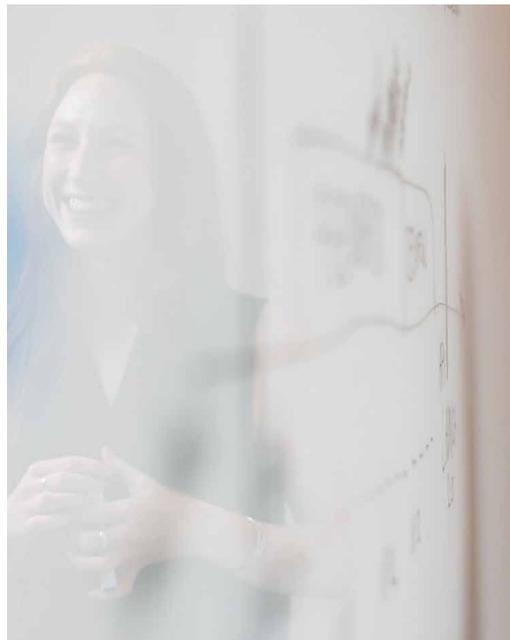
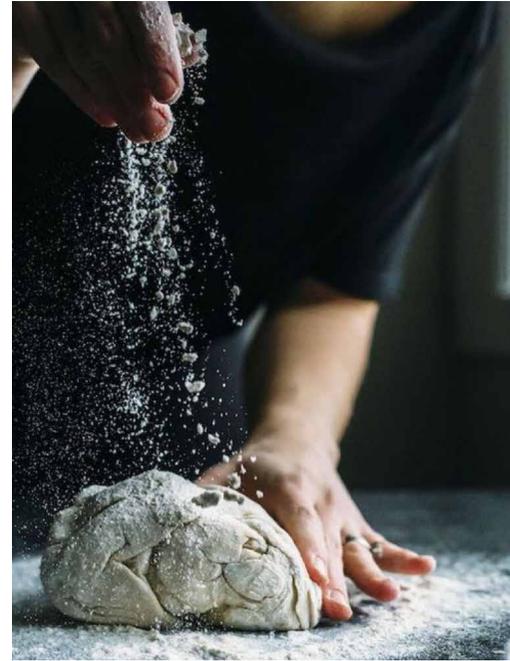
Our generous know-how is to be shown in photos of the Science Center, and with enthusiastic lectures. Details from preparations for activities, and our Expedition Teams.

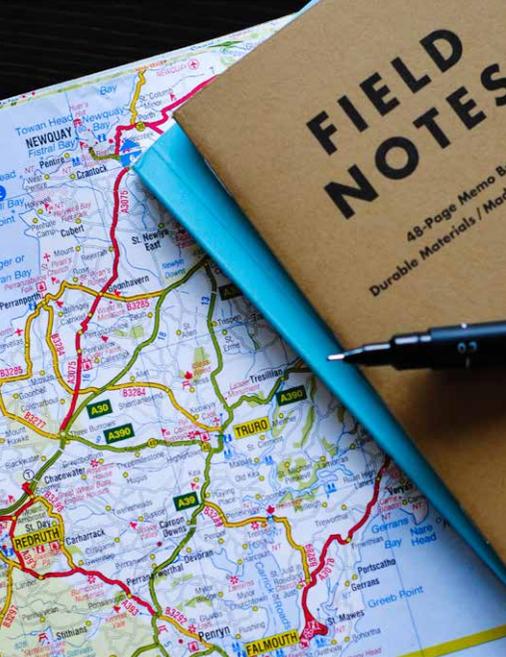
In contrast to our Hero images, these should be close to the object and reflect the atmosphere on board.

Key words are quality, knowledge, and preparation.

INVITING

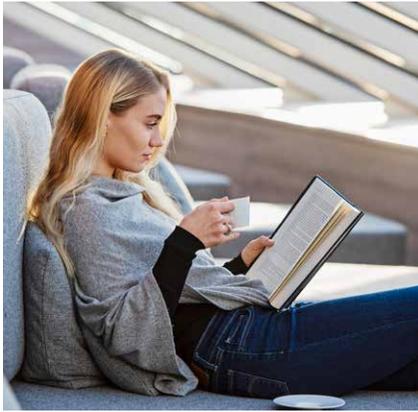
- Guests and crew experiencing authentic and spontaneous moments
- Close up
- Warm atmosphere
- Simplified motifs





SUMMARY

Bold surroundings Inviting atmosphere



WHICH STORIES DO WE TELL?

We tell stories that emphasise that we love sharing our passion and knowledge, while taking you to unique destinations, often off the beaten track! No matter where in the world you travel with us, you'll have the chance to expand your horizons, in more than one way. Just like us, you are deeply passionate about sustainability, science, culture, history, people, nature and wildlife. You embrace lectures, activities and excursions where you can learn and share more. We have experts at your disposal, and they will share super fascinating stories even before you have chosen to cruise with us. These stories

will trigger your curiosity, make you thirst for more knowledge and amaze you with facts and perspectives that you had never thought of before. You know that an expedition cruise experience becomes so much more meaningful and will make more of an impact when you have the knowledge to understand why.

HOW DO WE SAY IT?

For Expedition cruises, we are «popular science» knowledge sharers with an enthusiastic twist. But not over-the-top/cheerleader enthusiastic. We are inclusive! You can choose to take part in our expertise and passion for knowledge, which we love to share with you. We are the experts, but we don't need to brag about it in boastful or blunt way. We have enough self-confidence to be cool about it. And we are never, ever patronising. «Mansplaining» is banned – just like single-use plastic! We use an active language. We use «you» instead of «our guests».

EXPEDITIONS BRAND BOOK