PINJA

Graphic Guidelines

This document has been produced in A3 size. Print at A4 size with 70% reduction ratio> set the print to the center of the sheet> select horizontal sheet printing. To view in full screen mode in Adobe Acrobat, press (PC: ctrl + L / Mac: command + L). Give this guide, or the appropriate part of it, to anyone involved in designing or producing elements related to the Pinja brand.

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The Pinja logo consists of a wordmark and a brand mark. The wordmark has been typed in FP Head Pro font. Above the wordmark is the Pinja brand mark.

When positioning the logo on media surfaces, a space of at least a safety area must be left around it.
Safety area = mark's width.

There is also a grayscale, monochrome black and white negative version of the logo. They can be used in situations where printing techniques are limited, e.g. engravings, embroidery, etc. The negative version should be used if there is not enough contrast between the logo and the background (the background is dark).

NOTE: E.g. websites and systems are an exception. In this case, it is sufficient that the logo is not directly attached to the other elements and there is at least 10 px of space around it. A good guideline is that there is always a space of a horizontal J letter at the bottom and top of the logo and a space of a vertical J letter at the edges.

See more examples of logo usage on the following page.

Do not produce elements yourself by typing in any font. Use only original material as elements.
Versions of the elements are presented later in this guide.
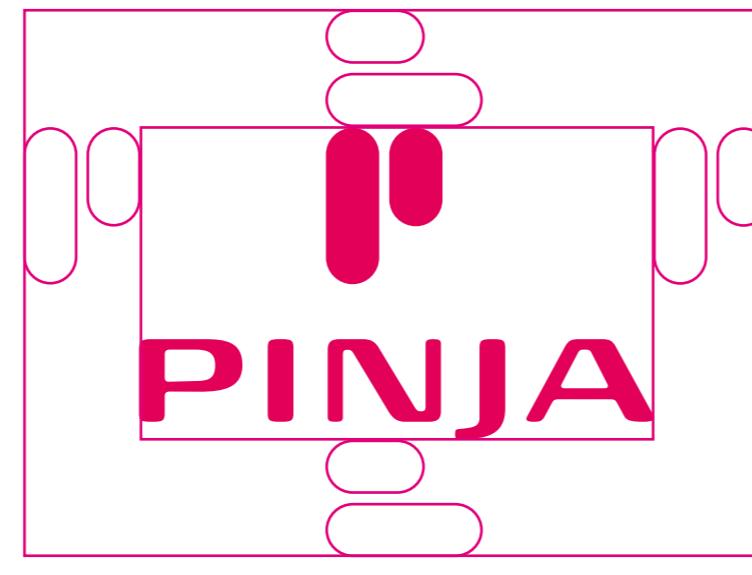
The wordmark can also be used as it is, without the brand mark.

When positioning the wordmark on media surfaces, a space of at least a safety area must be left around it. Safety area = J letter's hight.

There is also a grayscale, monochrome black and white negative version of the logo. They can be used in situations where printing techniques are limited, e.g. engravings, embroidery, etc. The negative version should be used if there is not enough contrast between the logo and the background (the background is dark).

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Do not produce elements yourself by typing in any font. Use only original material as elements. Versions of the elements are presented later in this guide.

NOTE: When placing the logo on top of an image, make sure it is clearly visible and in the correct color. If needed, use an overlay on the image to ensure the logo has sufficient contrast against the background.
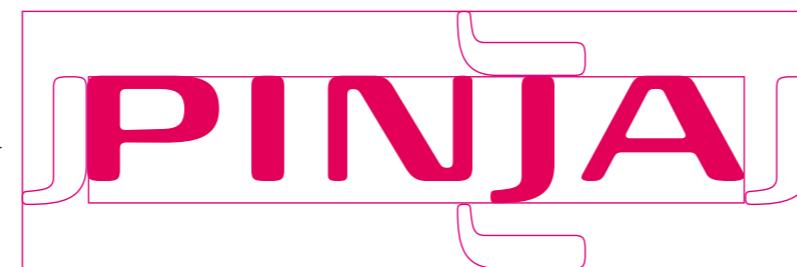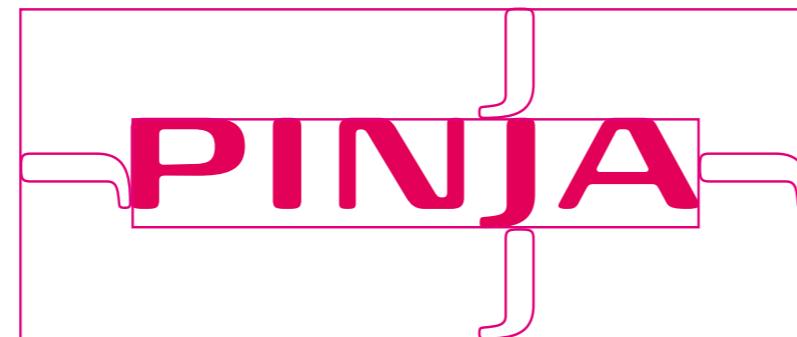
The Pinja brand mark can be used separately as a graphic illustration element either as it is or as an outline, wallpaper patterns, etc.
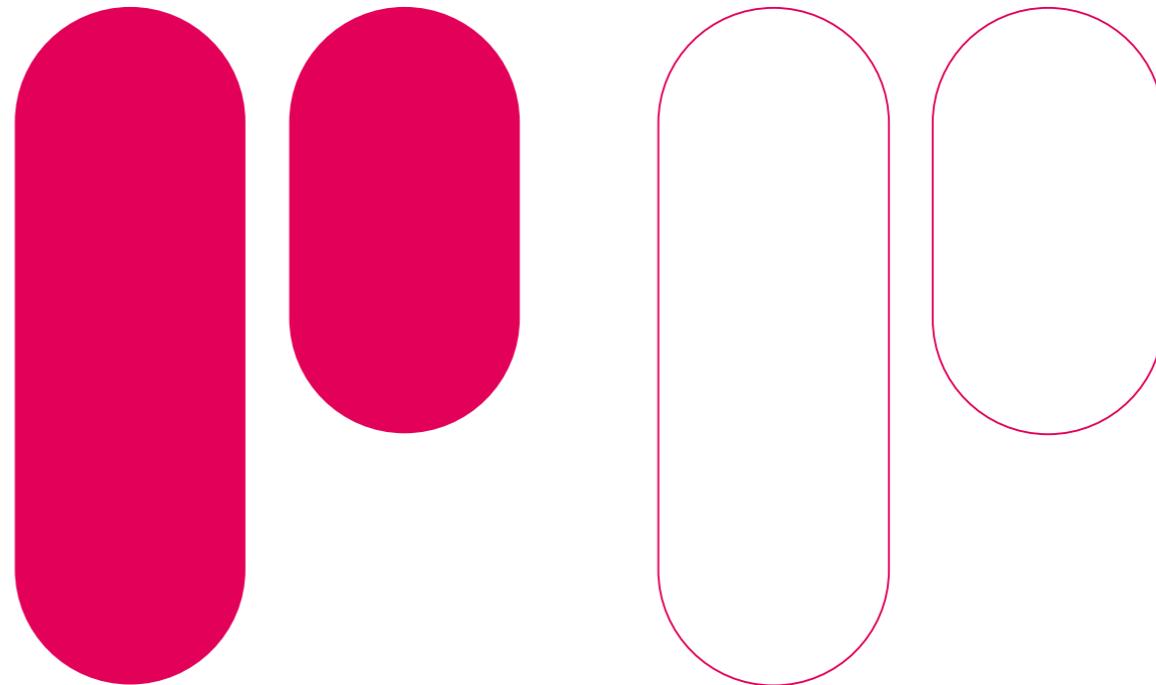
Examples of the mark's usage
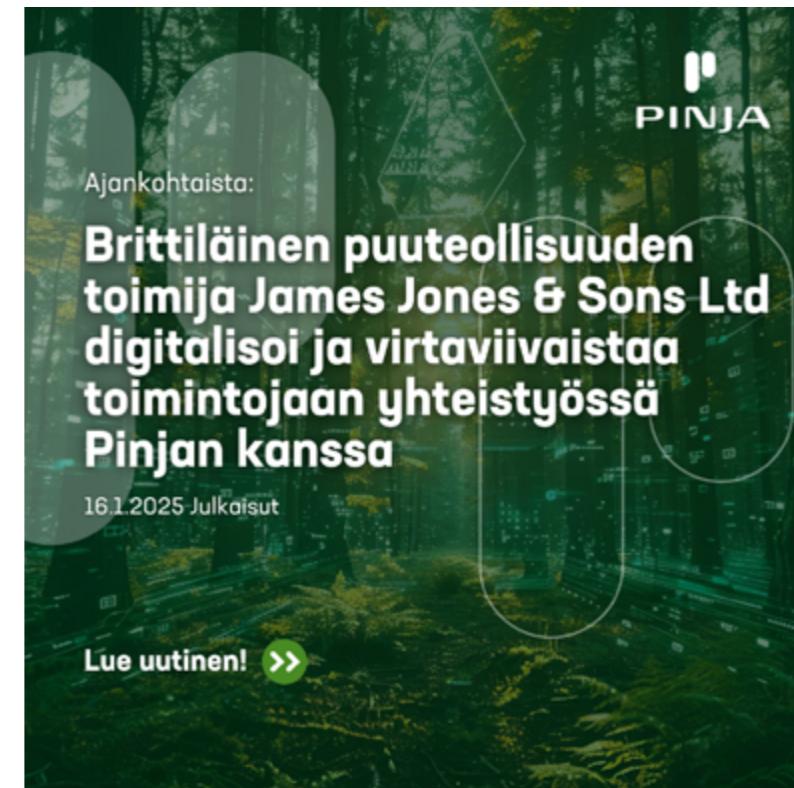
Do not produce elements yourself by typing in any font. Use only original material as elements. Versions of the elements are presented later in this guide.

Here are examples of Pinja's graphic elements and how they are used

Line element

Rounded rectangle
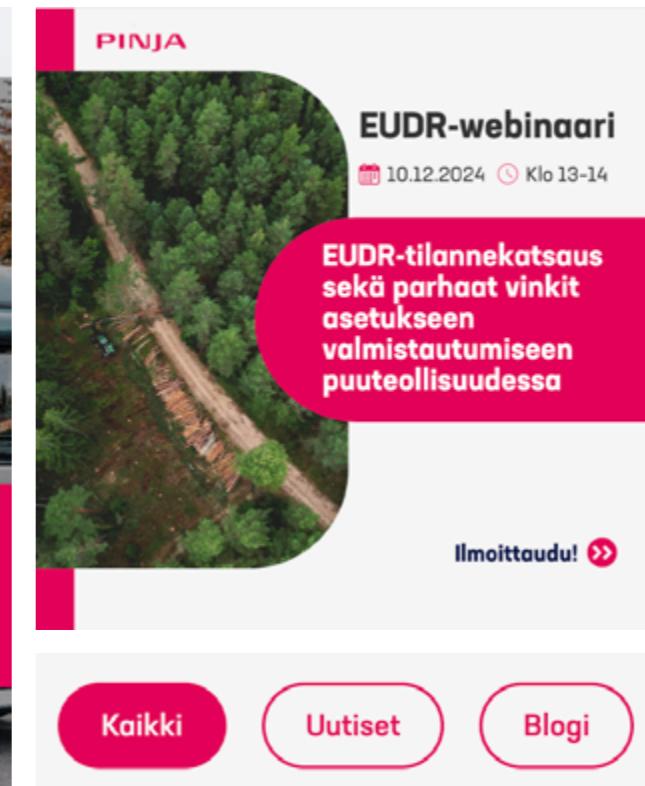
Icons (primarily, Iconsmind's line icons and Hubspot's icons are used)

Vastuullinen valinta

Lupaamme auttaa sinua toimimaan paitsi tehokkaammin, myös vastuullisemmin tuotannossa, toimitusketjussa ja liiketoiminnassa ratkaisuidemme avulla. Myös oma palvelutuotantomme on suunniteltu siten, että se pyrkii mimimoimaan energian käyttöä ja huolehtii jatkuvasta parantamisesta, kuten osaamisen kehittämisestä.

Toimialan johtavat tuotteet ja palvelut

Tuotteemme ovat rakennettu toimialojen erikoistarpeisiin ja niitä käyttävät sadat asiakasyritykset sekä sadat tuhannet käyttäjät ympäri maailmaa. Tuotteemme ja palvelumme ovat suunniteltu kestämään kansainvälisen liiketoimintakriittisen tarpeen niin tietoturvassa, käytettävyydessä kuin loppukäyttäjien tuessakin.

Typography = letter style

The following fonts are primarily used on Pinja's website (e.g. homepages, career pages, blog), printed matter and advertising.

- Headlines: Barlow Bold
- Ingress: Barlow Medium
- Body text: Barlow Regular

Headline
Barlow Bold

abcdefghijklmnopqrstuvw xyzåäö123456789@€%

Ingress
Barlow Medium

abcdefghijklmnopqrstuvw xyzåäö123456789@€%

Body text
Barlow Regular

abcdefghijklmnopqrstuvw xyzåäö123456789@€%

Is aceri rem num conempe lentioriti as excersped quati dolupta teseror eptaten totatibust remosti con eos re el is ent, te pra doluptume liquid et, necum exped modist ut mossitione eos aut andipid explam illum as ent dolore comnis remquis et ea et eum fugia con nones moluptatio corpore iusdae vollessum illaborero explici ligniscimus rera que cuptionsed quistec ercit, offic testore, ullignis ipid modi que qui ium, quam sentis magnis aut fugit re idipsum etur re nias maio. Nam, simoluptas secaepere con praeperibust est volorrum et re num aria quistis alique voluptasit ab ium inctem re nectiuntion pore solupic iendit aut labo. Et dus nihitaquati doloria

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On Microsoft Office programs (PowerPoint, Word, Excel) and Google Drive programs (Slides, Docs, Sheets) is used the built-in Calibri font to keep the typography of the templates under control regardless of the computer and user.

Headlines
Calibri Bold
abcdefghijklmnopqrstuvw
xyzåäö123456789@€%

Body text
Calibri Regular
abcdefghijklmnopqrstuvw
xyzåäö123456789@€%

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When applying colors, the material or reproduction medium being used must be taken into account. Adjusting colors on a case-by-case basis may be necessary and is permitted, as long as the guiding principles for brand implementation are upheld. The guideline colors shown on screen and in printouts can only serve as indicative references. Always check the correct color specifications from the appropriate color chart for each project.

MAIN COLOR

FUCHSIA
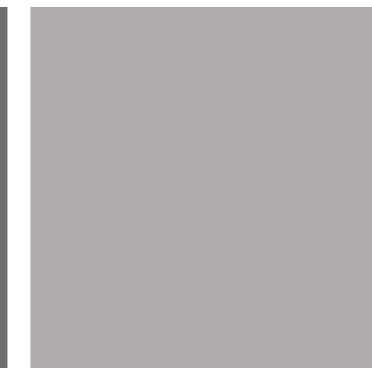
PMS 2040 C
C0 M100 Y40 K0
R227 G0 B89
HEX #e30059
RAL 3018
Teknos T1545

SUPPORT COLORS

BLACK 1

PMS Black C
C0 M0 Y0 K100
R0 G0 B0
HEX #000000
RAL 9005
Teknos T1767

DARK GREY 2

PMS 411 C
C0 M5 Y5 K70
R112 G109 B109
HEX #6f696e
RAL 7022
Teknos T1755

LIGHT GREY 1

PMS 407 C
C0 M5 Y5 K40
R177 G172 B171
HEX #b1acab
RAL 7023
Teknos T1750

SILVER

PMS 877 C
foliointi
RAL 9006

-

LIGHT GREEN

PMS 2269 C
C45 M0 Y65 K0
R161 G201 B118
HEX #a1c976
RAL 6018
Teknos T1627

DARK GREEN

PMS 2411 C
C90 M0 Y90 K85
R0 G50 B21
HEX #003215
RAL 6020
Teknos T1631

MEDIUM GREEN

C75 M22 Y100 K7
R72 G139 B35
HEX #488B23

NOTE: The color charts are indicative only, and when painting wall surfaces you should always first do a test paint on a small area.

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These colors are used in Pinja's and the product brands' Google Slides and PowerPoint presentation templates, as well as in other graphic materials (e.g., brochures). Keep the overall look harmonious: for example, don't use both dark grey and dark green as image overlays, or both fuchsia and light green for icons.

FUCHSIA

R227 G0 B89
HEX #e30059

DARK GREY 1

R51 G51 B51
HEX #333333

DARK GREY 2

R112 G109 B109
HEX #6f696e

LIGHT GREY 1
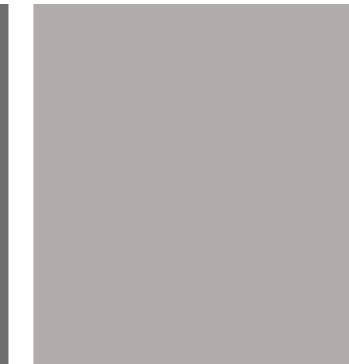
R177 G172 B171
HEX #b1acab

LIGHT GREEN
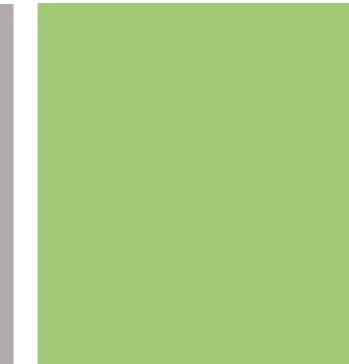
R161 G201 B118
HEX #a1c976

MEDIUM GREEN

R72 G139 B35
HEX #488B23

WHITE
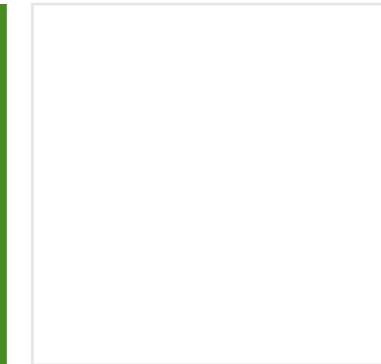
R255 G255 B255
HEX #ffffff

DARK GREEN

R0 G50 B21
HEX #003215

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NOTE: In printed materials, black text should be set to 100% K (C0 M0 Y0 K100) to ensure a clear and crisp result.

FUCHSIA

DARK GREY 2

LIGHT GREY 1

LIGHT GREEN

DARK GREEN

WHITE

RAL 3018
HEX #e30059

RAL 7022
HEX #6f696e

Tikkurila X487

RAL 6018
HEX #a1c976

RAL 6020
HEX #003215
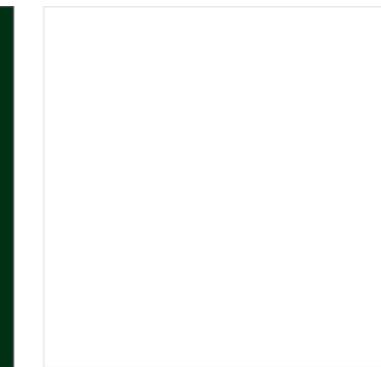
Tikkurila, paper

NOTE: The color maps are indicative, and when painting the wall surfaces, you should always do a test painting on a small area first.

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