

Brand Book 2023

Oskari

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Brand basics

The aim of this brand book is to strengthen Oskari's brand and to ensure a consistent identity and tone of voice. It helps to make Oskari's communication recognizable and consistent among its target groups. An engaging brand strengthens the cohesion of the actors working on Oskari and increases pride in the solutions created together.

The first versions of the Oskari software were created in the context of the piloting and implementation of the National Land Survey of Finland's geographic information portal, the Finnish National Geoportal 'Paikkatietoikkuna'. Oskari uses open-source software. The name Oskari comes from the words open-source map window (open source karttaikkuna).

Oskari is coordinated by the National Land Survey of Finland, but the software is developed according to the open-source principles. Anyone can participate in the development. The aim is to reduce the cost of development and avoid duplication of effort. The results of the development work will be published as an open code. The Oskari network has nearly 50 members from both the public and private sectors.

Oskari has also been used in international development projects. The aim is to attract more interested Oskari users internationally. Currently Oskari is in the incubation process to become an OSGeo member project.

Network members are committed to Oskari's values.

Oskari's values are:

Transparency

Everyone can participate in the development of Oskari. Members of the Oskari community share openly their skills and knowledge with each other and develop Oskari together.

Agility

We are constantly developing new solutions and ways of working. Oskari stays up to date.

Community

The Oskari community values the contribution of everyone involved in its development.
Everyone is welcome to participate.

The aim of Oskari is to develop and maintain an open-source map platform. The goal of Oskari is to help businesses and municipalities offer better online and mobile map services to their citizens and consumers.

The target group for Oskari's communication is primarily private, public and third sector organizations, rather than individual consumers. Developers and organizations providing Oskari-related services are also an important target group. For the time being, the target market is mainly domestic, but the longer-term objective is to expand abroad.

Oskari uses both Finnish and English in its communications, but Finnish is used more because of the Finnish target audience. Oskari's communication reflects the openness and relaxed atmosphere of its network.

Oskari has a relaxed, yet businesslike tone of voice. Oskari communicates in an easy and cheerful manner, using colloquialisms and down-to-earth topics. It does not take a stand on political issues or rely on off-colour jokes.

Message 1

Oskari is adaptable and
versatile software

Message 2

Oskari is open for anyone

Message 3

Oskari is developed
together

Brand elements

Horizontal



Vertical



Protection area



Incorrect use

Only the original logo files may be used.



League Spartan

Heading

Subheading

Suntem lam ad que officem ab is rest rectessit vel ipide rae occullent por as ea volendicil magnimenis eatquatiur aute dolutam qui cor autati cus cor rem nihicit milit ipis et, id quas dis exerferis sit alite quis utector simuscitiis ut exces aut est, aut verepel ignatiosanto quaeprore plabori dolum eatur aut rehende stioris et quates ra prem sit excere corem dollupt atiurest vellupiet harcid quid ma cum expe voluptata cone rescimil id que sitis apis re nonsent iaernam quunt.

Maven Pro

Brand elements | Colours

Primary colours

Light 1	Light 2	Primary colour	Bright	Dark 1	Dark 2
RGB 245 / 242 / 222 CMYK 6 / 3 / 17 / 0 HEX #F4F1DE	RGB 163 / 196 / 188 CMYK 42 / 12 / 29 / 0 HEX #A3C4BC	RGB 255 / 212 / 0 CMYK 1 / 16 / 92 / 0 HEX #FFD400	RGB 242 / 100 / 25 CMYK 0 / 71 / 94 / 0 HEX #F26419	RGB 48 / 116 / 115 CMYK 79 / 33 / 49 / 20 HEX #307473	RGB 17 / 75 / 95 CMYK 92 / 56 / 42 / 34 HEX #114B5F

Greys

Grey colours are used in black and white materials or to support primary colours.

Light grey 1	Light grey 2	Light grey 3	Middle grey	Dark grey 1	Dark grey 2
RGB 252 / 253 / 252 CMYK 2 / 0 / 2 / 0 HEX #fafafa	RGB 243 / 243 / 242 CMYK 6 / 4 / 5 / 0 HEX #f3f3f3	RGB 217 / 218 / 217 CMYK 18 / 12 / 14 / 0 HEX #d9d9d9	RGB 146 / 146 / 146 CMYK 44 / 34 / 34 / 13 HEX #949494	RGB 90 / 90 / 91 CMYK 59 / 49 / 47 / 40 HEX #595959	RGB 59 / 59 / 60 CMYK 67 / 57 / 54 / 60 HEX #3c3c3c

Ant Design

Oskari uses Ant Design -library icons in the map service, but also in its communication. Ant Design -library is licensed from MIT license, which allows the commercial use of icons.



Examples



Brand in practice

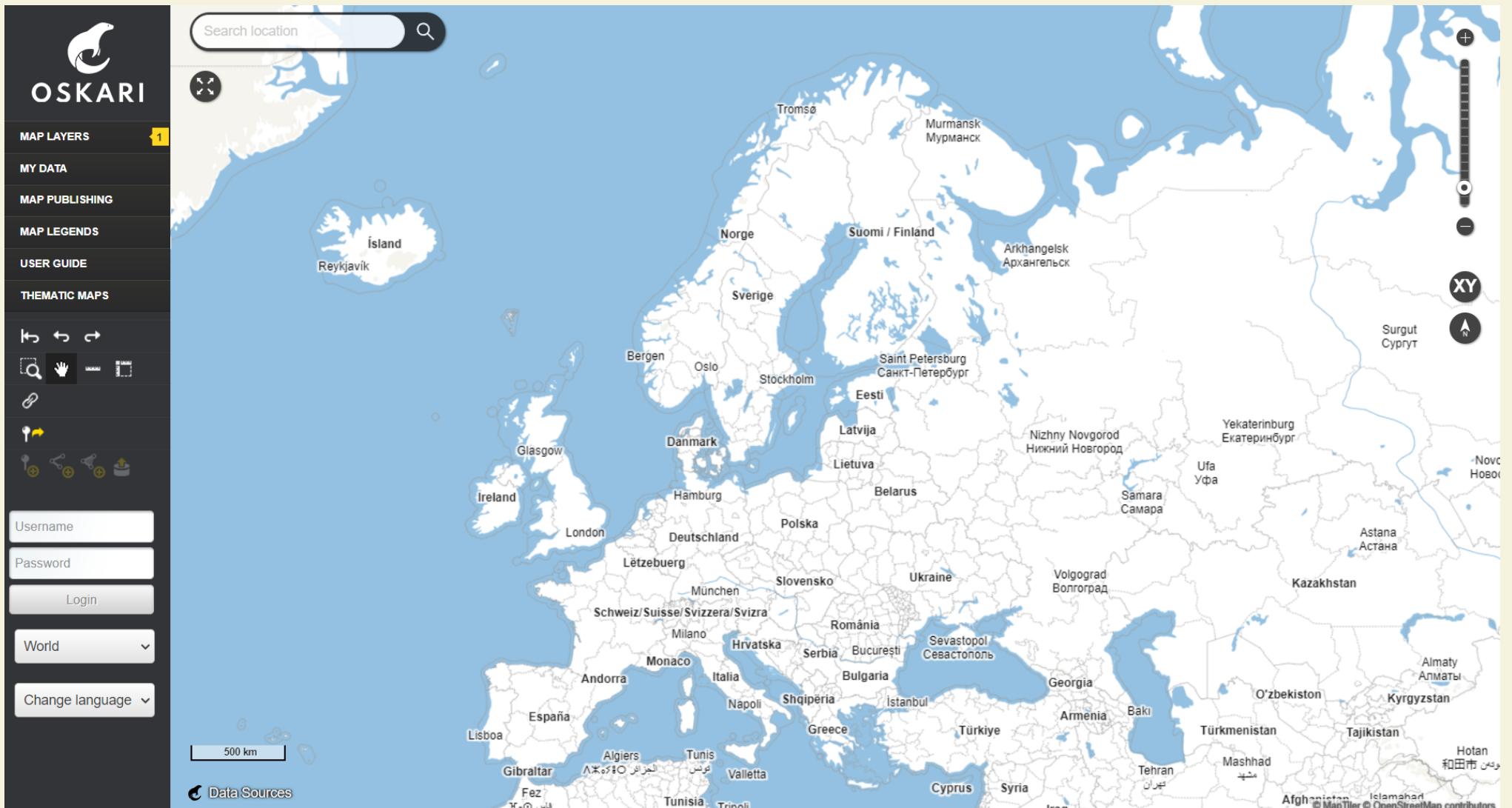
Brand in practice | Webpages

The screenshot shows the Oskari website homepage. At the top left is the Oskari logo. To its right is a navigation bar with links: Home, Discover Oskari, Resources, Community, Blog, Contribute, and a yellow 'Download' button. The main content area features a large yellow circular graphic containing the text: 'Oskari – a mapping tool that adapts to your needs'. Below this text are two dark blue buttons labeled 'Download' and 'Try demo'. To the right of this graphic is a large green circular graphic containing a screenshot of the Oskari map interface. The map shows Europe and parts of Africa and Asia, with various geographical features like rivers, lakes, and coastlines. A sidebar on the left of the map includes a search bar, a location marker, and several menu items: MAP LAYERS, MY DATA, MAP PUBLISHING, MAP LEGENDS, USER GUIDE, THEMATIC MAPS, and a language selection dropdown set to English. There are also buttons for 'Logout', 'Email', and 'Print'.

Brand in practice | Social media

The screenshot shows the X (formerly Twitter) mobile application interface. On the left is a dark sidebar with white icons and text for Home, Explore, Notifications, Messages, Lists, Bookmarks, Communities, Premium, Profile, and More. A blue "Post" button is at the bottom of the sidebar. The main content area shows the profile of the account @oskari_org. The profile picture is a white circle containing a black silhouette of a sea otter. The background of the profile header is a yellow illustration of a sea otter swimming in waves. The profile name is "Oskari.org" and the handle is "@oskari_org". Below the name is a bio: "Oskari is an Open Source map application platform. With Oskari you can connect to standard OGC services and create embedded maps easily. #oskari_org". It also shows the location as "Helsinki", the website "oskari.org", and the joining date "Joined May 2014". The follower count is 87 Following and 554 Followers. A note below says "Not followed by anyone you're following". Below the profile are four tabs: Posts (selected), Replies, Media, and Likes. A recent post from "Oskari.org @oskari.org · Nov 14" discusses how Oskari works in practice, mentioning Suomen Väylät and includes a link to a YouTube video. To the right of the profile are two sections: "You might like" with profiles for FGI, NLS, Paikkatietoikkuna, and Positio-lehti, each with a "Follow" button; and "Finland trends" with three items: "Huomesta" (Trending), "Kiuru" (Trending), and "#GTA6" (Video games - Trending). A search bar is at the top right.

Brand in practice | Application/Web maps



Examples

