



Graphical Guidelines for the Design from Finland Mark

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1. Design from Finland mark

The Design from Finland mark is a registered organisation mark governed by Finnish Work.

There are three colour versions of the Design from Finland mark: blue, black and white. The mark is comprised of clear visual elements: a round shape, geometric font as well as the “F:” that replaces the letters “Fi” and symbolises the Finnish flag. This creates a mark that is clear, identifiable and as functioning as possible in various uses. The mark must always be used in its original form, and it cannot be taken apart or reconstructed.

The mark is also available in Finnish, Swedish and English. All versions are available under Aineistot (Materials) in the Extranet member service.

The Design from Finland mark can only be used in connection with the products or services for which it was granted. The mark can be used, for example, in products and product packaging as well as on company websites and social media, in marketing materials and brochures as well as at trade fairs, events and company facilities. When using the mark, it is important to place it so that the customer is not misled about what the usage right of the mark was granted for. For example, a social media post with the Design from Finland mark can only include the product or service for which the mark was granted. The mark communicates high-quality Finnish design internationally.

If a company’s marketing agency or another partner needs access to the Materials section in the Extranet member service, the company’s main contact person can create separate user IDs for them. Instructions are available from Finnish Work (asiakaspalvelu@suomalaintyö.fi). Personal user IDs must not be shared.



2. Colours of the mark

There are three colour versions of the Design from Finland mark: blue, black and white. The basic form of the mark is dark blue, and the recommended colours are blue and black. The mark's negative version (white) is recommended to be used only when the mark is placed on a dark background or a photograph.

When using the mark, the colour values defined on this page must be followed. This ensures that the mark is always replicated in an identifiable manner in its own colour.

If you want to use the mark in a special way in connection with a product, for example, burnt or engraved, please check with Finnish Work first (asiakaspalvelu@suomalaintyö.fi).



Blue

CMYK - 100 c | 60 m | 0 y | 45 k
PMS - 541
RGB - 21 r | 75 g | 117 b
HEX - #154B75



No other blues, tones of blue or transparency.



No grey tones. In a black-and-white application, the symbol is black or white.



Only in blue or black colours.



The text is always white or the colour of the background.

3. Minimum empty space and size of the mark

A defined protection area for the mark ensures that there is sufficient space around it so that it always appears clear and strong. The separation around the mark is 3 units for a mark height of 10 units.

The recommended minimum size of the mark is 10 mm.

When the mark is used in its minimum size, its total size, including the protection area, is 16 mm. The mark's original files include the protection area, so the original files must not be used in a size smaller than 16 mm.



4. Using the mark against photographs or other backgrounds

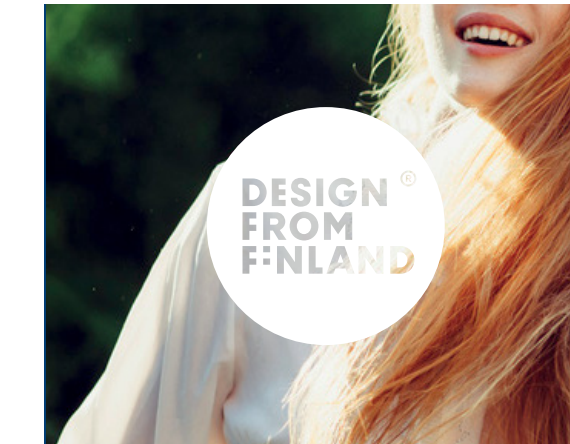
Mild shading or tracing can be done under the mark if this improves its legibility or you want to highlight its three-dimensionality. However, the effect must be visually part of the background and it must not alter the look of the mark as a strong element.

Shading is a good way of improving legibility, for example, if the background is a challenging picture with high contrast.

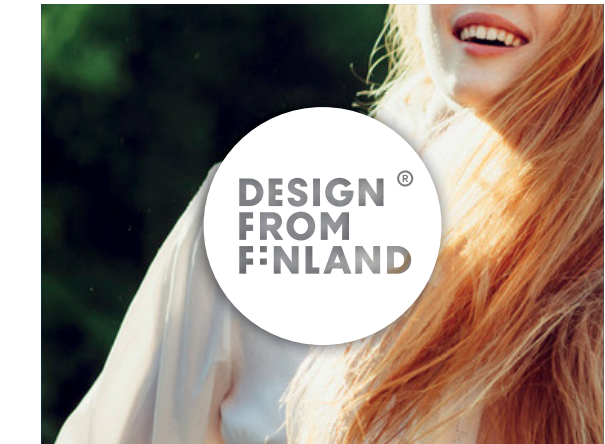
The shading or tracing must not be so striking as a graphic element that it would disturb the empty space around the mark or impact its appearance.



Marks without effects

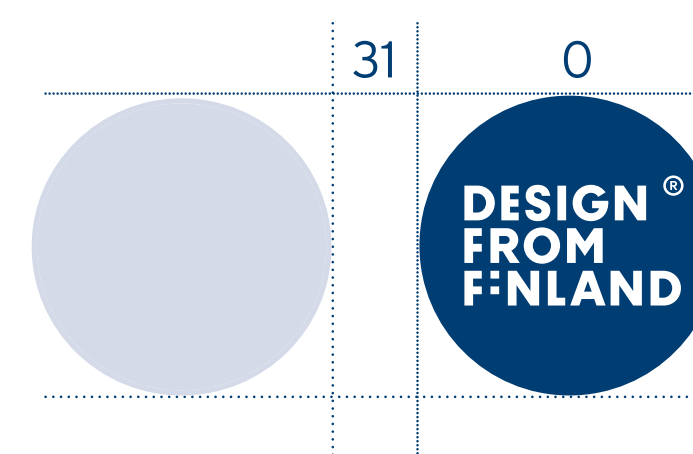
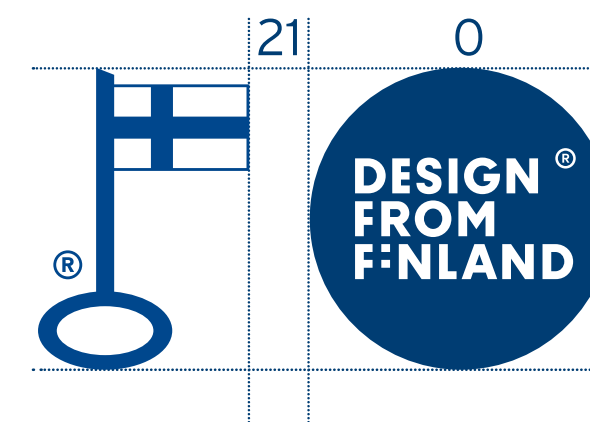


Shading or tracing



5. Using a combination of symbols

If the Key Flag symbol, Design from Finland mark and Social Enterprise mark are used together, they can be set closer together than the protective areas would normally allow for. In this case, the separation between them is 2 units for a mark height of 10 units. If used in combination, the marks must be of the same height and set evenly on a horizontal line. If used in combination with other symbols or logos, the positioning of the mark must follow the protection area.



Distance to any other symbols used together or in connection with the Design from Finland mark.

8.

**Any questions about these instructions?
I would be happy to help!**

Minna Varis

Customer relationship manager, Design from Finland

minna.varis@suomalaintyö.fi

0400 122010