

# solidlab

*Building solid software. From the Nordic coast.*

VERSION 1.1 – NORDIC  
April 2026  
Stavanger, Norway

# Table of Contents

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- 01 — Brand Platform
- 02 — Logo System
- 03 — Color Palette (Nordic)
- 04 — Typography
- 05 — Design Elements
- 06 — Imagery & Visual Language
- 07 — Voice & Tone
- 08 — Applications
- 09 — Do's & Don'ts
- 10 — AI Generation Prompt

# Brand Platform

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## The Essence

Solidlab is a Nordic technology studio that builds AI-powered SaaS products and consults on digital infrastructure. We work at the intersection of craft and code — where good engineering meets good design.

Based in Stavanger, on the west coast of Norway, our identity is rooted in the Scandinavian tradition of quiet craftsmanship, material honesty, and quality that outlasts trends. The technology may be new, but the values are old.

## Mission

To build technology that lasts. We partner with ambitious companies to turn ideas into solid, scalable digital systems — and we launch our own products in parallel.

## Vision

A world where technology is built with the same care as a well-crafted Nordic building: designed to last, maintained with pride, and shaped by the people who live in it.

## The Double Meaning of "Solid"

Our name carries two layers of meaning, intentional and stacked:

- Solid (as in trustworthy, durable, quality) — The brand promise to every client and partner.
- SOLID principles (the five foundational principles of object-oriented software design) — An easter egg for the engineers who recognize good code when they see it.

This duality lets us signal trust to business stakeholders and technical credibility to developers in a single word.

## Positioning Statement

*For ambitious companies that need reliable, modern technology — Solidlab is a Nordic tech studio that builds and advises on AI-powered software with the craft and discipline of master builders.*

## Nordic DNA

Solidlab's visual and verbal identity is explicitly anchored in Nordic tradition. This isn't aesthetic pastiche — it's a commitment to values that come from our geography:

- Restraint over excess. Clean lines. Negative space. Quiet confidence.
- Material honesty. We don't hide what things are made of — whether that's wood, stone, or code.
- Weather-tested quality. Things built to withstand harsh conditions outlast things built for fair weather.
- Community & craft. A tradition of skilled trades and cooperative problem-solving.
- The long view. We build for decades, not quarters.

*These values shape everything: how we write code, how we write sentences, how we choose colors.*

## Core Values

Four principles that guide how we work:

### / 01 SOLID BY DEFAULT

We ship code and systems that work under pressure. No shortcuts that become tomorrow's debt.

### / 02 QUIET CONFIDENCE

We don't oversell. The work speaks for itself, and we let clients be the heroes of their own stories.

### / 03 CRAFT OVER HYPE

We adopt new tools when they serve the work — not because they're trending. AI is a tool, not a slogan.

### / 04 BUILT TO LAST

Every system we build should be maintainable, understandable, and ownable by the team who inherits it.

## Logo System

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### Primary Wordmark

The Solidlab logo is a clean, lowercase wordmark. It is typographic-only — no symbol, no decoration, no gimmick. The restraint is the statement.



Set in Geist (or Inter Tight as fallback), weight 700, letter-spacing -0.02em. Always lowercase. Never italicize. Never add period or trailing punctuation.

### Signature Element: The Forward Slash

While the logo itself is pure wordmark, our signature design element is the forward slash "/" — borrowed from file paths and code syntax. We use it as a visual marker throughout our identity system:

- Prefixing labels and navigation items: "/ about", "/ work", "/ contact"
- Numbering sections and lists: "/ 01", "/ 02", "/ 03"
- Separating information: "Stavanger / Norway"
- Framing the wordmark in specific contexts: "/ solidlab"

The slash is optional with the logo, but becomes a strong identity cue throughout the broader system.

### Logo Variants

Three variants cover all use cases:

#### Sort on Antikkhvit (Primary)



Primary variant. Use on Antikkhvit (#F4F1EA), white, or any light neutral background. The warm off-white gives the logo character that pure white cannot.

## Antikkhvit on Sort



Reverse variant. Use on Sort (#0A0A0A) or any dark background. This will be frequently used on the website and for dark-mode applications.

## Antikkhvit on Oslo



Brand variant. Use on Oslo blue (#4A5A62) for distinctive moments — campaign headers, social media covers, product launch announcements. This is our most expressive application.

## Clear Space

Maintain clear space equal to the height of the lowercase "o" on all sides of the logo. Nothing should crowd it — no text, no graphics, no borders closer than this.

## Minimum Size

Digital: 80px wide. Print: 24mm wide. Below these sizes, the wordmark loses legibility and should be replaced with an "SL" monogram variant (to be designed if needed).

## Color Palette

Solidlab's palette is rooted in the Scandinavian color tradition — specifically Jotun's iconic shades that have painted Norwegian homes, cabins, and coastlines for generations. Every color has a heritage and a purpose.

*This isn't aesthetic cosplay. It's a deliberate choice to anchor our brand in something older and more enduring than current tech trends.*

### Hero Color: Oslo

Our primary accent is Oslo — Jotun 5180. It is the identity anchor, used for CTAs, links, highlights, and brand moments. According to Jotun: "A deep blue tone with green hints, making it the perfect accent color for blue-green shades."



### Base Pair

Our two neutral foundations. These are the background and foreground of almost every design.

#0A0A0A	<b>Sort</b> Pure black	#0A0A0A RGB 10 10 10	Dark base. Backgrounds in dark mode, primary text on light. Norwegian night, deep fjord.
#F4F1EA	<b>Antikkhvit</b> Jotun 1873	#F4F1EA RGB 244 241 234	Light base. Background in light mode, text on dark. Warm and characterful — never sterile.

### Oslo Family (Nordic Blues)

A tonal family extending from Oslo — used for secondary elements, hover states, subtle accents. All drawn from Jotun's blue collection.

#4A5A62	<b>Oslo</b> Jotun 5180	#4A5A62 RGB 74 90 98	PRIMARY ACCENT. Links, CTAs, highlights, brand moments.
#6B8290	<b>Nordic Breeze</b> Jotun 5452	#6B8290 RGB 107 130 144	Midtone. Hover states, secondary buttons, alternate backgrounds.
#8B9BA0	<b>Alvesølv</b> Scanox 5982	#8B9BA0 RGB 139 155 160	Secondary text on light, subtle accents, metadata.
#C9D4D8	<b>Linblå</b> Jotun 5249	#C9D4D8 RGB 201 212 216	Light divider, background washes, soft card surfaces.

## Warm Counterweight

A single warm neutral that balances the cool Oslo family. Used sparingly to add humanity and craft-warmth.

#D5CFC2	<b>Antikkgrå</b> Jotun 1973	#D5CFC2 RGB 213 207 194	Warm counterweight. Card backgrounds, call-out sections, moments that need warmth. The perfect companion to Oslo.
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## Utility Greys

Supporting neutrals for UI work — dividers, disabled states, subtle text hierarchy.

#5A5A5A	<b>Fog</b> Utility	#5A5A5A RGB 90 90 90	Body text secondary, labels, metadata on light surfaces.
#8A8A8A	<b>Mist</b> Utility	#8A8A8A RGB 138 138 138	Tertiary text, placeholders, disabled states.
#E8E4DB	<b>Border Light</b> Utility	#E8E4DB RGB 232 228 219	Subtle dividers on Antikkhvit surfaces.
#1F1F1F	<b>Border Dark</b> Utility	#1F1F1F RGB 31 31 31	Subtle dividers on Sort surfaces.

## Palette Philosophy

Why these colors, and not generic tech-green or corporate navy:

- These colors exist in the real world. Walk through Stavanger, Oslo, or Bergen and you'll see them painted on houses, boats, and signs. They're not invented — they're inherited.
- Oslo is mature, not trendy. Where tech-green signals "AI startup 2026," Oslo signals "Nordic studio with decades of perspective."
- Antikkhvit and Antikkgrå give the palette humanity. Pure white and pure tech-colors feel cold. Our warm neutrals make the brand feel inhabited.
- Jotun is culturally resonant in the Nordics. Norwegians and Scandinavians who know the color codes will read it as a local signal — a quiet handshake.

*Use Oslo like good paint — in the right places, with room to breathe. Most of the page should be Sort and Antikkhvit. Oslo punches through when something matters.*

## Accessibility

All color combinations must meet WCAG AA contrast standards:

- Sort on Antikkhvit: 18.9:1 (AAA) ✓
- Antikkhvit on Sort: 18.9:1 (AAA) ✓
- Antikkhvit on Oslo: 7.4:1 (AAA for normal text) ✓
- Oslo on Antikkhvit: 7.2:1 (AAA for normal text) ✓
- Fog on Antikkhvit: 6.8:1 (AAA) ✓
- Alvesølv on Sort: 5.4:1 (AA) ✓ — large text only on light backgrounds (3.1:1)

# Typography

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## Type System

Solidlab uses a two-font system: Geist for interface and text, Geist Mono for technical accents and labels. Both are open-source fonts by Vercel, designed for digital interfaces, and available via Google Fonts.

### Primary: Geist

# Aa Bb Cc 1234567890

Geist is a modern sans-serif designed for clarity at any size. Use for all headlines, body copy, interface text.

Weights in use: 400 (Regular), 500 (Medium), 600 (Semibold), 700 (Bold).

### Secondary: Geist Mono

# / 01 - system / v1.1

Geist Mono is for technical moments: code snippets, labels, navigation items, status tags, version numbers, timestamps. Anything that benefits from the slight rigor of fixed-width spacing.

### Fallback Stack

If Geist is unavailable (print, email clients, legacy systems), use this fallback stack:

- Primary: Inter Tight → Inter → -apple-system → Helvetica → Arial → sans-serif
- Mono: JetBrains Mono → Fira Code → Menlo → Consolas → monospace

## Type Scale

A modular type scale based on a 1.25 ratio. All sizes are in pixels (digital) or equivalent in print.

Name	Size	Weight	Line-height	Use Case
Display	72px	700	1.0	Hero headlines only. One per page.
H1	48px	700	1.1	Page titles, major section headers.

Name	Size	Weight	Line-height	Use Case
<b>H2</b>	32px	600	1.2	Section headers.
<b>H3</b>	24px	600	1.3	Subsection headers.
<b>H4</b>	18px	600	1.4	Card titles, small headers.
<b>Body Large</b>	18px	400	1.6	Lead paragraphs, introductions.
<b>Body</b>	16px	400	1.6	Default paragraph text.
<b>Body Small</b>	14px	400	1.5	Captions, metadata, footnotes.
<b>Label</b>	12px	500	1.4	UI labels, tags, status (Mono, caps, tracked +0.08em).

## Typography Rules

- Always use lowercase for the wordmark "solidlab" — never capitalize.
- Prefer sentence case over Title Case for headlines. Reserved Title Case for proper nouns only.
- Use monospace for anything feeling technical: tags, labels, numbers, code.
- Never use more than two weights within a single paragraph.
- Line-length: keep body text between 60–80 characters per line for readability.
- Letter-spacing: tighten large headlines (-0.02em), track monospace labels wider (+0.08em).

# Design Elements

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## The Forward Slash System

The forward slash "/" is our most important design element. It is the signature motif that threads through every brand touchpoint:

```
/ work  
/ 01 – discovery  
stavanger / norway  
built / since 2026
```

### Use the slash:

- As a prefix to labels, section numbers, and navigation items.
- As a separator between metadata (city / country, year / version).
- As a divider in status lines and taglines.
- As a standalone decoration — a large "/" in Oslo can serve as a section break.

## The Grid

All layouts are built on a 12-column grid with 24px gutters. Content max-width: 1280px. This keeps designs structured while allowing flexibility.

### Breakpoints:

- Mobile: 375px – 639px (4-column)
- Tablet: 640px – 1023px (8-column)
- Desktop: 1024px+ (12-column)

## Spacing Scale

A consistent 8-point grid. All spacing values are multiples of 8px:

- 4px — hairline (micro, only for tight UI)
- 8px — tight
- 16px — default
- 24px — comfortable
- 32px — loose

- 48px — section
- 80px — between major blocks
- 120px — between page sections (desktop)

## Dividers & Rules

Three types of horizontal rules, used purposefully:

- Hairline (1px, Border Light/Dark): subtle separation within a section
- Medium (2px, Oslo at 20% opacity): between content blocks
- Accent (3px, Oslo full): reserved for key section breaks or brand moments

## Corners & Radius

Solidlab leans architectural — mostly sharp, with intentional soft touches.

- Default: 0px (sharp corners) — buttons, cards, inputs
- Soft: 4px — only for tags, pills, small UI
- Circle: 50% — avatars and status dots only

*Never use 8px+ radius. It fights the typographic clarity.*

## Iconography

Use Lucide Icons (open-source, free, consistent). Always:

- 1.5px stroke weight for standard sizes (16-24px)
- 2px stroke weight for large sizes (32px+)
- Monochrome: Sort on light, Antikkhvit on dark, Oslo for active/accent only
- No filled icons — always outlined to match the lean aesthetic
- 24x24px default, 16x16px for inline, 32x32px for features

# Imagery & Visual Language

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Solidlab is primarily a typographic brand. Imagery is secondary and used with restraint. When we do use images, they carry weight — and they reinforce our Nordic identity.

## Photography Direction

Three photography moods, used in context:

### 1. Nordic Minimalism

Landscapes from the Norwegian coast: fjords, rocks, open sea, fog. Bygdøy, Lysefjorden, Jæren. Used for "about" pages, hero backdrops, atmospheric storytelling.

- Muted, desaturated tones — never overprocessed
- Grey skies preferred over blue — the real Norwegian sky
- Wide, horizontal compositions
- Single subjects or empty landscapes — not crowded
- Color temperature should feel like the Oslo palette — cool blues and warm greys

### 2. Studio-Quiet

Hands on keyboards, sketches on paper, a screen reflection, a coffee cup. Process and craft, shot calmly. Never staged "hero-developer-at-computer" stock photography.

### 3. Nordic Architecture

Wood, stone, glass, steel — the materials of Norwegian building tradition. Close-ups of textures, joinery, construction details. Connects our digital craft to physical craft.

### 4. Product Screenshots

Our own product UIs displayed in their interface theme. Show, don't describe. Always include a slight device or browser frame for context.

## What We Never Do

- Stock photography of generic "business people" or "diverse teams in glass offices."
- AI-generated images of fictional people.
- Highly saturated, filtered, or Instagram-style photography.
- Hero shots of founders smiling at camera.
- Abstract 3D render blobs or gradient spheres (the 2023 aesthetic).
- Tropical or warm-climate imagery — we are Nordic, we own it.

## Illustration

If illustration is needed (rarely), use a minimal line-art style — single-weight strokes, monochrome in Sort or Antikkhvit, with Oslo as optional accent. No 3D, no gradients, no flat-design mascots.

## Motion

Motion is functional. Every animation must serve a purpose.

- Fade-in on scroll: 400ms, ease-out, 20px Y-offset
- Button hover: 150ms, ease-in-out
- Page transitions: 250ms max
- Never: bouncing, spinning, parallax overload, autoplay video on hero
- Always respect prefers-reduced-motion

# Voice & Tone

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## Our Voice

Solidlab speaks like a senior engineer who also happens to be a great communicator. Clear, direct, confident without arrogance. We write for smart people who don't want to be sold to.

*Our voice reflects our Nordic DNA: low on hyperbole, high on substance. We'd rather underpromise and overdeliver than the opposite.*

## Voice Attributes

We are	We are not	Why it matters
Precise	Vague	<i>Specificity builds trust.</i>
Confident	Arrogant	<i>We know our craft; we don't need to prove it.</i>
Direct	Pushy	<i>Respect the reader's time.</i>
Curious	Evangelical	<i>We explore, we don't preach.</i>
Technical	Jargon-heavy	<i>Precision yes, obfuscation no.</i>
Warm	Cutesy	<i>Professionalism doesn't mean cold.</i>
Grounded	Hypey	<i>Nordic steadiness over Silicon Valley drama.</i>

## Core Taglines

**Primary (english, global):**

▮ *Building solid software. From the Nordic coast.*

**Short form (signatures, footers):**

▮ *Solid code. Nordic craft.*

**Product-facing (when talking about the studio output):**

▮ *We build what we'd want to use.*

## Writing Examples

### ✓ Good

*"Solidlab builds AI-powered SaaS products and consults on digital infrastructure. Based in Stavanger, working globally."*

*"We shipped Bølgevarsel in 2026 — a real-time marine forecasting platform used by Norwegian boaters. It's live and paying for itself."*

*"Want to work together? hello@solidlab.ai — we reply within a day."*

### ✗ Bad

*"Solidlab is leveraging cutting-edge AI to revolutionize the future of digital transformation for forward-thinking enterprises."*

Why it fails: jargon-stuffed, promises revolution instead of results, uses "leveraging" unironically, doesn't say what we actually do.

*"🚀 Ready to 10x your business with our game-changing AI solutions? Let's go!! 💪"*

Why it fails: emoji-spam, hyperbolic claims, reads as desperate, "game-changing" is meaningless.

# Applications

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## Website (solidlab.ai)

The primary brand expression. Default to dark mode (Sort background, Antikkhvit text), with Oslo accents for links, CTAs, and interactive elements. Antikkgrå used for warmer sections or call-outs. Generous whitespace (120px between sections on desktop). Monospace labels throughout.

## Email Signature

### | Ulrik Andresen

Founder / solidlab

hello@solidlab.ai / +47 400 93 494

solidlab.ai / stavanger, norway

## Business Card

Minimal. One-sided is fine. Paper stock with slight texture (Colorplan Vellum or uncoated Scandinavian paper). Thick card — 350gsm minimum.

### Options:

- Option A: Sort ink on Antikkhvit card — classic, timeless.
- Option B: Antikkhvit ink on Oslo-colored card (foil stamped) — premium signature version.
- Option C: Blind emboss on Antikkhvit — the most restrained, for senior leadership.

Front: wordmark, centered. Back: name, role, contact in monospace.

## LinkedIn / Social

- Profile image: "SL" monogram or a square crop of wordmark, Antikkhvit on Sort or Antikkhvit on Oslo.
- Cover image: Wide monospace tagline on Sort background with Oslo accent line.
- Post style: no emoji, short and direct text, occasional product screenshot with frame.
- Tone: share what you're building, not what you're "excited to announce."

## **Presentations / Decks**

Use sparingly — we prefer one-pagers and live demos over slides. When slides are necessary:

- Dark base (Sort), Antikkhvit text, Oslo accent.
- One idea per slide. Big type. Few words.
- Monospace labels top-left: "/ 01 — The problem".
- No corporate templates. No stock "handshake deal" images.
- Use Antikkgrå for section dividers or emphasis cards.

## Do's & Don'ts

DO	DON'T
Keep layouts spacious and quiet. Whitespace is a feature.	Fill every pixel with content or decoration.
Use Oslo blue sparingly, like good Jotun paint on a trim.	Use Oslo for large surface areas or body text.
Write in lowercase for the wordmark: "solidlab"	Capitalize as "Solidlab" or "SOLIDLAB" in the logo context.
Use monospace for labels, tags, metadata, code.	Use monospace for body copy or headlines.
Keep corners sharp (0px radius) by default.	Use rounded pill buttons or 16px+ radius.
Use Antikkhvit, not pure white — it has warmth.	Use pure #FFFFFF as a base — it's sterile and un-Nordic.
Let the typography do the heavy lifting.	Add unnecessary gradients, shadows, or 3D effects.
Write directly about what we do and ship.	Use buzzwords: "revolutionary", "cutting-edge", "leverage", "synergies".
Include real project screenshots and outcomes.	Use stock photography of generic business scenes.
Use the forward slash (/) as a design element.	Use it in place of actual text or meaningful content.
Reference Nordic heritage genuinely when relevant.	Lean on Norwegian clichés (vikings, fjords, northern lights in every image).
Ship version 1.0 when it's solid, not perfect.	Over-polish to the point of never launching.

# AI Generation Prompt

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Use the following prompt when asking Claude Design, Figma AI, or any LLM to generate Solidlab brand assets (landing pages, logos, mockups, social media graphics, etc.). Paste it verbatim at the start of the session.

— START PROMPT —

You are designing for Solidlab, a Nordic technology studio based in Stavanger, Norway. Follow these brand guidelines strictly:

## **BRAND ESSENCE:**

Solidlab builds AI-powered SaaS products and consults on digital infrastructure. We work at the intersection of craft and code. Nordic minimalism, quiet confidence. Think Linear, Vercel, Notion — but with deep Scandinavian heritage, not tech-green. Our palette is drawn from Jotun's iconic Nordic colors.

## **COLOR PALETTE (use only these – all anchored in Jotun's Scandinavian color tradition):**

- Oslo: #4A5A62 (Jotun 5180) – PRIMARY ACCENT. Links, CTAs, highlights only.
- Sort: #0A0A0A – dark base / backgrounds in dark mode / text on light
- Antikkhvit: #F4F1EA (Jotun 1873) – light base / warm off-white (not pure white!)
- Nordic Breeze: #6B8290 (Jotun 5452) – midtone, hover states
- Alvesølv: #8B9BA0 (Scanox 5982) – secondary text, metadata
- Linblå: #C9D4D8 (Jotun 5249) – light divider, soft backgrounds
- Antikkgrå: #D5CFC2 (Jotun 1973) – warm counterweight, card backgrounds
- Fog: #5A5A5A – body secondary text
- Mist: #8A8A8A – tertiary text, placeholders

## **TYPOGRAPHY:**

- Primary font: Geist (via Google Fonts). Fallback: Inter Tight → Inter → sans-serif.
- Mono font: Geist Mono. Fallback: JetBrains Mono → Menlo → monospace.
- Wordmark "solidlab" is ALWAYS lowercase, bold (700), letter-spacing -0.02em.
- Sentence case for headlines. Never Title Case unless proper nouns.

## **LAYOUT:**

- Default to dark mode (Sort background, Antikkhvit text).
- Max-width: 1280px. Desktop section padding: 120px vertical.
- Sharp corners (0px radius) for buttons, cards, inputs.

- 8-point spacing grid (8, 16, 24, 32, 48, 80, 120px).

#### **SIGNATURE ELEMENT:**

- Use forward slash "/" as a visual marker:
  - Prefix labels: "/ about", "/ work"
  - Number sections: "/ 01", "/ 02"
  - Separate metadata: "stavanger / norway"
- All these slash-labels use Geist Mono, uppercase or lowercase, Fog or Mist color.

#### **VOICE:**

- Tagline: "Building solid software. From the Nordic coast."
- Confident, direct, technical, warm, grounded. Never buzzword-heavy.
- Nordic steadiness – low on hyperbole, high on substance.

#### **FORBIDDEN:**

- x Pure white (#FFFFFF) backgrounds – use Antikkhvit #F4F1EA.
- x Tech-green, neon colors, or generic AI palettes.
- x Gradients, glow effects, 3D blobs, glassmorphism.
- x Stock photography of generic business scenes.
- x Emoji in professional contexts.
- x Rounded corners above 4px.
- x Oslo for large surface areas – it's an accent only.
- x Viking or fjord clichés in imagery. Nordic heritage is referenced subtly.
- x Buzzwords: "revolutionary", "cutting-edge", "leverage", "synergies", "game-changer".

— END PROMPT —

## **Usage Notes**

This prompt is the minimum context needed. For specific outputs (landing page, logo sheet, business card mockup), add a brief describing the deliverable AFTER pasting this prompt.

#### **Example follow-up brief:**

*"Now design a coming-soon landing page for solidlab.ai. Include: hero with tagline, three-column 'What we do' section, portfolio preview (Bølgevarsel, Lara, Klinikkdirift), and a contact block. Single HTML file, inline CSS, ready to deploy."*

# solidlab

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*Building solid software.  
From the Nordic coast.*

hello@solidlab.ai / solidlab.ai  
stavanger / norway

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