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The extended version of the visual guidelines are used within Sitra.

***Sitra, the Finnish Innovation Fund***

Finland's competitiveness and the well-being of its people depend on deep, broad-ranging changes. Sitra engages in foresight activities and advances these changes in cooperation with other actors. Through programmes and strategic processes, Sitra grasps the challenges that are most crucial for Finland. Sitra is an independent public foundation with a mission to build a successful Finland for tomorrow.

**sitra.**

## One Sitra, one look

The **logo, bar and colours** – the main elements of the Sitra look – appear in all of our applications. They are supplemented with shapes, photographs and illustrations. An abundant white surface is a key element, making the Sitra look fresh and well-defined. Applications use even colour surfaces – no colour gradients.

According to our operations, the look is divided into general applications including:

- forms
- business cards
- other brand materials (folders, bags, notebooks)
- general brochures
- publication series
- PowerPoint templates and general presentations
- the sitra. website
- event materials (name badges, roll-ups, speaker platforms)

and for the applications of programmes and other functions, including

- programme brochures
- event invitations.

Neutral colours for general application send out a message of being reassuring and reliable.

On the other hand, the applications for programmes and other functions are more free with regard to colours, shapes and illustrations. However, **one Sitra** – the shared look of a harmonious organisation – is behind all modifiability and diversity.

The Sitra look was updated according to these guidelines in 2009. On the pages below, you will see the main outlines of our look and implementation examples. The guidelines will be further updated along with creating new application examples.

We hope that the guidelines inspire both Sitra employees and Sitra's partners to maintain the new, fresh look so that the Sitra look matches its operations: an enabler of systemic changes creating well-being, as well as a visionary and implementer.



In 2005, a simple-shape logo was created for Sitra. It is easy to attach the logo to Sitra's existing and future forms of operations. In the formal idiom, letters and the stable form they create, communicate reliability and responsibility. On the other hand, the formal idiom and the variation of the elements' strength establish an image of creative, visionary and flexible operations.

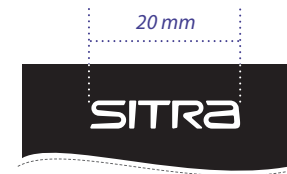
**The first-choice colour for the logo**

is **white** – also in black-and-white applications. The colour of the secondary logo is violet, and black for black-and-white applications. The colour definitions for the violet are on page 13.

In printed material, the minimum width of the logo is 20 mm. For the versions of the logo, see the logo index on page 8.

The logo is used in all Sitra material.

*Primary logo*



*Secondary logo*



## Using the logo in a picture, shape or other colour surface

For the logo to sufficiently stand out, a safety zone has been specified for it – no pictures, text or other elements are allowed within the zone.

The logo is placed on a colour bar when there is a photograph or a shape in the background. The logo may also be placed on another colour surface.



*The logo's safety zone extends around the logo by at least 1/2 of the logo's height.*

## Using the logo in the material of other organisations

When the logo is placed in the material of other organisations, the white logo is the first choice. A violet or black logo is used on a white or light background.

The logo shall not be placed directly on a photograph.



## Examples of incorrect use of the logo

When necessary, ask Sitra's Communications for more details about using the logo.



*The proportions of the logo have been altered.*



*Incorrect font.*



*Incorrect colour.*



*A shadow has been added to the logo.*



*The logo is too close to another logo.*



*The logo has been placed on a picture.*



*The logo is placed on a Sitra shape.*

Do not place the logo directly on Sitra shapes.

## Logo index

### Proceed as follows:

- Choose the file format to match the purpose. The list below provides information about different formats.
- Observe the safety zone.
- Use the original electronic logo unchanged. If you scale the logo, ensure that the proportions remain correct.

### Choose the purpose:

- **Publishing** (WHITE, CMYK, PMS and BLACK, EPS)  
Printed forms, brochures, announcements and other material produced at a print shop.
- **Office** (RGB, PNG and JPG)  
Material produced in an Office environment and printed with a laser printer, such as Word forms, PowerPoint presentations and internal forms.
- **Online** (RGB, JPG)  
Websites and other online material.

### Primary logo

White is the first-choice colour for the logo – see below for an example of how it is laid out on a colour surface.

#### Publishing (EPS)



#### Office and online (PNG)



You can obtain the original logos from Sitra's Communications or online at [sitra.fi/media/logo](http://sitra.fi/media/logo)

### Secondary logo

If it is not possible to use the primary logo, use a violet logo or, in the case of black-and-white applications, a black logo.

#### Publishing (EPS)



SITRA\_C4.eps  
SITRA\_PMS.eps



SITRA\_BLACK.eps

#### Office and online (JPG)



SITRA\_RGB.jpg



SITRA\_BLACK.jpg

Sitra's material often uses the logo with the full name, in addition to the short logo. The logo with the full name does not need to be attached to the short logo, but can be placed as a textual element on the cover or along with the address. The logo with the full name is used only once per application.

The logo with the full name uses either Myriad Pro Italic or Bold Italic font. The text may be either white or colour.

*Suomen itsenäisyyden juhlarahasto Sitra*

***Suomen itsenäisyyden juhlarahasto Sitra***

*Jubileumsfonden för Finlands självständighet Sitra*

***Jubileumsfonden för Finlands självständighet Sitra***

*Sitra, the Finnish Innovation Fund*

***Sitra, the Finnish Innovation Fund***

## Colour bar with white frame

Besides the logo and the colour bar, the basic elements of the Sitra look, a white frame is used around pictures, shapes or colour areas.

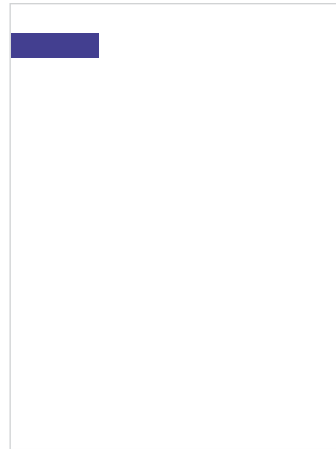
In Sitra's general applications, the bar is either violet or has two parts, violet and grey. In the applications of programmes and other functions, the bars conform to the identifying colour of the programme or the function in question.

The colour bar also acts as a wraparound in applications. In the vertical direction, it may be placed freely, but so that it never touches the application's top or bottom edge.

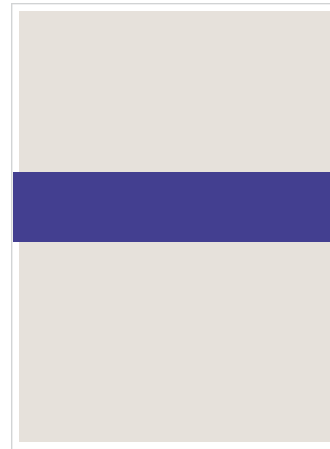
The logo and colour bar appear once in all of Sitra's communication applications (see Placing the logo in a colour bar, page 12). The colour bar may also be used individually without the logo.

### Colour bar application examples

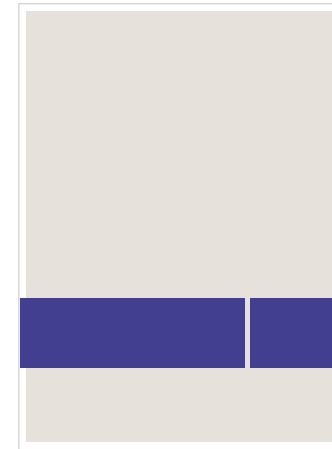
**Short bar**



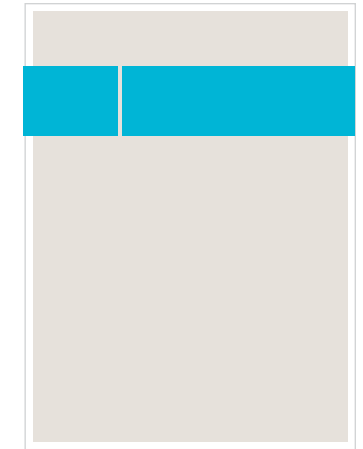
**One-part bar**



**Two-part bar**



**Two-part bar**

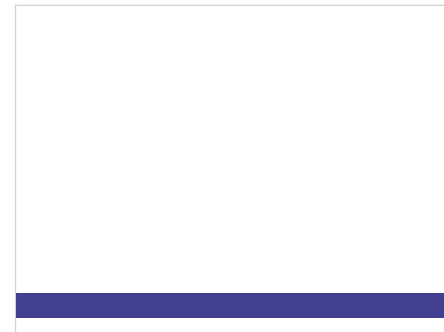


**The width of the white frame is 5 mm** for brochures, recruitment advertisements, PowerPoint presentations and invitations.

**One-part bar**



**One-part bar**



**Two-part, two-colour bar**



The bar's **minimum distance from the top or bottom edge** of brochures, recruitment advertisements, PowerPoint presentations and invitations is **7 mm**.

For the maximum and minimum bar heights, see page 12.

The colour bar must appear once in all of Sitra's applications.

## Placing the logo in the colour bar

In the lateral direction, the logo is placed on the colour bar's left-hand or right-hand side or in the middle. **The minimum and maximum height** of the colour bar has been specified. The width of the bar is determined according to the width of the application.



*The minimum height of the bar is two times the height of the Sitra logo.*



*The maximum height of the bar is 5.5 times the height of the Sitra logo.*

### Logo on the left-hand side of the bar



*The logo is equidistant from the bar's top edge and the left-hand edge.*

### Logo on the right-hand side of the bar



*The logo is equidistant from the bar's top edge and the right-hand edge.*

### Two-part bar, logo on the left-hand side of the bar



*The logo is equidistant from the bar's top edge and the left-hand edge.*

### Two-part bar, logo on the right-hand side of the bar



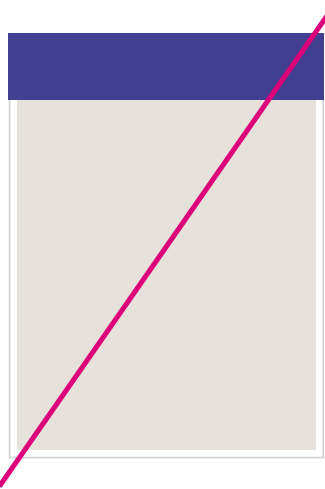
*The logo is equidistant from the bar's top edge and the right-hand edge.*

### Two-part bar, logo in the middle of the bar

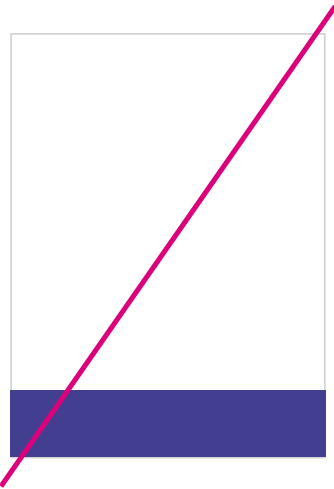


*The logo is equidistant from the top edge and the vertical edges.*

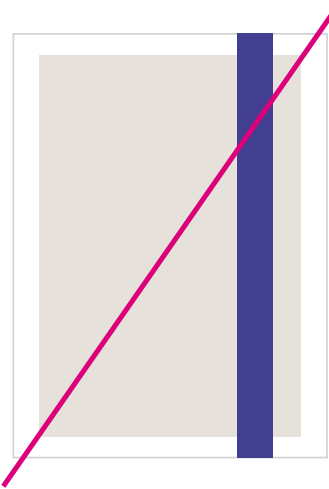
## Examples of incorrect use of the bar



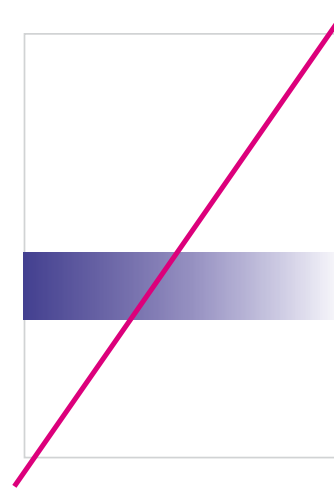
*The bar touches the top edge.*



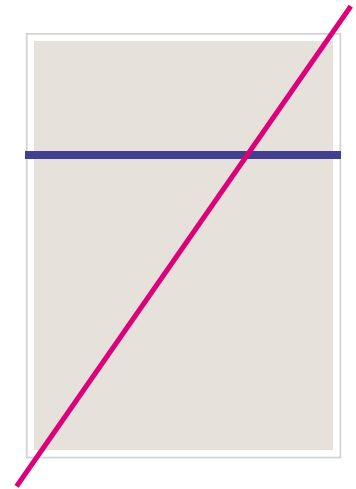
*The bar touches the bottom edge.*



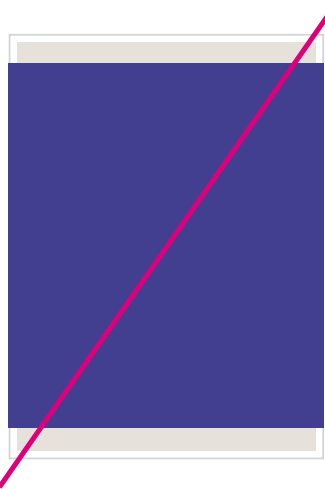
*The bar has been placed vertically.  
The white frame is too wide.*



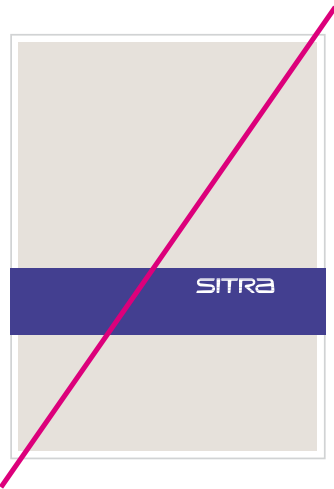
*A colour gradient has been used  
in the bar.*



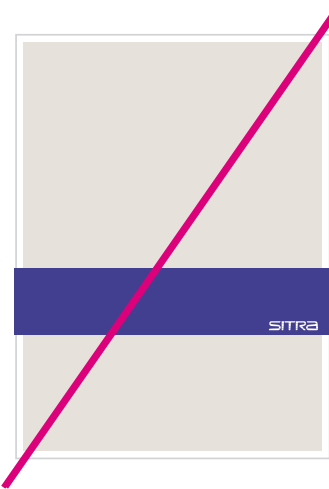
*The bar is too narrow.*



*The bar is too wide.*



*The logo is incorrectly placed  
in the bar.*



*The logo is too small and has been  
placed incorrectly in the bar.*

## Colour specifications

Sitra's main colours include violet, light grey and white. An even violet surface acts as a bar colour, for example, as an element combining applications. Large light grey and white surfaces introduce spaciousness, clarity and lightness to the application. The main colours are primarily used for Sitra's general applications.

Besides the main colours, the palette includes a lot of fresh additional colours. They are primarily used in the applications of programmes and functions, and as large surfaces and as small effects. With consideration, the additional colours may also be used in Sitra's general applications.

### Colour tones

The colours primarily appear as even surfaces in applications, but the material may be enhanced by using 50% and 20% colour tones in charts, for example.

#### Material:

**C** = coated

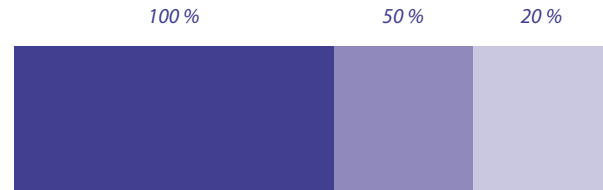
**M** = matte

**U** = uncoated/porous

**\*\*)** The quantity of the colour for the printing machine is increased when printing on a coated/porous material.

### Main colours

**PMS 2735 C/M**  
**PMS 2735 U+**  
**50 % Reflex Blue U**  
c85 m85 k10  
R79 G0 B138



**PMS 400 C/M**  
**PMS Cool Gray 2 U\*\***  
m4 y8 k20  
R209 G201 B189

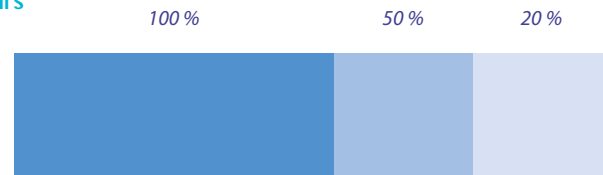


### WHITE



### Additional colours

**PMS 279 C/M**  
**PMS 285 U**  
c68 m34  
R75 G146 B219



**PMS 312 C/M**  
**PMS 312 U\*\***  
c85 y15  
R0 G171 B201



**PMS 361 C/M**  
**PMS 360 U\*\***  
c80 y98  
R52 G178 B51

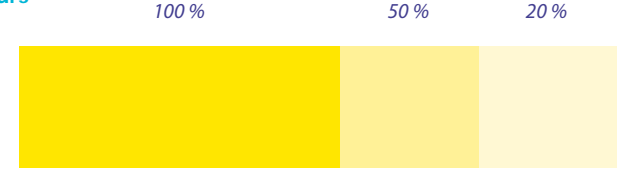


**PMS 382 C/M**  
**PMS 381 U**  
c34 y100  
R190 G214 B0



### Additional colours

**PMS 108 C/M**  
**PMS 107 U**  
m5 y100  
R252 G217 B0



**PMS 404 C/M**  
**PMS 405 U**  
m18 y25 k68  
R125 G115 B102



**PMS 2395 C/M**  
**PMS 2395 U\*\***  
c20 m90  
R195 G0 B158



**PMS 2587 C/M**  
**PMS 266 U\*\***  
c70 m80  
R130 G75 B176



**Rubine Red C/M**  
**Rubine Red U\*\***  
m100 y7 k7  
R202 G0 B93



**PMS 158 C/M**  
**PMS 158 U**  
m65 y92  
R244 G121 B46



**PMS 130 C/M**  
**PMS 129 U**  
m35 y100  
R240 G171 B0



**PMS 153 C/M**  
**PMS 1385 U\*\***  
m60 y100 k30  
R187 G101 B14



## Font for professional purposes

**Myriad Pro** is the Sitra font for professional purposes. Professional purposes refer to all applications produced with publishing and layout software at a print shop (such as brochures, announcements, publications, forms, invitations, business gifts, exhibition materials, roll-ups and signs).

Myriad Pro Regular

*Myriad Pro Italic*

Myriad Pro Bold

Myriad Pro Semibold

*Myriad Pro semibold Italic*

***Myriad Pro Bold Italic***

The entire  
Myriad Pro font family  
is found in the  
Adobe FontFolio  
collections.

## Font for office purposes

**Tahoma** is the Sitra font for office purposes. Office purposes refer to all applications produced with Office software (such as letters, contracts, Outlook emails, Excel tables and charts, as well as PowerPoint presentations).

Moreover, Tahoma is used for applications where the Myriad Pro font cannot be locked as part of the material, or when it can be assumed that the recipient does not have Myriad Pro.

Tahoma Regular

**Tahoma Bold**

## Application examples of the Myriad Pro font

### Heading

LOREM IPSUM DOLOR  
SIT AMET

### Lead

Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

### Body type

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

### Subheading

**Ut wisi enim ad minim veniam**

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

### Caption

*Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.*

In printed products, Sitra's website address is always written without the www part.

In printed products, the font of the website address is Myriad Pro Regular or Bold. The text is either coloured or white.

sitra.  
sitra.



## Pictures

### Photographs

Sitra uses lively photographs from Finland. Our visual approach is based on the themes "A visionary and implementer" and "Changes and the future in Finland". Photos either symbolically or realistically depict people, feelings, expressions, things, buildings or details. The atmosphere in the photos is cheerful and dynamic.

Our general photos are symbolic and convey Sitra's role as an enabler of systemic changes - a visionary and an implementer. The visual approach of programmes and other functions is more realistic and down to earth.

### Illustrations

Besides photos, illustrations may be used to enrich the visual aspects. The look may also be reinforced by attaching visual elements directly to a photo.

### Picture-like texts

When a textual element is part of a picture or an illustration, other fonts besides Myriad Pro may be used (see applications on page 25 Brochure).

### Black-and-white pictures

Greater contrast is achieved by introducing black-and-white pictures besides four-colour pictures in applications.

### Image bank

We compile photographs related to our themes and operations in our internal image bank. If you need pictures related to Sitra, please contact **Sitra's Communications** (on-call service business days from 9 am to 4 pm: tel. +358 40 548 0794). For pictures of Sitra's management and experts, also see the **Media section of our website**.

### Sitra's general pictures

*Our general photos are symbolic and convey Sitra's role as an enabler of systemic changes – a visionary and an implementer.*



### Pictures for programmes and other functions

*The visual approach of programmes and other functions is more realistic and down to earth. The pictures tell concrete stories about our programmes and our other themes.*



## Shapes

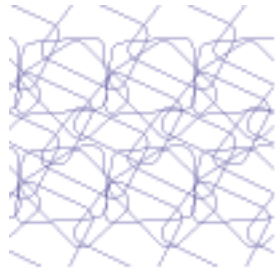
Sitra's shapes convey its active role as a reformer of Finnish society. Shapes overlapping indicates networking and cooperation, which means that the shapes never appear alone, but as a network-like surface.

Shapes are part of our pictorial approach, and the shaped surface is used like a photograph. Only one colour at a time is used in the shapes, and no shape surfaces with different colours are combined in the same picture.

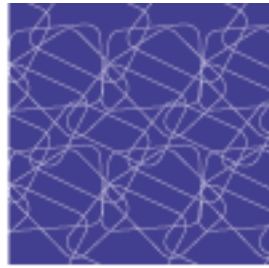
The shape consisting of squares is primarily used for Sitra's general applications. Its colours are Sitra's main colours: violet, grey and white.

The applications for programmes and other functions use three alternative shapes – the colours of which are chosen from among Sitra's additional colours.

### Sitra's general application shapes



File: SITRA\_NELIO\_VIOL.ai



File: SITRA\_NELIO\_HARM.ai



### The shapes for programmes and other functions

#### TRIANGLE

File: SITRA\_KOLMIO.ai



#### CIRCLE

File: SITRA\_YMPYRA.ai



#### 3D TRIANGLE

File: SITRA\_KULMIO.ai



Shape size may be scaled freely. The shapes' Illustrator originals are available in Sitra's image bank.

Do not place the Sitra logo or text on a shape.

Examples of incorrect use of pictures



*The picture has been cropped into the form of a shape.*



*The picture has been cropped into the form of a shape.*



*The corners of the picture have been rounded.*



*The picture has a frame line.*



*The picture has been faded.*



*The logo has been placed on shapes.*



*The height of the colour bar under the Sitra logo is too small.*



*There is text on the shape.*



*The shape has a colour gradient background and is a different colour to the background.*



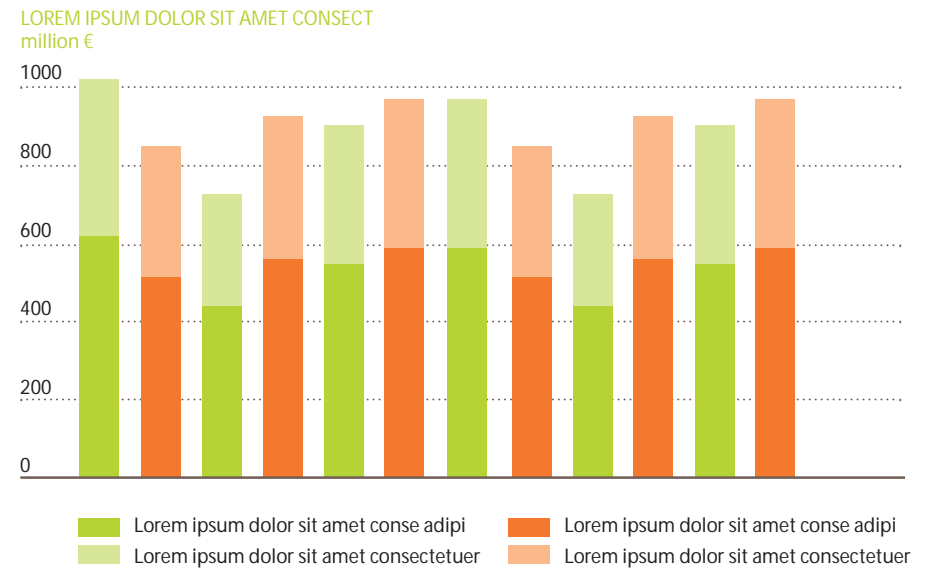
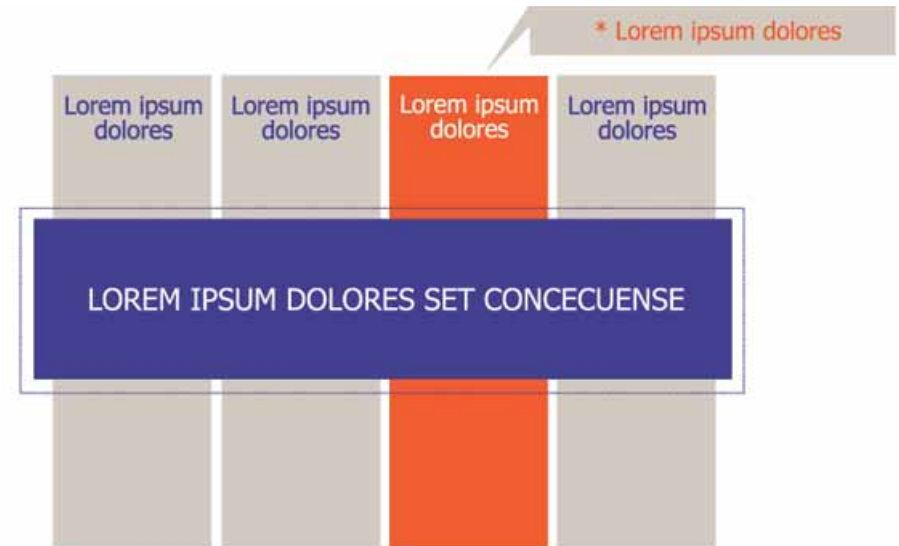
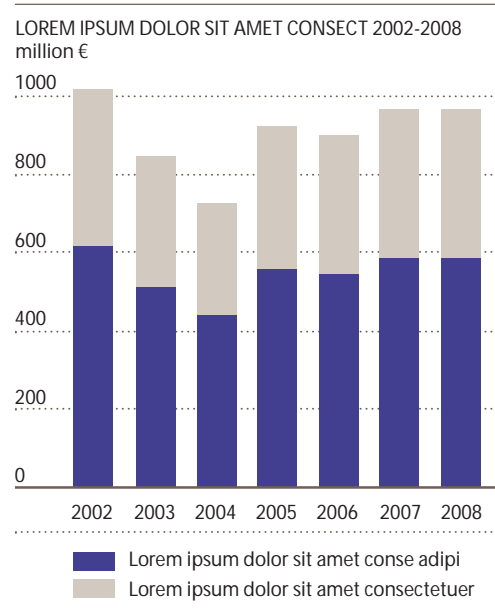
*The shape has a two-colour gradient background.*

## Tables, charts and diagrams

Information or process graphs used in PowerPoint presentations, for example, conform to the general Sitra look.

For the visual elements to be simple and clear enough, the following guidelines should be observed when creating them:

- Use sharp edges and box-like shapes – not rounded edges, for example.
- Switch between the positive and negative – a colour element on a white background, or a white element on a colour background, for example.
- Create contrasts by using lines, dotted lines and other visual elements.
- Do not use any three-dimensional shadows or effects.



**SITRA**

*Sitra, the Finnish Innovation Fund*

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sitra.