A!

Aalto University

Visual
Identity
guidelines

Contents

1 Logotype

1.1 Terminology used

Mark is the logotype's symbolic part.
Logo is the logotypes's textual part.
The mark and the logo together form the
logotype of Aalto University.

Mark

Logo

Logotype

A? Aalto University

1.2 Mark

1.2.1 The mark's structure

The mark of Aalto University's logotype is formed from a capital A combined with a symbol.

Three symbols have been chosen to be used in Aalto University's mark, these are shown on the next page. All official logotype versions are based on the 9 possible combinations of the capital A and these symbols.

The letter A and the symbols of the Aalto University logotype are unique letterforms drawn specifically to create the Aalto University mark. The mark must always be composed of these letter forms, and never created from any ready-made typefaces or other letter forms.

A + [symbol]

1.2.2 Marks to be used

The three combinations: **A!**, **A"** and **A?**, are used as Aalto University's marks.

The number of symbols that can be used might grow in the future. The new symbols must, however, be designed professionally based on the form language of the mark's existing letters.
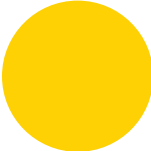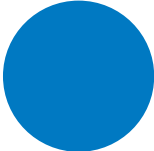
A! A" A?

1.2.3 Mark colours

The colours to be used in the mark of Aalto University are black, yellow, red and blue.
• Only two colours can be used in the mark at the same time
• The letter A of the mark is always black (except when the negative version is used – p. 23)
• The colour of the symbol can be either yellow, red or blue.

	Yellow	Red	Blue	Black
PMS				
Coated	116 C	032 C	300 C	BLACK C
Matte	116 M	032 M	300 M	BLACK M
Uncoated	108 U	032 U	300 U	BLACK U
CMYK				
Coated	0/12/100/0	0/90/65/0	100/50/0/0	0/0/0/100
Uncoated	0/6/100/0	0/80/70/0	100/30/0/0	0/0/0/100
RGB	FECB00	ED2939	0065BD	000000

1.2.4 States of the mark

By combining the mark's three symbol versions and three colour alternatives, the mark's nine **states** are obtained.

The mark should give an impression of being randomly changing; thus, the different states should be employed by varying their use in a balanced way.

1.3 Logotype

1.3.1 Logotype versions

There are two versions of Aalto University's logotype: the so-called **normal version** (size 21 units) and the **small version** (size 13 units).

The small logotype version is used when it is necessary to use the logotype in such a small size that the letter-size of the logotype's logo-part might become unreadable.

The use of the normal logotype version is recommended when the size of the letter A of the mark is **bigger than 12 mm**, and the small logotype is recommended when the size of the letter A of the mark is **between 6 and 12 mm.**

This instruction only applies to the use of the logotype in printouts and press work. It does not apply when it is used in spatial design, web etc. applications, in these cases it is better to evaluate the most suitable logotype version case by case. Aalto Communications approves of this kind of use.

Normal logotype (size 21)
When the height of the letter A of the mark is **more than 12 mm.**

Example of usage: On the cover of Aalto University's brochure
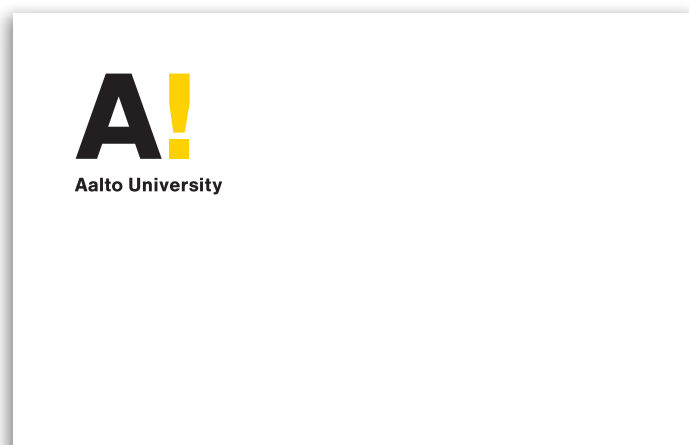
Small logotype (size 13)
When the height of the letter A is **less than 12 mm.**

Example of usage: On a poster with many logotypes
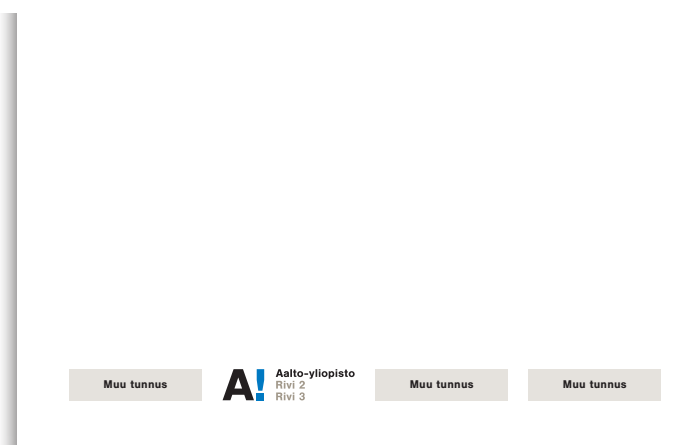
1.3.2 Logotype structure

The logotype of Aalto University is formed by combining the mark and the logo according to the proportions described on this page.

The logo part of the logotype of Aalto University is made up of Aalto University's name and additional lines. These additional lines are used, for example, for the names of the Schools.

In the logo, the name of Aalto University is always in black, while grey is used for the additional lines. The PSM code for grey is 403. More detailed colour definitions for different colour systems can be found in the "Colours" section.

21

8

Aalto University

5

Line 2

5

Line 3

1.3.3 Examples of logotype versions

A?

Aalto-yliopisto

A!

Aalto University

A"

Aalto-universitetet

A?

Aalto-yliopisto
Kauppakorkeakoulu

A!

Aalto University
School of Economics

A"

Aalto-universitetet
Handelshögskolan

A"

Aalto-yliopisto
Taideteollinen korkeakoulu

A?

Aalto University
School of Art and Design

A!

Aalto-universitetet
Konstindustriella högskolan

A!

Aalto-yliopisto
Teknillinen korkeakoulu

A"

Aalto University
School of Science
and Technology

A?

Aalto-universitetet
Tekniska högskolan

1.3.4 Structure of the small logotype

The small logotype of Aalto University is formed by combining the mark and the logo according to the proportions described on this page.

In this logotype version the mark has been reduced in size in such a way that the letter size of the logo part is bigger in relation to the mark than in the normal size logotype version.

The logotype's other proportions follow those of the normal size logotype.

1.3.5 Examples of small logotype versions

A! Aalto-yliopisto

A" Aalto University

A? Aalto-universitetet

A? Aalto-yliopisto
Kauppakorkeakoulu

A! Aalto University
School of Economics

A" Aalto-universitetet
Handelshögskolan

A" Aalto-yliopisto
Taideteollinen korkeakoulu

A? Aalto University
School of Art and Design

A! Aalto-universitetet
Konstindustriella högskolan

A! Aalto-yliopisto
Teknillinen korkeakoulu

A" Aalto University
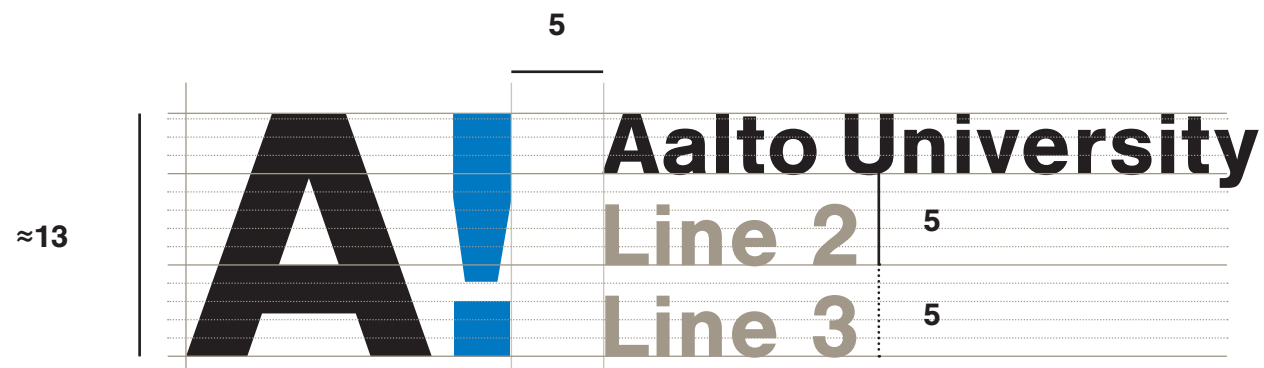School of Science
and Technology

A? Aalto-universitetet
Tekniska högskolan

1.4 Logotype use

1.4.1 Logotype rotation

When using the logotype of Aalto University, the idea is to create an impression of a randomly changing mark.

Thus, the logotype should be used in such a way that the mark's different states are used in a variety of ways and in a balanced manner.

For example, a school, unit, department or faculty is not permitted to use only one or just some of the states of the mark in a selective manner. Using the logotypes of Aalto University in this way would divide them into logotypes specific to the school, unit, department or faculty, and the image would not be perceived as an integral whole.

Yes: School, unit, department or faculty varies the mark used.

A!

Aalto University
School of Science
and Technology

**Center for Energy
Technology**

**Faculty of Engineering
and Architecture**

A"

Aalto University
School of Science
and Technology

**Center for Energy
Technology**

**Faculty of Engineering
and Architecture**

A?

Aalto University
School of Science
and Technology

**Center for Energy
Technology**

**Faculty of Engineering
and Architecture**

No: School, unit, department or faculty repeatedly uses the same mark.

A!

Aalto University
School of Science
and Technology

**Center for Energy
Technology**

**Faculty of Engineering
and Architecture**

A!

Aalto University
School of Science
and Technology

**Center for Energy
Technology**

**Faculty of Engineering
and Architecture**

A!

Aalto University
School of Science
and Technology

**Center for Energy
Technology**

**Faculty of Engineering
and Architecture**

1.4.2 Logotype's clearspace

The clearspace defined for Aalto University's logotype ensures sufficient space for the logotype by defining the minimum distance to other visual elements. When the clearspace requirement is complied with, the logotype will always appear strong and clear.

The clearspace also makes the use of the logotype and its placement easier – the clearspace defines the distances to the edges of the surface the logotype is placed on.

Do not place any other graphical elements, such as texts or logos, within the clearspace.

The area of the clearspace is obtained by surrounding the logotype with an empty area which has the width and the height of the mark A.
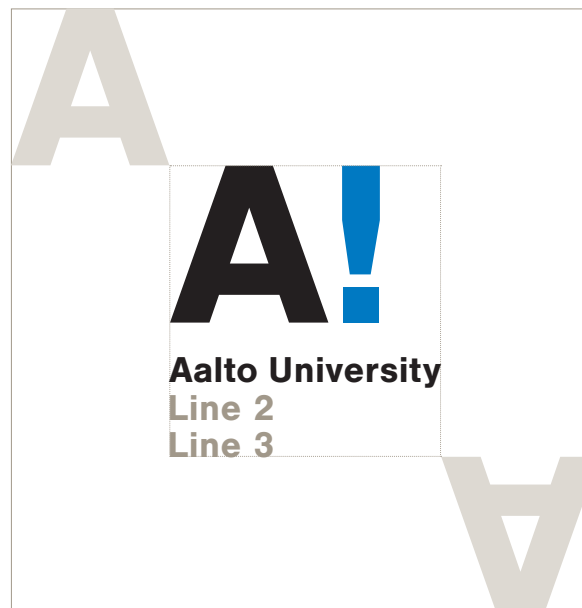
Clearspace size
Clearspace size is defined in such a way that the letter A of the mark fits within any area surrounding the logotype.
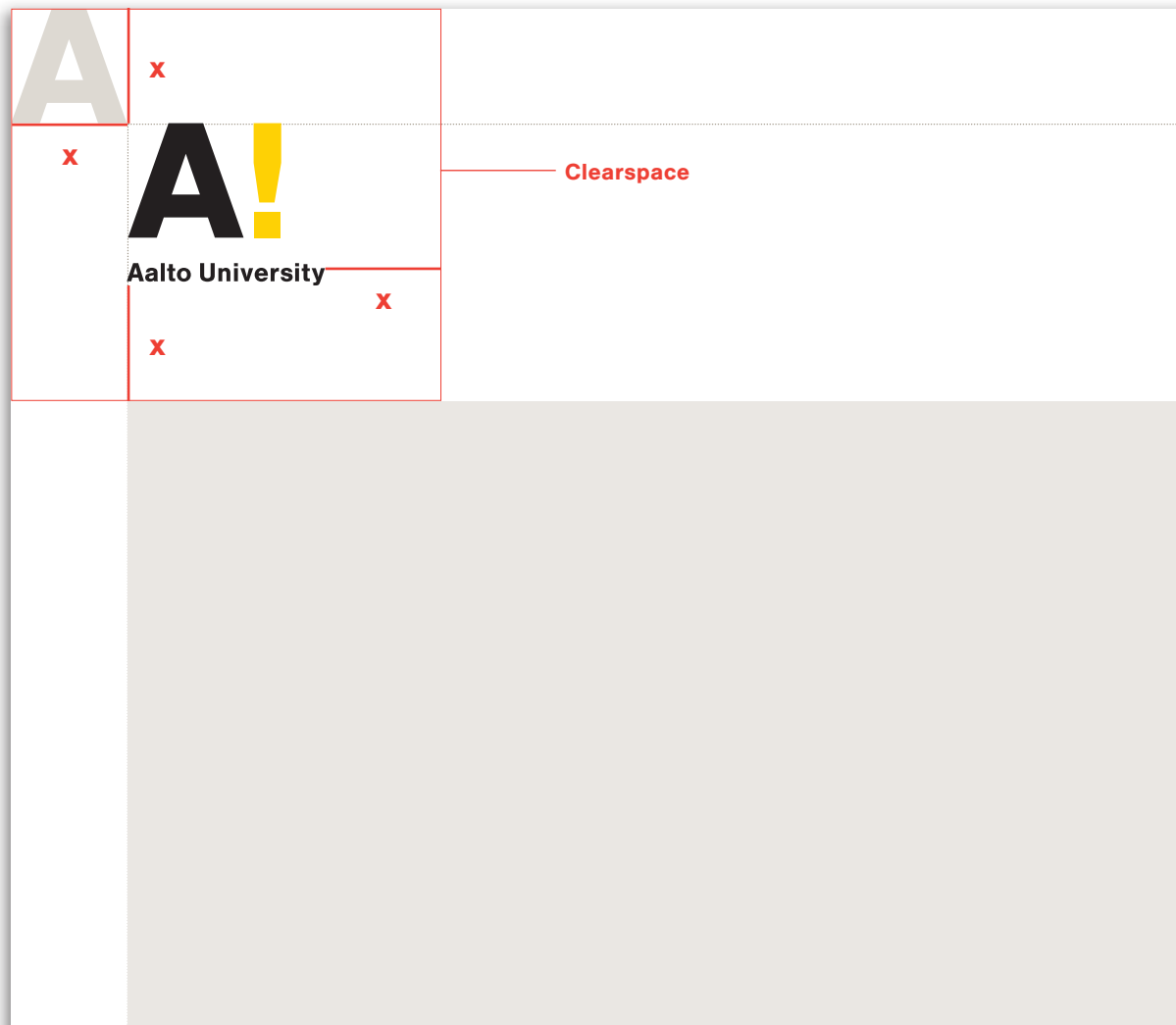
1.4.3 Logotype placement

The logotype of Aalto University will rest naturally in the top left corner of a paper sheet, page or other surface.

    The logotype is recommended to be positioned in such a way that its distance from the top and left side is the same, at least the size of the mark A (x).

    The logotype's clearspace, which is also formed from the distance x, must be taken into account in the placement of other graphical elements.

x = the height of letter A

x

x

Clearspace

x

x

1.4.4 Placement of the small logotype

The small logotype of Aalto University can be placed in the bottom left corner of a paper sheet, page or other surface.

The logotype is recommended to be positioned in such a way that its distance from the bottom and left sides is the same, at least the size of the mark A (x).
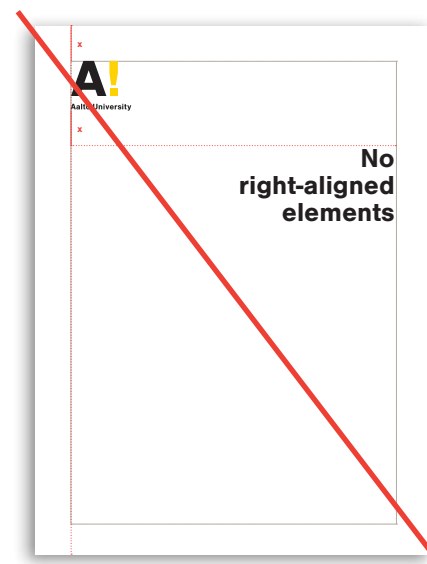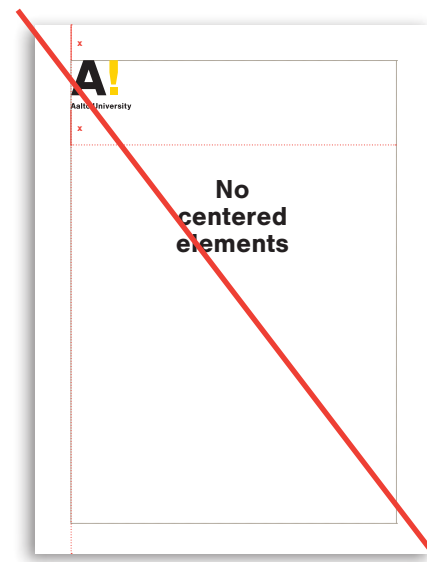
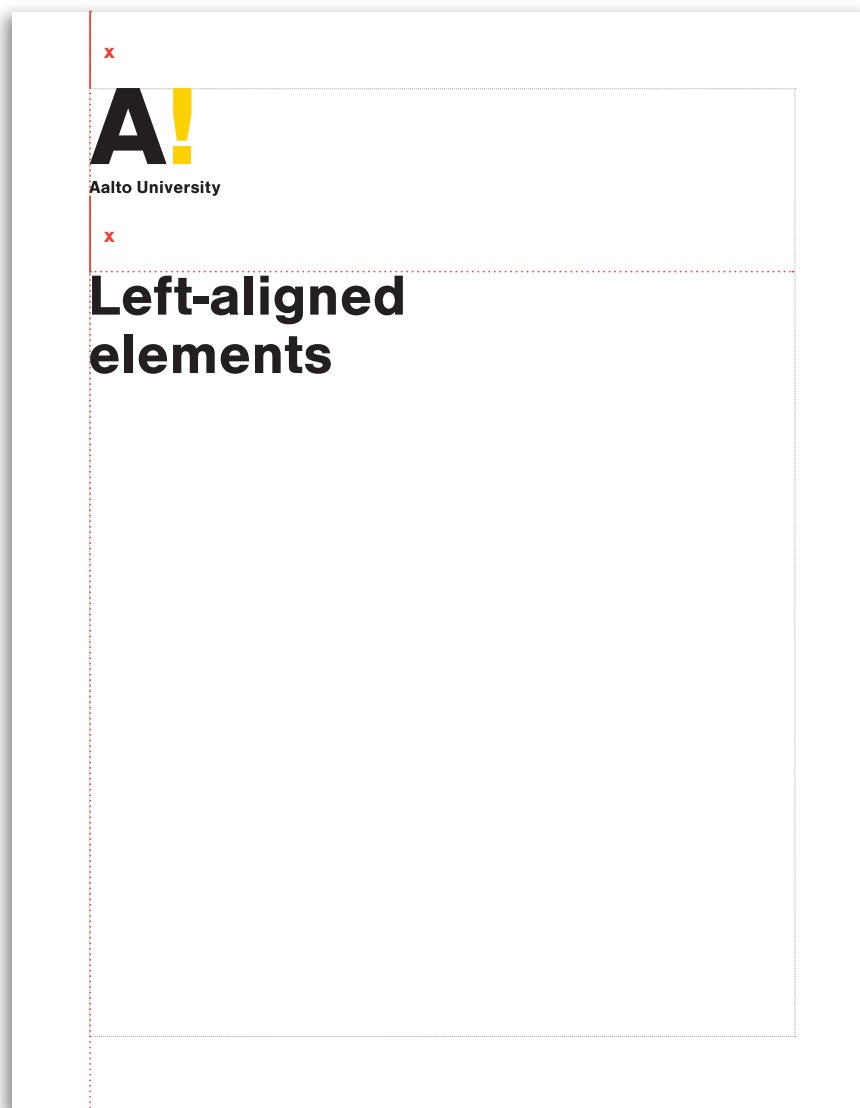The logotype's clearspace, which is also formed from the distance x, must be taken into account in the placement of other graphical elements.

x

x

x

x

A! **Aalto University**

Clearspace

x = the height of letter A
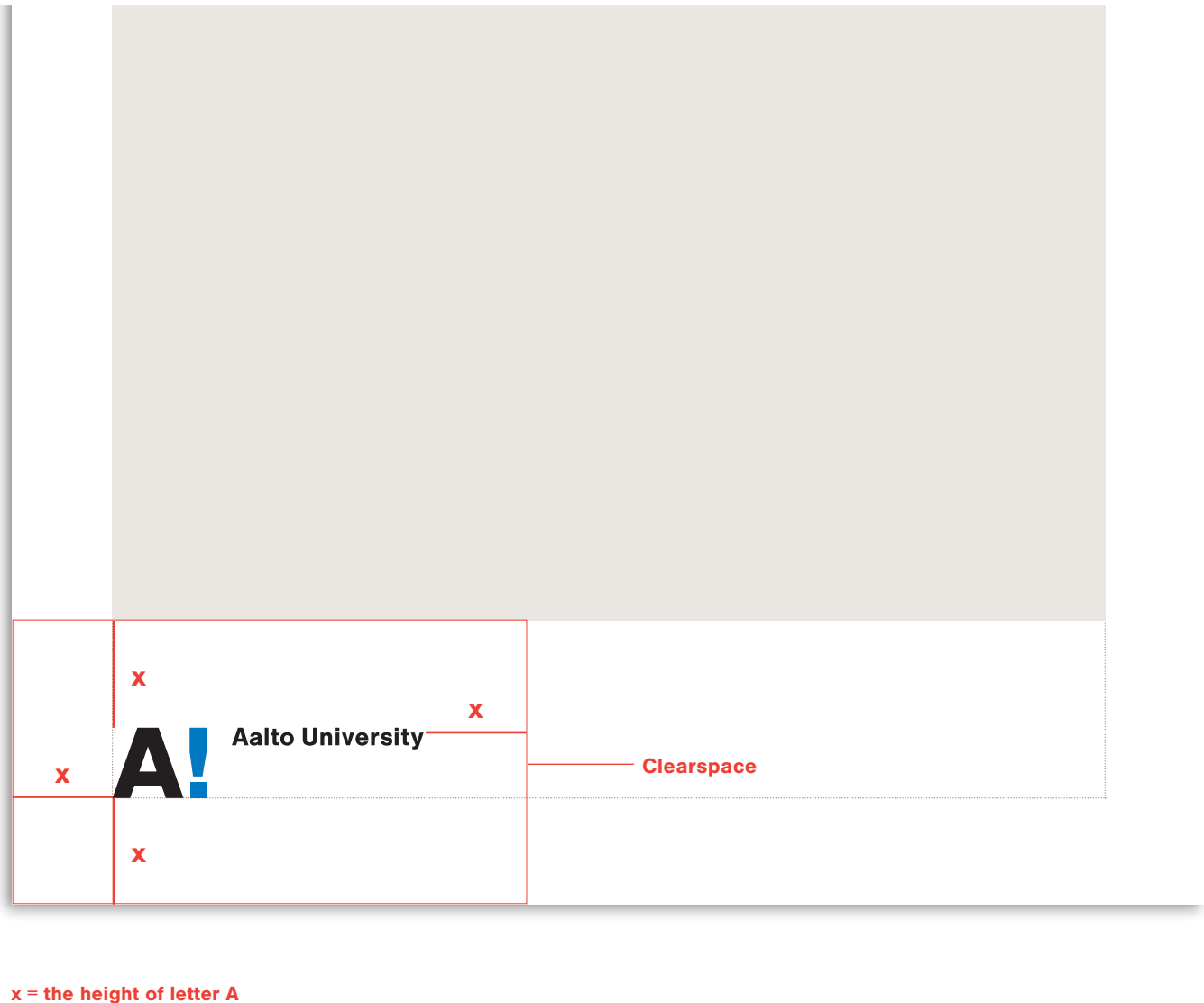
1.4.5 Placement of other elements in relation to the logotype

As the logotype's mark and logo have been left-aligned in relation to each other, it is logical to follow the same placement principle also when positioning other elements.

When positioning other graphical elements, align them with the logotype's left side. Avoid centering or right-aligning these elements, because that would create several middle axes for the application and results in a confusing composition.

x

A!

Aalto University

x

Left-aligned elements

x

A!

Aalto University

x

No centered elements

x

A!

Aalto University

x

No right-aligned elements

1.4.6 Colour alternatives for the logotype

One should aim to use the logotype of Aalto University in its coloured form on a white background. When this is not possible for some reason, for example when the logotype must be used on a shaded or tinted background or on top of a photo, one can use the logotype versions shown on this page.

Black-and-white version
A so-called grayscale version is not used for this logotype. If the logotype cannot be used in its coloured form, it must be either white or black – depending on the darkness of the background.

Logotype on top of a photo
Avoid using the logotype on top of a photo. If, however, it is necessary to do so, ensure that the area of the photo at the background is sufficiently evenly toned and tranquil, so that the logotype is clearly readable. The logotype can be either white or black, depending on the darkness of the photo on the background.

Black-and-white version

A?
**Aalto-yliopisto
Kauppakorkeakoulu**

Negative version

A?
**Aalto-yliopisto
Kauppakorkeakoulu**

Logotype on a light background

A?
**Aalto-yliopisto
Kauppakorkeakoulu**

Logotype on a dark background

A?
**Aalto-yliopisto
Kauppakorkeakoulu**

Logotype on top of a light photo

A?
**Aalto-yliopisto
Kauppakorkeakoulu**

Logotype on top of a dark photo

A?
**Aalto-yliopisto
Kauppakorkeakoulu**

1.4.7 Erroneous logotype use

This page shows a collection of examples of erroneous use of the logotype.

Remember:
• Always use the official logotype files distributed by Aalto University
• Never alter the logotype's structure or the relation of the elements
• Do not create new colours or colour combinations for the logotype or use the official logotype colours in ways that differ from the ways of use shown in this guide.
• Respect the logotype's clearspace and the placement instructions given in this guide.
• Do not use effects. No 3D versions of the logotype should be used or effects, such as shading, fading or softening, added to the logotype.

Use only one logotype on a single view/sheet/page. Avoid unnecessarily repeating the logotype on the same page.

Do not place elements within the logotype or its clearspace. No elements should be placed in the logotype's empty areas, this disturbs the logotype's structure and they could be understood as parts of the logotype. Respect the logotype's clearspace.

Do not change the logotype's structure or the relations between the elements. The logotype's structure or its elements' relationships should never be changed.

Do not use the logotype in other than the official colour combinations.
• Use only the colour versions of the logotype specified in these guidelines.
• Do not create your own colour combinations, even if the colours are from the colour palette of Aalto University's visual identity.
• Do not use coloured logotype on a coloured background. On a coloured background the logotype used must be white or black.
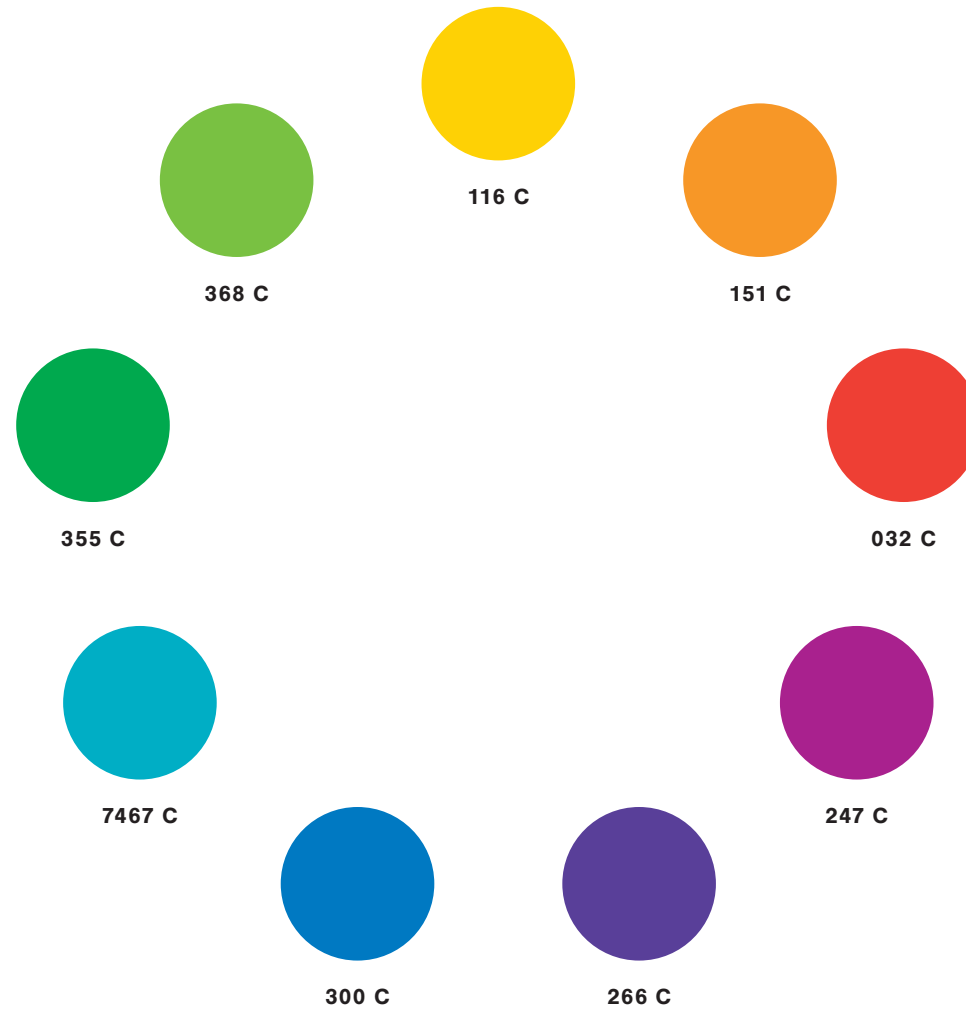• Always use the logotype in full colour. It must not be used toned or outlined.

2 Colours

2.1 Colours

2.1.1 Colour palette

The colour palette for Aalto University's visual identity is based on the three primary colours of the logotype – red, yellow and blue – and of six colours chosen evenly from between them on the colour-wheel.
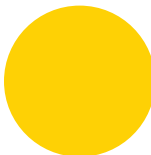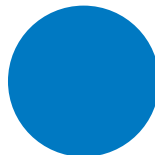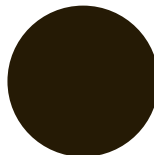
116 C

151 C

368 C

032 C

355 C

247 C

7467 C

300 C

266 C
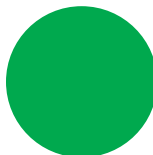
2.1.2 Colour specifications

The colours of Aalto University's visual identity have been specified as tones of the Pantone colour system. Note that the codes of Coated and Uncoated Pantone are different for some colours.

When four-colour tones (CMYK) are used, the specific colour values vary in accordance with the paper on which they are printed. The "Coated" colour values are used for coated paper, and the "Uncoated" colour values are used for uncoated paper.
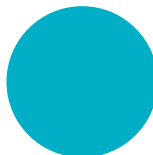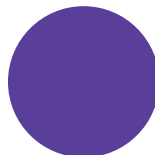
Always use the four-colour values specified here. If the colour values used are not meant for the paper type used, the colours will appear incorrectly in the final product.

PMS					
Coated	116 C	032 C	300 C	BLACK C	403 C
Matte	116 M	032 M	300 M	BLACK M	403 M
Uncoated	108 U	032 U	300 U	BLACK U	403 U
CMYK					
Coated	0/12/100/0	0/90/65/0	100/50/0/0	0/0/0/100	18/22/26/49
Uncoated	0/6/100/0	0/80/70/0	100/30/0/0	0/0/0/100	10/11/13/36
RGB	FECB00	ED2939	0065BD	000000	928B81

368 C	355 C	7467 C	266 C	247 C	151 C
368 M	355 M	7467 M	266 M	247 M	151 M
368 U	355 U	7467 U	267 U	247 U	1505 U
70/0/100/0	94/0/100/0	100/0/30/0	80/94/0/0	37/95/0/0	0/64/100/0
50/0/80/0	82/0/92/0	95/0/25/0	53/65/0/0	22/72/0/0	0/43/82/0
69BE28	009B3A	00A8B4	6639B7	B1059D	FF7900

2.1.3 Grey as a grade of black

When it is not possible to print grey as a Pantone or four-colour tone, it can be realized as a grade of black. The tone that should be used is **55% black.**

    This kind of situation arises, for example, when the logotype is printed only in two colours, for example, in black and in one of the logotype's Pantone tones. In such cases grey must be substituted with a black tone.
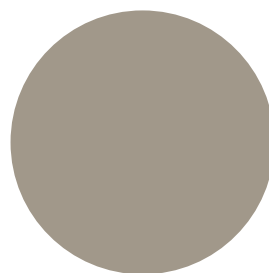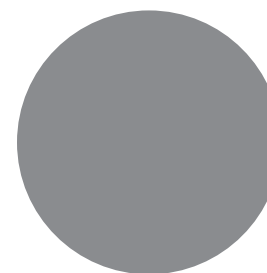
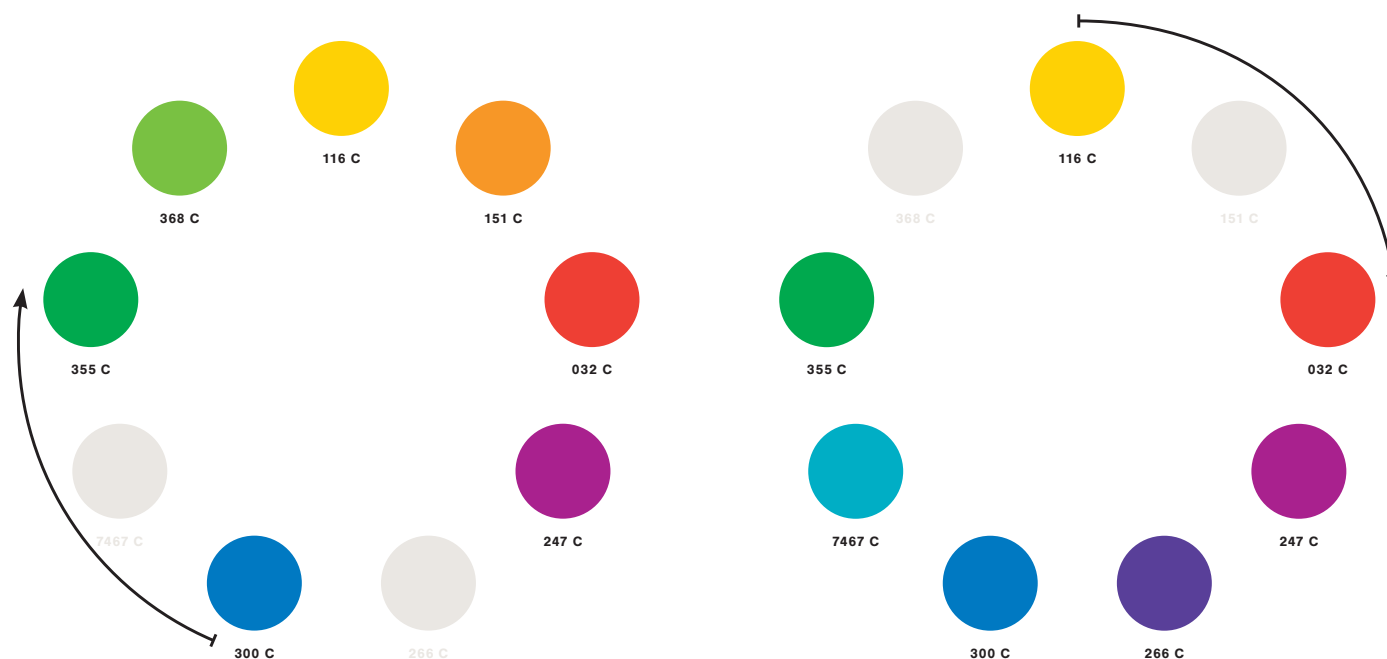**403**　→　**55% BLACK**

2.2 Use of colours

2.2.1 Colour combinations

The aim in the use of the colour palette of the Aalto University's visual identity is to provide a colourful but clear impression.

The visual identity is colourful but not stridently so; clear and well considered but not monotonous. The use of colours must be deliberate – in most cases a selection of 2-3 colours is sufficient.

When selecting colour combinations, the colour to be used in the logotype must always be taken into account. The other colours that are to be used must not be colours that are adjacent to the colour of the logotype on the colour-wheel. Using this principle we ensure that the colours used are not too similar with the colour of the logotype, and that the logotype will always stand out strongly as its own element.

To ensure that all the colour combinations to be used are clear and strong, colour combinations must be formed in such a way that they do not have colours that are adjacent in the colour-wheel.

368 C

116 C

151 C

355 C

032 C

7467 C

247 C

300 C

266 C

368 C

116 C

151 C

355 C

032 C

7467 C

247 C

300 C

266 C

2.2.2 Instructions for colour use

This page contains instructions about how to make strong and clear colour combinations.

• Use clear and strong colour combinations in which the colours differ sufficiently from each other.
• Use the colours considerately, in combinations of 3-4 colours. Avoid a motley and uncontrolled impression, which the use of too many colours creates.
• If you want a restrained colour scale, use only one or two colours. You can also use black or grey as one of the main colours.

Use colours that clearly differ from the colours used in the logotype. Use colours located in the Aalto's colour-wheel at least three steps from the colour used for the logotype.

Assemble your colour palette from sufficiently different colours. Use clear colour combinations. Select the colours so that they are located at least two steps away from each other on the colour-wheel.

Use the colours in a well considered manner: 2-3 main colours and, whenever required, 1-2 additional colours. Use 2-3 main colours, and, if needed, some additional colours for emphasis.

If you want a restrained colour scale, use fewer colours. For applications where a more restrained and dignified impression is required, one can use, for example, one main colour + black or grey.

Do not use the colour of the logotype as the main colour in the application. The colour of the logotype should not be used as the main colour in the designed application. You may use the same colour in just very small amounts, for example, for emphasis.

Do not use colour tones that are too similar. Do not use too identical colour tones to avoid a monochrome effect.

Do not use too many colours. Combinations of too many colours create a motley and confusing impression.

Do not use tone tints or shades. This technique reduces colour effectiveness and creates a monochrome effect. Use the colours always in their full strength.

3 Typefaces

3.1 Nimbus Sans

The main typeface for Aalto University's visual identity is the typeface **Nimbus Sans.** The primary font to be used is **Nimbus Sans Bold.**

Nimbus Sans is a version of the Helvetica typeface which digitized by the URW studio in 1982. Helvetica was designed by Max Miedinger in 1958.

More information about fonts is available from Aalto Communications.

Nimbus Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdeffiflghijklmnopqrstuvwxyz
åäãæöõøçèéëïÿş
0123456789
!"#$€£¢¥%&'()*+,-./:;<=>?@
[\]^_`{|}~¡¢£¤¥¦§¨©ª«¬®¼½¾

Nimbus Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdeffiflghijklmnopqrstuvwxyz
åäãæöõøçèéëïÿ
0123456789
!"#$€£¢¥%&'()*+,-./:;<=>?@
[\]^_`{|}~¡¢£¤¥¦§¨©ª«¬®¼½¾

3.2 Sentinel

The secondary typeface used in Aalto University's visual identity is **Sentinel** designed by Jonathan Hoefler and Tobias Frere-Jones in 2009.

More information about fonts is available from Aalto Communications.

Sentinel Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdeffiflghijklmnopqrstuvwxyz
åäãæöõøçèéëïÿş
0123456789
!"#$€£¢¥%&'()*+,-./:;<=>?@
[\]^_`{|}~¡¢£¥§¨©ª«®

Sentinel Medium

Sentinel Semibold

Sentinel Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdeffiflghijklmnopqrstuvwxyz
åäãæöõøçèéëïÿş
0123456789
!"#$€£¢¥%&'()*+,-./:;<=>?@
[\]^_`{|}~¡¢£¥§¨©ª«®

3.3 Substituting system typefaces

If the fonts for Aalto University's visual identity are not available, they can be substituted by the following fonts, which are included in most PCs and Macs as a part of the bundled system fonts.

Arial Bold substitutes Nimbus Sans Bold.
Georgia substitutes Sentinel.

Nimbus Sans Bold ➡ **Arial Bold**

Sentinel Medium ➡ Georgia

3.4 Use of typography

The typefaces for Aalto University's visual identity have been selected so that their origins are based in the same typographical era, and that their form languages are visually compatible.

This compatibility enables very free combination of the typefaces, which is one of the characteristic properties of Aalto University's visual identity.

This page contains examples and instructions on how to combine text types.

Combinations
The typefaces can be freely combined, for example, in titles – the typeface can even be changed in the middle of a word.

Ha*ku* 2012

Haku 2012

***Haku* 2012**

Emphasis
Typeface variation can be used as a means of emphasis in a running text.

Tio ea adip exer secte dolore **Sentinel emphasis** dolessectem zzrillamet eu feuipisisl et lut alit eriliquam zzril delent dipis ad min ex euguerat incipsusci tie tatie faccum quat.

Ut vulla feugait in volorting enibh essequat. **Nimbus emphasis.** Quisi bla con elit at exercing ea feuguer aesequi scilismodio commodip estie vullute vel ea consequat auguerc inisi.

Tasot
Typeface variation can be used in the layout to mark different text levels.

Sub-heading
Elis dolor in hendit atio delit nosto dolorper suscin henis dit, sequat nisit autpat, quam quat lutat. Dunt irit vel dolobor il do delenim nisim quisi. Dit, vel iril dolent estio erilis nonum

nosto dolorper suscin henis dit, sequat nisit autpat, quam quat lutat. Dunt irit vel dolobor il do delenim nisim quisi.

Fruther information:
www.aalto.fi

delit lan velit aut ut ulpute magna faccum in eu:

"Feum at, consecte consed tismodi pisisi blandio el."

Giamcon sectet wis alit, sequam dunt amcorperos

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Reetta Lindberg
050 571 0637
reetta.lindberg@aaltouniversity.fi