

# networks guidelines

Today the Nokia brand needs to work harder than ever. That means doing things right. Every time.

Follow these guidelines for all of our communications, unless otherwise specified.

keeping  
this short

# our brand essentials

- 1 Adopt a clean, clear and simple approach, less is always more.
- 2 Give our logo some room, always make sure it is used powerfully.
- 3 Blue is our core brand color.
- 4 Use light blue and gray colors sparingly, for impact.
- 5 Show us as one connected company, not a series of different visual offerings.
- 6 Tell a story rather than just show facts.

# Our name in text

---

## Brand name in text

Nokia

---

## Offering/theme

...Nokia's Liquid Net unleashes frozen network capacity into a reservoir of resources...

---

## Copyright

© Nokia 2014

We want to present a consistent approach for how we speak about our brand.

### Brand name

We refer to ourselves as Nokia in all written communication. The only exception is when you refer to a specific aspect of the Networks business, as in this example:

- The Networks business is committed to strengthening Nokia's leadership position in next-generation network technologies.

### Offering

When we refer to a Nokia offering or theme, we use clear active statements.

### Copyright

Use this format with the current date for communications that require a copyright.

Always set in 5/6pt type at the bottom or back of communications and as inconspicuously as possible.

# Our brand elements

**NOKIA**

**NOKIA**

Our brand is a combination of many different elements. These guidelines will help ensure a consistent and effective communication of our brand.

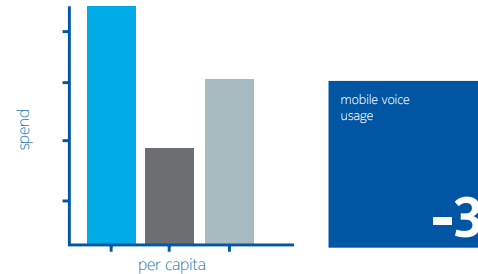
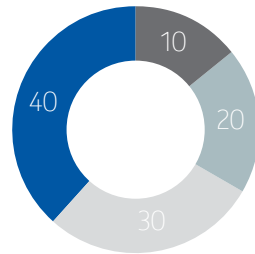
They serve as an ongoing reference to develop and express our brand.

For any questions please contact our brand clinic: [brand.clinic@nsn.com](mailto:brand.clinic@nsn.com)



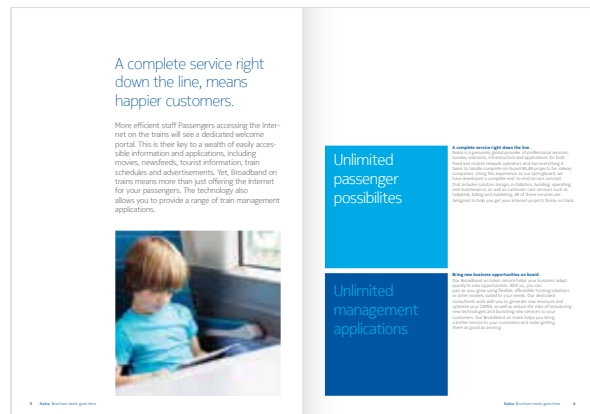
Nokia Pure Text

Nokia Pure Headline



**/ NOTE** These elements replace any existing or old brand elements.

# Our brand overview



This system of combined elements is a dynamic and strong representation of our brand.

In some parts it is flexible, and in others not - with the overall impression being unmistakably Nokia.

Our logo lets people know who we are. It is the most consistent representation of our brand. Adhering to the basic principles will help will us stay recognized the world over.

# who we are

## Our logo

Our logo exists in blue or white. It should clearly stand out from the background to have the maximum impact.



**NOKIA**



**NOKIA**



# Clear space and minimum size



## Minimum size

Print: 15mm  
Screen: 85px

**NOKIA**

## Clear space

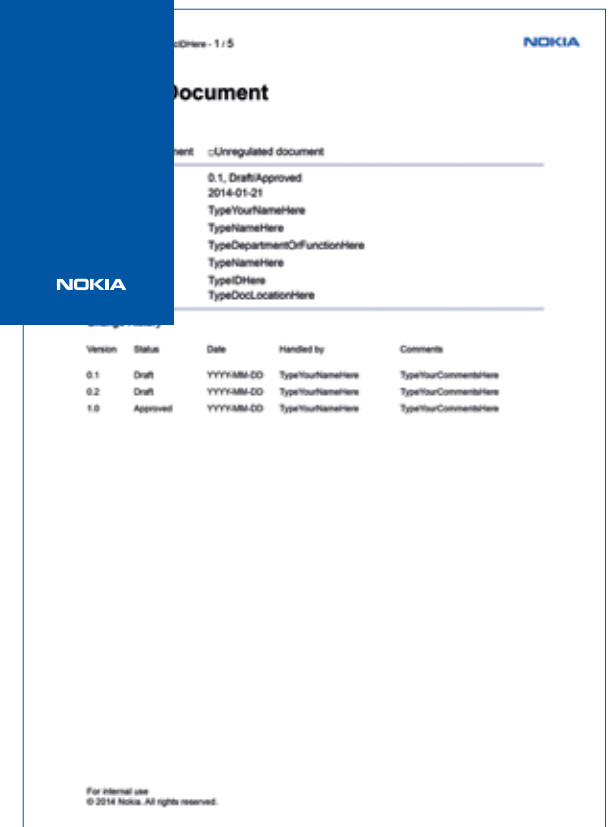
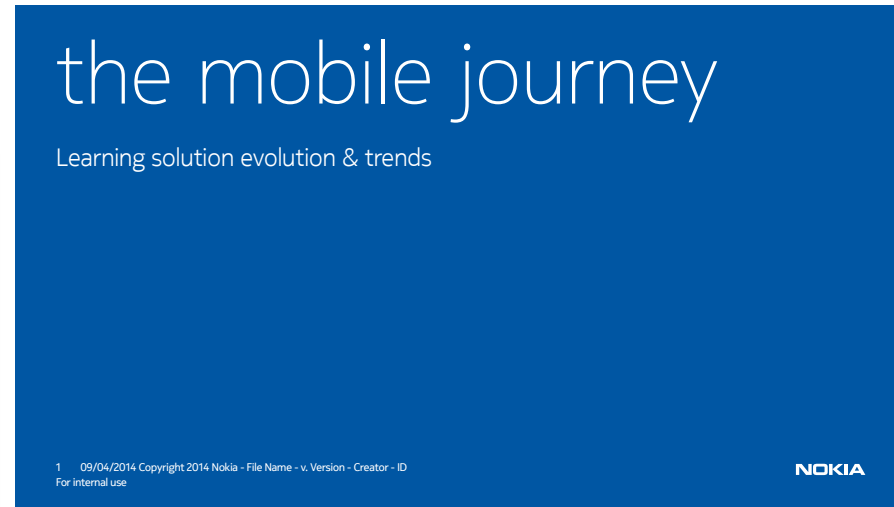
Ensure there's enough room around the logo. Give it room to breathe and do not place text or graphics within it. Do not combine the logo with words or phrases or create a 'lock-up'.

## Minimum size

Do not reproduce the logo smaller than 15mm/85px.

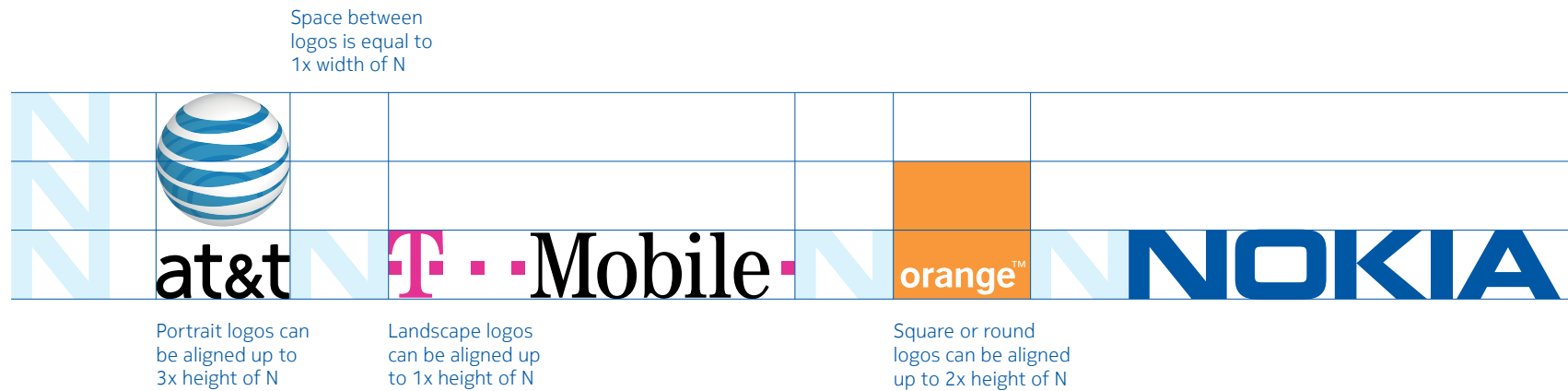
/ **ALWAYS** adhere to the above, unless otherwise stated in existing templates.

# Examples



/ **NOTE** use all templates as supplied. Each individual execution has been specifically designed to accommodate a logo.

# Size relationships partners/operators



/ **NOTE** this is an example of how we create a balanced relationship between us and our partners/operators. This does not denote position on a page or order.

# Chinese

**NOKIA**  
**诺基亚**

**/ NOTE** Chinese is the only  
localized version of our logo.  
We apply the same rules to  
its usage.

We are blue and white. Through and through. It helps us stand apart and defines our brand.

While blue is a strong brand identifier and adds impact, white is used to add balance and a break; it's especially good as the background for information or copy.

# blue and white

# Color

	SPOT	C M Y K	R G B	HTML
blue	Pantone® 293 C	100 70 0 4	18 65 145	12 41 91
white		0 0 0 0	255 255 255	FF FF FF
light blue	Pantone® 299 C	86 8 0 0	0 201 255	00 C9 FF
dark gray	70% Pantone® Black C	0 0 0 77	104 113 122	68 71 7A
medium gray	Pantone® 7542 C	35 18 20 0	168 187 192	A8 BB C0
light gray	15% Pantone® Black C	14 10 10 0	216 217 218	D8 D9 DA
black	Pantone® Black C	0 0 0 100	0 0 0	00 00 00

Our brand is defined by the relationship of blue to white.

## Color balance

We use blue and white predominantly, and selectively call out key points in light blue. If necessary, we use our palette of grays to help highlight supporting information.



Color balance

Our typeface gives us personality, and helps us define content and a voice in a distinctly Nokia way.

We contrast big headlines and small body copy, allowing us to create a visual hierarchy and emphasize the most important message.

we are  
concise

# Typeface

---

## Nokia Pure Text

Nokia Pure Text  
Light

**Nokia Pure Text**  
Regular

**Nokia Pure Text**  
Bold

---

## Nokia Pure Headline

Nokia Pure Headline  
Ultra Light

Nokia Pure Headline  
Light

**Nokia Pure Headline**  
Regular

**Nokia Pure Headline**  
Bold

Nokia Pure is our proprietary typeface and an integral part of our brand representation.

It's flexible enough to speak in different languages, so everyone will understand us.

### **Nokia Pure Text**

We use this for body copy and subheads.

### **Nokia Pure Headline**

We use this for impact. It is specially designed for larger headlines.

### **Usage - hard copy applications**

Nokia Pure is used in all materials, unless otherwise indicated.



# Typeface

---

**Arial**

Arial Regular  
**Arial Bold**

## **Usage - soft copy applications**

Nokia employees can use Arial, but only if Nokia Pure is not available.

# Typeface

中文

02

Latin

04

кириллица

தமிழ்

01

বাংলা

03

देवनागरी

05

ภาษาไทย

07

**/ NOTE** every effort has been made to ensure that all of these scripts are displayed correctly.

- 01 Tamil
- 02 Chinese Simplified
- 03 Bengali
- 04 Latin
- 05 Devanagari
- 06 Cyrillic
- 07 Thai

# Typeface

հայերեն 09

عربي 08

ግዕዝ 10

עברית 11 ქართული 12

ελληνικά 13

ខ្មែរភាសា 14

**/ NOTE** every effort has been made to ensure that all of these scripts are displayed correctly.

08 Arabic  
09 Armenian  
10 Ethiopic  
11 Hebrew  
12 Georgian  
13 Greek  
14 Khmer

# Typesetting

set it  
big

Secondary headlines  
and subheads are large,  
but not larger than  
the headline.

## **Body copy headline is in bold.**

This is how we set body copy.  
Light is preferred as it's easier  
to read and specially designed  
for this purpose.

---

Nokia Pure Headline  
Ultra Light

---

Nokia Pure Headline  
Ultra Light

---

Nokia Pure Text Bold

---

Nokia Pure Text Light

Typesetting is used to draw attention to the key points, help tell stories and add personality.

## **Alignment**

We only use left alignment, never center or right - unless the written language dictates.

## **Leading**

Headline - use Auto, or if necessary due to size/scale, set optically according to point size.

Other copy - use Auto

## **Headline**

The first letter is lower case on cover text. Use short words, no full stops.

## **Secondary headline**

Are smaller than main headlines, and the first letter is upper case. Usually found on interior spreads to add impact and begin pages and chapters/dividers.

## **Body copy headline**

Set in bold to add emphasis and delineate or highlight sections.

## **Body copy**

Set in Light.

We use photography to help strengthen our messaging with a relevant visual element. Our style helps set us apart from our competitors, and weaves our products into everyday life.

how  
we look

# Style



We use photography to help define and tell our stories. We show the tangible benefits of what we do and how we are connected, in every aspect of everyday life.

We capture real moments. They are not staged or shot in a studio. They reflect movement and life and tell a connected story. Photography is naturally lit and vibrant, and not just a product shot on a white background.

We do not define a theme or offering with one single photograph.

/ **DO NOT** retouch photos to meet the requirements. They should be natural.

/ **DO NOT** use just one image to define a theme.

# Theme photography



## Theme photography

Theme photography is used for our campaigns, where we choose an overall color or subject for our visuals.

/ **DO NOT** retouch photos to meet the requirements. They should be natural.

/ **DO NOT** use just one image to define a theme.



# Liquid Net theme photography



## **Liquid Net photography**

Defined by a connection to water, movement and technology. Photography showcases scale, reach and infrastructure.

Liquid Net is not defined by one single photograph.

/ **DO NOT** retouch photos to meet the requirements. They should be natural.

/ **DO NOT** use just one image to define a theme.



# Services theme photography



## Services photography

Defined by people and experts in action; it's real people working with customers, helping to manage their networks, and showing our professional expertise and innovation, or the benefit of our services. Photography should feel natural, not staged or posed.

Services are not defined by one single photograph.

/ **DO NOT** retouch photos to meet the requirements. They should be natural.

/ **DO NOT** use just one image to define a theme.

# CEM theme photography



## **CEM theme photography**

Defined by images that are centered on real people, personality, technology and how they interact with connections every day.

CEM is not defined by one single photograph.

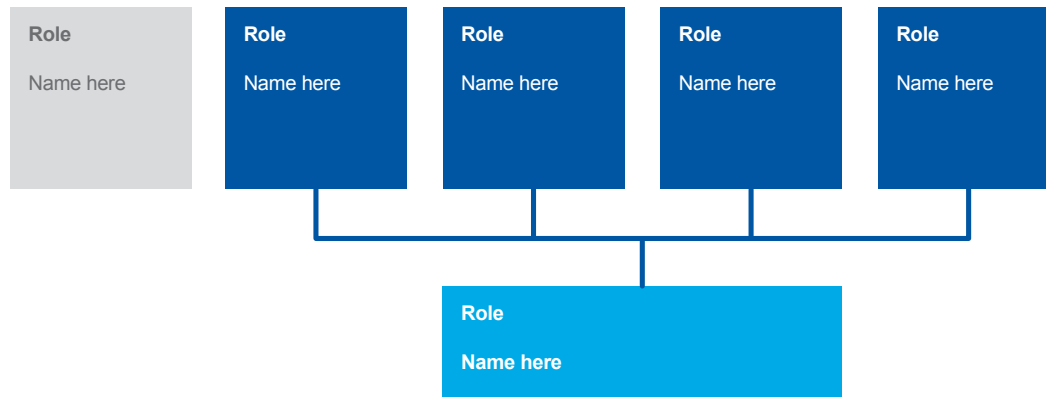
/ **DO NOT** retouch photos to meet the requirements. They should be natural.

/ **DO NOT** use just one image to define a theme.

Good information design helps you understand and express complex data in a more human and understandable way.

we make  
it clear

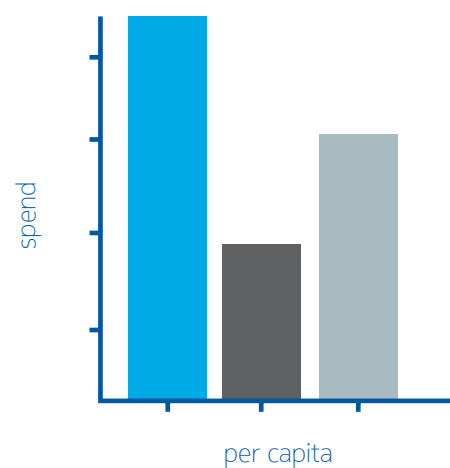
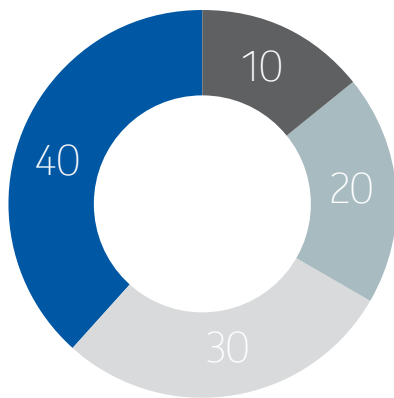
# Design principles



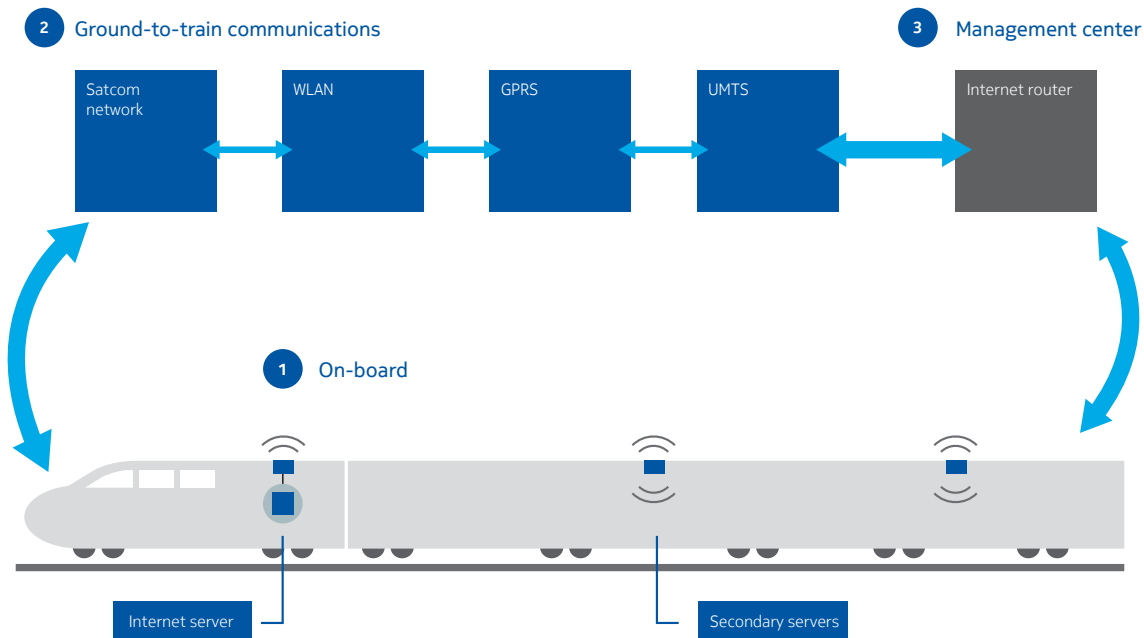
The aim of information design is to depict complex data and subjects in a concise and clear manner.

To create a consistent approach to how we convey information, we:

- Keep content as clean and simple as possible.
- Highlight the key information with blue, and use the palette of grays to support and recess the secondary information.
- Remember your audience. Engage them, instead of simply presenting facts.



# Process illustrations



Our process illustration style is useful when trying to convey complex technical concepts.

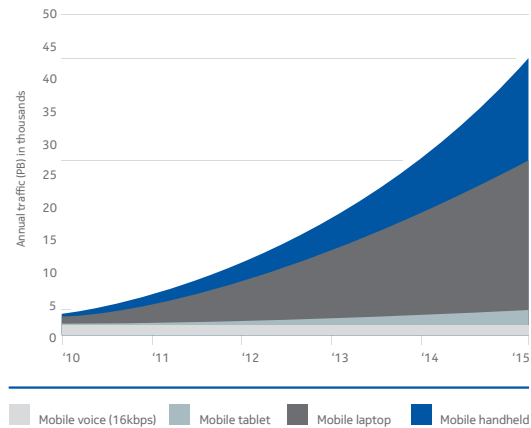
Square boxes with descriptors can be used to simplify content. Keep the palette limited, and define the hierarchy and navigation with color.

Simplify complex drawings using flat color, keeping details to only a minimum. The image should integrate seamlessly into any Nokia presentation.

**/ NOTE** these should only be created by approved vendors.

# Information storytelling

## Global mobile traffic forecast

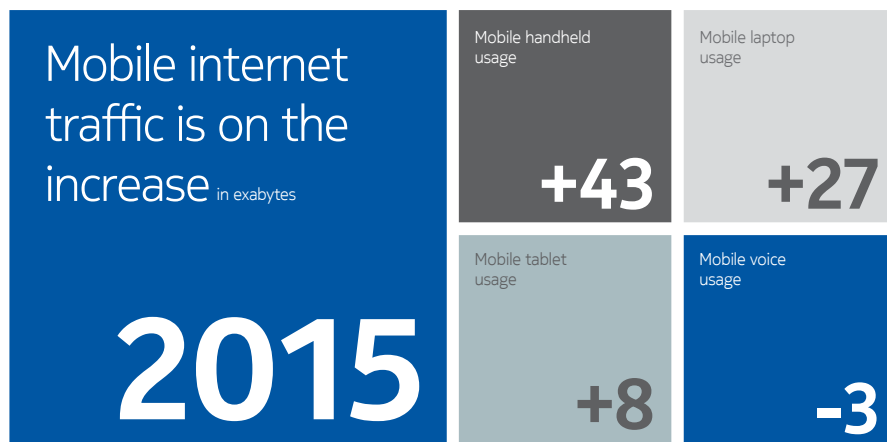


## Graphs

There are many ways to convey information.

Tailor your communication to your audience and ensure that the information is engaging and memorable.

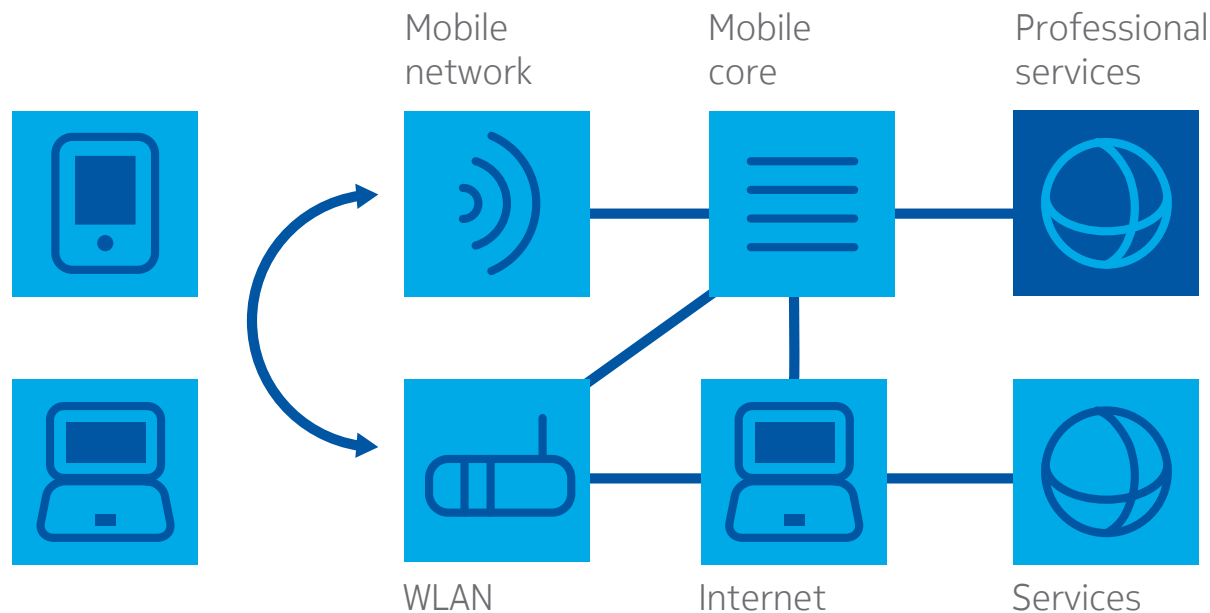
Use blue to highlight the key elements of the story.



## Content story telling

/ **NOTE** these should only be created by approved vendors.

# Network graphics



Network graphics are used to explain how our networks work. These are network element graphics and should only be used to describe a network of interconnected elements.

They should not be used as standalone “pictograms” or logos.

A text label should be used with the network element graphic to explain what it is.

Within a given execution the meaning of the network element graphic should remain consistent. Network element color types can be used to show different variants of meaning.

**/ DO NOT** use these as a replacement for buttons, icons or pictograms.

**/ NOTE** these should only be created by approved vendors.

# Network graphics



Below is a list of the broad groups our network graphic elements cover:

- Small cells
- Cabinets and network functions
- Technical symbols for networks
- Power sources
- User devices

These should be clarified with a descriptor in text.

**/ NOTE** these should only be created by approved vendors.



# Network graphics

## Network graphic boxes



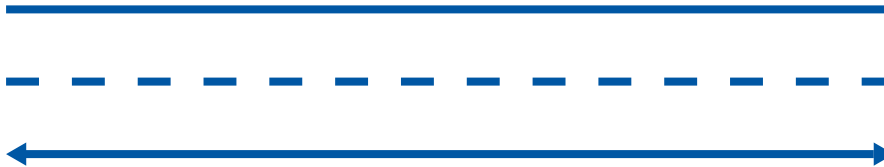
## Network element boxes



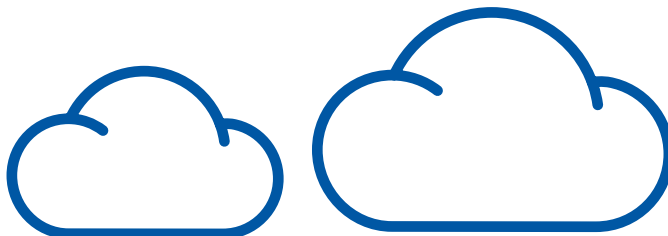
## Color types



## Connectors



## Additional elements



Use the infographic toolkit to create dynamic and informative diagrams.

### Network graphics

Characterized by single color backgrounds and contrasting color graphic devices.

### Color types

Allow for different color combinations with the same symbol.

### Connectors

Keep line weight the same as in your network graphics.

### Additional elements

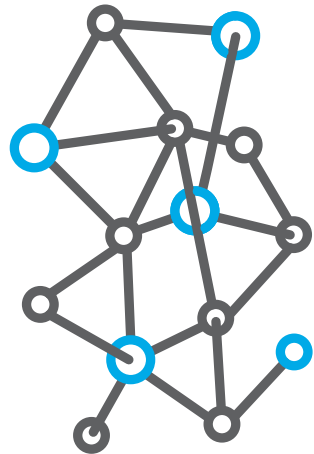
Keep line weight the same as your network graphics.

**/ NOTE** these should only be created by approved vendors.

Our illustrations are simple but have a personality and distinctive look and style.

with  
a smile

# Style



Our style is clear and concise, uses limited lines, and conveys the message simply.

We can combine elements to help tell a story and selectively highlight one element or line in blue or light blue.

**/ NOTE** when combining illustrations on a page or composition, ensure line weight is the same thickness within the composition.

# Usage



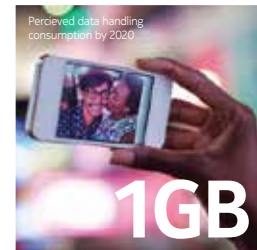
## More traffic equals more unpredictable traffic

The world is increasingly dependent on broadband. The use of services where and when users want them, particularly high-end video, is driving traffic inexorably upwards. Nokia Siemens Networks believes that networks need to be capable of handling data consumption on wireless of up to 1 GB per user per day by 2020.

Traffic is also becoming more unpredictable. Demand for services changes with time and location as people move around four-by-hour, day-by-day, for business and leisure. New devices, services, and applications to the market constantly and can cause abrupt changes in traffic patterns, giving operators less time to prepare. This all makes it increasingly difficult to plan the development and use of network resources.

Meanwhile, the rise of machine type communications is massively increasing the sheer number of connections that networks must manage. While extra capacity is clearly vital, ...

will be needed. Operator margins per bit are also being squeezed as the market expands and competition for broadband spending grows. Maintaining profitability depends on improving efficiency and increasing revenues. Higher efficiency will result from better utilization of existing network resources, by moving away from rigid silos of capabilities, by increasing energy efficiency, and by automating common network processes. Extending existing and exploring new revenue streams becomes essential to improve mobile broadband profitability.



3 Nokia brochure name goes here



## Liquid Radio

it breaks up traditional network architecture and provides a more flexible and efficient way to build radio access networks.

The concept of a "base station" is transformed. Instead the radio can be hidden behind active main antennas on rooftops or tucked into a small space in any building.

Functionality is determined by software running on versatile, flexible and scalable multi-purpose hardware. The same hardware that supports LTE software can equally well support GSM, HSPA or LTE Advanced, either separately or concurrently. Furthermore, Liquid Radio architecture shares resources such as baseband processing power across a broad area of the network as well as balance the traffic evenly between the different bandwidths. It allows radio coverage and capacity to flow to wherever users need it most.

**Fluid capacity solutions**  
Fluid capacity is achieved by software and by pooling network resources.

Nokia Siemens Networks Liquid Radio Software Suites enhance coverage and capacity under changing traffic conditions and enable flexible evolution of mobile broadband. Operators can make their network more fluid, further optimize the use of their radio equipment, improve network efficiency and get more from their spectrum.

Baseband pooling centralizes the digital signal processing traditionally performed locally at base station sites and shares it among covered sites. Capacity can be used flexibly where it is needed and where it is most feasible, since not all sites are loaded at all times and do not have the same transmission capabilities. Several cells can be connected to one baseband pool.

**Single RAN Active Antenna System**  
The Nokia Siemens Networks Flex Multiradio Antenna System implements active antenna technology to replace passive antennas and radio frequency equipment for more compact, less complex base station sites. Supporting multi-radio and multi-band access for GSM, HSPA, LTE and LTE Advanced, the system integrates the base station's active radio electronics into the antenna.

Several low-power transmitters feed the antenna elements, directly eliminating feeders and jumpers and reducing power losses significantly compared to conventional systems, making gains in coverage of up to 30% possible. Capacity gains are achieved by vertical beam forming, which provides up to 45% more capacity, power in the field, and higher data rates.

**Unified and SON-enabled Heterogeneous Networks**  
Heterogeneous networks, so-called HetNets, are complex, multi-layered and multi-radio access technology (RAT) networks that introduce smaller cells to extend overall network capacity and efficiently use existing base station sites and available spectrum. Small cells, including micro, pico, femto and Wi-Fi, deployed in large numbers will provide additional capacity and higher data rates than a macro-cellular layer can deliver.

Liquid Radio Unified and SON-enabled Heterogeneous Networks create a radio network that seamlessly and dynamically blends and steers coverage and capacity using any or all available spectrum, fully coordinating macro cells above the roof tops with lower level smaller cells.

**Transforming base station architecture by more flexible and efficient networks.**  
 > Liquid SW Suites & Baseband Pooling  
 > Single RAN Flexi W-R Antenna  
 > Unified and SON enabled HetNet

4 Nokia Liquid Net

## An evolutionary approach that is non-disruptive, yet transformational

Liquid Net unleashes frozen network capacity into a reservoir of resources that can flow to fulfil unpredictable demand, wherever and whenever people use broadband.

Like a supermarket shelf of mineral water, the coverage, capacity and services in today's networks are bottled up – from in individual radio cells and in separate core applications. Not only does this create capacity bottlenecks, but it hampers the ability of

operators to deliver broadband capacity to the right place at the right time to satisfy customer demand.

Nokia Solutions and Networks Liquid Net breaks these conventional network capacity and resource limitations, achieving more flexibility, higher efficiency, lower costs and a superior customer experience. Liquid Net creates networks that can adapt in an instant to changing customer needs, using existing capital investments, more efficiently and generating entirely new revenue sources for operators.



## Flexible capabilities seamlessly and intelligently across the entire network infrastructure.

### Making networks more fluid.

- **Self-aware, self-healing:** The network reorganizes itself to deliver the right capacity, coverage and services to the right place.
- **Software-defined applications on multi-purpose hardware:** Software-defined network applications run on multi-purpose hardware, within COTS (Commercial Off-the-shelf) hardware, enabling operators to scale capacity to match demand.
- **Inter-located architecture:** Infrastructure elements are inherently interconnected to allow capacity and processing to flow freely across the network.
- **Investment protection, evolution:** Liquid Net takes a fully evolutionary approach that is non-disruptive, yet also transformational.

Nokia Liquid Net 3

## Always a strong signal

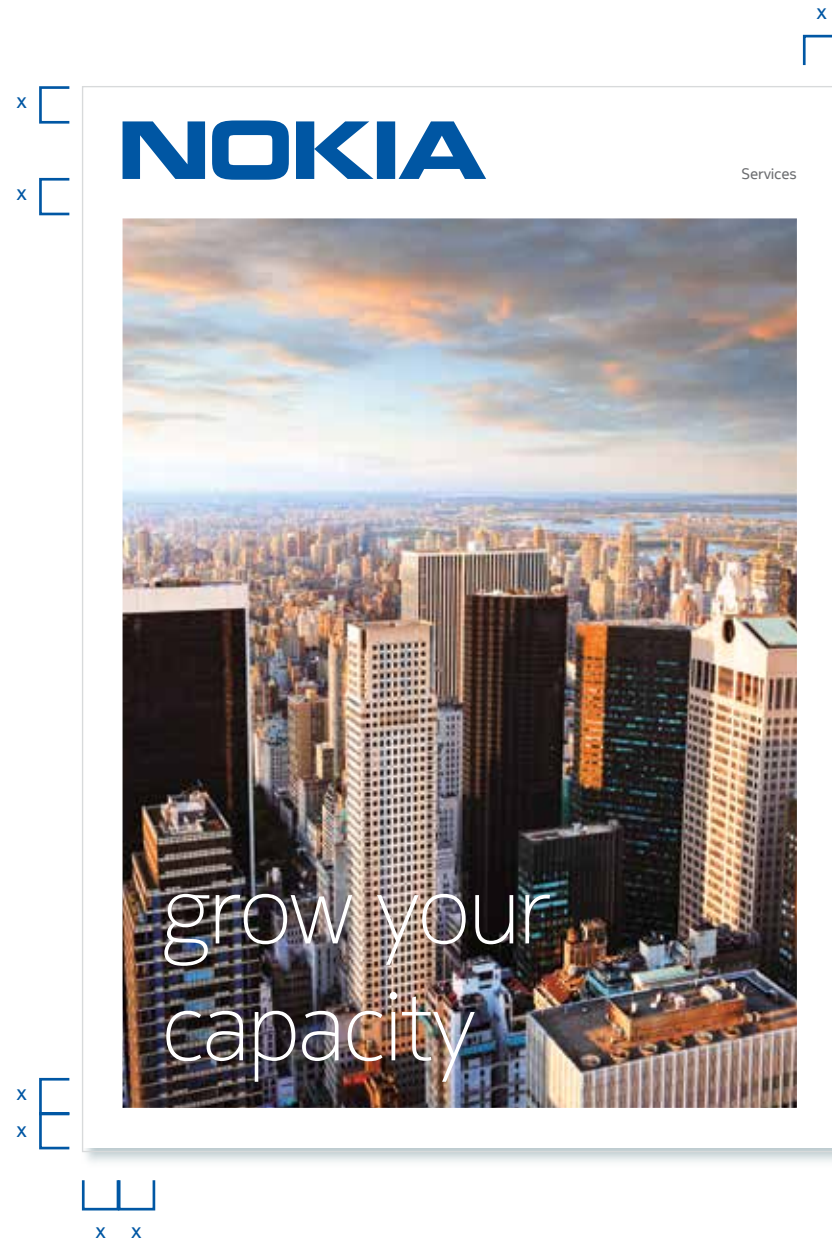


Illustrations can be standalone elements or placed in a colored box. Keep illustrations to a minimum to increase their impact.

In these examples, illustration helps the content to tell a story; it's not superfluous or overly graphic.

getting it  
together

# Brochures



## A4 Cover

Our cover template and the 11mm margin around cover photography are key elements of our brochure design.

Every cover needs to speak to its audience. Use relevant photography and headlines to tailor the communication.

x = 11mm

**/ DO NOT** alter the set template.

# Brochures

---

## Theme

Nokia Pure Text Regular 12pt  
left align

Liquid Net /  
Liquid Radio

## Subtheme

Nokia Pure Text Light 12pt

---

## Brochure title/topic

Nokia Pure Text Regular 12pt

3/4 X

Baseband pooling

---

## Headline

Nokia Pure Headline  
Ultra Light 77pt

x = 11mm

meet your  
network  
demands

## Anatomy

### Theme/Subtheme

A navigation device, that defines and organizes communications:

- platforms and offerings
- programs

### Brochure title/topic

Supports the headline:

- thought leadership topics
- points of view

### Headline

A brochure headline is short and succinct.

Each headline gives insight into our brand, portfolio and personality. Headlines make a statement. They are more than a summary of the brochure content.

The first letter of the headline is always lower case.

# Brochures



## A4 inside spread

The inside spread grid allows greater layout freedom.

## First inside page

Always begin with a secondary headline, followed by body copy. Blue page with white text

## Second inside page

Always use a secondary headline in blue on a white background.

## Color

Use blue and light blue for highlight colors. Light blue tends to stand out, so limit its use to the key point.

## Typography

Refer to the typography section for guidelines and specifications on headline typefaces.



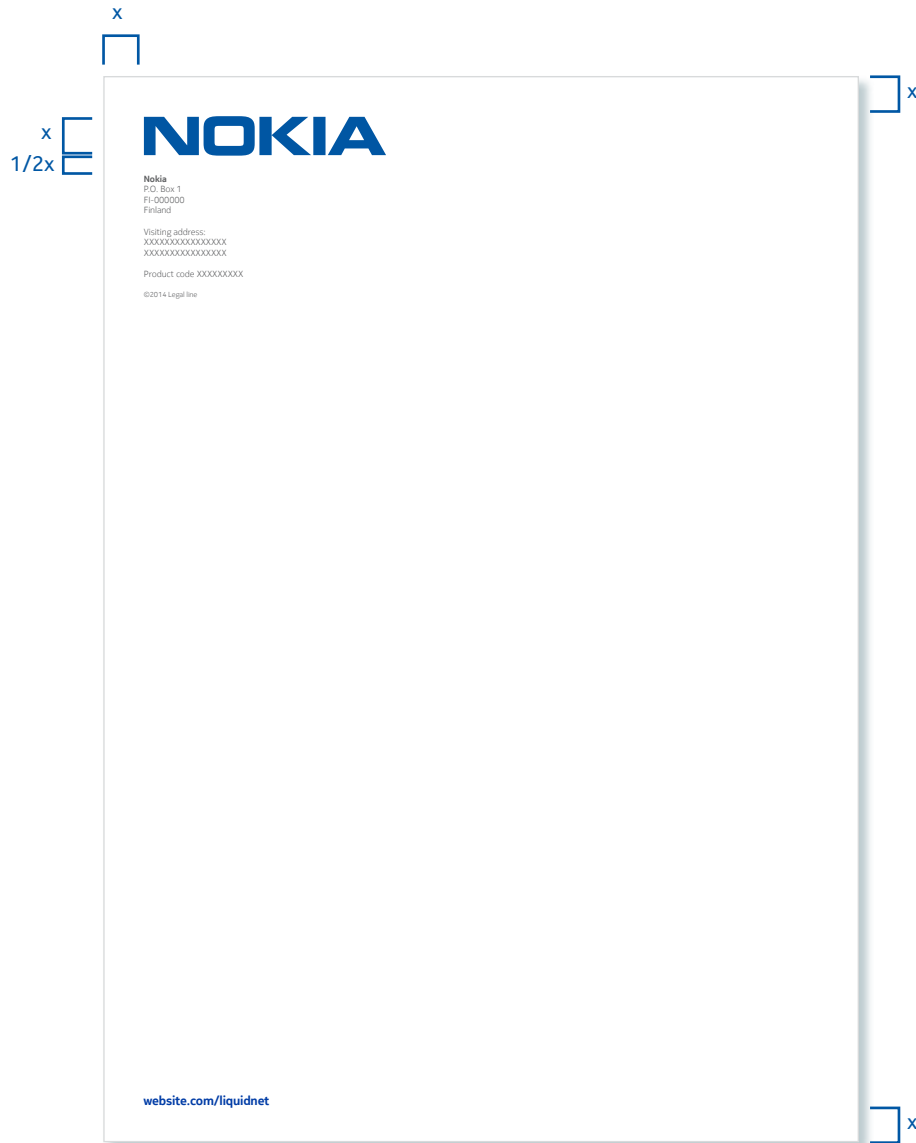
# Brochures

## Spread examples

The examples show how the limited use of light blue can effectively differentiate content and highlight the important information.



# Brochures



## A4 back cover

The back cover is used for contact details and legal information.

## Copy

Begins with our brand name in Nokia Pure Text Bold, 1/2(X) down from our logo. The remaining copy is set in Nokia Pure Text Light.

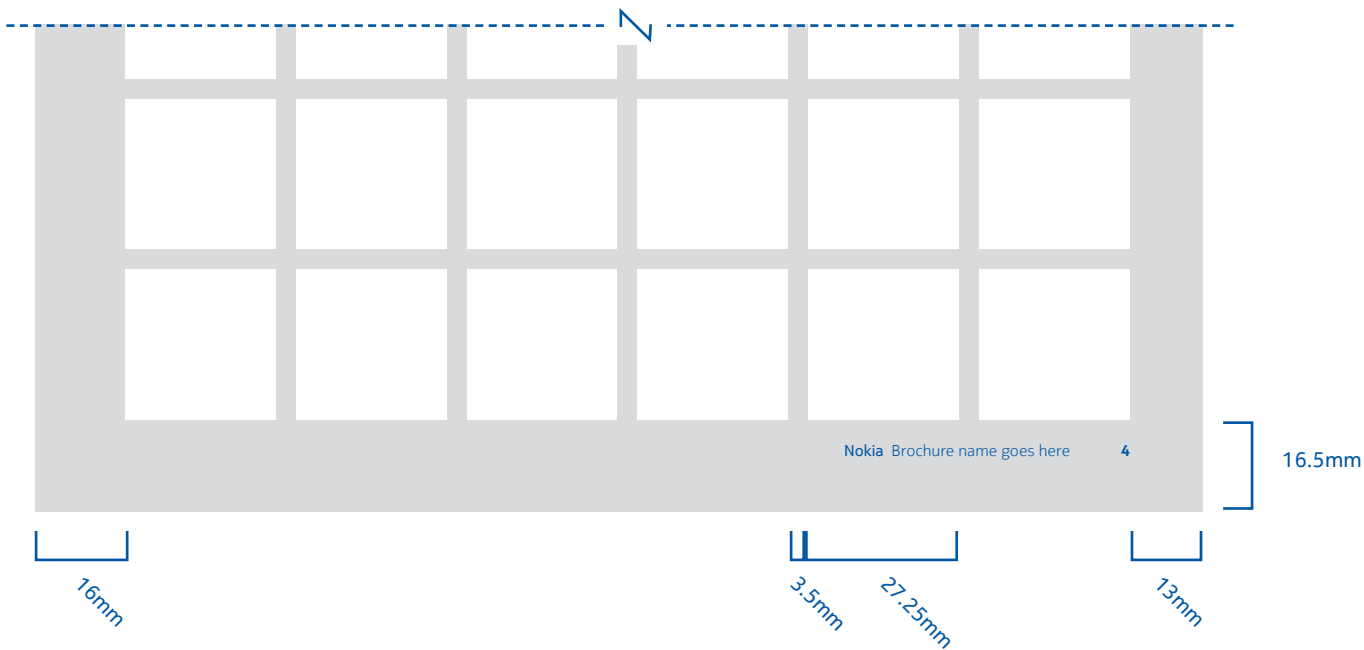
## Website

Begins with website name in Nokia Pure Text Bold (no need for www.), followed by the brochure name.

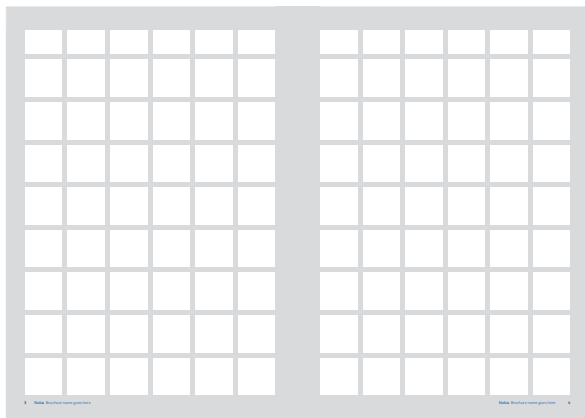
**X = 11mm**

# Brochures

## Right hand page example



## Double page spread



## Grids

Our grids help define content spaces, and ensure a consistent look and feel across all communication - regardless of size.

They are proportions that every communication must follow. The content placement is flexible, but the grid is static.

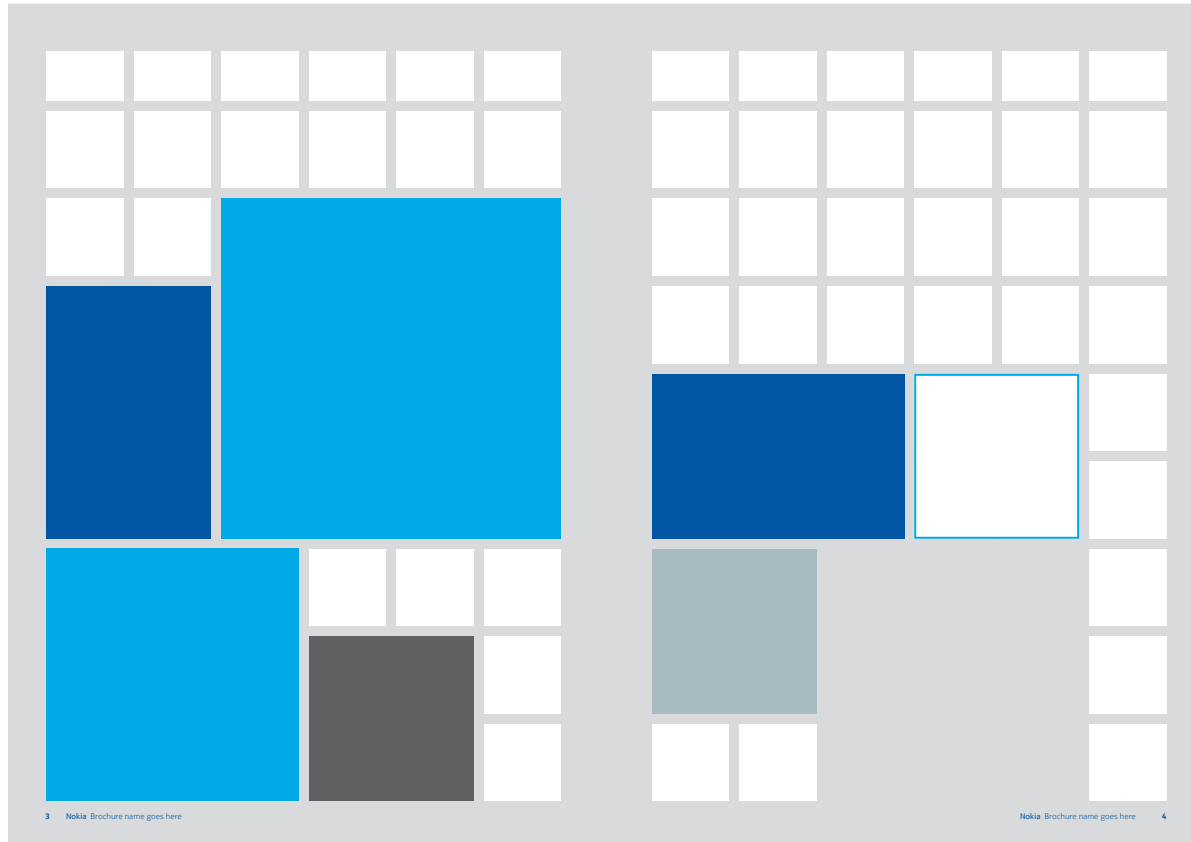
## System

Grids are based on an A3/A4 spread, and are the base to align content boxes and text.

The combinations are numerous, but are based on a structured grid to help you build a layout easily.

This is an A4 right hand page - flip for a left hand page.

# Brochures



## Content boxes

Boxes are an important part of our visual identity. They define space, and align with our grids to create a system to organize content.

Our boxes are based on our standard grid. Scale up for larger sizes based on this principle.

Boxes can be long/tall rectangles or squares, as long as they are aligned to the grid.

## Spacing

On our A4/A3 grid - boxes are 3.5mm apart. They are evenly spaced on the page.

presenting  
the story

ppt

Strong use of text to get the message across  
Mobile broadband leader deal momentum continues

# 3G

- > Chosen by AIS to roll out services in Thailand
- > Modernized the network for M1 in Singapore
- > Launched new 3G Femtocell Access Point for seamless connectivity in residential areas

# 4G

- > Selected by TIM Brazil to build its 4G LTE network ahead of 2014 football World Cup
- > Broadband services for Qatar in Qatar
- > Enabled a 4G network for Claro Chile for seamless connectivity in residential areas

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For Information

NOKIA

Focusing on action points

Weaknesses and strengths

Critical action points

Dimension	Action points - mark at least aspect of each dimension	10%
Service quality	XXX	10%
Network quality	XXX	10%
Customer satisfaction	XXX	10%
Operational efficiency	XXX	10%
Financial performance	XXX	10%
Environmental impact	XXX	10%
Social responsibility	XXX	10%
Innovation	XXX	10%

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For Information

NOKIA

Our presentations keep colors to a minimum and highlight key information in a unified simple approach.

Example: Roadmap

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For Information

NOKIA

Headline goes here

White text on blue

# 1234

Light text on blue does not work well, especially if small

no. 1

White text on dark gray

# 123+

White text on mid-gray works OK

88

Blue text on cyan background

# 123

Dark gray on blue background is not used, should not be used

12,345

Light gray text can be used but looks similar to white

# 1234

A large number

# €99.9

bn

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For Information

NOKIA

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NOKIA\_LOGO\_CMYK.eps



---

NOKIA\_LOGO\_BLACK.eps



---

NOKIA\_LOGO\_WHITE.eps



---

NOKIA\_LOGO\_RGB\_HR.jpg



---

NOKIA\_LOGO\_BLACK\_HR.jpg



---

NOKIA\_LOGO\_WHITE\_HR.png



/ **DO NOT** redraw or recreate  
the logo

# Contact

For any questions please contact  
[brand.clinic@nsn.com](mailto:brand.clinic@nsn.com)