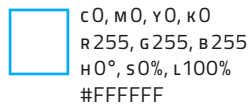
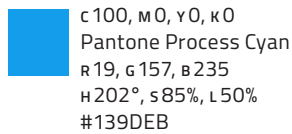
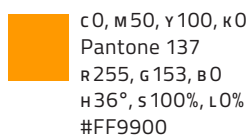
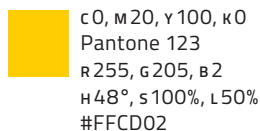
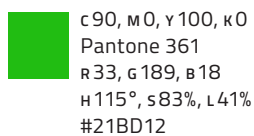
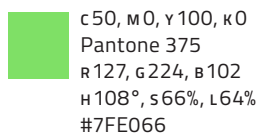
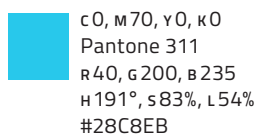
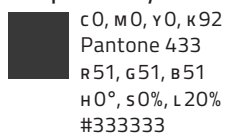


COLOURS

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



Complimentary colours



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).

TRADEMARK

The trademark is surrounded by an exclusion zone (indicated here by a dashed line). Individual elements of the trademark 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 trademark'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 trademark files.

Background colours for the trademarks

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

The primary two trademarks are in cyan and white. Either colour can be used as colour for the trademark or the background.



The white trademark can be used with black or dark backgrounds



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

The black trademark can be used with white or light backgrounds



"OFF-BRAND" USE OF TRADEMARK

For copyright reasons, brand consistency and impact, one should never experiment with the use of trademark. The examples below are far from being an exhaustive list of how not to implement Aurelia trademark. 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** trademark on **cyan** background,



colour the trademark,



set text and symbol in different colours,



make outline versions,



leave parts of the trademark 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 trademark,



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 trademark can be altered without affecting the quality.

.EPS (Encapsulated PostScript) files are used for printing (offset, rotary printing, etc.). When in EPS format, the size of the trademark 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 trademark cannot be altered without affecting the quality. This file format can be used in the same way as JPG files.

.SVG (Scalable Vector Graphics) files are intended for use on the internet. When in SVG format, the size of the trademark can be altered without affecting the quality.

FONTS

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

Titillium Thin
Titillium Light
Titillium Regular
Titillium Semibold
Titillium Bold
Titillium Black

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

* Terms & conditions

Aurelia Turbines Ltd. holds all the rights of use for the trademark. Permission to use the trademarks may be requested from Leena Malkamäki, Marketing and Sales, tel. +49 (0)162 9411 225, leena.malkamaki@aureliaturbines.com. Under the copyright law the moral rights (the right to attribution and integrity) of the trademark belong to trademark creator Hahmo Design Oy. The trademarks 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 trademark, please contact Leena Malkamäki. Trademarks can be downloaded from: <http://www.hahmo.fi/downloads/aurelia/materialbank/>.