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FISU—Finnish Sustainability Network

Brand identity guidelines—v2 draft



Contents

Basic Elements

- Symbol
- Name and logotype
- Logo (brand marque): symbol + logotype
- Logo versions: main and horizontal
- Clear zone around the logo
- Colour versions of the logo
- Wrong usage of the logo
- Brand colours
- Typography (brand typefaces)
- (Optional) additional graphic element:dynamic usage of symbol elements
- Photographic style General considerations
- Photographic style Member Cities
- Photographic style Member Cities (2)
- Photographic style Member Cities (3)

Brand application examples

- Stationery
- Powerpoint® Presentation
- Website

FISU Network Member logo

- FISU Network Member logo
- FISU Network Member logo (Finnish text strapline)
- Versions of the FISU Network Member logo
- Versions of the FISU Network Member logo (Finnish text strapline)
- Colour versions of the FISU Network Member logo
- Constructions of the FISU Network Member logo
- Constructions of the FISU Network Member logo (Finnish text strapline)
- FISU Network Member logo: Do's and Don'ts

Co-branding

- Co-branding: general layout design principles
- Co-branding: example (1)
- Co-branding: example (2)



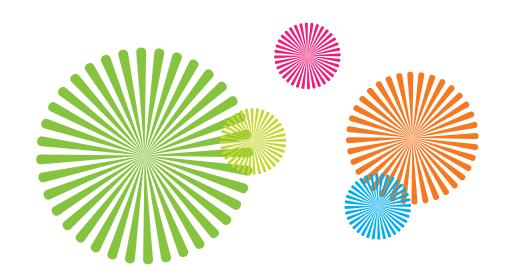
Basic Elements

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- Clear zone around the logo
- Colour versions of the logo
- Wrong usage of the logo
- Brand colours
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- Photographic style General considerations
- Photographic style Member Cities
- Photographic style Member Cities (2)
- Photographic style Member Cities (3)

Symbol

The FISU '5-bursts' symbol' - relates to the main goals of the Fisu network, which are:

- energy production and consumption
- transportation and land-use
- waste management and material cycles
- food production and consumption
- water usage and natural water



Name and logotype

Name

The name and logotype of the network is FISU, a short acronym for **Fi**nnish **Su**stainability.

Logotype

The logotype (the lettering used to write the name) is a custom bespoke lettering, based on the typeface Gotham Rounded, which has been especially modified and customised for the FISU brand identity.



Logo (brand marque)

The combination of the 5-bursts symbol with the FISU name and logotype constitute the full logo (brand marque).

Symbol + Name logotype = logo



Logo versions

There are two possible versions of the logo:

1. The main version

The main version of the logo is the **preferred logo version** whenever space allows.

2. The horizontal version

The horizontal version is the secondary logo version, used for narrow horizontal spaces.

General rules

Use either of these versions depending on the type of layout and available space for the logo.

The layout arrangements between the symbol and the name logotype have been carefully considered. For this reason:

DO NOT

Create or use any other layout arrangements between the symbol and the name logotype.



Main version



Horizontal version

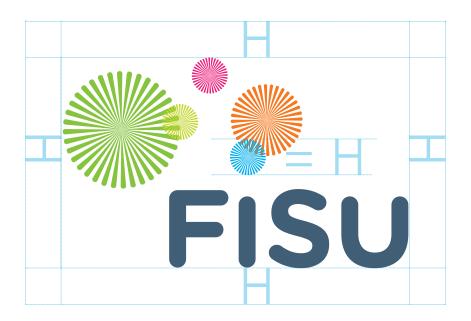
Clear zone around the logo

To ensure the FISU logo is always clearly visible, a *clear zone* around the logo has been defined as shown. Please do not place any textual or graphic element within this clear zone.

If the logo is placed on top of a photographic background, please ensure that no dark or solid elements of the image appear within the clear zone.

Ensure the logo is always clearly visible by using the appropriate logo version according to the tonality of the backgrounds.

The same clear zone applies to all the logo colour versions.









Colour versions of the logo (1)

There are two colour versions of the logo:

1. Full-Colour version The primary version is to be used whenever possible. This version should be used on white backgrounds, or light coloured backgrounds, or lightly-toned photographic backgrounds.

—The main version of the logo is the preferred logo whenever space allows

—The horizontal version of the logo is for narrow horizontal spaces.

There should always be sufficient contrast between the logo and the background where it is placed.

2. Negative versions

There are two negative logo versions. The 'Negative text logo' where the symbol is full colour but the name logotype white, and the Negative White version which is an all white logo.

The main visual rule is to use a logo version which offers maximum visibility.





Main Full-Colour version

> Full-Colour versions

Negative

versions

Horizontal Full-Colour version

Negative White







Horizontal version





Negative text version

version

Colour versions of the logo (2)

There are two colour versions of the logo:

3. Grayscale (one-colour) version

The grayscale version is used when full-colour reproduction is not available, but halftone screening (which renders gray tones) is possible. For instance, in newspapers.

4. Black-only version

The black-only version is used when full-colour reproduction is not available, and when halftone screening (which renders gray tones) is not available. For black and white documents or applications.



Main version

Grayscale (one colour) version



Horizontal version



Main version

Black-only version



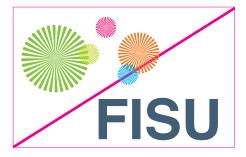
Horizontal version

Wrong usage of the logo

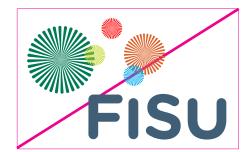
Here are some examples of misuse of the logo.

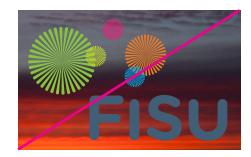
DO NOT

- 1. Change the typeface of the name logotype
- 2. Alter the lettering (by extending it or condensing it)
- 3. Alter the fixed relationship of relative sizes between the symbol and the logotype
- 4. Invent a new way to visually arrange the symbol and the name logotype, beyond the two permissible versions (Main version, and horizontal)
- 5. Change the colour of the 5-Bursts symbol.
- 6. Change the colour of the name logotype.
- 7. Use the main logo colour version on a dark background.















Brand colours

The thoughtful use of colour is an essential part of how a brand communicates dynamically, coherently and consistently with its audience.

Opposite are colour specifications of FISU's brand colours in various colour reproduction systems. Please always match these specifications to ensure accurate colour reproduction, and visual branding consistency.

Logotype colour

Use FISU's Dark Blue in small quantity, for instance in headline text, bullet points, and other graphic layout elements.

Symbol colours

Use FISU's bright symbol colours to add small colourful touches and accents to designs and layouts. Bright blue can also be used as a secondary text colours in headlines or paragraph headings.

Black and white

Use black for main body text, (also as a headline text colour). White, and free white space, is recommended to bring harmony and clarity to layouts.



FISU Dark Blue CMYK 79-58-36-16 RGB 65-93-117 Pantone® 541

Bright Green

CMYK 52-0-100-0 RGB 134-196-64 Pantone® 368

FISU

CMYK 28-0-100-RGB 195-216-46 Pantone® 381

FISU Orange

CMYK 0-65-100-0 RGB 243-121-32 Pantone® 1585

FISU Fuchsia Pink

CMYK 0-95-20-0 RGB 236-41-123 Pantone® 206

FISU Bright Blue

CMYK 100-0-0-0 RGB 0-173-238 Pantone® Process Cyan Logotype colour

Symbol colours

Black & white

Typography (typefaces) —for print-based branding applications

The thoughtful use of typography is an essential part of how a brand communicates dynamically, coherently and consistently with its audience.

Primary typeface for printbased applications: —Calibri

The free font Calibri is widely available and is perfect to sit together in harmony with the rounded 5-Bursts symbol.

Use Calibri in:

- headlines, headings
- titles, subtitles
- body text

For:

- Print-based outputs like newsletter, brochures, leaflets and posters/
- Powerpoint® presentations

CALIBRI — for print-based branding applications

REGULAR

FOR BODY TEXT AND HEADLINES

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ABCdefghijklmnopqrstuvwxyz 0123456789

BOLD

FOR HEADLINES & PARAGRAPH HEADINGS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ABCdefghijklmnopqrstuvwxyz 0123456789

FISU main three goals lorem. Zero emissions, zero waste

italic

bold

regular

FISU main three goals.

Zero emissions, zero waste

bold italic

Lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Typography (typefaces) for digital/online branding

The thoughtful use of typography is an essential part of how a brand communicates dynamically, coherently and consistently with its audience.

Primary typeface for web-based applications:

Open Sans
(Google Free font)

The rounded-ended typeface of Open Sans is perfect to sit together in harmony with the rounded 5-Bursts symbol.

Use Open Sans in:

- headlines, headings
- titles, subtitles
- body text

OPEN SANS (Google free font) — for digital and online branding

- ☐ Light 300 Grumpy wizards make toxic brew for the evil Queen and Jack.
- □ Light 300 Italic Grumpy wizards make toxic brew for the evil Queen and Jack.
 - Grumpy wizards make toxic brew for the evil Queen and Jack.
 - Grumpy wizards make toxic brew for the evil Queen and Jack.
 - Grumpy wizards make toxic brew for the evil Queen and Jack.
 - Grumpy wizards make toxic brew for the evil Queen and Jack.
 - Grumpy wizards make toxic brew for the evil Queen and Jack.
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 - Grumpy wizards make toxic brew for the evil Queen and Jack.

HEADLINE EXAMPLE

■ Bold 700

■ Normal 400

■ Normal 400 Italic

■ Semi-Bold 600 Italic

■ Semi-Bold 600

■ Bold 700 Italic

■ Extra-Bold 800

Our 3 main goals are: **zero emissions, zero waste, zero carbon**

BODY TEXT EXAMPLE

Normal 400

Our 3 main goals are: zero emissions, zero waste, zero carbon footprint One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections. The bedding was hardly able to cover it and seemed ready to slide off any moment. His many legs, pitifully thin compared with the size of the rest of him, waved about helplessly as he looked. One morning, when Gregor Samsa

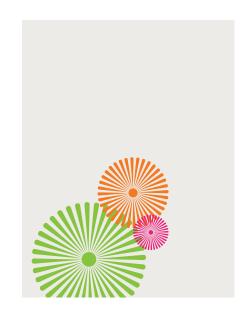
(Optional) additional graphic element — dynamic usage of symbol elements

A cropped image of the '5-Bursts symbol' may be used as OPTIONAL additional playful graphic element which can be added to layouts, to further strengthen the visual identity of FISU.

The use of the additional graphic element is completely optional.

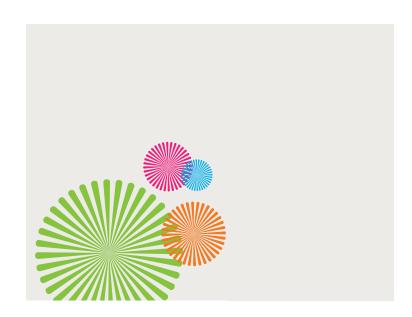
- The '5-Bursts symbol' image may be cropped and bleed off the edges of the layout.
- The colours of the round 'bursts' must be the correct brand colours which may be in different order in terms of size of the bursts.

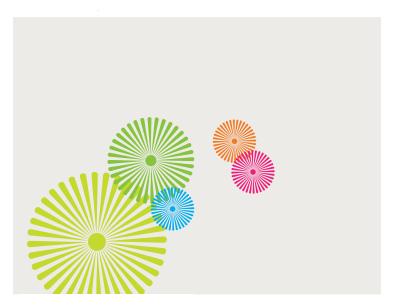
The additional graphic elements are better used in groupings of 3 to 5 bursts, but individual ones can also be used on appropriate occasions.











Photographic style — General considerations

The thoughtful use of photography is an essential part of how a brand communicates dynamically, coherently and consistently with its audience.

Photographic style

FISU represents many sustainability **businesses and communities** and does not have a unique style which can be effectively imposed on all its constituents. Each business or community will govern its own brand imagery and style, and communicate its messages with appropriate and relevant images.

However, there could be some unifying principles which can be considered:.

- Genuine, authentic images
- · Real-Life.
- Not fake "image library" generic images
- Showing "Finnish-ness"
- Showing the region or community to its best
- Include everyone, represent the community faithfully showing a variety of types of people.
- Positive visual message
- No static or posed images
- Colourful images if possible (No too grey or brown images)





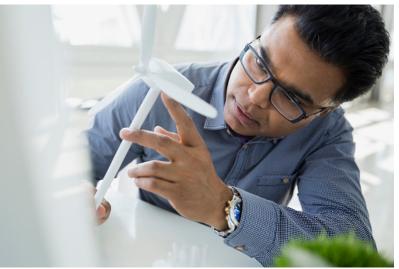














Photographic style — Member Cities

Cities and communities which are members of the FISU Network might need to portray their city or town in communications materials. For this purpose here are some generic advice regarding the use of photography.

DO

1. Composition

It is recommended not to 'fill' the image area with busy photography, but to leave an area at the top which is visually clearer. This can be 1/4, 1/3 or more of the image height. See next page for examples.

2. Logo area

If using the Fisu logo on its own, the recommended position is within the 'clearer area' of the photograph, either top right or top left.

Please try to ensure enough contrast between the logo and the background image. Use of the 2 negative logo versions on dark backgrounds. 1.

Visually clearer area (i.e. sky)

Visually busier area





2.

logo









Photographic style — Member Cities (2)

Examples of good practice

DO

1. Composition

It is recommended not to 'fill' the image area with busy photography, but to leave an area at the top which is visually clearer. This can be 1/4, 1/3 or more of the image height. See next page for examples.

The shots can be wide views or close-ups of buildings.

2. Logo area

If using the Fisu Logo on its own, the recommended position is within the 'clearer area' of the photograph, either top right or top left.

1.















































Photographic style — Member Cities (3)

Examples of good practice (Contd.)

3. Aerial view shots

Aerial view shots can be used to show a wider geographical area provided that they also have some clear space in the image. For instance 45° angle shots can work quite well.

4. City with nature

If the sustainability theme needs to be emphasized, urban scenes can be set in evocative natural settings.

5. People

Can be depicted in the context of a sustainable eco-friendly city.

6. <u>DON'T</u>

- use images with no top clear space
- images with no top right or top left clear area for the logo

NOTE: These types of images can of course be used for non-branding purposes, for instance as small pictures in a brochure or on the web.

3.











4









5





6.















Brand application examples

- Stationery
- Powerpoint® Presentation
- Website

Stationery

Letterheadlayout specifications

Finnish Sustainability Network

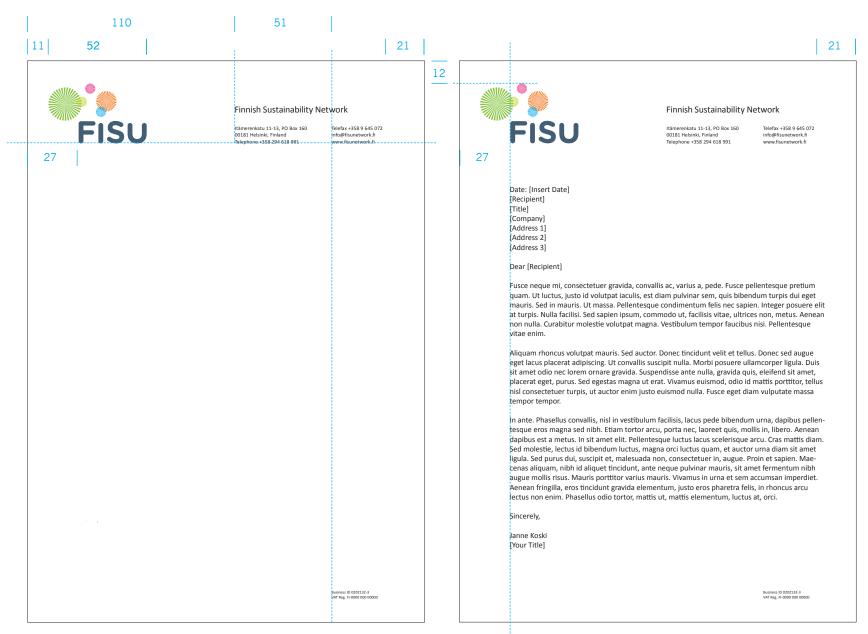
Calibri regular, 14pt
Black
Upper & lowercase as show

Address text

Calibri regular, 8pt 10pt leading or line feed Black Upper & lowercase as shown

Company details

Calibri regular, 6pt 8pt leading or line feed Black Upper & lowercase as shown



Visual reduced at 50% of actual size

Typed letter layout guide

Stationery

- Business card
- Compliment slip

Compliment slip

Finnish Sustainability Network

Calibri bold, 8pt 10pt leading or line feed Black Upper & lowercase as shown

Address text

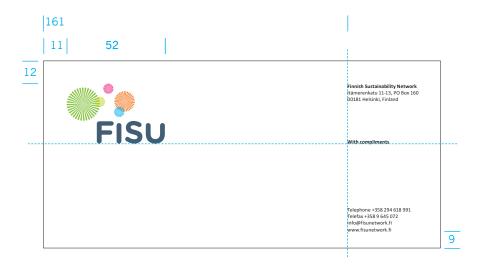
Calibri regular, 8pt 10pt leading or line feed Black Upper & lowercase as shown

With Compliments

Calibri bold, 8pt Black Upper & lowercase as shown

Resurssiviisasta elinvoimaa

Calibri regular, 18pt Revesed White out of colour background Upper & lowercase as shown





Stationery

- Business card
- Compliment slip

Business Card

Finnish Sustainability Network

Calibri bold, 6pt

Address text

Calibri regular, 8pt

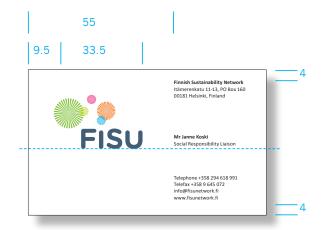
Name

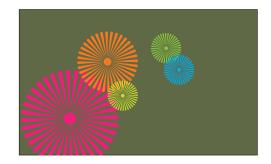
Calibri bold, 6pt

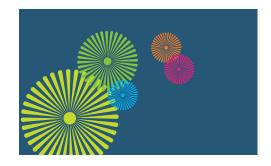
Title or position (responsibility)

Calibri regular, 8pt

7.5pt leading or line feed Black Upper & lowercase as shown Revesed White out of colour background Upper & lowercase as shown







MS Powerpoint® Presentation

- Wide-screen 16:9 slide format is recommended.
- Calibri regular or bold font for headlines.
- Calibri regular font is used for text.

Title slides

Abstract images are used as background images for title slides, for instance a peaceful image of water, a ripple on the surface of lake water, or lake water ripples and reflections

Ensure clear-looking background behind headline text and logo.

Section dividers slides

Peaceful, uncluttered images of the lake and sky as background images for dividers.

Ensure clear-looking background behind headline text.



Title slide



Title slide



Section Divider slide



Section Divider slide

MS Powerpoint® Presentation

Text slides

- Calibri regular or bold for headlines.
- Calibri regular or italic font is used for text.
- Default headline is FISU
 Dark Blue. Headlines can
 also be used in both FISU
 Dark Blue and Bright Blue
 brand colours

Top banner

The top banner image can hold an abstract image, for instance a uncluttered, visually simple image of cloud and sky.

The top banner can also be light warm grey with no image, or blue or green faded vignettes as shown.

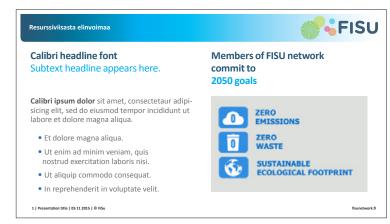
End slide

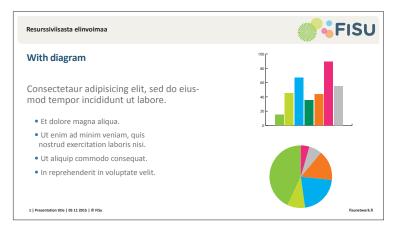
- Calibri regular

On the end slide, the top banner is FISU Dark Blue with the negative version of the FISU logo.









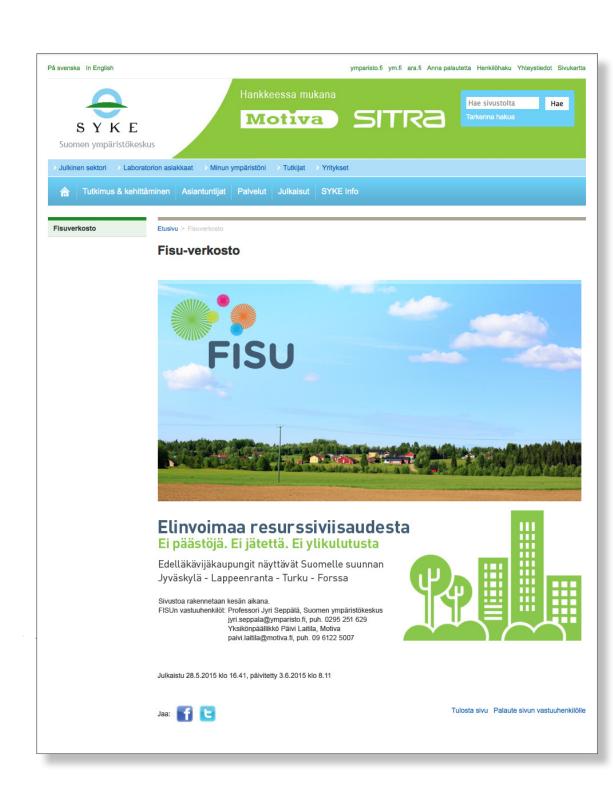




End slide

Web

Temporary launch landing page



FISU Network Member logo

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- Constructions of FISU Network Member logo (Finnish text strapline)
- FISU Network Member logo: Do's and Don'ts

FISU NETWORK MEMBER LOGO

An official logo for has been designed to identify and endorse the member communities of the FISU network.

The logo is the same as the main FISU logo but has an additional strapline: "FISU NETWORK MEMBER".

Strapline "FISU NETWORK MEMBER"

The strapline "FISU NETWORK MEMBER" has been created in the same lettering style as the FISU name logotype, based on the typeface Gotham Rounded.

MAIN SPECIFICATIONS

Typography:

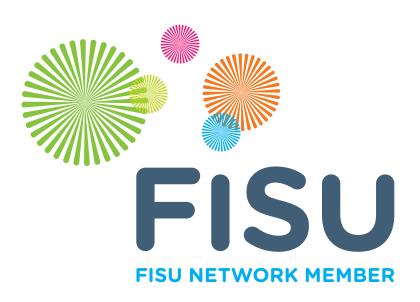
— It is always written in capital letters

Colour:

— in the full colour version of the FISU logo, the "FISU NETWORK MEMBER" strapline appears in FISU Bright Blue.

FISU Bright Blue CMYK 100-0-0-0 RGB 0-173-238 Pantone® Process Cyan

— in other colour versions of the FISU logo, the strapline appears in black or in white (negative version).





FISU NETWORK MEMBER LOGO — Finnish text strapline

Finnish strapline text version

An official logo for has been designed to identify and endorse the member communities of the FISU network.

The logo is the same as the main FISU logo but has an additional strapline: "FISU -VERKOSTON JÄSEN".

Strapline "FISU -VERKOSTON JÄSEN"

The strapline "FISU -VERKOSTON JÄSEN" has been created in the same lettering style as the FISU name logotype, based on the typeface Gotham Rounded.

Typography:

— It is always written in capital letters

Colours:

— in the full colour version of the FISU logo, the "FISU NETWORK MEMBER" strapline appears in FISU Bright Blue.

FISU Bright Blue CMYK 100-0-0-0 RGB 0-173-238 Pantone® Process Cyan

— in the other colour versions of the FISU logo, the strapline appears in the same colour as the Name Logotype "FISU": i.e. in black or in white (for the negative version).





FISU NETWORK MEMBER LOGO — Logo versions

Logo versions

There are three possible versions of the logo:

1. The main version

The main version of the FISU Network Member logo is the **preferred logo version** whenever space allows.

2. The secondary version

As for the main version but with an alternative position for the strapline text

3. The horizontal version

The horizontal version is the logo version, which is used for narrow horizontal spaces.

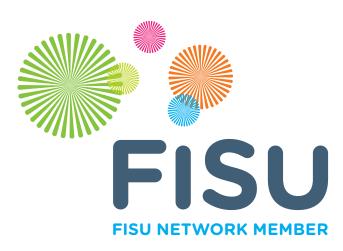
General rules

Use either of these versions depending on the type of layout and available space for the logo.

The layout arrangements between the symbol and the name logotype have been carefully considered. For this reason:

DO NOT

Create or use any other layout arrangements between the symbol and the name logotype.



Main version



Secondary version





Horizontal version





FISU NETWORK MEMBER LOGO — Logo versions (Finnish text strapline)

Logo versions

There are three possible versions of the logo:

1. The main version

The main version of the FISU -verkoston jäsen logo is the **preferred logo version** whenever space allows.

2. The secondary version

As for the main version but with an alternative position for the strapline text

3. The horizontal version

The horizontal version is the logo version, which is used for narrow horizontal spaces.

General rules

Use either of these versions depending on the type of layout and available space for the logo.

The layout arrangements between the symbol and the name logotype have been carefully considered. For this reason:

DO NOT

Create or use any other layout arrangements between the symbol and the name logotype.



Main version



Secondary version





Horizontal version





FISU NETWORK MEMBER LOGO — Logo colour versions

Full Colour version

— in the full colour version of the FISU logo, the "FISU NETWORK MEMBER" strapline appears in FISU Bright Blue.

FISU Bright Blue CMYK 100-0-0-0 RGB 0-173-238 Pantone® Process Cyan

Other colour versions

— in the other colour versions of the FISU logo, the strapline appears in the same colour as the Name Logotype "FISU":

i.e. in black, in grayscale or in white (for the negative version) as shown in the example opposite.

All the same colour versions as described here on this page apply to the other logo format versions:

- horizontal logo version
- secondary version
 and of course, to the English language
 logo.

Main Full-Colour version



Black-only version



Grayscale (one colour) version



Negative White version



Negative text version



ALL THE SAME COLOUR VERSIONS AS ABOVE APPLY TO THE OTHER LOGO FORMAT VERSIONS:

- HORIZONTAL LOGO VESION
- SECONDARY VERSION

FISU NETWORK MEMBER LOGO — Logo constructions

Logos constructions

1. The main version

The strapline "FISU NETWORK MEMBER" aligns left and right of the FISU name logotype, positioned as shown opposite.

2. The secondary version

3. The horizontal version

The strapline "FISU NETWORK MEMBER" aligns top and bottom with the letter'U' of the FISU name logotype, positioned as shown opposite.

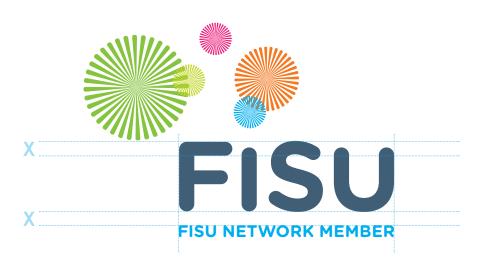
General rules

Use either of these versions depending on the type of layout and available space for the logo.

The layout arrangements between the symbol and the name logotype and the STRAPLINE have been carefully considered. For this reason:

DO NOT

Create or use any other layout arrangements between the symbol, the name logotype and







FISU NETWORK MEMBER LOGO — Logo constructions (Finnish text strapline)

Logos constructions

1. The main version

The strapline "FISU NETWORK MEMBER" aligns left and right of the FISU name logotype, positioned as shown opposite.

2. The secondary version

3. The horizontal version

The strapline "FISU NETWORK MEMBER" aligns top and bottom with the letter'U' of the FISU name logotype, positioned as shown opposite.

General rules

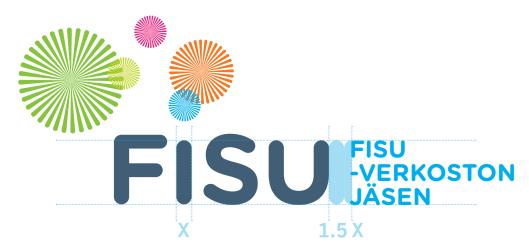
Use either of these versions depending on the type of layout and available space for the logo.

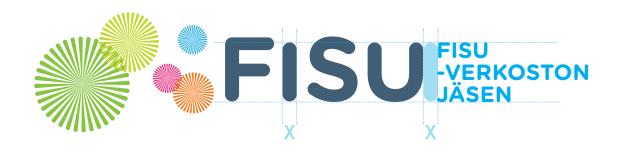
The layout arrangements between the symbol and the name logotype and the STRAPLINE have been carefully considered. For this reason:

DO NOT

Create or use any other layout arrangements between the symbol, the name logotype and







FISU NETWORK MEMBER LOGO — DO's and DON'TS

An official FISU Network Member logo logo master artwork has been created. Please always use the official master artwork which can be provided by contacting: info@fisunetwork.fi

DO NOT

1.

Use another typeface for the strapline.

2.

Typeset the strapline in upper and lower case letters.

3.

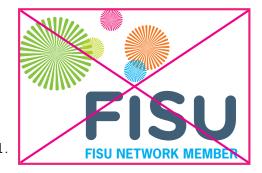
Use a different colur than FISU Bright Blue.

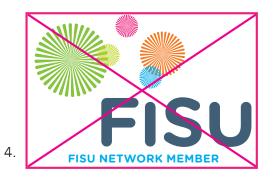
4.

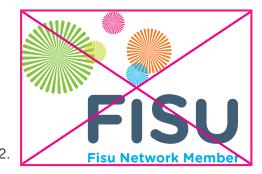
Change the relative proportions and configuration of the ISU Network Member logo.

DO

Use the official master artwork.









3.

Co-branding

- Co-branding: general layout design principles
- Co-branding: example (1)
- Co-branding: example (2)

Communities which are members of the FISU network will sometimes need to display both their own brand logo and the FISU Network Member logo, either as an endorsement or to identify their affiliation to the FISU network.

Each official body, community or business which are members of the FISU Network will have their own graphic branding style with different visual layout styles. Because of this variety, it is not possible to specify strict and precise rules for co-branding layouts (online or print) and to define with any precision the placement of both the members' own brands and the FISU Network Member logo.

For this reason, we have devised two simple design principles. Try to follow these simple principles as much as you are able to.

Main layout principles

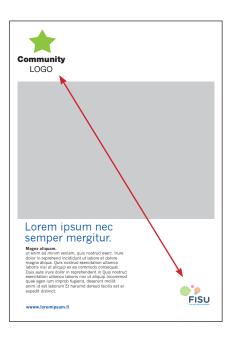
1. Relative sizes of logos

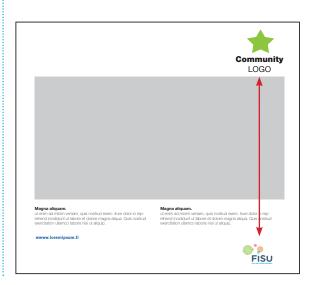
- CASE 1: When the FISU network member community or business supports and endorses or wishes to identify its own affiliation to the FISU network, then the FISU Network Member logo is always smaller than the FISU network member own logo.
- CASE 2: When the FISU network own communication material wishes to feature or endorse a member community or business, then the FISU logo is always smaller than the FISU network member own logo.
- 2. Relative placements of logos In both cases, the two cobranding logos are placed, if it is feasible, preferably at the opposite ends of the layout, in relation to each other.

Adapting this layout principle

These principles might not always be easy to apply, but the main idea is to get the hierarchy of the logos correct in terms of logo size, and to separate the two branding entities visually.

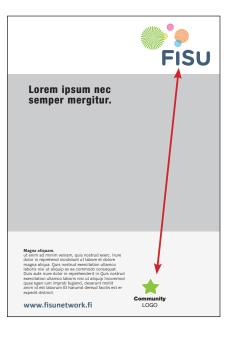
CASE 1: FISU network member community endorses the FISU network





CASE 2: The FISU network itself displays one of its network members logo.





Co-branding—EXAMPLE (1)

CASE 1: The City of Lahti

The city of Lahti brand is a member of, participates in, supports and endorses the FISU network and wants its affiliation, and membership of the scheme, to be identified.

Main layout principle

- the Lahti logo is bigger
 visually than the FISU Network
 Member logo.
- the FISU Network Member logo is placed at the opposite end of the layout in relation to the City of Lahti logo.



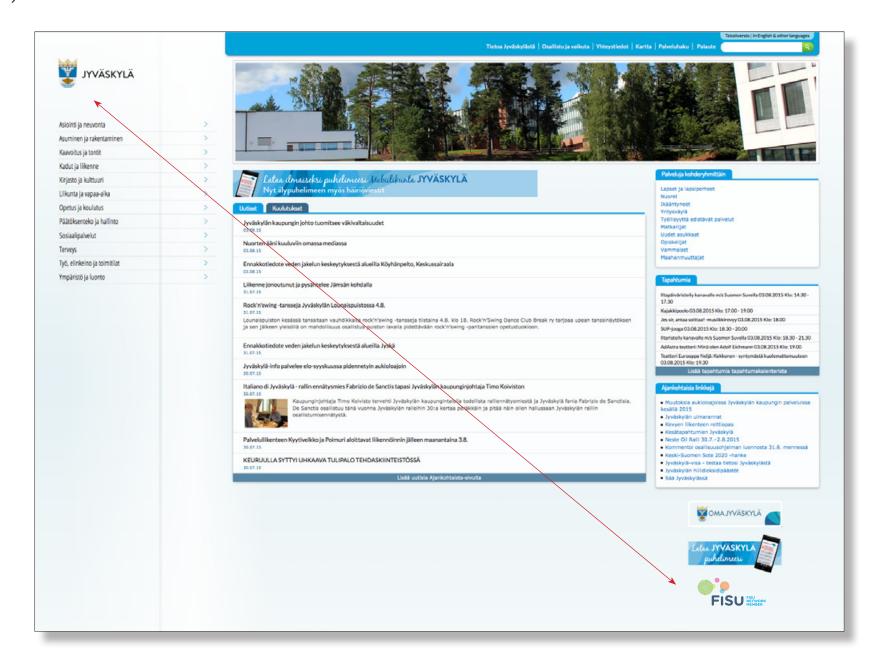
Co-branding—EXAMPLE (2)

CASE 2: The City of Jyväskylä

The city of Jyväskylä is a member of, participates in, supports and endorses the FISU network and wants its affiliation, and membership of the scheme, to be identified.

Main layout principle

- the city of Jyväskylä logo is bigger (or not smaller) visually than the FISU Network Member logo.
- the FISU Network Member logo is placed at the opposite end of the layout in relation to the city of Jyväskylä logo.





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