

Graphic Guidelines for the Key Flag Symbol

Contents:

1. Key Flag symbol
2. Different versions of the Key Flag symbol
 - 2.1. Key Flag symbol for products
 - 2.1.1 Key Flag symbol for Private Label products
 - 2.1.2 Key Flag symbol for food products
 - 2.2. Key Flag symbol for services
 - 2.3. Key Flag symbol for online shops
3. Key Flag symbol's colours and font
4. Minimum empty space and size for the Key Flag symbol
5. Use of the negative version
6. Using the Key Flag symbol against photographs and other backgrounds
7. Using a combination of symbols

1. Key Flag symbol

Please read these instructions carefully before placing the symbol on a package, a product label, an ad or a website. The Key Flag symbol is a registered mark of origin of Finnish Work. It can only be used in connection with the products, services and online shops for which it was granted. The Key Flag symbol is a sign of Finnish work.

Companies can check the valid usage rights from the extranet member service. Members of Finnish Work and all valid usage rights can be reviewed on the association website's symbol and company search at suomalaintyö.fi.

According to research, the Key Flag symbol impacts consumers' purchase decisions in a positive manner, so we recommend placing it in a prominent place, particularly in products and packages sold to consumers. The best place in a product is the front of the package so that the symbol is fully visible when the product is placed on shop shelves, for example. The symbol can also be used, for example, on company websites and social media, in marketing materials and brochures as well as at trade fairs, events and company facilities.

When using the symbol, it is important to place it so that the customer is not misled about what the usage right has been granted for. For example, a social media post with the Key Flag symbol can only include the product or service for which the symbol was granted.



Since 1975

The product is manufactured in Finland. The product has domestic content of at least 50%.



Since 1995

The service is produced in Finland. The majority of the company's ownership as well as its headquarters and management are in Finland.



Since 2022

The criteria of the Service symbol as the base. Customer service and warehouse are in Finland. Payment and delivery terms are presented clearly, description of file is written in Finnish.

2. Different versions of the Key Flag symbol

There are several versions of the Key Flag symbol for different purposes of use. All three versions (product, service and online shop) have original materials in blue, black and negative versions. The symbol is available in Finnish, Swedish and English. In addition, there are various combinations. The symbol must always be used in its original form, and it cannot be taken apart or reconstructed. The symbol's proportions or colours cannot be changed, and no effects can be added. All versions are available under Aineistot (Materials) in the Extranet member service.

For text or colour versions that deviate from the guidelines, please ask for permission from Finnish Work (asiakaspalvelu@suomalaintyö.fi).

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.

Basic version of the logo

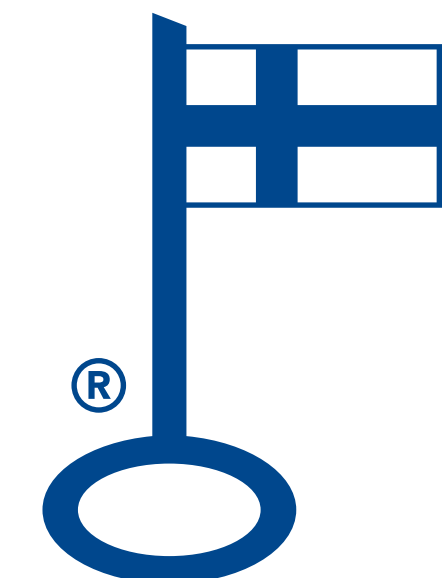


2.1. Key Flag symbol for products

The Key Flag symbol can only be used in products, machines and devices made in Finland.

2.1.1. Key Flag symbol for Private Label products (contract manufacturing)

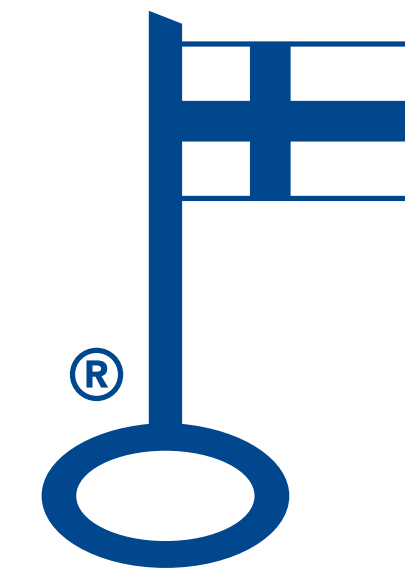
The Key Flag symbol can also be used in private label products once a separate permit has been granted. Companies use private labels (such as Pirkka products) in products that are sold under the shop's own label instead of the manufacturer's brand. Finnish Work must always know the name of the private label product, such as Pirkka toilet paper, Metro napkins or Tarhurin garden products. This is important for product traceability. The holder of the private label permission is responsible for the Key Flag symbol permit and manages it.



2.1.2. Key Flag symbol for food products

The Key Flag symbol can also be applied and granted for food products. Also in this case, the Key Flag symbol is a sign of Finnish work. Even though the use of the registered versions of the Key Flag symbol does not require it, we strongly recommend disclosing the origin country of the main ingredient. Failure to disclose this information may mislead the buyer as to the true country of origin of the main ingredient. In some product groups, such as meat and dairy products, Finnish national legislation also requires the declaration of origin. For more information, please contact the Finnish Food Authority.

If it is not expedient to indicate the main ingredient on the packaging, for example due to varying countries of origin, we recommend using either the textless version of the Key Flag symbol or its text version that reads “Made in Finland”. These two versions have been registered by Finnish Work and, therefore, do not trigger the obligation to declare the main ingredient. The version of the Key Flag symbol with no text is used only when there is not enough space to print a large enough symbol to ensure that the text is legible.



2.2. Key Flag symbol for services

The Key Flag symbol is applied and granted for a named service of a company. The Finnish Service symbol describes the services the company offers: how they are sold, delivered, produced or used. These services can include maintenance, installation, construction, housing management, banking, software, logistics, health, advertising and beauty services. The company has to pay its taxes to Finland, have employees and be under Finnish ownership.

The Key Flag symbol's Finnish Service version is always used in connection with the service for which the symbol permit has been granted. The symbol can be used, for example, on websites and social media, in marketing materials and sales pitches and at trade fairs and other events. Windows, doors and digital information displays are good places in terms of visibility. Using the Key Flag symbol cannot mislead the customer in what it was granted for. It is also important to note that the Service symbol can never be used in connection with products.



2.3. Key Flag symbol for online shops

The Key Flag symbol for online shops informs customers that the online shop is managed by a Finnish company that employs people in Finland. The company must be a Finnish-owned company serving customers from Finland, with its warehouse, headquarters and management located in Finland. The service must be produced in Finland and online orders delivered from Finland. The online shop's payment and delivery terms as well as the description of file must be clearly available in the online shop and easy to find for the customers.



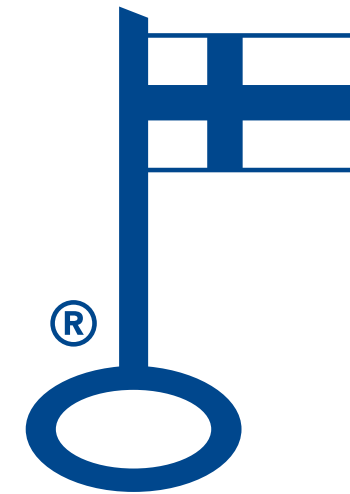
3. Key Flag symbol's colours and font

The Key Flag symbol comes in three colour versions: blue, black and white (negative version). The company can decide which one to use. The basic version is blue.

The symbol's negative versions (white) are recommended to be used only when the symbol is placed on a dark background as the negative version can be distinguished better. The original negative versions must always be used as the flag motif is constructed in a different way than in the colour versions. The colour definitions of the negative versions are the same as those of the colour versions. The negative versions are not recommended to be used when the colour version can be better distinguished from the background.

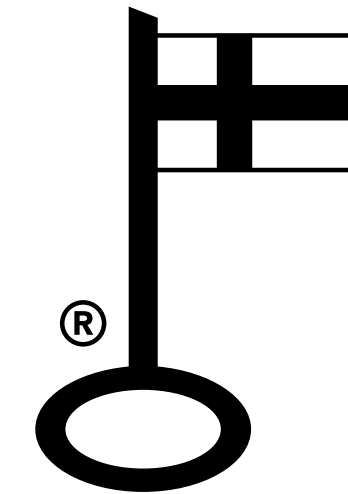
The font of the text version of the Key Flag symbol is DIN 1451 Std.
Wider width: Mittelschrift
Narrower width: Engschrift

For colour versions deviating from the guidelines, please ask for separate permission from Finnish Work (asiakaspalvelu@suomalaintyö.fi), for example, in cases in which the packaging only uses one printing colour and additional colours would lead to significant additional costs.



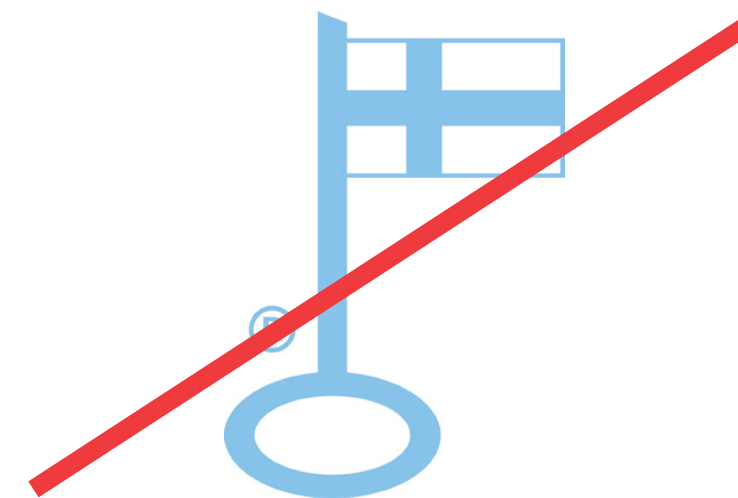
Blue

CMYK - 100 c | 73 m | 0 y | 20 k
PMS - Pantone 288
RGB - 0 r | 50 g | 130 b
HEX - #003283

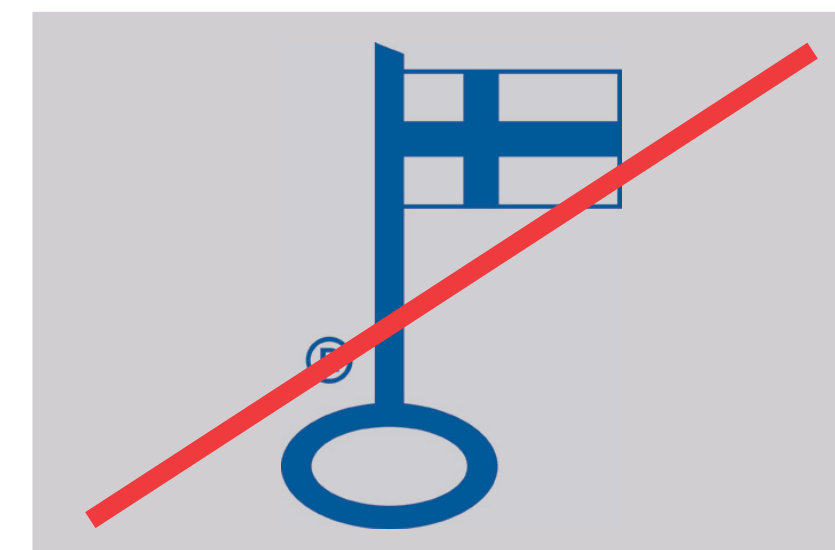


Black

CMYK - 0 c | 0 m | 0 y | 100 k
PMS - Pantone Black
RGB - 0 r | 0 g | 0 b
HEX - #000000



Please use the recommended brand colors.

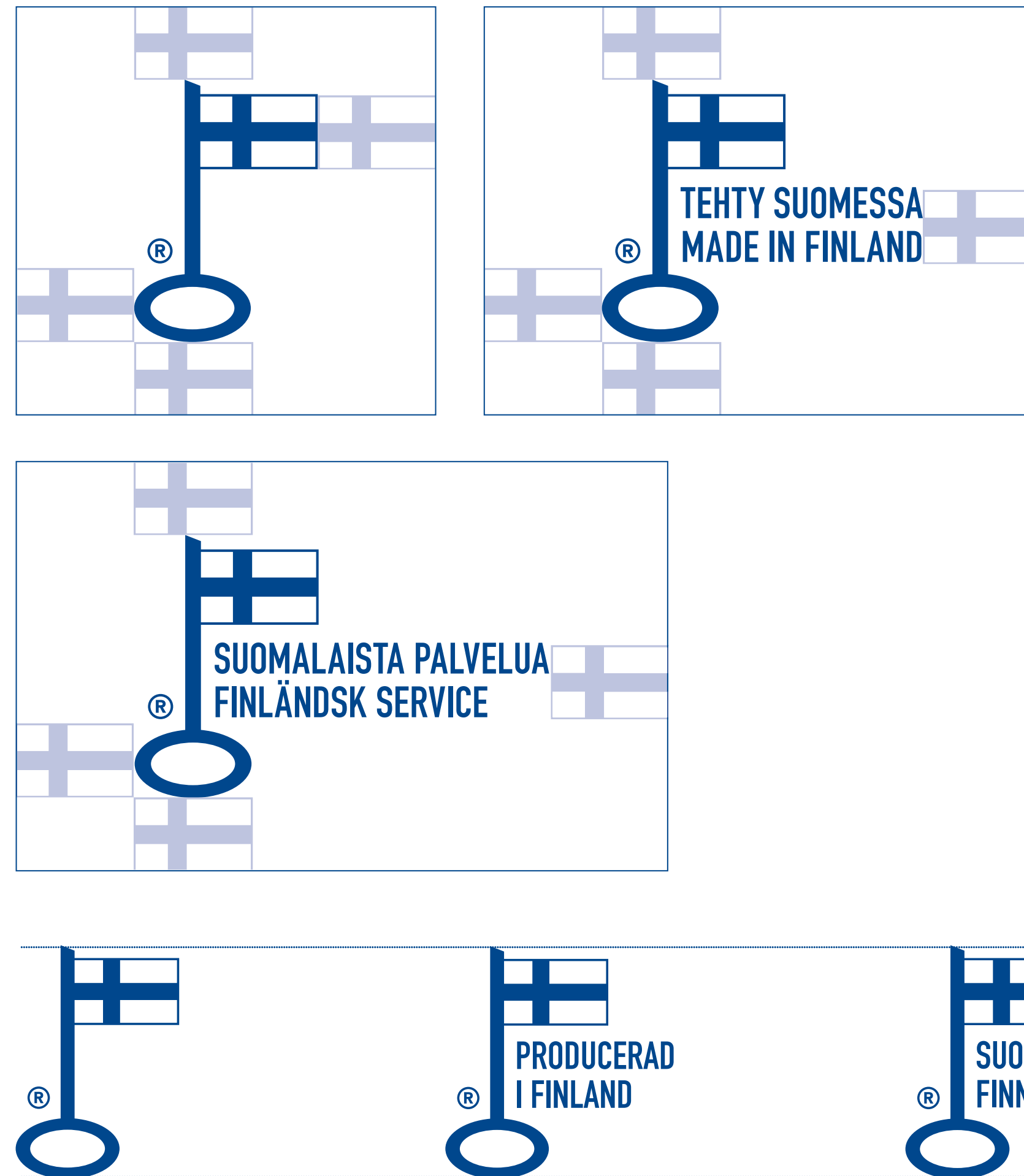


The background of the flag must always be white.

4. Minimum empty space and size for the Key Flag symbol

The symbol's minimum empty space is determined by the flag motif. An empty space, as shown by the model, must be left in relation to other graphic elements. This ensures that there is sufficient space around the symbol so that it always appears clear and strong.

The recommended minimum height for the different versions is 10 mm.



5. Use of the negative versions

Examples of using the colour and negative versions. The symbol's negative versions are recommended to be used when the background is dark as the negative version can be distinguished better than the colour versions.

The original negative versions must be used as the construction of the flag motif differs from the colour versions. The colour definitions of the negative versions are the same as those of the colour versions (blue, black). The colour versions cannot be directly reversed to a negative as this would distort the colours of the flag. The negative versions are not recommended to be used when the positive version can be distinguished better from the background. The negative versions have their own originals. The positive versions cannot be directly reversed to a negative as this would distort the colours of the flag.



The negative versions are not recommended to be used when the positive version can be distinguished better from the background. The negative versions have their own originals.

The positive versions cannot be directly reversed to a negative as this would distort the colours of the flag.

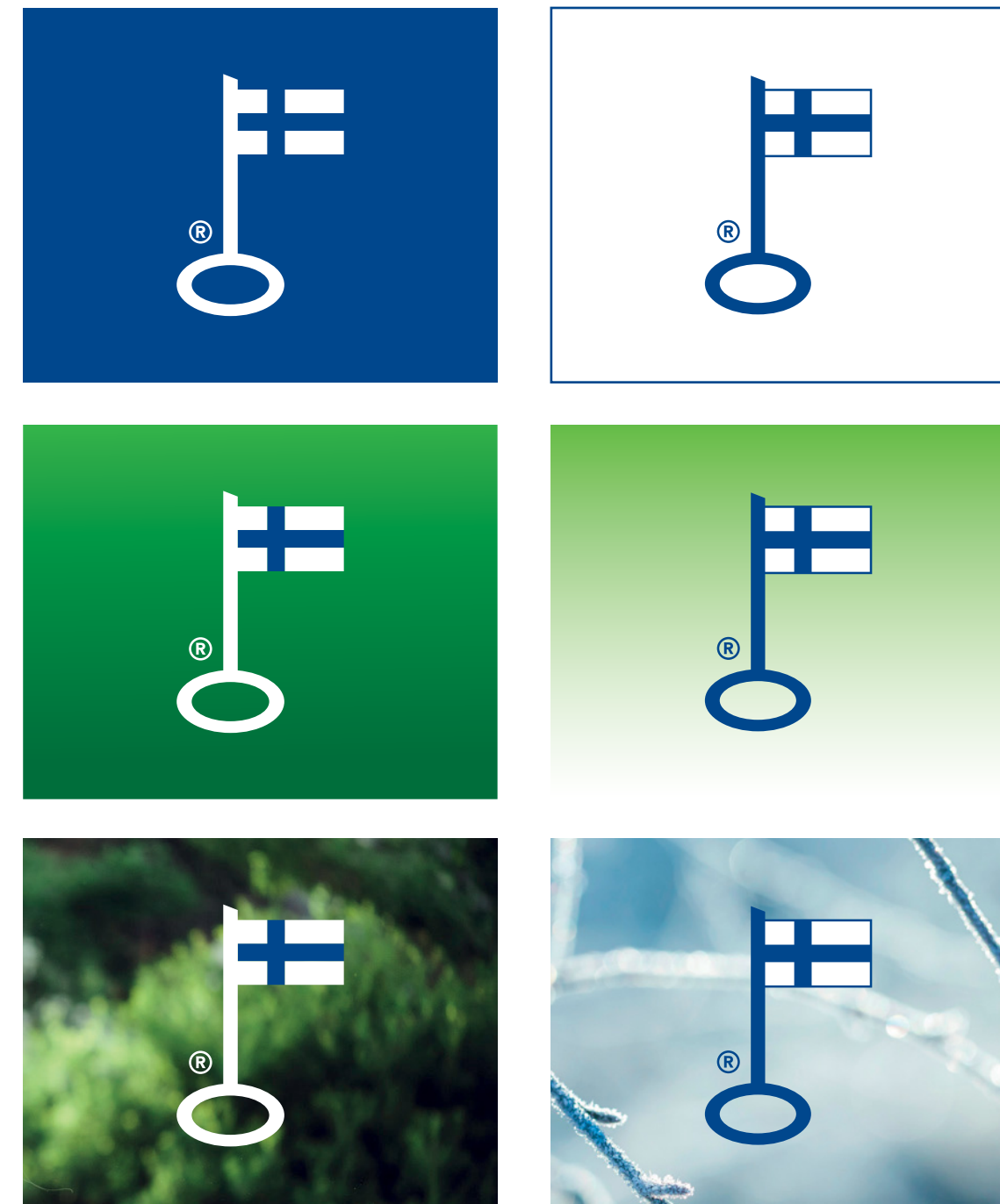
6. Using the Key Flag symbol against photographs or other backgrounds

Mild shading or tracing can be done under the Key Flag symbol if this improves the legibility of the symbol 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 symbol.

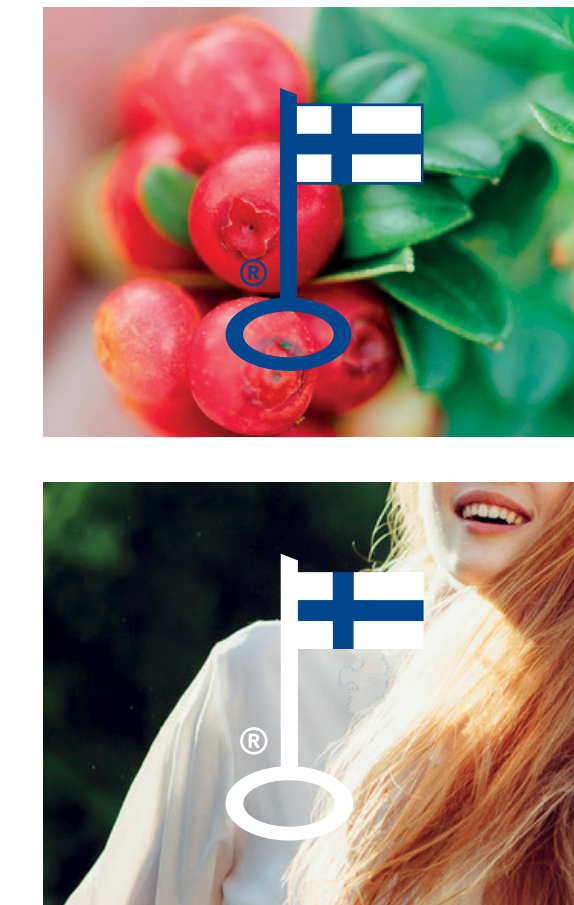
Shading is a good way of improving legibility, for example, if the background is a challenging picture with high contrast.

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

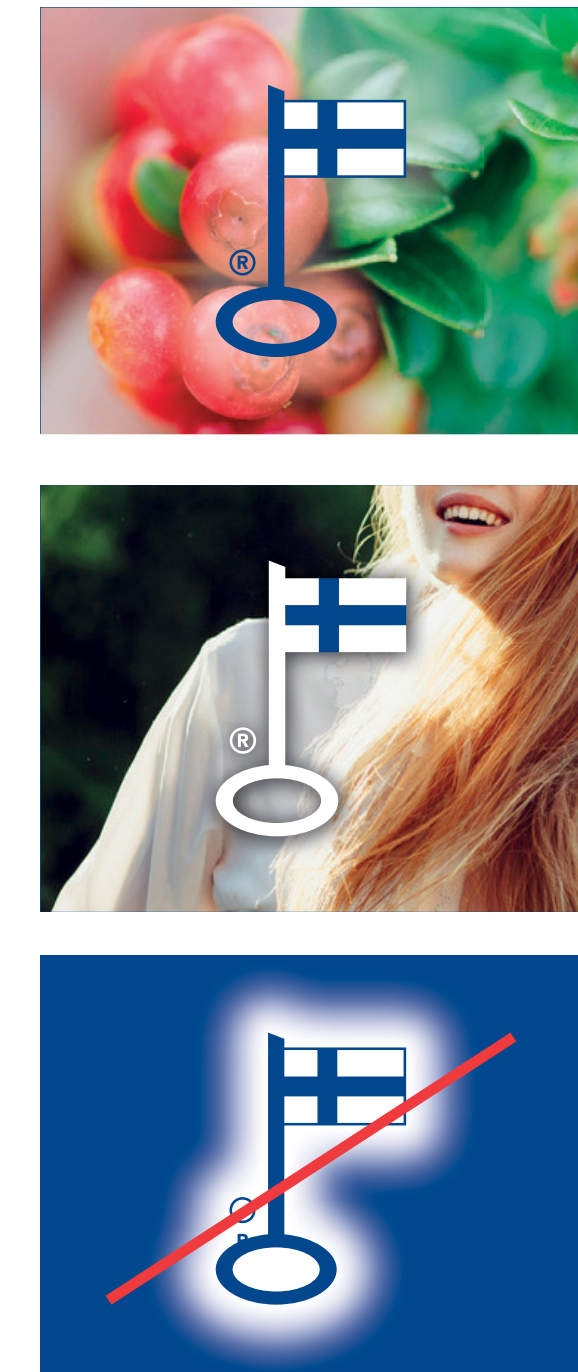
Examples of the positive and negative versions on various backgrounds



Symbols without effects



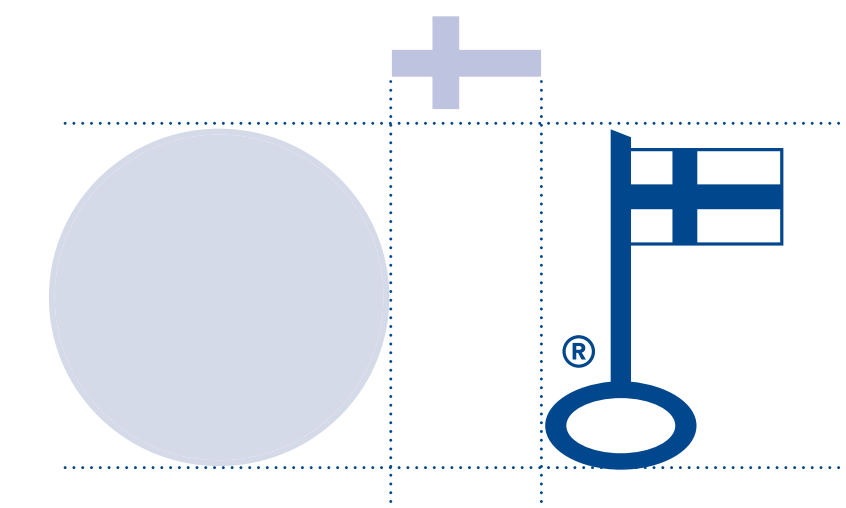
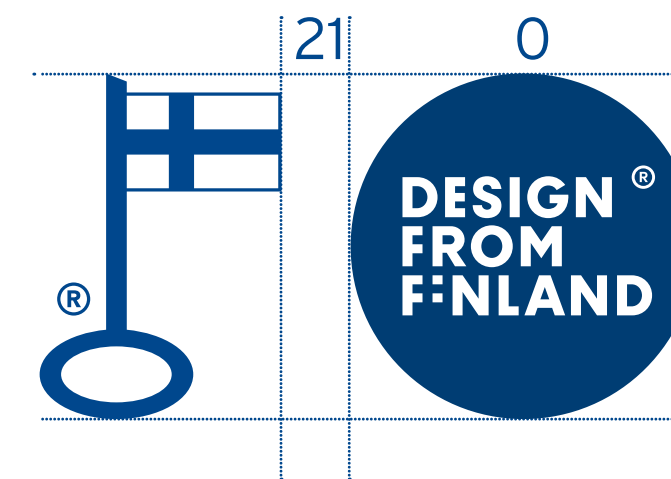
Shading or tracing



7. Using a combination of symbols

If the Key Flag symbol, Design from Finland mark and Social Enterprise mark are used in combination, 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 Key Flag symbol.

8.

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

Nina Pohjoiskoski

Customer Relationship Manager, Key Flag

nina.pohjoiskoski@suomalaintyö.fi

050 344 6048