



Pocket Fjord

One fjord. Three days. Zero logistics.

SPEC
PRIMARY
STYLE

INTER TIGHT / INTER + JETBRAINS MONO
#14524E • FJORD
CLINICAL

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Foundation.

MISSION

Put working people on cold water by Friday night: one fjord, three days, every knot already tied. You bring boots and forty-eight hours; we bring everything else.

VISION

The wild should not belong to people with spare time. A weekend is enough for open water, a sauna raft, and silence — if someone exacting has done the planning first.

VALUES

THE ITINERARY IS ONE PAGE

If the plan doesn't fit on a waterproof card, we haven't finished planning. You should never open a spreadsheet on a boat.

SMALL BOATS, SMALL GROUPS

We charter the boat that fits the fjord, not the crowd. Six people is a crew; twenty is a queue.

CHECKED TWICE, CARRIED ONCE

Every dry bag is packed against a list and weighed before you see it. The wild is unpredictable; your kit isn't allowed to be.

COLD IS THE POINT

We don't soften the Nordic coast into a spa day. The water is cold, the sauna is hot, and the difference is why you came.

LEAVE THE FJORD AS WE FOUND IT

One boat in, one boat out, nothing left behind. The next crew should find no trace we were there.

PERSONALITY

precise / plainspoken / quietly wild

TAGLINES

One fjord. Three days. Zero logistics.

The wild, planned to the last knot.

Cold water by Friday night.

How we sound.

01

Speak like a skipper, not a travel agent: short sentences, concrete nouns, no superlatives the weather can contradict.

✓ DO

Your bag is packed, weighed, and on the dock. Bring boots.

✗ DON'T

Get ready for a seamless, unforgettable adventure experience!

02

Precision is warmth. Telling someone exactly what to pack is more caring than telling them the trip will be magical.

✓ DO

Saturday, 06:40: the water will be about 9°C. The sauna will be 85°C. Both are ready.

✗ DON'T

Immerse yourself in the transformative power of Nordic nature.

03

Never oversell the comfort. Sell the cold, the quiet, and the fact that someone else did the thinking.

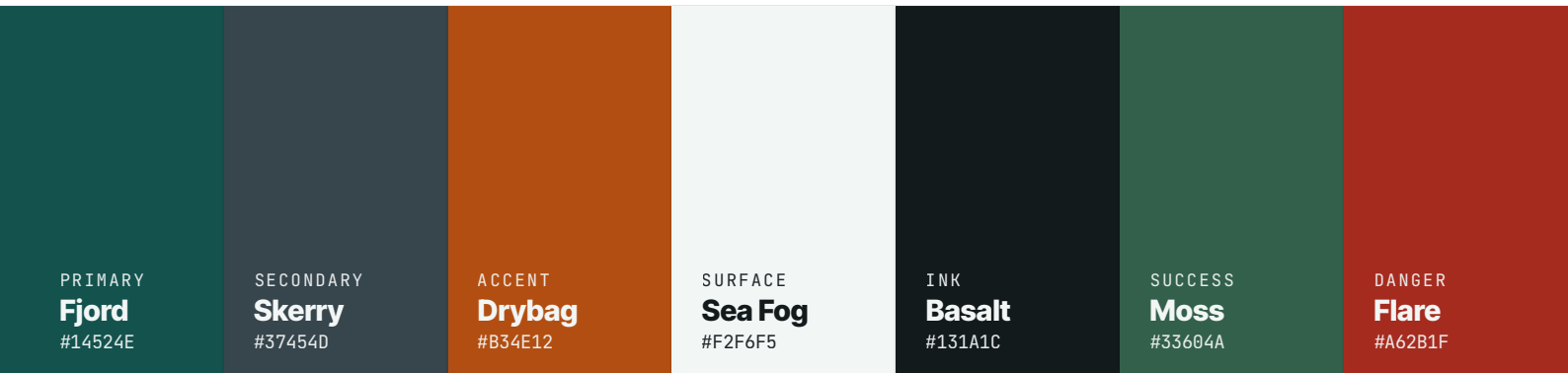
✓ DO

If the wind is over 12 m/s we take the inner channel. The decision is ours, so you never have to make it.

✗ DON'T

Flexible itineraries tailored to your unique needs!

Palette.



	ROLE	NAME	HEX	USAGE
	PRIMARY	Fjord	#14524E	Deep still water between rock walls. The one color that says Pocket Fjord: carries the mark, the wordmark, and any surface that must read as ours at a glance. Cold, dark, and calm — never brightened.
	SECONDARY	Skerry	#37454D	Wet granite at the waterline. Structure and chrome — tables, section heads, quiet cards. It never competes with Fjord; it holds the page still.
	ACCENT	Drybag	#B34E12	The orange of safety kit — dry bags, buoys, the one thing you can see through fog. Reserved for the smallest deliberate signals: a rule, a numeral, the checked item on the packing list. If it appears twice on a page, that's once too often.
	SURFACE	Sea Fog	#F2F6F5	Default page. Cold morning air over flat water — a white with the temperature turned down, so the page feels like the deck at 06:40, not a showroom.
	INK	Basalt	#131A1C	Body text and every long-form line. The near-black of wet volcanic rock; reads as ink, never as decoration.
	SUCCESS	Moss	#33604A	Confirmations and checked lists only — the green of what grows on the sheltered side of the rock.
	DANGER	Flare	#A62B1F	Warnings and hard stops only — the red of a signal flare, which is exactly how rarely it should appear.

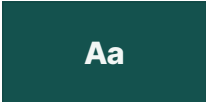
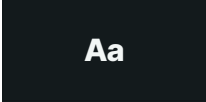
Palette, in use.

PROPORTIONS



Surface leads; primary speaks; accent is scarce on purpose.

WORKING PAIRS

 Fjord	 SEA FOG	 BASALT	 DRYBAG
 Skerry	 SEA FOG	 DRYBAG	
 Drybag	 FJORD	 BASALT	
 Sea Fog	 BASALT	 FJORD	 SKERRY
 Basalt	 SEA FOG		
 Moss	 SEA FOG		
 Flare	 SEA FOG		

Pairs showing "Aa" carry text at 4.5:1 or better, measured. Everything else meets only as blocks — fills, rules, plates — never as type.

Typography.

DISPLAY
INTER TIGHT

Pocket Fjord

TEXT
INTER

Put working people on cold water by Friday night: one fjord, three days, every knot already tied. You bring boots and forty-eight hours; we bring everything else.

MONO
JETBRAINS MONO

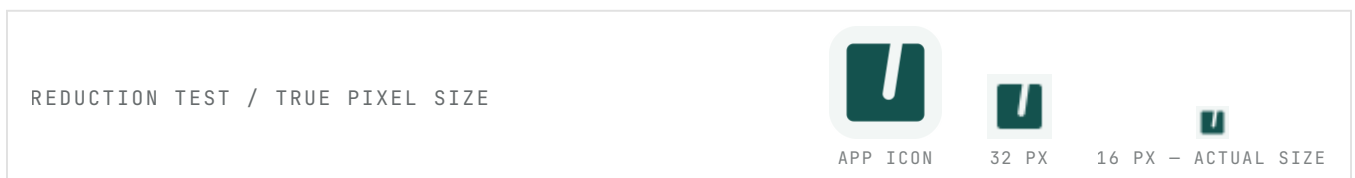
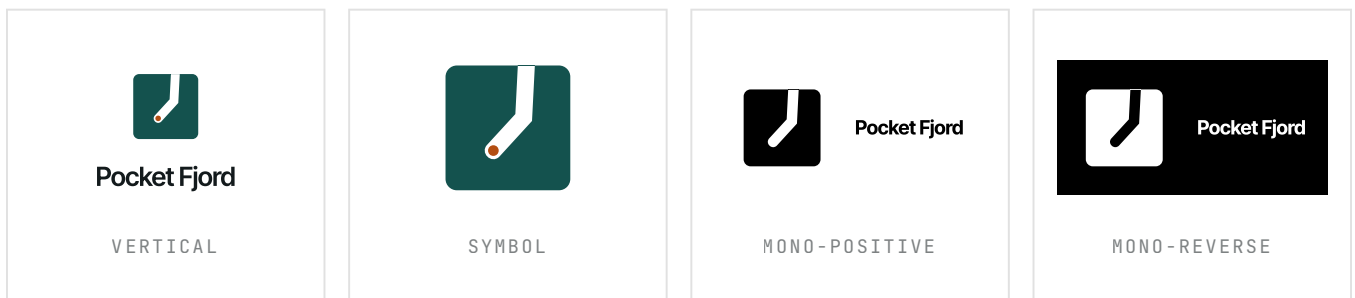
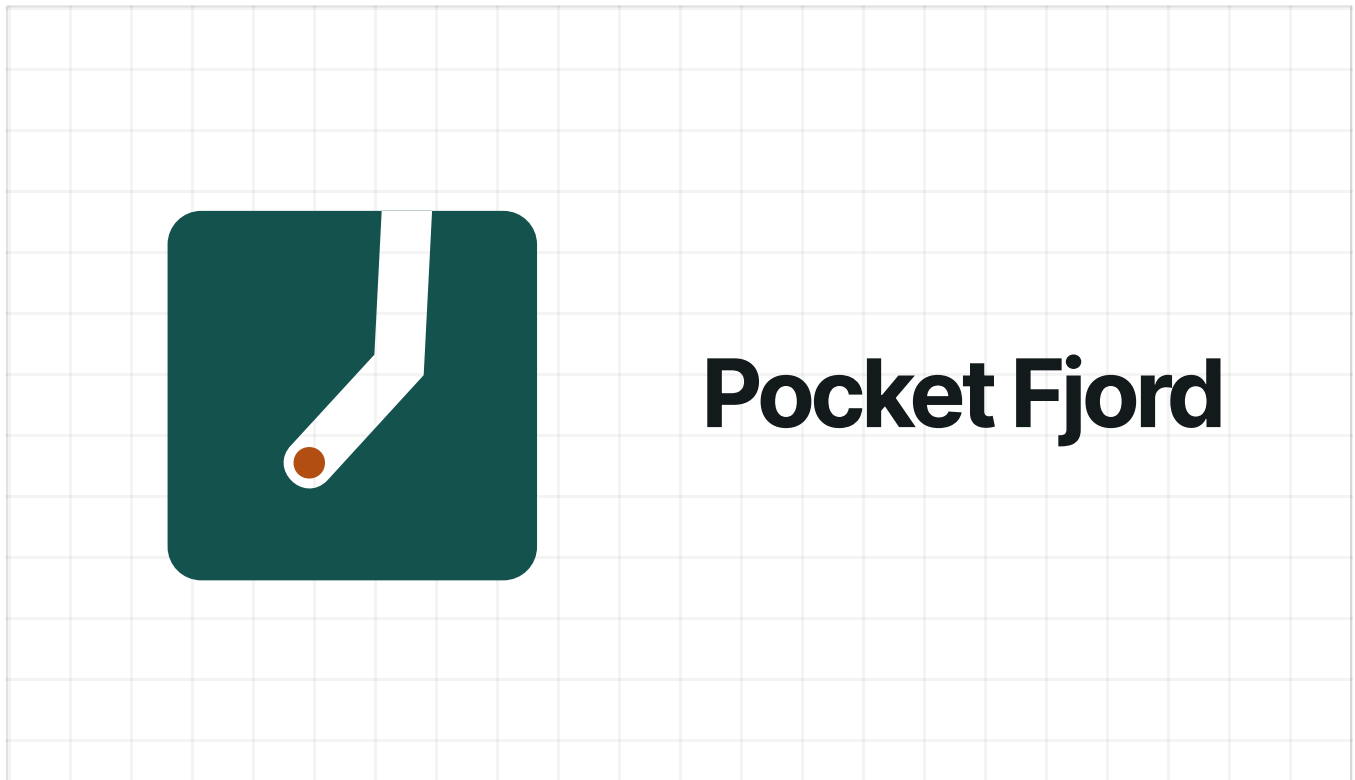
pocketfjord.com / v1.0 / hello@pocketfjord.com

CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 &?!%()

WEIGHTS

Aa 600 **Aa** 800



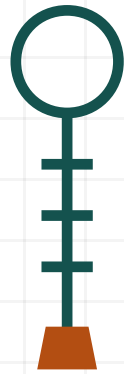
01 • NARROWS • RECOMMENDED PRIMARY

The water is what we don't draw. One solid mass of rock — a rounded square in Fjord green — with a single channel cut clean through the fill, entering off-center, bending once, and stopping deep inside the mass. That one bend is the only irregular move in an otherwise rectilinear mark: the quietly wild part, held inside an exacting frame. The orange dot at the channel's end is the route's terminus — checked, marked, done — and the only place the accent color appears. Nobody else in the category is drawing negative-space water; they're all drawing mountains. We refused the mountain.

REMEMBER A solid green rounded square with one bending channel cut clean through it, ending at a small orange dot.

CHOOSE THIS WHEN the fjord itself should lead: negative-space water instead of the category's mountains, and the most app-icon-ready shape of the five.

File • concept-1-narrows.svg



Pocket Fjord



Pocket Fjord

VERTICAL



SYMBOL



Pocket Fjord

MONO-POSITIVE



Pocket Fjord

MONO-REVERSE

REDUCTION TEST / TRUE PIXEL SIZE



APP ICON



32 PX



16 PX – ACTUAL SIZE

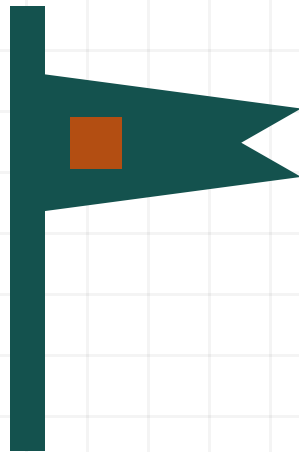
02 • SOUNDING

The tool a navigator drops to turn unknown water into a number: a surface ring, a dead-straight plumb line with three graduation ticks, and the flat-bottomed lead weight that touches the seabed. The weight is the only orange element — the single point of contact with the wild. This is the brand's whole promise as an instrument: measured, marked, certain.

REMEMBER A dead-straight plumb line dropping from a surface ring to a flat orange weight on the seabed.

CHOOSE THIS WHEN the promise is precision: an instrument that turns unknown water into a number, cooler and more clinical than its siblings.

File • concept-2-sounding.svg



Pocket Fjord



Pocket Fjord

VERTICAL

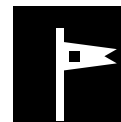


SYMBOL



Pocket Fjord

MONO-POSITIVE



Pocket Fjord

MONO-REVERSE

REDUCTION TEST / TRUE PIXEL SIZE



APP ICON



32 PX



16 PX – ACTUAL SIZE

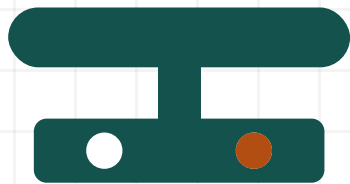
03 • PENNANT

A hoisted swallowtail pennant, flat as the international code of signals. One staff, one shape, one orange signal block: a flag flown for a specific reason, legible at distance, no flutter and no cloth. The company voice — “speak like a skipper” — as an object.

REMEMBER A stiff swallowtail pennant on a single staff, carrying one solid orange signal block.

CHOOSE THIS WHEN the skipper voice should lead: one flag flown for a reason, though it's the least fjord-specific mark of the set.

File • concept-3-pennant.svg



Pocket Fjord



Pocket Fjord

VERTICAL



SYMBOL



Pocket Fjord

MONO-POSITIVE



Pocket Fjord

MONO-REVERSE

REDUCTION TEST / TRUE PIXEL SIZE



APP ICON



32 PX



16 PX – ACTUAL SIZE

04 • CLEAT

The deck fitting every departure ties off to, drawn like a part in a catalog: horn bar, stem, base plate with two honest bolt holes, one orange rivet. No rope wound around it, no anchor, no wheel — hardware, not heraldry. “Every knot already tied” needs something to tie to.

REMEMBER A deck cleat drawn like a catalog part: horn bar, base plate, two bolt holes, one orange rivet.

CHOOSE THIS WHEN trust should feel like hardware you tie off to, accepting the most literal and least scenic mark of the five.

File • concept-4-cleat.svg



Pocket Fjord



Pocket Fjord

VERTICAL



SYMBOL



Pocket Fjord

MONO-POSITIVE



Pocket Fjord

MONO-REVERSE

REDUCTION TEST / TRUE PIXEL SIZE



APP ICON



32 PX



16 PX – ACTUAL SIZE

05 • ISOBAR

A shipping-forecast glyph: three pressure rings sharing one deliberate opening, and a single wind reading piercing the gap — one barb tick in orange, the one number that decides whether you take the inner channel. The forecast reduced to the one fact that decides the day — which is exactly what the itinerary does.

REMEMBER Three concentric rings sharing one gap, pierced by a wind arrow with a single orange barb.

CHOOSE THIS WHEN the one decisive reading is the story, matching what the itinerary does, but it asks the most decoding of the five.

File • concept-5-isobar.svg

Marks & reversals.

Every concept ships as eight files. The matrix shows the stacked lockup, the isolated mark, and both single-color reversals; wordmark.svg, favicon.svg, and a flattened production.svg for cutters and embroidery complete the set on disk. Type is baked to outlines in every file — they render identically with no fonts installed.

	VERTICAL	SYMBOL	MONO-POSITIVE	MONO-REVERSE
01 NARROWS	 Pocket Fjord		 Pocket Fjord	 Pocket Fjord
02 SOUNDING	 Pocket Fjord		 Pocket Fjord	 Pocket Fjord
03 PENNANT	 Pocket Fjord		 Pocket Fjord	 Pocket Fjord
04 CLEAT	 Pocket Fjord		 Pocket Fjord	 Pocket Fjord
05 ISOBAR	 Pocket Fjord		 Pocket Fjord	 Pocket Fjord

CLEAR SPACE



One quarter of symbol height, all sides.
Nothing enters the zone.

MINIMUM SIZE



10 MM • ACTUAL SIZE



16 PX • ENLARGED

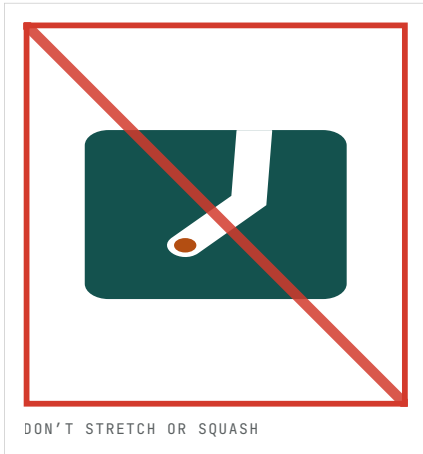
Below these sizes use `favicon.svg`;
never set the full lockup under 40 mm in
print.

NEVER

- Reset the wordmark in another typeface.
- Full color on photography without a surface plate.

Misuse.

Each treatment below is generated from the real mark, so abuse is recognized on sight — not argued about. The strike is not part of the logo.



Tokens.

LIGHT

The light surface.

Primary

PRIMARY · #14524E

DARK

The dark surface.

Primary

PRIMARY.ON-DARK · #3E9C94

SPACING

TOKEN	VALUE	
spacing.xs	4px	
spacing.sm	8px	
spacing.md	16px	
spacing.lg	32px	
spacing.xl	64px	

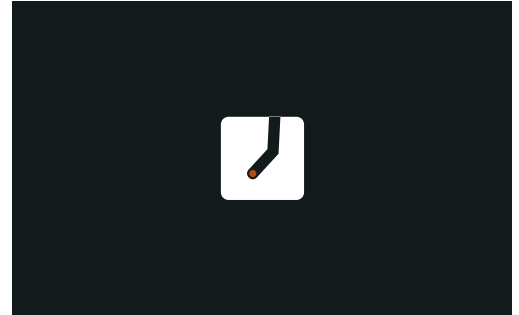
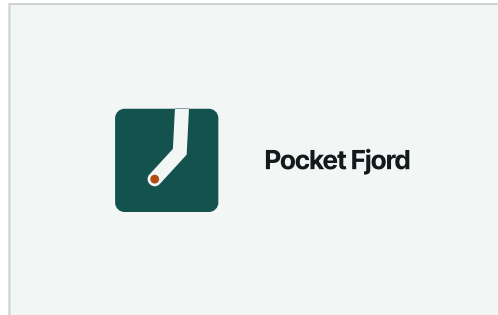
TYPE SCALE

TOKEN	VALUE	SAMPLE
type.caption	13px	Aa
type.body	16px	Aa
type.lead	18px	Aa
type.h3	22px	Aa
type.h2	26px	Aa
type.h1	34px	Aa
type.display	52px	Aa

Applications.

The system in service. Every piece below is set from the shipped SVG files and palette tokens — nothing is retouched.

A / BUSINESS CARD



85.6 × 54 MM • FRONT / REVERSE

B / APP ICON



180 PX



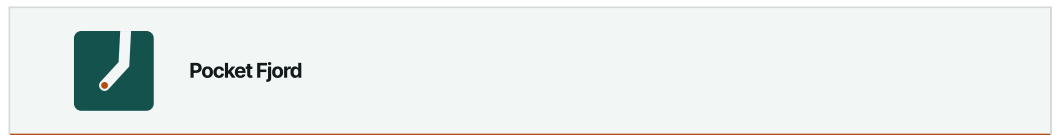
64 PX



32 PX

SYMBOL ONLY BELOW 64 PX • NEVER THE FULL LOCKUP

C / EMAIL HEADER



600 PX HEADER • LOCKUP LEFT • ACCENT RULE

Story.

Nobody with a demanding job lacks the desire to be on cold water. They lack the four evenings it takes to charter a boat, book a sauna raft, check the wind tables, and pack a bag that won't fail at sea. So the wild quietly becomes something you'll do later, and later has a way of becoming never.

Pocket Fjord exists to delete those four evenings. One fjord, three days, every knot already tied: the boat chartered, the raft booked, the dry bags packed against a list and weighed before you ever see them. What you get on the dock is a waterproof card with the whole weekend on one page — times, temperatures, and the single decision we've already made about the wind.

WHY THE MARK IS A CUT, NOT A MOUNTAIN

Every outdoor brand draws the mountain. We drew the space between the rock: a solid mass with one channel cut clean through it, bending once and ending at a marked point. It's the trip itself — a narrow, planned line through something ancient and indifferent — and the orange dot at the end is our favorite kind of promise: checked.

THE VOICE ON THE CARD

We write like a skipper. Short sentences. Concrete nouns. Numbers the weather can't argue with: the water will be about 9°C, the sauna 85°C, and if the wind is over 12 m/s we take the inner channel. That last decision is ours, so it is never yours. Precision is how this brand says it cares — telling you exactly what to pack beats telling you the trip will be magical, because one of those claims survives contact with the sea.

COLD IS THE POINT

We don't soften the Nordic coast into a spa day. You will be cold, then hot, then cold again on purpose, and you'll sleep like a rock you can name. The brand never promises comfort; it promises that nothing except the weather will surprise you. That's the whole trade: we take the logistics, you take the fjord.



Pocket Fjord