

The aaltologo package

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URL: https://wiki.aalto.fi/display/aaltolatex/

2011/02/19, Version 1.1.2

Abstract The aaltologo package provides LATEX commands for drawing the Aalto University logo. Commands for drawing the large and small logo with user-defined color and mark or with a random color and a random mark are provided. In addition to the logo drawing commands, the package redefines the document fonts to follow the visual identity guidelines of Aalto University and it defines and names the colors that are used with the Aalto University visual identity.

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A quick reference of the package use is typed in the margin of this document.

Notation used in this documentation LATEX code fragments given in this document use the typewriter (i.e. monospace) font. The color of a code fragment indicates the type of the code with the Aalto University gray corresponding to commands and variable naming conventions and the Aalto University (darker) green color corresponding to command or package variables and options.



Preface

Aalto University¹ has a logo designed by Rasmus Snabb that consists of a specially drawn letter A followed by either a question mark (?), an exclamation mark (!), or a double quotation mark (")². In addition, the logo includes also the university name and two optional lines for the school (or the institute) name. There are two different versions of the logo, a large one and a small one. In the large logo, the university and the optional lines are written below the letter A and the mark whereas in the small logo they are written on the right side of the mark either in Finnish, Swedish, or English, which are the official languages of Aalto University.

The logo has five different color modes. In regular use, the color of the mark is either the Aalto University red, blue, or yellow. With these mark colors, the color of the letter A and the university name is black, and the optional lines are written using the Aalto University gray color. In addition, there are an all-black and an all-white modes of the logo that has all logo components in black or white, respectively.

The aaltologo package provides commands to draw the Aalto University logo in LaTeX following the visual identity guidelines of Aalto University. The logo can be drawn with a user-defined color and mark or with a random color and a random mark. In addition to the logo drawing commands, the package sets the document fonts to follow the visual identity guidelines of Aalto University, and it defines and names the color set that can be used together with the Aalto University visual identity.

This documentation of the aaltologo package is organized as follows. First, the use of the package and the options it accepts are discussed in Section 1 and the basic use of the logo drawing commands is described in Section 2. The color definitions the package provides are introduced in Section 3 and the font definitions are explained in Section 4. Finally, a reference guide for package and class writers who want to use this package is given in Section 5. Code examples of the use of the package, a troubleshooting guide, detailed information about the color definitions the package provides, examples of the fonts defined by the package, and information about the school and institute abbreviations the package internally uses are given in the Appendix.

Installation

Put the aaltologo package, i.e. the file named as aaltologo.sty, to a place where LATEX can find it. This means that you need to put the file either in the texmf tree (global installation) or in the folder that contains your source files (local installation only to those documents in that folder).

²Detailed information about the Aalto University logo and visual identity can be found from publication "Rasmus Snabb and Aalto University Marketing and Communications, Visual Identity Guidelines, Aalto University Marketing and Communications, Espoo, Finland, January 2010."



¹Webpage: http://www.aalto.fi/

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The aaltologo package The aaltologo package, the file aaltologo.sty, has been published under the Creative Commons Attribution No-Derivative license³. This means that you can use the package freely in your own documents, packages and classes but it also means that you cannot base your own Aalto University logo package upon this package. Furthermore, if you want to write your own Aalto University logo package, you need to contact the Aalto University Marketing and Communications before publishing your package. However, you can use this package as an example in designing your own packages implementing the visual identity of a company/university.

The aaltologo package documentation This document, the documentation for the aaltologo package, has been published under the Creative Commons Attribution license⁴. This means that you *can* freely write your own documentation for the aaltologo package based on this document as long as you give credit for the original documentation by citing it appropriately.

Changes

Version 1.1 Options for the new schools, School of Engineering, School of Chemical Technology, School of Science, and School of Electrical Engineering, are included. Options for the School of Science and Technology are deprecated but still supported, resulting in plain university logo(s). Color media change command is included. A counter that indicates how many optional lines the logo has is included. The typewriter font has been changed to one that fits better to its typical use.

Version 1.1.1 The official abbreviations of the university schools are included as package options.

Version 1.1.2 Possibility to use the package without the babel package is enabled, and in such case the logo(s) will be in English.

Version 1.0 Initial publication of the package. Offers commands to draw a logo with user-defined scale, mark, and color, and a random logo with user-defined scale. The text lines of the logo are drawn according to the document language. The school and institute name appearing in the logo is defined by giving the school/institute name as a package option. The Aalto University visual identity colors are defined by the package as are the fonts that match the visual identity guidelines. Media definition for the colors is given as an option to the package.

Versions 0.X Progress towards Version 1.0. Different features of Version 1.0 were introduced cumulatively.

⁴Can be found at http://creativecommons.org/licenses/by/1.0/



³Can be found at http://creativecommons.org/licenses/by-nd/1.0/

1 How to Use the aaltologo Package

The aaltologo package is included in the document using the standard LATEX inclusion way via the \usepackage command. If you want the logo text lines to be in Finnish and/or Swedish, you need to include the babel package with appropriate language option(s) also. That is, you need to write your document preamble as

Include:
\usepackage%
{aaltologo}

```
% Set the document class and its options
\documentclass[<document options>]{<class>}
% Set required packages for input encoding etc.
\usepackage[<package options>]{<packages>}

%% The babel package is required for logos in Finnish or Swedish
% For logos in English it is not necessary
\usepackage[<language options>]{babel}

%% Include the aaltologo package
% Can be included before or after the optional babel package
\usepackage[<aaltologo package options>]{aaltologo}

% Set additional packages as desired.
\usepackage[<package options>]{<packages>}
% However, do not define font encoding nor any fonts!
```

so that you define *at least one* language option for the babel package if you include it. Note that you are *not allowed* to define any fonts or the font encoding after the inclusion of the aaltologo package⁵. However, you can redefine the default font of the document be the serif or the sans serif font. The default font depends on the document class, and it is the serif font in classes whose output is to be printed, like article and book, and the sans serif font in classes whose output is to be read from a screen or to be projected on a wall, like prosper and beamer. However, typically the default font is already defined by the document class so the user do not need to define it. If the change needs to be done by the user, it is done using a command \renewcommand*{\familydefault}{<family>} where the family option is either \rmdefault or \sfdefault for the serif and the sans serif font, respectively.

The option(s) you give to the optionally included babel package define(s) the language(s) that can be used in the document. Of the language options you give to the babel package the last language is selected to be the default language of the document. The official languages of Aalto University, i.e. Finnish, Swedish, and English, are obtained with language options finnish, swedish and english, respectively. The document language can be changed with a command \selectlanguage{<language option>} in the running text. The language of the logo text line(s) depend on the document language. If the document language is not Finnish, Swedish, or English, the logo language is reverted to English. Similarly, if the

⁵However, you are allowed to change the math font, see Section 4.1 for further discussion on this.



Logo text lines in Finnish and/or Swedish:

\usepackage%
[<language>]%
{babel}

babel package is not included, the aaltologo assumes that the document language is English and hence the logo text lines are in English.

The aaltologo package provides options for the school or institute name that appears in the optional lines of the logo and for the media definition of the Aalto University colors, separated by a comma. By default, when the no options are given, i.e. the package is included with a command \usepackage{aaltologo}, the optional lines are left blank and the color media definition is set to RGB. Next, the package options are explained more thoroughly.

1.1 School or institute name options

School:
\usepackage%
[<school>]%
{aaltologo}

The aaltologo package takes the school or institute name as an option. The school or institute name is written explicitly, i.e.

\usepackage[<School or Institute Name>]{aaltologo}

with the name written as is or without spaces either in Finnish, Swedish, or English. As mentioned above, the language of the school or institute name depends on the document language. That means that the school or institute name option can be given in any of the applicable languages and the package automatically changes the language of the name to match the document language.

It should be noted that only official school and institute name spellings are supported by the package. Pay attention to the capital letters in the name. For the schools the official abbreviation can also be used. If multiple school or institute name options are given, the last given option is used. The default school or institute name is blank, i.e. the logo contains no optional lines.

Furthermore, since the school names can include accented letters ä and ö and because the accented letters are a special case in LATEX, the school names need to be given with these letters changed to a and o. That is, the school name can be the following (also with spaces, all or just some of them, omitted):

- Kauppakorkeakoulu,
- Handelshogskolan,
- School of Economics,
- Taideteollinen korkeakoulu,
- Konstindustriella hogskolan,
- School of Art and Design,
- Insinooritieteiden korkeakoulu,
- Hogskolan for ingenjorsvetenskaper,
- School of Engineering,
- Kemian tekniikan korkeakoulu,



- Hogskolan for kemiteknik,
- School of Chemical Technology,
- Perustieteiden korkeakoulu,
- Hogskolan for teknikvetenskaper,
- School of Science,
- Sahkotekniikan korkeakoulu,
- Hogskolan for elektroteknik, and
- School of Electrical Engineering.

The abbreviations of the schools that the aaltologo package accepts are

- ECON (= School of Economics, aka Aalto ECON),
- TAIK (= School of Art and Design, aka Aalto TAIK),
- ENG (= School of Engineering, aka Aalto ENG),
- CHEM (= School of Chemical Technology, aka Aalto CHEM),
- SCI (= School of Science, aka Aalto SCI), and
- ELEC (= School of Electrical Engineering, aka Aalto ELEC).

The options for the School of Science and Technology,

- Teknillinen korkeakoulu,
- Tekniska hogskolan, and
- School of Science and Technology,

that were available in Version 1.0 of the package are still accepted, but the package issues a warning. With these package options, the logo will not contain the optional lines, i.e. it will contain only the university name.

The institute names that the package supports are

- Design Factory,
- Media Factory.
- Service Factory,
- Pienyrityskeskus,
- Small Business Center,
- Kirjasto,
- Biblioteket, and
- Library.

Institute:

\usepackage%
[<institute>]%
{aaltologo}



Aalto University

For campus libraries it is possible to given the campus name as an option. Here, it is crucial to give the campus library option *after* a library option, i.e. Kirjasto, Biblioteket, or Library. If you fail to do so, a warning is issued and the institute name is not changed to the campus library. Again, since some of the campus names contain an accented letter ä or ö, they need to be replaced with a and o, respectively. The library campus names the package supports are

- Arabia,
- Otaniemi,
- Otnas,
- Toolo, and
- Tolo.

The options Pienyrityskeskus and Small Business Center sets automatically the first optional text line of the logo, i.e. the line after the university name, to Kauppakorkeakoulu, Handelshögskolan or School of Economics depending on the document language and the second optional text line of the logo to either Pienyrityskeskus or Small Business Center. Note that the School of Economics Small Business Center does not have a swedish name. If the document language is Swedish, the university and school names are in Swedish but the Center name is in English.

1.2 Color media options

In addition to the school or institute name, the aaltologo package takes the color media as an option. The colors the package provides are defined according to the given color media definition. The applicable color media options are:

• RGB,

Color media:

[<media>]%

{aaltologo}

\usepackage%

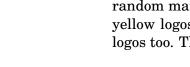
- Coated, and
- Uncoated.

The use of any other color media option results in an error. If multiple color options are given, the chosen color media is the last.

The option RGB should be used with material that is read from a screen or a projector, whereas options Coated and Uncoated are for material that is supposed to be printed on a coated and an uncoated paper, respectively. The default color media is RGB.

2 Logo drawing commands

The aaltologo package provides commands for drawing the Aalto University logo using user-defined color and mark or using a random color and a random mark. In addition to the "normal" Aalto University red, blue and yellow logos, the commands can be used to draw all-black and all-white logos too. These commands are described next.





2.1 User-defined logos

If a specific, large Aalto University logo is desired to be drawn, it can be obtained with a command (note the mixed case command name)

User-defined large logo

\AaltoLogoLarge{scale}{mark}{color}

where parameter

scale is the scaling factor, with 1 resulting in full size logo (the height of the letter A is 21 mm),

mark is the desired mark, either? (question mark), ! (exclamation mark), or " (two single quotation marks), and

The color options should be self-explanatory and they (excluding black and white) are defined color names, see Section 3.

Similarly, if a specific, small Aalto University logo is desired, it can be obtained with a command

User-defined small logo

\AaltoLogoSmall{scale}{mark}{color}

with scaling factor of 1 resulting in full size logo that has the letter A height of approximately 13 mm.

It should be noted that the commands *do not guarantee* the safety margins of the logo to be as specified in the visual identity guidelines. Therefore, the user may need to add some space around the logo to obtain the instructed safety margins by placing the logo drawing command inside, for example, a minipage environment containing the needed spacing commands.

2.2 Random logos

According to the visual identity guidelines, the logo should be different from an appearence to another. By utilizing the automatization LATEX provides, the aaltologo package provides commands for drawing a logo with a random mark and a random color. An example on the use of the random logo can be found from the footer of this document where a random small logo is drawn on the left.

A random large and small logo are obtained with commands

Random logos

\AaltoLogoRandomLarge[<color option>]{scale}

and

\AaltoLogoRandomSmall[<color option>]{scale}

respectively. The optional color option given in square brackets, either white, black or aaltoBlack, sets the randomization change only the mark and draw an all-white or an all-black logo. The scale parameter scales the size of the random logo. As with the user-defined logos, the random logos are not guaranteed to have the specified safety margins.



3 Color name definitions

The Aalto University visual indentity guidelines define a set of colors that can be used together with the Aalto University logo. The color palette consists of three main colors, Aalto University red, blue and yellow, that are used in the logo and six additional colors that are located in between the main colors in the color circle. In addition, the color palette contains also white, black and the Aalto University gray colors.

Names of the Aalto University colors The aaltologo package defines names for the colors of the Aalto University visual identity guidelines using naming convention aalto[ColorName] with [ColorName] replaced with the (mixed case) color name. The names of the colors that the package defines are (clockwise in the color circle given in the Aalto University Visual Identity Guidelines, starting from the top):

- aaltoYellow,
- aaltoOrange,
- aaltoRed,
- aaltoFuchsia (the color next to aaltoRed),
- aaltoPurple (the color next to aaltoBlue),
- aaltoBlue,
- aaltoTurquoise,
- aaltoGreen (the darker green), and
- aaltoLightGreen (the lighter green next to aaltoYellow).

In addition to the color circle colors, the aaltologo package defines the Aalto University gray with a name aaltoGray and black as aaltoBlack. The latter definition is required as the default black color may have a color media definition that is different from the color media definition the aaltologo package is using.

It should be noted that the actual color definition of the named colors depend on the color media used. The different color media options define these colors slightly differently and therefore the color media package option should be set according to the use purpose of the produced material.

In addition to the colors mentioned above, the aaltologo package defines the Aalto University gray using its grayscale definition with a name aaltoGrayScale. This color should be used only with material that is mostly black and white, and that will be printed with a monochromatic (i.e. black-and-white) printer.

4 Font definitions

Fonts

In addition to the logo drawing commands and the color definitions, the aaltologo package redefines the document fonts to fulfill the visual identity



guidelines of Aalto University. The package sets the font encoding to T1 (extended TEX) and replaces the default font definitions. Since neither the original or the replacement fonts (Nimbus Sans and Sentinel, Arial and Georgia) are by default included in standard LATEX distributions, the package uses alternative fonts that are approved by the Aalto University Marketing and Communications and that are available in standard LATEX distributions.

The serif font, the default font in many document classes, is set to *New Century Schoolbook* by the aaltologo package. The sans serif font is set to *Helvetica*⁶. The serif and the sans serif font can be chosen in a running text with commands \textrm{serif text} and \textsf{sans serif text} (local commands) or with \rmfamily and \sffamily (global commands), respectively.

Aalto University visual identity guidelines do not define a typewriter font at all. However, the aaltologo package defines a typewriter font that is approved by the Aalto University Marketing and Communications and the package sets the typewriter font to *TXTT*. It is recommended that the typewriter font is used sparingly in text, but the typical use of the typewriter font such as code examples is allowed. The typewriter font can be chosen in a running text with commands \text{textt{typewriter text}} (local command) and \ttfamily (global command).

4.1 Note on the math font

It should be noted that the aaltologo package does not define the font for mathematical typesetting. All mathematical text is written using the default font of the class and the special mathematical characters are written using the *Computer Modern* math font if the math font is not redefined. The choice of the math font is left for the user, but there are a couple of things that should be kept in mind before choosing the math font.

It should be noted that many packages that change the math font also change (at least one of) the basis (serif, sans serif, typewriter) font definitions. There are two safe choices, namely fouriernc (included in standard LATEX distributions) and millennial (not included in standard LATEX distributions), that use and that are matched to New Century Schoolbook serif font. These packages can be included after the inclusion of the aaltologo package without affecting the sans serif and the typewriter fonts.

5 Reference guide

In this section, the interfaces the aaltologo package provided for package and class writers are described. The most interesting interfaces are the information of the current logo mark and color of the random logos, external randomization of the logo parameters, information of the school or institute currently used in the logo, the number of optional lines appearing in the logo, change of the color media, and a set of color definitions

⁶A reader who is familiar with the history and the development of fonts may already know that Nimbus Sans is actually based on Helvetica.



Math font

that are related to the color of the logo mark.

5.1 Logo mark and color information

Mark and color of random logos

When drawing *random* logos, the aaltologo package stores the information of the recently randomized mark and color into separate counters and variables. The counters use numbers from 1 to 3 that have a mapping to the logo colors and marks. The variables contain the information of the color and the mark in textual form that correspond the actual parameter that can be given to a user-defined logo drawing command. Drawing a user-defined logo does not affect the content of the counters or the variables.

The information of the current logo mark is stored in a counter called aaltologo_mark and in a variable \AaltoLogoMark. The aaltologo_mark counter values as arabic numbers are mapped to the textual form of the \AaltoLogoMark variable as

- aaltologo_mark = 1 ⇔ \AaltoLogoMark = ?,
- aaltologo_mark = 2 ⇔ \AaltoLogoMark = !, and
- aaltologo_mark = 3 ⇔ \AaltoLogoMark = ".

The current color information is stored in a counter called aaltologo_color and in a variable \AaltoLogoColor. The counter values are mapped to the color name as

- aaltologo_color = 1 ⇔ \AaltoLogoColor = aaltoRed,
- aaltologo_color = 2 ⇔ \AaltoLogoColor = aaltoBlue, and
- aaltologo_color = 3 ⇔ \AaltoLogoColor = aaltoYellow.

For instance, in this page the aaltologo_mark counter value is 1 (obtained by typing a command \arabic{aaltologo_mark}) and the variable \AaltoLogoMark is ?. The aaltologo_color counter value is 2 and the variable \AaltoLogoColor is aaltoBlue.

Warning! The counter values and the variables can obviously be changed in the running text. However, it should be noted that definition of the variables with a mark and a color name other than the predefined leads to a corrupted logo. Therefore, it is highly recommended that these variables are *never* changed by hand.

5.2 External logo randomization command

External logo randomization

In addition to the internal randomization of the logo parameter by the random logo drawing commands, the aaltologo package provides a command for randomizing the logo parameters externally. In fact, the random logo drawing commands use this external command in their implementation. The randomization command is

\AaltoLogoRandomize[<color option>]



where the optional color option given in the square brackets is either white, black, or aaltoBlack. If the color option is not given, the command randomizes both the mark and the color. With a valid color option, only the mark is randomized, whereas with an invalid color option both the mark and the color are randomized. The randomized logo parameters are stored to the color and mark counters and to the respective variables.

An example of the use of this external randomization command is given in this document. The logo parameters are randomized every time in the document footer after drawing the logo. The randomized parameters are used in the logo of the footer in the next page. Why this is implemented this way? Since the document is laid out in LATEX so that the main document text is laid out *before* any other parts like the header and the footer, the examples of the counter and variable values given in Section 5.1 would have been wrong if the randomization is done in the logo drawing using the \AaltoLogoRandomSmall command. Therefore, if the current color and mark information is used to modify the layout of a page, say, by changing the color of a certain part (see Section 5.6 for an example case), it is recommendable to randomize the logo parameters at the very end of the page like in the footer (and once in the document preamble) and use the logo parameters in a user-defined logo drawing command where needed.

5.3 The school or institute name written in the optional lines

If desired, the information of the school or institute name that will be written in the optional text lines in the logo can be accessed via variables

Selected school or institute

\AaltoLogoSchool \AaltoLogoInstitute

that store abbreviations that are used by the logo drawing commands in determining what text needs to be written in the logo. On this document both of these variables are blank. This can be verified by placing the variables between plus signs: ++, ++. As can be seen, there is nothing between the plus signs.

Warning! Again, it is obvious that these variables can be changed in the running text. However, this is *strictly prohibited* since it would break the visual identity guidelines and it could lead into "broken" logos that have mismatching first and second optional line. Therefore these variables should *never* be changed online.

However, if you really, really need different school/institute logos within one document, you must pay attention in setting these variables correctly. The mapping between the school/institute and the used abbreviations are given in Appendix.

5.4 The number of optional lines in the logo

With some school and institute logos, the school/institute name appearing in the logo can span over the two optional lines of the logo. In some

Number of optional lines in use



cases the information of how many optional lines are used can be essential information for the formatting of the document. For that reason, the package provides a counter

```
aaltologo_linecount
```

whose value gives directly the number of optional lines used in the logo. In this document, the logo contains no school or institute name, and hence it has 0 optional lines (\arabic{aaltologo_linecount}).

5.5 Color media change command

Change color media definition

In some cases, the color media definition may be desirable to be changed from the one that was specified when the package was loaded. For this task, the package provides a command

```
\AaltoLogoChangeColorMedia[<media>]
```

where the optional parameter <media> is the new color media. The parameter can be one of the color media package options, i.e. RGB, Coated, or Uncoated. If the command is invoked without parameter, the color media definition is changed to RGB.

5.6 Logo-dependent color name definitions

Number-based color names

In addition to the named color definitions, the aaltologo package provides color name definitions that use a numerical system to annotate the colors. All Aalto University colors have also a name that is linked to the logo color counter number using a naming convention

```
aaltoColor[LogoColorNumber] [AdditionalNumber]
```

where [LogoColorNumber] is the number of the logo color (see Section 5.1) and [AdditionalNumber] is an optional number in the range from 1 to 6 that defines the location of the color with respect to the logo color in the color circle. Using this naming convention, the logo colors are also defined with names

- aaltoRed ⇔ aaltoColor1,
- aaltoBlue ⇔ aaltoColor2, and
- aaltoYellow ⇔ aaltoColor3.

In addition, the color name aaltoColor0 is mapped to aaltoGray. With this definition cases where the value of the aaltologo_color counter is not set are handled.

With this naming convention, the applicable Aalto University colors that can be used together with a logo having a certain color are coded efficiently using the additional number. The additional number is the order number in clockwise in the color circle with respect to the logo color. Since the colors neighboring the logo color are not allowed to be used, the additional number 1 corresponds to the second color from the logo color



in clockwise in the color circle. This results in a circular coding where the fourth applicable color, for example, for the red logo has the name aaltoColor14.

The numerical coding of the colors eases the use of colors that match the color of a randomized logo. Of the Aalto University colors only aaltoGreen is valid to use together with any logo color. But if a broader spectrum of colors is desired to be used, the numerical color name coding offers tools for automatic color usage. However, since the logo colors should be reserved for the logo usage only, own color definitions can be made, remembering that the colors neighboring the logo color cannot be used. When defining own color names, use a naming convention that does not clash with the naming convention used in the aaltologo package by using, for example, names aalto[UsageInformation]Color[EndNotes]. In this naming convention [UsageInformation] is replaced with a (brief) description of the use purpose and in [EndNotes] are additional notes you wish to add to the color name. If logo-dependent colors are desired to be used, it is easy to use the aaltologo_color counter to annotate applicable colors in [EndNotes].

As an example of the use of the circular color naming convention, the second applicable color that can be used together with the logo of this page has name aaltoColor12 (aaltoColor\arabic{aaltologo_color}2), which corresponds to aaltoBlue.

Appendices

A Code examples

The code examples given here assume that the files are saved using the utf-8 file encoding. If your editor with which you type your LATEX code does not support utf-8, change the option for package inputenc according to the encoding your system uses. These examples are given in the examples folder distributed together with the aaltologo package. The name of the file corresponding to the example is given in parentheses.

Minimal working example (sample1.tex)

This example results in a document that contains only a full-size large Aalto University logo having a yellow double quotation mark without the school or institute name lines using the RGB color definitions in Finnish. The university name is given in Finnish ("Aalto-yliopisto") in the logo.

```
\documentclass{article}
\usepackage[utf8]{inputenc}
\usepackage[finnish]{babel}
\usepackage{aaltologo}
\begin{document}
\AaltoLogoLarge{1}{''}{aaltoYellow}
\end{document}
```

Adding a school or institute name (sample2.tex)

This example results in a document that contains only a full-size small Aalto University logo having a blue exclamation mark with a school name "Taideteollinen korkeakoulu" using the RGB color definitions in Finnish. The university name and the school name are given in Finnish ("Aalto-yliopisto" and "Taideteollinen korkeakoulu") in the logo.

```
\documentclass{article}
\usepackage[utf8]{inputenc}
\usepackage[finnish]{babel}
\usepackage[Taideteollinen korkeakoulu]{aaltologo}
\begin{document}
\AaltoLogoSmall{1}{!}{aaltoBlue}
\end{document}
```

Random logos with Coated color media (sample3.tex)

This example results in a document that contains two half-size large Aalto University logos having random marks and random colors with an institute name "Kirjasto" using the Coated color definitions in Swedish. The



university name and the institute name are written in Swedish ("Aaltouniversitetet" and "Biblioteket") in the logos. Note that the language of the logo text lines is set automatically to Swedish although the institute name option was given in Finnish.

```
\documentclass{article}
\usepackage[utf8]{inputenc}
\usepackage[swedish]{babel}
\usepackage[Kirjasto,Coated]{aaltologo}
\begin{document}
\AaltoLogoRandomLarge{0.5}
\vfill
\textcolor{aaltoGray}{%
This text will appear in aaltoGray color approximately in halfway between the logos.}
\vfill
\AaltoLogoRandomLarge{0.5}
\end{document}
```

Black and white logos and varying the language of the logo (sample4.tex)

This example results in a document that contains an all-black and an all-white half-size small Aalto University logos having a question mark with a school name "Insinööritieteiden korkeakoulu" using the Uncoated color definitions. The university name and the school name are written first in English ("Aalto University" and "School of Engineering") in the first (black) logo and in Finnish ("Aalto-yliopisto" and "Insinööritieteiden korkeakoulu") in the latter (white) logo. Note the use of the colors black and aaltoBlack.

```
\documentclass{article}
\usepackage[utf8]{inputenc}
\usepackage[finnish,english]{babel}
% The document language is set to English!
\usepackage[Insinooritieteiden korkeakoulu,%
Uncoated] { aaltologo }
\begin{document}
\AaltoLogoSmall{0.5}{?}{black}
\vfill
% Set the background to black, note the use of aaltoBlack color
\colorbox{aaltoBlack}{%
    \null\hspace*{7mm}%
    \begin{minipage}{\linewidth}
    \vspace*{14mm}
    % Change the language to Finnish
    % The change applies only within the minipage environment!
    \selectlanguage{finnish}
    \AaltoLogoSmall{0.5}{?}{white}
    \vspace*{7mm}
```



```
\end{minipage}
}
% Here the background is again white and
% the document language is English
\end{document}
```

Multiple package options (sample5.tex)

In the example given below, there are several options given to the package. Since the last school/institute name and color media options are used by the package, the full-size random large Aalto University logo drawn in this example has a school name "School of Art and Design" using Coated color definitions. The university and school names will appear in Finnish ("Aalto-yliopisto" and "Taideteollinen korkeakoulu"). Note the use of spaces in the package options. Moreover, the compilation of this example results in a warning due to the deprecated school name option "Teknillinen korkeakoulu".

```
\documentclass{article}
\usepackage[utf8]{inputenc}
\usepackage[finnish]{babel}
% Note the use of spaces!
\usepackage[RGB,Teknillinen korkeakoulu,%
        Library,Tolo,Coated,%
        SchoolofArt and Design]{aaltologo}
% The latest listed options:
% 'School of Art and Design' and 'Coated'
\begin{document}
\AaltoLogoRandomLarge{1}
\end{document}
```

External randomization and the use of the logo parameters (sample6.tex, advanced usage)

In the example given below the logo parameters are randomized once in the document preamble and the randomized parameters are used to draw a full-size small Aalto University logo having an institute name "Library / Arabia" using RGB color definitions. In addition, the logo data is used in coloring the text that will appear below the logo. The university and institute names will appear in English ("Aalto University" and "Library / Arabia") since the babel package is not included. Compilation of this file does not result in a warning, since the color media definition can be given in between the library option and the library location option.

```
\documentclass{article}
\usepackage[utf8]{inputenc}
\usepackage[Library,RGB,Arabia]{aaltologo}
% Randomize
\AaltoLogoRandomize
```



\begin{document}
\begin{minipage}{\linewidth}
\vskip13mm
\AaltoLogoSmall{1}{\AaltoLogoMark}{\AaltoLogoColor}
\vskip13mm
\null
\end{minipage}

\textcolor{aaltoColor\arabic{aaltologo_color}2}{%
This text is colored using a matching color}.

Moreover, the colors are \textcolor{aaltoColor\arabic{aaltologo_color}4}{chosen} by taking the \textcolor{aaltoColor\arabic{aaltologo_color}2}{second} and the \textcolor{aaltoColor\arabic{aaltologo_color}4}{fourth} applicable color from the color circle in clockwise.

Let's have yet another example of using the \textcolor{aaltoGreen}{aaltoGreen} color that can be used together with all logo colors. \end{document}



B Troubleshooting guide

Below are given some errors and warnings that you may face when compiling your document that uses the aaltologo package. In addition, troubleshooting for cases where the outcome is not the desired is presented.

Before proceeding, try first trashing the .aux file and recompile. If this didn't help, check whether your LaTeX distribution is compatible with the package from the Aalto-LaTeX wiki (URL: https://wiki.aalto.fi/display/aaltolatex/Distribution+compatibility). If your system should be compatible, then proceed to the questions.

IMPORTANT NOTE!

For some reason, unknown to the package writers, there are some clashes with the (pre-2009?) MikTEX distribution (Microsoft Windows). These clashes are typically informed to the user as language-related error messages. It should be noted that the aaltologo package has been written using the guidelines for LATEX class and package writers⁷, so the problem is most likely related to the distribution itself or to the compiler the distribution offers. Debugging of these clashed is beyond the time and efforts of the aaltologo package maintainers, so it is more recommendable to first update the LATEX distribution to a newer (that is, the latest) one and then test the package again with the new distribution. If the clash is not removed, you could use an alternative distribution. For example the TEXlive distribution⁸, with which the aaltologo package is written and tested by the maintainers, is a cross-platform distribution.

Compilation errors

LaTeX Error: File 'nnnn.sty' not found. Your LATEX distribution does not have package 'nnnn.sty' installed. The aaltologo package uses and takes advantage of the following packages

- tikz,
- color,
- ifthen,
- lcg,
- · newcent, and
- · helvet.

In addition, the aaltologo package takes advantage of the babel package *if* it is included.

If 'nnnn' is any of these, download them from CTAN or update (or ask your system administrator to update) your LATEX distribution. However,

⁸Webpage: http://www.tug.org/texlive/



⁷The LATEX3 Project, "LATEX 2_{ϵ} for class and package writers", http://www.latex-project.org/guides/clsguide.pdf

these packages should be included in the recent distributions, so the first thing to do if you don't have these packages is to update your LATEX distribution.

Package babel Error: You haven't specified a language option. You have included the babel package but you haven't specified the language to be used. Make sure that you have lines

```
\usepackage[<language options>]{babel}
\usepackage[<aaltologo options>]{aaltologo}
```

in your document preamble and with *at least one* language option given to the babel package.

Package babel Error: You haven't loaded the option 'nnnn' yet. You gave the babel package at least one language option, compiled your file, then changed the babel package option so that you have as the last option a language that you didn't give before the compilation, compiled again, and got this error message, right? This is nothing harmful, you just messed up the document language processing the babel package performs. Compile your document once again and you will not get this error message.

LaTeX Error: Unknown option 'nnnn' for package 'aaltologo'. You have a typo in the aaltologo package options. Check the typing of the options.

Package xcolor Error: Undefined color 'nnnn' You have a typo in a color name.

Compilation warnings

Package aaltologo Warning: School name option 'NNNN' DEPRECATED. You wanted to generate a logo for the School of Science and Technology, didn't you? Remember that the School of Science and Engineering was split into four schools in the beginning of 2011, so use the option for your new school. These options are kept just for legacy reasons.

Package aaltologo Warning: Ignoring library location, check option ordering. Either you haven't given a library option (Kirjasto, Biblioteket, or Library) before the library location or you have given another school or institute name option between the library and the location options. Remember to type the library location option immediately after the library option.

Package lcg Warning: Using an already existing counter rand on input line NN. Ignore. This is due to reinitialization of the random number generator. This warning, however, is handy for tracing the randomization.



Outcome troubleshooting

The school or institute name is not written in the language I want You wanted the logo text lines to be in Finnish or Swedish? You need to specify the language as the document language by giving the language option for the babel package. Or did you want the logo text lines to be in English? In that case remember that the last language option is set to the default language of the document. If you are using several languages within the document, you can change the document language in the running text with the command \selectlanguage{<language>}.

The school or institute name is wrong Either you haven't given the correct school/insitute option or you have given multiple school and institute name options. Check your package options or remove the options you don't need.

There is not enough space around the logo You need to specify the safety margins by yourself.

The color/mark of the logo is not the one I want If you use a random logo command, deal with it, it is a *random* logo. If you wanted a specific logo, check the command parameters.

The logo is broken Either you have specified logo parameters that are not valid or you have redefined the school and institute selection variables. Check the command parameters or stop messing with the variables.

The logo on the first page has black question mark although I randomize the logo parameters and the use the variables You haven't randomized the parameters before the first logo is drawn. The initialized values of the logo parameters are used. Initialized counters are zero, the color variable is aaltoBlack, and the mark variable is?. Just perform the external randomization before the first logo is drawn.

Logo color and mark variables are not those of the logo in the page If you don't use random logos, then the variables are at their initialized values (see the previous problem). If you use random logos, note that LATEX lays out the document text first and after that the other parts. Therefore, if your random logo is in the header or footer, the parameters of the logo on that page are taken into use after the document text is laid out. If you want to use the logo parameters in the text, randomize the logo parameters in the document header/footer after the logo is drawn.

Bugs, coding efficiency, etc.

BugZ in Ur CoDE, **n00bs!** Normal use of the package, i.e. you use the package and it's commands as explained in this documentation, has been



tested thoroughly and there shouldn't be any bugs. However, if you encounter a bug in normal use, please contact the maintainers. If you have messed with the commands the package uses internally and that haven't been documented here on purpose, it's your own fault, n00b.

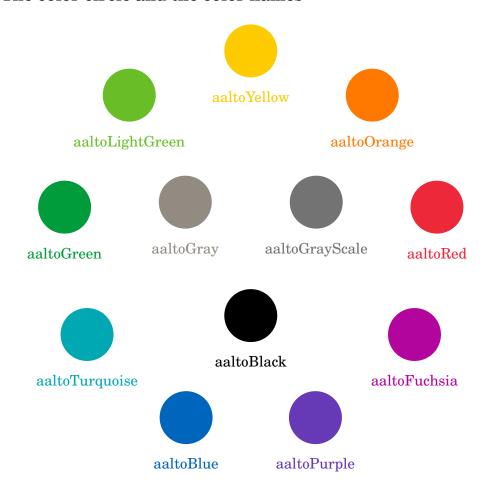
Your logo drawing paths/commands are inefficient, you could have shorter paths / more efficient commands. Thank you for your comment. If you have more efficient realizations, please contact us and we will take a look at them.

I want a logo for my institute. Could you implement it into this package, please? The logo hierarchy is controlled by Aalto University Marketing and Communications. Contact them if you want logos for your institute. If and only if they accept to give logos for your institute, they will contact the maintainers who will implement it into the package. Otherwise we won't implement it.

C Colors and the color name definitions

In this section the logo is removed from the footer in order to avoid clashed between the colors presented here and the logo color.

The color circle and the color names



The numerical colors names

Below is given a table that summarizes the color names that are correspond to the a color that has a numerical name (see Section 5.6). On the left-most column is the additional number in the numerical color name and in the following columns are given the color names for a given logo color number (the base color number). In addition to these colors, the aaltologo package defines color name aaltoColor0 that is an alias for the aaltoGray color.

Add.		Logo color number	
number	1	2	3
None	aaltoColor1	aaltoColor2	aaltoYellow
	= aaltoRed	= aaltoBlue	= aaltoYellow
1	aaltoColor11	aaltoColor21	aaltoColor31
	= aaltoPurple	= aaltoGreen	= aaltoRed
2	aaltoColor12	aaltoColor22	aaltoColor32
	= aaltoBlue	= aaltoLightGreen	= aaltoFuchsia
3	aaltoColor13	aaltoColor23	aaltoColor33
	= aaltoTurquoise	= aaltoYellow	= aaltoPurple
4	aaltoColor14	aaltoColor24	aaltoColor34
	= aaltoGreen	= aaltoOrange	= aaltoBlue
5	aaltoColor15	aaltoColor25	aaltoColor35
	= aaltoLightGreen	= aaltoRed	= aaltoTurquoise
6	aaltoColor16	aaltoColor26	aaltoColor36
	= aaltoYellow	= aaltoFuchsia	= aaltoGreen

D Font examples

Serif font (New Century Schoolbook)

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Ut purus elit, vestibulum ut, placerat ac, adipiscing vitae, felis. Curabitur dictum gravida mauris. Nam arcu libero, nonummy eget, consectetuer id, vulputate a, magna. Donec vehicula augue eu neque. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Mauris ut leo. Cras viverra metus rhoncus sem. Nulla et lectus vestibulum urna fringilla ultrices. Phasellus eu tellus sit amet tortor gravida placerat. Integer sapien est, iaculis in, pretium quis, viverra ac, nunc. Praesent eget sem vel leo ultrices bibendum. Aenean faucibus. Morbi dolor nulla, malesuada eu, pulvinar at, mollis ac, nulla. Curabitur auctor semper nulla. Donec varius orci eget risus. Duis nibh mi, congue eu, accumsan eleifend, sagittis quis, diam. Duis eget orci sit amet orci dignissim rutrum.

Sans serif font (Helvetica)

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Ut purus elit, vestibulum ut, placerat ac, adipiscing vitae, felis. Curabitur dictum gravida mauris. Nam arcu libero, nonummy eget, consectetuer id, vulputate a, magna. Donec vehicula augue eu neque. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Mauris ut leo. Cras viverra metus rhoncus sem. Nulla et lectus vestibulum urna fringilla ultrices. Phasellus eu tellus sit amet tortor gravida placerat. Integer sapien est, iaculis in, pretium quis, viverra ac, nunc. Praesent eget sem vel leo ultrices bibendum. Aenean faucibus. Morbi dolor nulla, malesuada eu, pulvinar at, mollis ac, nulla. Curabitur auctor semper nulla. Donec varius orci eget risus. Duis nibh mi, congue eu, accumsan eleifend, sagittis quis, diam. Duis eget orci sit amet orci dignissim rutrum.

Typewriter font (TXTT)

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Ut purus elit, vestibulum ut, placerat ac, adipiscing vitae, felis. Curabitur dictum gravida mauris. Nam arcu libero, nonummy eget, consectetuer id, vulputate a, magna. Donec vehicula augue eu neque. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Mauris ut leo. Cras viverra metus rhoncus sem. Nulla et lectus vestibulum urna fringilla ultrices. Phasellus eu tellus sit amet tortor gravida placerat. Integer sapien est, iaculis in, pretium quis, viverra ac, nunc. Praesent eget sem vel leo ultrices bibendum. Aenean faucibus. Morbi dolor nulla, malesuada eu, pulvinar at, mollis ac, nulla. Curabitur auctor semper nulla. Donec varius orci eget risus. Duis nibh mi, congue eu, accumsan eleifend, sagittis quis, diam. Duis eget orci sit amet orci dignissim rutrum.

Warning! The use of the typewriter font may cause the text to expand to the right margin like above.



E School and institute abbreviations

The abbreviations given here are used to denote the school or institute, and they do not depend on the document language. If the field is blank, the corresponding variable is also blank. Note that the abbrevation of the School of Science and Technology is only for legacy purposes.

School/Insitute	\AaltoLogoSchool	\AaltoLogoInstitute
School of Art and Design	TAIK	
School of Economics	ECON	
School of Engineering	ENG	
School of Chemical Technology	СНЕМ	
School of Science	SCI	
School of Electrical Engineering	ELEC	
School of Science and Technology	TKK	
Design Factory		ADF
Media Factory		AMF
Service Factory		ASF
Small Business Center	ECON	SBC
Library		LIB
Library / Arabia		LIBA
Library / Otaniemi		LIBO
Library / Töölö		LIBT

