



Aalto University

Use of the Logotype

Selecting the correct logotype file

Aalto University's logotype files have been named according to the following system:
[Aalto_\[LANGUAGE\]_\[School\]_\[Size version\]_\[COLOUR SYSTEM\]_\[Symbol and colour version\].](#)
[\[PDF/JPG\]](#)

For example, a file named:

[Aalto_EN_ArtandDesign_21_CMYK-COATED_1.pdf](#)

is a English-language logotype for the University of Art and Design, size version 21, in the CMYK-colour system with values adapted to coated-paper.

Size versions

There are two versions of the Aalto University's logotype: a so-called **normal version** (size 21 units, indicated by "21" in the file name), and a **small version** (size 13 units, indicated by "13" in the file name). It is recommended that the normal logotype version is used when the size of the letter A is **greater than 12 mm**, and the small one when the logotype's letter A is **between 6 and 12 mm**.

Normal logotype (Size 21)



Small logotype (Size 13)



File formats

The logotypes of Aalto University are in PDF or JPG formats. While PDF files are mainly used for applications meant to be printed, JPG files are primarily used in applications meant for the digital environment. JPG files are suitable for use, for example, with Microsoft Office software; PDF files, on the other hand, are more suited for brochures and leaflets to be printed.

Colour systems

Aalto University's logotype files are created for compatibility with the following colour systems:

RGB (JPG)

RGB	RGB colour system for digital use. Suitable for use with Microsoft Office software.
BLACK	Compact black version of the logotype in the RGB colour system.

CMYK (PDF)

COATED	Colour values in accordance with the four-colour system, to be printed on coated paper.
UNCOATED	Colour values in accordance with the four-colour system, to be printed on uncoated paper

PMS (PDF)

COATED	Colour values in accordance with the Pantone Matching System®, to be printed on coated paper.
UNCOATED	Colour values in accordance with the Pantone Matching System®, to be printed on uncoated paper.



BLACK (PDF):

BLACK	Compact black version of the logotype in CMYK or PMS colour systems.
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More detailed instructions about the use of the logotype and other elements used in creating the visual identity can be found from **Aalto University's Visual Identity Guidelines**.

Note! To ensure that the logotype will always appear correctly, use the file that is intended for the target colour system. For example, do not use a CMYK-UNCOATED colour system's file as the starting point for the (RGB) logotype on WWW pages – if this is done, the colours will come out distorted and with errors. Incorrect use of the Uncoated and Coated files of the four-colour system (CMYK) leads to erroneously displayed colours in the final product.

The table below can be used to check the colour values in different colour systems.

						
PMS	Coated	116 C	032 C	300 C	Black C	403 C
	Matte	116 M	032 M	300 M	Black M	403 M
	Uncoated	108 U	032 U	300 U	Black U	403 U
CMYK	Coated	0/12/100/0	0/90/65/0	100/50/0/0	0/0/0/100	18/22/26/49
	Uncoated	0/6/100/0	0/80/70/0	100/30/0/0	0/0/0/100	10/11/13/36
RGB		FECB00	ED2939	0065BD	000000	928B81

Use of the logotype

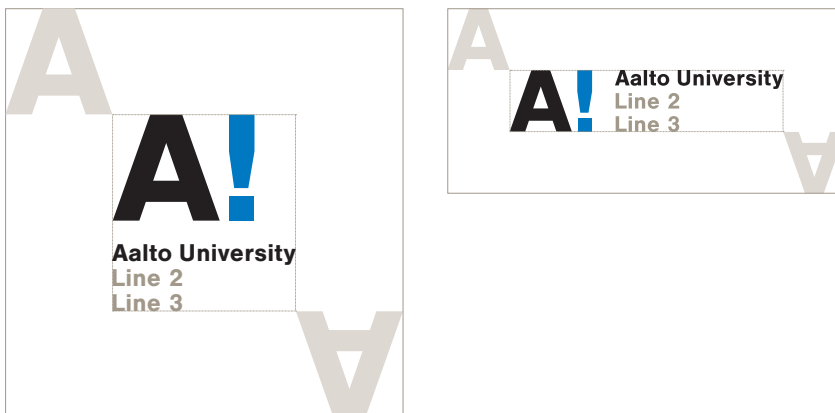
Rotation of logotypes

In the use of Aalto University's logotype, the aim is to create an impression of a randomly changing mark. Thus, the logotype should be used in such a way that the different states of the mark are used in even variation. For example, a school, unit, department or faculty is not permitted to use only one or just some of the states of the mark in a selective manner.

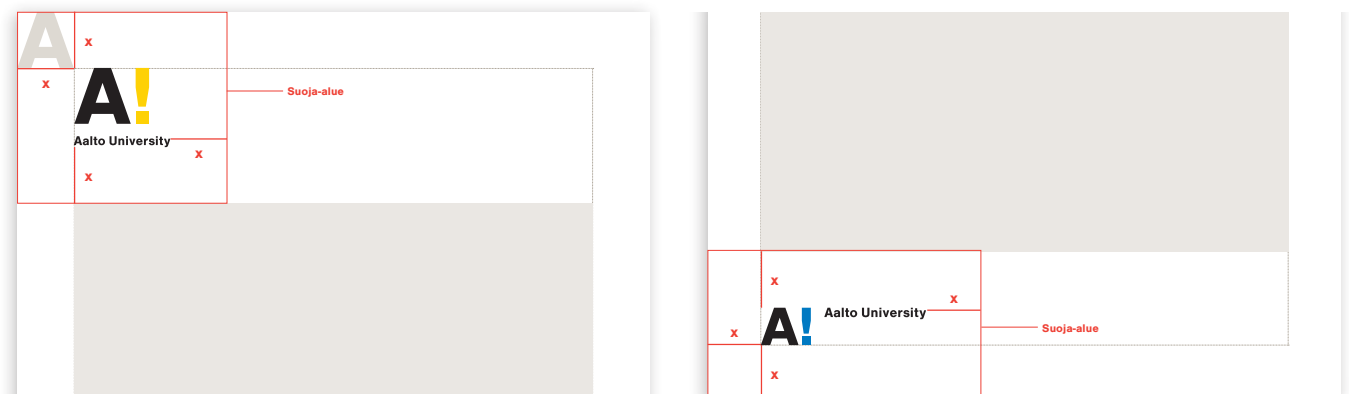
Positioning of logotype and clearspace

The clearspace defined for Aalto University's logotype ensures sufficient space for the logotype by defining the minimum distance to other visual elements. Do not place any other graphical elements, such as texts or logos, within the clearspace. The area of the clearspace is obtained by surrounding the logotype with an empty area which has the width and the height of the A mark.

The logotype files contain an empty space, of the size of the clearspace, around the logotype. Thus the clearspace can be easily taken into account, and the empty space in the files also helps in the positioning of the logotype.



The logotype is recommended to be positioned in such a way that its distance from the nearest sides are the same, at least of the size of the symbol A (x). The clearspace helps in the use and positioning of the logotype – the clearspace defines the distances to the sides when the logotype is placed on the surface.



The logotype as black-and-white or on a coloured background

Black-and-white version

There are no so-called grayscale versions of the logotype. If the logotype cannot be used in its coloured form, it must be used as black or white – depending on the colour of the background.

The logotype on a photo or on a coloured background

Avoid using the logotype on top of a photo. If, however, it is necessary to do so, ensure that the area of the photo at the background is sufficiently even toned and tranquil, so that the logotype is clearly readable. The logotype can be either white or black, depending on the darkness of the photo on the background.

Black-and-white version

Aalto-yliopisto
Kauppakorkeakoulu

Inverted version

Aalto-yliopisto
Kauppakorkeakoulu

On light background

Aalto-yliopisto
Kauppakorkeakoulu

On dark background

Aalto-yliopisto
Kauppakorkeakoulu

On top of a photo

Aalto-yliopisto
Kauppakorkeakoulu

On top of a dark photo

Aalto-yliopisto
Kauppakorkeakoulu

Additional information

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