

Brand Guidelines

Version 4

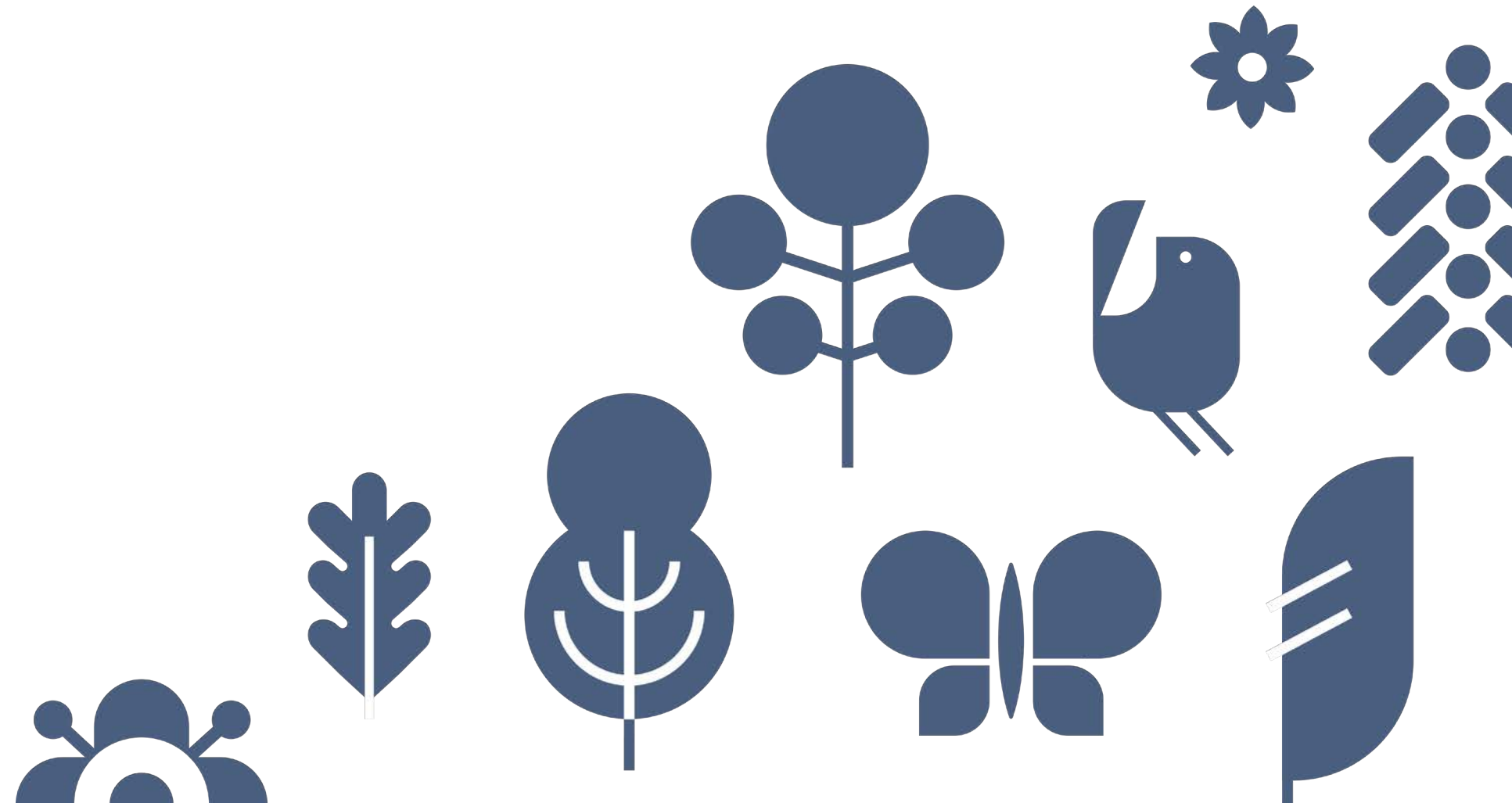


Table of Contents

- 03 Brand Positioning & Overview
- 06 Brand Voice
- 08 Logo, Icons & Tagline
- 18 Illustrated Icons & Patterns
- 21 Color
- 29 Typography
- 31 Photography
- 42 Lighting, Styling, Props & Models
- 48 Brand in Action



Our Mission

Sharing a cleaner, safer way of living
by reducing harmful chemicals
in everyday lives

Manifesto

At Norwex we believe that all of us (individuals, communities and humanity) need to be more mindful of the presence of chemicals in our everyday products and practices—and the potential impact these chemicals can have on our health, our environment and our planet.

We believe that we can take small, easy steps to protect our health and the health of future generations by reducing exposure, and the as-yet untold harm caused by exposure, to chemicals in our daily lives.

By staying true to our Norwegian heritage, we believe we can create a cleaner, safer and better way to live—product by product, practice by practice, choice by choice. We offer more than cleaning and personal care products; we advocate a simpler, more natural and sustainable way of living, free of unnecessary toxins and waste. That's living 'the Norwegian way.'

And at our heart, you'll find our people: an empowered community of thoughtful individuals who care about introducing others to the Norwegian way one person and one home at a time.

Because if we all share a cleaner, safer way of living, we know it will result in a cleaner, safer and better world.

Norwex. Live cleaner, safer, better.

Our Mission

Sharing a cleaner, safer way of living by reducing harmful chemicals in everyday lives.

Positioning

The Norwegian Way

A simpler, more natural, collective way of living—freer from chemicals and waste.

Brand Promise

Live cleaner, safer, better.

Values

Our values inform and drive our behavior as a business and are a shorthand for our culture.

- Integrity
- Trust
- Respect
- Kindness

Principles

Our principles act as a checklist and guide for the manner in which we deliver our Mission.

- Less is more
 - Seeing is believing
 - Enduring quality
 - Empowering people
 - Creating community
-

Personality

Our personality is how we and our brand comes across to others, through all interactions, communications, tone of voice as well as how we execute our visual identity.

- Straightforward
- Natural
- Purposeful
- Optimistic
- Caring

Brand Architecture

This simple brand architecture supports our ability to scale, be accessible, and showcases the brand's intent to be direct, straightforward and to cut out waste. It aims to provide a better customer experience by being logical and clear.

Brand Voice

Straight-forward

Direct/clear/simple

Our brand is about Scandi principles of simplicity. Our use of language should be too. Clarity is key. We're concise and to the point. Why use two words when one will do?

What it is

- Direct and meaningful
- Short words, simple sentences
- Accessible, inclusive

What it isn't

- Funny, unnecessary words
- Jargon or clichés
- Stage-setting before getting to the point

Natural

Honest/conversational/accessible

The Norwegian Way is a 'way of living' that respects the preciousness of nature. We reflect this by talking in a conversational tone, being human and creating a natural dialogue with other people—like family.

What it is

- Down to earth
- Conversational
- Human and relatable

What it isn't

- Salesy or insincere
- Disruptive or invasive
- Complex or abstract

Purposeful

Confident/informed/educational

There's purpose behind what we do and say. We communicate only what's useful and empower our customers through informed choices.

What it is

- Useful and meaningful
- An informed and reasoned approach
- Confident and knowledgeable

What it isn't

- Preachy or lecturing
- Elitist or patronizing
- Smug or self-congratulatory

Optimistic

Positive/Can-do/Collaborative

The world faces many challenges, but we approach them with a positive outlook and can-do attitude. Though it's important to explain the 'why,' we should always offer solutions and not just present the problem.

What it is

- A positive, can-do attitude
- Tangible, relevant and actionable ideas

What it isn't

- Negative or doom-laden
- standard industry sustainability jargon
- Accessible, inclusive

Caring

Warm/Helpful/Open

We're generous and welcoming in spirit. We have a passion to educate and empower people to improve their lives, their health and their knowledge. We're confident, warm and kind and are accessible to all.

What it is

- Compassionate and educative
- Human and relatable
- Friendly and encouraging

What it isn't

- Overly maternal or instructional
- Too sentimental
- Accessible, inclusive

Logo, Icon & Tagline

The N reflects a leaf shape, and the leaf shape reflects the N, resulting in a better, obvious and meaningful relationship between the brand mark and Norwex.



The icon can be interpreted as a leaf, a water drop, a bird, or a home with an open door.

The "N" and the leaf idea are now symbiotic, creating ownership and a meaningful relationship with Norwex the brand and what it stands for.



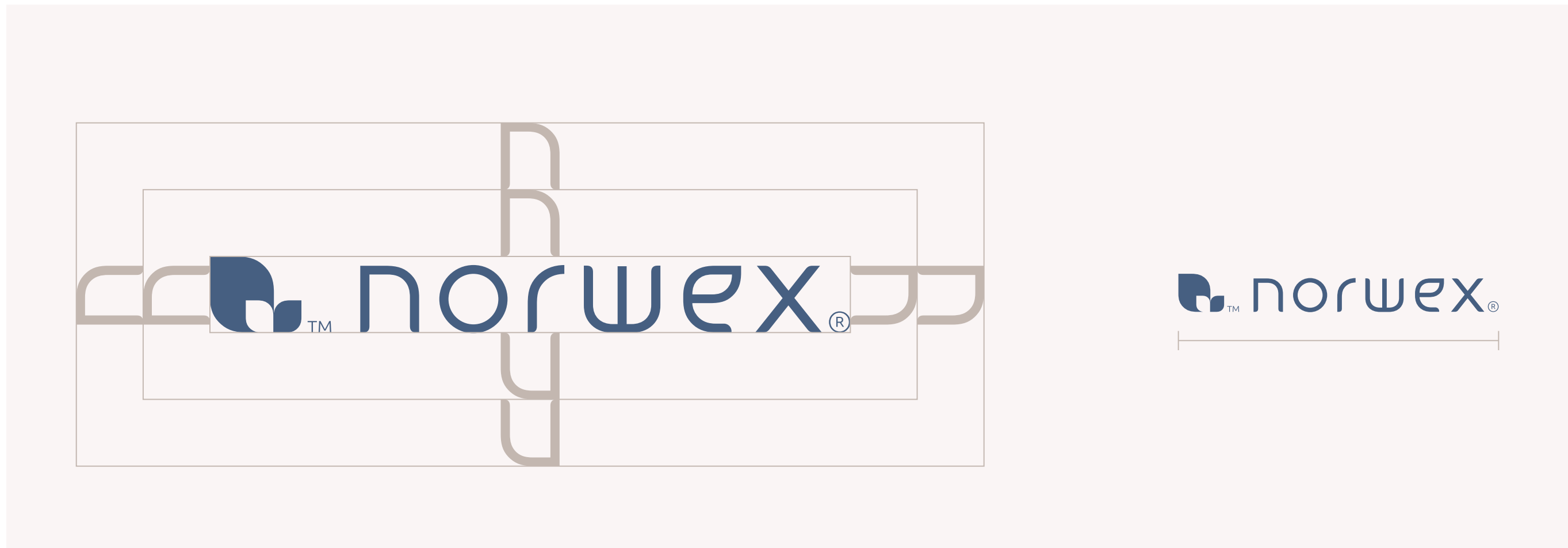
Norwex Brand Guidelines

Logo, Icon & Tagline – Primary Logo Space Guidelines

Recommended clear space for our primary logo is defined as 2x the height of the N.

Minimum clear space for our primary logo is defined as 1x height of the N.

Minimum size, our primary logo must remain legible on all communications and should not be reproduced smaller than 1.25" (32mm) wide.



Note: For exceptional use at a smaller size the TM and registration mark should be removed. (Permission needed from Brand Team).

Norwex Brand Guidelines

Logo, Icon & Tagline – Primary Logo

Left: **Primary logo** This version should be used on most white, soft, neutral and accent-colored backgrounds as well as on tonally light photography.

Right: **Primary logo**, reversed. This version is used to reverse out of our Norwex Blue, darker accent colors and photography.



Norwex_Logo_TM-R_RGB.ai

Norwex_Logo_TM-R_White.ai

Note: There is also a black version available for single-color printing, embossing, foil blocking or where the printing process is limited. Files available in CMYK, RGB, PMS, white & black.

Norwex Brand Guidelines

Logo, Icon & Tagline – Leaf Icon

Our 3-leaf icon exists as an independent brand asset, that can be used front and center or as a lower-down secondary level device in our communications where our primary logo has already featured.

Norwex wordmark and Icon should be use in Norwex blue or white only and can be used on its own Do Not with the leaf icon used with a mix of color. See pg. 17).

Norwex wordmark can be used on its own only when locked up with another icon and logo for specific corporate approved programs/campaigns – ex/ Norwex perks



Norwex_3-Leaf_Icon_TM-RGB.ai

Norwex_3-Leaf_Icon_TM-White.ai

Note: There is also a black version available for single-color printing, embossing, foil blocking or where the printing process is limited. Files available in CMYK, RGB, PMS, white & black.

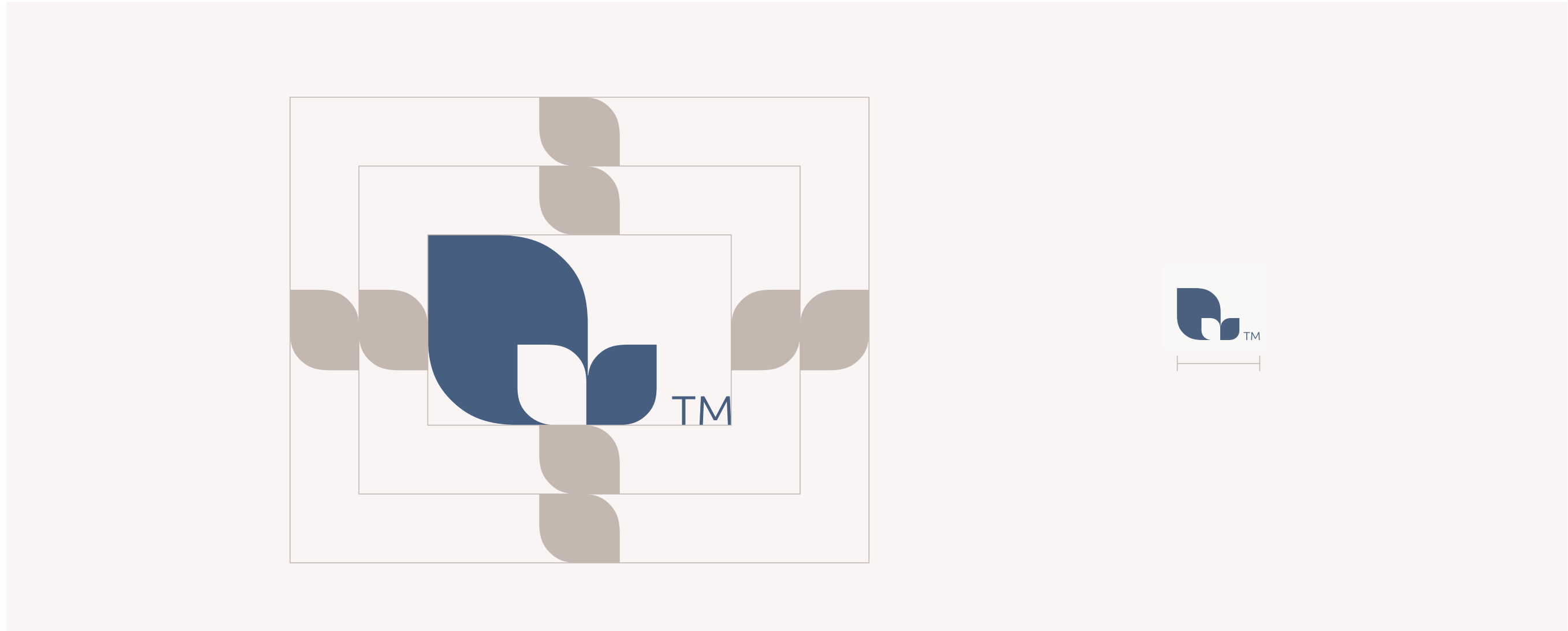
Norwex Brand Guidelines

Logo, Icon & Tagline – Leaf Icon Space Guidelines

Recommended clear space for our 3-leaf icon is defined as 2x the width of the small leaf.

Minimum clear space for our 3-leaf icon is defined as 1x width of the small leaf.

Minimum size, our 3-leaf icon must remain legible on all communications and should not be reproduced smaller than .25" (6mm) wide.



Norwex_3-Leaf_Icon_TM_RGB.ai

Note: For exceptional use at a smaller size the TM and registration mark should be removed. (Permission needed from Brand Team).

Norwex Brand Guidelines

Logo, Icon & Tagline – **Versions PLEASE DO NOT ALTER LOGOS/LOCKUPS**

Our tagline supports our belief of the Norwegian way of living: a simpler, more natural, collective way of living—freer from chemicals.

live cleaner, safer, better.™

Norwex_Tagline_TM_RGB.ai

live cleaner, safer, better.™

Norwex_Tagline_TM_RGB.ai

May be used separately from the logo with use in highly visible places and used as a lead statement where it makes sense.

 **norwex**®
live cleaner, safer, better.™

Norwex_Logo_Tag_Center_B1_RGB.ai

 **norwex**®
live cleaner, safer, better.™

Norwex_Logo_Tag_Center_B1_White.ai

Primary (**B1**) Version to be used 1.5" and larger (not inclusive of the ®).
**Tagline spacing is more open.*

 **norwex**®
live cleaner, safer, better.™

Norwex_Tagline_TM_B2_RGB.ai

 **norwex**®
live cleaner, safer, better.™

Norwex_Tagline_TM_B2_White.ai

Secondary (**B2**) Version to be used 1.5" and smaller (not inclusive of the ®).

 **norwex**® live cleaner, safer, better.™

Norwex_Logo_Tag_Horiz_RGB.ai

 **norwex**® live cleaner, safer, better.™

Norwex_Logo_Tag_Horiz_White.ai

Note: There are also a black versions available for single-color printing, embossing, foil blocking or where the printing process is limited. Files available in CMYK, RGB, PMS, white & black.

CONFIDENTIAL PROPERTY OF NORWEX®

Norwex Brand Guidelines

Logo, Icon & Tagline – Primary Logo Space Guidelines

Our master logo and tagline have been designed to work independently but there will be situations where you'd want the two to work together on the same surface, such as a brochure cover.

We have set out a few examples to help guide their placement and sizing. This will vary greatly depending on communication format/restrictions and purpose.

Norwex Logo Guide - Tagline Usage

B1

For Print



B2

For Packaging, and size less than 1.5" in length small format only



Norwex Logo and Tagline - May used separately or linked together as shown
Both the Logo and Tagline must always be sized at the same width when show together



Recommended clear space for our tagline is defined as 2x the height of the N.

Minimum clear space for our tagline is defined as 1x height of the N.

Minimum size, our tagline must remain legible on all communications and should not be reproduced smaller than 1.5" (36mm) wide.



live cleaner, safer, better.™

Note: For exceptional use at a smaller size the TM and registration mark should be removed. (Permission needed from Brand Team).

Norwex Brand Guidelines

Logo, Icon & Tagline – What Not to Do

DO NOT ❌

Change colors of logo lockup or the tagline

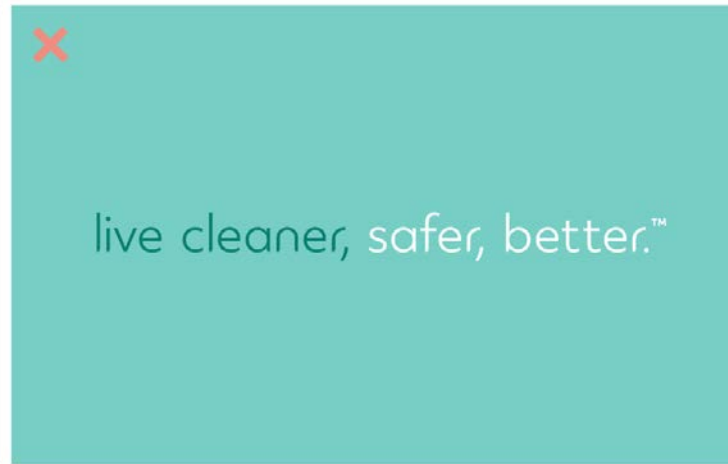
Create unapproved lock-ups

Add graphic effects/stretch or distort

Use on colorful backgrounds

Use wordmark only with and change any color of the icon

Place within a sentence



Norwex Brand Guidelines

Logo, Icon & Tagline – What May Be Done

norwex®

The Norwex logo may be used without the icon **only** for special corporate programs or campaigns/events.

See example below.

Please note that permission is required from Brand Team in order to do this.

norwex®  perks

norwex®  perks

Illustrated Icons & Patterns

Norwex Brand Guidelines

Illustrated Icons & Pattern – Home, Personal, Family and Kids

Our unique, specially crafted visual property is built-up from a collection of icon illustrations that symbolize The Norwegian Way and represent Scandinavia in general from flora, fauna and the environment, to community.

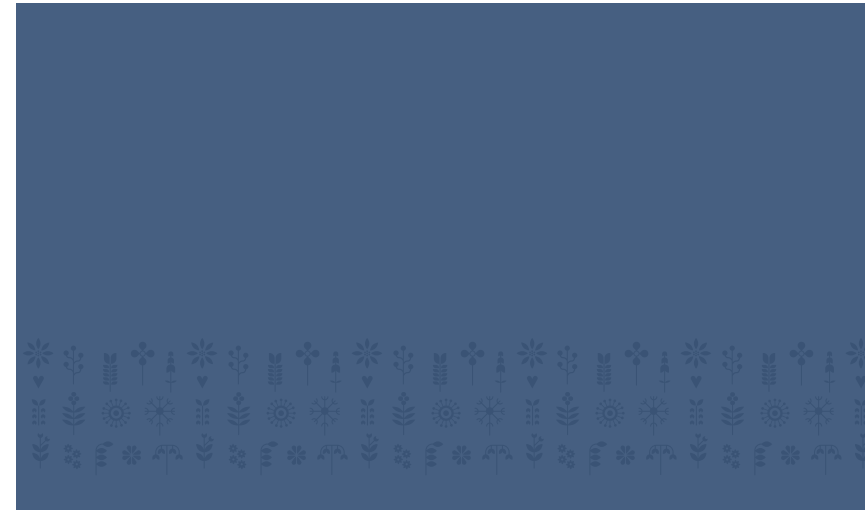
Please to do not alter in any way. Usage other than packaging requires approval from Global Brand
Home, Family, Kids Family, and Personal care

Home Care Pattern



Home Care Pattern Usage:
Should apply as a subtle accent, versus a primary focus.
Pattern should not be modified or rotated.

Personal Care Pattern



Personal Care Pattern Usage:
Should apply as a subtle accent, versus a primary focus.
Pattern should not be modified or rotated.

Family Care Pattern



Kids Family Care Pattern



Family Care and Kids Pattern Usage:
Should apply as a subtle accent, versus a primary focus.
Pattern should not be modified or rotated.

Norwex Brand Guidelines

Illustrated Icons & Pattern – Corporate

Our corporate brand pattern may be used for very limited projects at this time with expansion of usage and parameters to come for both PATTERNS and subtle uses of the icons.

If used, please to do not alter in any way.

Corporate Brand Pattern



Dark pattern option



Light pattern option

Color

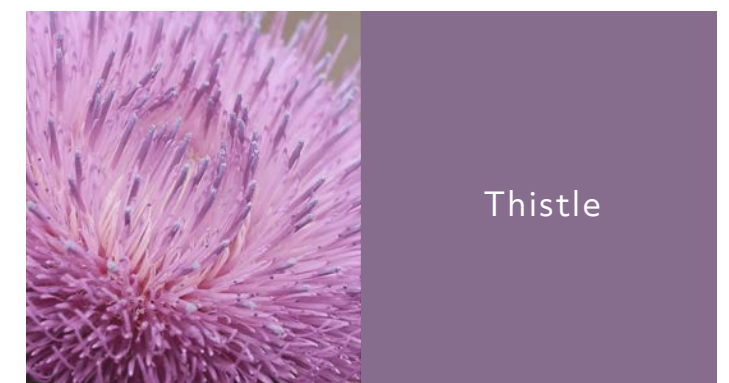
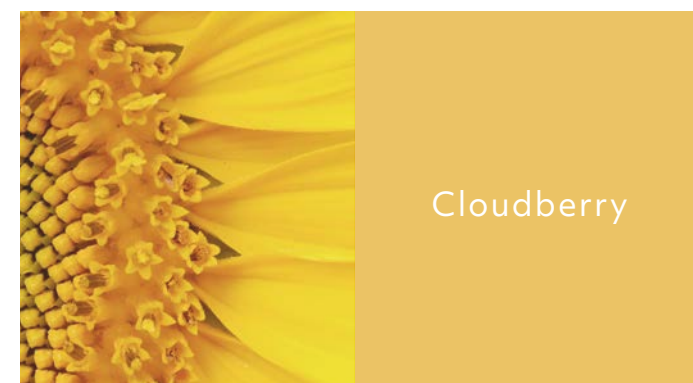
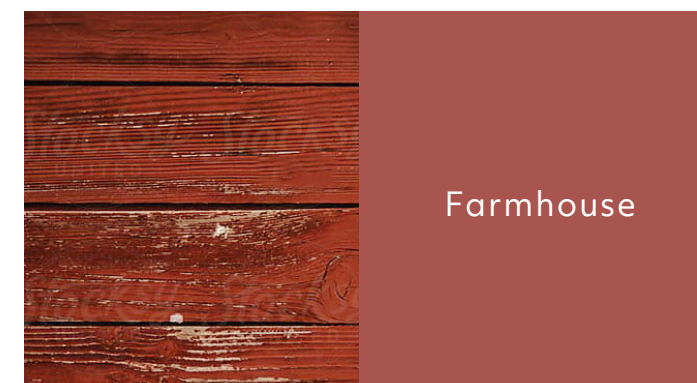
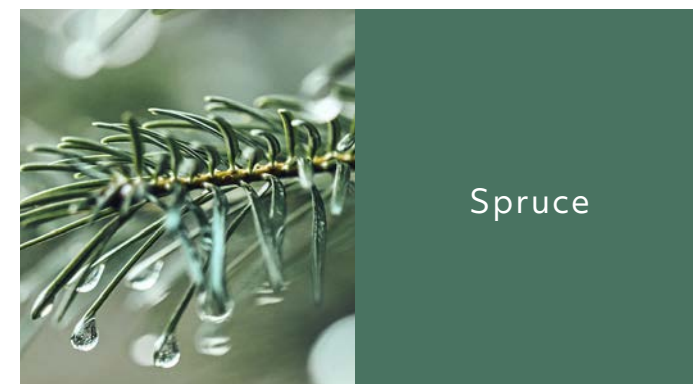
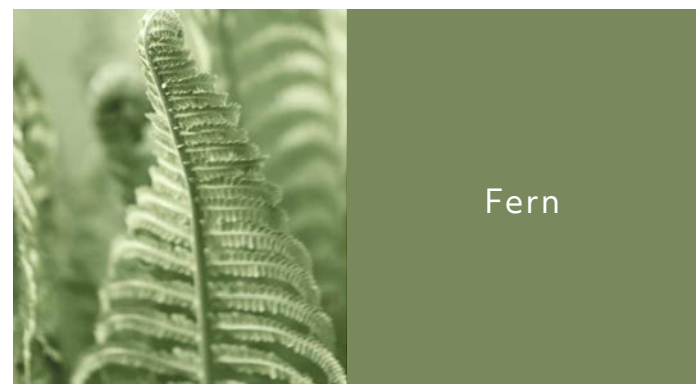
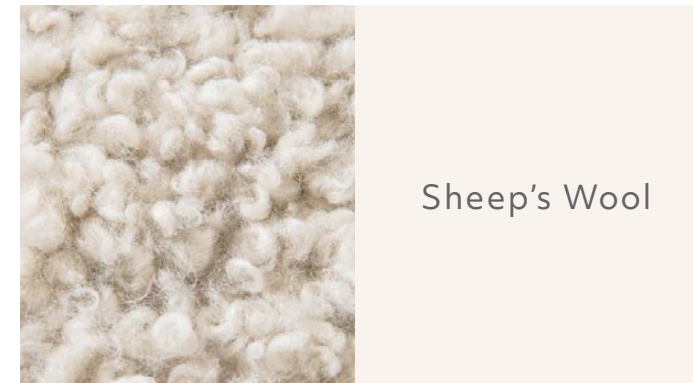
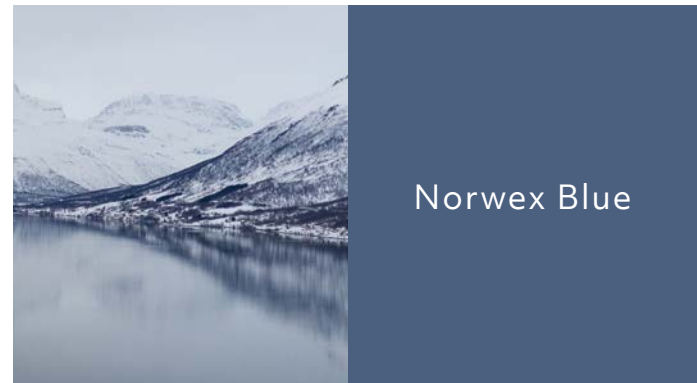
Norwex Brand Guidelines

Color – Norwegian Color Inspiration



CONFIDENTIAL PROPERTY OF NORWEX®

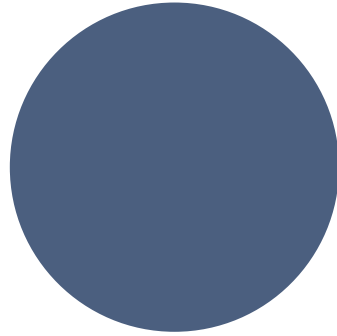
Norwex Brand Guidelines
Color – Inspired by Norwegian Nature



Norwex Brand Guidelines

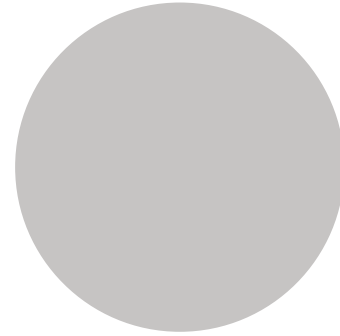
Color – Palette

Primary (Naturals)



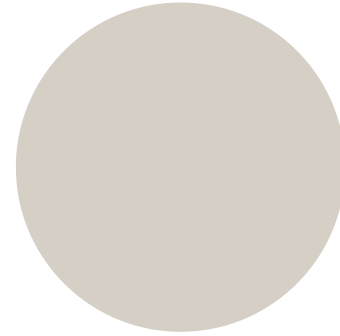
Norwex Blue (corporate)

C76 M60 Y30 K13
#4C5F7F
PMS 2374 C



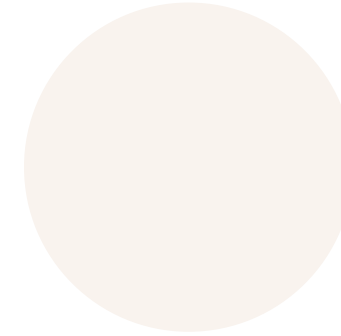
Dove

C22 M18 Y18 K10
#C4C4C5
PMS 428 C



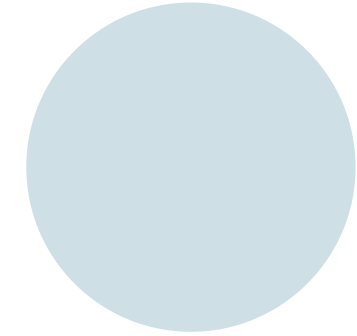
Sandstone

C16 M14 Y20 K0
#D5D0C6
PMS WARM GREY 1 C



Sheep's Wool

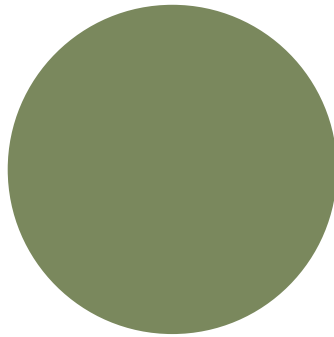
C0 M3 Y4 K2
#FAF4EF
PMS 7604 C (@ 50%)



Glacier

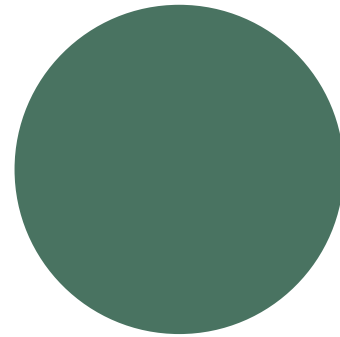
C18 M5 Y8 K0
CEDFE3
PANTONE 545 C

Secondary (Social use)



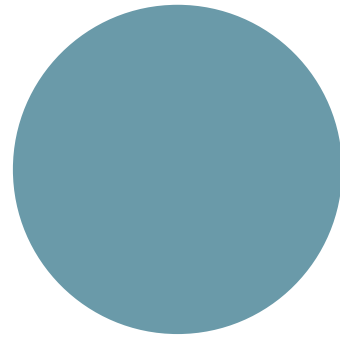
Fern

C23 M5 Y50 K34
#8E9A6D
PMS 237 C



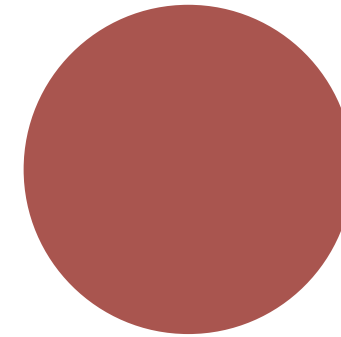
Spruce

C45 M0 Y40 K55
#497361
PMS 342 C



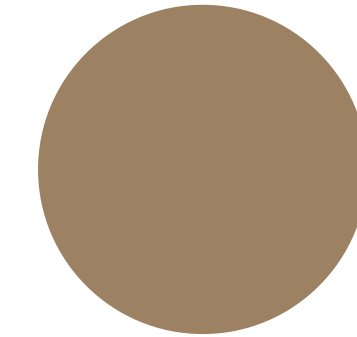
Sea Glass

C50 M15 Y17 K18
#6C9BAA
PMS 2219 C



Farmhouse

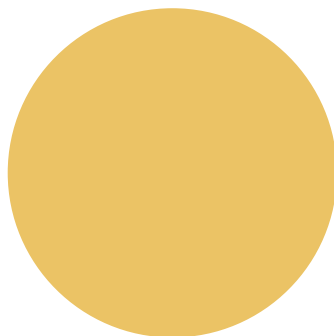
C50 M15 Y17 K18
#A95550
PMS 7608



Root

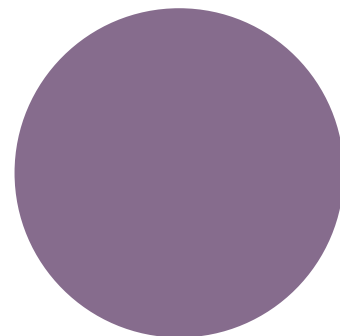
C26 M35 Y48 K15
#A88F77
PMS 729 C

Pops of Color (Social use)



Cloudberry

C0 M16 Y67 K9
#EAC366
PMS 2006



Thistle

C23 M42 Y0 K37
#866C8D
PMS 2080

We have introduced a darker range of accent secondary colors, **for screen use only**.

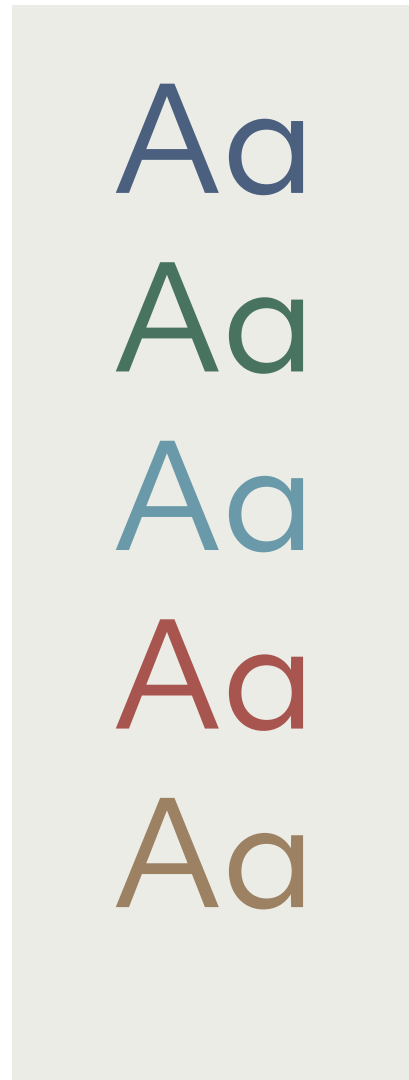
These colors should not be used for large chunks of body copy or navigation.

Only Norwex Blue or 75%/90% black may be used.

Please use only the below background color percentages ONLY with the coordinating headline colors shown below. 90% or 75% black may be used for type as well.



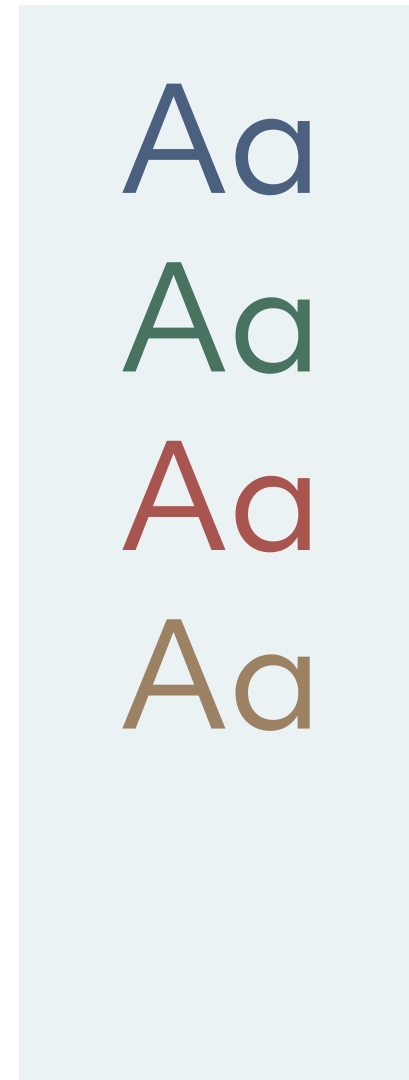
Dove 20%
#F1EFEF



Sandstone 40%
#EACE9E4



Sheep's Wool 80%
#FAF4EF



Glacier 40%
#EAF0F1



White
#FFFFFF

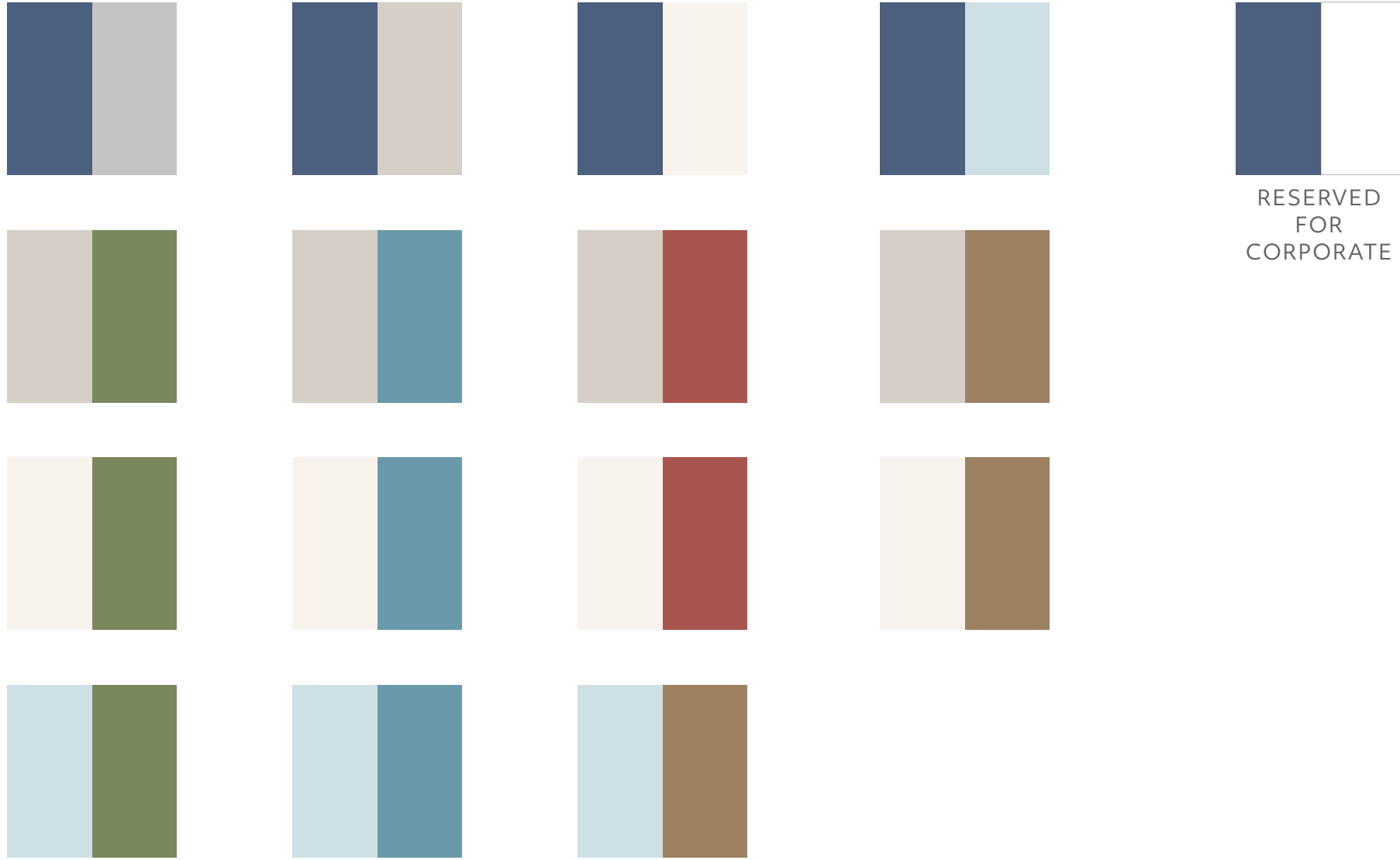


Reverse type may be used on the above colors.

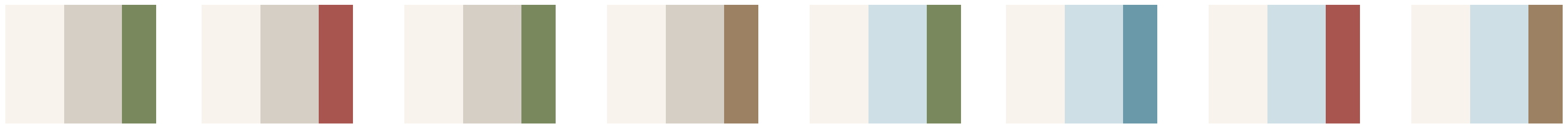
CONFIDENTIAL PROPERTY OF NORWEX®

Norwex Brand Guidelines

Color – Color Combinations "The Naturals" Collection | What to Do



The naturals palette may be used with up to three colors, but please use two colors in the primary color selection to keep simple.



CONFIDENTIAL PROPERTY OF NORWEX®

Norwex Brand Guidelines

Color – Color Combinations & Secondary/Pop Colors | **What Not to Do**

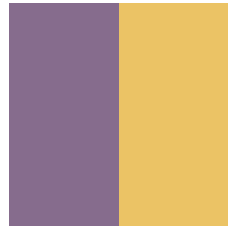
DO NOT ❌

combine **secondary** colors together



DO NOT ❌

combine **"pop"** colors together



DO NOT ❌

use three or more color combinations with pop/secondary colors.



Norwex Brand Guidelines

Color – Promotional/ Occasional Graphics | What to Do

DO NOT ❌

Use other color combos than these below.
Use "pop" colors as background.
Use type in any color other than white.

DO ✅

Use the below color combinations.
Type may only be used in reverse.



Typography

Objektiv Mk2 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Objektiv Mk2 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Objektiv Mk2 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Objektiv Mk2 Bold (to be used sparingly)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Ab

See pg. 24, for color usage.

Objektiv Mk2 is our primary corporate typeface in all marketing and communications and should be used where possible. Modern, confident, non-fussy and geometric in appearance it helps to support our core visual assets and key visual properties.

Note. Where Objektiv Mk2 is not available, use Arial, a widely available system font for use in PPT or similar if necessary.

Headline goes here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

EYEBROW GOES HERE TO SUPPORT

Headline goes here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

The Norwegian Way

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut laore et dolore magna aliqua.

Photography

Norwex Brand Guidelines

Photography – Nature

- Capturing the sublime
- Empathizing scale and space
- Variety of lighting styles/times of day
- Reflect the Norwex color palette where possible

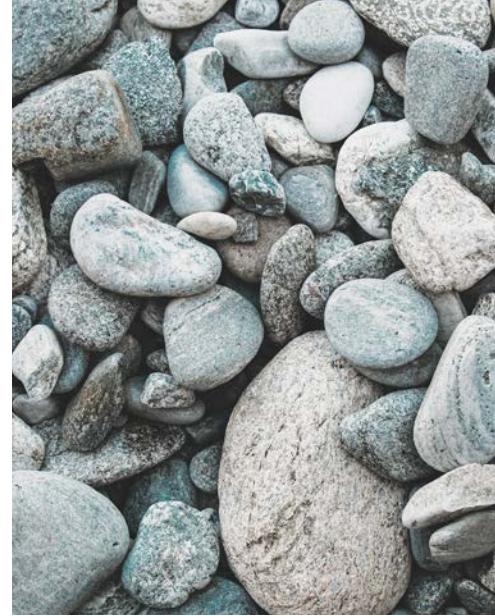


Note: Continue to utilize un-stock photography from Unsplash.com, Pexels.com and Rawpixel.com & Stocksy.com (Purchase with Brand Team approval) to represent this pillar of photography. *Images may legally be used in assets unless otherwise noted.*

Norwex Brand Guidelines

Photography – Sensory

- Observing pattern and texture in nature
- Tactile, earthy and evocative
- A warm, natural palette that creates a connection to our health and the planet



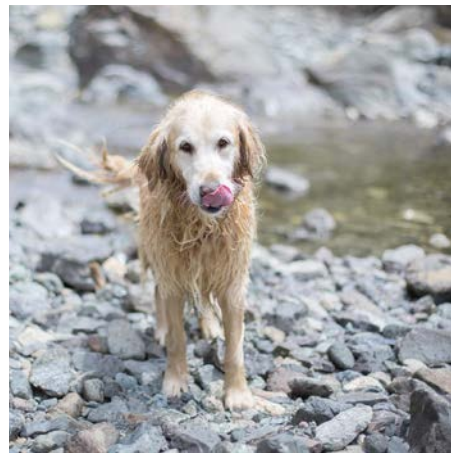
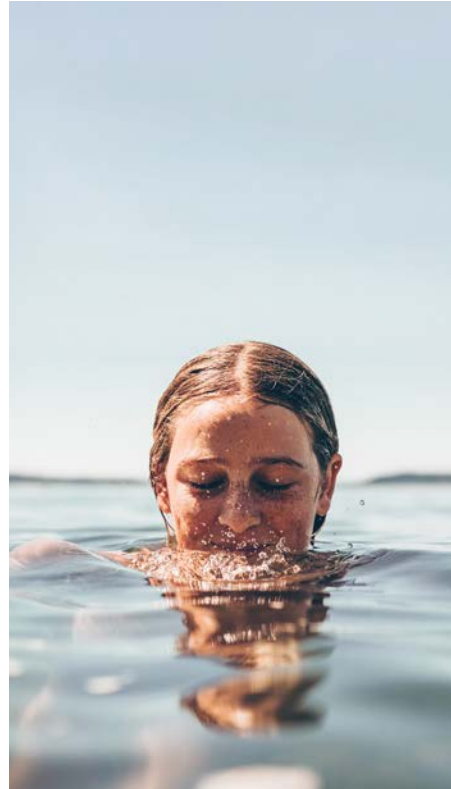
Note: Continue to utilize un-stock photography from Unsplash.com, Pexels.com and Rawpixel.com & Stocksy.com (Purchase with Brand Team approval) to represent this pillar of photography.

Images may legally be used in assets unless otherwise noted.

Norwex Brand Guidelines

Photography – People and Animals Connecting with Nature

- Evoking the Norwegian way of life
- Skin, body and planet physical connection of well-being
- Show the benefits of spending time in nature
- Pure, clean, Scandinavian light

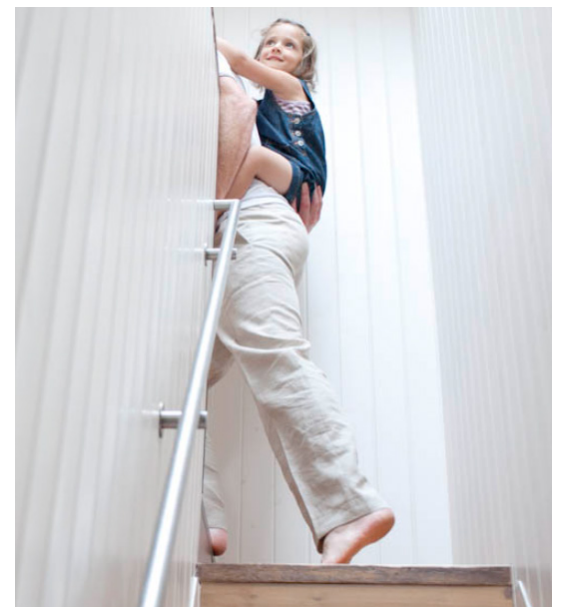


Note: Continue to utilize un-stock photography from Unsplash.com, Pexels.com and Rawpixel.com & Stocksy.com (Purchase with Brand Team approval) to represent this pillar of photography. *Images may legally be used in assets unless otherwise noted.*

Norwex Brand Guidelines

Photography – Editorial Lifestyle in Home

- Fresh, bright, white and soft neutral spaces that feel minimal but warm with sunlight that allow product to feel
- Candid and engaging style
- “Real”, off-camera moments that embrace people in their homes
- If shooting on location/in studio, Norwex product placement should be subtle, natural and not forced into shot



Note: Continue to utilize un-stock photography from Unsplash.com, Pexels.com and Rawpixel.com & Stocksy.com (Purchase with Brand Team approval) to represent this pillar of photography. These images will also be shot with supporting product when possible.

Images may legally be used in assets unless otherwise noted.

Norwex Brand Guidelines

Lighting, Styling, Props & Models - Room/Set Styling

- Subtle neutrals with hints of soft color
- Primarily white (but may be light neutrals) walls, textured, white brick, shiplap, or similar detail and light or blonde floors (no yellow/orange cast wood floors-color correct if unavoidable)
- Natural light as well as occasional direct sunlight



CONFIDENTIAL PROPERTY OF NORWEX®

Norwex Brand Guidelines

Photography – Product in Use in Home

- Real scenarios that don't feel staged but in the moment
- Hands only should feel in the middle of a motion while using rather than a stop/staged feel
- Talent inclusive of face/full figure to create emotion and engagement support of our lifestyle brand
- Should not over prop and allow hero product to shine both in focused vignettes and full rooms
- Use generic, neutral items (when product not sold by Norwex)



Note: These images will be shot by Creative.

CONFIDENTIAL PROPERTY OF NORWEX®

Norwex Brand Guidelines

Photography – Product Stills in Home

- Natural look and feel of products in-situ around the home
- Should not over prop and allow hero product to shine
- Use generic, neutral items (when product not sold by Norwex)

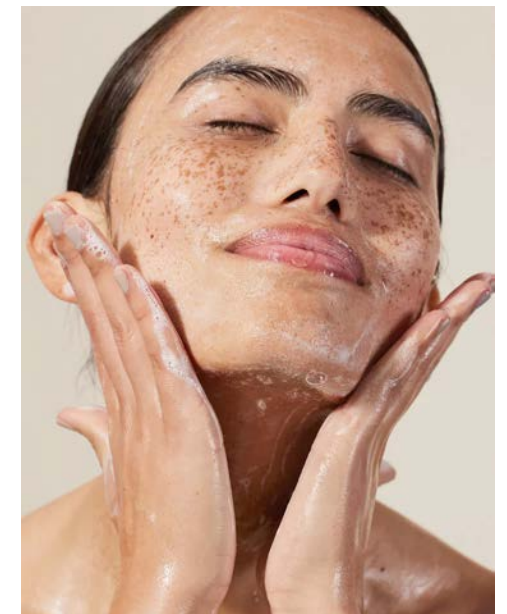


Note: These images will be shot by Creative.

Norwex Brand Guidelines

Photography Product – Personal Care in Studio

- If using color for backgrounds, remain in soft neutrals that reflect main brand colors
- Lighting style shall be a mix of natural and sun-kissed lighting
- Possible use of “de-constructed” propping to add to the mix
- Minimal use of natural props (still allow product to shine). This scenario to be used for main hero shots
- Models to have a natural, soft look



Note: These images will be shot by Creative.

Norwex Brand Guidelines

Photography Product – Home Care in Studio

- White or light neutral, plain backgrounds with an occasional mix of textures (i.e., wood, brick or light marble)
- Lighting may be a mix of soft natural lighting or a stronger light source (dependant in part, of what the product is)
- Shadow play from a window mullions (crossbars) for example is a nice way to give a simple studio shot dimension



Note: These images will be shot by Creative.

Norwex Brand Guidelines

Photography – Skin Care in Nature

- Lighting should be a mix soft/hard light (whatever is most complementary to the product)
- These shots should be used minimally to complement studio photography and for personal products only



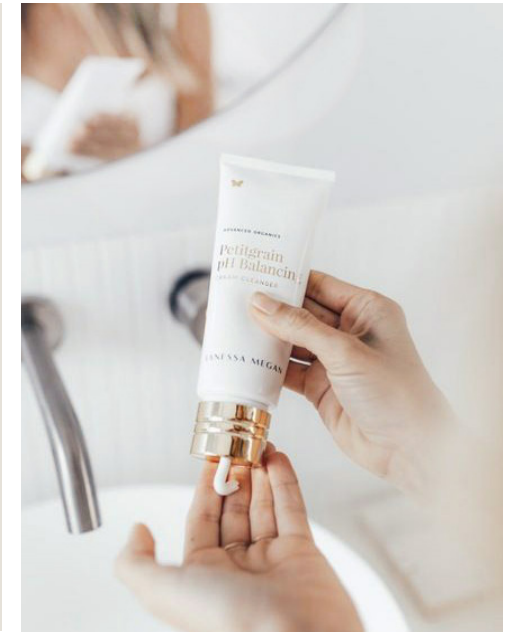
Note: These images will be shot by Creative.

Lighting, Styling, Props & Models

Norwex Brand Guidelines

Lighting, Styling, Props & Models – Lighting/Photography Style

- Gentle, natural light with natural fall-off to one side—no super harsh shadows
- Neutral without color cast—clean, white light
- If using artificial light, use white cards as fills to bounce light into subjects rather than direct, soft box lighting



Norwex Brand Guidelines

Lighting, Styling, Props & Models - Props

- Soft, subtle neutral tones ranging from white, light greige, beige, and greys
- Subtle tonal woven rugs, pillows, throws, comforters that compliment the white/softly painted rooms
- Keeping the room in these neutral tones allows the focus to remain on the product while still supporting a friendly, comforting feel
- Small medium-large leaf soft green plants as well as small pops of flowers for simple color may also be used adding the feeling of the outdoors coming indoors



CONFIDENTIAL PROPERTY OF NORWEX®

Norwex Brand Guidelines

Lighting, Styling, Props & Models - Models

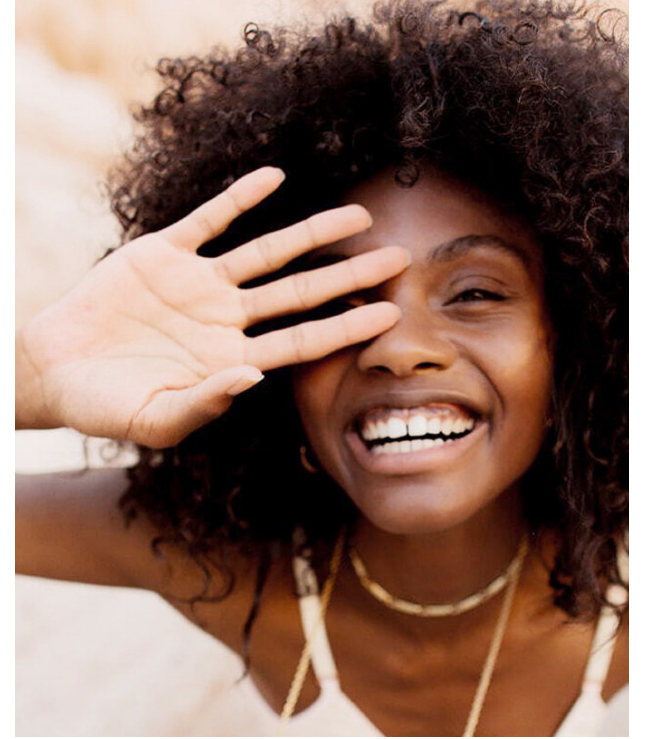
- Although our roots are Norwegian, a range of ethnicity and diversity is welcomed and should be represented



Norwex Brand Guidelines

Lighting, Styling, Props & Models – Hair & Make-up

- Hair and makeup should feel natural, fresh and organic
- Hair should be soft and loosely styled



Norwex Brand Guidelines

Lighting, Styling, Props & Models - Clothing

- Clothing should be soft neutrals, greys, cremes, soft subtle pattern here and there... easy and casual
- Cotton & linens with mix of sweaters, casual light jeans and pants and when appropriate, simple dresses



Brand in Action

Norwex Brand Guidelines

Brand in Action - Digital Templates – Connection to Nature/Introduction



Norwex Brand Guidelines

Brand in Action - Digital Templates – Customer Quote/Product Only Feature/Product with Emotional Connection

“
Sharing a cleaner,
safer way of living
by reducing harmful
chemicals
in everyday lives.”



norwex
live cleaner, safer, better.™



norwex
live cleaner, safer, better.™

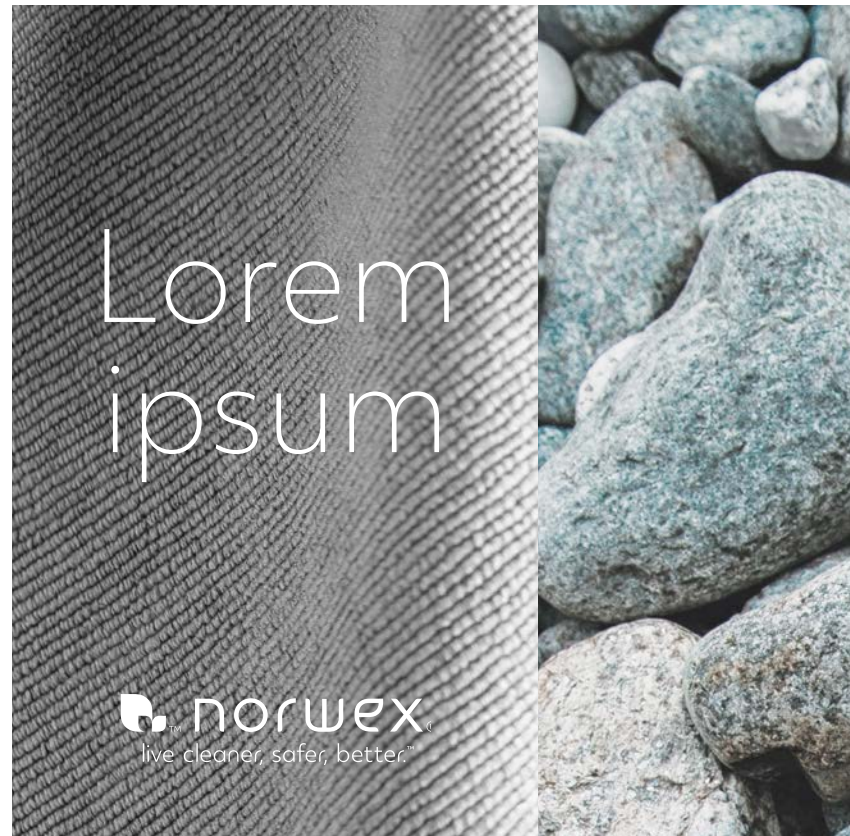
Lorem set
set ipsum
Lorem ipsum dolor
sit amet, elit set.



norwex
live cleaner, safer, better.™

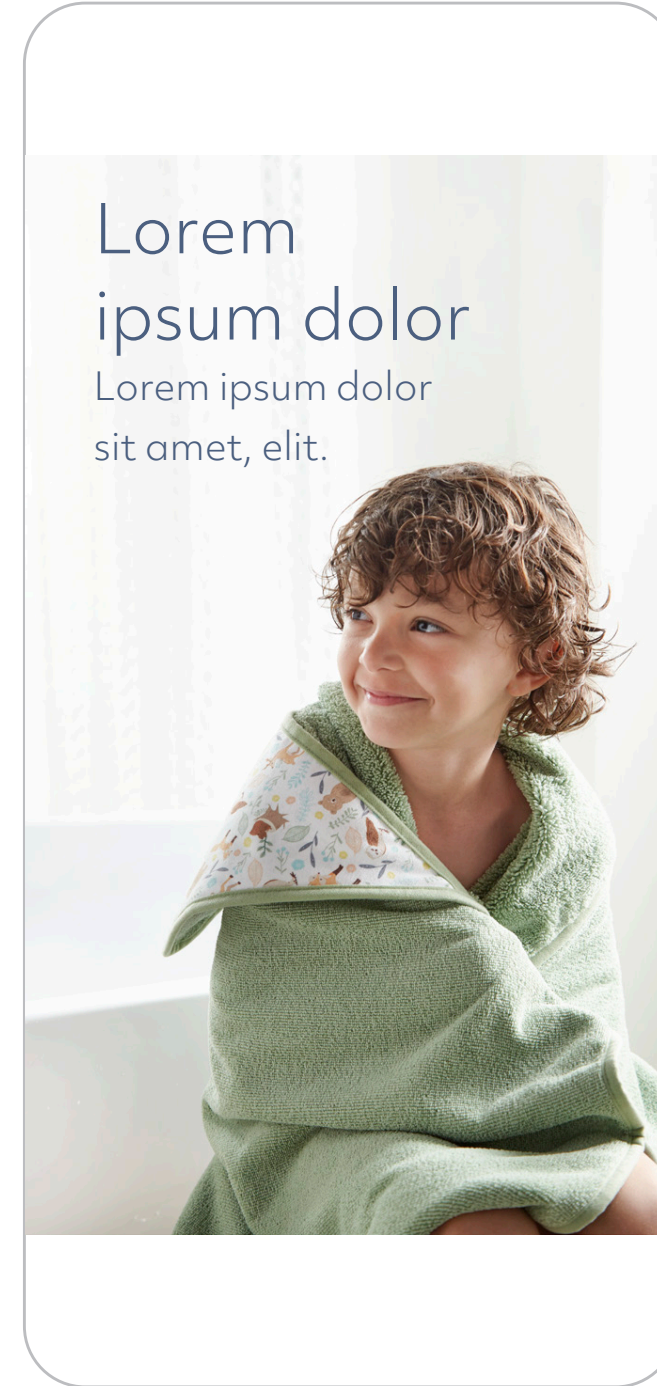
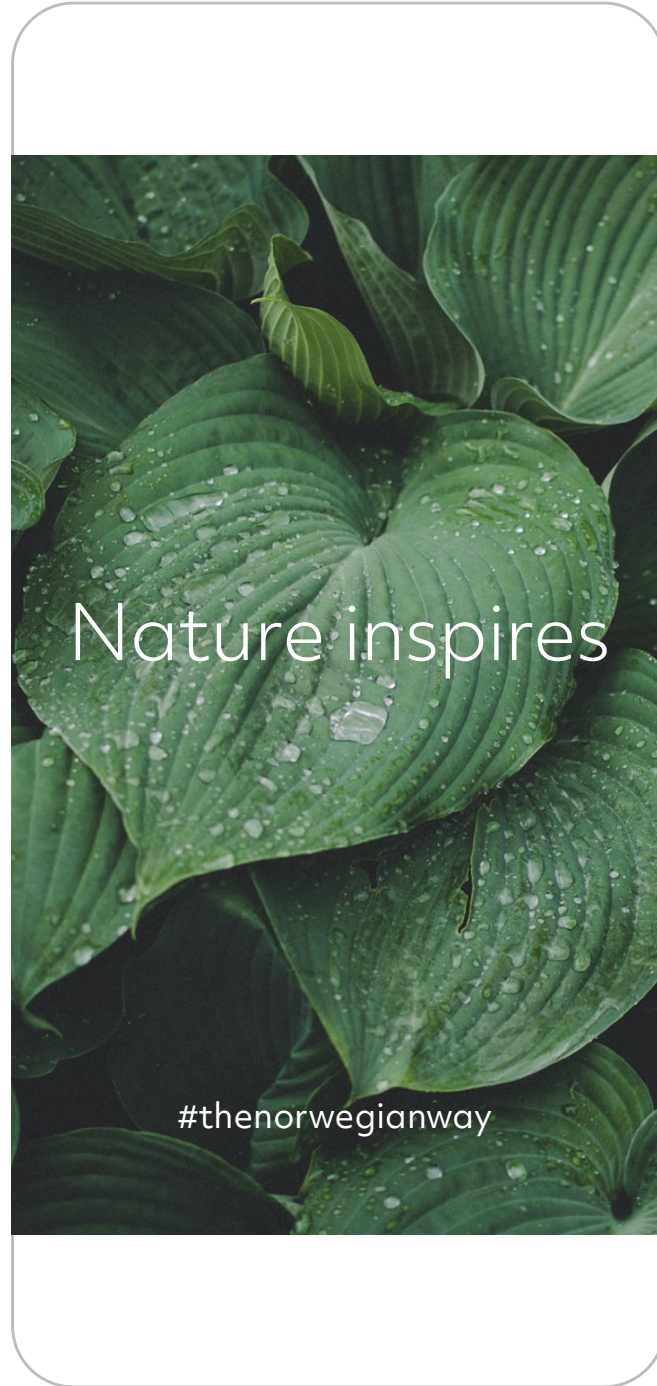
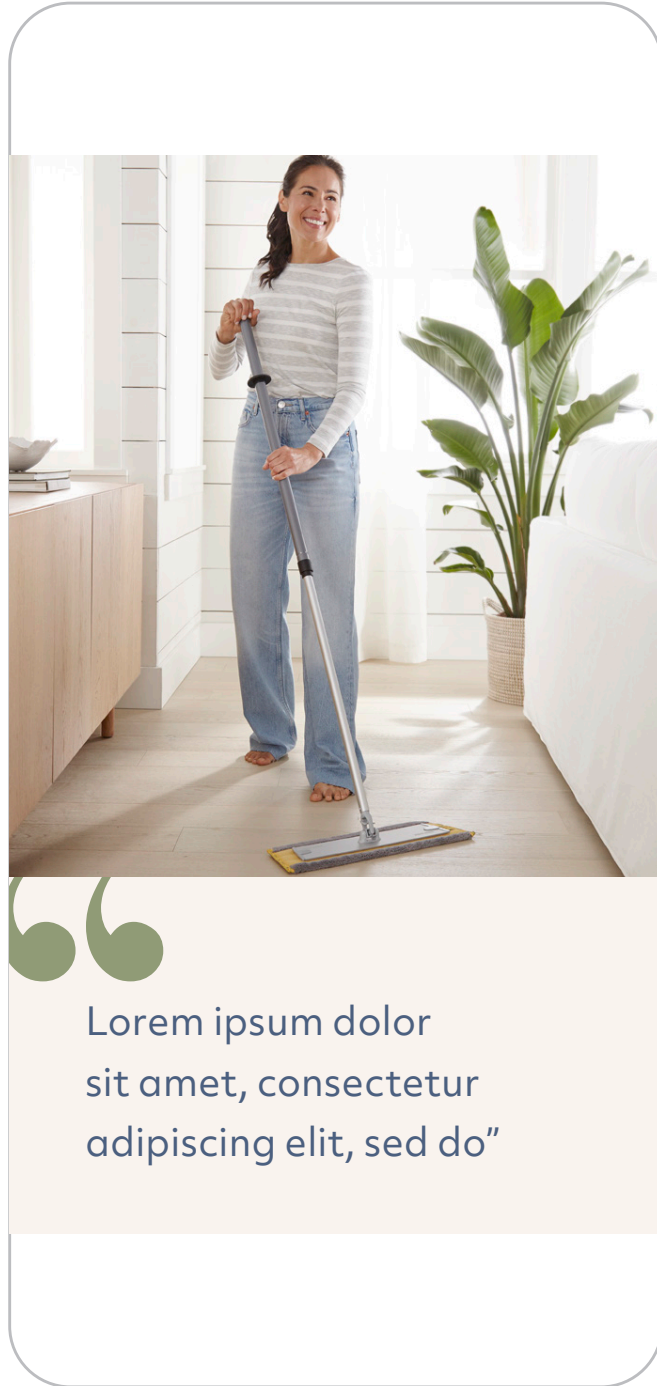
Norwex Brand Guidelines

Brand in Action - Digital Templates – Single Product Focus



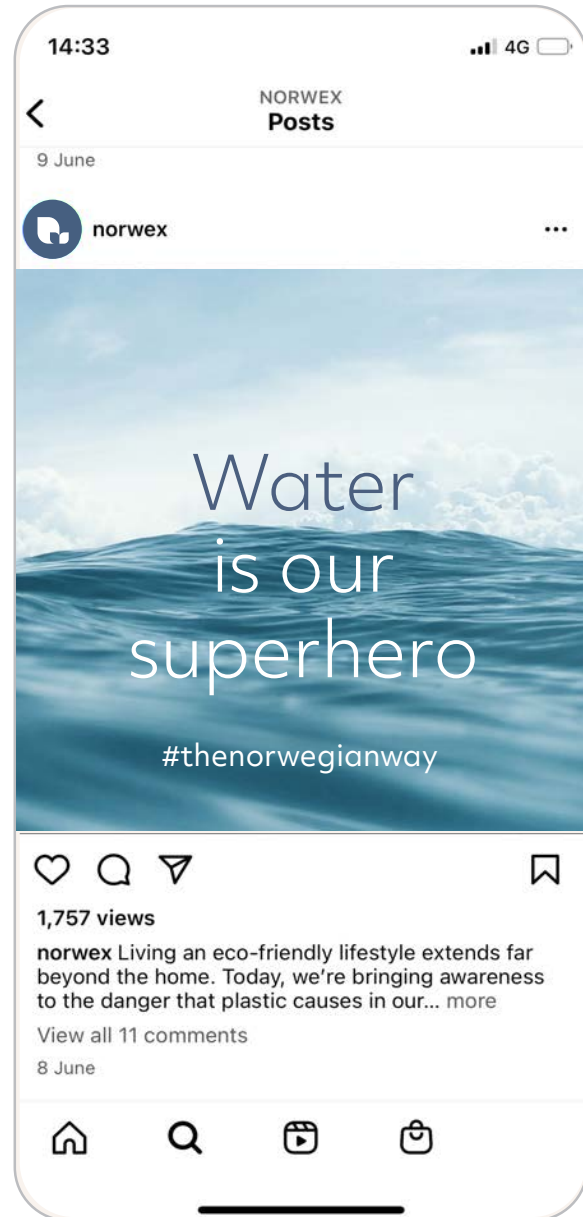
Norwex Brand Guidelines

Brand in Action - Digital Template | IG Story – Product focus with woven with thread of nature & color

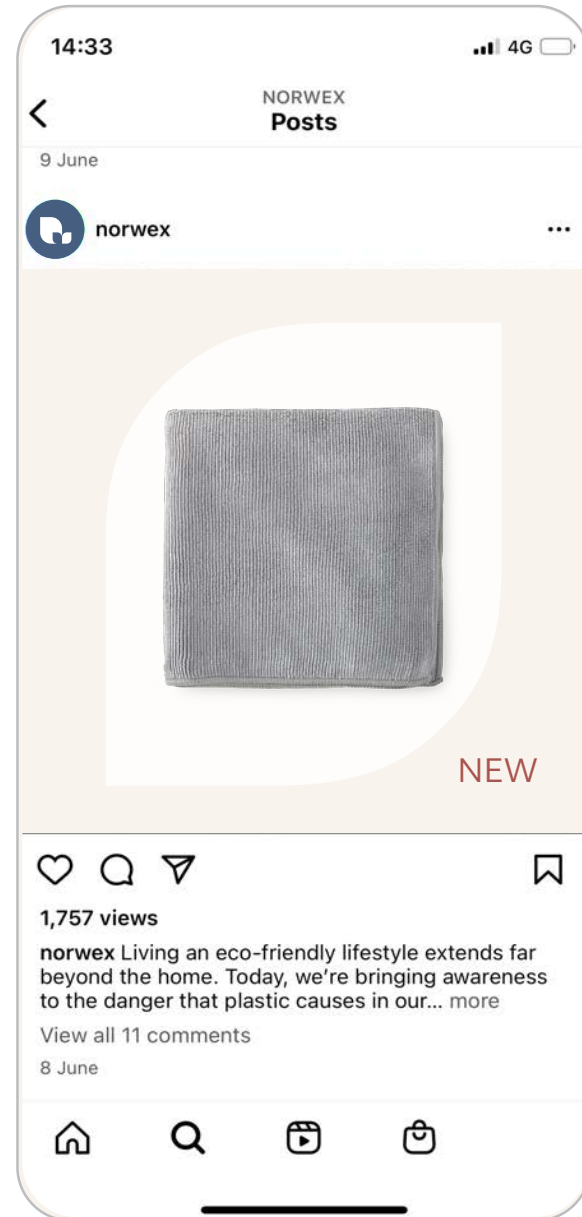


Norwex Brand Guidelines

Brand in Action - Digital – IG (Buckets)



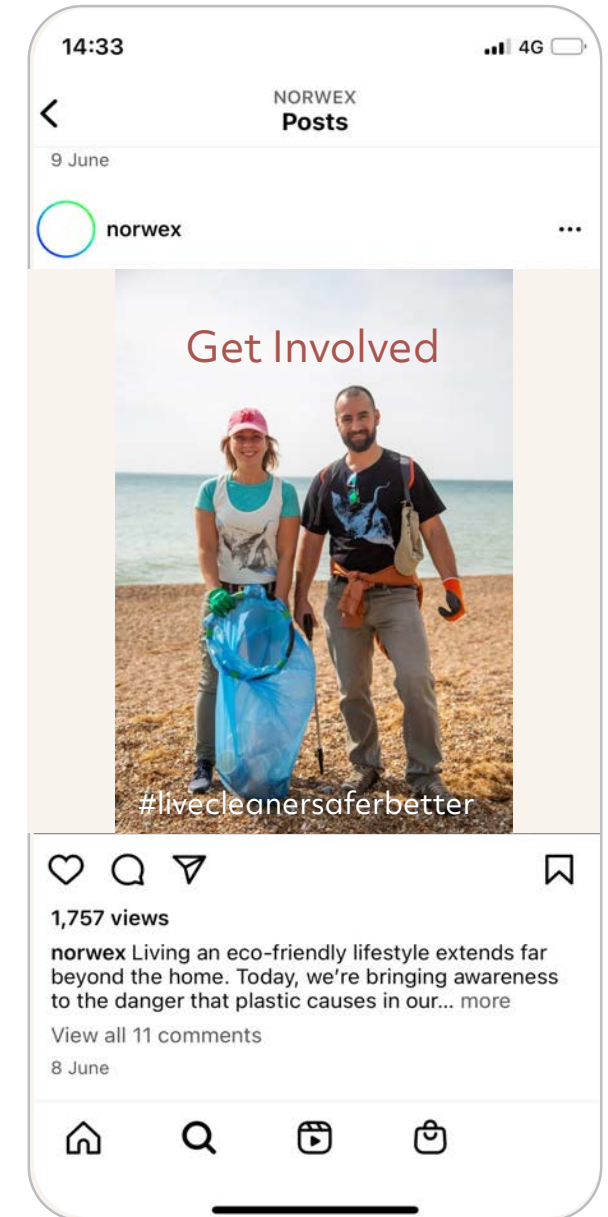
The Norwegian Way



Product Focus



Promotion and Occasion



Sustainability and Community



Good laundry tips

WASH SUSTAINABLY



1

Give it a rest

Delicates like wool and cashmere should be dried flat to prevent stretching



2

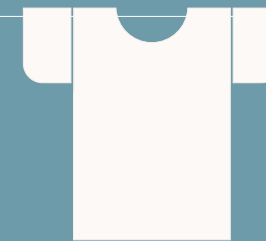


Choose right

Extend the life of your clothes by using quality laundry detergents

3

Turn it inside out

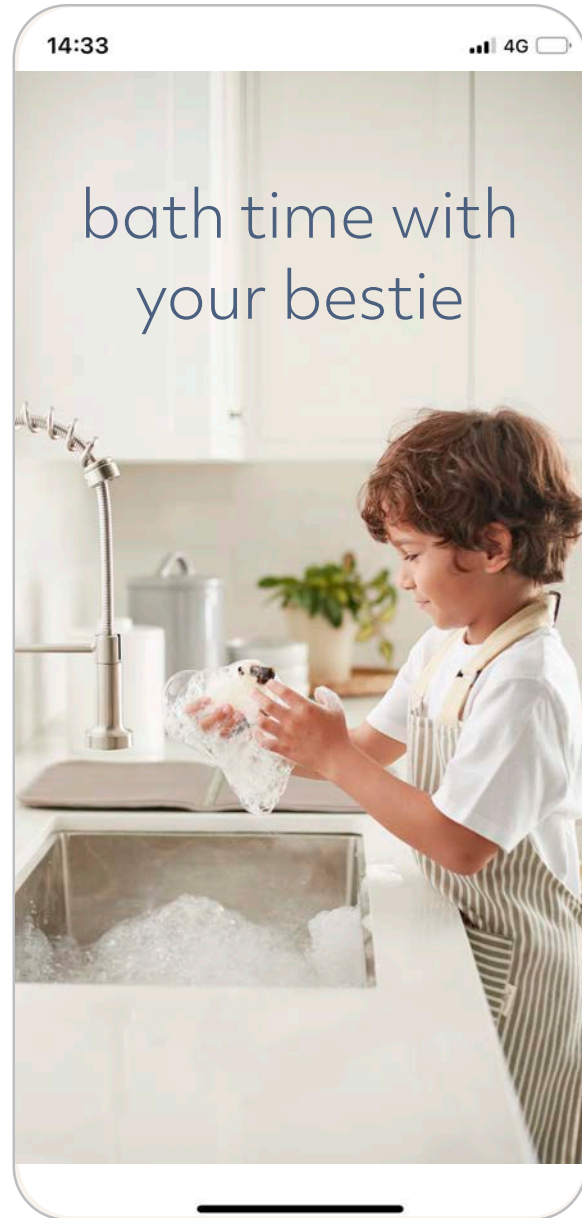


Help clothes from fading and prints from cracking by washing them inside out



No matter which laundry product you pick, with Norwex you'll always Do Good Laundry for the planet, and your family.

Find out more at [norwex.com/laundry](https://www.norwex.com/laundry)



*Note: Real Norwex image



*Note: Stocksy.com image would need to be purchased if used.



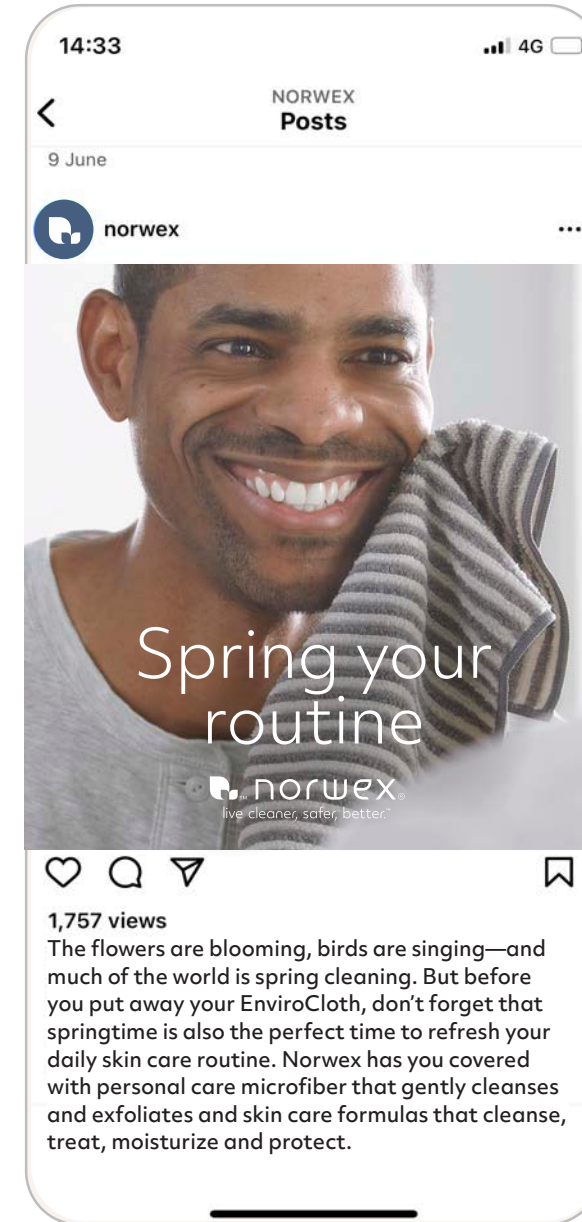
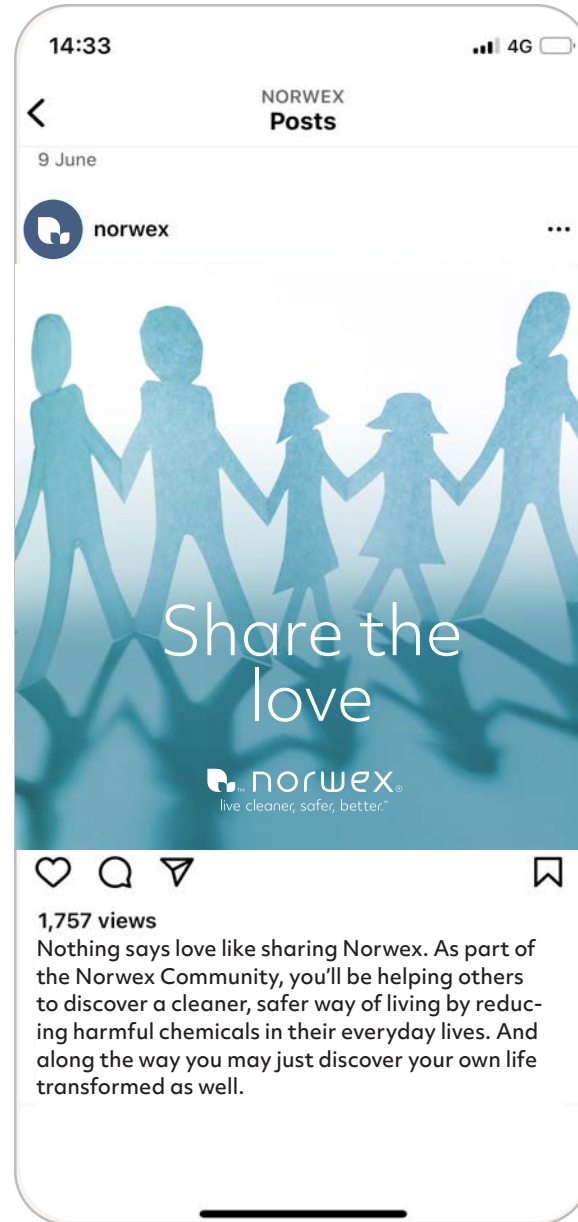
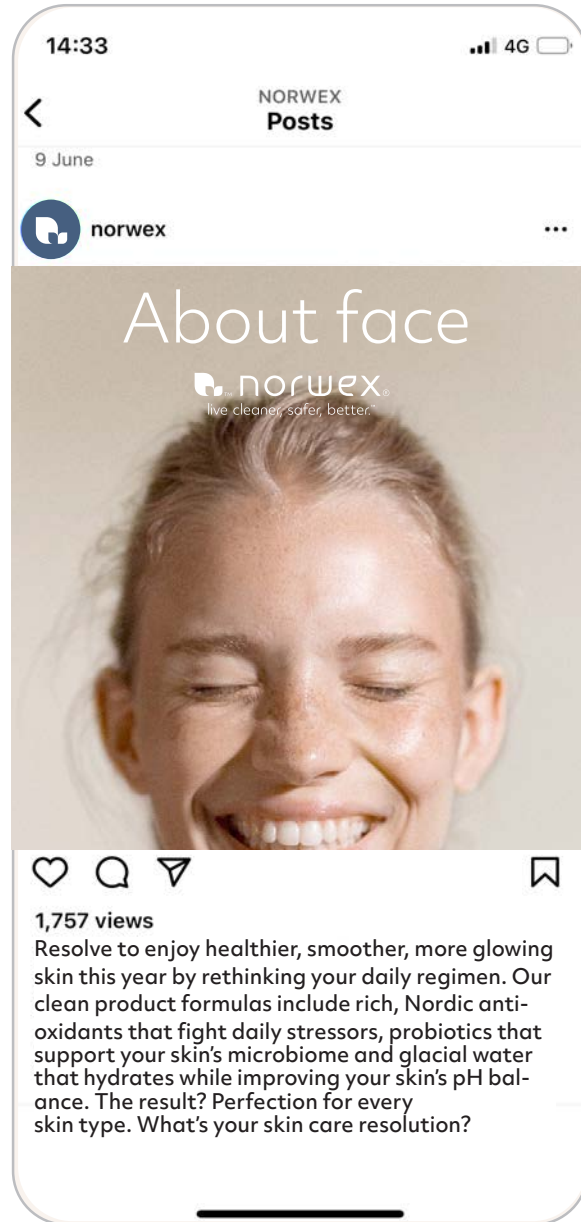
*Note: Stocksy.com image would need to be purchased if used.



*Note: Stocksy.com image would need to be purchased if used.

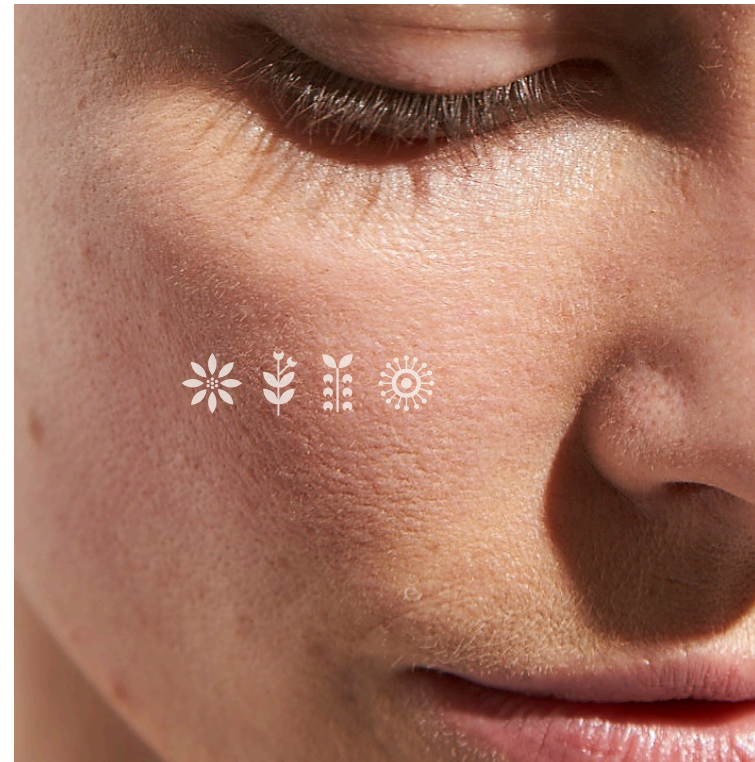
Norwex Brand Guidelines

Brand in Action – IG Posts



Norwex Brand Guidelines

Brand in Action – Digital Mockups





1
Cleanse



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

2
Treat



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

3
Moisturize



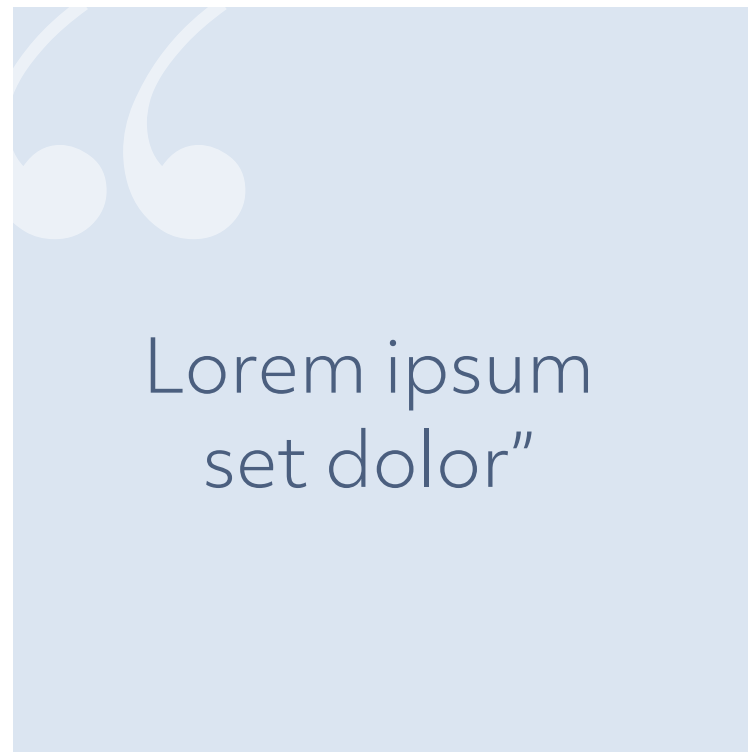
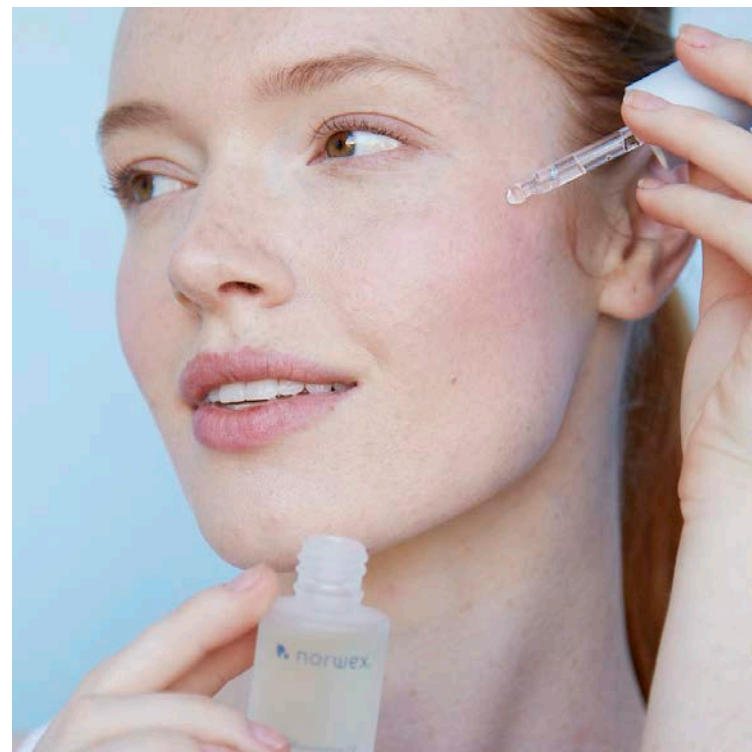
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.



**Please note final will include all four steps*

Norwex Brand Guidelines

Brand in Action – Digital Mockups



CONFIDENTIAL PROPERTY OF NORWEX®

Norwex Brand Guidelines

Brand in Action – Email Mockups

norwex® live cleaner, safer, better.™

Home Care Family Care Personal Care

Safer ingredients, cleaner formulas

We're just as serious about clean ingredients as we are about the results you get from them. Our rich, Nordic antioxidant blend fights daily skin stressors, while hydrating glacial water actually improves the pH balance of your skin. The result? Flawless perfection, for every skin type.

Shop Now



Nordic Antioxidants

- Lingonberry
- Cloudberry
- Sea Buckthorn
- Norwegian Glacial Water

Shop Now

Contact Us | U.S. 1-866-450-7499 | Canada 1-877-766-7939


norwex® live cleaner, safer, better.™

Home Care Family Care Personal Care

Microfiber and water alone

Truly cleaning your home involves more than just removing dirt and grime. It's making sure that harmful chemicals never touch anything your family touches.

Shop Now



Shop Now

Shop Now

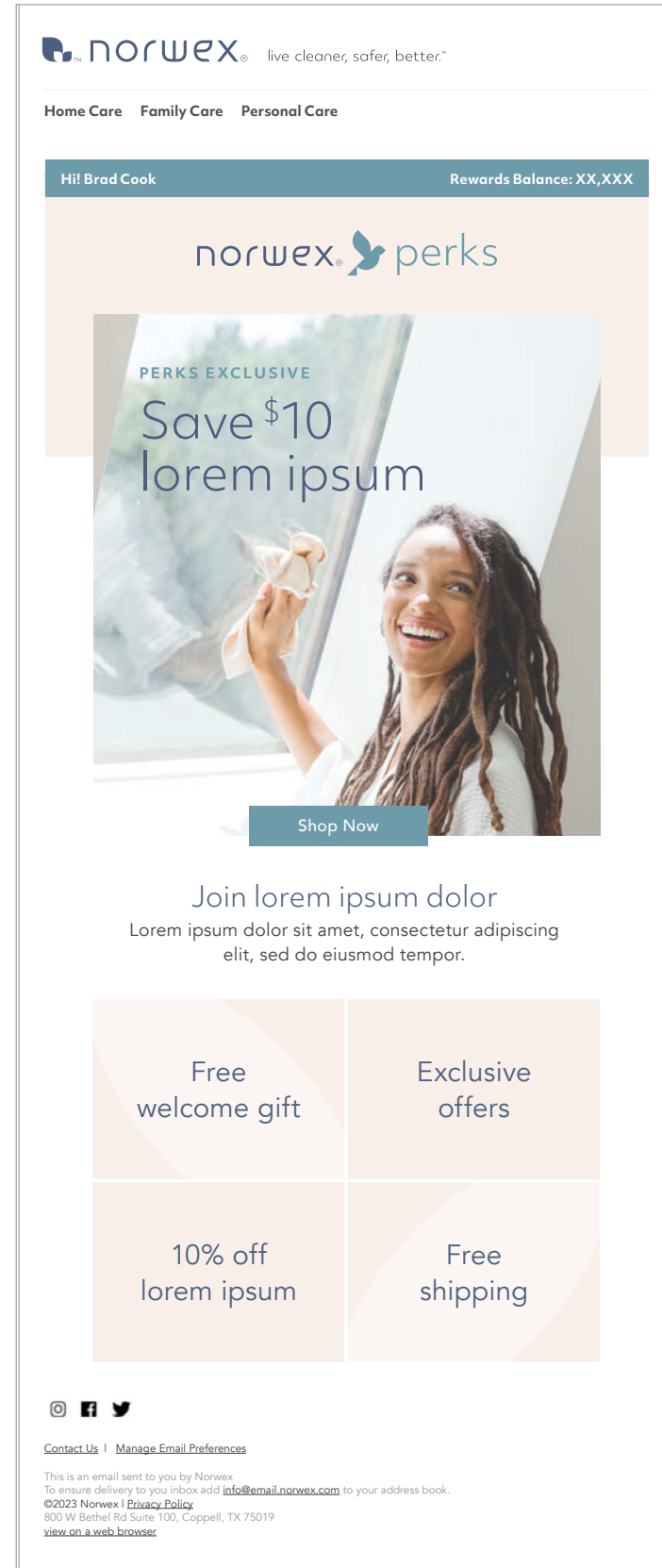
Shop Now

Shop Now

Contact Us | U.S. 1-866-450-7499 | Canada 1-877-766-7939

Norwex Brand Guidelines

Brand in Action - Norwex Perks Digital Mockups



thank you!



These brand guidelines are designed to help you understand what our brand stands for and to bring our Mission and unique identity to life. We need to produce consistent, premium quality communications that convey our values and beliefs to share a safer, cleaner way of living.

If you have any queries please contact
Lucia Saracino at lsaracino@norwex.com