networks guidelines

NOKIA

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

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 brand essentials

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.

/ DO NOT use the name
Nokia Networks.

Our brand elements

Our brand is a combination of many different elements. These guidelines will help ensure a consistent and effective communication of our brand.
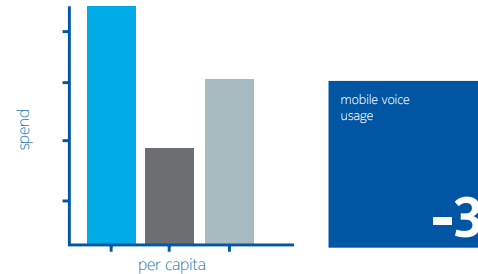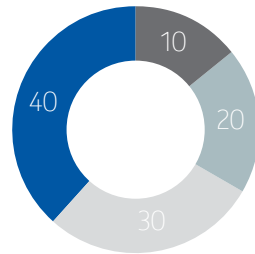
They serve as an ongoing reference to develop and express our brand.

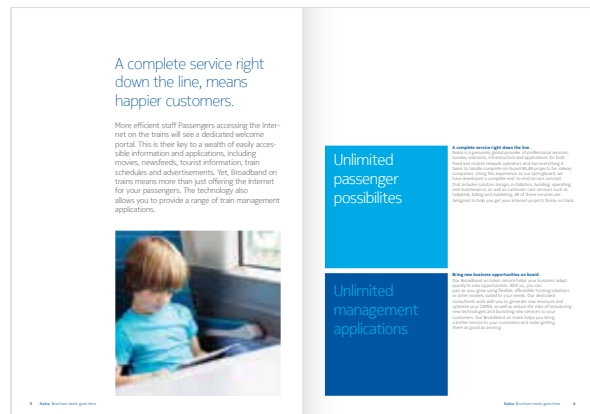For any questions please contact our brand clinic: brand.clinic@nsn.com

Nokia Pure Text

Nokia Pure Headline

spend

10

20

40

30

per capita

mobile voice usage

-3

/ **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

1x width of N

NOKIA

1x width of N

Minimum size
Print: 15mm
Screen: 85px
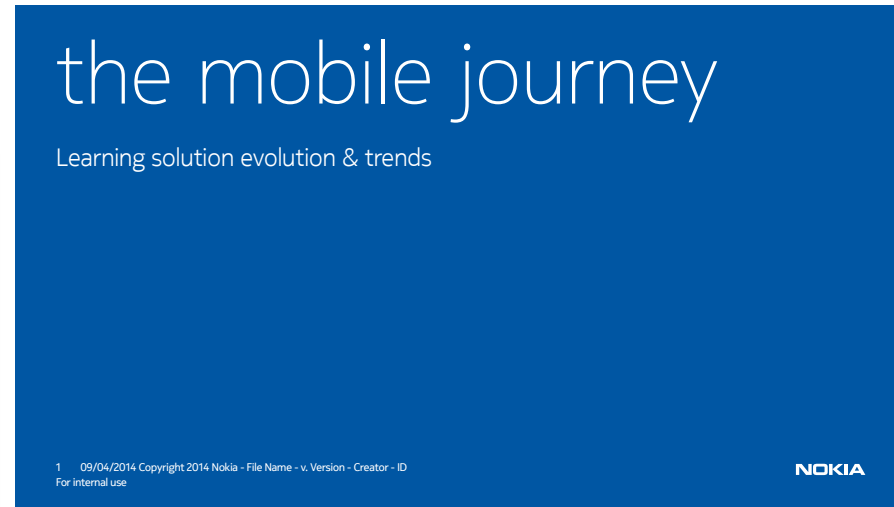
NOKIA

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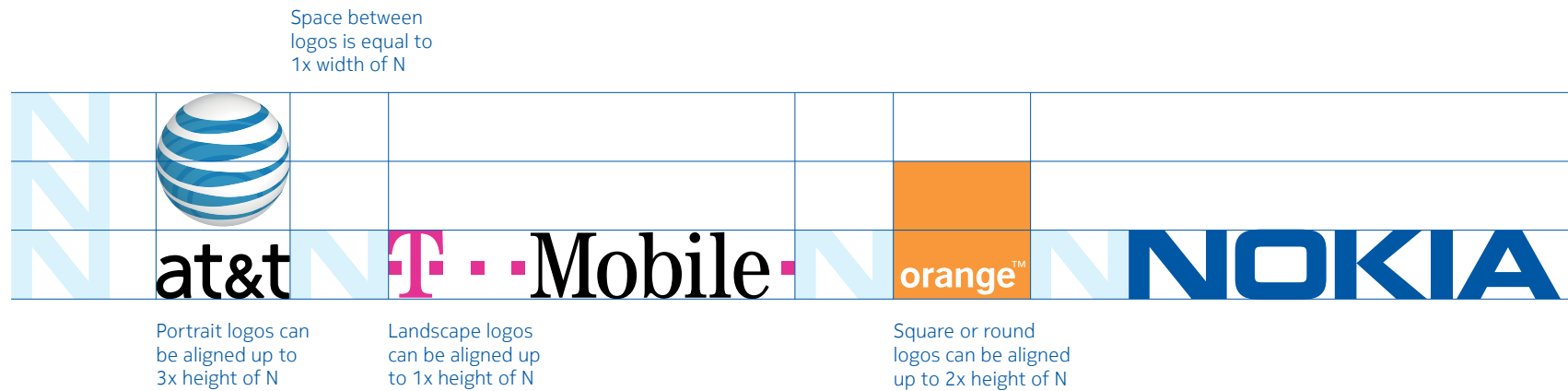Do not reproduce the logo smaller than 15mm/85px.

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

Examples

the mobile journey

Learning solution evolution & trends

1   09/04/2014 Copyright 2014 Nokia - File Name - v. Version - Creator - ID
For internal use

NOKIA

Services

grow your
capacity

Firstname
Lastname

Manager, BTS Architecture
Mobile Broadband, Networks
firstname.lastname@nokia.com
Mobile: +358 999 9999   Fax: +358 999 9998
Nokia, P.O.Box 1 FI-11111
Street 1–2, 11111 City,
Country

NOKIA

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

Size relationships partners/operators

Space between
logos is equal to
1x width of N

Portrait logos can
be aligned up to
3x height of N

Landscape logos
can be aligned up
to 1x height of N

Square or round
logos can be aligned
up to 2x height of N

/ 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.

Typefaces

தமிழ் ₀₁

中文 ₀₂

বাংলা ₀₃

Latin ₀₄

देवनागरी ₀₅

кириллица ₀₆

ภาษาไทย ₀₇

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

Typeface

عربي

08

հայերեն

09

ባለ ?ዕ

10

תירבע   ქართული

11   12

ελληνικά

13

ឱមរភាសា

14

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

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

Role		Role		Role		Role		Role
Name here		Name here		Name here		Name here		Name here

Role

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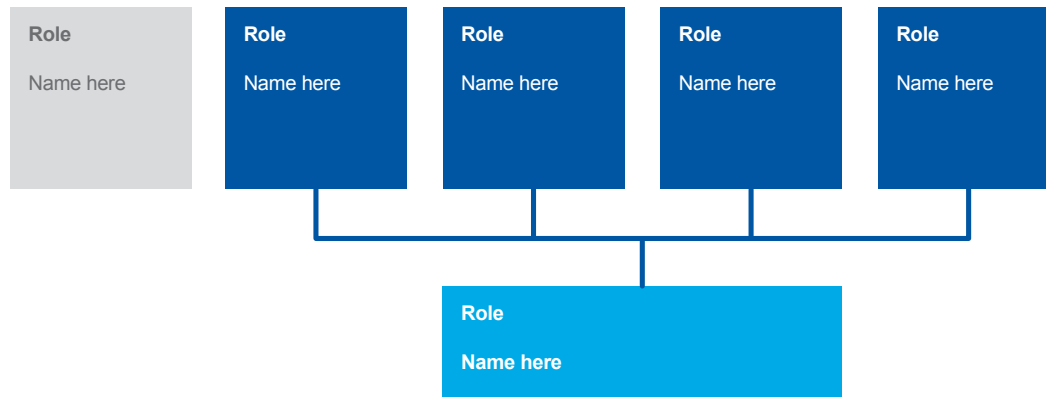
The aim of information design is to depict complex data and subjects in a concise and clear manner.

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.

10

20

30

40

spend

per capita

Process illustrations

2 Ground-to-train communications

Satcom network	WLAN	GPRS	UMTS	Internet router

3 Management center

1 On-board

Internet server
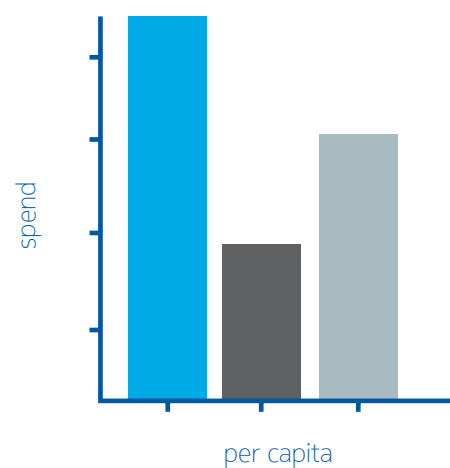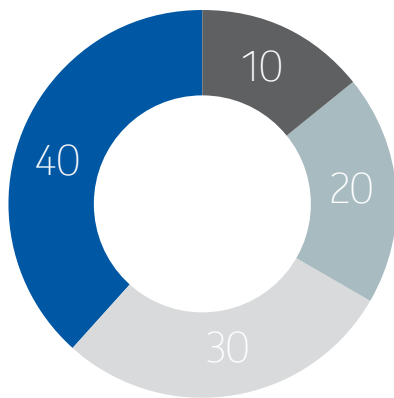
Secondary servers
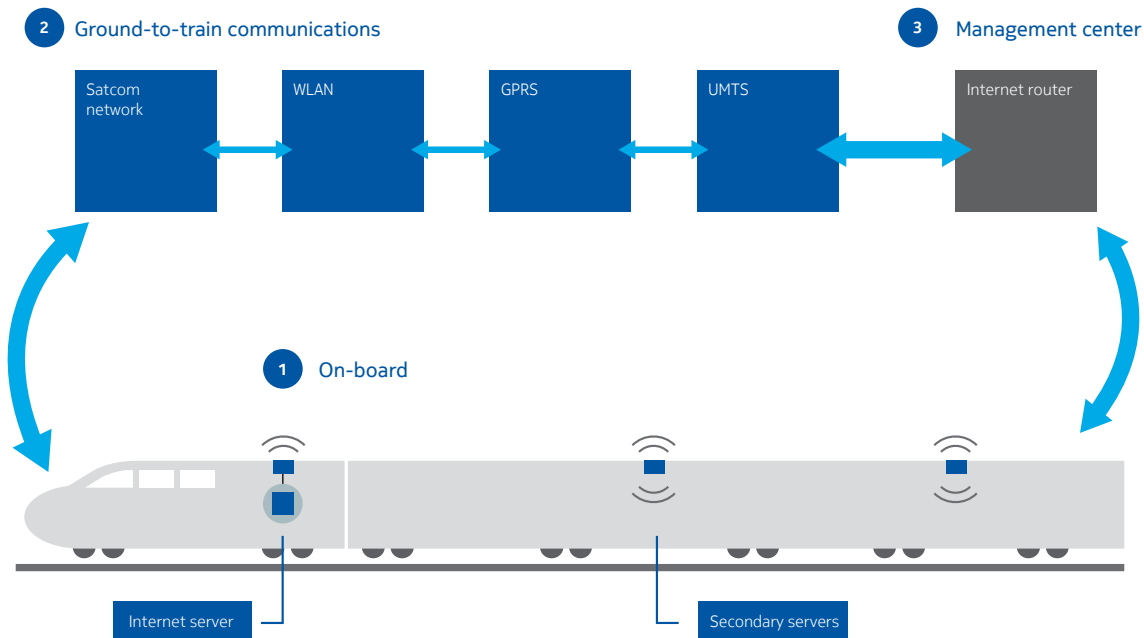
Our process illustration style is useful when trying to convey complex technical concepts.

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

Graphs

I **Global mobile traffic forecast**

Mobile voice (16kbps) Mobile tablet Mobile laptop Mobile handheld
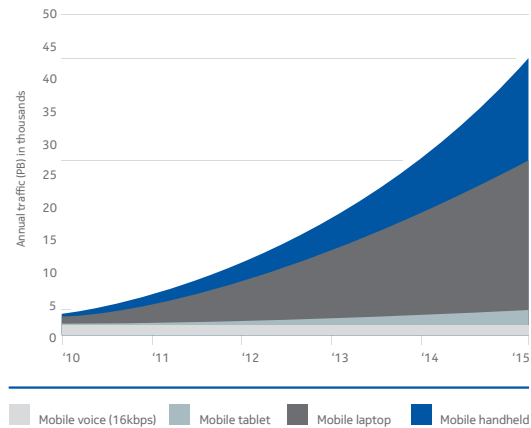
There are many ways to convey information.

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

Mobile internet traffic is on the increase in exabytes	Mobile handheld usage **+43**	Mobile laptop usage **+27**
2015	Mobile tablet usage **+8**	Mobile voice usage **-3**

/ NOTE these should only be created by approved vendors.

Network graphics

Mobile
network

Mobile
core

Professional
services

WLAN

Internet

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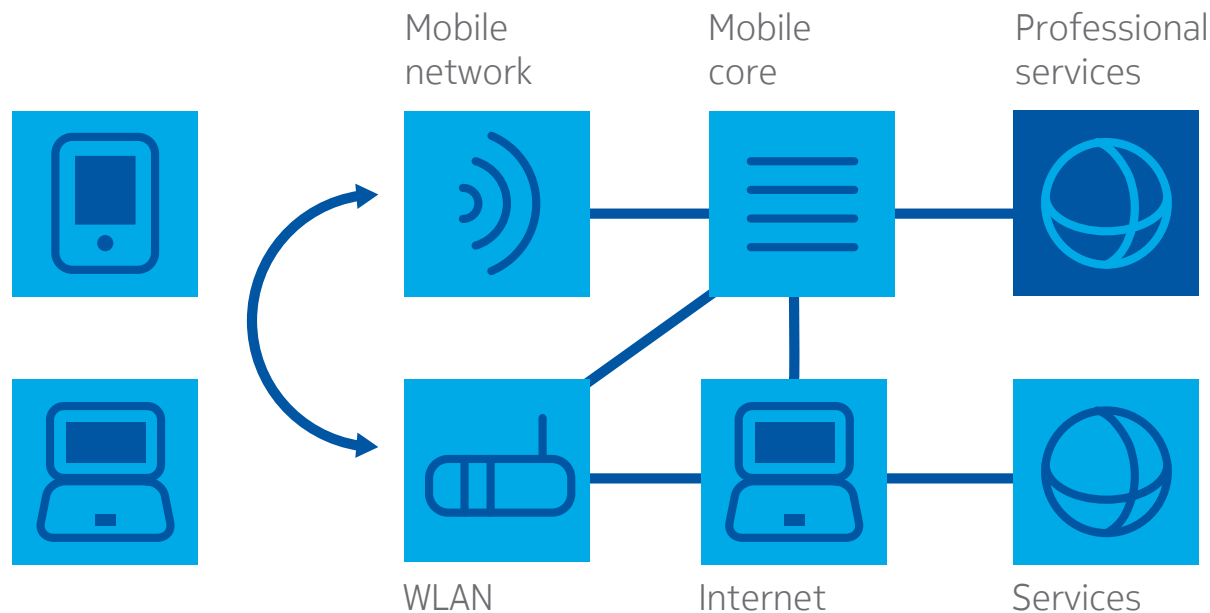
Network graphics are used to explain how our networks work. These are network element graphics and should only be used to describe a network of interconnected elements.

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.

Network graphics

Network graphic boxes

Network element boxes

Color types

Connectors
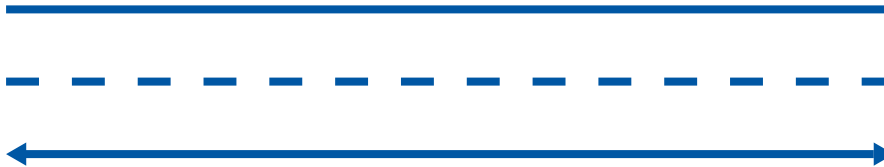
Additional elements
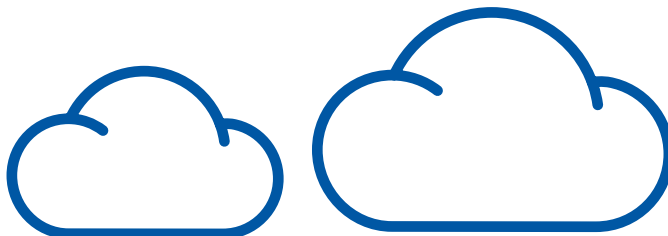
Use the infographic toolkit to create dynamic and informative diagrams.

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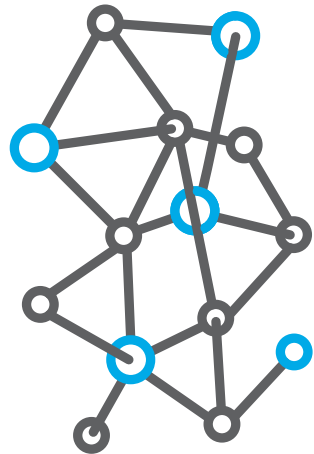
Our style is clear and concise, uses limited lines, and conveys the message simply.

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

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

x

x

x

NOKIA

Services

grow your
capacity

x

x

x   x
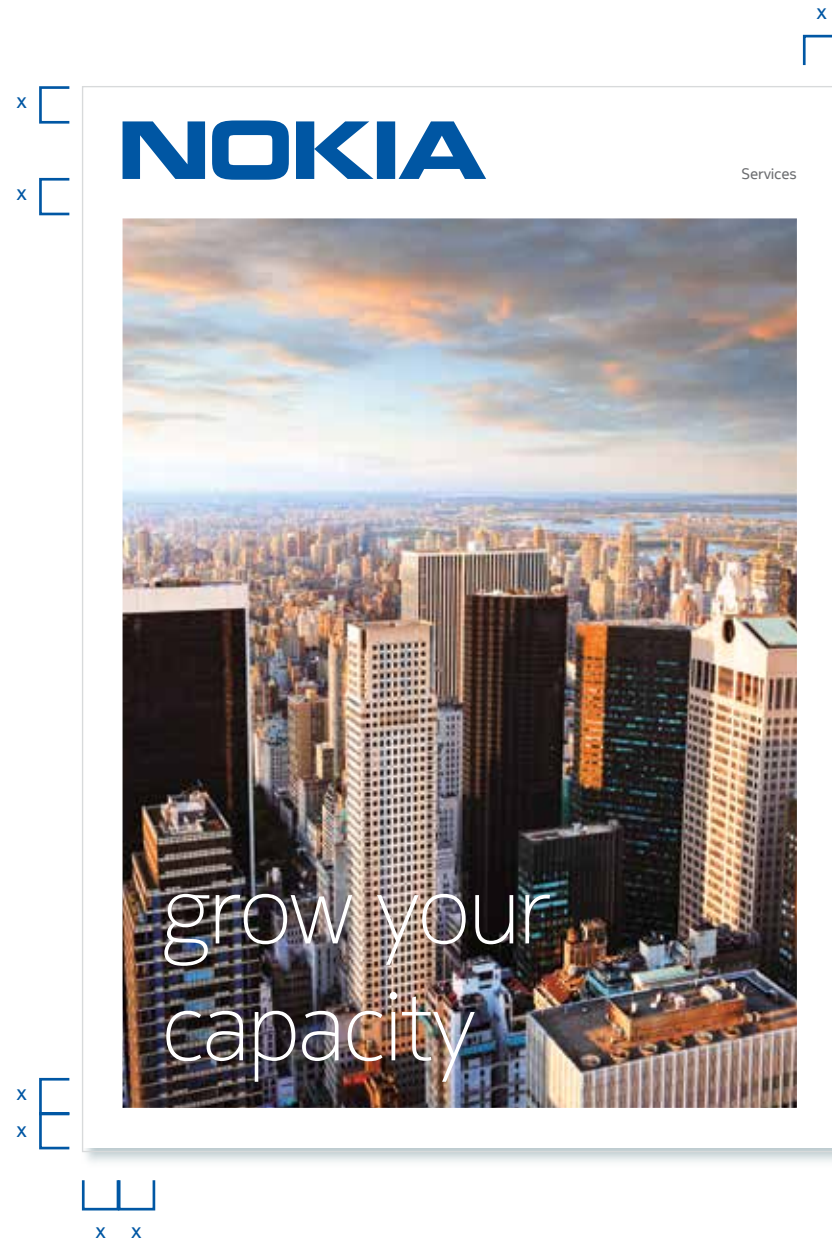
A4 Cover

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

Subtheme
Nokia Pure Text Light 12pt

Brochure title/topic
Nokia Pure Text Regular 12pt

Headline
Nokia Pure Headline
Ultra Light 77pt

x = 11mm

Liquid Net /
Liquid Radio

Baseband pooling

3/4 X

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

A non-intrusive evolutionary approach

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 – frozen 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 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.

The network's capital efficiency is enhanced.

Making networks more fluid.
• Self-aware, self-adapting: The network recognizes where demand is coming from and instantly re-adjusts itself to deliver the right capacity, coverage and services to the right places.

• Software-defined applications on multi-purpose hardware: Software-defined network applications run on multi-purpose hardware, either COTS ATCA®- based or IT server blade technology, enabling processing capacity to be matched to changing demand.

• Inter-linked architecture: Infrastructure elements are extensively inter-connected 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.

Network element reduction

80%

The amount of network capcity that is unused.

80%

Reduction in energy use

65%

Nokia   Liquid Net   2

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.
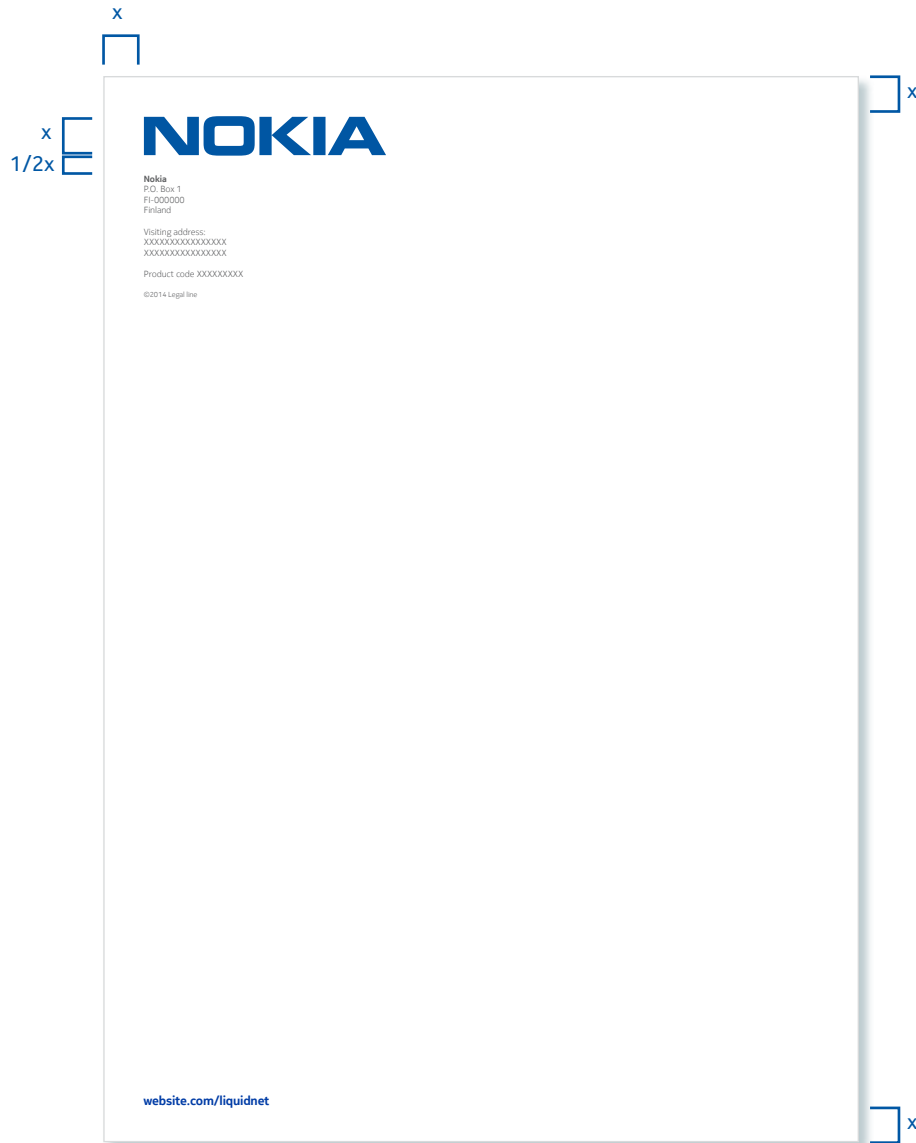
Brochures

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

Brochures

NOKIA

Nokia
P.O. Box 1
FI-000000
Finland

Visiting address:
XXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXX

Product code XXXXXXXXX

©2014 Legal line

website.com/liquidnet

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

Nokia Brochure name goes here   **4**

16.5mm

16mm

3.5mm

27.25mm

13mm
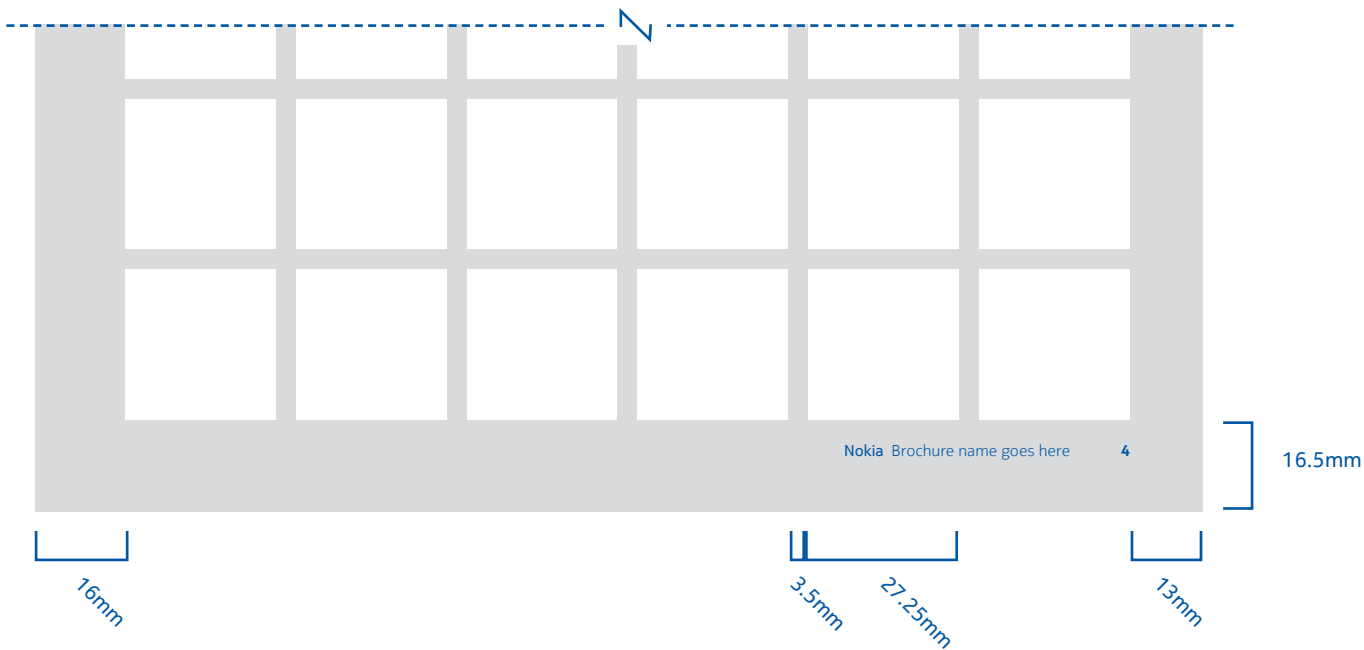
Double page spread
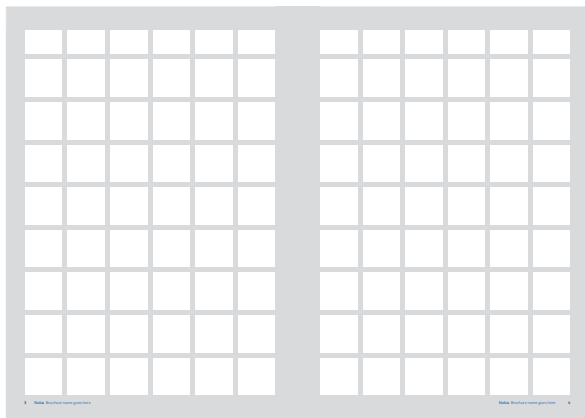
Grids
Our grids help define content spaces, and ensure a consistent look and feel across all communication - regardless of size.

They are proportions that every communication must follow. The content placement is flexible, but the grid is static.
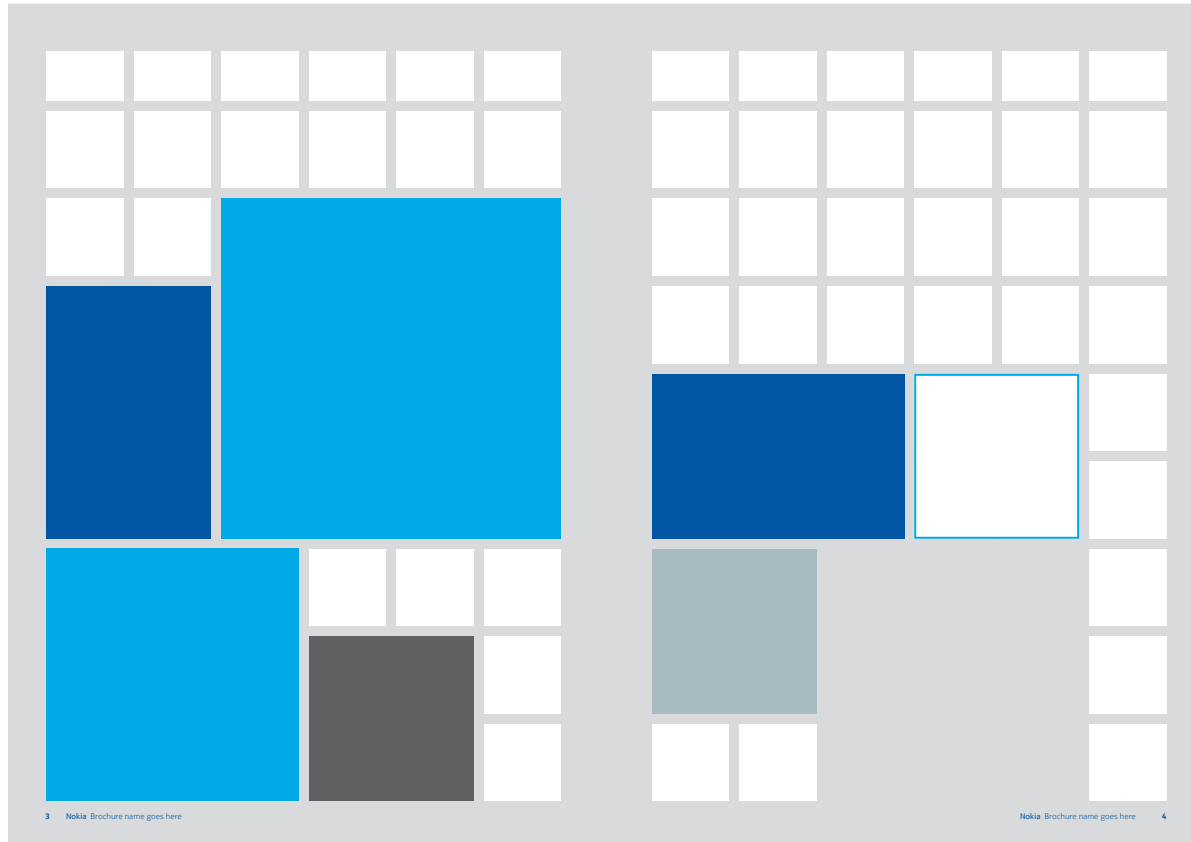
System
Grids are based on an A3/A4 spread, and are the base to align content boxes and text.

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

3   **Nokia** Brochure name goes here

Nokia Brochure name goes here   4

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

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

NOKIA_LOGO_CMYK.eps

NOKIA

NOKIA_LOGO_BLACK.eps

NOKIA

NOKIA_LOGO_WHITE.eps

NOKIA

NOKIA_LOGO_RGB_HR.jpg

NOKIA

NOKIA_LOGO_BLACK_HR.jpg

NOKIA

NOKIA_LOGO_WHITE_HR.png

NOKIA

/ DO NOT redraw or recreate
the logo

Contact

For any questions please contact
brand.clinic@nsn.com

NOKIA