



# Graphic Guidelines

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# Logo

## Protecting the 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.

### ORIGINAL FILES OF THE LOGO

CMYK versions are intended for high-quality prints and printing.

RGB versions are intended for office and web applications.

## Exclusion zone



## Colour versions of the logo / blue, white and black

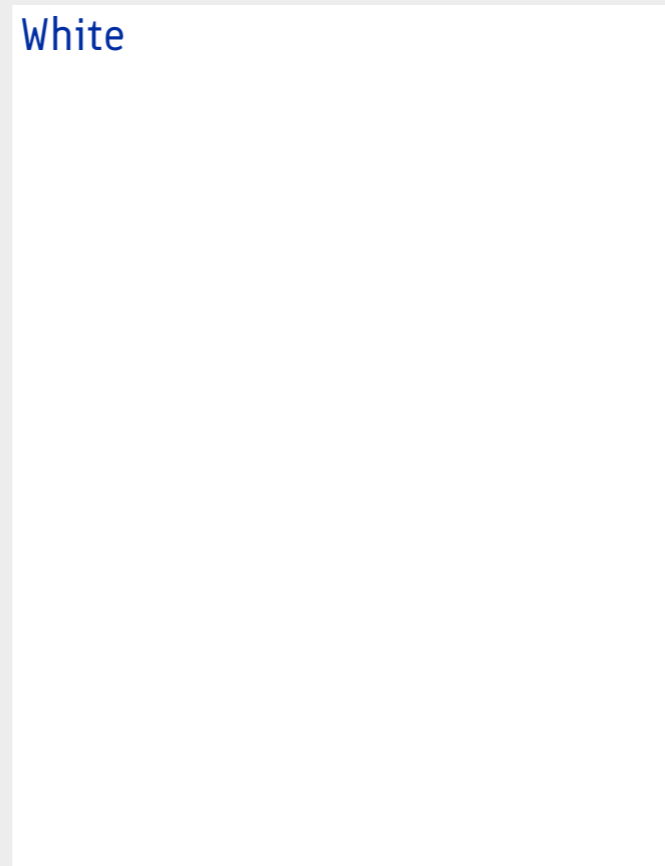


# Colours

The core colours are blue and white based on the Finnish flag. Accent colours can be used in addition to the core colours. There are two accent colours, warm orange and light beige. The accent colours should be used with moderation, in carefully considered details and in one or a maximum of two elements per entity. The purpose of the accent colours is to create a contrast and enrich the impact of the core colours.

## Core colours

### White



PMS	—
CMYK	0/0/0/0
RGB	255/255/255
RAL	9010

### Blue



PMS	294
CMYK	100/65/0/15
RGB	0/46/162
RAL	5010

## Accent colours

### Warm orange

PMS	—
CMYK	0/70/100/0
RGB	255/103/0
RAL	—

### Light beige

PMS	—
CMYK	7/15/20/20
RGB	204/189/177
RAL	—

# Typography

Team Finland material uses Finlandica typeface and its different weights.

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

Title  
Finlandica Bold

**Temquat saestum  
expliti isquodia**

Body text  
Finlandica Regular

Sum quoditi dolorero eius, temquist, qui dit, seque veribus autat. Ed ut et et fuga. Ut lignihic tem conet am eosa venturest, od quae. Ugit dolestiam aut venis sed maximaximint qui officii suntus as aut pos sunt quatem rem aut pel illic temporro blaut reptates saes cor auda dolorep restinihit es ea quas ipis nam ilis res sapiendus, commo et optat.

Pull quotes  
Finlandica Regular

Sum quoditi dolorero eiusios  
temquist qui dit seque veribus.  
Ed ut etaset fuga.

## A4 Word template

The following example shows the placement and proportions of Team Finland's logo and contact information in a Word document.

## A4 Word template



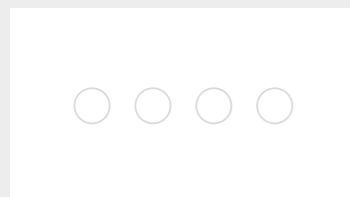
# PowerPoint template

The PowerPoint template includes a front, content and end page as well as a pull quote page to give rhythm to the presentation.

The template is available in two sizes, 16:9 and 4:3.

When there are multiple cooperation partners, their logos are grouped on an empty page after the front page.

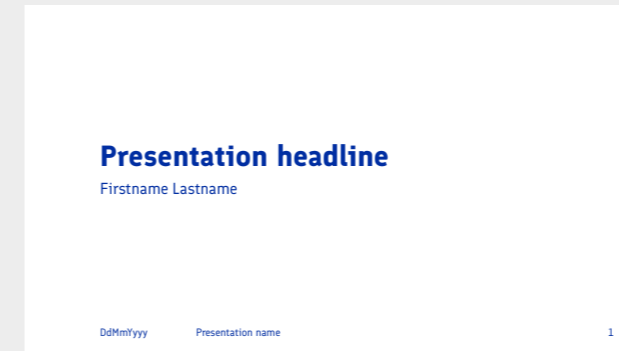
## Multiple partner logos



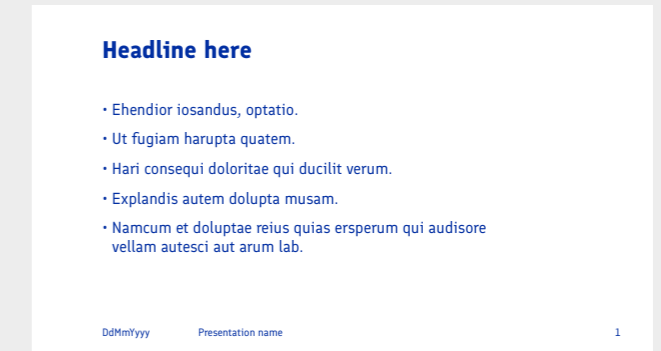
## Front page



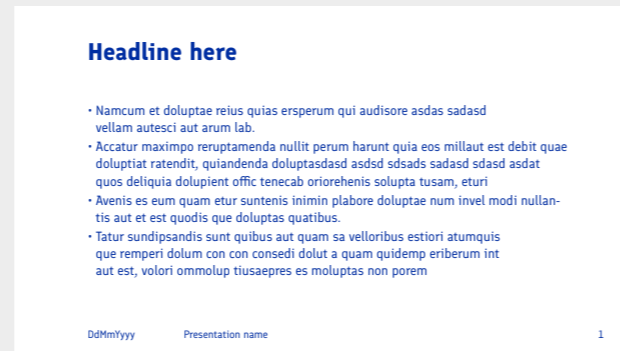
## Title page



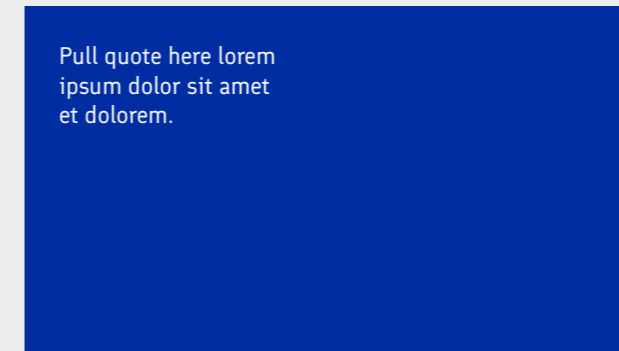
## Content page



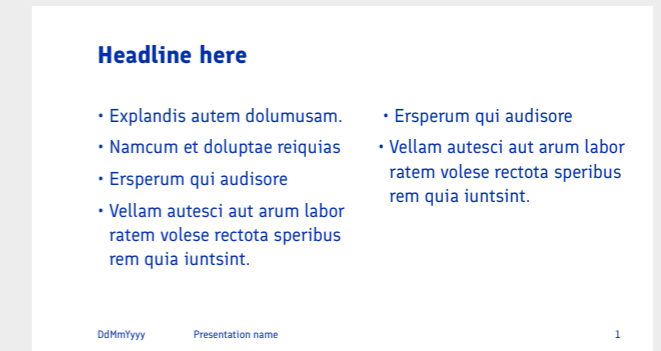
## Content page with automatic scaling of text size



## Pull quote page



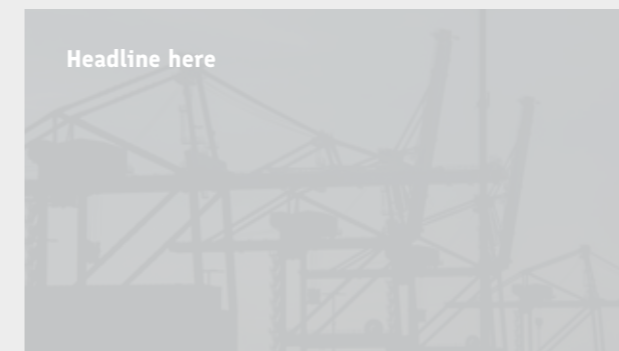
## Content page with two columns



## Content page with two columns and a place for image and graph



## Fullscreen image



## End page



## Seminar badge

These are examples of seminar badges used in Team Finland events.

Seminar badges include a blue or orange colour block for better visual differentiation between user groups.

### Participant badge



### Media badge





## Roll-up and screen

Roll-ups can be made on stands varying in width from 85 to 100 cm.

The images of possible cooperation partners are grouped one below another on the bottom left.

A screen with a basic size of 240 cm in width and 229 cm in height is available for use at events and trade fairs. Two additional panels 80 cm wide can be added to each side of the screen. Thus the screen's maximum width is 560 cm.

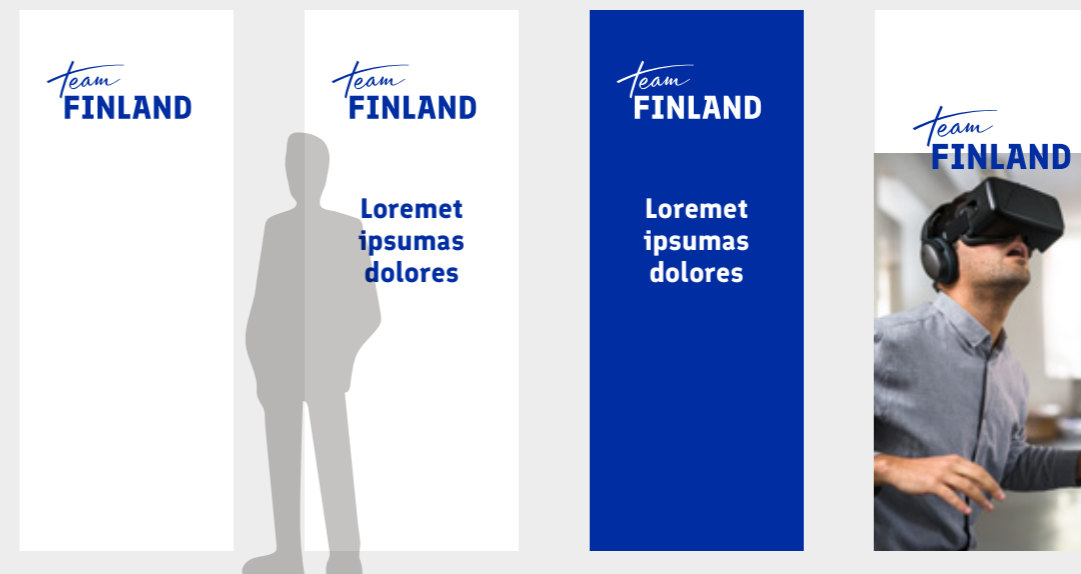
The screen is bendable, so it can be shaped for instance to form a semicircle.

Cooperation  
partner  
logos

Rollup / layout



Screen / Same colour and image options as in rollups



Different  
rollup  
options  
with text  
and images

# Team Finland network badge

Team Finland organisations can bring out their connection with the network by adding the so-called Team Finland network badge to their communication materials.

The badge does not require a peaceful background; instead it can be placed on any background, e.g. on a picture. The badge is always placed on the edge of the document.

In principal, the badge with blue background should be used. If it is unsuitable, there is a neutral colour alternative. The blue colour is then replaced with gray/white. In this case, 60% black is used.

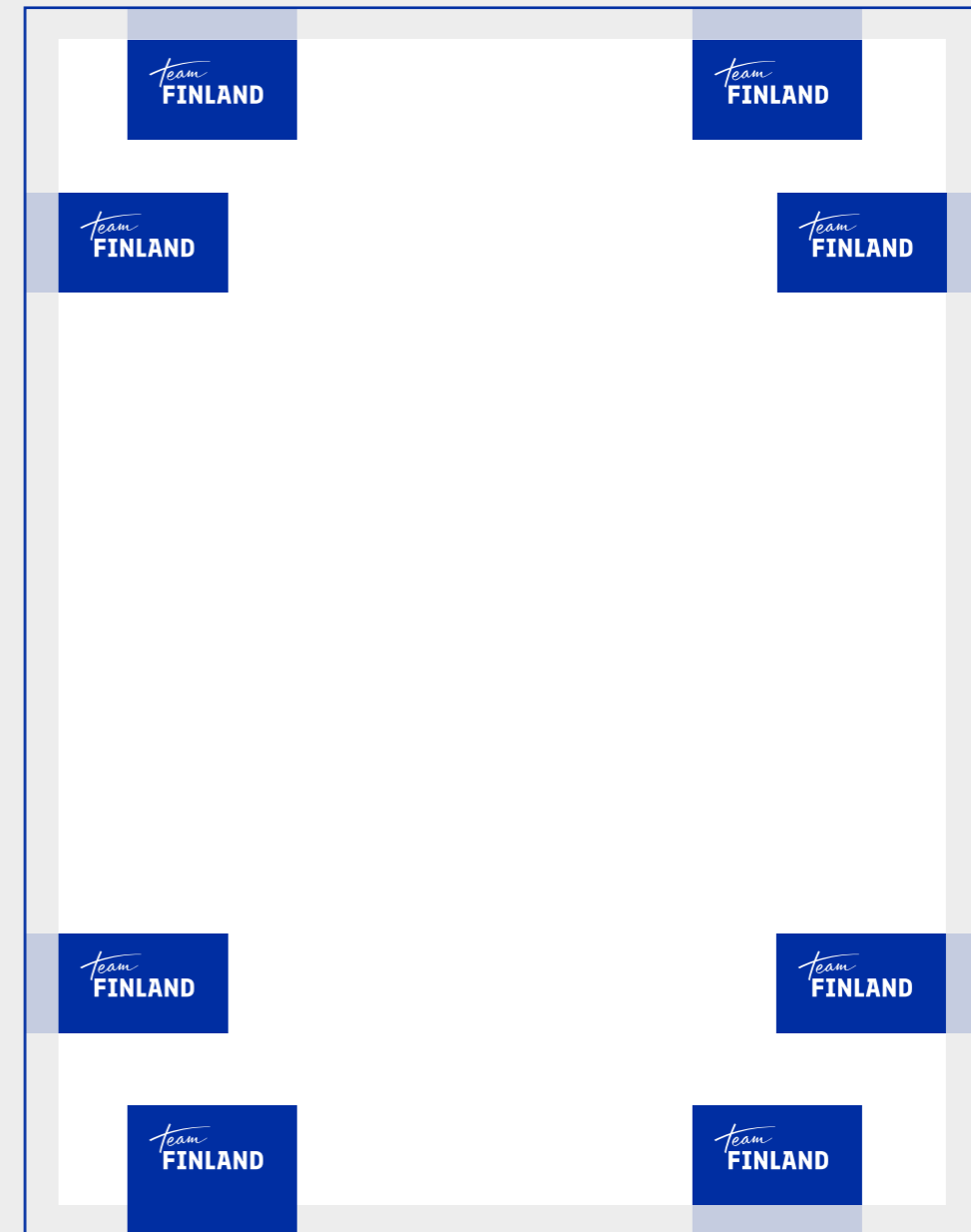
## Network badge



## Exceptional versions



## Examples of use



The side of the badge that aligns to the cut edge of the material should be extended beyond document trim edges in order to cut away properly.

# Application of the network badge

On a PowerPoint template, the badge is placed in the free corner.

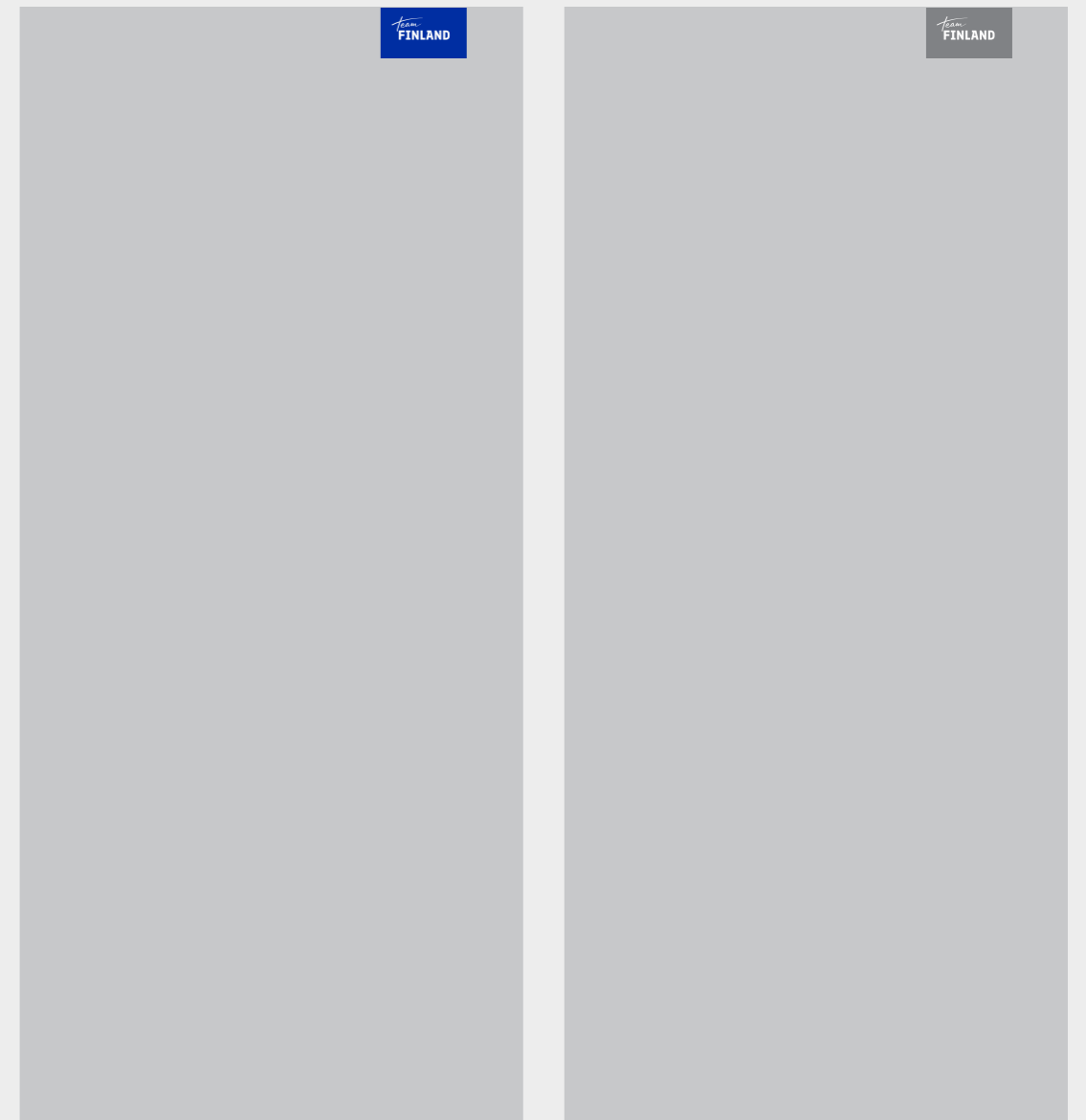
On publications the badge is placed in the free corner of the front and back covers.

On a roll-up, the badge is placed in the upper corner of either side.

## PowerPoint



## Roll-up



## Publications

