

**A**ALLEKIRJOITUS.fi

Brand  
Guidelines



● PRIMARY LOGO & SPACING



● MINIMUM SIZE

420PX OR 16 MM  
 ALLEKIRJOITUS.fi

- SECONDARY LOGO  
ON BLACK BACKGROUND



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- SECONDARY LOGO  
ON COLORED BACKGROUND



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● LOGO USAGE RULES





 COLOR PALETTE

OFF-WHITE

**C0 M0 Y0 K0**  
**HEX # FFFFFF**  
**RGB 255 255 255**

SK ORANGE

**HEX # FFFFFF**  
**RGB 255 255 255**  
**C0 M0 Y0 K0**

GRAY SAND

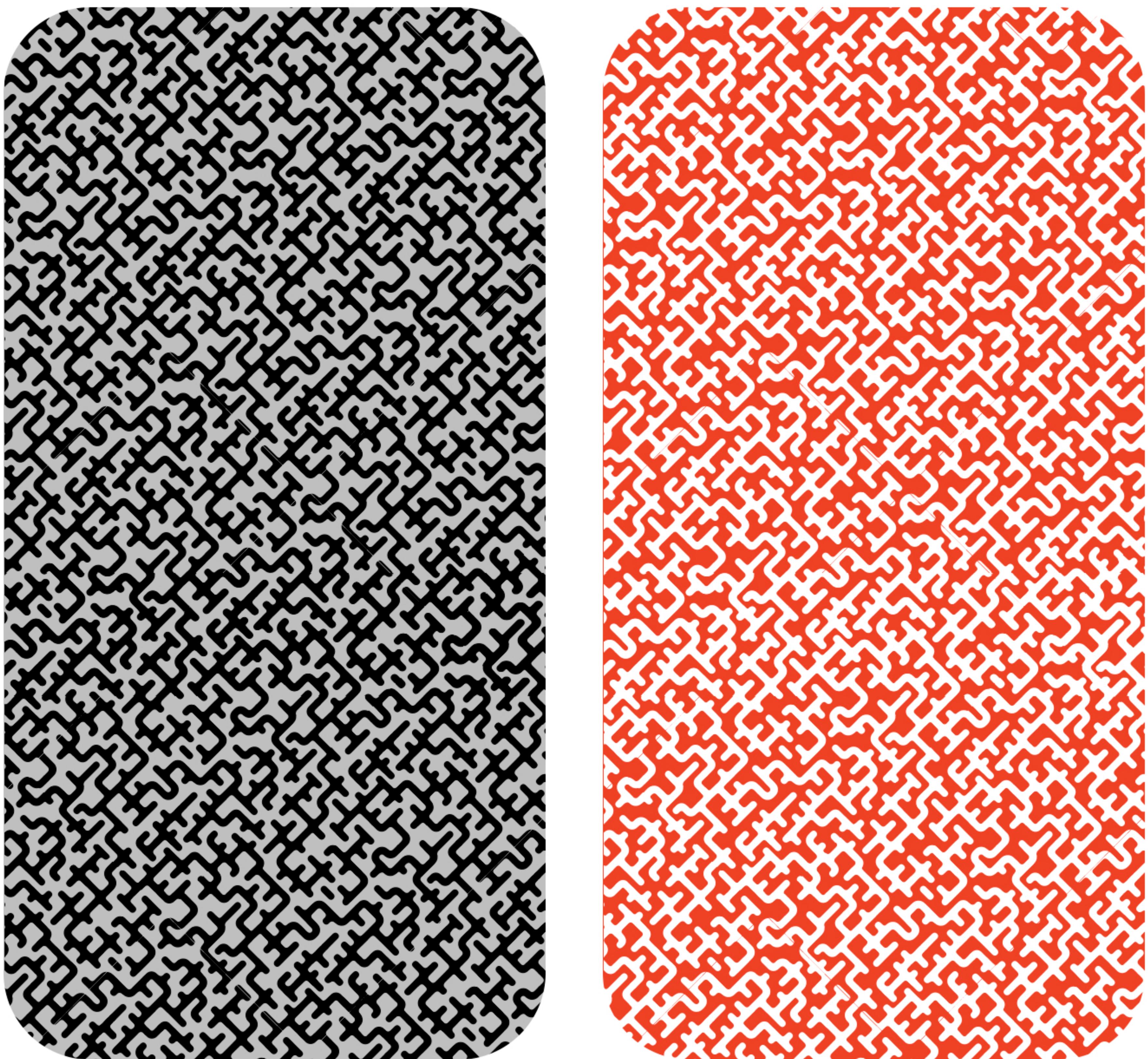
**HEX # BEBEBE**  
**RGB 190 190 190**  
**C25 M20 Y20 K0**

PITCH BLACK

**HEX # 000000**  
**RGB 0 0 0**  
**C0 M0 Y0 K100**

- COLOR COMBINATIONS



● PATTERN

● PRIMARY FONT

## Geogrotesque / Boxed Round

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  
1 2 3 4 5 6 7 8 9 0

### Light **Medium Bold**

● HEADLINE FONT

## Proxima Nova

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  
1 2 3 4 5 6 7 8 9 0

### Light **Bold Black**



● BUISNESS CARD  
& BADGE



● BUILDING SIGNS



● STATIONERY



● HOODIE



● PRESENTS