



# Brand Guidelines.

# 1825

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# 2025

A Legacy of Courage and  
New Beginnings.

# Brand Guidelines

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With courage as  
our compass and  
hope as our sail,  
we honor the  
journey of the  
Restoration.

Bound by  
history, guided  
by purpose –  
the story of  
Restoration  
continues.



# Introduction.

This brand guide commemorates the 200th anniversary of the voyage of the Restauration in 1825. As the first Norwegian emigrant ship to journey to America, Restauration represents not only the courage of its passengers but also the start of a shared history that links two nations.

To honor this milestone, we've distilled the essence of Restauration into visual elements that reflect its legacy of exploration, resilience, and community. Each part of this guide, from the logo to the color palette and typography, is designed to echo the character and spirit of the original voyage.

Through these guidelines, we aim to preserve and celebrate Restauration's story in a form that speaks to modern audiences while respecting the journey's historical roots. This document stands as a testament to the simple yet profound impact of Restauration's legacy, carried forward with care and purpose.

**Logo.**

# Sails raised for new beginnings.

The Restauration logo captures the spirit of its historic journey with three sails and the name that defined the first Norwegian emigration. Each sail symbolizes courage, unity, and resilience, reflecting the qualities that carried Restauration and her passengers across the open sea.



## Dark and Light

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## Logomark Variations

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## Logo Pairing.

# Allies on the Voyage

In the spirit of unity that defined the Restauration's journey, the logo finds strength in its alliances. Paired with the marks of sponsors and company partners, the Restauration logo stands alongside those who support and share in its mission. This section demonstrates how the logo harmonizes with partner brands, creating a cohesive and respectful visual partnership that honors both the legacy of Restauration and the values of those who join in this journey.



# Logo Pairing for 200 Crossings

## Light backgrounds

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## Dark backgrounds

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**Typography.**

This is  
**Playfair Display**  
**Typeface**

This is  
**Alice Typeface**

This is  
**Georgia Typeface**

## Typography.

### Primary Typeface Weights

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Playfair Display

**AaBbCcDdEeFfGgHhIiJjK LlMmNnOo**  
**PpQqRrSsTtUuVvWwXxYyZz**  
**0123456789 (&?!/,;:-\_\*)**

Alice

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&?!/,;:-\_\*)

Georgia (substitute system font)

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&?!/,;:-\_\*)

### Context Text and Headlines

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Header

**Example Header**

Alice/Georgia  
54 pt Type / 60 Leading

Subheader

**Example  
subheading**

Playfair Display Black/Georgia  
24 pt Type / 30 Leading

Body Text

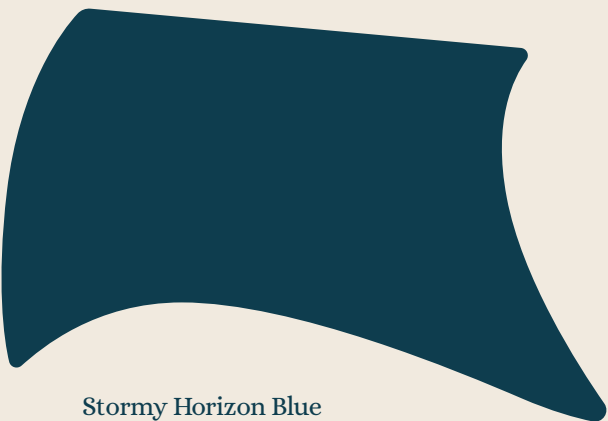
Example body text

Alice/Georgia  
11 pt Type / 15 Leading / -20 tracking

# Color Palette.

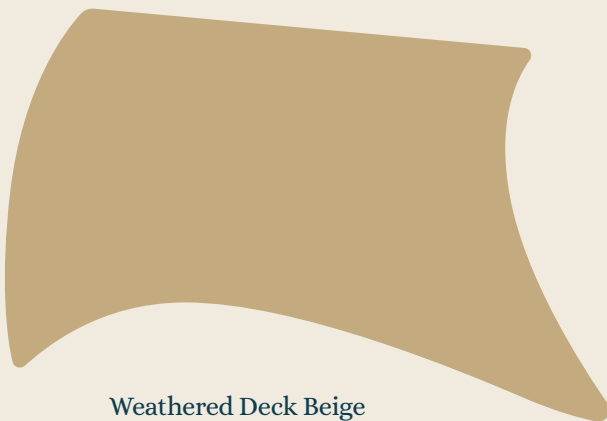
## Primary colors.

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Stormy Horizon Blue

CMYK 95 / 66 / 49 / 40  
Pantone PMS548  
RGB 8 / 62 / 79  
HTML #083E4F



Weathered Deck Beige

CMYK 25 / 30 / 55 / 0  
Pantone PMS466  
RGB 196 / 171 / 128  
HTML #c4ab80

## Secondary colors.

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Voyage Green

CMYK 63 / 21 / 67 / 3  
RGB 104 / 156 / 114  
HTML #689c72



Morning Ochre

CMYK 7 / 28 / 100 / 0  
RGB 236 / 183 / 30  
HTML #ecb71e



Ocean Crest White

CMYK 0 / 0 / 0 / 0  
RGB 255 / 255 / 255  
HTML #FFFFFF



Anchor Black

CMYK 0 / 0 / 0 / 100  
RGB 0 / 0 / 0  
HTML #000000



# Stationery set.

## Letterhead and Business Card



### Letterhead Parameter.

Card Dimensions	Paper Weight
210 x 297 mm	120 gram white
	Uncoated

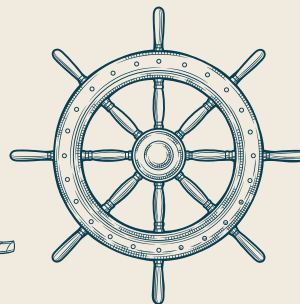
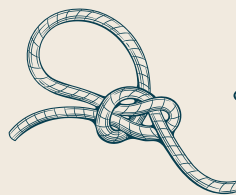
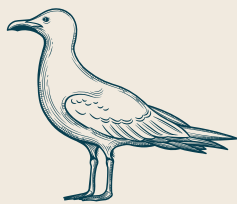
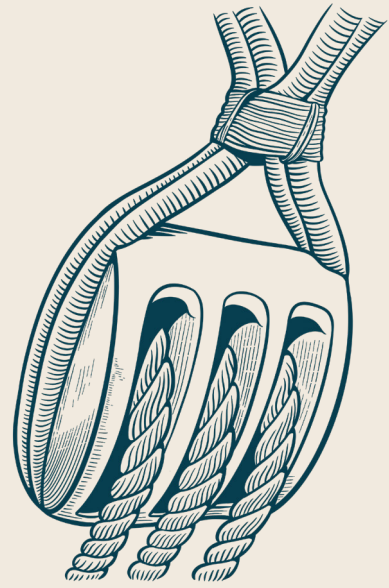
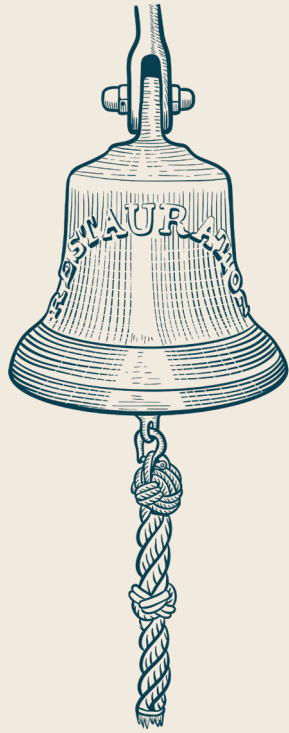
### Business card Parameter.

Card Dimensions	Paper Weight
85 x 55 mm	300 gram white
	Uncoated

**Icons.**

# Symbols of the Journey

The icon set for Restauration is designed to echo the essential elements of its historic voyage. Each icon serves as a visual reference to the journey's values — strength, exploration, and connection to the sea.





**Logo in use.**

# Mark of the Voyage

The Restauration logo, with its timeless design, brings a touch of history to each product it graces. From apparel to stationery, every application of the logo connects the present to the past, serving as a reminder of the journey's enduring impact. This section showcases how the logo seamlessly adapts to various formats, ensuring that the spirit of Restauration is carried forward in every piece.





“Wherever the logo travels, the legacy of Restoration sails alongside.”

by.

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