

STATISTICS FINLAND'S **GRAPHIC GUIDELINES** **2.0**

2015

Statistics Finland 

CONTENT

	FOREWORD	3
1	BASIC ELEMENTS	
1.1	Logo	4
	1.1.1 Exclusion area of the logo	5
	1.1.2 Use of the logo	6
	1.1.3 Logo original directory	7
1.2	Colours	8
1.3	Typography	9

FOREWORD

STATISTICS FINLAND'S VISUAL IMAGE

The visual image is an important part of Statistics Finland's overall communication and intellectual capital.

Statistics Finland's visual image has been renewed in 2015. The aim of the renewal is to modernise the image both technically and visually. We have also wanted to ensure that the image and its elements can be used as flexibly as possible, both in conventional and modern, as well as quickly developing digital equipment and channels.

The visual image that supports values, culture and strategic goals is an important part of Statistics Finland's corporate image. It supports Statistics Finland's

profile as a modern, serving, reliable source of statistical and expert data. A clear visual image improves the distinguishability and identifiability of Statistics Finland's products and services.

These instructions aimed at stakeholders include the basic elements of the visual image and their main ways and purposes of use. The aim of these instructions is to control visual communication solutions so that the selected policy remains uniform and logical.

Statistics Finland's Communication and Information Services Department provides further information and support for applying the visual image.

1.1 BASIC ELEMENTS – LOGO

Statistics Finland's logo consists of two elements: the actual sign and the written name Statistics Finland. The logo is available in three languages: Finnish, Swedish and English.

The logo is used in all of Statistics Finland's communication.

The sign can, if required, be used without the written name. The written name of the logo is not in any connection to be used without the sign.

Logo (L)

Tilastokeskus



Sign (S)



Colours of the logo



PMS 641
C100 M25 Y0 K20
R0 G115 B176

PMS Cool Gray 5
C0 M0 Y0 K35
R188 G188 B188

Language versions of the logo

Statistics Finland



Statistikcentralen



1.1.1 BASIC ELEMENTS – EXCLUSION AREA OF THE LOGO

An exclusion area (the area marked with an unbroken line around the logo in the picture) has been defined for the logo to ensure it is distinct. The dimensions of the exclusion area for the logo have been determined as one-quarter ($1/4$) of the height of the sign. No other elements are to be placed in this area.



Language versions of the logo



1.1.2 BASIC ELEMENTS – USE OF THE LOGO

Primarily, the coloured version of the logo is used. The colours of the logo are blue and grey. If no additional colours are available, the grey-scale version of the logo is used.

The logo is primarily to be used on a white background or the background needs to be as light as possible. When the logo is used on a coloured background or on an image, the contrast between the logo and the background must be sufficient.

The ratios or positioning of the parts of the logo are not to be changed.

In printed communication, the height of the sign of the logo in the smallest possible use size is 10 mm. When only the sign of the logo is used, its minimum height is 8 mm.

In electronic communication, the height of the sign of the logo in the smallest possible use size is 28 pixels.

Original files of the logo have been made for both publication and office use (logo original directory on page 7). The logo must always be copied from the original file.

Colour options of the logo

(L)

Tilastokeskus



(S)



Tilastokeskus



Tilastokeskus



Distinction of the logo



Minimum size of the logo 10 mm (= sign height)

Tilastokeskus



The dimensions of the logo must be in line with the original

~~Tilastokeskus~~















1.1.3 BASIC ELEMENTS – LOGO ORIGINAL DIRECTORY

The logo originals have been divided into two groups based on the area of use:

Publication use: for printed publications, high-quality printing jobs and electronic screen presentations. The originals can be enlarged or reduced without the quality suffering. There are coloured (CNTK and PMS system accordant) and grey-scale originals of the logo for publication and printing use.

Office use: for office level software applications and for electronic and printed documents. The originals can be reduced in size but not enlarged. The originals are PNG files.

SIGN	FINNISH (FI)	SWEDISH (SE)	ENGLISH (EN)
			
PUBLICATION USE: TK_M_cmyk.eps TK_M_pms.eps OFFICE USE: TK_M_rgb.png	PUBLICATION USE: TK_FI_cmyk.eps TK_FI_pms.eps OFFICE USE: TK_FI_rgb.png	PUBLICATION USE: TK_SE_cmyk.eps TK_SE_pms.eps OFFICE USE: TK_SE_rgb.png	PUBLICATION USE: TK_EN_cmyk.eps TK_EN_pms.eps OFFICE USE: TK_EN_rgb.png
			
PUBLICATION USE: TK_M_black.eps OFFICE USE: TK_M_black.png	PUBLICATION USE: TK_FI_black.eps OFFICE USE: TK_FI_black.png	PUBLICATION USE: TK_SE_black.eps OFFICE USE: TK_SE_black.png	PUBLICATION USE: TK_EN_black.eps OFFICE USE: TK_EN_black.png
   			
PUBLICATION USE: TK_M_white.eps OFFICE USE: TK_M_white.png	PUBLICATION USE: TK_FI_white.eps OFFICE USE: TK_FI_white.png	PUBLICATION USE: TK_SE_white.eps OFFICE USE: TK_SE_white.png	PUBLICATION USE: TK_EN_white.eps OFFICE USE: TK_EN_white.png

1.2 BASIC ELEMENTS – COLOURS

The colours selected for Statistics Finland’s sign are blue and grey.

Blue is the colour of sensibility. It conveys trust, peace and order. It is also the colour of truth and higher intelligence.

Grey, in turn, is a colour that is ”in between”, a mixture of two extremes, black and white. It gets its meaning from the colour next to it. Together, these two form a peaceful, trust invoking and harmonious whole.

The blue and grey of the logo together with black and white are the main colours of Statistics Finland. Here you can see the additional colours.

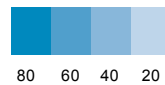
Various hues (%) can be used of each colour that can be utilised in printed and electronic communication. The hues may be repeated slightly differently when using digital printing or offset printing. Paper quality also affects the colours of print jobs.

HEX, PMS, RGB and CMYK colours are not directly reversible, the values differ from one another.

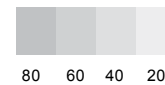
MAIN COLOURS OF THE LOGO



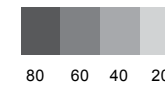
PMS 641
C100 M25 Y0 K20
R0 G115 B176
HEX #0073B0



PMS Cool Gray 5
C0 M0 Y0 K35
R188 G188 B188
HEX #BCBCBC

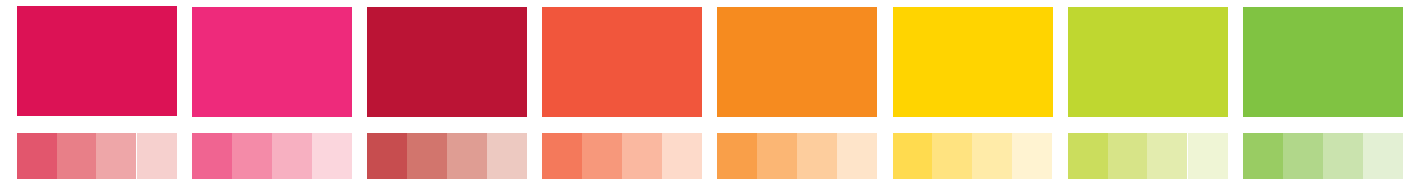


Black / PMS Black 6
C0 M0 Y0 K100
R0 G0 B0
HEX #000000



White
R255 G255 B255
HEX #FFFFFF

ADDITIONAL COLOURS



PMS 1935
C1 M100 Y50 K6
R195 G0 B69
HEX #C30045

PMS 213
C0 M95 Y20 K0
R226 G23 B118
HEX #E21776

PMS 1805
C5 M100 Y75 K20
R170 G39 B47
HEX #AA272F

PMS 7417
C0 M82 Y82 K0
R220 G80 B52
HEX #DC5034

PMS 144
C0 M55 Y100 K0
R248 G148 B30
HEX #F8941E

PMS 116
C0 M15 Y100 K0
R254 G203 B0
HEX #FECB00

PMS 382
C30 M0 Y100 K0
R192 G215 B48
HEX #C0D730

PMS 376
C55 M0 Y100 K0
R122 G184 B0
HEX #7AB800



PMS 348
C97 M2 Y100 K12
R0 G133 B66
HEX #008542

PMS 326
C85 M0 Y40 K0
R0 G178 B169
HEX #00B2A9

PMS 292
C60 M10 Y0 K0
R99 G177 B229
HEX #63B1E5

PMS 286
C100 M75 Y0 K0
R0 G57 B166
HEX #0039A6

PMS 527
C75 M100 Y0 K0
R114 G46 B165
HEX #722EA5

PMS 2405
C40 M100 Y0 K0
R164 G0 B132
HEX #A40084

PMS 464
C0 M55 Y100 K58
R126 G70 B0
HEX #7E4600

1.3 BASIC ELEMENTS – TYPOGRAFY

Statistics Finland's printed communication uses three font families: Sone, Garamond Premier Pro and Helvetica Neue. Several cuts are available for each font family to ensure versatile use possibilities.

The Sone font is used in headers, content highlights, sub-headers and introductions.

Garamond Premier Pro is used in long texts, like body texts.

The Helvetica Neue LT Std font is used in introductions, content highlights, headers of tables/figures, tables, captions, and when the layout requires a rhythm or clarity and the Garamond Premier Pro font cannot be used.

The Arial and Times New Roman fonts are used in electronic communication, for example, in documents and electronic publications. The Arial font is also used on the website and in PowerPoint presentations.

Two font families are used in periodicals: Frutiger Next and Berling. The Frutiger font is used in headers, sub-headers, captions and tables of periodicals. The Berling font is used in body texts and footnotes of periodicals.

PRINTED COMMUNICATION

SONE (THIN, THIN ITALIC, REGULAR AND BOLD) – HEADERS, SUB-HEADERS

ABCdeFGHij**KLMno***PRStu* 1234567890

GARAMOND PREMIER PRO (REGULAR, ITALIC, SEMIBOLD, SEMIBOLD ITALIC, BOLD AND BOLD ITALIC) – BODY TEXTS AND LONG TEXTS

ABcdEFghI**Jk**lMNopR**Stu**VXyz 1234567890

HELVETICA NEUE LT STD (LIGHT–45, REGULAR – 55, MEDIUM–65 AND BOLD–75, AND CURSIVE CUTS OF THESE – INTRODUCTION, CONTENT HIGHLIGHTS, HEADERS OF TABLES/FIGURES AND SPECIAL USE

ABcDEfGHi**JK**/MNoP**Qr**STu**VXy**1234567890

HELVETICA NEUE LT STD CONDENSED (LIGHT–47, REGULAR – 57, MEDIUM–67 AND BOLD–77, AND CURSIVE CUTS OF THESE – TABLES/FIGURES AND SPECIAL USE

ABcDEfGHi**JK**/MNoP**Qr**STu**VXy**1234567890

ELECTRONIC COMMUNICATION

ARIAL (REGULAR, ITALIC, BOLD AND BOLD ITALIC) – DOCUMENTS, ELECTRONIC PUBLICATIONS, WEB PAGES AND POWERPOINT PRESENTATIONS

ABCdefGH**Ijk**/MN**Opqr**ST**Uvx** 1234567890

TIMES NEW ROMAN (REGULAR, ITALIC, BOLD AND BOLD ITALIC) – DOCUMENTS AND ELECTRONIC PUBLICATIONS

ABCdefGH**Ijk**lMN**Opqr**ST**Uvx** 1234567890

PERIODICALS

FRUTIGER NEXT – HEADERS, SUB-HEADERS, CONTENT HIGHLIGHTS AND TABLES

ABcDEfGHi**JK**/MNoP**Qr**STu**VXy**1234567890

BERLING (ROMAN, ITALIC, BOLD AND BOLD ITALIC) – BODY TEXTS AND FOOTNOTES OF PERIODICALS

ABCdefGH**Ijk**lMN**Opqr**ST**Uvx**