Bright ideas. Sustainable change.
Our tagline is always to be used in connection with the Ramboll logo.

Never split up the two parts of the tagline, as they are one unity.

Depending on the context and the media where it is used, the tagline can be used more or less prominently. If it does not fit, it is ok to use the pure logo.

It is to be used on all Ramboll communications materials, except from our correspondence templates (letters, memos, invoices etc) or when there is no room for it.

A logo package with the logo including the tagline can be downloaded here on our Brand Manual. Should you lack any guidance on a particular implementation situation, please reach out to: branding@ramboll.com
The tagline is always to be used in connection with the logo.
SECONDARY VERSIONS

When the primary version does not fit, you can use these versions instead.

If none of these fit, please use the logo in its pure form.
Especially on digital media such as video and power point where there is room for a large sign-off, the tagline is used in a larger font and centred.

Bright ideas. Sustainable change.
If you want to use the tagline as a large graphic element on e.g. merchandise, this version can be used.

Bright ideas. Sustainable change.
STRING GRAPHIC

To be used on tape or other elements where the logo and tagline needs to be repeated.
Call to action
#rambollattention

Bright ideas. Sustainable change.
Bright ideas. Sustainable change.
In PowerPoint, we do not have the tagline on each slide, but include it on the title and the end slide.
In Word, the tagline is only used on the Report and tender templates, all other correspondence templates will not feature the tagline.
MANAGING WATER CHALLENGES
WWW.RAMBOLL-ENVIRON.COM/WATER
FOR AT KOMME TIL BUNDS I TINGENE (MÅ MAN STARTE FRA TOPPEN)

Bæredygtig byudvikling globalt. På strategisk niveau. www.ramboll.com
LORUM IPSUM SIT DELANTE DOLOR (SITU IN ALSITTER CONNECTIONS)

Solutions for a sustainable future. www.ramboll.com/transport
ROLLUPS

We strive to be at the forefront of our fields: Delivering innovative and sustainable solutions that set new standards and make a genuine difference to our clients, the environment and society as a whole.

WWW.RAMMBOLL.COM

SETTING NEW STANDARDS

BE SOCIAL, SHARE YOUR MOMENTS AND WIN!

Use Instagram to share your experience and tag your photos with the official Rail Conference 2016 hashtag #RAILCONFERENCE14. Join the competition and win an iPad mini by sharing the best photo. Learn more here at the networking stand.
THANKS