Graphic guidelines for the Aurelia Turbines logo on a single A4

Hahmo Design Oy, 5th of December 2018

COLOURS

The brand colours are cyan and white. There are also six complimentary colours for other communication purposes.

C 100, M 0, Y 0, K 0
Pantone Process Cyan
R 19, G 157, B 235
H 202°, S 85%, L 50%
#139DEB

C 0, M 0, Y 0, K 0
R 255, G 255, B 255
H 0°, S 0%, L 100%
#FFFFFF

Complimentary colours

C 0, M 0, Y 0, K 92
Pantone 433
R 51, G 51, B 51
H 0°, S 0%, L 20%
#333333

C 0, M 70, Y 0, K 0
Pantone 311
R 40, G 200, B 235
H 191°, S 83%, L 54%
#28C8EB

C 50, M 0, Y 100, K 0
Pantone 375
R 127, G 224, B 102
H 108°, S 66%, L 64%
#7FE066

C 90, M 0, Y 100, K 0
Pantone 361
R 33, G 189, B 18
H 115°, S 83%, L 41%
#21BD12

C 0, M 20, Y 100, K 0
Pantone 123
R 255, G 205, B 2
H 48°, S 100%, L 50%
#FFCD02

C 0, M 50, Y 100, K 0
Pantone 137
R 255, G 153, B 0
H 36°, S 100%, L 0%
#FF9900

COLOUR SYSTEMS

The **CMYK** process is a method of printing colours by using four inks: cyan (C), magenta (M), yellow (Y) and black (K=key).

In the **PANTONE** system (PMS), each printing colour is mixed separately before printing.

There are several colour systems for screen, e.g. **RGB**, red (R), green (G), and blue (B); **HSL**, hue (H), saturation (S) and lightness (L); or **HEXADECIMAL** (#XXXXXX).

LOGO

The logo is surrounded by an exclusion zone (indicated here by a dashed line). Individual elements of the logo may not be used separately without the consent of the rights holders* (please read the footer). The incorrect application of these guidelines diminishes the Aurelia brand and infringes on the copyrights of the logo's designer and entitles the rights holders to compensation.

It is not permitted to place any graphic elements within the area delineated by the dashed line. The dashed line does not appear in the logo files.

Background colours for the logos

For the time being, there are 4 colour versions of the logo.

& The primary two logos are in cyan and white. Either colour can be used as colour for the logo or the background.

– The white logo can be used with black or dark backgrounds

Black and white logo files come with a transparent background. The background is coloured here just to demonstrate what the colour of the logo is.

– The black logo can be used with white or light backgrounds

'OFF-BRAND" USE OF LOGO

For copyright reasons, brand consistency and impact, one should never experiment with the use of logo. The examples below are far from being an exhaustive list of how not to implement Aurelia logo. Thus, it is best and safest to use the files as they are, and not to alter them in any ways.

× Don't place **black** logo on **cyan** background,

× colour the logo,

× set text and symbol in different colours,

× make outline versions,

× leave parts of the logo away,

× change the element proportions,

× distort the symbol or parts of it,

× bring other visual elements within the exclusion zone,

× place a picture inside the logo,

× or over a busy background – even over an 'on-brand" picture.

FILE TYPES

.PDF (Portable Document Format) files are used for printing (offset, rotary printing, etc.). When in PDF format, the size of the logo can be altered without affecting the quality.

.PNG (Portable Network Graphics) files are intended for use on the internet and Microsoft Office applications. When in PNG format, the size of the logo cannot not be altered without affecting the quality.

.TIFF (short for Tagged Image File Format) is an industry standard designed for handling raster or bitmapped images. When in TIFF format, the size of the logo cannot not be altered without affecting the quality.

FONTS

The font used for print and web is Titillium in all its variations:

Titillium Thin, Light, Regular, **Semibold, Bold, Black**

It is free (OFL) and you can download it here: https://www.fontsquirrel.com/fonts/download/Titillium

The font used for multilanguage manuals is Noto Sans in all its variations:

Noto Sans Regular, *Italic*, **Bold**, ***Bold Italic***

The font is open source and you can download it here: https://www.google.com/get/noto/

* Terms & conditions

Aurelia Turbines holds all the rights of use for the logo. Permission to use the logos may be requested from Leena Malkamäki, Brand Manager, leena.malkamaki@aureliaturbines.com. Under the copyright law the moral rights (the right to attribution and integrity) of the logo belong to logo creator Hahmo Design Oy. The logos may not be altered or used in any other way than described here without the consent of the right holders. If you have any questions or problems using the logo, please contact Leena Malkamäki.