

# BUSINESS ESPoo

## Visual Identity and Style Guidelines

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**INTRODUCTION**

# About Business Espoo

Business Espoo is a service network for companies and entrepreneurs in Espoo and the surrounding municipalities, formed by seven actors. Its goal is to increase the number of jobs and vitality in Espoo by producing customer-centric, cost-effective and high-quality services for companies and entrepreneurs.

Business Espoo gives advice on matters such as founding and developing a company, acquiring skilled workforce and international job-seeking. It enhances companies' expertise through trainings and helps companies and investors find the right contacts. Business Espoo's versatile events and trainings offer networking opportunities to companies and entrepreneurs.

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These style guidelines are a living document about the identity and style of Business Espoo. The guidelines should be used to clarify qualities, advantages and capabilities and to ensure key themes are present in all communications.

Introduction

Visual Symbol

Colours

Typography

Graphics

## INTRODUCTION

# **BUSINESS ESPOO - The Best Business Services in One Place**

## Member Organisations

- City of Espoo
- Espoo Marketing Oy
- Federation of Espoo Entrepreneurs
- Helsinki Region Chamber of Commerce
- Omnia
- Uusimaa TE Services
- EnterpriseEspoo

Address

A Grid, Otakaari 5 A  
02150 Espoo

Website

[businessespoo.com](http://businessespoo.com)

Online Handle

#businessespoo

**INTRODUCTION**

# Together for the Customer

**Business Espoo supports the vitality of businesses by offering the best, continuously developing services in one place.**

Business Espoo utilises City as a Service (CaaS) model in business services

- Iso Omena Service Center as a Benchmark case
- Seeking a more customer-centred and cost-effective model to provide high-quality services
- Benefits are realised through networked collaboration, the sharing of key resources, and the co-design of service offering to fit changing customer needs

# Visual Symbol

The Business Espoo Visual Symbol (BEVS) represents Business Espoo at the very highest level and it is vitally important to its image. It acts as a signature, an identifier and a stamp of quality.

The Visual Symbol is, and should always be, the most consistent component in any of the Business Espoo communication.

In order to maintain this consistency, a few simple guidelines should be followed.

The Business Espoo Visual Symbol (BEVS) should never be recreated or typeset. Only the official BEVS should be used in communication.

Official files are available to downloaded from the Business Espoo website.

# BUSINESS ESPoo

Introduction

**Visual Symbol**

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Graphics

## VISUAL SYMBOL

# Bold & Elegant

The design of visual symbol shows how the City of Espoo hold up all the businesses by providing a strong foundation and underlying support.

The symbol is elegant and boldly announces its presence. The font used is geometric and creates modern and complete curves (See Typography section).

Primarily, the colours used are BE Blue and BE Grey 10. (See Colour section).

The coloured symbol should be used wherever possible. The black and white symbol should only be reserved for fallback scenarios.

On images, symbol with most contrast should be used.

**VISUAL SYMBOL**

# Primary - Dark Shade

The primary color option for our symbol is BE Blue (#0114B3, Pantone® Blue 072 C). It is intended to be used on lighter backgrounds and images in order to maintain legibility.



**VISUAL SYMBOL**

# Primary - Light Shade



Other acceptable color option for our symbol is BE Grey 10 (#E6E8F2). It is intended to be used on darker backgrounds and images.



**VISUAL SYMBOL**

# Secondary - Fallback

In case of fallback scenarios like grayscale or black-and-white printing, the coloured symbol should be avoided.

The symbol should appear in black or white colour depending on the background to obtain maximum contrast.



Introduction

Visual Symbol

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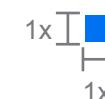
Graphics

## VISUAL SYMBOL

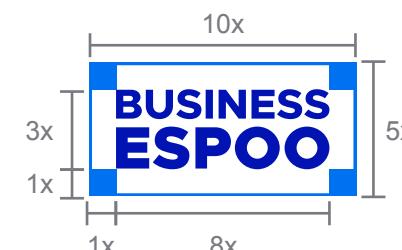
# Size & Space



\*Only 90° rotation is allowed.



Spacing Ratio = 1:1



where, x = 1/3rd of symbol height

To maintain full legibility, never reproduce the symbol at widths smaller than 2.67 cm (for print) or 80 pixels (for screen); or at heights smaller than 1 cm (for print) or 30 pixels (for screen). There is no maximum size limit, but use discretion when sizing the symbol. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.

To ensure that clear space is maintained around the symbol for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here.

Use the letter 1/3rd height as a measuring tool to help maintain clearance.

**VISUAL SYMBOL**

# Partnerships & Lockups

If two symbols are present, BEVS must take the lead in the hierarchy. For instance, appearing before other logos on left or on top.

If symbols are placed in a horizontal layout, BEVS should be equal or greater in height than the other logos.

If the symbol is accompanied by a Lockup Text, then the Text should follow text size and placement guidelines.

All colours mentioned in these guidelines can be used for the Lockup Text.

Before engaging in any promotional activity using BEVS, kindly request permission for the same.



## Lockup Samples

**BUSINESS  
ESPoo**  
Visual Symbol

**BUSINESS  
ESPoo**  
Visual Identity and  
Style Guidelines

**BUSINESS  
ESPoo**  
City of Espoo

**BUSINESS  
ESPoo**  
Espoo Marketing Oy

**BUSINESS  
ESPoo**  
Federation of Espoo  
Entrepreneurs

**BUSINESS  
ESPoo**  
Uusimaa TE Services

**BUSINESS  
ESPoo**  
EnterpriseEspoo

**BUSINESS  
ESPoo**  
Federation of Espoo Entrepreneurs

**BUSINESS  
ESPoo**  
Omnia

## VISUAL SYMBOL

# Improper Usage

**BUSINESS  
ESPoo**

Don't stretch, condense or change the dimensions of the identity.

**BUSINESS  
ESPoo**

Don't alter the placement or scale of the elements.

**BUSINESS  
ESPoo**

Don't crop the symbol in any manner.

**BUSINESS  
ESPoo**

Don't add colours to individual elements.

**BUSINESS  
ESPoo**

Don't alter or replace the typefaces of the identity.

**BUSINESS  
ESPoo**

Don't skew, rotate or bend the identity (Only 90° rotation is allowed).

**BUSINESS  
ESPoo**

Don't use colours other than those specified in this document.

**ESPoo  
BUSINESS**

Don't rearrange the placement of the type within the identity.

**BUSINESS  
ESPoo**

Don't add extra elements to the identity.

**BUSINESS  
ESPoo**

Don't use drop shadows, strokes or other visual effects like blur, etc.

**BUSINESS  
ESPoo**

Don't change the transparency of the symbol.

**BUSINESS  
ESPoo**

Don't use the outlined version of the symbol.

Whenever in doubt, try to portray the identity of Business Espoo as bold and elegant, while avoiding any practices that might portray otherwise.

Here are a few examples of practices to avoid.

**VISUAL SYMBOL****BE Icon**

The BE Icon can be considered as a secondary or informal symbol which can be used in places where the primary symbol might not be suitable or required.

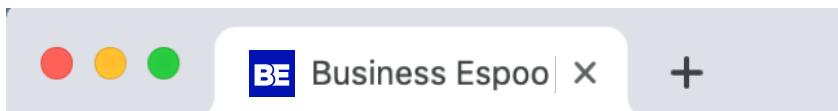
The BE Icon is ideal for small spaces and watermarks.

The BE Icon doesn't have as many limitations as BEVS, as it can be used with transparency, different colour, rotated, and used with other visual effects.

**Usage**

It must be clear that BE Icon is not the primary symbol and should never be used alone without accompanying primary symbol or name "Business Espoo".

It can be used as a website favicon or mobile app icon.



# Colours

For any identity, colour is one of the most recognisable aspect. Using colours appropriately is one of the easiest way to make sure that a cohesive image of Business Espoo is reflected correctly.

Colours were selected that reflect the bold and professional community. The primary colour draws inspiration from a very strong foundation of the City of Espoo.

Just like Business Espoo evolves from the City of Espoo, similarly the BE Blue colour is an evolution of Espoo's blue colour.

When using color builds, always use the color values listed here. They were adjusted for the best reproduction in print and on screen and do not match Pantone® Color Bridge breakdowns.

# BUSINESS ESPOO

Gradients can be created by using any colour specified in this document.

Although it is advised to only use similar colours for a smoother gradient.

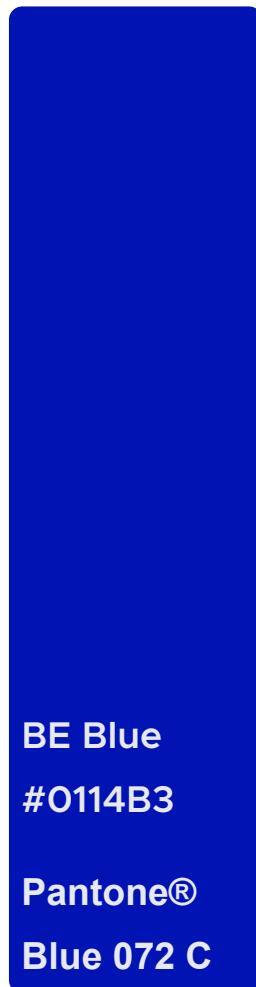
For example:

- Royal Blue - BE Blue
- BE Blue - Espoo Blue
- Royal Blue - Espoo Blue
- Green - Turquoise
- Orange - Red



## COLOURS

# Primary Palette



The primary colour palette contains the 2 sets of colours.

First set contains shades of Blue and the second set contains shades of grey with hint of BE blue hue.

Hue for BE Blue: 233.

**COLOURS**

# Secondary Palette

The Secondary Palette contains accent colours which can be used in different scenarios.

Colours except Black and White should not be used in grayscale documents.

Apart from all colours, Black (#000000) and White (#FFFFFF) are standard and shall only be used in situations when other colours are not available.



# Typography

When used properly, typography becomes a strong brand tool which can add meaning to what is being communicated.

Business Espoo's typography is clean, clear and well-defined. It is flexible and adapts to a wide range of situations.

The clarity comes from using one type of font-family that contains all necessary styles.

The font supports Latin, Central European, Euro, Turkish, Cyrillic, Western European along with Afrikaans, Baltic, Catalan and Dutch.

АБВГД҃ЕЕЁЇЖЗ҃ СИЙЇЙКЛМН  
ЊОПРСС Т҃ЌУЎФХЦЧ҃ШЩЫЭЮЯ

АБВГД҃ЕЕЁЇЖЗ҃ СИЙЇЙКЛМН  
ЊОПРСС Т҃ЌУЎФХЦЧ҃ШЩЫЭЮЯ

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

0123456789 0123456789 @#\$%^&\*~

АБВГД҃ЕЕЁЇЖЗ҃ СИЙЇЙКЛМН  
ЊОПРСС Т҃ЌУЎФХЦЧ҃ШЩЫЭЮЯ

АБВГД҃ЕЕЁЇЖЗ҃ СИЙЇЙКЛМН  
ЊОПРСС Т҃ЌУЎФХЦЧ҃ШЩЫЭЮЯ

## TYPOGRAPHY

# Primary Font - Arial

Arial Regular

Aa Aa

**Arial Black**

Aa

**Arial Bold**

Aa Aa

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyzxyz

0123456789

@#\$%^&\*~

Arial® Font Family is one of the most commonly used font library in the world. It is packaged with every copy of Windows and Mac OS.

This sans-serif font supports multiple languages and is web-safe.

## Usage

**Headline, Subhead, Caption, Body, Quote, Note, Code**

If there is a possibility and/or requirement, use the secondary or monospaced font interchangeably with the primary font.

The font is owned by Monotype Imaging Holdings, Inc.

Warning: Use the secondary font when there license of Arial® is not available.

## TYPOGRAPHY

# Secondary Font - Metropolis

## (For Professional Use)

The font of Metropolis is a modern, geometric typeface. It provides 18 style variations designed for optimal readability at small point sizes while beautiful at large point sizes.

It is released under **SIL Open Font License**.

Metropolis font is preferred for Website and other marketing materials due to its design and variations.

If Metropolis is unavailable for some reason, or it doesn't support a particular language, or a web-safe alternative is needed, then use Arial® font as fallback.

Thin	Extra Light	Light	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 0123456789 @#\$%^&*~
Aa Aa	Aa Aa	Aa Aa	
Regular	Medium	<b>Semi-Bold</b>	
Aa Aa	Aa Aa	Aa Aa	
<b>Bold</b>	<b>Extra-Bold</b>	<b>Black</b>	
<b>Aa Aa</b>	<b>Aa Aa</b>	<b>Aa Aa</b>	

## Usage

**Headline, Subhead, Caption, Body, Quote, Note, Code**

Available for download from <https://fontlibrary.org/en/font/metropolis>

## TYPOGRAPHY

# Size & Usage

The base size of font should be 14pt. Other sizes shall be in multiples of 14, for example: 28pt, 42pt, 56pt, 70pt, 84pt, etc. The minimum font size is 10pt to maintain legibility.

Do not mix fonts in the same paragraph or text area, unless it is done to demonstrate the alternative font.

Instead you can mix fonts by using one for heading and other for body. This document is a good example where all headings and captions use the Metropolis font, whereas the body and notes use the Arial font.

If there is a discrepancy, always achieve for the maximum legibility and cleanliness.

The following guidelines are recommended for consistent and harmonious experience.

**TYPOGRAPHY**

# Hierarchy

One of the most important function of typography is to determine hierarchy.

The suggested guide to follow while drafting documents or creating marketing materials like website or posters.

	Arial	Metropolis	
<b>Title</b> 56pt • Bold	<b>H1</b>	<b>H1</b>	
<b>Headline</b> 42pt • Bold	<b>H2</b>	<b>H2</b>	(Semi-bold if available)
<b>Subhead/Quote</b> 28pt • Regular	<b>H3</b>	<b>H3</b>	
<b>Body</b> 14pt • Regular	Paragraph	Paragraph	(Line-height: 20pt)
<b>Caption</b> 14pt • Black	<b>CAPTION</b>	<b>CAPTION</b>	(Extra-bold if available)
<b>Note</b> 10pt • Regular	Notes	Notes	(Line-height: 15pt)

# Graphics

**Too much text is never good.**

To make documents and marketing materials more interesting, there are many, many options. A great option is graphics.

This document covers and provides options for beautiful photography and some design samples of presentations.

Use of graphics must always be in a good taste and should corresponds nicely to the message that is being delivered.



**GRAPHICS**

# Photography

Memories are to be cherished. And photos help to keep them alive. Photos are perfect for sharing the feel and emotions of the Business Espoo.

## Usage

Photos should always be shared in a good spirit. They should always reflect the blossomed-nature of Business Espoo. The photos should always be focussed at the primary subject and not be used with low-resolution which may cause blur.

Always try to avoid photos with sad, angry or impatient faces, unless they are the specific requirement. Embarrassing photos of people should be avoided at all costs.

It is good practice to take consent of the people featured in the photo before using them in any material.

**GRAPHICS**

# Photo Samples



GOOD EXAMPLE

- The photo clearly focusses on the subject.
- The photo is well-lit.
- People look happy and cherished.



BAD EXAMPLE

- There is no particular subject. No message is properly conveyed.
- The people in the photo are disinterested.
- The photo is not well-lit.

### GRAPHICS

# Presentation Template

Presentations are an integral part of any corporate culture. The following PowerPoint® Template will assist in creation of harmonious and consistent presentations across-the-board.

## Usage



### Title Slide

All presentation must begin with a title slide.



### Section Header Slide

This slide should at the beginning of new section or chapter in the presentation.

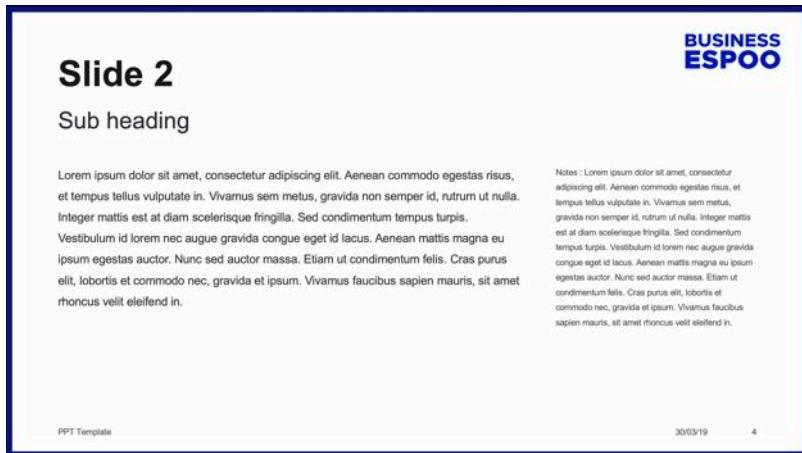
**GRAPHICS**

# Presentation Layouts

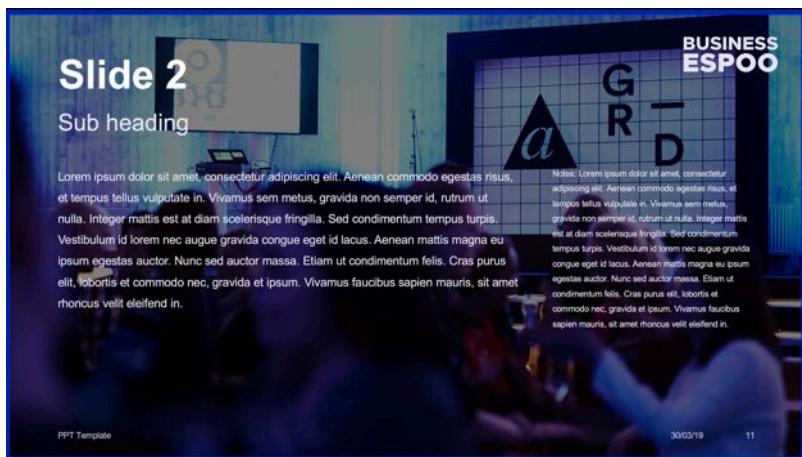
Both light and dark layout will have same title and section header slides.

Layouts are interchangeable without any loss in data.

If it is required that the background images shall be visible without any overlay, it is recommended to either user a blank slide or use PowerPoint® feature to “Hide Background Graphics”.

**Light Layout**

- Light background
- Blue borders (0.25cm) with inset shadow
- BE-Blue Symbol
- Dark coloured text
- 6 slide layouts available

**Dark Layout**

- Image background with black overlay (opacity 50%)
- Blue borders (0.25cm)
- BE-Grey10 Symbol
- Light coloured text
- 6 slide layouts available

# **BUSINESS ESPOO**

Visual Identity and  
Style Guidelines

**BusinessEspoo.com**

English • 2019

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