Nornvi

Explore Our approach Begin

Nornvi

Your whole life. Woven together.

A place to connect what matters, find direction, and shape what comes next.

Find your next step →

Explore Nornvi

Live well

Body, mind and everyday wellbeing.

Grow with purpose

Learning, work and personal direction.

Make room for life

Family, routines and practical support.

Connected tools. Meaningful progress.

Nornvi

Shape what comes next.

The Nornvi logo

Circled



Open



Nornvi

Nornvi

Nornvi

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Header-size wordmarks

The circled wordmark is the primary signature. The ring sits just above and below the lowercase letters so the tree reads as the o. Use the standalone tree when the name is already present.

The name and the weave

The Norns inspired the idea of a life woven over time. Vi means “we” in Danish and Norwegian. Its sound also evokes via, a way or path.
Say NORN-vee in company speech. The founder also welcomes NORN-vy.

The Yggdrasil-inspired tree represents a whole person. Its roots suggest the past and its branches suggest future possibilities. A person and a heart sit within the weave. Body, mind, spirit, values and aspirations belong together.

What Nornvi is for

The vision is one place for wellbeing, learning, work, family and the routines that hold a day together, from cooking a meal to sharing household work. People choose what to share and seek guidance when they need it. The aim is to simplify daily life and respect the time and attention people give it.

How the page speaks

Lead with the whole person. Use the three pillars on the opening sheet to connect that idea to everyday life. Give the reader one clear next step.

Web navigation	Explore / Our approach / Begin
Primary action	Find your next step
Secondary action	Explore Nornvi

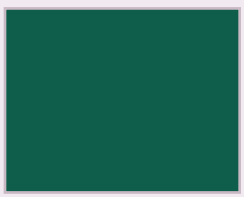
The Nornvi palette



Original aubergine

#50133B / RGB 80, 19, 59

Letters, branches, body, roots and circle



Malachite

#0F5E4B / RGB 15, 94, 75

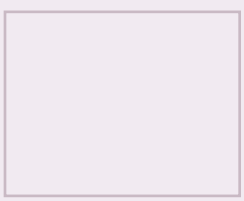
Leaves and primary webpage button



Ruby

#A10A3F / RGB 161, 10, 63

Heart detail and small accents



Pale aubergine

#F1EAF1 / RGB 241, 234, 241

Webpage and printed sheet background

The logo files have transparent backgrounds. Set the page or paper design to pale aubergine. Use the outlined serif lettering supplied in the masters.

Nornvi in dark mode



Nornvi

Light aubergine	Malachite	Ruby
#D7C7D3	#0F5E4B	#A10A3F
Type, ring and weave	Leaves	Heart detail

Revised B on black / Use the dark logo assets on dark surfaces.