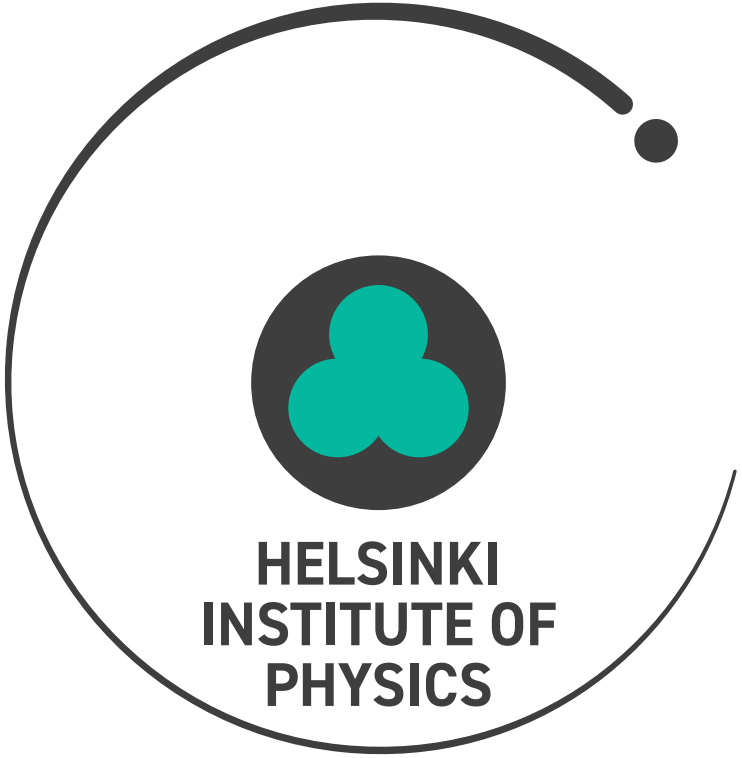
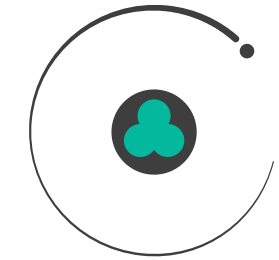
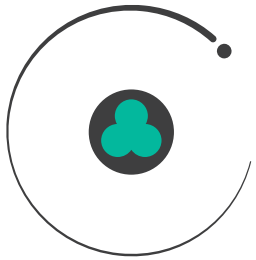


Graphic Guide 2018

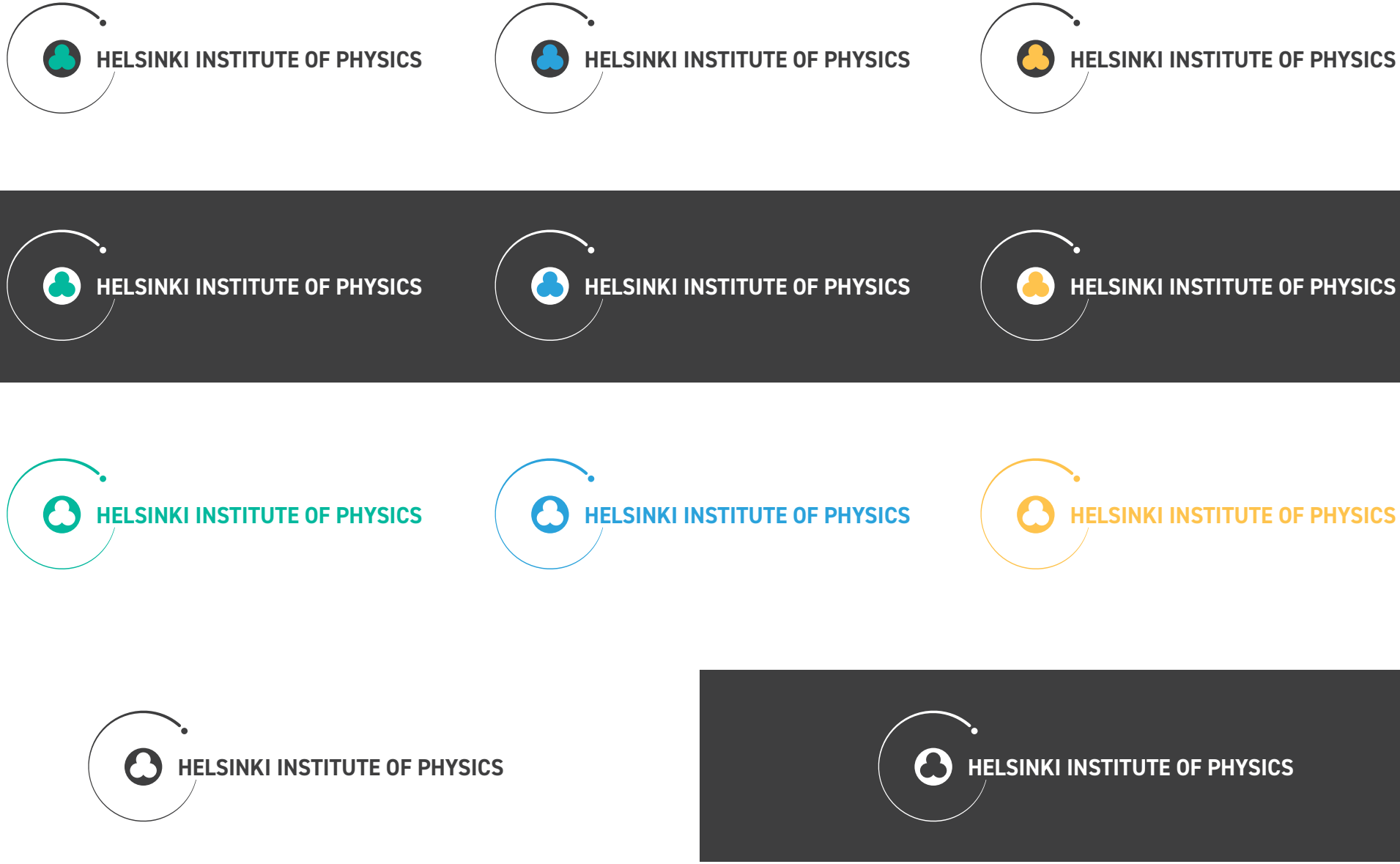
Logo



There are two language versions and four different shape variations of the logo.

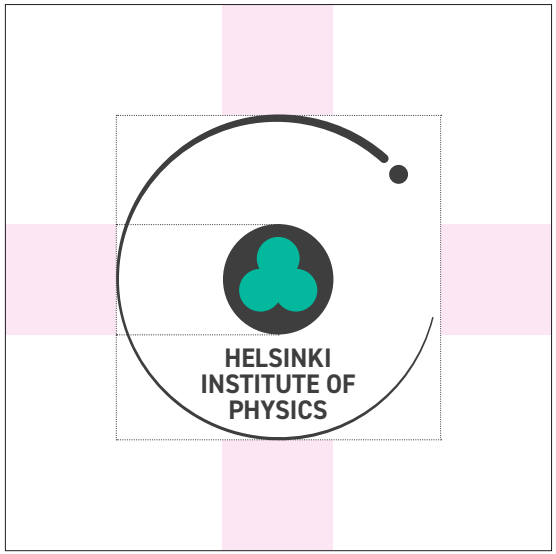


Logo color variations



Logo protection area

The protection area of the logo is defined according to the height of the central circle of the logo.



Color scheme

PMS 3275 C
CMYK: 75 0 50 0
RGB: 8 184 157
#08B89D

PMS 631 C
CMYK: 70 20 0 0
RGB: 51 163 220
#33A3DC

PMS 135 C
CMYK: 0 25 80 0
RGB: 254 195 78
#FEC34E

CMYK: 100 0 60 0

CMYK: 90 30 0 0

CMYK: 0 35 85 0

White

90% Black

Black

Typography

The primary typeface used is DIN 2014. This is especially used in all printed communication. It is also recommended to be used in electronic materials if possible. An alternative font type for electronic materials is Arial.

2018-08-21: Juha Aaltonen

Note:
DIN 2014 is a licensed/ commercial typeface.

You can replace it with either Arial or Roboto font (free).

Roboto Light
Fysiikan tutkimuslaitos

vs

DIN 2014 Light
Fysiikan tutkimuslaitos

DIN 2014

Light
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoP
pQqRrSsTtUuVvWwXxYyZzåÅäÄöÖøØ
æ Æ oe OE ß ç Ç ñ Ñ á Á ê Ê ï Ï õ Õ ü Ü ﬁ ﬂ ? !
0 1 2 3 4 5 6 7 8 9 % & ƒ $ £ ¢ ¥ @ { [(® © * ™

Book
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoP
pQqRrSsTtUuVvWwXxYyZzåÅäÄöÖøØ
æ Æ oe OE ß ç Ç ñ Ñ á Á ê Ê ï Ï õ Õ ü Ü ﬁ ﬂ ? !
0 1 2 3 4 5 6 7 8 9 % & ƒ $ £ ¢ ¥ @ { [(® © * ™

Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoP
pQqRrSsTtUuVvWwXxYyZzåÅäÄöÖøØ
æ Æ oe OE ß ç Ç ñ Ñ á Á ê Ê ï Ï õ Õ ü Ü ﬁ ﬂ ? !
0 1 2 3 4 5 6 7 8 9 % & ƒ $ £ ¢ ¥ @ { [(® © * ™

Extra Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoP
pQqRrSsTtUuVvWwXxYyZzåÅäÄöÖøØ
æ Æ oe OE ß ç Ç ñ Ñ á Á ê Ê ï Ï õ Õ ü Ü ﬁ ﬂ ? !
0 1 2 3 4 5 6 7 8 9 % & ƒ $ £ ¢ ¥ @ { [(® © * ™

Arial

Book
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoP
pQqRrSsTtUuVvWwXxYyZzåÅäÄöÖøØ
æ Æ oe OE ß ç Ç ñ Ñ á Á ê Ê ï Ï õ Õ ü Ü fi fl ? !
0 1 2 3 4 5 6 7 8 9 % & *ƒ* $ £ ¢ ¥ @ { [(® © * ™

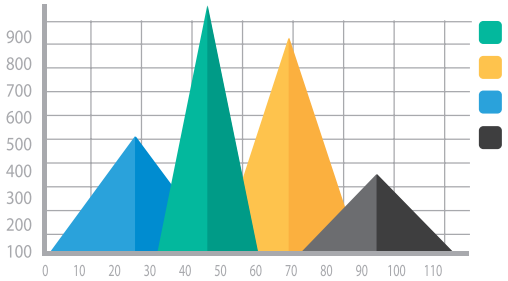
Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoP
pQqRrSsTtUuVvWwXxYyZzåÅäÄöÖøØ
æ Æ oe OE ß ç Ç ñ Ñ á Á ê Ê ï Ï õ Õ ü Ü fi fl ? !
0 1 2 3 4 5 6 7 8 9 % & *ƒ* $ £ ¢ ¥ @ { [(® © * ™

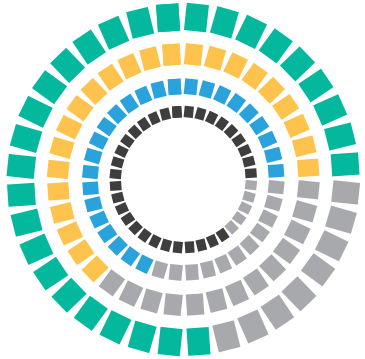
Use of arch element (example)

The arc element of the logo can be used advisedly as a background pattern as in this example, in appropriate color combinations.

Other graphic elements (example)

HIP can use graphic elements created on a case-by-case basis as communication support and illustration. These should be clear and follow the defined color palette.





Forms (example)

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Image style (example)

In the use/selection of images, the keywords are clear, high quality, stylish. Images can also be used tinted to the three main colors defined. A diagonal shape can be used to shade only a part of the image.