

UKKO.fi

Section 1: Core values and brand promise

Core values
Brand promise
Tagline

Section 2: Design elements

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Logo with additional text

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Using colors, gradient
Using colors, buttons

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Type specimen: basic stack

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Section 1:

Core values and brand promise

Entrepreneurship

Courage

Ease & Effortlessness

Reliability

EN

A small entrepreneur's easiest tool for managing day-to-day operations.

FI

Pienyrittäjän helpoin työkalu arjen pyörittämiseen.

EN

Easily said and done.

FI

Helppohan se on yrittää.

Section 2: Design elements

UKKO.fi



Use of the safety area between the logo and other graphic elements (excluding tagline or product text). The safety area is defined by the letter O in the word UKKO. This is a minimum safety area; where possible, more space can be allowed around the logo.

The basic format of the UKKO.fi logo. White logo on a aqua background.
This version is the preferred way to use the logo.



UKKO.fi

The basic format of the UKKO.fi logo. Blue logo on a white background.
This version is an alternative if the primary version cannot be used.



UKKO.fi

The basic format of the UKKO.fi logo. Black logo on a white background.
This color combination is only used if colored options are not available.



UKKO.fi

The basic format of the UKKO.fi logo. White logo on a dark background.
This color combination is only used if colored options are not available.



UKKO.fi

UKKO.fi

Helppohan se on yrittää.

Basic version of logo with tagline. Use when total height is more than 60px.

UKKO.fi
Helppohan se on yrittää.

UKKO.fi ✖
Helppohan se on yrittää.

Small version of logo with tagline. Use when total height is less than 60px.

UKKO.fi

Helppohan se on yrittää.

A
A
A 2×A

The tagline or product name connected to the logo is formed using the dot of the UKKO.fi logo as a measure.

UKKO.fi

Helppohan se on yrittää.

A 2×A

The dimensioning method works in the same way in the basic version and in the version intended for small spaces.

UKKO.fi

Yrittäjä

UKKO.fi

Kevytyrittäjä

UKKO.fi

Line weight $\frac{1}{8} A$

Yrittäjä

2×A

1×A

The product name connected to the logo is formed using the dot of the UKKO.fi logo as a measure.

UKKO.fi

Line weight $\frac{1}{8} A$

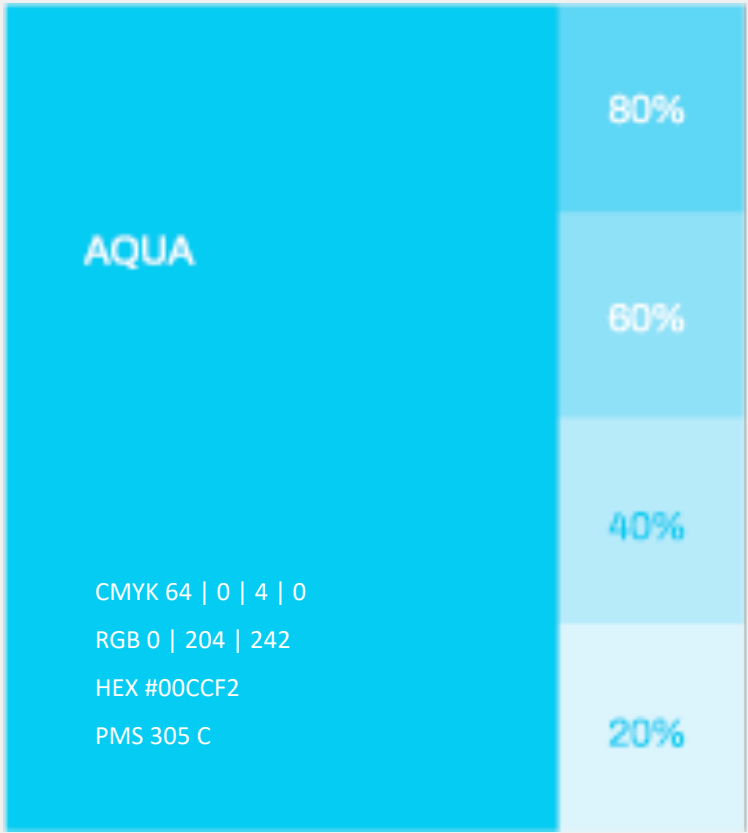
Kevytyrittäjä

2×A

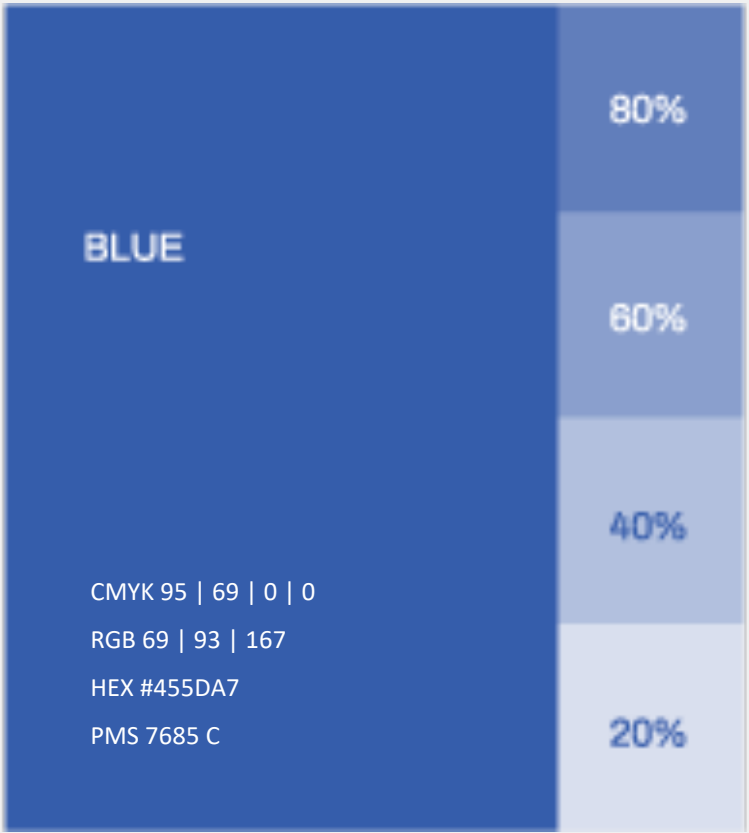
1×A

The product name connected to the logo is formed using the dot of the UKKO.fi logo as a measure.

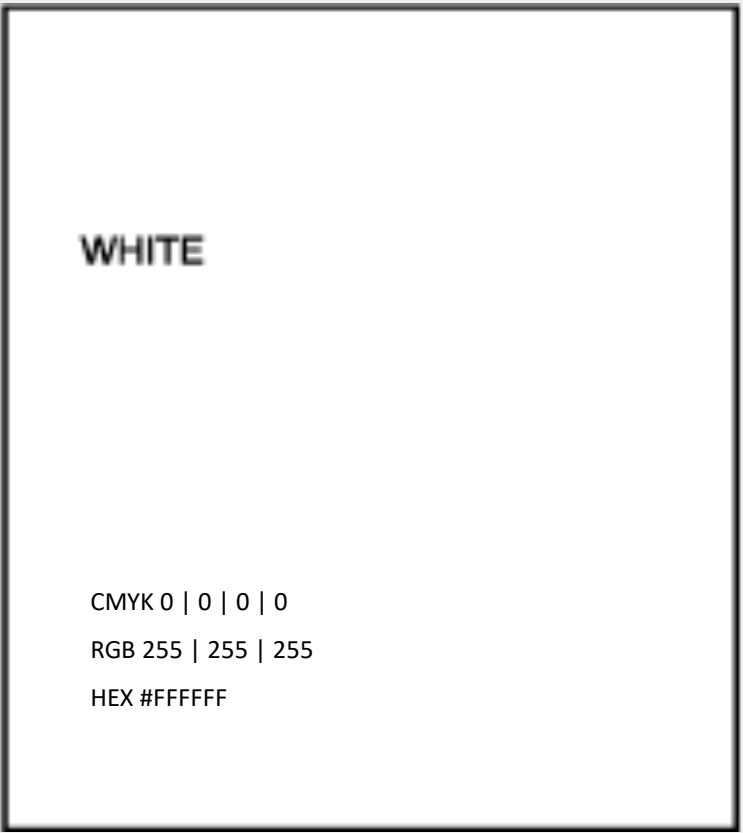
These colors are reserved as the primary colors of the UKKO brand.
Colors are used as background colors, in the logo and also in text elements.



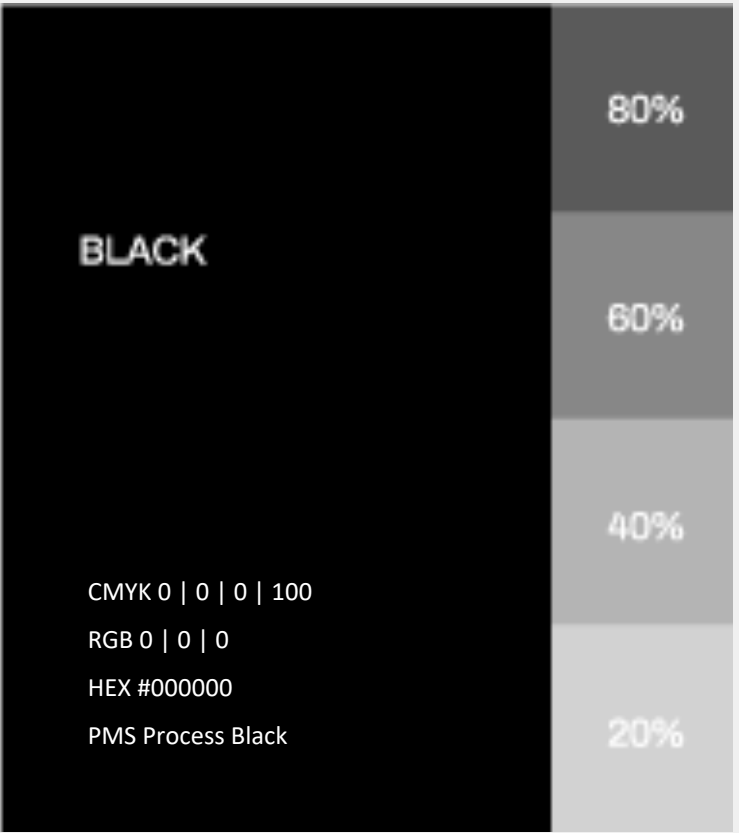
This color defines UKKO.fi's brand and serves as the primary background color in all external communications.



This color is used in headlines, graphics and as part of the background color gradient (see page 26). Color is never used as a dominating large surface or background.

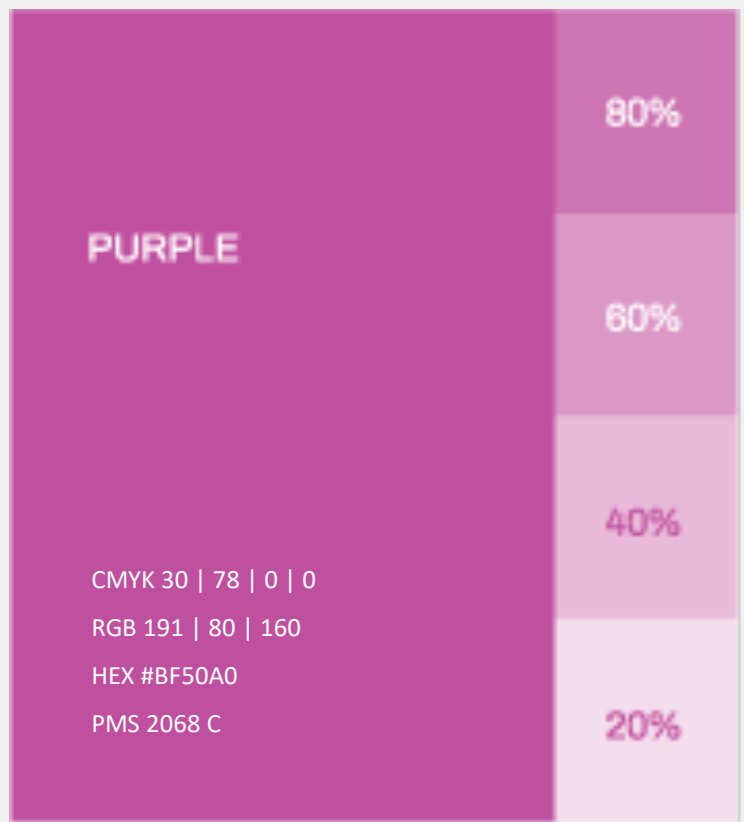


White color is used as background color or a text color on top of Aqua and blue background. White is also used in the UKKO.fi logo, when the logo is positioned over aqua.

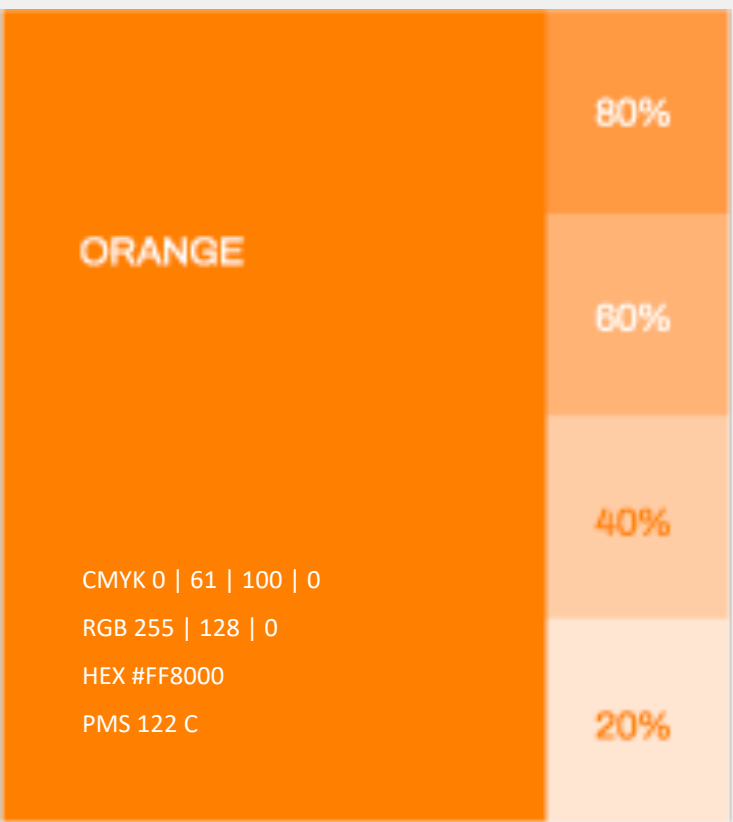


Black and shades of gray are reserved for text only

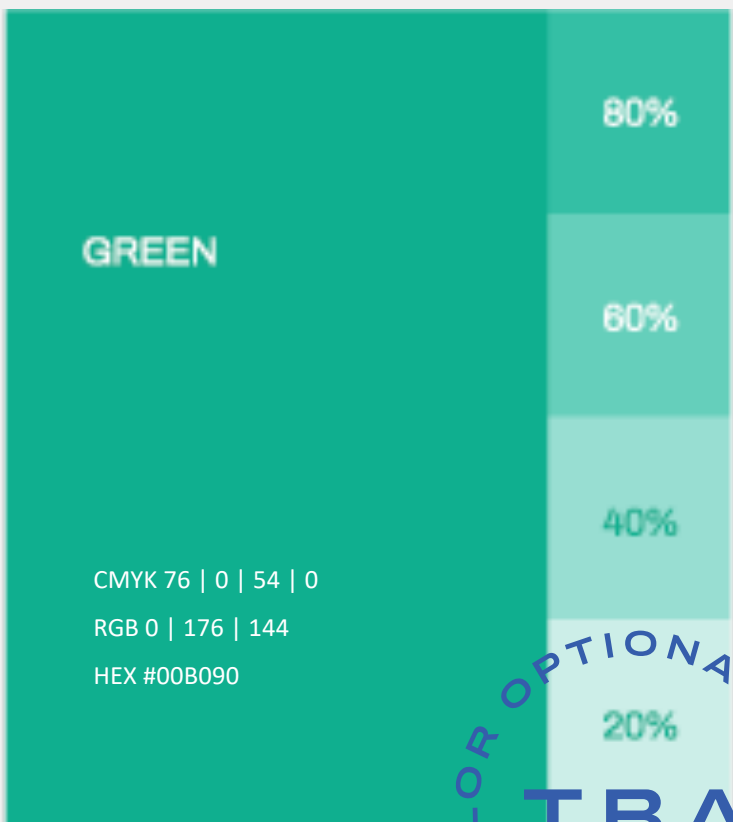
These colors are reserved as secondary colors of the UKKO brand. Colors are used to mark products and services.
Colors can also be used judiciously in text elements. In this case, attention should be paid to the contrast between the text and the background color so that the text remains readable.



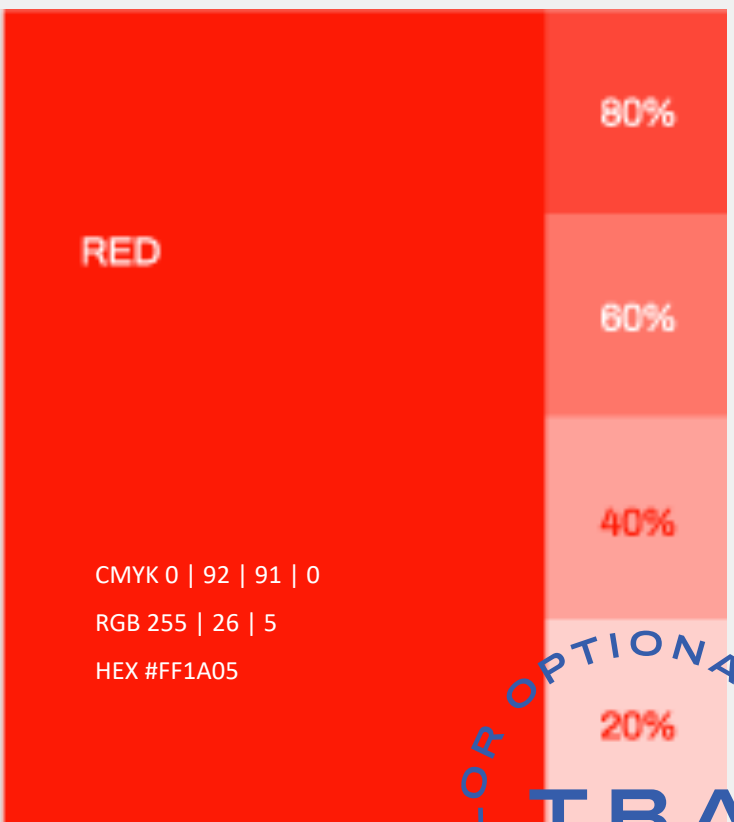
UKKO Kevytyrittäjä



UKKO Yrittäjä



OPTIONAL
COLOR
TBA
OPTIONAL
COLOR



OPTIONAL
COLOR
TBA
OPTIONAL
COLOR

A

The relative areas of primary and secondary colors when using gradient base.

B

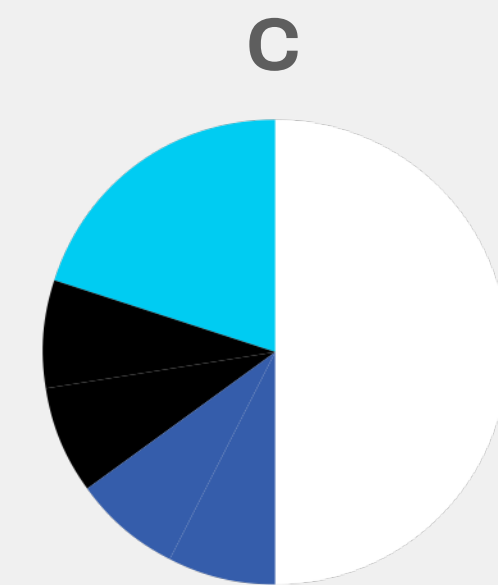
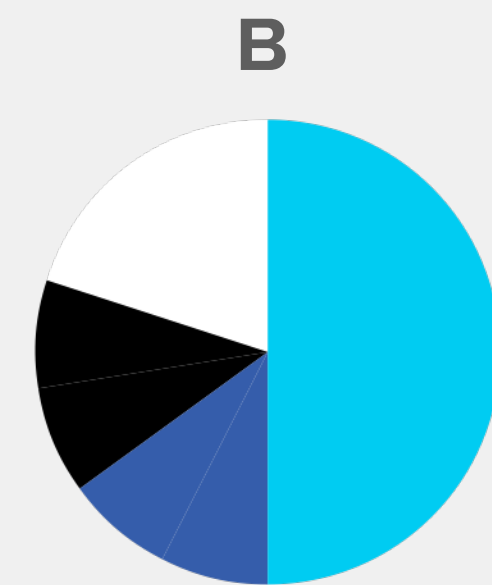
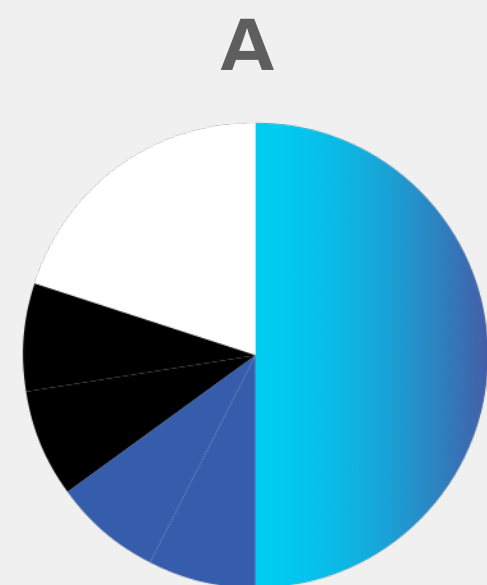
The relative areas of primary and secondary colors when using a compact aqua base color.

C

The relative areas of primary and secondary colors when using a compact white base color.

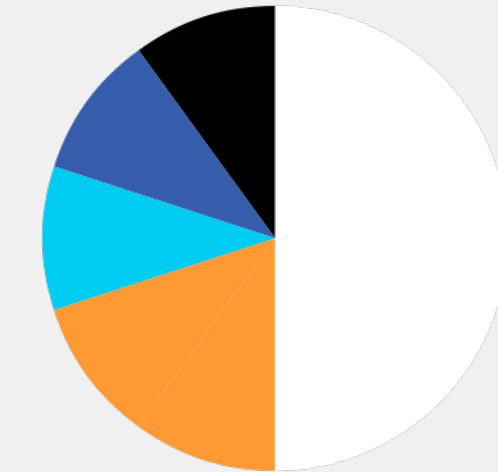
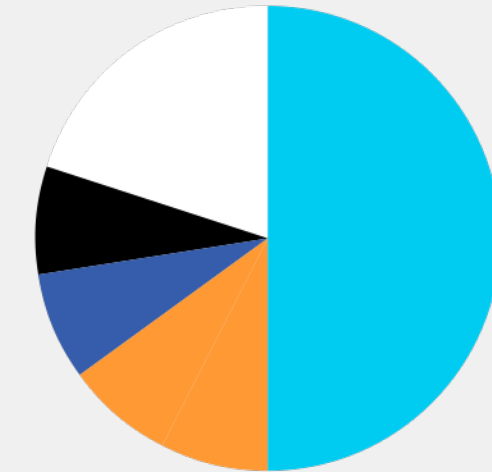
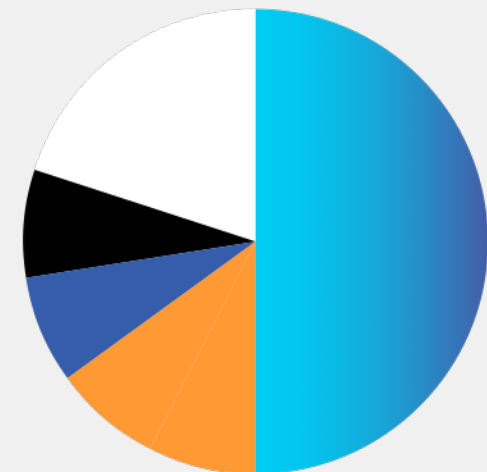
Brand level

Note: Black and shades of gray are reserved for text only.



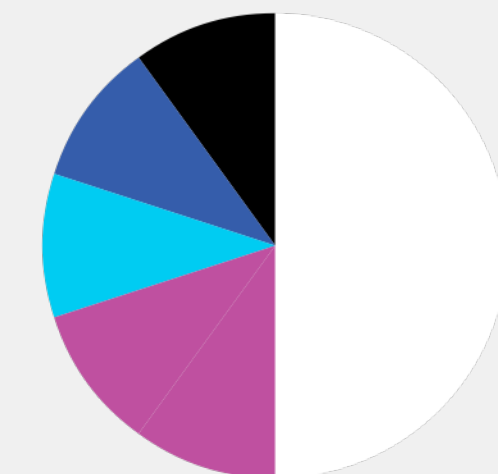
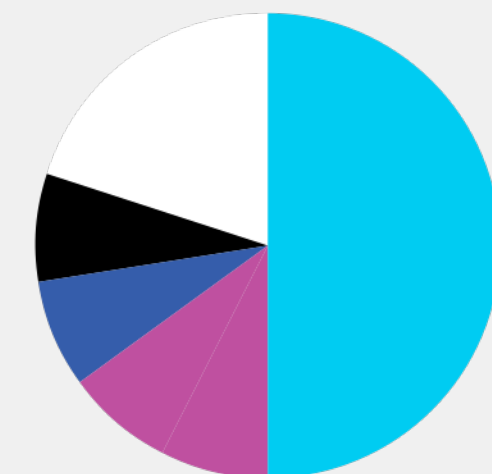
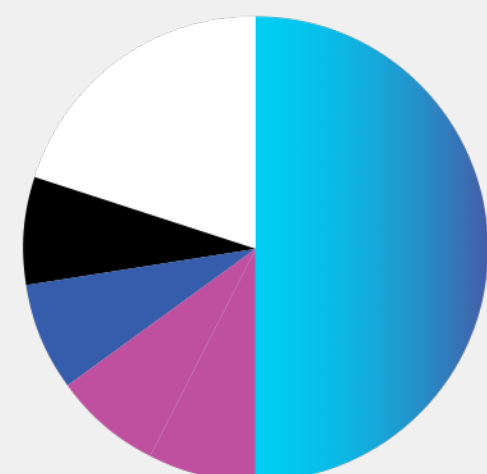
Product level, UKKO Yrittäjä

Note: Black and shades of gray are reserved for text only.



Product level, UKKO Kevytyrittäjä

Note: Black and shades of gray are reserved for text only.



PRIORITY 1, option A



**Aqua / blue gradient
with footer area.**

This version is used when the surface needs to be divided into different elements.

PRIORITY 1, option B



**Aqua / blue gradient
without footer area**

PRIORITY 2



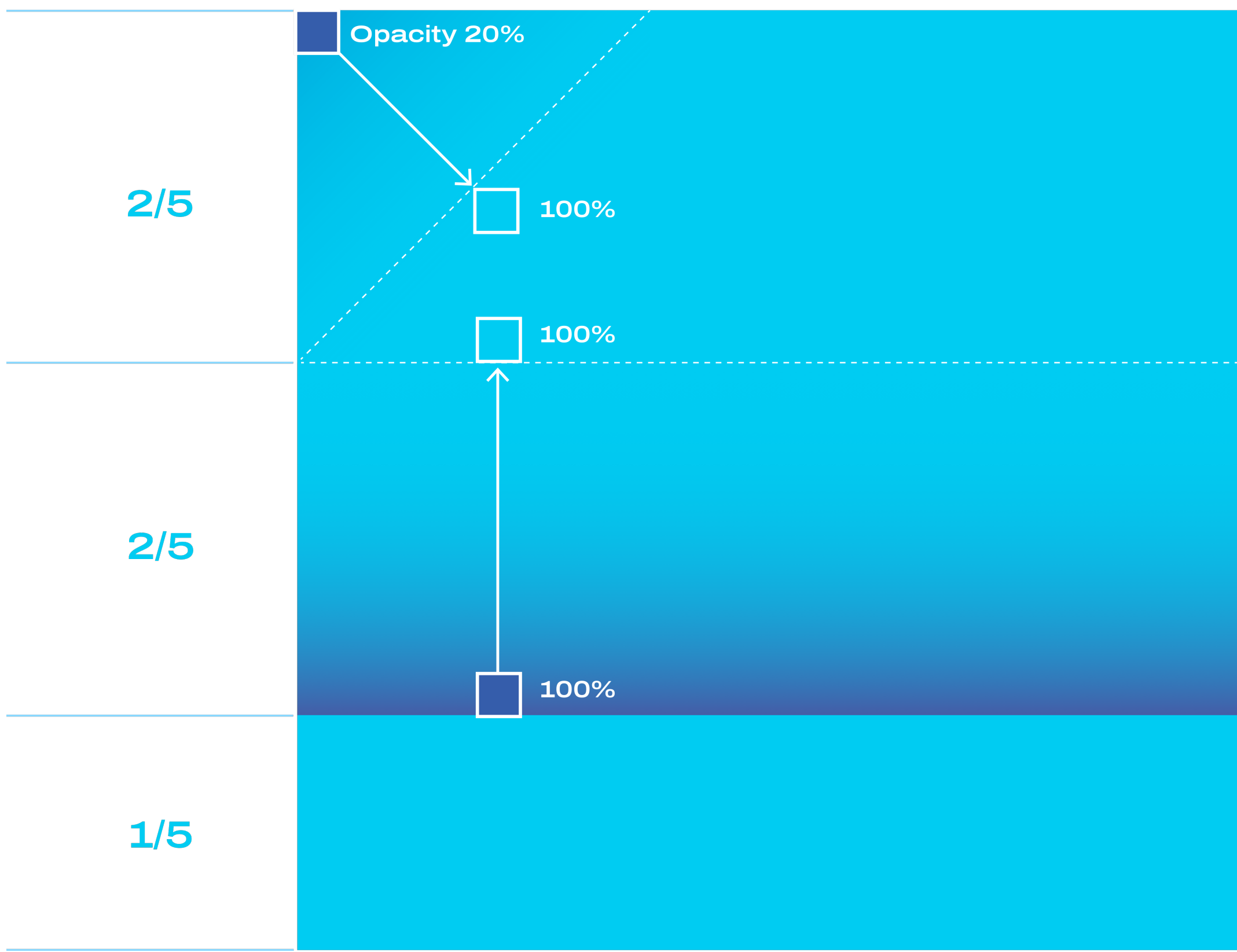
Aqua, Compact version.

A simple version that is used when using a gradient is not possible.

PRIORITY 3



White, Compact version



AQUA	80%	BLUE	80%
	60%		60%
	40%		40%
	20%		20%
CMYK 64 0 4 0 RGB 0 204 242 HEX #00CCF2 PMS 305 C		CMYK 95 69 0 0 RGB 69 93 167 HEX #455DA7 PMS 7685 C	

A base using blue gradient color is created according to this instruction. The gradient is a combination of Aqua and blue. The blue color blends linearly with the base color.

With gradient color, the base is separated into two different surfaces, so that the compact color surface remaining in the lower part can be used to place different elements in their own blocks.

UKKO Yrittäjä ›

UKKO Kevytyrittäjä ›

UKKO Yrittäjäyyskoulu ›

Product names and distinctive colors on their buttons.

UKKO Yrittäjä ›

UKKO Kevytyrittäjä ›

UKKO Yrittäjäyyskoulu ›

A white outline with a thickness of 3px is used around the buttons placed on the blue color surface.

ARCI

Helppohan se on yrittää. 1234567890!?!#
Helppohan se on yrittää. 1234567890!?!#
Helppohan se on yrittää. 1234567890!?!#
Helppohan se on yrittää. 123!?!#

Helppohan se on yrittää. 1234567890!?!#
Helppohan se on yrittää. 1234567890!?!#
Helppohan se on yrittää. 1234567890!?!#
Helppohan se on yrittää. 1234567890!?!#

Helpppo

Width min to max

Helpppo

Weight min to max

Archivo is a grotesque sans serif typeface family originally designed for highlights and headlines. This family is reminiscent of late nineteenth century American typefaces. The technical and aesthetic characteristics of the font are both crafted for high performance typography.

It was designed to be used simultaneously in print and online platforms and supports over 200 world languages.

Archivo

Archivo, weight 100, width 62

Helppohan se on yrittää. 1234567890!?!#

Archivo, weight 300, width 80

Helppohan se on yrittää. 1234567890!?!#

Archivo, weight 600, width 100

Helppohan se on yrittää. 1234567890!?!#

Archivo, weight 900, width 125

Helppohan se on yrittää. 123!?!#

Archivo, weight 100, width 125

Helppohan se on yrittää. 1234567890!?!#

Archivo, weight 300, width 125

Helppohan se on yrittää. 1234567890!?!#

Archivo, weight 600, width 125

Helppohan se on yrittää. 1234567890!?!#

Archivo, weight 900, width 125

Helppohan se on yrittää. 1234567890!?!#

Archivo has been upgraded to a variable font in 2021. The weight and width axes allow a wide variety of styles, from Thin to Black and from ExtraCondensed to Expanded.

Archivo is designed by Héctor Gatti and Omnibus-Type Team.

Download font family from:
<https://fonts.google.com/specimen/Archivo>

H1 Archivo Expanded

This is headline

H2 Archivo SemiBold

Subheadline is simpler and more productive

And yes! This here is a very suitable text format for an intro.
This typeface is one that allows even a longer text to remain easy to read and digest, even if the story is complicated.

H3 Archivo Regular

H4 Archivo Expanded SemiBold

This is a wide subheading

Lorem ipsum dolor sit amet, 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. 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 duis dolore te feugait nulla facilisi.

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Lorem ipsum dolor sit amet, 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. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.nit augue duis dolore te feugait nulla facilisi.

This is a subheading for limited space

Lorem ipsum dolor sit amet, 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. 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 duis 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. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, 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. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis oreet dolore.

H5 Archivo Condensed SemiBold

Ystävällisin terveisin
Etunimi Sukunimi
Titteli

Calibri 11 pt

UKKO.fi

UKKO.fi | SLP Group Oy
Itämerenkatu 1, 00180 Helsinki
etunimi.sukunimi@ukko.fi
+358 00 000 0000
www.ukko.fi
Helpppohan se on yrittää.

Calibri 10 pt

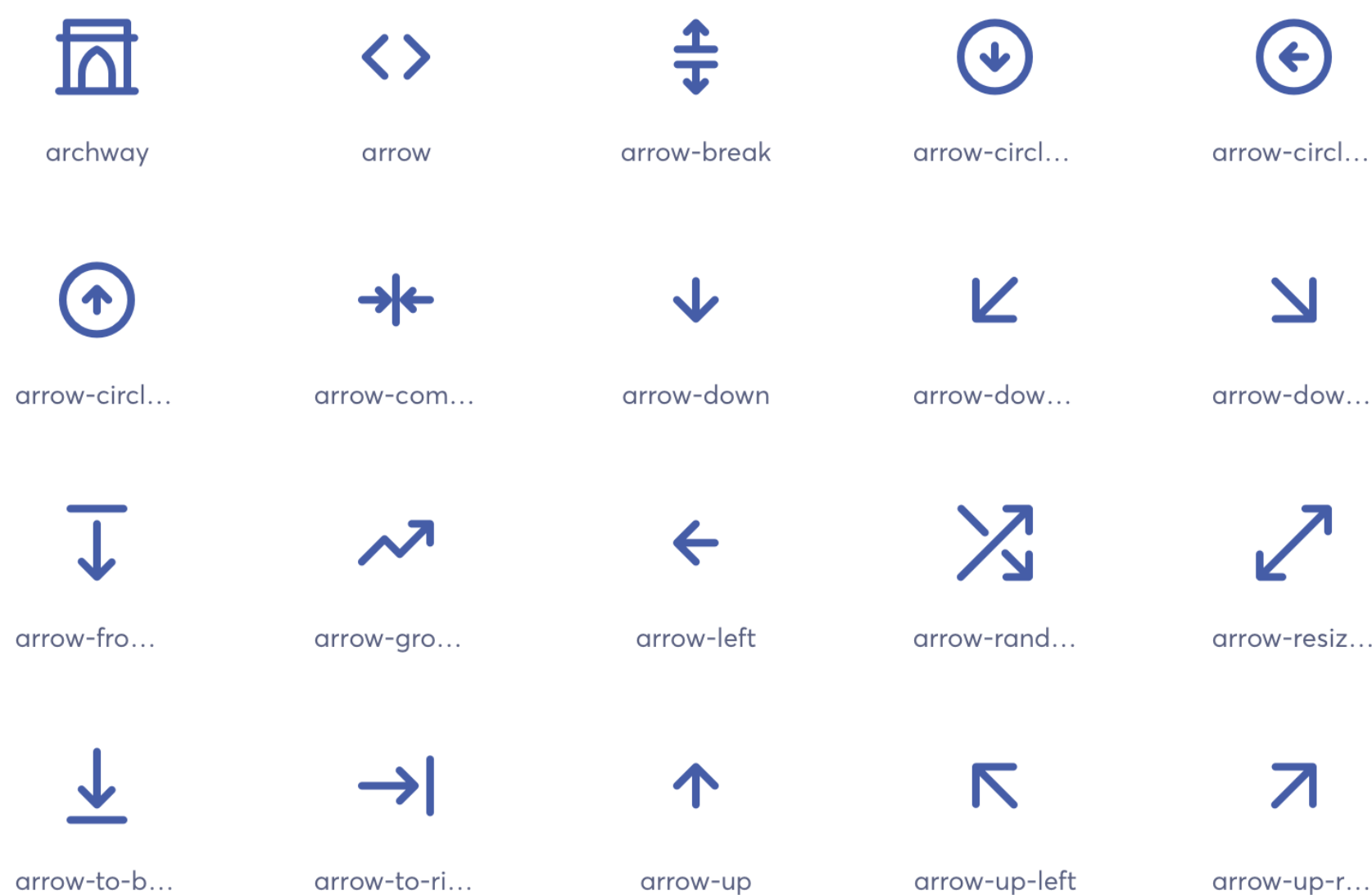
Note: The electronic signature does not use the same font as other materials intended for external use.

Bodytext Archivo Regular

Brand level, logo + tagline	<div>UKKO.fi</div> <div>Helppohan se on yrittää.</div>			
Logo, brand + product	<div>UKKO.fi</div> <div>Yrittäjä</div>	<div>UKKO.fi</div> <div>Kevytyrittäjä</div>	<div>UKKO.fi</div> <div>Yrittäjäyyskoulu</div>	<div>UKKO.fi</div> <div>Turva</div>
How to write, passive	UKKO Yrittäjä	UKKO Kevytyrittäjä	UKKO Yrittäjäyyskoulu	UKKO Turva
How to write, active	<u>UKKO Yrittäjä ></u>	<u>UKKO Kevytyrittäjä ></u>	<u>UKKO Yrittäjäyyskoulu ></u>	<u>UKKO Turva ></u>
Product, button	<div>UKKO Yrittäjä ></div>	<div>UKKO Kevytyrittäjä ></div>	<div>UKKO Yrittäjäyyskoulu ></div>	<div>UKKO Turva ></div>

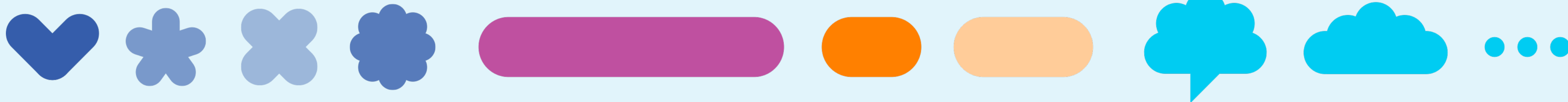
Design elements / Frames, shapes & icons

UKKO.fi



See all Icons: <https://iconscout.com/unicons/explore/line>

To be used on website and application, not to be used in ad- materials



Images

The distinguishing factors of the brand should also be taken into account when designing images. The main character of the picture reflects the brand and appears as the situation allows, either as an explorer, a rebel or a hero. People are presented as approachable. The attitude is optimistic, looking to the future, natural and relaxed. We recommend friendly eye contact with the camera or between the people in the picture, when it is natural.

The color scheme of the pictures is natural. We prefer natural light, avoid a studio-like impression and visible post-processing of images. With the use of depth of field, people are brought to the center of the images. An imprecise background enables the text to be brought clearly over the image.

The backgrounds of the pictures should form a calm color surface so that the viewer's attention is drawn to the central point. It is good to have room for cropping in the images for different purposes.

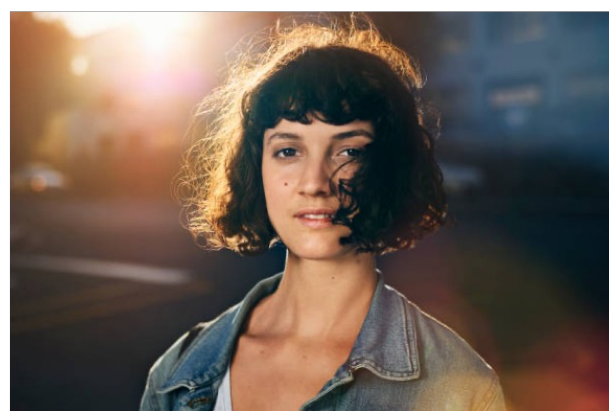
In advertising, images are used within the shapes (circle and arch) presented in this guide. If necessary, the image format and composition can be broken by bringing a part of the image outside the frame. In communication, images can be used in the shape of a rectangle.



Arch frame



Circle frame



UKKO.fi uses motion graphics as a way of enhancing the form and function of our visual appearance on the surfaces that support motion. The look and feel of the motion graphics should be in line with our brand: smooth, simple, precise, intentional, and effortless. When we transition from A to B, we do it without extra wobbling or comical effects. The movement is not mechanical, it is delicate and deliberate with precise easing to emphasize our overall quality.



example: in the animation of a single implementation, the aim is to use a consistent motion language. The title slides from bottom to top.

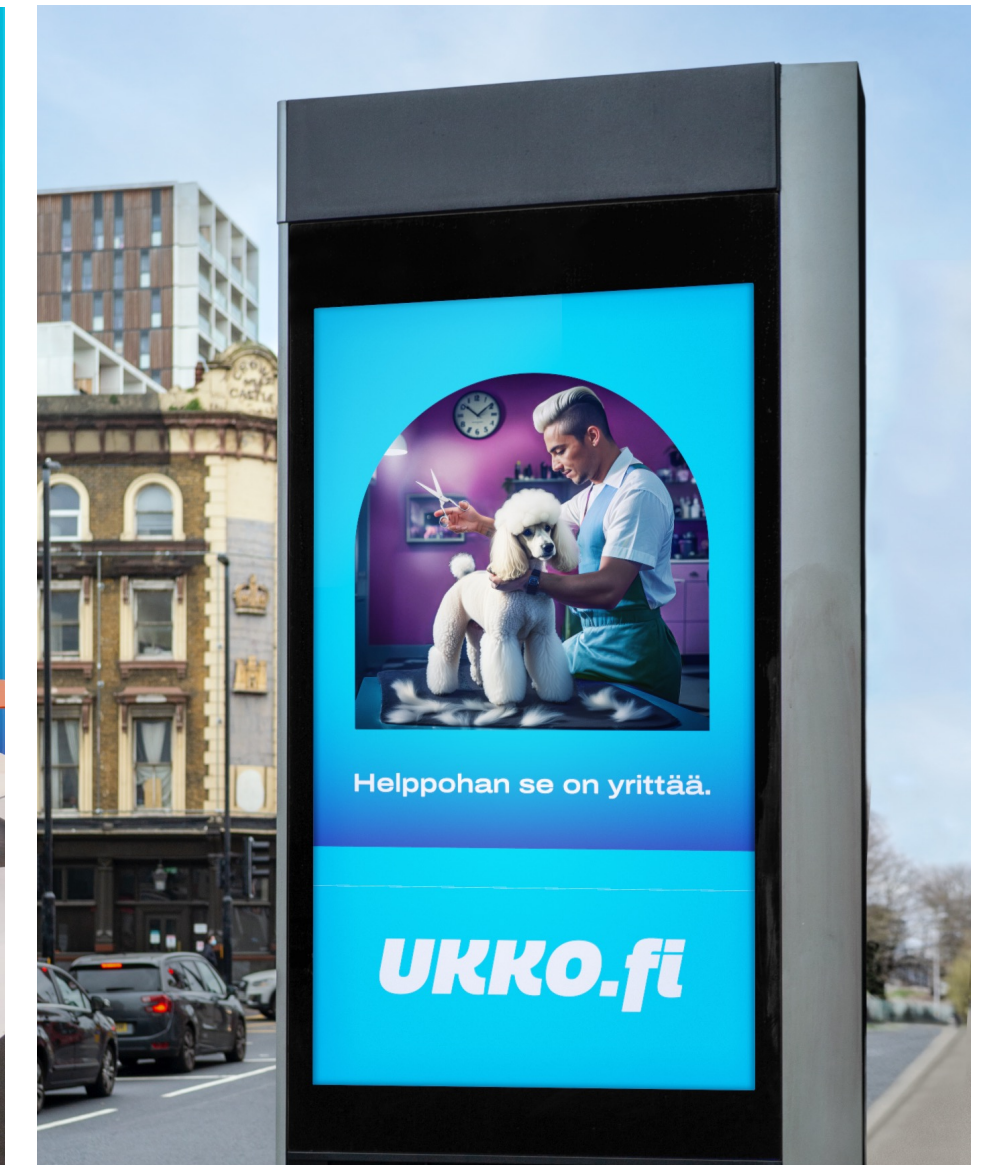


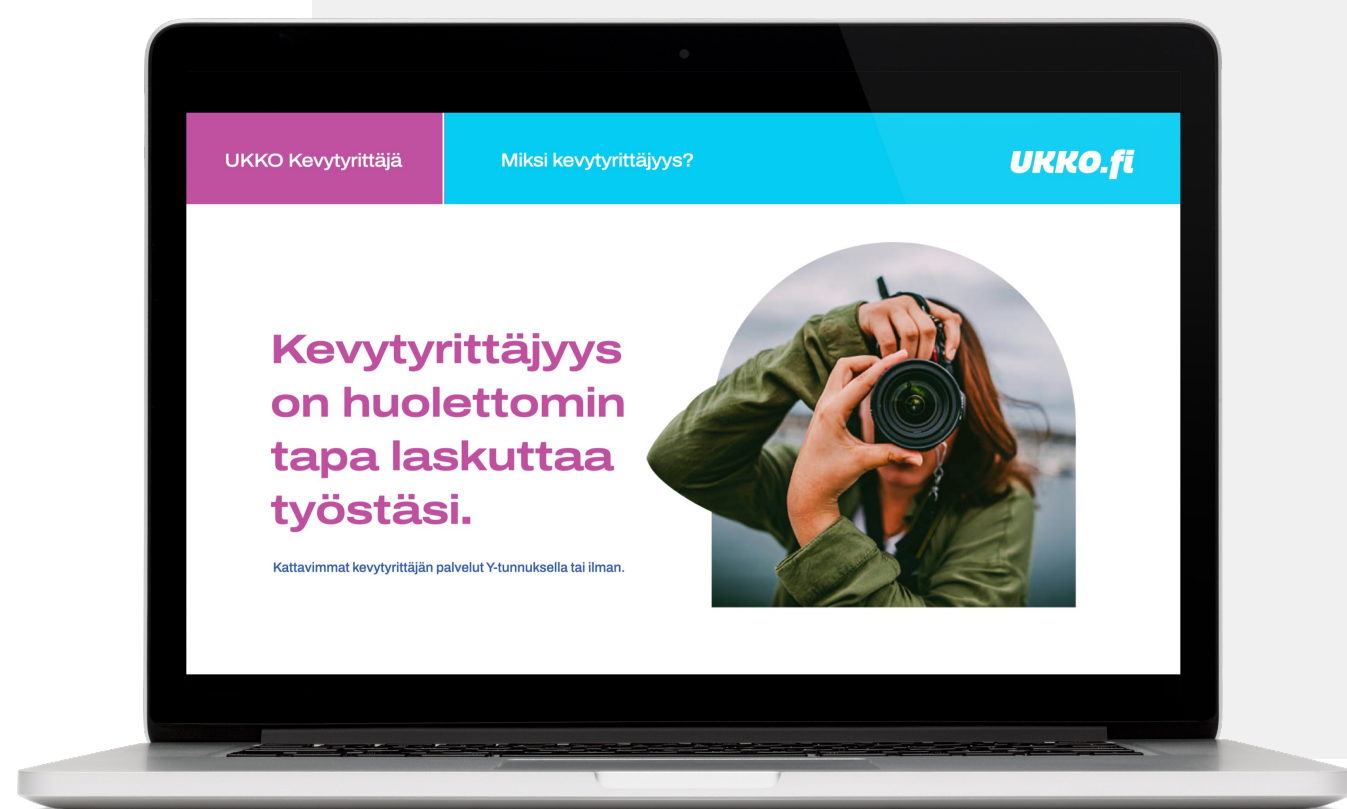
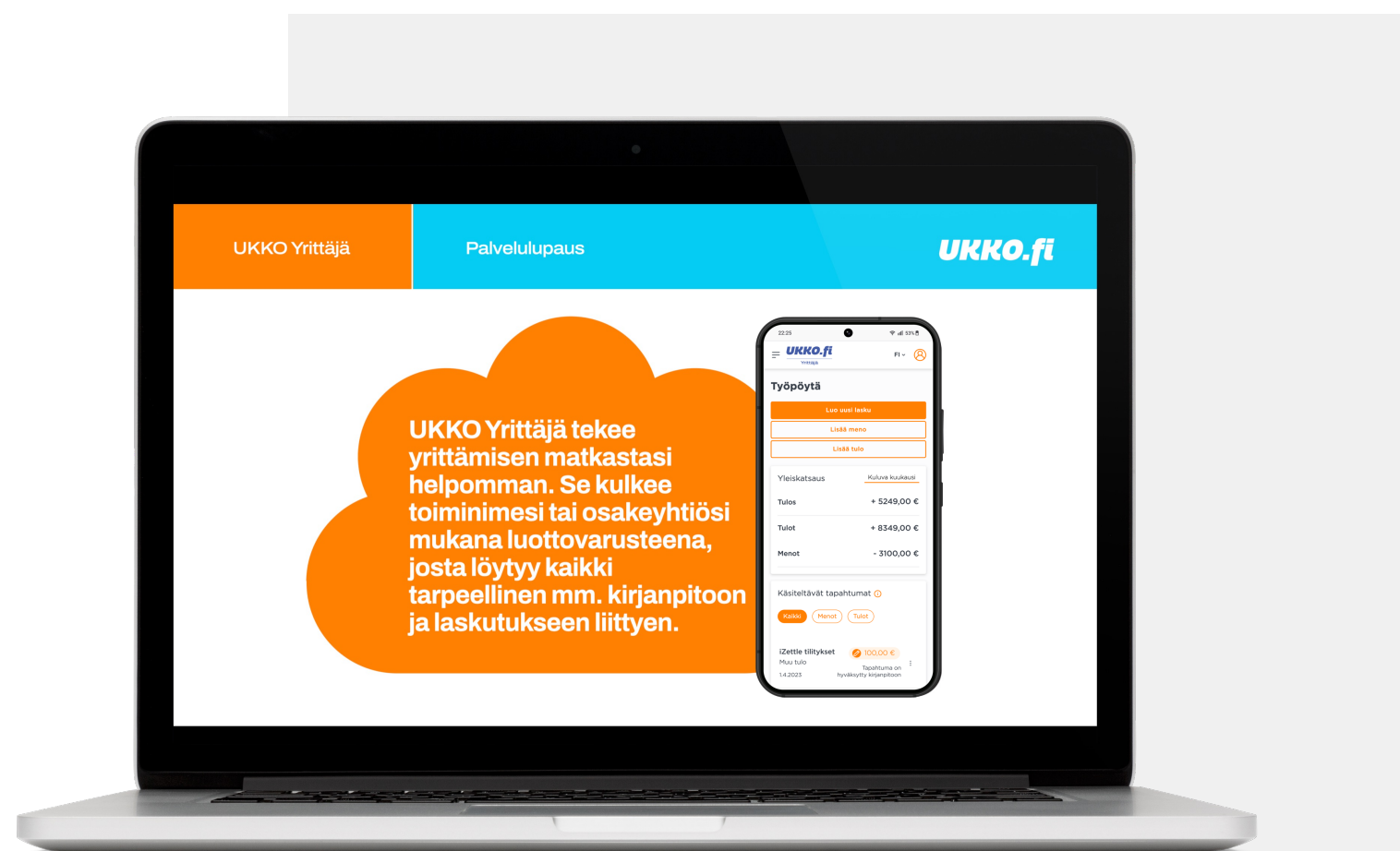
The same movement is also used in the CTA button, where the text changes from bottom to top. The animation of the CTA text attracts attention and, in addition the text calling for action can be made more interesting.



Design elements / Examples 1

UKKO.fi





Selkeä hinnoittelu.

UKKO Yrittäjä >

UKKO.fi

Sisältäen kaiken tarvittavan.

UKKO Yrittäjä >

UKKO.fi

Tehty yrittäjän tarpeisiin.

UKKO Yrittäjä >

UKKO.fi

Suomen suurin ja suosituin.

UKKO Kevytyrittäjä >

UKKO.fi

Y-tunnuksella ja ilman.

UKKO Kevytyrittäjä >

UKKO.fi

Näppärä myös kesätöissä.

UKKO Kevytyrittäjä >

UKKO.fi



Text too narrow.



Text too wide.

- ♥ UKKO Turva
- ♥ UKKO Yrittäjyyskoulu



- ✖ Ukko-turva
- ✖ Ukko yrittäjyyskoulu



Thank you!