

Versio 2.0 | 2022



tieto
| akseli
Arvon asiantuntijasi.

Graafinen ohjeisto 2022

Logo

tieto
|
akseli

Logo + slogan

tieto
akseli
Arvon asiantuntijasi.

MV-logo (posa & nega)

tieto
akseli

tieto
akseli

Markkinointimateriaalien kirjasintyyppi on **NEXA**

11C TYPE FOUNDRY

16
fonts

Nexa

pure geometric sans

Nexa family includes 16 very unique font styles & weights. The font family is characterized by excellent legibility in both – web & print design areas, well-finished geometric designs, optimized kerning etc.

Nexa is most suitable for headlines of all sizes, as well as for text blocks that come in both maximum and minimum variations. The font styles are applicable for any type of graphic design – web, print, motion graphics, etc.

Nexa Bold-500pt

In mathematics, logic, and computer science, a type theory is any of a class of formal systems, some of which can serve as alternatives to set theory as a foundation for all mathematics. In type theory, every "term" has a "type" and operations are restricted to terms of a certain type.

100	200	300	400	500	600	700	800
Thin	Light	Book	Regular	Bold	XBold	Heavy	Black
& Italic	& Italic	& Italic	& Italic	& Italic	& Italic	& Italic	& Italic

NaUp Nexa Uprights

Hamburgetonstiv
Hamburgetonstiv
Hamburgetonstiv
Hamburgetonstiv
Hamburgetonstiv
Hamburgetonstiv
Hamburgetonstiv

RETRO METROS BEHANCE SWEET SANS AMERICANO
Arlbrook & Gloucester
HIGH RESOLUTION
DM COUNTER

Nalta Nexa Italics

Hamburgetonstiv
Hamburgetonstiv
Hamburgetonstiv
Hamburgetonstiv
Hamburgetonstiv
Hamburgetonstiv
Hamburgetonstiv
Hamburgetonstiv

Műltilingűal
Zazóć gęślą jaźń
Zuma amparā
estampilla capilla
anticonstitucionales
Neðanmálsgreinar
Szókinics
Gleichmäßigen
Zaangażowac

Office-materiaalien kirjasintyyppi on CALIBRI LIGHT

A graphic showcasing the Calibri font. It features a light gray background on the left with the word 'Calibri' in a large, white, sans-serif font, followed by 'SUBTLE ROUNDED STEMS' and 'Type System' in smaller white text, and 'PowerPoint, Excel & Outlook' at the bottom. A large, white, rounded 'C' is centered on a dark gray background. To the right, on a light gray background, is the word 'Calibri' in a large, bold, black font, with 'Designer: Luc(as) De Groot' below it. Further down are several lines of text demonstrating the font's use with uppercase and lowercase letters, numbers, and various symbols, including a line number '72' on the left margin.

CalibriTM

SUBTLE ROUNDED STEMS

Type System

PowerPoint, Excel & Outlook

Calibri

Designer: Luc(as) De Groot

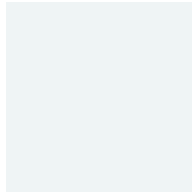
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890~!@# \$%^&*(){}'"/>?"
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.

72 ABCDEabcde1234
80 ABCDEabcde12345\$€
48 ABCDEabcde12345\$€@&
36 ABCDEabcde12345\$€@&
24 ABCDEabcde12345\$€@&
18 ABCDEabcde12345\$€@&

Brändivärnit



CMYK
20 / 10 / 10 / 0
RGB
212 / 220 / 225
HTML
#d4dce1



CMYK
5 / 3 / 3 / 0
RGB
245 / 246 / 247
HTML
#f5f6f7



CMYK
100 / 30 / 0 / 55
RGB
0 / 74 / 115
HTML
#004a73



CMYK
65 / 15 / 10 / 0
RGB
85 / 173 / 211
HTML
#55add3



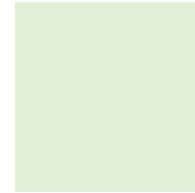
CMYK
16 / 4 / 3 / 0
RGB
221 / 234 / 244
HTML
#ddeaf4



CMYK
80 / 30 / 80 / 35
RGB
44 / 102 / 63
HTML
#2c663f



CMYK
40 / 0 / 75 / 0
RGB
174 / 205 / 96
HTML
#aec60



CMYK
10 / 0 / 19 / 0
RGB
229 / 241 / 214
HTML
#e5f1d6



CMYK
25 / 100 / 65 / 10
RGB
177 / 25 / 62
HTML
#b1193e



CMYK
0 / 75 / 40 / 0
RGB
236 / 95 / 114
HTML
#ec5f72



CMYK
0 / 19 / 10 / 0
RGB
251 / 220 / 220
HTML
#fbdcdc



CMYK
20 / 60 / 100 / 0
RGB
206 / 119 / 23
HTML
#ce7720



CMYK
0 / 25 / 75 / 0
RGB
253 / 198 / 82
HTML
#fdc652



CMYK
0 / 9 / 25 / 0
RGB
255 / 235 / 203
HTML
#ffe6cb

Väriharmonia ja värien painotus materiaaleissa

