



## Norwegian Society of Lifting Technology launches new identity: Lifting safely, together

The new logo and name is KTF, based on the norwegian name KranTeknisk Forening.

KTF (Norwegian Society of Lifting Technology) is broadening its focus and perspective: formerly closely associated with cranes, the association now encompasses the entire field of lifting systems, with the aim of ensuring safe lifting operations for all.

With a refreshed visual identity, a modernised design system and a logo now able to coexist alongside our members' branding, we are marking the beginning of a more distinct, forward-looking association.

For many years the crane-symbol has been a hallmark of our association. Today we move ahead to include the full spectrum of lifting operations. Our emphasis is on safety, competence, and good practice regardless of the location or equipment used.

### Why a new identity?

Our objective is to promote best practice to guarantee safe lifting operations across all industries. This means facilitating a shared understanding of what ensures safety across sectors, generations and work environments, both offshore and on land. Responsibility, trust and relevance are our core pillars.

As industries evolve and generations shift, the brand must also evolve. That is why we are now updating our visual profile to reflect today's needs and tomorrow's demands.

Our goal: zero injuries in lifting operations.

This ambition underpins everything we do and is anchored in both our communications platform and slogan: "Lifting safely, together".

### A promise of safety

The communications platform clarifies KTF's societal mandate and serves as a guiding framework, both in design and in messaging. It is expressed through three commitments:

- Safety in lifting – standards, procedures and best practice that reduce risk.
- Safety in knowledge – sharing insights, courses and certifications that raise competence across the value chain.
- Safety in community – forums, networks and collaboration that bring stakeholders together.

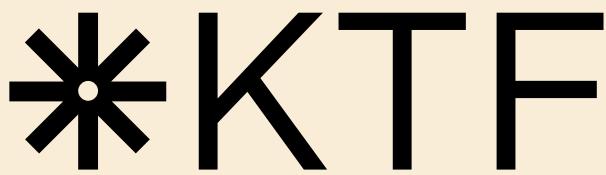
### Our new identity

The new profile includes:

- A fresh visual identity – with a modern look adapted to digital platforms.
- An updated logo – designed to operate alongside members' profiles.
- A modernised design system – a robust platform that is easy to implement and, crucially, built to endure.

The colour palette of warm tones conveys a modern and human touch, reflecting KTF's role as a credible and unifying guide in the sector. The identity combines professional substance with accessibility, and is intended to inspire collaboration, sharing and safety across all aspects of the lifting discipline.

## The Logo



The symbol in the logo is a guiding star inspired by a gear wheel, a critical component in any machinery, and a reminder that good cooperation among many smaller actors makes the whole system work. The guiding star symbolises direction, control and safety.

In motion, the symbol rotates and lifts the letters in a controlled way before lowering them safely back down.

This movement mirrors power, safety and precision in lifting operations.

Our aim has been to create a forward-looking and recognisable identity that is easy to use visually and in communication, and which can coexist with our members.

As described by SDG, the agency that developed the new identity:

"It's always exciting to work with brands that have both a strong heritage and a clear desire for renewal.

In a project like this there is much identity, emotion, history, culture and practical considerations, and it has been important to steward this with respect. Together we have succeeded in developing a unified and future-proof brand platform that both continues and strengthens KTF's role in the industry."

They note how KTF's position is now clearer than before:

KTF has moved from being perceived as an actor for crane-interests to emerging clearly as the trusted advisor for everyone working with lifting. The identity supports their position as a quality hallmark in the industry and an association that signals competence, safety and professional integrity.

The new visual identity has been developed to be both distinct and compatible with an appearance designed to work alongside other brands in the sector. Meanwhile, the communications platform, with "Lifting safely, together" as its core idea, is a strategic tool that creates clarity in who KTF is, and gives members a language and expression they can use to show their own focus on safety and cultural-building. The result is a warm, human and professionally strong identity that gives KTF a stronger position today, and a solid foundation for the future.

## From the Board's Perspective

The Board of KTF felt it was high time for a new visual profile to ensure we remain relevant and clear in today's shifting market. The new profile reflects our commitment to innovation and forward-thinking, and will help us to communicate our values and objectives even more clearly to our members and partners going forward.

— Kjartan Iversen, Chair of the Board, KTF

## What it means for members

- More recognisable communication: Clear messages and consistent platforms that support safety and quality.
- Better alignment: An identity that can live side-by-side with member organisations' own profiles without competing.
- A stronger professional platform: Clear anchoring in best practice and the zero-injury ambition, with increased focus on knowledge-sharing.

## About KTF

KTF works to ensure safer lifting operations in all industries where lifting occurs, from construction sites and industrial operations to offshore lifting. We bring together companies across disciplines, provide meeting places and share competence that makes everyday operations safer for everyone.

## Join us

Would you like to learn more about the new profile, membership or upcoming activities?

Contact us and we will find the right lift together.

