



UUSI PUU

new wood

GRAAFINEN OHJE

SISÄLLYSLUETTELO

Logo
Brändivärit
Typografia

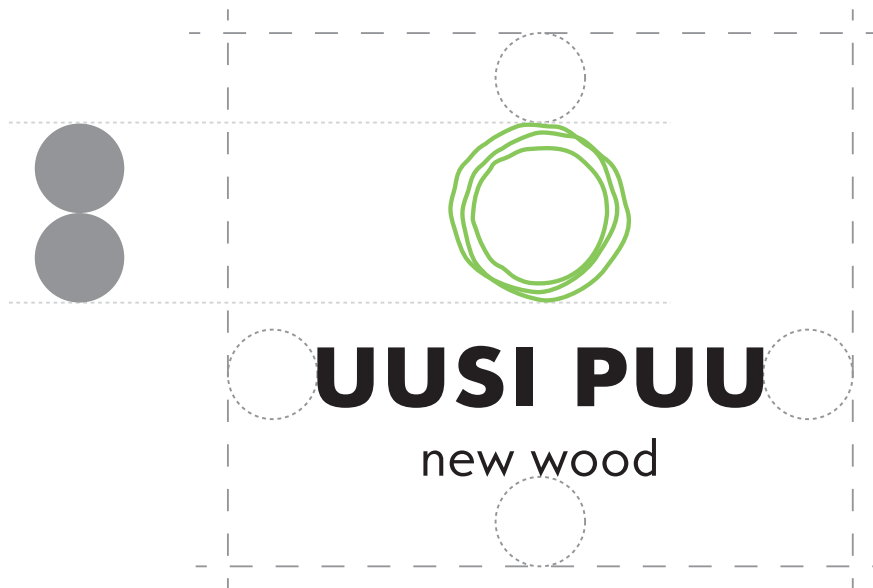


UUSI PUU

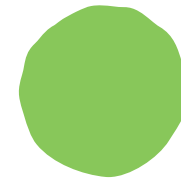
new wood

LOGO

Logon suoja-alue perustuu vuosirenkaiden korkeuteen.
Suoja-alue on puolet vuosirenkaiden korkeudesta.



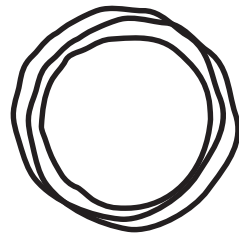
Logon väri
PMS 360C



LOGO

Vaihtoehtoiset värit logolle

Musta



UUSI PUU

new wood

Valkoinen



UUSI PUU

new wood

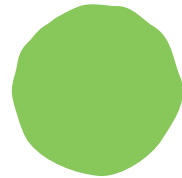
LOGOVARIATIOT

Vaakalogo

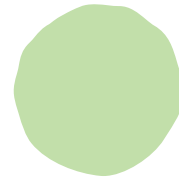


BRÄNDIVÄRIT

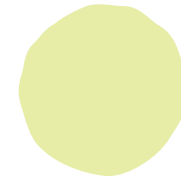
Päävärit



CMYK C 50 Y 85
RGB R 162 G 193 B 84
Hex #a2c154

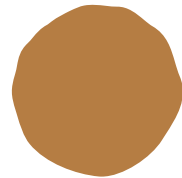


CMYK C 25 Y 42
RGB R 211 G 225 B 173
Hex #d3e1ad

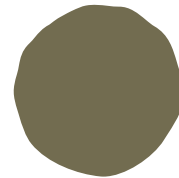


CMYK C 10 Y 43
RGB R 238 G 238 B 173
Hex #eeeead

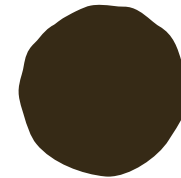
Lisävärit



CMYK C 23 M 50 Y 82 K 10
RGB R 173 G 128 B 66
Hex #ad8042



CMYK C 45 M 40 Y 66 K 30
RGB R 122 G 114 B 83
Hex #7a7253



CMYK C 54 M 60 Y 78 K 70
RGB R 62 G 52 B 35
Hex #3e3423

TYPOGRAFIA

FUTURA BOLD

ABCDEFGHIJKLMN**OPQRSTUVWXYZÅÄÖ**
ABCDEFGHIJKLMN**OPQRSTUVWXYZÅÄÖ**
12456789 !"#€%&/()=?;:*

Futura STD Book

ABCDEFGHIJKLMN**OPQRSTUVWXYZÅÄÖ**
abcdefghijklm**nopqrstuvwxyzåäö**
12456789 !"#€%&/()=?;:*

Open Sans Bold

ABCDEFGHIJKLMN**OPQRSTUVWXYZÅÄÖ**
abcdefghijklm**nopqrstuvwxyzåäö**
12456789 !"#€%&/()=?;:*

Open Sans Regular

ABCDEFGHIJKLMN**OPQRSTUVWXYZÅÄÖ**
abcdefghijklm**nopqrstuvwxyzåäö**
12456789 !"#€%&/()=?;:*