

Short description of project “Vestfold Maraton”

Vestfold Maraton is a running competition which shall be arranged in the county “Vestfold” in Norway. The track will go through three different cities; Larvik, Sandefjord and Tonsberg. Each of these cities has their own story which can be illustrated through the pictures at the end of this document.

Our website will in the future have this color design like this site: <http://www.dsb.no/no/>

The colors are the following:

PMS: 173 C
CMYK: 0/75/100/0
RGB: R242, G101, B34
WEB: F26522

100%

PMS: 165 C
CMYK: 0/55/100/0
RGB: R246, G139, B31
WEB: F68B1F

100%

CMYK: 0/0/0/85
RGB: R76, G77, B79
WEB: 4C4D4F

100%

The last color will also be used in 80% and 60% etc.

The logo need to include the name of the competition “Vestfold Maraton”. It would also be interesting to try to have a version of the logo that contain the following phrase “En maraton for alle”. Maybe this is difficult or not appropriate.

We need tree versions of the logo; 1) black background 2) white background or 3) transparent background.

Larvik(Kontiki/Thor Heyerdahl) (start-city):



Sandefjord(whale hunting)(running through city):



TØNSBERG (old tower) (end of competition)

