

# Nordman Design

## Selected Work

### 2017—2026

Visual Identity

Graphic Design

Logo Design

Custom Typography

Branding

Brand Refresh

Apparel Design



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+358 50 405 7654



Client: Pompier

Custom Logotype, Branding

2017–present



Pompier is a two location restaurant in Helsinki.

Logotype Design

Branding

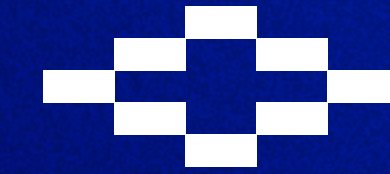
Label Design

Apparel Design



Transitaire Shipping is a logistics service provider based in Finland, specializing in intermodal transport solutions for liquid, gas, and dry bulk cargo.

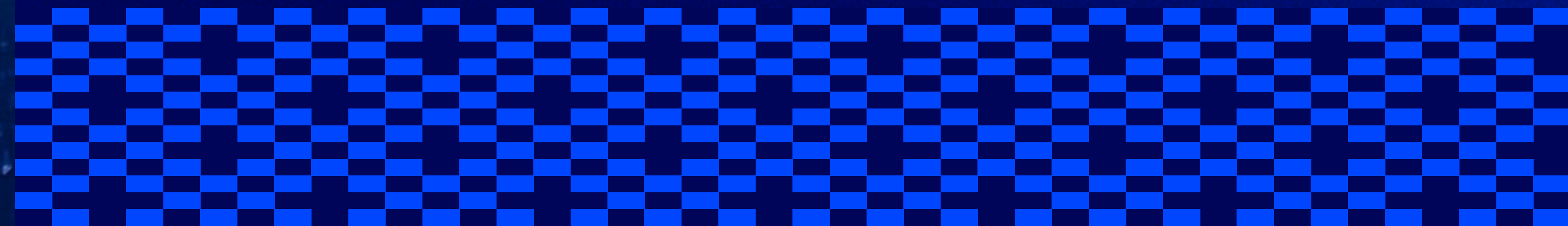
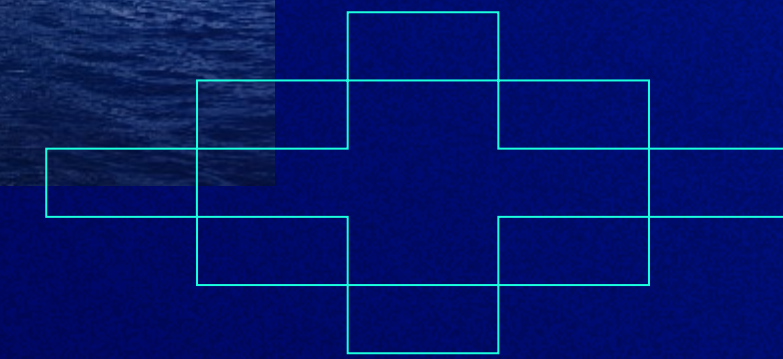
Visual Identity



**TRANSITAINER**  
*S H I P P I N G*

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYy  
ZzÅåÄäÖö0123456789#@%&!?

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZzÅåÄäÖö  
0123456789#@%&!?



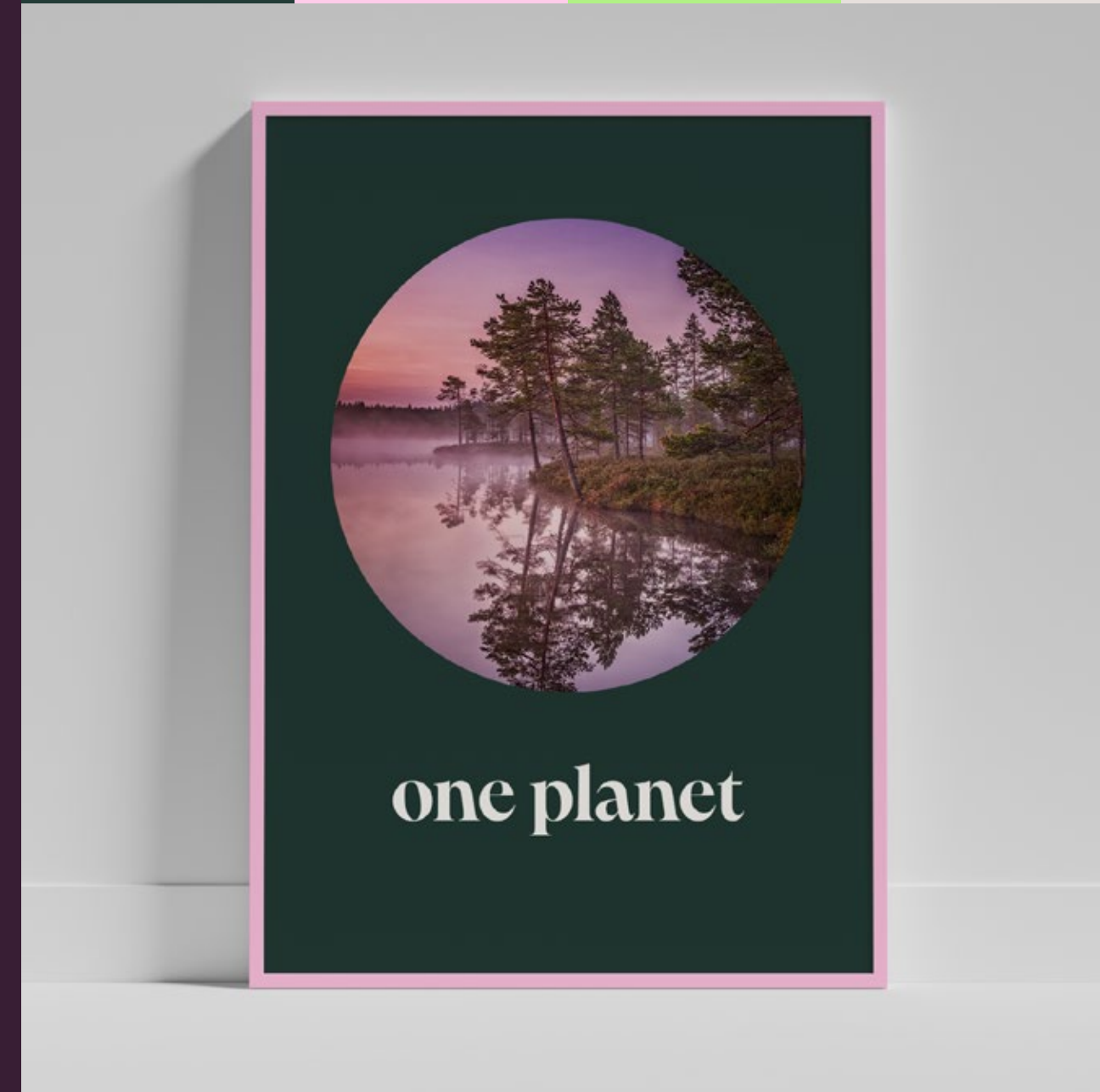
# one planet

BY KARI & PANTSAR



AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZzÅå  
ÄäÖö0123456789#@%&!?

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZzÅåÄäÖö0123456789#@%&!?



One Planet (by Kari & Pantsar) specializes in providing customized solutions and advice to incorporate sustainable practices into business operations.

Logotype Design

Visual Identity Refresh

Matkailualalla on suuri potentiaali kehittää luontomyönteistä toimintaa.



Ennallistamisasetuksen toimeenpanossa tarvitaan yrityksiä.  
Se luo pohjaa uusille luonnarvomarkkinoille sekä yritysten ja julkisen sektorin yhteistön kehittämiseksi.

one planet

Hyvää maailman ympäristöpäivää!



1,5 astetta lämmenneessä maailmassa monimuotoinen luonto voi säästää ihmiskunnan pahimmilta tuhoilta.  
Amanda Pasanen, johtava asiantuntija



Fafa's is a Finnish fast-food chain founded in 2011. Best known for their delicious falafels and pitas.

Visual Identity Refresh

Menu Design

<b>Red</b> RGB 240 55 15 HTML #F0370F CMYK 0 88 100 0 Pantone 3516 C NCS S 1085-Y80R	<b>Light Red</b> RGB 255 190 200 HTML #FFBEC8 CMYK 0 34 9 0 Pantone 176 C NCS S 0530-R10B	<b>White</b> RGB 255 255 255 HTML #FFFFFF CMYK 0 0 0 0 NCS S 0300-N	<b>Black</b> RGB 0 0 0 HTML #000000 CMYK Text 0 0 0 100 CMYK Large areas 60 40 40 100 Pantone Black C NCS S 9000-N
<b>Dark Red</b> RGB 160 25 20 HTML #A01914 CMYK 10 100 90 30 Pantone 7621 C NCS S 2570-R	<b>Mint</b> RGB 130 220 210 HTML #82DCD2 CMYK 50 0 25 0 Pantone 7471 C NCS S 1030-B70G	<b>Yellow</b> RGB 255 235 145 HTML #FFEB91 CMYK 0 5 50 0 Pantone 1205 C NCS S 0530-Y	<b>Off White</b> RGB 241 237 228 HTML #F1E4E4 CMYK 6 6 10 0 Pantone Warm Gray 1 C NCS S 1002-Y

# GOOD STUFF



## Falafels to the Max

Keep 'em coming!



Consepti is a mirror of Nordic culture – delivering cultural content with an authentic voice and engaging presentation.

Logotype Design

Apparel Design

Color Palette



*Jasuko*  
**GIANTS**

ジャイアンツ



Jasuko Giants is a Finnish baseball team.

Logotype Design

Custom Lettering

Jersey Design

AU3  
GOLDSMITHS

AU3 Goldsmiths is a Finnish group of goldsmiths & jewelry designers.

Logotype Design



AU3 GOLDSMITHS



# K•KARLSTEN WOODWORKS



K. Karlsten Woodworks makes furniture using old woodworking techniques.

Logotype Design

Stamp Design

Key Visual Design





# NoA Creative Sprint

Helsinki, 21–23 March 2023



NoA Creative Sprint gathered creatives from The North Alliance agencies to tackle a client's brief.

Visual Identity

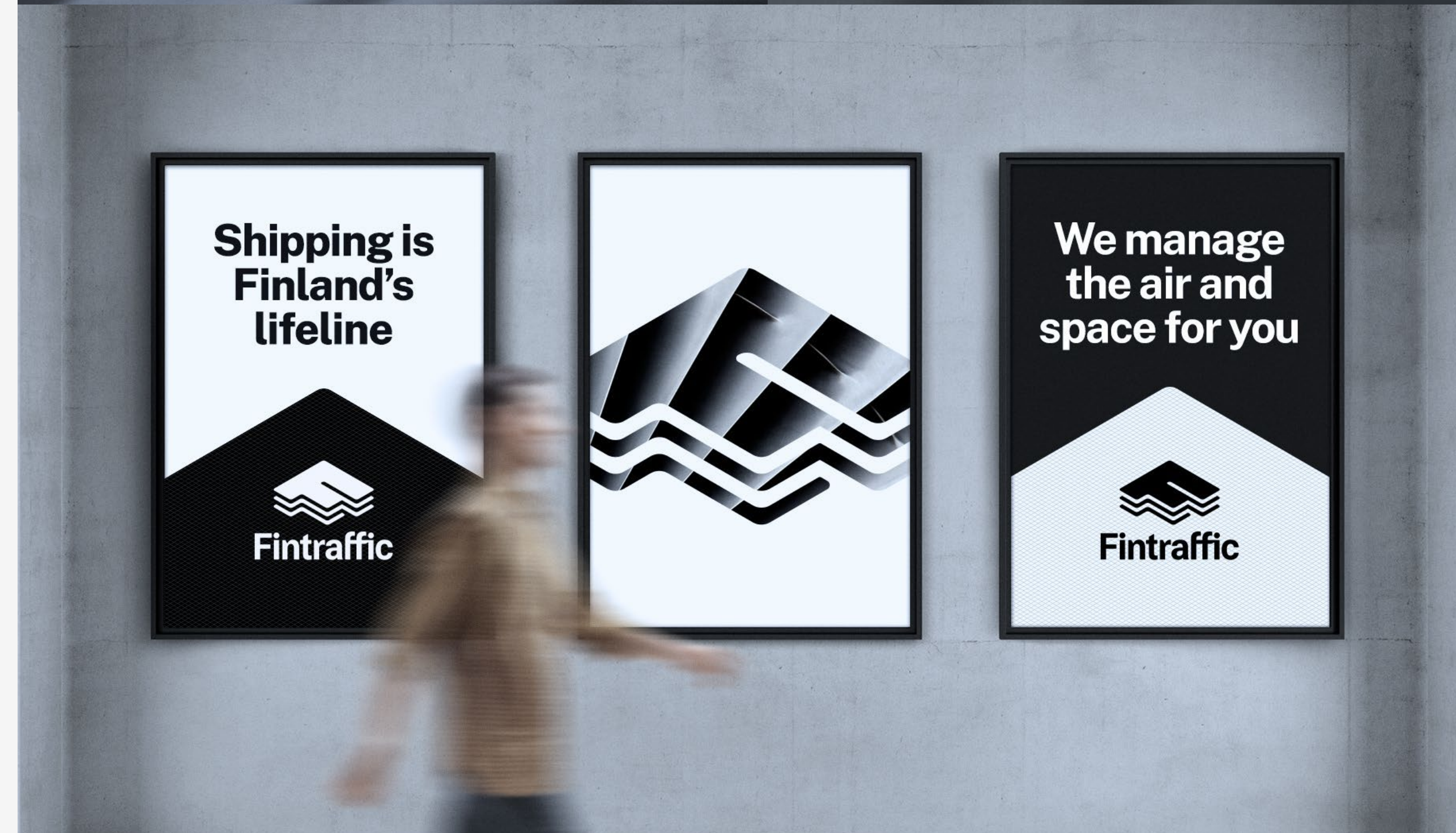
Art Direction





Fintraffic provides and develops traffic control and management services in Finland.

Visual Identity

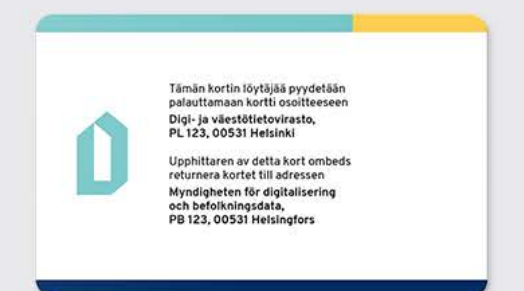
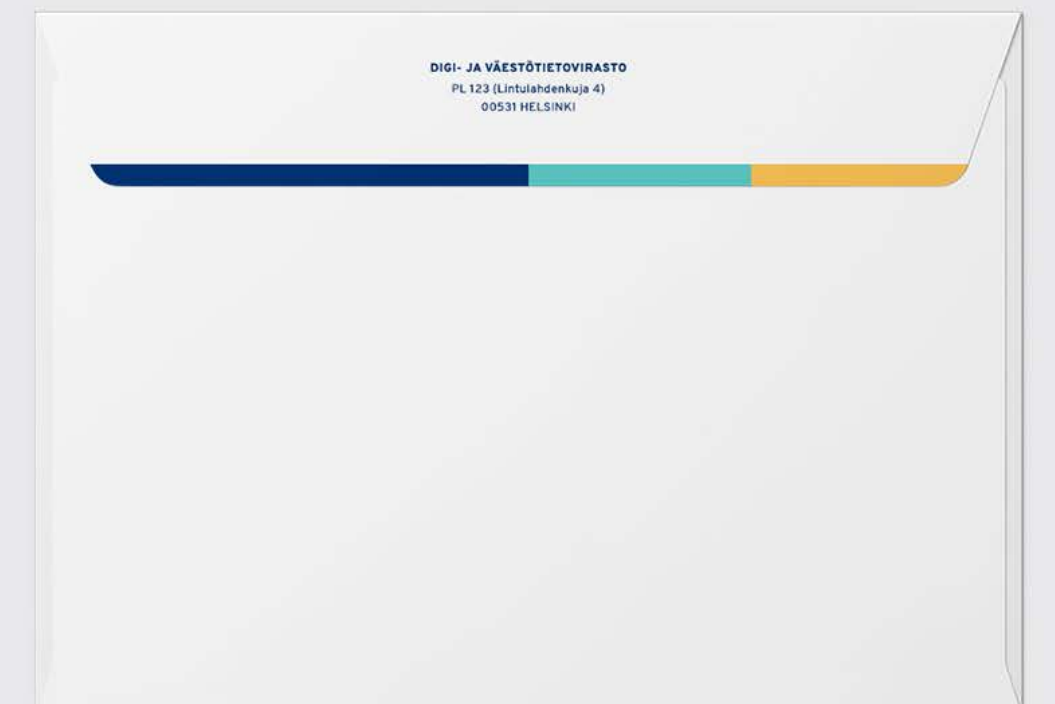
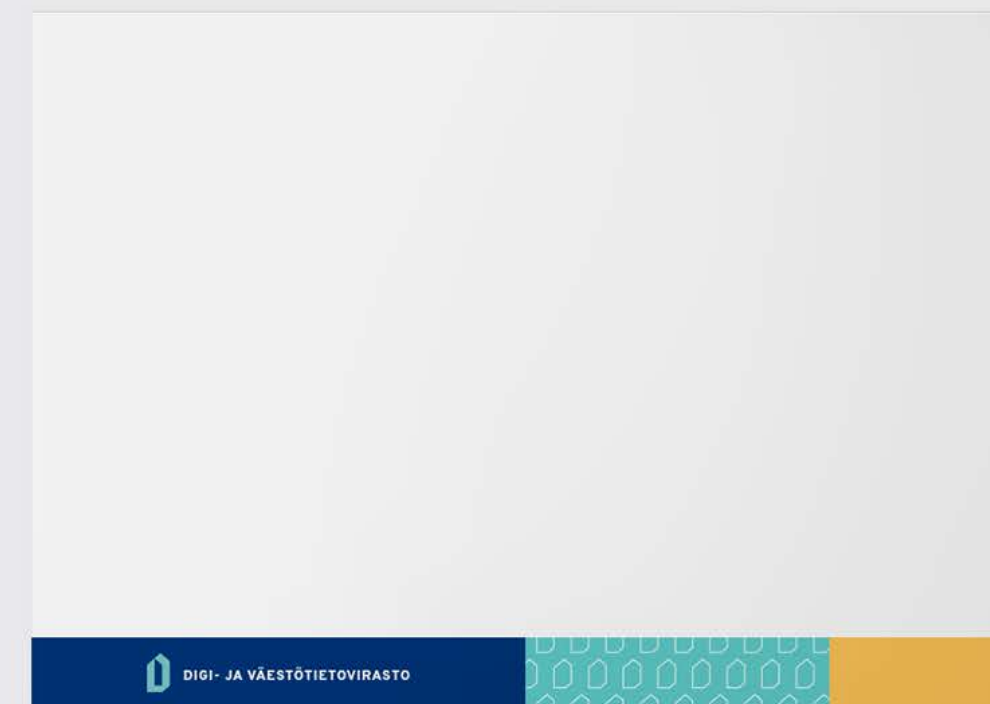




# DIGITAL AND POPULATION DATA SERVICES AGENCY

Digital and Population Data Services Agency (The Finnish Digital Agency) promotes the digitalisation of society, secures the availability of data, and provides services for the life events of its customers.

Visual Identity



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Contact:

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