Brand Guidelines

Version v.3.
Dynamo&Son. 14.5.2014.

Futurice

Futurice Colours

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Main Colours

Futurice Green
Pantone 7740
R50 G158 B65
C75 M0 Y95 K15

Black
Pantone Black 4
R33 G15 B0
C41 M57 Y72 K90

Accent Green Light

Pantone 7738
R65 G175 B70
C74 M0 Y98 K2

Accent Green Dark

Pantone 7743
R38 G104 B38
C71 M8 Y100 K50

Accent Colours

Pantone 573
R205 G236 B228
C20 M0 Y14 K0

Pantone 7444
R190 G195 B230
C27 M21 Y0 K0

Pantone 113
R255 G240 B70
C0 M2 Y83 K0

Pantone Warm Gray
R242 G238 B230
C3 M3 Y6 K7

Pantone 7541
R238 G243 B245
C7 M1 Y3 K2

Pantone 7499
R255 G240 B210
C1 M2 Y24 K0

Pantone 561
R0 G90 B75
C84 M20 Y58 K54

Pantone Violet
R70 G40 B154
C90 M99 Y0 K0

Pantone 151
R255 G130 B30
C0 M60 Y100 K0

Pantone 482
R240 G214 B195
C4 M17 Y21 K7

Pantone 434
R225 G220 B220
C5 M11 Y8 K12

Pantone 600
R255 G245 B175
C2 M0 Y39 K0

Pantone 548
R0 G52 B65
C100 M21 Y28 K76

Pantone 261
R80 G10 B90
C62 M100 Y9 K44

Pantone Warm Red
R255 G82 B64
C0 M83 Y80 K0

Pantone 410
R114 G98 B95
C22 M33 Y28 K60

Pantone 430
R126 G135 B139
C33 M18 Y13 K40

Pantone 7485
R230 G245 B220
C9 M0 Y18 K0

Colour Combinations

Spring Day | Spruce | Forest — Fresh

Late Winter | Eskimo | Gas Flame — Cool

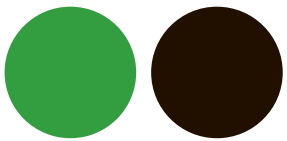
South | Beach Sand | Morning — Warm

Kiwi | Melon | Plum — Twisted

How to use

- Mittasuhteet vapaat, kunhan hierarkiaa löytyy
- Mustaa ja Futu-vihreää saa lisätä mihin tahansa combinaatioon
- Muista valkoinen
- Kaikissa yhdistelmissä suurin ala maanläheistä sävyä, räikeämpiä sävyjä käytetään hillitymmin

Can be added to any combination:



Bright colours in infographics:

Logo

futurice

About the Logo (philosophy, symmetry, how it reflects Futu-values etc)

Lucas Sharp's font Sharp Sans injects some humanism into the Futura model. With its sheered terminals and true italics, Sharp Sans combines the appealing typographic compensation of the grotesque, with the plump circular bowls of the geometric. The result is a typeface suited for both text and display use that breaths life into the genre of the geometric sans.

Logo

futurice

Positive Logo (grayscale)

futurice

Negative Logo (grayscale or dark background)

futurice

Primary Logo (Futurice-green)

Typography

Sharp Sans Light

Light

Sharp Sans Semibold

Semibold

Sharp Sans Book

Book

Sharp Sans Bold

Bold

Sharp Sans Medium

Medium

Sharp Sans Extrabold

Extrabold

About Sharp Sans

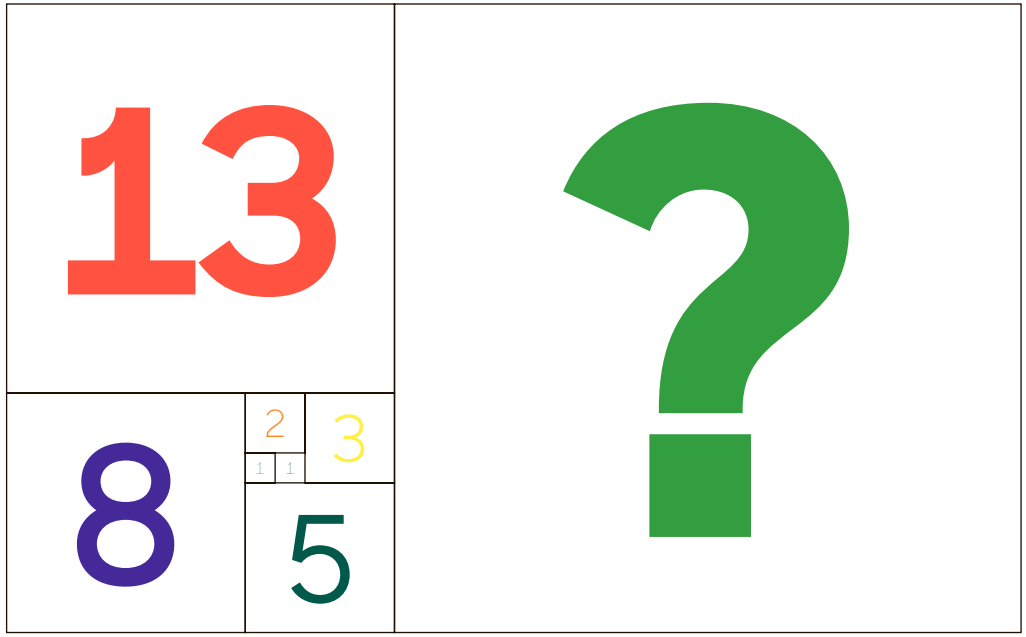
Lucas Sharp's font Sharp Sans injects some humanism into the Futura model. With its sheered terminals and true italics, Sharp Sans combines the appealing typographic compensation of the grotesque, with the plump circular bowls of the geometric. The result is a typeface suited for both text and display use that breaths life into the genre of the geometric sans.

1. # Bigger Headline

2. ## Smaller Headline

3. Traditional IT houses are too slow to provide quality solutions for today's demands. With ***Lean Startup techniques***, startups and larger modern Internet companies with built-in startup mentality have the agility to deliver new digital services in months instead of years.

We at Futurice create bespoke mobile and web services. Our cross-functional teams combine ***consulting, design and software development*** with a focus on rapid release cycles.

4. 

1. Big Headline, Sharp Sans Extrabold. 74 pt. Leading 70 pt. Optical kerning = 0.
2. Small Headline, Sharp Sans Bold. 22 pt. Leading 20 pt. Optical kerning = 5.
3. Body Text, Sharp Sans Book. 11,5 pt. Leading 16 pt. Optical kerning = -15.
   Accent Text, Sharp Sans Semibold Italic.
4. All work and no play...

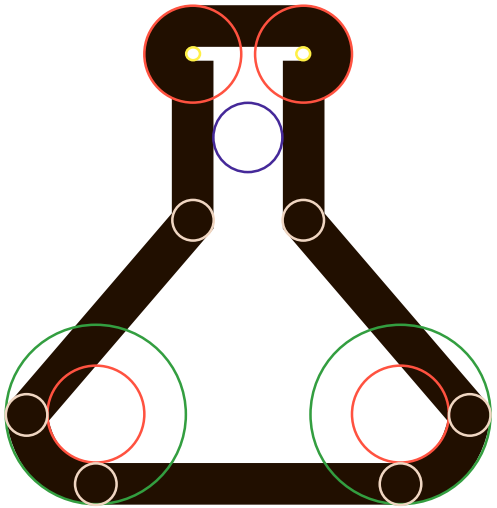
Personnel Photography

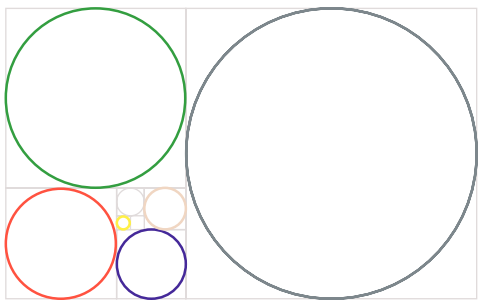
Nick Tulinen lorem ipsum.

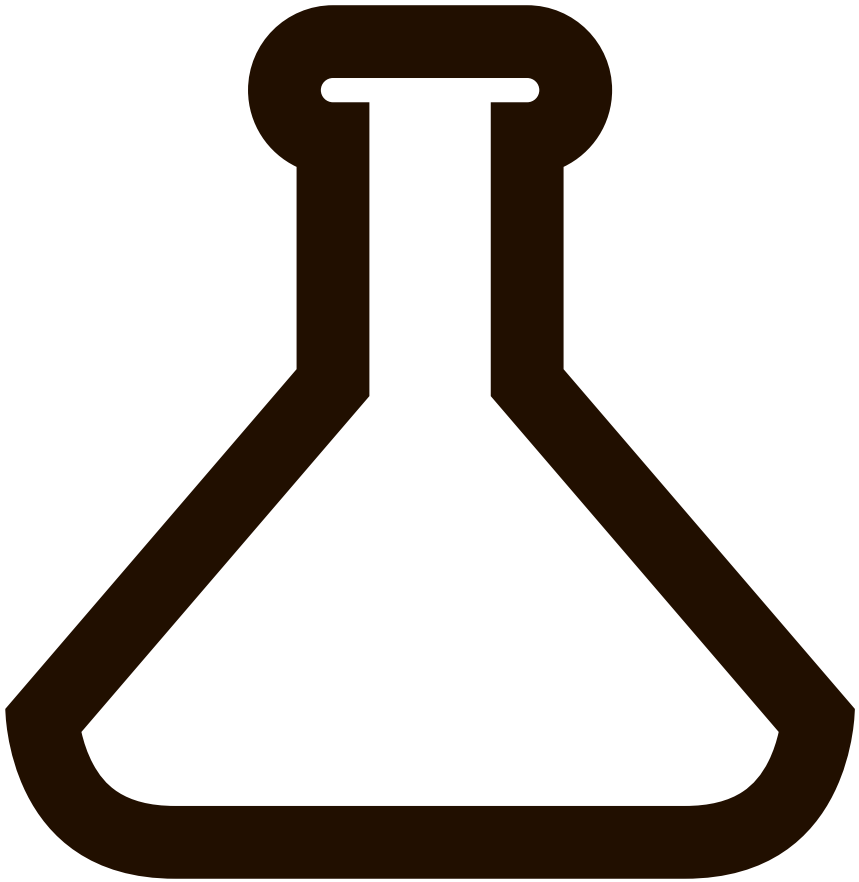
Nick Tulinen's lorem ipsum... Sharp Sans injects some humanism into the Futura model. With its sheered terminals and true italics, Sharp Sans combines the appealing typographic compensation of the grotesque, with the plump circular bowls of the geometric. The result is a typeface suited for both text and display use that breaths life into the genre of the geometric sans.

Nick Tulinen's lorem ipsum... Sharp Sans injects some humanism into the Futura model. With its sheered terminals and true italics, Sharp Sans combines the appealing typographic compensation of the grotesque, with the plump circular bowls of the geometric. The result is a typeface suited for both text and display use that breaths.

Iconography



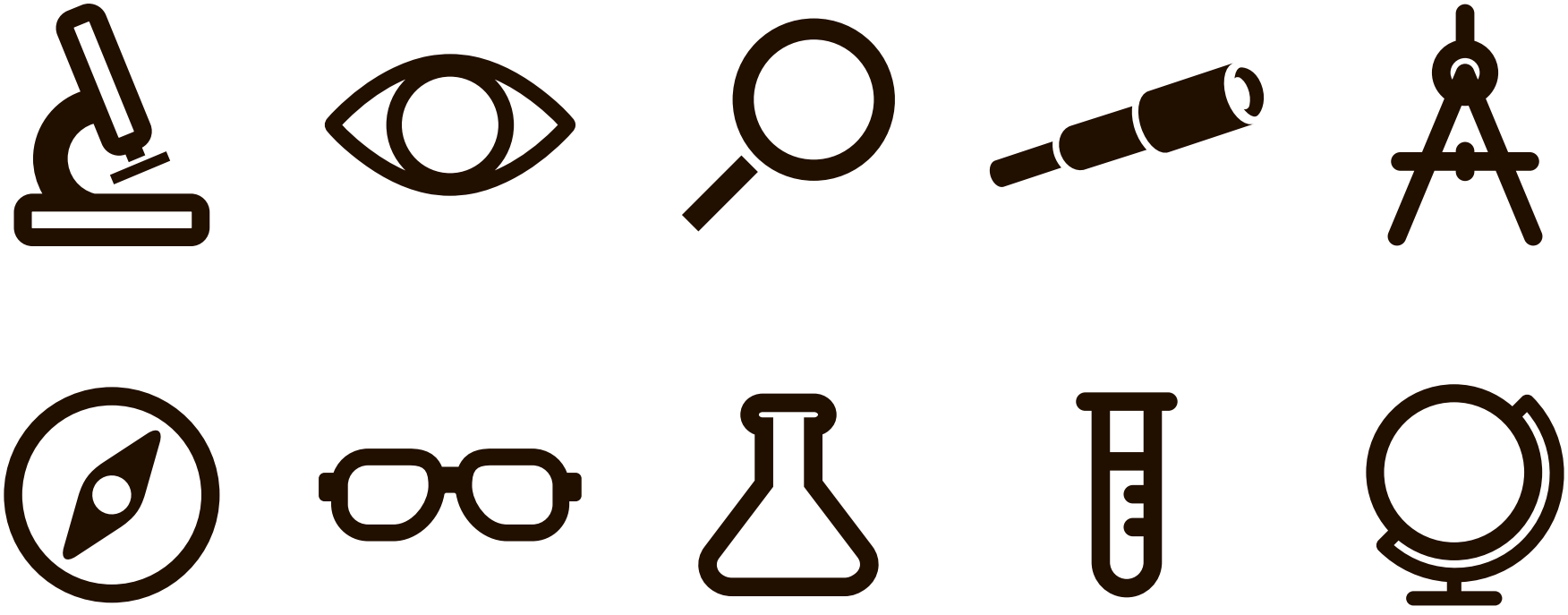




About Iconography

Icons should be geometric, simple and lorem ipsum dolor. Dynamo&Son provides basic set, which can be expanded with The Noun Project icons. The Noun Project has more than 25,000 icons and the collection grows each day.

Iconography



About Iconography

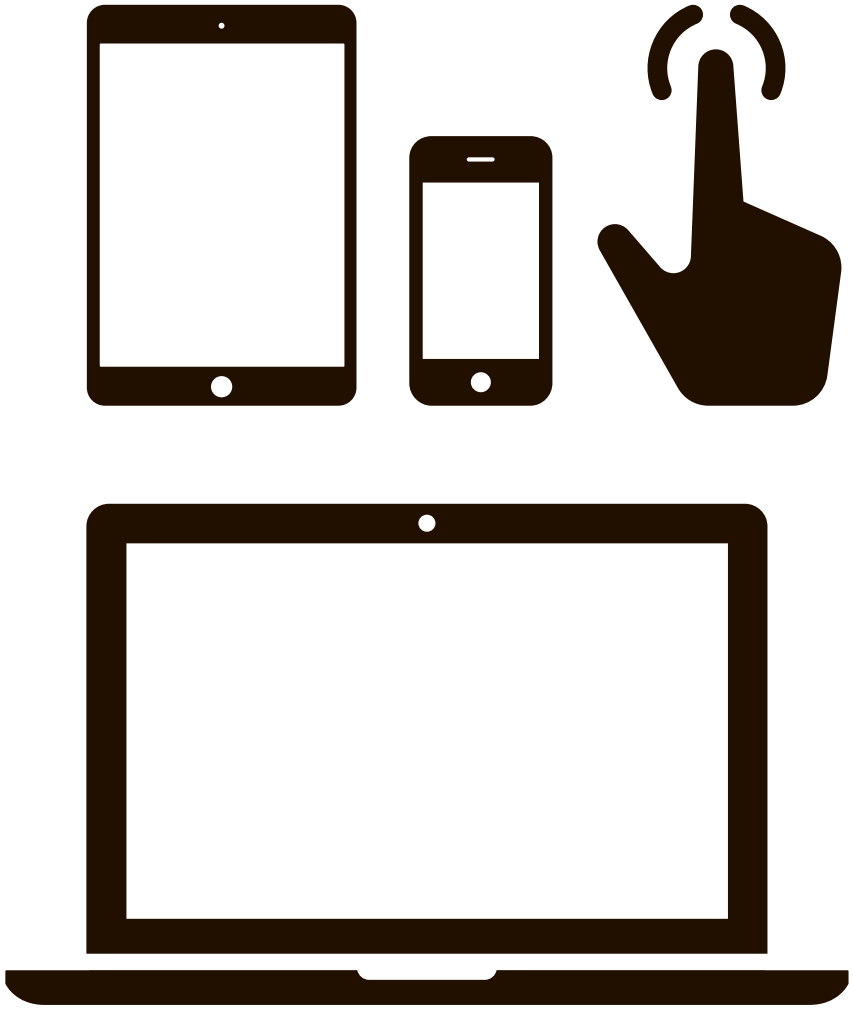
Icons should be geometric, simple and lorem ipsum dolor. Dynamo&Son provides basic set, which can be expanded with The Noun Project icons. The Noun Project has more than 25,000 icons and the collection grows each day. Every icon is checked for aesthetic virtue and proper formatting, so your work will always look professional and consistent.

The Noun Project

The Noun Project's collection is created by a global community of icon creators. Forty percent of the profits from each Premium Account go directly to the linguists and professional designers who are helping us build the world's visual language.

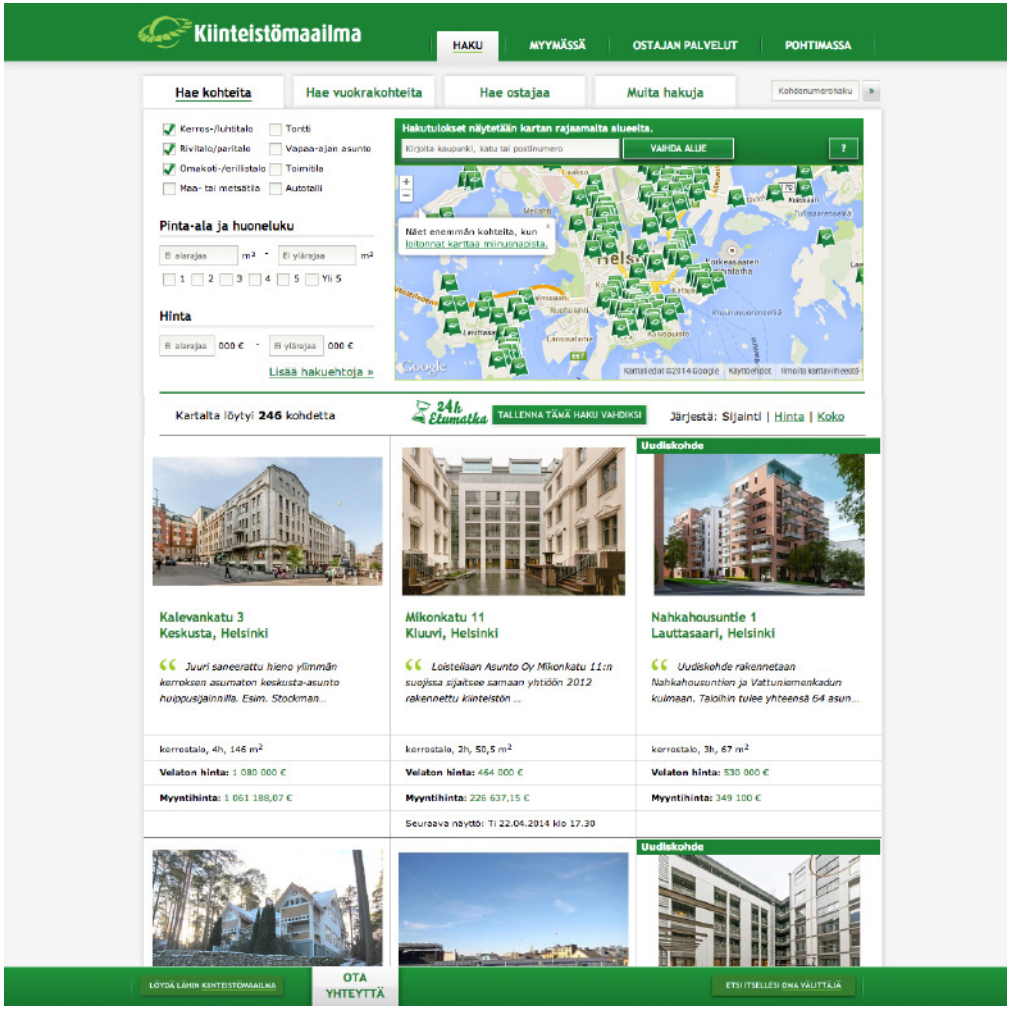
http://thenounproject.com/

Case Studies (examples coming soon)



Device Icons

Icons to symbolize different touchpoints etc. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



Screenshots

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