BRAND GUIDELINE

KFskolen

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Who is KFskolen?

KFskolen is a relatively new school established in 2016 in new premises at Fjelde. It is currently in its ninth school year, with approximately 190 students spread across 10 grades. The name is a forshortening of Kristen Folkeskole, Christian elementary school.

We follow national guidelines, ensuring students receive the same academic qualifications as those from public schools. What sets us apart is our education within a Christian framework, including a dedicated plan for religious studies.

Our vision, “We want to give children and young people Roots & Wings,” reflects our aim to help students develop strong academic, social, and personal skills, providing a solid foundation for their future growth.

The motto, “There are no difficult children, but there are children who are having a hard time,” has been a guiding principle since the school’s inception. This philosophy shapes how the staff understands and works with students, influencing how they meet and create good conditions for their development, both academically and socially.

01

Logo

Mark construction

The logo for KFskolen is an icon combined with a wordmark.

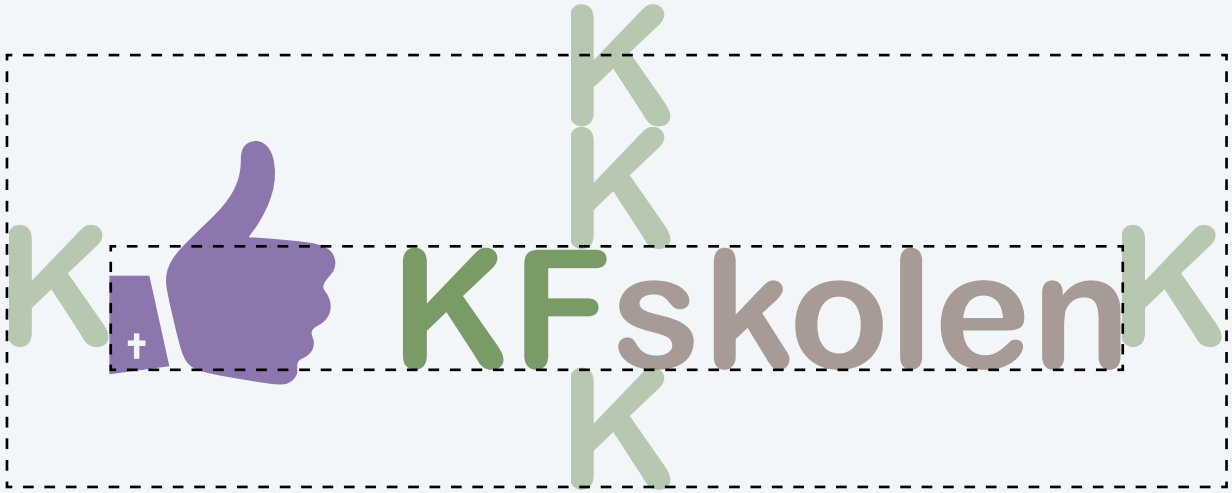


The logo in full colour should be used wherever possible as it is at the core of the brand.
Below is the absolute minimum size for using the logo.
To the right is a illustration showing the minimum distance between logo and other elements.



74 MM

19MM



Logo variations

Light version of the logo and the logo icon can be used on their own.

For thumnails and smaller surfaces, the icon can be used on it's own.
For dark backgrounds and appearal the logo can be used in a white version





02

Colour palette

Main colours

The foundation for the colour palette is the school's logo combined with neutral, but warm greys.

These colours are used for the logo, body copy, underlining text etc.

#8C75AD

RGB
140, 117, 173

CMYK
53, 58, 6, 0

HSB
265, 32, 68

#7A9A67

RGB
122, 154, 103

CMYK
58, 24, 68, 6

HSB
98, 33, 60

#9F9490

RGB
159, 148, 144

CMYK
36, 35, 35, 14

HSB
16, 9, 62

#B6B1AE

RGB
182, 177, 174

CMYK
31, 26, 27, 5

HSB
22, 4, 71

#424244

RGB
66, 66, 68

CMYK
66, 56, 52, 54

HSB
240, 3, 27

#000000

RGB
0, 0, 0

CMYK
91, 79, 62, 97

HSB
0, 0, 0

Core value colours

All five of the school's core values have been assigned a colour visualise and better communicate their values in everyday life. The main colour is found at the top with three lighter variants underneath.

Here the posibilities are endless, and the school will inform the use of them.
They will be used for text, text elements as well as illustrations related to each of the five core values.
The lighter variants are mainly used as supporting colours such as background, subtitle, etc.



#F3AD2E
Authenticity

RGB
243, 173, 46
CMYK
3, 36, 88, 0
HSB
39, 81, 95

#F2C279 #F2D59D #F2E6CE

#F1573A
Creativity

RGB
241, 87, 58
CMYK
0, 77, 77, 0
HSB
10, 76, 95

#F28D79 #EDADA6 #F2CAC2

#EE367D
Kindness

RGB
238, 54, 125
CMYK
0, 92, 20, 0
HSB
336, 77, 93

#EDA6C3 #E8C5D3 #F2DAE4

03

Typography

Typeface

The main typeface for KFskolen is the fontfamily Abadi MT Pro, which is included in Microsoft Word, making the typeface accessible to all within the school.

The large font family allows for great variation in use.

Aa Bb Cc

Abadi MT Pro

Aa

Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk lL Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bb

Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk lL Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Cc

Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk lL Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Type size

Whether it is a tittle, a subtitle or quote, there are different recommendations for how to use the typeface.

The colour change accordance to what core value is the theme.
If the text is not related to any core values, use the grey platte provided.

TITLE

110 pt Abadi Bold with small caps

H1

68 pt Abadi Regular

H2

42 pt Abadi Regular

H3

26 pt Abadi Regular

Subtitle and quotes

16 pt Abadi Extra Light with small caps

Body copy

10 pt Abadi Light

Additional typefaces

Sometimes the occation arises when one need to add a different font. Here are a few recommandations.

These are only to be used for title in sentence case. In the printed assets Al Fresco was used on the Christmas poster, while the other two were used for the school revue poster to simulate street art.



Al Fresco Regular

Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Sedgwick Ave Display Regular

Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Subway Paris SC

Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

04

ICONOGRAPHY

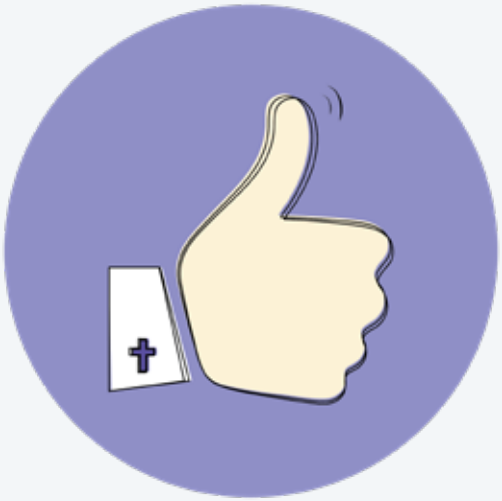
Core value icons

Building further on the colours assigned to each core value, they are assigned an icon to illustrate the value.

The style is playfull, handcrafted combined with simple flat coloured shapes.

Click the images to watch icon animation

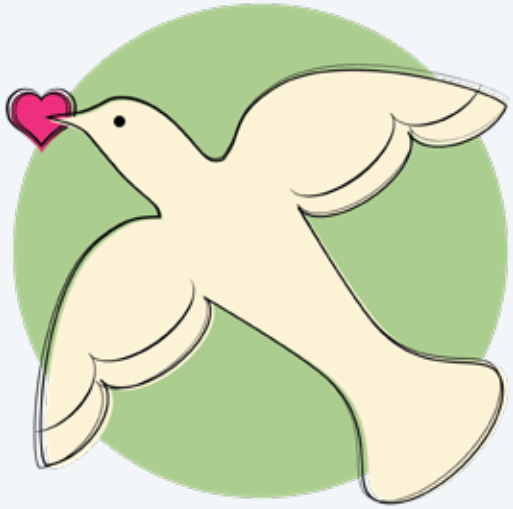
Quality



A hand with a thumbs up is a universal sign for something good. A hand is often a sign of action, work and dedication. Together with the cross, it also points to the Christian outlook and student vision that the KFskolen has. The cross symbolizes God's guidance that one strives for, to live a life of quality in faith and action.

The icon emphasizes the importance of doing our best, whether in everyday life or in a spiritual perspective, and how quality in our work is a result of effort, love, growth and cooperation.

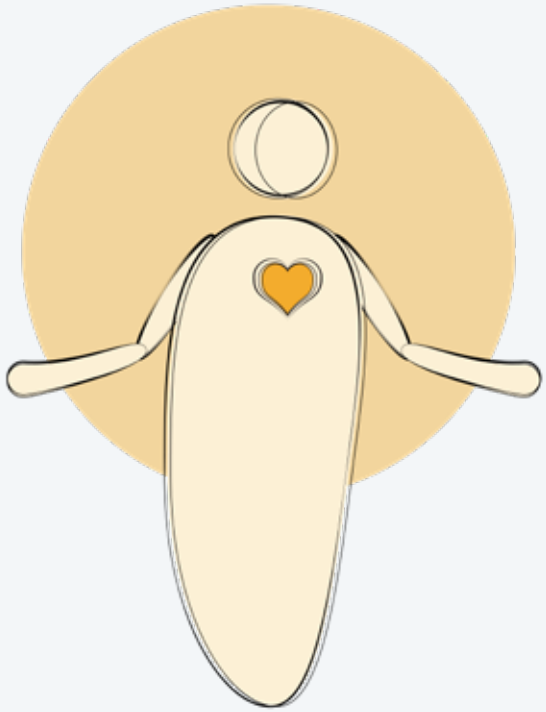
Forgivness



The dove represents healing and forgiveness between people. A bird that flies symbolizes letting go of grudges and negative emotions. In the Bible, the dove is a frequently used symbol of the Holy Spirit as a giver of peace and comfort. The dove also represents hope and God's reconciliation with humanity (Noah). The heart represents our relationship with God and other people.

Forgiveness is not just about letting go of our own righteousness, but about reflecting God's grace in our relationships with others. God's peace brings hope and reconciliation, a heart that is open to God's will and love. We are called to live in peace and forgiveness, both with God and our fellow humans.

Authenticity



Authenticity is a person with open arms and a glowing heart, representing the willingness to sho one's true self without fear of judgment.

Open arms can also indicate a sense of freedom, independence and a call to accept oneself exactly as one is.
The heart represents love, emotions and God's truth that radiates. When a heart glows, it symbolizes that one lives in harmony with one's own feelings and values, without hiding who one really is.

KF core values

Creativity



A paintbrush and music notes symbolizes art and creativity, the rainbow is a symbol of God's promises and graces.
The rainbow traditionally has seven colors; red, orange, yellow, green, blue, indigo and violet. For the icon, the rainbow is simplified. The colors symbolize the full spectrum of God's gifts, the core values of KFskolen and the creative power that is unleashed through His inspiration.

Creativity is God's gift to us, and inspires us to create beauty, hope and life.

Kindness



Hands holding a heart express kindness that is loving, protective, and supportive. This can also represent actions that provide love and warmth to those in need. The hands also represent an active gesture, showing that kindness is not just a feeling, but something you do for others. It can also symbolize the gift of God's kindness, where we "hold" the hearts of others and protect their well-being through our actions.
The core value represents both the small and large acts of kindness and love, and how they impact people and society in a positive and lasting way. They also express the importance of giving, protecting, and supporting others with warmth and consideration.

05

Web page

Web page

Simple but effectful changes to the current website.

Change colours to reflect their identity.
On the staff page - add photos of the staff.
Adding a dandelion animation in the background for added interest.




KFskolen Jørpeland
Forside
Velkommen til KFskolen Jørpeland
Søke elevplass ved KFskolen?
Søknadsfrist til hovedinntaket for nytt skoleår er 01.12.2024
Les mer
Søk om skoleplass
Klikk her
KFskolen
Diverse dokumenter
KF-revyen 2025

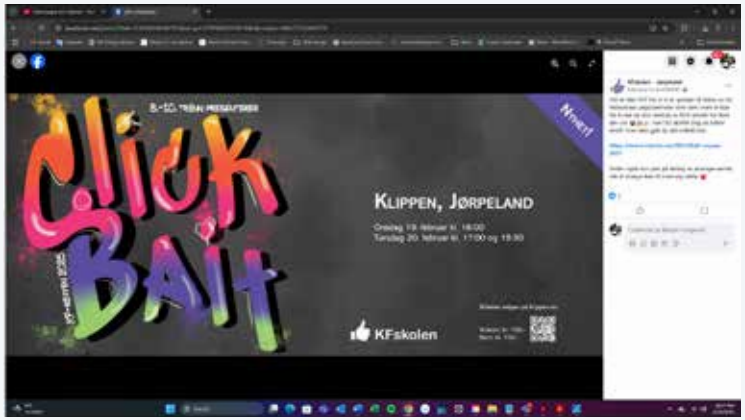
06

Poster

"Clickbait"

KF-revyen 2025, the first school revue at KFskolen. The illustration is used on different platforms, both printed and online.

Printed assets: Poster and program.
Online assets: Facebook banner, Instagram post and animated teaser.



KF poster





Click the image below to watch the Clickbait teaser





07

APPEARAL

School hoodies

The different elements for the school can be combined into hoodie designs.

Each student order their own hoodie, and they therefore have free range in choice of colour. Usually the print will be limited to one colour, but for teachers the hoodie is always white with colour print. The 10th grade pupils have one colour reserved to them.

The pupils are free to choose hoodie with a zip down centre front and their prefered colour, but recommend to stay within brand colours.

The full selection of hoodies can be found here.









08

Animation

Promotional animation

"We will give children and young people roots and wings".

The school vision realised through the imagery of a dandelion and its flying seeds.

A dandelion's roots run deep—it withstands resistance, breaks through barriers, and stands strong. Its seeds travel far and wide, symbolizing the school's lasting legacy and the far-reaching impact of its work.
This powerful imagery fit perfectly with their vision of helping students grow strong foundations while preparing them to go out into the world. It isn't just a symbol; it is a story. A story of resilience, growth, and limitless potential.



Click the image above to watch the animation.







