



Brand Guidelines

03

Brand Attributes

18

Colours

05

Logo

25

Applications

12

Typography

01

Brand Attributes

Climate-focused, people-first

Soft, warm and approachable

Credible in voice and consistent in delivery

Clear, accessible and informative

Optimistic and daringly forward-looking

Modern, joyful and bold

Actively Nordic with a global reach

Nordic simplicity

Mycorrhizae

Networked, organic and tactile

02 Logo

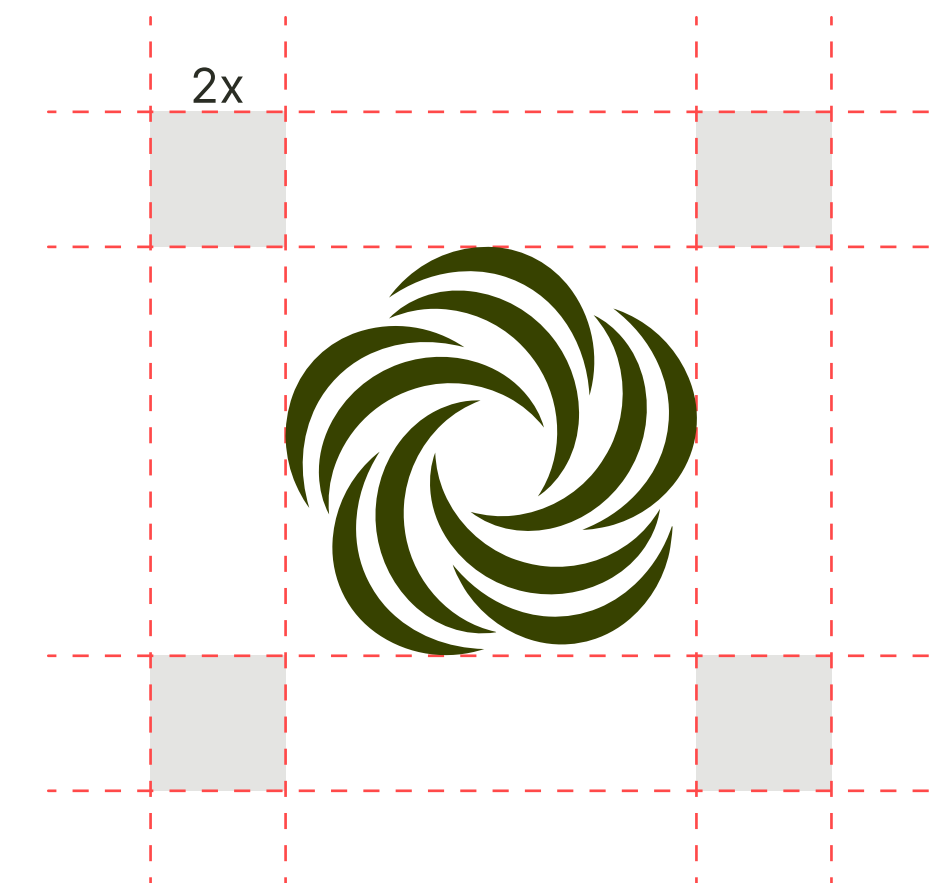
The warm cream background pairs naturally with the green logo, reflecting the NDF's connection to climate and nature. Use the green logo on light or cream backgrounds for maximum brand recognition and contrast.

Use the Frost coloured version of the NDF logo on the brand's dark green backgrounds.

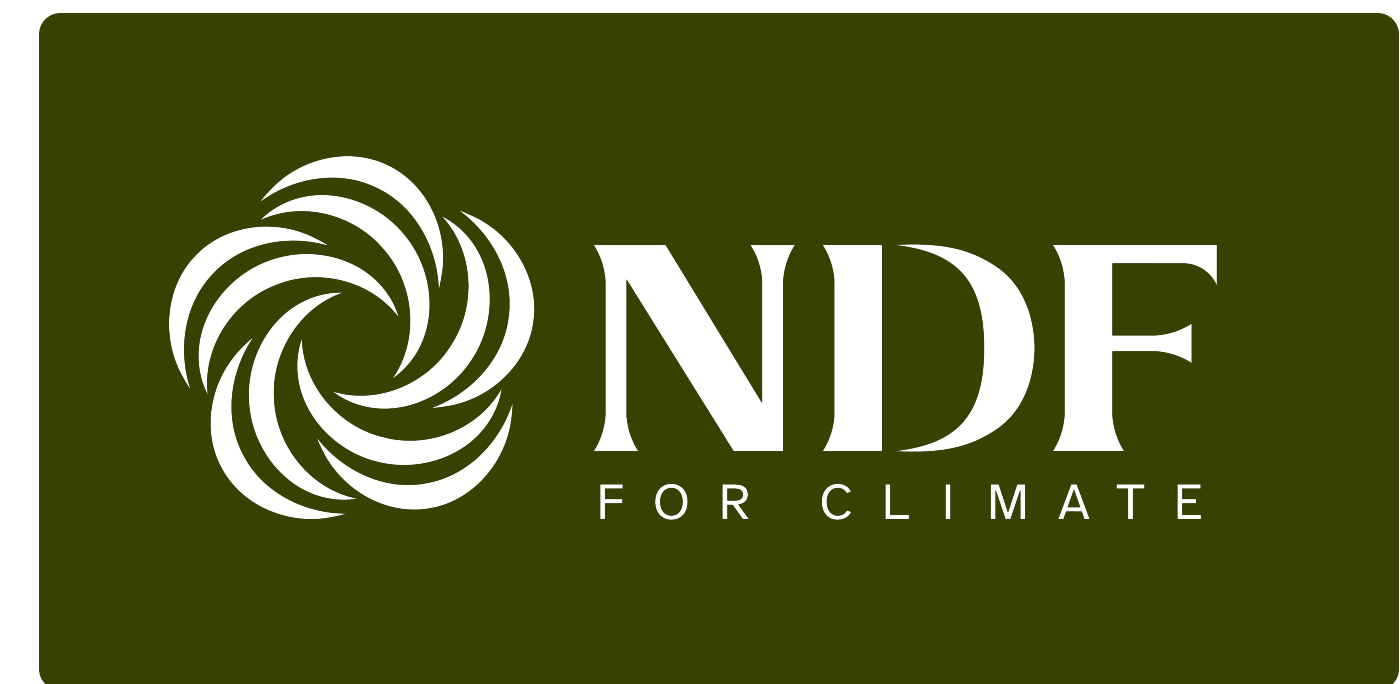


Always maintain a minimum clear space around the logo. The required clear space equals 2x the gap between the emblem and the logotype. This rule applies to both the full logo and when the emblem icon is used alone.

The exclusion zone protects the logo from competing visual elements and ensures legibility across all applications.



This secondary logo version includes the “For Climate” tagline and should be used in applications where additional brand context or clarity is needed. The logo is available in Black, Moss, and White colour variations. Ensure sufficient clear space and maintain legibility across all backgrounds and formats.



For single-colour applications such as print, embroidery, or when colour printing is unavailable, NDF provides black and white logo versions.

Black logo is used on white or light backgrounds. White logo is used on black or dark backgrounds.



For single-colour applications such as print, embroidery, or when colour printing is unavailable, NDF provides black and white logo versions.

Black logo is used on white or light backgrounds. White logo is used on black or dark backgrounds.



Here are couple of examples of wrong logo treatments. Please always make sure you're following rules from this guide.



Wrong

Not enough contrast between background and logo



Wrong

The logo proportions should be kept intact



Wrong

The logo should not be rotated



Wrong

The logo should have enough space around it

Emblem Usage alone

The emblem can be used freely as a visual element. The only rules are: always maintain its original proportions, and never add anything to it — such as drop shadows, outlines, or other effects.



Correct

Always maintain its original proportions



Wrong

Never add anything to emblem.
Such as drop shadows, outlines, or other effects.

DS

Typography

Abc Otto

ABC Dinamo

ABC Otto is our headline typeface, used in Regular and Bold. Its sturdy, wide rhythm and subtly cartoonish presence give headlines a warmth that is as approachable as it is refined.

Designed by Sam de Groot and Laura Opsomer Mironov, Amsterdam.

Regular

Bold

Atkinson Hyperlegible Next

Atkinson Mono

Google Typeface

Atkinson Hyperlegible Next is our body and supporting typeface, used for body text, captions, and numerical callouts. Designed by the Braille Institute, it was built with legibility at its core, featuring highly distinctive letterforms that make reading easier, especially at smaller sizes

Atkinson Hyperlegible Mono is used for technical content and data.

Used in Light, Regular, Medium and Bold.
Mono in Regular and Bold.

Atkinson Hyperlegible Next

Light

Regular

Medium

Bold

Atkinson Mono

Regular

Bold

Type hierarchy is crucial to the brand. This page acts as a reference for how to clearly scale and showcase hierarchy with NDF brand typefaces.

H1 Heading
140 pt, Regular
Otto

Headlines H1

H2 Heading
84 pt, Regular
Otto

Headlines H2

H3 Heading
55 pt, Regular
Otto,

Headlines H3

Ingress
36 pt, Regular
Otto

Ingress and quotes, Driving climate finance forward through Nordic cooperation

Body, Subheader H4
21 pt, Regular
Atkinson Hyperlegible

Subheader H4

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus egestas purus velit, quis scelerisque ligula consequat nec. Sed quis diam vel felis molestie sollicitudin eget id tortor. Etiam nec nibh nec ligula porttitor porttitor eget ut odio. Proin a augue in dui commodo finibus sed non dolor. Pellentesque eget velit vehicula, blandit massa quis, tincidunt lacus.

Info
16 pt, Regular
Atkinson Hyperlegible

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

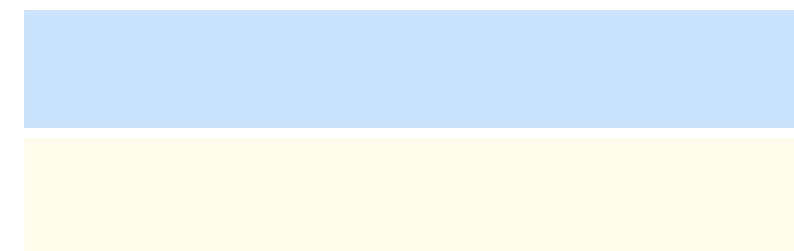
04

Colours

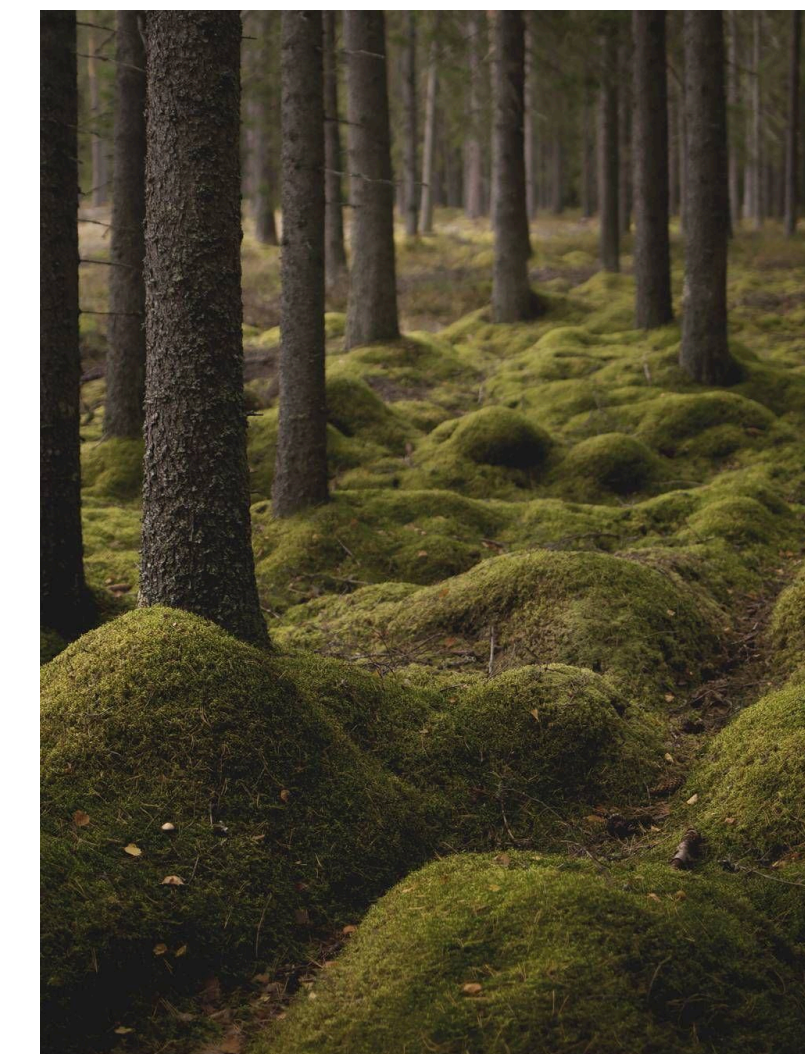
From Nordic Climate to Soil

The colour system moves from airy, atmospheric tones to warm, earthy hues, reflecting the layered connection between climate, living ecosystems, and soil. Inspired by Nordic landscapes, forest floors, and mycelial networks, the palette expresses a world where impact is created through connection, balance, and regeneration.

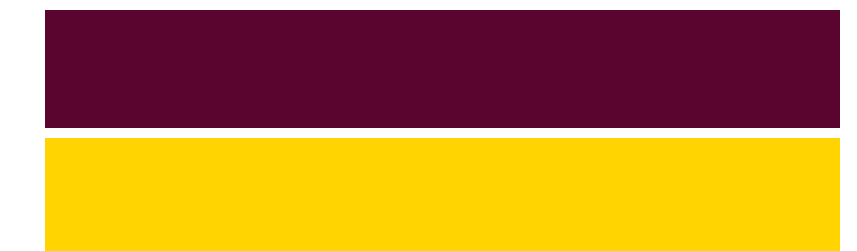
Climate



Forest floor




Below ground





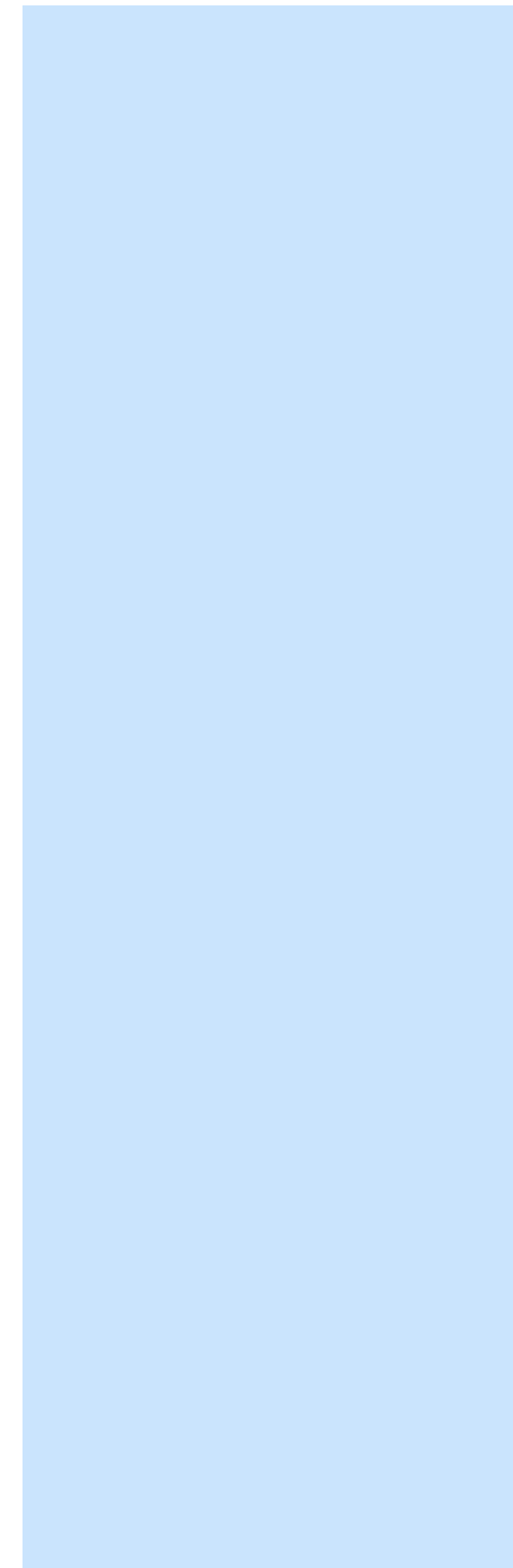
Moss

HEX	#384300
RGB	56, 67, 255
CMYK	71, 50, 100, 56



Frost

HEX	#FFFBEE
RGB	255, 251, 238
CMYK	0, 1, 9, 0



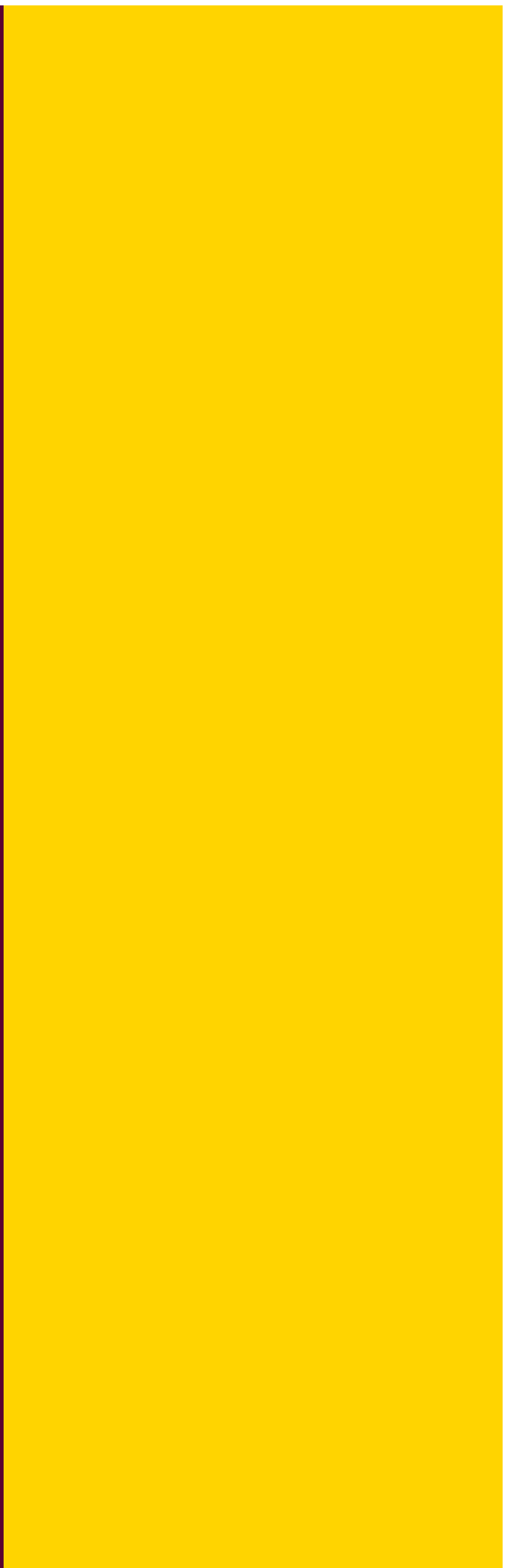
Sky

HEX	#CBE5FE
RGB	203, 229, 254
CMYK	24, 4, 0, 0



Clay

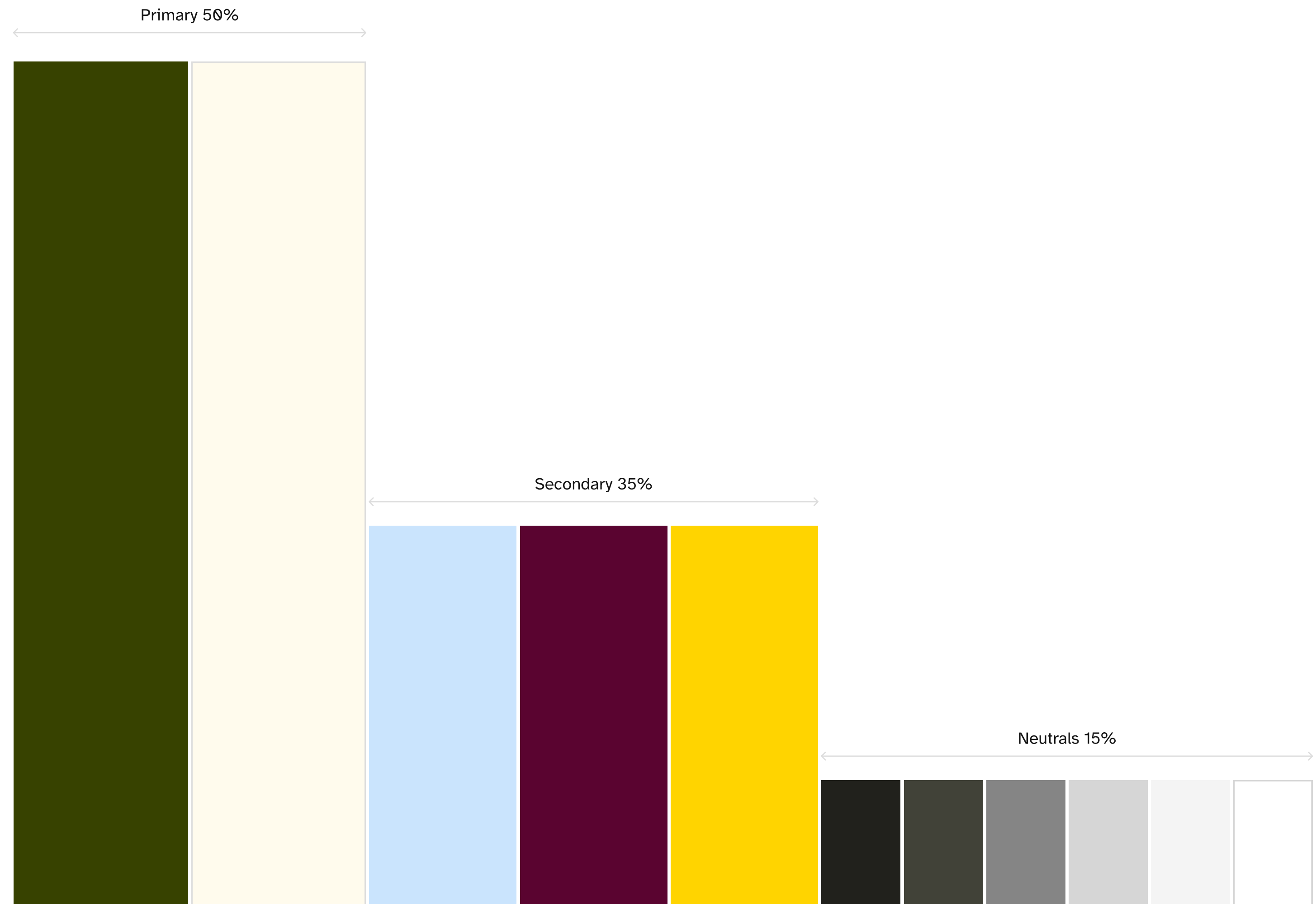
HEX	#5A0431
RGB	90, 4, 49
CMYK	43, 100, 37, 59



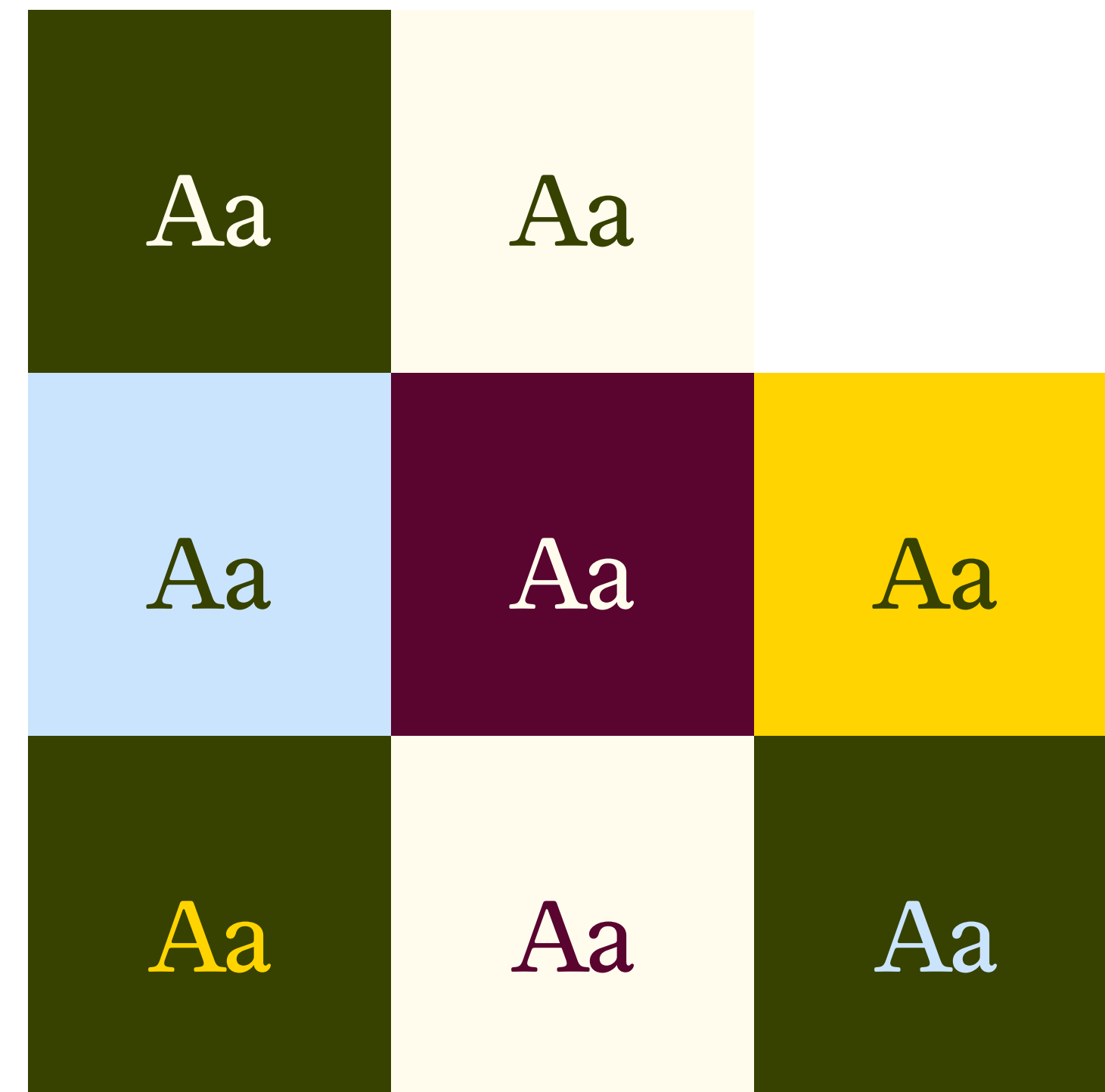
Amber

HEX	#FFD400
RGB	255, 212, 0
CMYK	1, 16, 92, 0

The graph on the right shows the importance of each colour. Moss and frost are our primary colours while secondary are accent colours used in combination with primary colours.

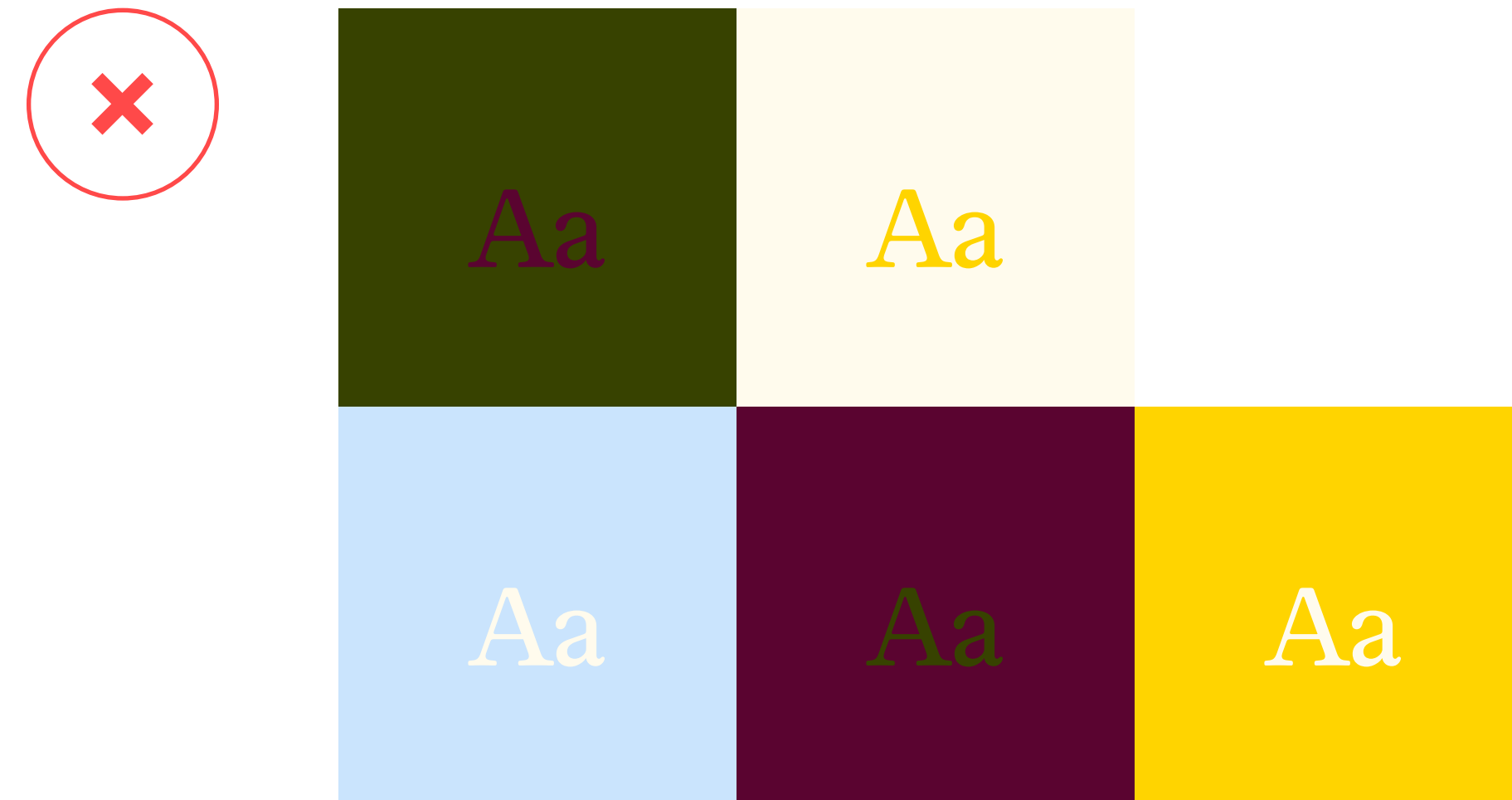


These pairings create clear contrast. Use them as your guide when building layouts.



Here are colour pairings to avoid when creating layouts. These colours don't work well when text is applied on top of them. These palettes when combined together don't create enough contrast

- ✘ Do not combine two dark tone colours
- ✘ Do not place light text on a light background



Colour Shades

This page shows the tints and shades of the primary and secondary brand colours. Each variation is presented with its hex, RGB, and CMYK values for consistent use across digital and print applications.

<p>#384300 RGB (56, 67, 0) C68% M50% Y100% K52%</p>	<p>#004B92 RGB (0, 75, 146) C100% M80% Y13% K2%</p>	<p>#5A0431 RGB (90, 4, 49) C45% M100% Y53% K52%</p>	<p>#D67900 RGB (214, 121, 0) C13% M60% Y100% K2%</p>	<p>#2B2D25 RGB (43, 45, 37) C68% M60% Y71% K67%</p>
	<p>#1371CF RGB (19, 113, 207) C83% M55% Y0% K0%</p>		<p>#FFB700 RGB (255, 183, 0) C0% M31% Y100% K0%</p>	<p>#73746D RGB (115, 116, 109) C55% M46% Y52% K14%</p>
<p>#5E7000 RGB (94, 112, 0) C64% M37% Y100% K22%</p>	<p>#46A0F9 RGB (70, 160, 249) C62% M30% Y0% K0%</p>	<p>#A84377 RGB (168, 67, 119) C35% M87% Y29% K3%</p>	<p>#FFD400 RGB (255, 212, 0) C1% M14% Y100% K0%</p>	<p>#CBCBC7 RGB (203, 203, 199) C20% M15% Y18% K0%</p>
<p>#89A400 RGB (137, 164, 0) C52% M19% Y100% K2%</p>	<p>#8BC5FE RGB (139, 197, 254) C40% M12% Y0% K0%</p>	<p>#E37FB2 RGB (227, 127, 178) C6% M62% Y1% K0%</p>		<p>#F1F1F1 RGB (241, 241, 241) C4% M3% Y3% K0%</p>
<p>#ADC243 RGB (173, 194, 67) C37% M9% Y94% K0%</p>	<p>#CBE5FE RGB (203, 229, 254) C18% M3% Y0% K0%</p>	<p>#F7B7D8 RGB (247, 183, 216) C1% M35% Y0% K0%</p>	<p>#FEE56A RGB (254, 229, 106) C2% M6% Y71% K0%</p>	<p>#FFFFFF RGB (255, 255, 255) C0% M0% Y0% K0%</p>
<p>#E2EEA8 RGB (226, 238, 168) C13% M0% Y43% K0%</p>		<p>#F9D7E8 RGB (249, 215, 232) C1% M18% Y0% K0%</p>	<p>#FFF18B RGB (255, 241, 139) C2% M1% Y56% K0%</p>	

05

Applications

Nordic action for climate

Results area

01

Resilient cities and human settlements

Story from 2025

EEP Africa: Millennium Engineers

Investing in blue economy and resilient fish production along Lake Victoria



Sardine processing in Tanzania is work passed down through generations. Photo: Millennium Engineers.

Since 2018, NDF has hosted the Energy and Environment Partnership (EEP Africa) Trust Fund, which supports early-stage clean energy solutions that improve livelihoods, promote gender equality and accelerate climate action. Since then, EEP has invested more than EUR 50 million in 133 projects. One such investment is Millennium Engineers, which is a Tanzanian women-led clean energy company founded by Diana Mbogo. Millennium Engineers strengthens the Lake Victoria fishing value chain through integrated solar solutions.

With early-stage financing from EEP Africa, Millennium Engineers developed and deployed an integrated clean energy model that addresses the entire fisheries value chain. The company combines solar-powered fishing lamps with solar drying facilities, ensuring clean energy access from harvest to processing and market.

In Northern Tanzania, Lake Victoria sustains thousands of livelihoods, with over 100,000 fishers depending on nighttime sardine fishing and drying to earn a living. Yet access to electricity remains limited and largely concentrated in urban areas. Fishers in off-grid locations, particularly on islands, rely on costly and hazardous kerosene lamps or diesel-powered LED lights.

Foreword

The year 2025 was an important milestone and a moment of reflection for us. As we conclude the Strategy 2025, we look back on five years defined by transformation: in the world around us, in the Nordic countries and within NDF itself. Most importantly, we are particularly proud to see how our work has translated into real impact, as our results showcase the difference Nordic climate finance is making.

This report, published annually since 2021, brings together the results, insights, and stories of the people behind the data. We illustrate how NDF's co-financing has contributed to delivering impact where it is needed most, particularly in lower-income countries and fragile contexts that are vulnerable to climate change.

NDF has built a strong portfolio with growing private sector engagement, aligned with Strategy 2025 and a fast-changing climate and development landscape. The latest independent evaluation confirms NDF's unique role as a catalytic, early-stage provider of high-risk concessional finance. Our blended finance instruments, partnerships, and emphasis on locally-led climate action have helped unlock impactful solutions for adaptation,

resilience, clean energy, and nature-positive investments. The work advances joint Nordic priorities, such as gender equality and social inclusion in our activities while ensuring that climate finance reaches the climate vulnerable communities.

The year 2025 was a year of intensified global climate pressures but also steady progress in delivering results. During the Strategy period, we have delivered all in all over 12,000 climate solutions that have supported 228 million people. We have supported creating jobs for almost 60,000 jobs annually – of which 30% women. In addition, with our catalytic role, we have helped mobilise EUR 10.5 billion in additional climate finance. In this report, you will see real-world examples of the impact of our co-financed investments in the past five years. Most recent highlights being our catalytic role in locally led climate adaptation in Asia, and the results of our very first investment in a climate insurance fund, and clean energy innovations through EEP Africa.

As we look ahead, NDF remains committed to evolving, learning, and deepening our impact. The achievements highlighted in this report demonstrate the power of Nordic collaboration and the importance of staying ambitious in a rapidly changing world.



We thank our Nordic owners, partners, and the communities we work with for their trust and collaboration throughout this strategy cycle. I would also like to thank our dedicated staff whose tireless efforts have made all this possible. Together, we carry forward the lessons of the past five years as we begin shaping the next chapter, towards Strategy 2030, of Nordic climate leadership.

Satu Santala, Managing Director

Story from 2025

Community Resilience Partnership Program

Advancing women's leadership in locally-led climate action

Women and girls are disproportionately affected by the climate crisis, especially in lower-income countries, putting women in local communities on the frontlines of climate action. They shape adaptation efforts and develop solutions tailored to local needs. However, only 0.01% of global climate finance prioritises gender equality in climate action.

The Community Resilience Partnership Program (CRPP) is a regional programme that addresses the interconnected challenges of climate change, poverty and gender in countries and communities across Asia and the Pacific. The programme is delivered by the Asian Development Bank (ADB) in collaboration with the International Institute for Environment and Development (IIED) and Huiarou Commission (HC) and aims to strengthen climate resilience by promoting locally-led intersectional approaches to climate action.



Women engage in national peer exchange to strengthen leadership and accountability practices. Photo: Asian Development Bank.

Results area

03

Access to and production of clean energy

Enabling outputs

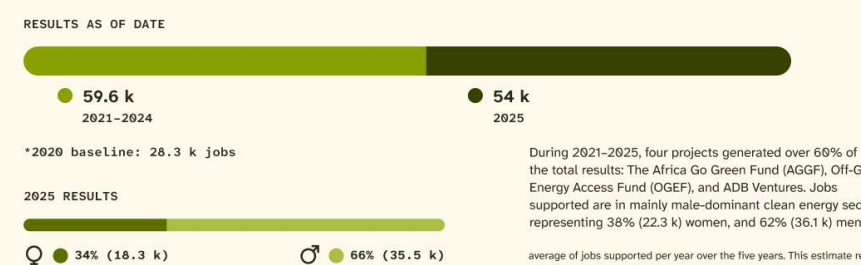
493 k individuals

total individuals with increased capacities, improved skills and/or raised awareness during 2021-2025



58.5 k jobs

average annual total direct (and indirect) full-time (equivalent) jobs supported during 2021-2025



Results area

02

Natural capital and water-energy-food security nexus

Contact us

- Explore our website
- Subscribe to our newsletter
- Meet our staff

For more information

Impact and results management: Sofia Chaichee (sofia.chaichee[at]ndf.int)
 Communication and outreach: Paula Fincke-Oladejo (paula.fincke-oladejo[at]ndf.int)
 Graphic designer: Ella Lehto / SEK

Follow us on



