



# Graphical Guidelines for the Social Enterprise Mark

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# 1. Social Enterprise mark

The Social Enterprise mark is a registered organisation mark governed by Finnish Work. Only a company for which the mark has been granted is entitled to use the mark.

The Social Enterprise mark is comprised of clear visual elements: text and a stylised frame resembling the Finnish flag. In addition to the official mark, there is also a combination in which the mark has been combined with a slogan summarising the operations: “Working for the greater good”. The mark can be used with or without the slogan, according to the current need.

The mark must always be used in its original form, and it cannot be taken apart or reconstructed. The mark is available in Finnish, Swedish and English. All versions are available under Aineistot (Materials) in the Extranet member service.

The mark can 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.

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](mailto:asiakaspalvelu@suomalaintyö.fi)). Personal user IDs must not be shared.



## 2. Social Enterprise mark's colours

The mark comes in three colour versions: blue, black and white (negative version). The company can decide which one it wants to use. The basic version of the mark is blue.

The mark's negative versions (white) are recommended to be used only when the mark is placed on a dark background as the negative version can be distinguished better. 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.

Blue is recommended as the primary colour to be used. This version is used against white or light backgrounds.

The black version is used only when the use of the blue or white logo is not possible.

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@suomalaintyo.fi](mailto:asiakaspalvelu@suomalaintyo.fi)).



### Blue

CMYK - 100 c | 73 m | 0 y | 20 k

PMS - Pantone 288

RGB - 0 r | 50 g | 130 b

HEX - #003282



### White

CMYK - 0 c | 0 m | 0 y | 0 k

RGB - 255 r | 255 g | 255 b

HEX - #FFFFFF



### Black

CMYK - 100 c | 0 m | 0 y | 0 k

PMS - Pantone Black

RGB - 0 r | 0 g | 0 b

HEX - #003282

### 3. Minimum empty space and size for the Social Enterprise 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 protection area is measured using the height of the letter Y.

The recommended minimum height of the mark is 12 mm, and 20 mm for the mark with the slogan.

With consideration, the minimum height may be deviated from, for example, in business cards or online use.



## 4. Using the mark against photographs or other backgrounds

The Social Enterprise mark must always be clearly distinguishable, regardless of the background.

For example, if a coloured mark is against a colourful background, the inside of the mark cannot be white. In this case, you have to use a PNG file with a transparent background.

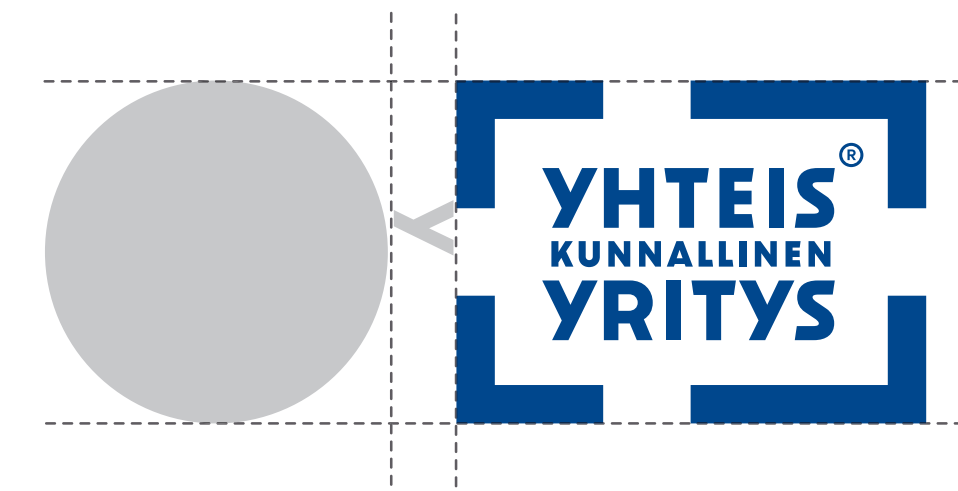
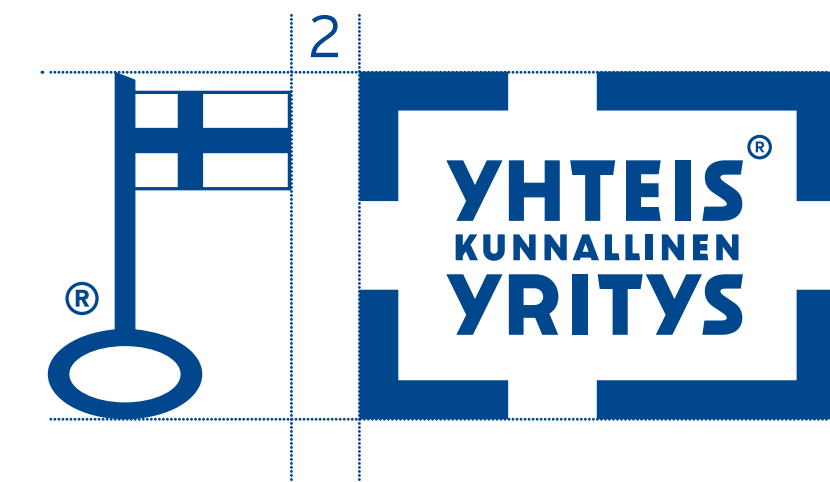
To ensure the mark stands out, there must always be enough contrast between the mark and the background. A functioning solution is to use the white version on dark backgrounds and the blue version on light backgrounds.

Light shading or tracing can be done under the mark if this increases its legibility. Shading is a good way of improving legibility, for example, if the background is a challenging picture with high contrast. However, the effect must be visually a natural and “indiscernible” part of the background, and it must not alter the look of the mark as a strong element.



## 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 Social Enterprise mark.*

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

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