

TUOTTAJAMARKET.FI



BRAND GUIDELINES

FEBRUARY 2024

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ABOUT BRAND

This Brand Book was generated to give Tuottajamarket.fi, a resource for how to use your Brand in other platforms like: web, fliers, signage and more. A Brand Book helps you stay true to the investment you made in your logo and provides consistency and professionalism to your identity. A highly-recognized brand can become a valuable asset to a company. This guide can be used as an internal document and may also be shared with vendors who may need access to such information as colors and proper placement of the logo. As the Tuottaja-market.fi grows, staying true to the initial design will help create a consistent brand image.

LOGO IDENTITY

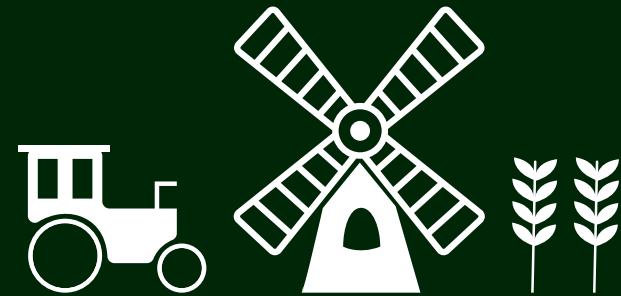
The purpose of designing a Logo is to enable velocity and consistency. It allows product teams to quickly create solutions and maintain consistency across a wide range of communications. Establishing a brand visual language supports good communication and narrative. It creates inspiration, consistency and artifacts for public consumption.



OFFICIAL LOGO

BRAND ELEMENTS

Tuottajamarket.fi has its own Brand Elements that identifies their brand. These are the alternate identifiers, used in instances when logotype of Tuottajamarket.fi is not included on web pages or any medium.



TUOTTAJAMARKET.FI



TUOTTAJAMARKET.FI

LOGO VARIATIONS



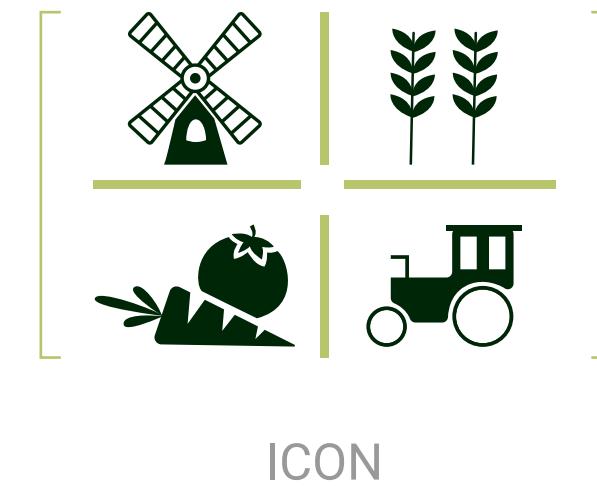
OFFICIAL LOGO



ALTERNATE LOGO

LOGO SIZING

Minimum height: All versions of the Tuottajamarket.fi logo may be upscaled proportionately to any size. However, to maintain legibility, minimum height restrictions apply which is 1" height.



CLEAR SPACE

Clear Space: To ensure the logo is free of any visually distracting elements, a minimum clear space has been defined. this clear space changes proportionately in relation to the height of the logo.



TUOTTAJAMARKET.FI

Please allow adequate spacing at all times.

FAVICON / ICON

Favicons make you stand out and give your brand a unique identity. Its main purpose is to help visitors locate your page easier when they have multiple tabs open. Favicons are not to be confused with logos but are sometimes the same. However, it is a small 32x32 pixel round icon that serves as branding for your



FAVICON / ICON

TYPOGRAPHY

Elliot Sans

Aa

Elliot Sans is a free sans serif font, characterised by excellent legibility in print and digital areas. The font may be used in the full range of weights offered in the family.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

TYPOGRAPHY

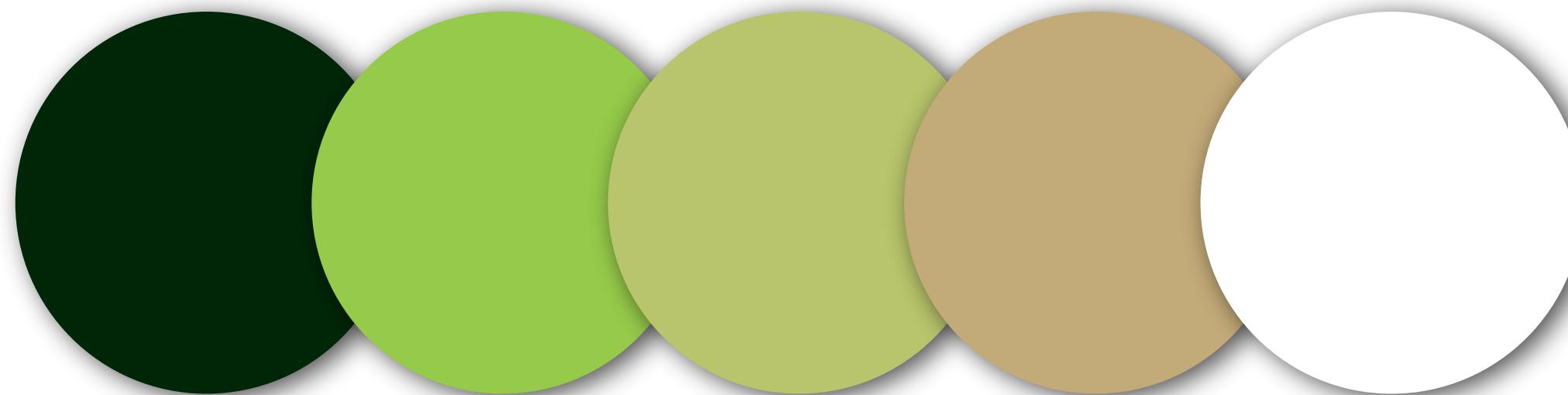
ROBOTO

Aa

Roboto is a free typeface, characterised by excellent legibility in print and digital areas. The font may be used in the full range of weights offered in the family.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

COLOR PALETTE



HEX 002809
CMYK C91 M37 Y92 K80
RGB R0 G40 B9

HEX 98CA4A
CMYK C45 M0 Y93 K0
RGB R152 G202 B74

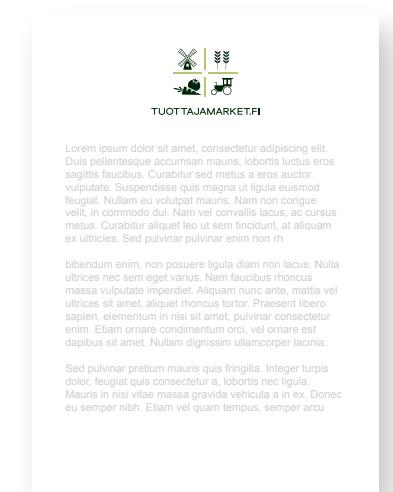
HEX B9C56C
CMYK C31 M11 Y37 K0
RGB R185 G197 B108

HEX C3AA79
CMYK C25 M30 Y59 K0
RGB R195 G170 B121

HEX FFFFFF
CMYK C0 M0 Y0 K0
RGB R255 G255 B255

DO'S AND DON'TS

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in the guide.



Letterhead example

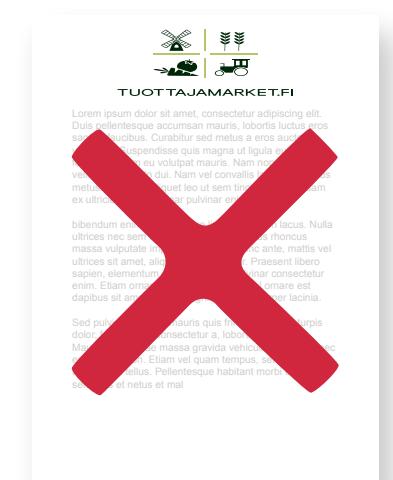


Photography example



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Logo Crop example



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