

# EVENTS & TRADE FAIRS

**Guidelines for exhibition identity**

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This document offers key guidelines on how to use the Team Finland visual identity at an exhibition stand.

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## Colours

Colours and materials play a key role in giving Team Finland exhibition stands a uniform and recognisable visual identity.

The dominant colour of all Team Finland exhibition stands should be white. The blue colour complements the white.

The accent colours of Team Finland visual identity, warm orange and light beige, can be used in colour prints and in other small details. They should not dominate textiles, furniture or walls of the stand.

## White

—  
C0 / M0 / Y0 / K0  
R255 / G255 / B255  
RAL 9010

## Blue

PMS 294  
C100 / M65 / Y0 / K15  
R0 / G46 / B162  
RAL 5010

## Accent colours

PMS 158  
C0 / M70 / Y100 / K0  
R255 / G103 / B0  
RAL 2008

PMS 7502  
C7 / M15 / Y20 / K20  
R204 / G189 / B177  
RAL 1001

## Materials

Team Finland exhibition stands have a bright, fresh and Nordic look. We use materials and colours that are typical of our environment.

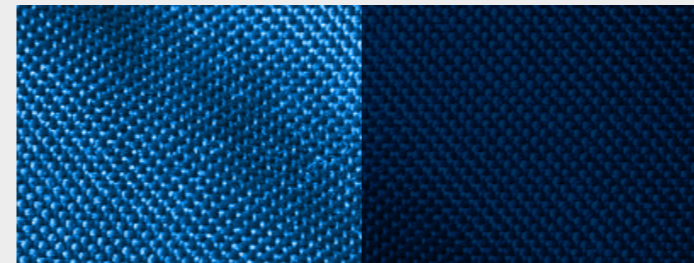
The range of different elements and materials should be kept within limits to ensure a harmonious overview.

## Floors



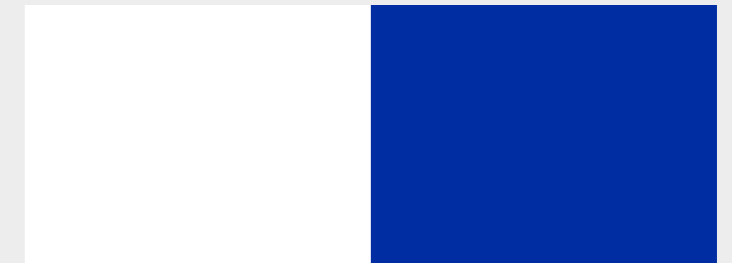
For floors, select natural-like materials, such as laminate wood flooring in light colours, or fitted carpet strips whose colour matches the Team Finland colour palette. Avoid a situation where all surfaces are painted or printed.

## Upholstery



Textiles soften the stand's overall image. Seats and any decorative pillows should be upholstered using the colours of the brand identity. Depending on the situation, a selection of other colours can be introduced to upholstery to add richness and energy to the whole.

## Painted surfaces



Most wall surfaces should be painted in order to create a uniform coloured surface. The Team Finland colour palette can be adjusted to match the theme of the trade fair, or special cultural characteristics of the target country.

## Decals



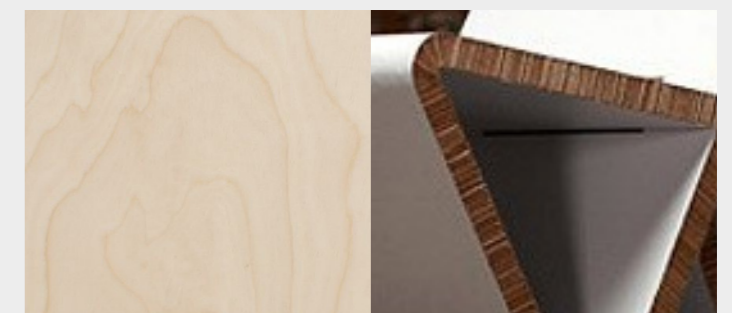
Decals provide an easy way of conveying messages to trade fair visitors.

## Backlit elements



Make sure that the exhibition stand is well-lit. Backlit elements make the stand look light and airy.

## Natural / recyclable materials



Natural-style materials, such as birch plywood, reboard or recycled woodboard can be used to make a warm and sustainable impression.



## Logo

The exclusion zone is illustrated by the broken line. Never breach this exclusion zone with graphics or text.

The logo must always be applied in the right scale.

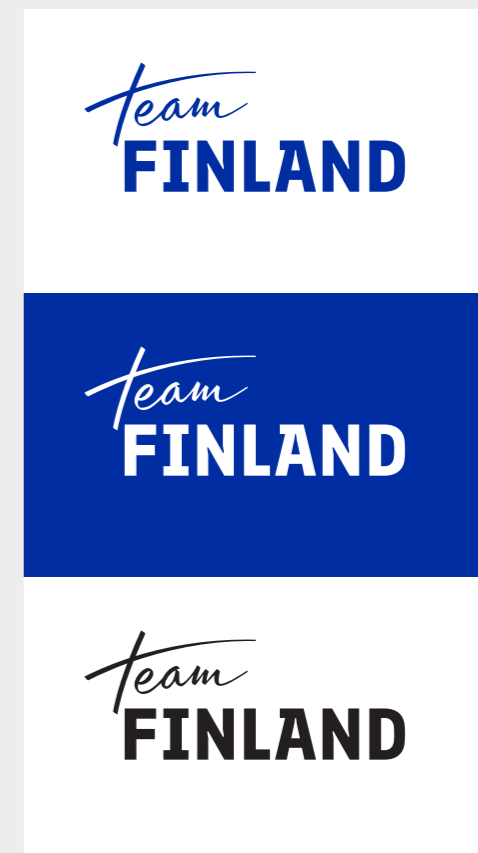
The colour palette of the logo has been built around three versions, which should be applied in accordance with the colour of the product.

The logotype originals can be downloaded from: <http://team.finland.fi/en/logos>

## Exclusion zone



Colour versions of the logo / blue, white and black



Use the proper colour version with different image or colour backgrounds.

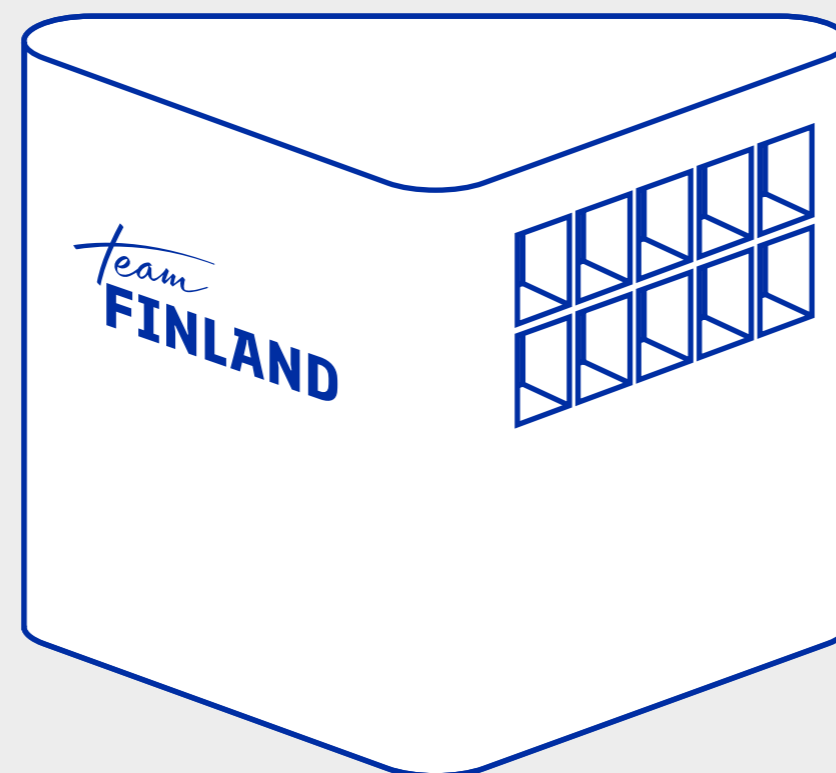


### Logo usage

Make sure that the logo is clearly visible from all directions. The logo can either be incorporated in printed material or affixed to a painted surface. It can also be projected onto a wall surface.

### Info desk

The logo can be placed on one or several sides of an info desk. The desk can for example be triangular.



### Overhead structure

Make use of the space above the stand, if possible. The logo can be placed on a structure being mounted there.



## Typeface

A key element of Team Finland's visual identity is Finlandica – a typeface that is clear and functional yet quirky.

In electronic applications that do not allow the use of Finlandica, use Calibri instead.

## Characteristics

**AaEe**  
**SISU**  
**12345**  
**SUOMI**  
**Salmiakki**  
High-technology  
#sosiaalinenmedia  
Finlandica **Bold** & Regular

## Finlandica Bold

**AaBbCcDdEeFfGgHhIiJjKk**  
**LlMmNnOoPpQqRrSsTtUu**  
**VvWwXxYyZzÅåÄäÖö1234**  
**567890!“#€%&/()=?\*@**

## Finlandica Regular

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZzÅåÄäÖö1234  
567890!“#€%&/()=?\*@

## Typography / basics

Typography is the way ideas and messages are given a visual form. On this page you can find the basic definitions to ensure that textual content remains clear, consistent and recognisable.

Make sure that the amount of content and the chosen type size are big and compact enough to be readable.

**GO GLOBAL  
WITH  
TEAM FINLAND**

### Headlines

—

Finlandica Bold  
All Caps

**Maxim quivolorrum**

### Subheadlines

—

Finlandica Bold  
Sentence case

Equias dolorem autatibusdam velibus tinveliquia di suntqui total sitatet aut pero te et ma eum euetur. Faciet, volorerit, odipsapid estiis dolupti orentio idunda ipsam fssime labore. Itas et ut eos et aut porrum simple.

### Short copy / Indexes

—

Finlandica Regular  
Sentence case

## Typography / headlines

These typographic headline examples give you an idea of how Finlandica can be used in various different ways to support the stand's message.

Keep in mind that typography should always support the content instead of just being eye-catching.

### Honest

**INFORMATION,  
TOOLS AND  
NETWORKS**

### Playful

**W  
O  
R  
L  
D**

### Strong

**GROWTH**

### Huge

**FI**

### Stacked

**GOING  
GLOBAL**

### Quiet

**FINANCING**

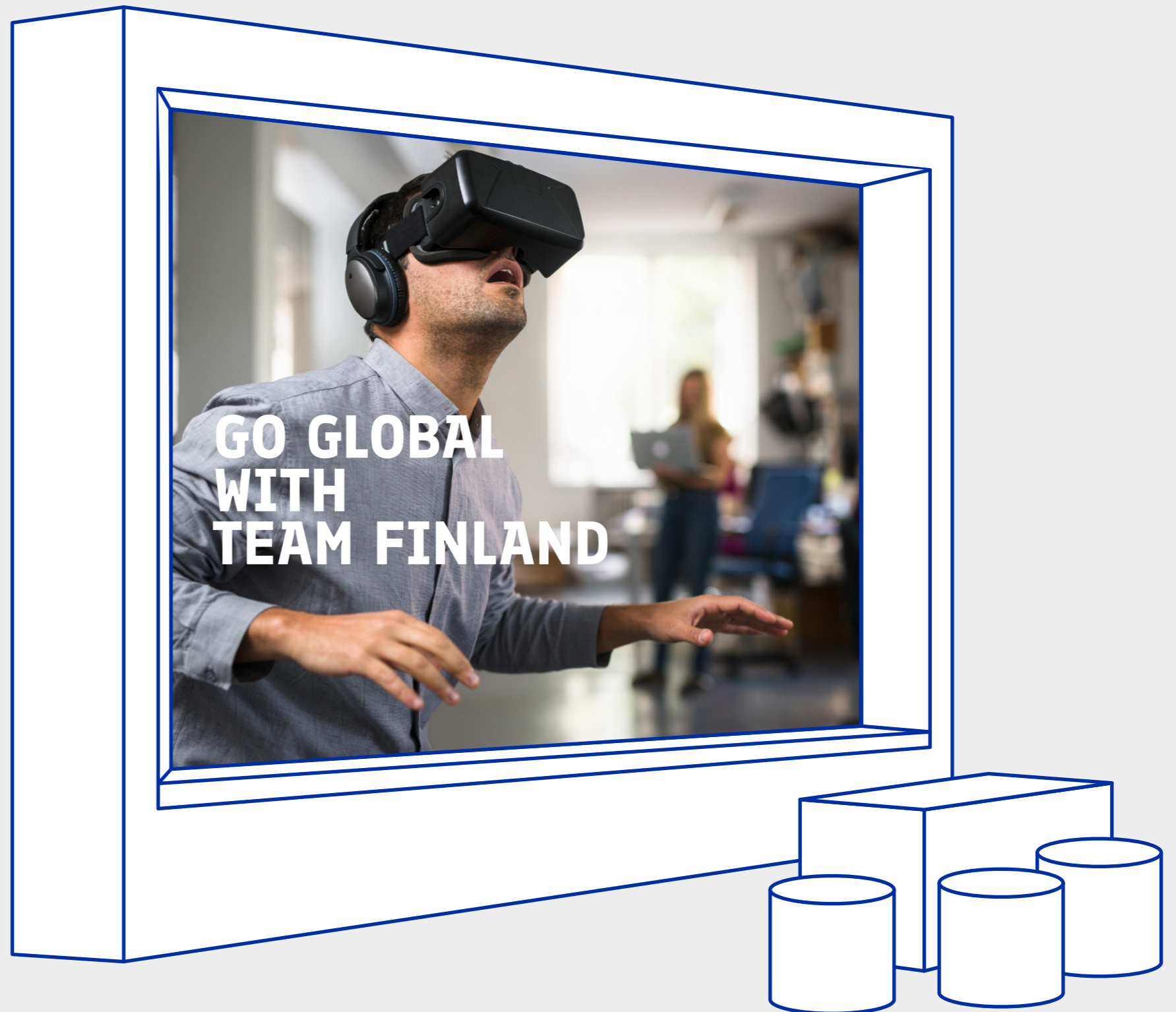
## Photography

One or several photo elements can be used at the exhibition stand to promote the selected themes related to the trade fair and Team Finland.

Use high-quality and professionally produced and retouched photography. Stock photography should not be used in any circumstance.

Text can be superimposed onto a photo in order to deliver the chosen message concisely. Check that the photo's background is peaceful enough to make the text readable.

Animations or other video material can also be shown at the event stand.



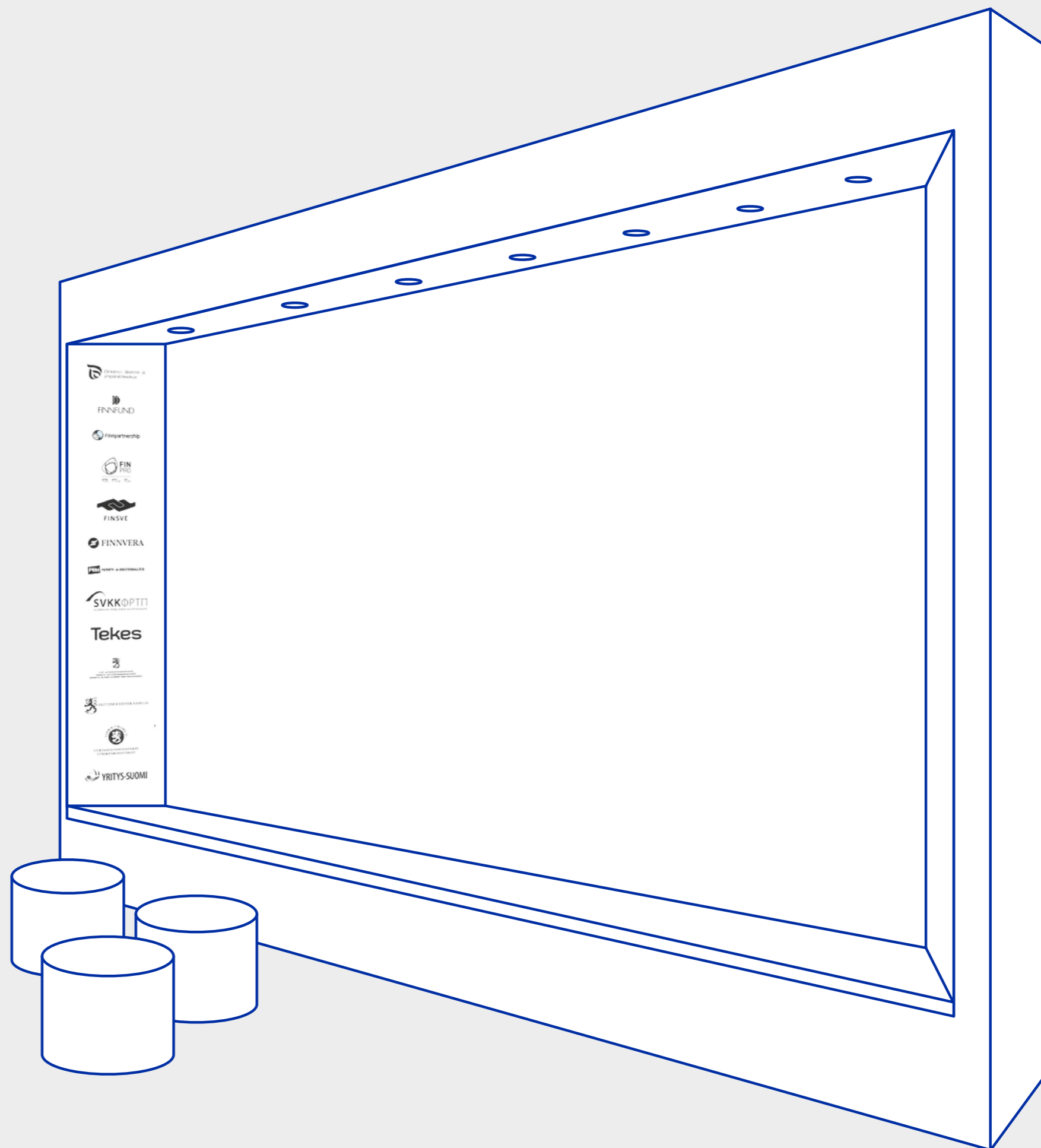
Company logos and symbols of partners in co-operation

Team Finland involves a number of actors. However, at trade fairs we are first and foremost members of the Team Finland network. Logos of the organisations represented at the stand can be visible but should not be the focus of attention.

Either black-and-white or monochrome versions of the logos should be used to avoid an overly colourful impression.

When many organisations are presented at the stand, it is recommended to use their written names instead of their logos to ensure a clear appearance. The names of the organisations should then be written in the Finlandica Bold or Calibri typeface.

The logos of organisations can be positioned, for example, as shown on the right.

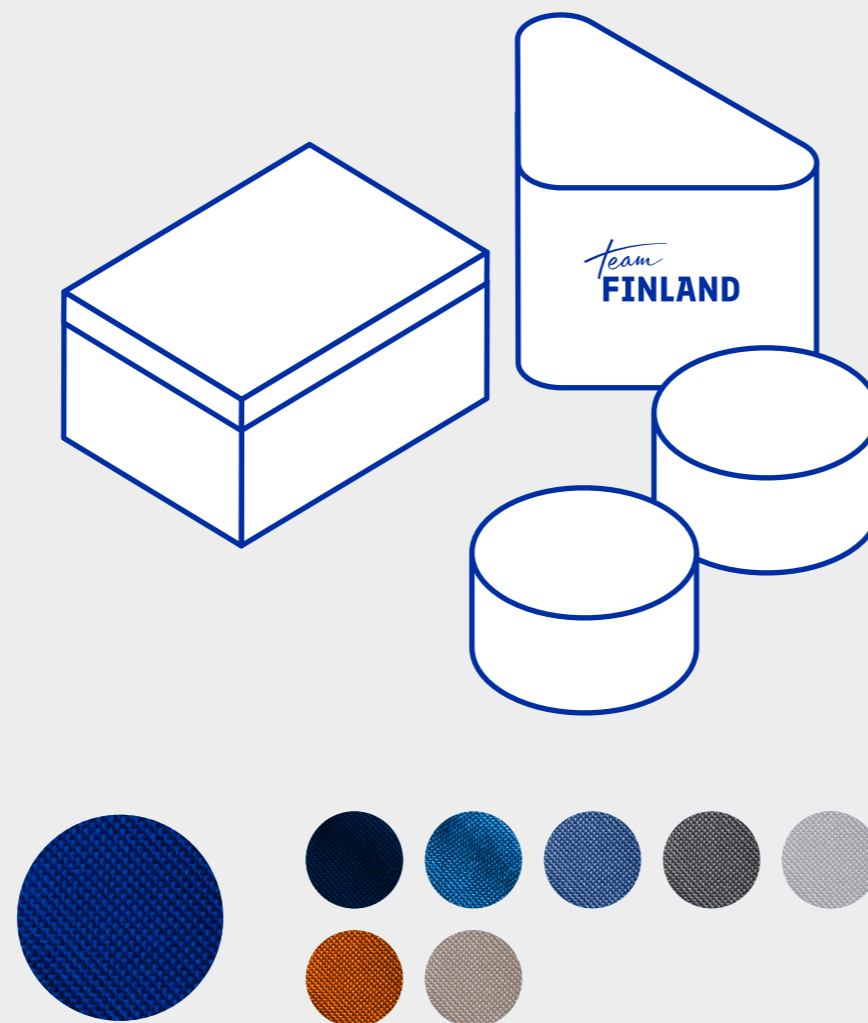


## Furniture

Furniture used at the exhibition stand should reflect the Team Finland colour palette. Use mainly white and backlit furniture, and blue as an accent in upholstery and smaller elements.

When selecting colours for upholstery, ensure that their tones match the print colours. White, grey, darker blue or other accent colours can be used with consideration and in small amounts to give rhythm and richness to the whole.

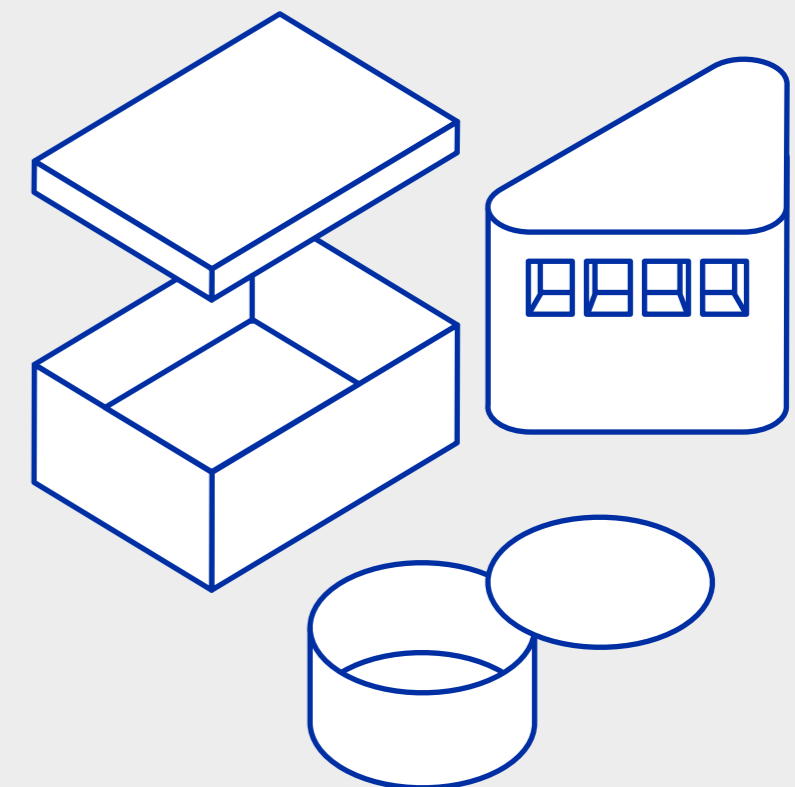
## Colours



The seats and padding of the sofa should be upholstered as close as possible to the exact blue colour specified in this manual. A combination of other blue and grey colours can be used with consideration.

The accent colours of the Team Finland visual identity, orange and beige, can be used in colour prints and in other small details scattered around the stand.

## Storage



Storage space can be built inside desks, sofas and tables for brochures, other giveaways and personal belongings of stand personnel.

## Elements

The overall impression of an exhibition stand is a combination of various elements.

All the wall surfaces, colours, materials, photos, decals and other elements need to match in order to create a uniform, balanced, and coherent whole.

### 1 Painted white wall

At the stand, there should always be some white surfaces to reflect the light.

### 2 Printed textiles

Printed textiles can be folded into different shapes and used as one of the construction materials.

### 3 Printed image

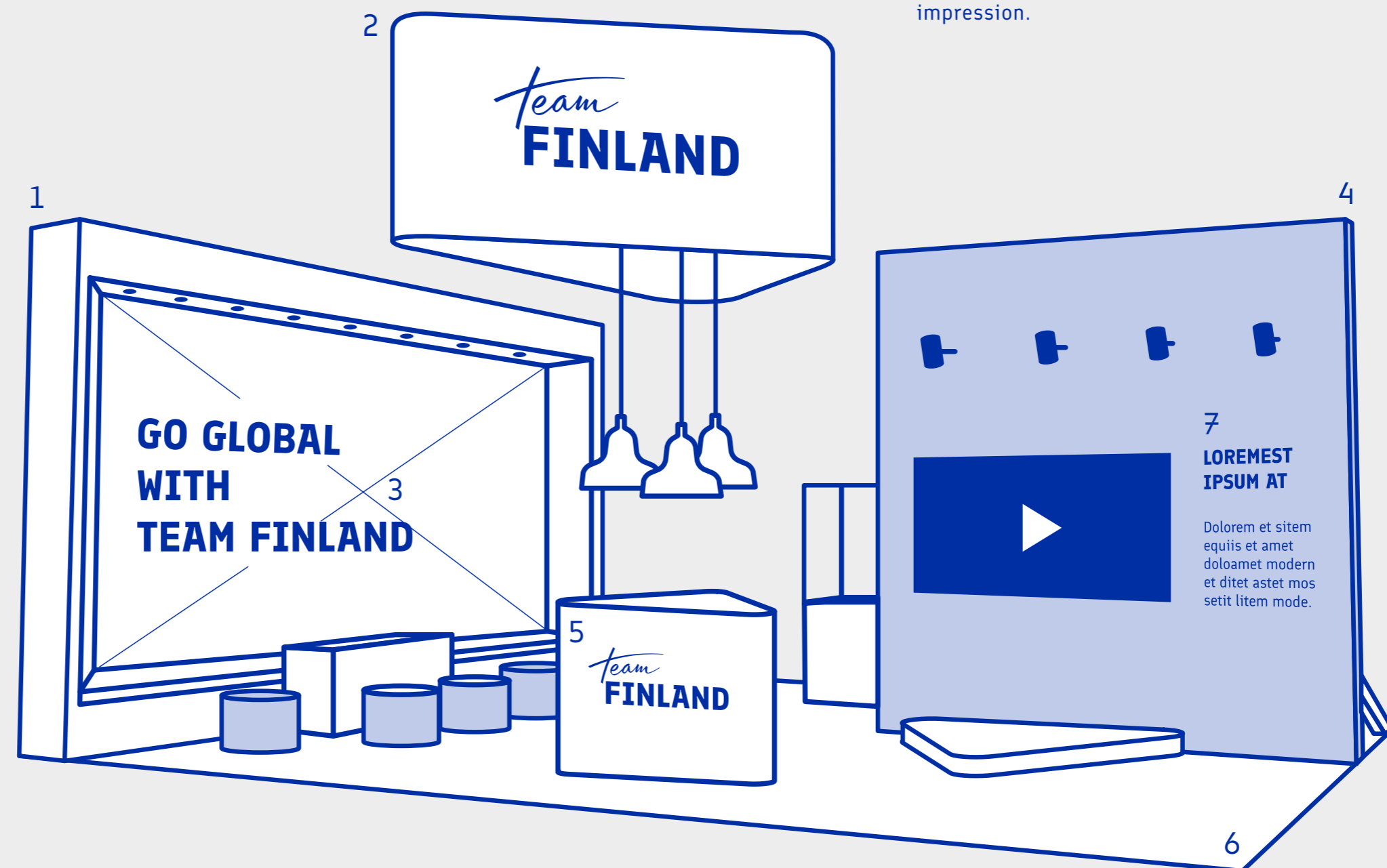
The content of the photo should convey the main message of the trade fair and Team Finland.

### 4 Accent wall

To avoid a monotonous overview, some of the walls can be painted blue or made of birch plywood. Bear in mind that a blue wall alone can give too dark an impression.

### 5 Branding elements

When constructing the exhibition stand, it is important to make sure that the Team Finland logotypes are clearly visible from all directions.



### 6 Floor materials

Natural-style materials, such as laminate wood flooring in light colours, should be selected for floors to give a bright overview.

However, a dark floor material may be necessary if, for example, the fair is held at a muddy time of year.

### 7 Decals

Text can be placed on a wall with decal letters. Use white decals on blue wall and vice versa. Keep the text concise and use a type size big enough to be read from afar.

## Materials for small events

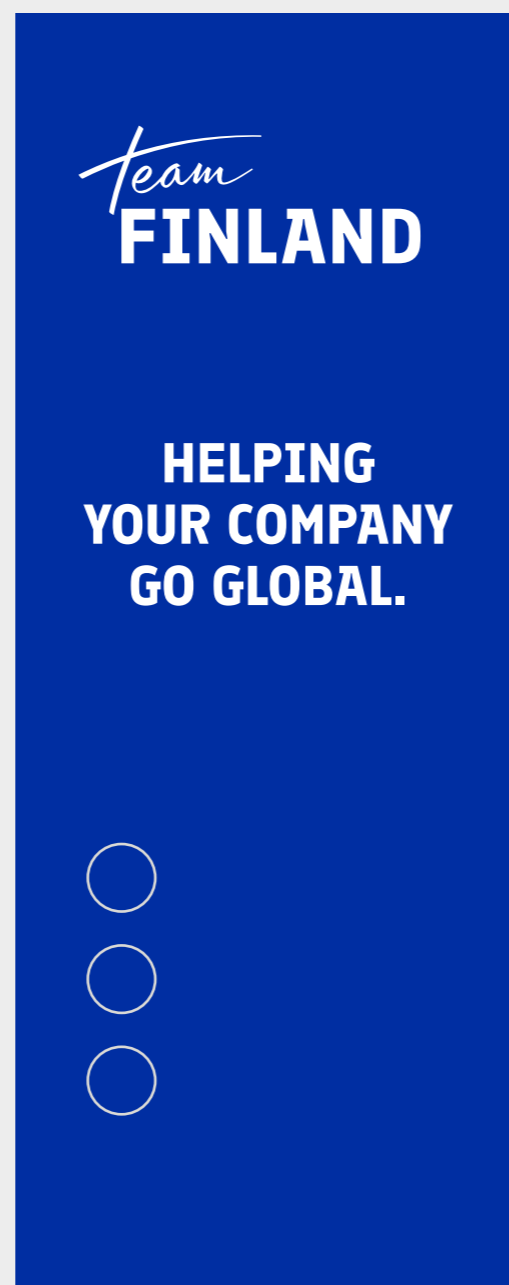
Roll-ups varying in width from 85 to 100 cm can be used in events in which it is not possible to build a whole exhibition stand.

On rollups, the logos of Team Finland organisations and possible co-operation partners are grouped one below another on the bottom left.

A screen, which is wider than a rollup, can also be ordered. In its basic size, the screen is 240 cm in width and 229 cm in height. Two additional 80 cm wide panels can be added to each side. Thus the screen's maximum width is 560 cm.

The screen is bendable, so it can be shaped, for instance, to form a semicircle.

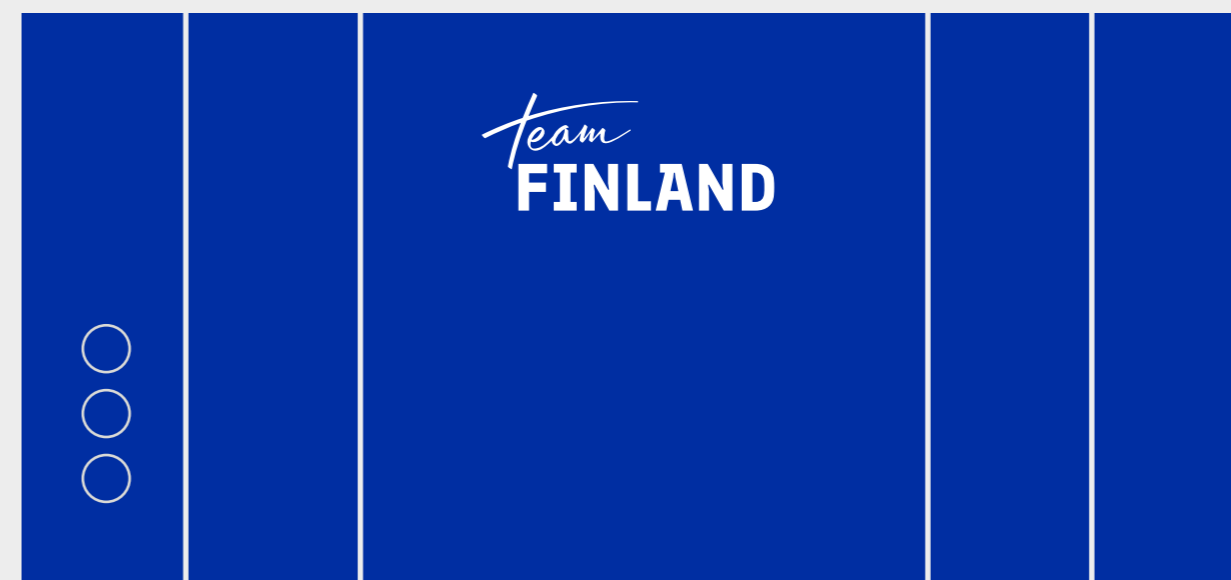
## Rollup / layout



Logos of Team Finland organisations and partners in co-operation

Make sure that the logos are placed high enough to be seen well.

## Screen / Same colour and image options as in rollups



Different rollup options with text and images

## Details

Details make the stand more inviting and entertaining. When selecting accessories and decorative elements, domestic origin is the key selection criterion. Another important criterion is recyclability. All materials used at the stand should be recyclable and unnecessary waste must be prevented.



When selecting materials for the stand, Finnish origin and recyclability should be taken into account.

# Checklist for managing details

Make sure that the **lighting** is sufficiently strong. Exhibition stands are very brightly lit, especially abroad.

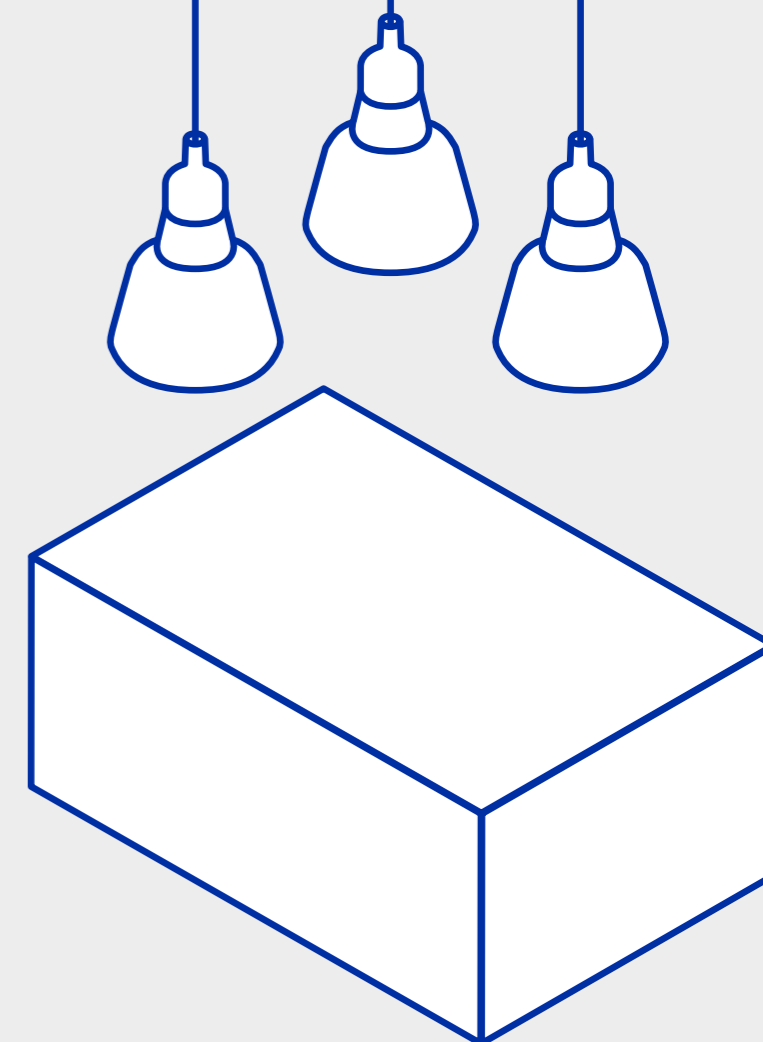
Use **different types of lighting fixtures** to create an interesting impression. In addition to general lighting mounted on trusses, use spotlights and roof lamps.

**Even the tiniest of details** should be selected to match the stand's general visual identity.

Make sure that the stand remains tidy throughout the event. Avoid untidy piles of brochures, laptops left lying around, etc. In the construction phase, check that a place is built for each element of the stand.

Spotlights are a good means to emphasise selected elements. Remember to use indirect light to avoid dazzling visitors.

Ceiling lamps can be mounted above the information desk. The shades can be hung relatively low.



## Construction

Supervision of an exhibition stand's construction is a key part of the project. By watching over the construction, you can ensure that everything is implemented as planned, neatly and professionally.

# Checklist for the supervisor of the construction

### **The amount and direction of lighting.**

Make sure that lighting is directed evenly across the entire stand area and spotlights are directed at logos, wall texts and other key elements.

**Mounting of light fixtures.** Check that pendant lights are at the right height and that lead connections look neat.

**Electric wires and cables.** Make sure that all the wiring has been done neatly and is as unobtrusive as possible.

### **Mounting of printed textiles.**

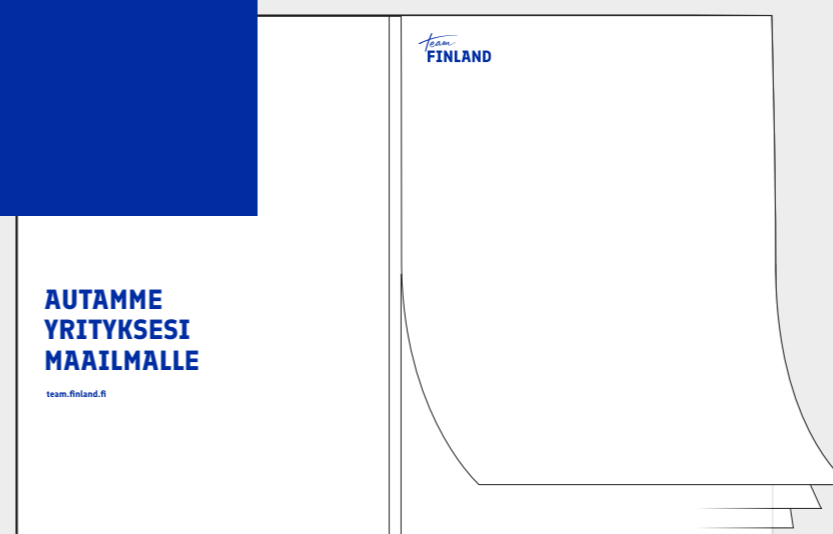
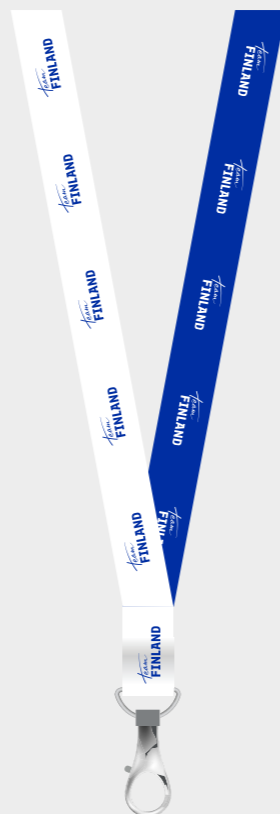
Give the constructor clear instructions for the mounting. Textiles must be mounted evenly and tautly.

**Placing of text decals.** Texts mounted on painted walls are usually affixed. Make sure that the decals are positioned according to the plan and that they are at the desired height and clearly visible.

## Apparel and giveaways

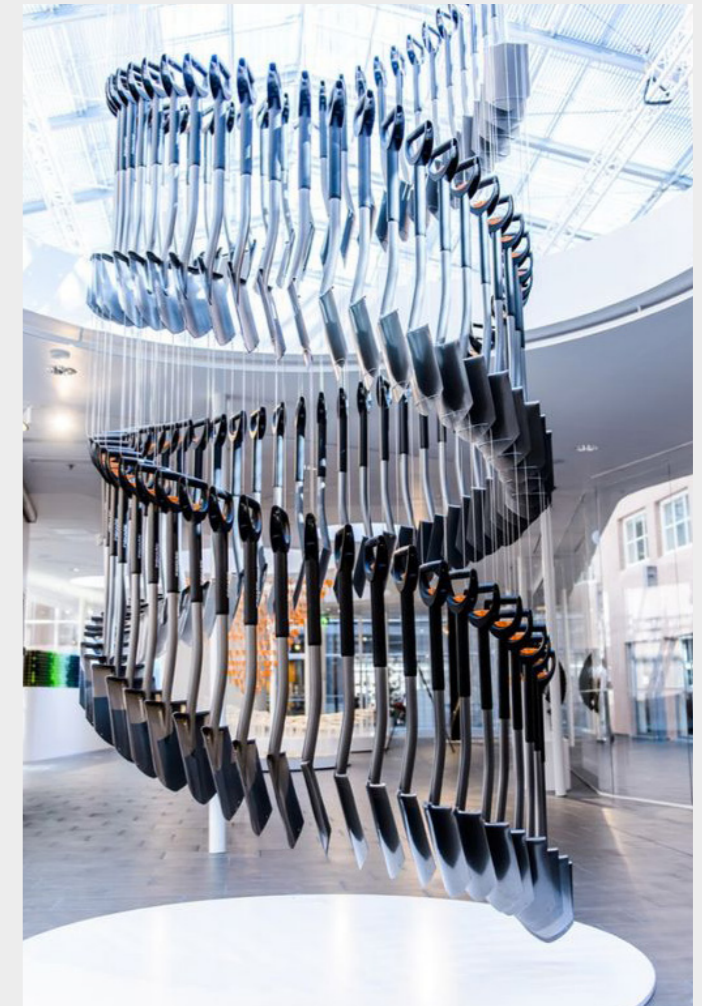
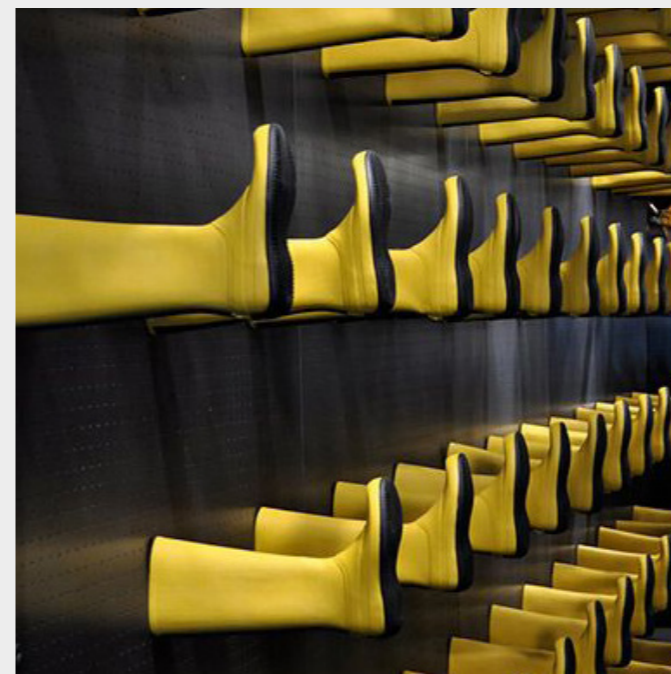
Branded apparel and giveaways, such as notepads, t-shirts or tote-bags, should be produced with good-quality materials. Choose products made in Finland, if possible.

Pay attention to the chosen printing technique and material, such as paper stock.



## How to attract visitors?

It is recommended to place interesting and eye-catching products by Finnish designers and companies to make the exhibition stand look more inviting. This can be achieved in many ways depending on the budget and the theme of the event.



Besides single products, the clue of the stand can be an installation, which showcases Finnish expertise. The installation can either hang from the ceiling or stand on the floor. Its content, form, positioning and material may vary according to the theme of the event.