

CONSULTANT

Rebrand digital toolkit

Version 4

A scenic view of a beach at low tide. The sky is a clear, pale blue with a few wispy white clouds. Numerous seagulls are captured in flight, scattered across the sky. In the foreground, a person is running on the golden sand. The beach is wide and flat, with shallow pools of water reflecting the sky. In the distance, the ocean waves are visible, and a few more people can be seen walking on the beach. The overall atmosphere is peaceful and natural.

Our Mission

Sharing a cleaner, safer way of living
by reducing harmful chemicals
in everyday lives

Live Norwex

At Norwex we allow for a simpler, better way of living, from the plant-based ingredients we use to create safer, more effective home and personal care products, to the one-of-a kind microfiber we construct from recycled bottles. Our vibrant community offers the opportunity to live life to its fullest by earning income and rewards, developing lifelong friendships, and giving back to those in need. Choose Norwex and live cleaner, safer, better as you help others do the same.

live cleaner

by reducing harmful chemicals
and waste.

live safer

by reducing the impact of toxins
in your home and on your body.

live better

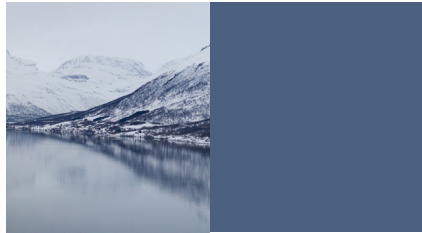
by helping others adopt
a healthier way of life.

Photography Quick Look Overview



Introductory Color Palette

Primary (Naturals)



Norwex Blue
HEX #4C5F7F



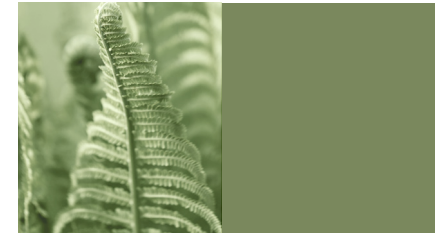
Sheep's Wool
HEX #FAF4EF

Secondary/Accent Colors

These colors should not be used for body copy or pricing.

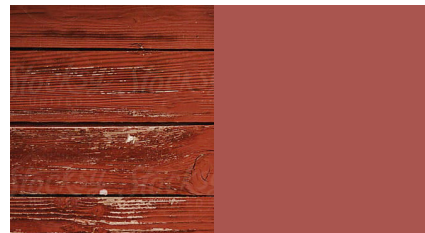


Sea Glass
HEX #6C9BAA



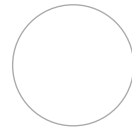
Fern
HEX#8E9A6D

Reserved for **Sale prices** or
"NEW" only.



Farmhouse
HEX #A95550

For use with subhead/body/item copy



Reverse
HEX #FFFFFF



75% Black
HEX #636466

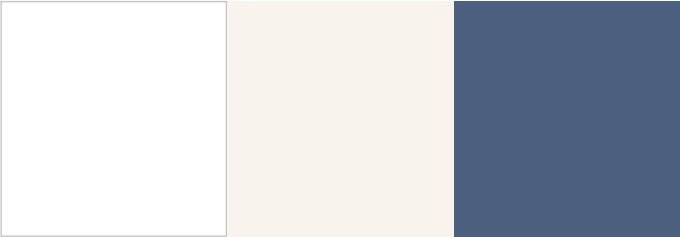
OR



90% Black
HEX #414042

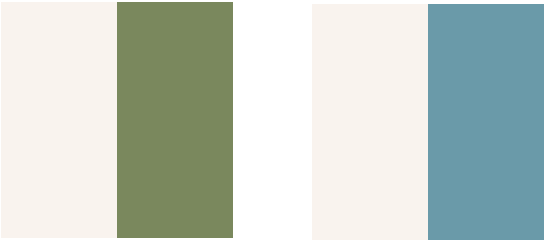
Color combinations – suggested combinations

PRIMARY COLOR COMBO TO USE

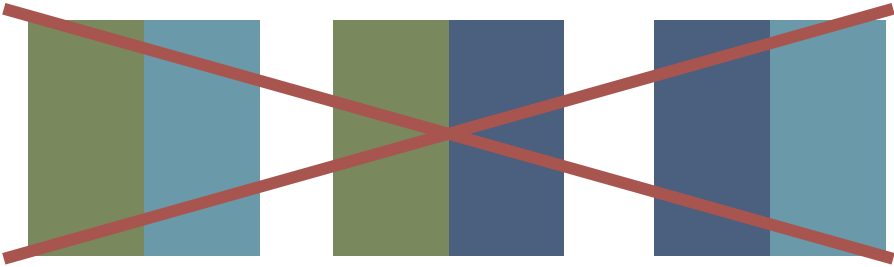


Backgrounds

Headlines/copy



Suggested color combinations should be minimal and simple with the use of secondary colors used sparingly.



Please do not combine these colors together.

Typography

Objektiv MK2 is the company's branded font however, in lieu not having, Google Font "Poppins" may be used.

Objectiv Mk2 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Poppins Regular (or Light may) be used

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Canva Free Font or

<https://fonts.google.com/specimen/Poppins>

PLEASE DO NOT TAKE SCREENSHOTS OF THE
FOLLOWING ASSETS AS THEY WILL LOSE CLARITY

Independent Consultant Logos & Leaf Icon



PLEASE **DO NOT** USE LEAF ICON
ON ITS OWN AT THIS TIME

tagline - **PLEASE DO NOT ALTER LOGOS/LOCKUPS**

Our tagline supports our belief of the Norwegian way of living: a simpler, more natural, collective way of living—freer from chemicals.

Please DO NOT type "live, cleaner, safer, better." as it has been specially crafted font and is only available as an image. It currently exists only in English.

May be used in the same space as the Independent Consultant Logo but should have plenty of space surrounding it.

May not be used locked up with the Independent Consultant Logo.



PLEASE DO NOT type the tagline and/or use in any other fonts.

live, cleaner, safer, better.

live, cleaner, safer, better.

live, cleaner, safer, better.

Digital Examples – Product Only



Chenille
Hand Towel
\$30.99
309104

 **norwex**[®]
Independent Consultant

NEW



Pet To Dry,
fox
\$24.99
761007

 **norwex**[®]
Independent Consultant

Reusable Handle with
Mesh Dish Scrubber
\$14.99
54127



 **norwex**[®]
Independent Consultant

Digital Examples – Connection to Nature/Mission Statement



The image shows a digital graphic with a background of smooth, grey river stones. A semi-transparent, light beige rectangular box is centered over the stones. Inside the box, the Norwex logo is displayed in dark blue, consisting of a stylized 'N' icon followed by the text 'norwex' in a lowercase sans-serif font and a registered trademark symbol. Below the logo, the words 'Independent Consultant' are written in a smaller, dark blue sans-serif font. A thin horizontal line separates the logo from the mission statement. The mission statement is written in a dark blue sans-serif font and reads: 'Our Mission' followed by 'Sharing a cleaner, safer way of living by reducing harmful chemicals in everyday lives.'

norwex[®]
Independent Consultant

Our Mission
Sharing a cleaner, safer way of living
by reducing harmful chemicals
in everyday lives.



The image shows a digital graphic with a background of a vibrant green leaf. A semi-transparent, light green rectangular box is centered over the leaf. Inside the box, the Norwex logo is displayed in white, consisting of a stylized 'N' icon followed by the text 'norwex' in a lowercase sans-serif font and a registered trademark symbol. Below the logo, the words 'Independent Consultant' are written in a smaller, white sans-serif font. A thin horizontal line separates the logo from the mission statement. The mission statement is written in a white sans-serif font and reads: 'Our Mission' followed by 'Sharing a cleaner, safer way of living by reducing harmful chemicals in everyday lives.'

norwex[®]
Independent Consultant

Our Mission
Sharing a cleaner, safer way of living
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The image shows a digital graphic with a background of a scenic landscape featuring snow-capped mountains and a calm lake. The bottom half of the image is a solid dark blue rectangle. The Norwex logo is displayed in white, consisting of a stylized 'N' icon followed by the text 'norwex' in a lowercase sans-serif font and a registered trademark symbol. Below the logo, the tagline 'live cleaner, safer, better.' is written in a smaller, white sans-serif font. A thin horizontal line separates the logo from the mission statement. The mission statement is written in a white sans-serif font and reads: 'Our Mission' followed by 'Sharing a cleaner, safer way of living by reducing harmful chemicals in everyday lives.'

norwex[®]
live cleaner, safer, better.[™]

Our Mission
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Digital Examples – Emotional Connection

“
Sharing a cleaner,
safer way of living
by reducing
harmful chemicals
in everyday lives.



norwex
Independent Consultant



norwex
Independent Consultant

mother
(nature)
approved



norwex
Independent Consultant

Digital Examples – Single product focus



Product in simple environment

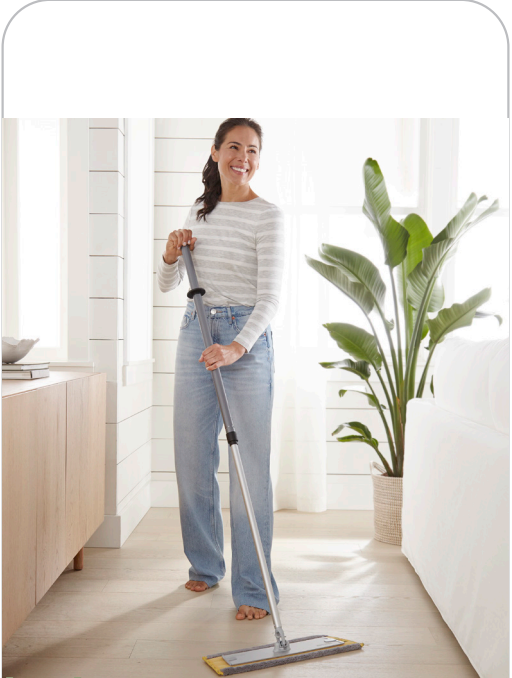


Product & nature sensory connection



Product and the human connection

Digital Examples



A Norwex Mop System and a little water keeps it simpler for you and your family



inspired by nature

#thenorwegianway



creature comforts



 norwex[®]
Independent Consultant

See your Independent Consultant for details.