PINJA

Graphic Guidelines

PINJA

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.

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.

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.
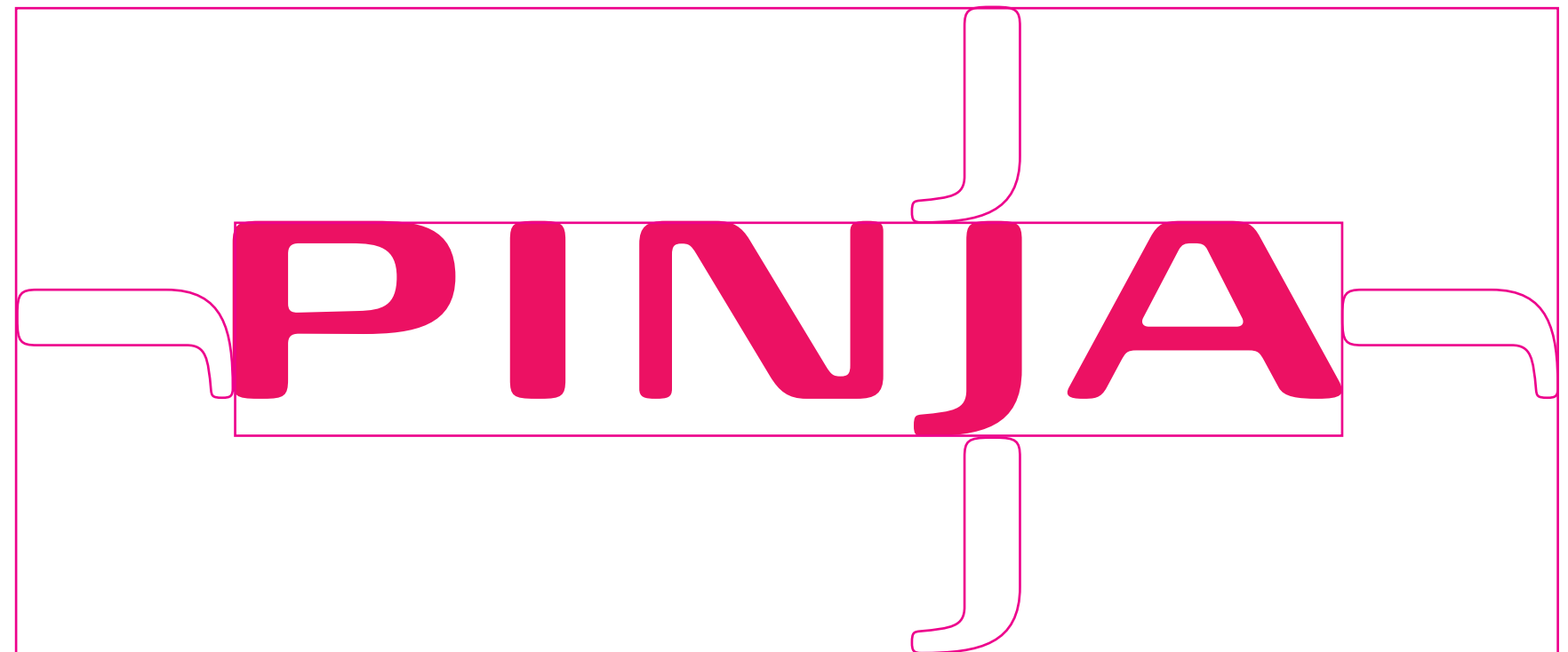
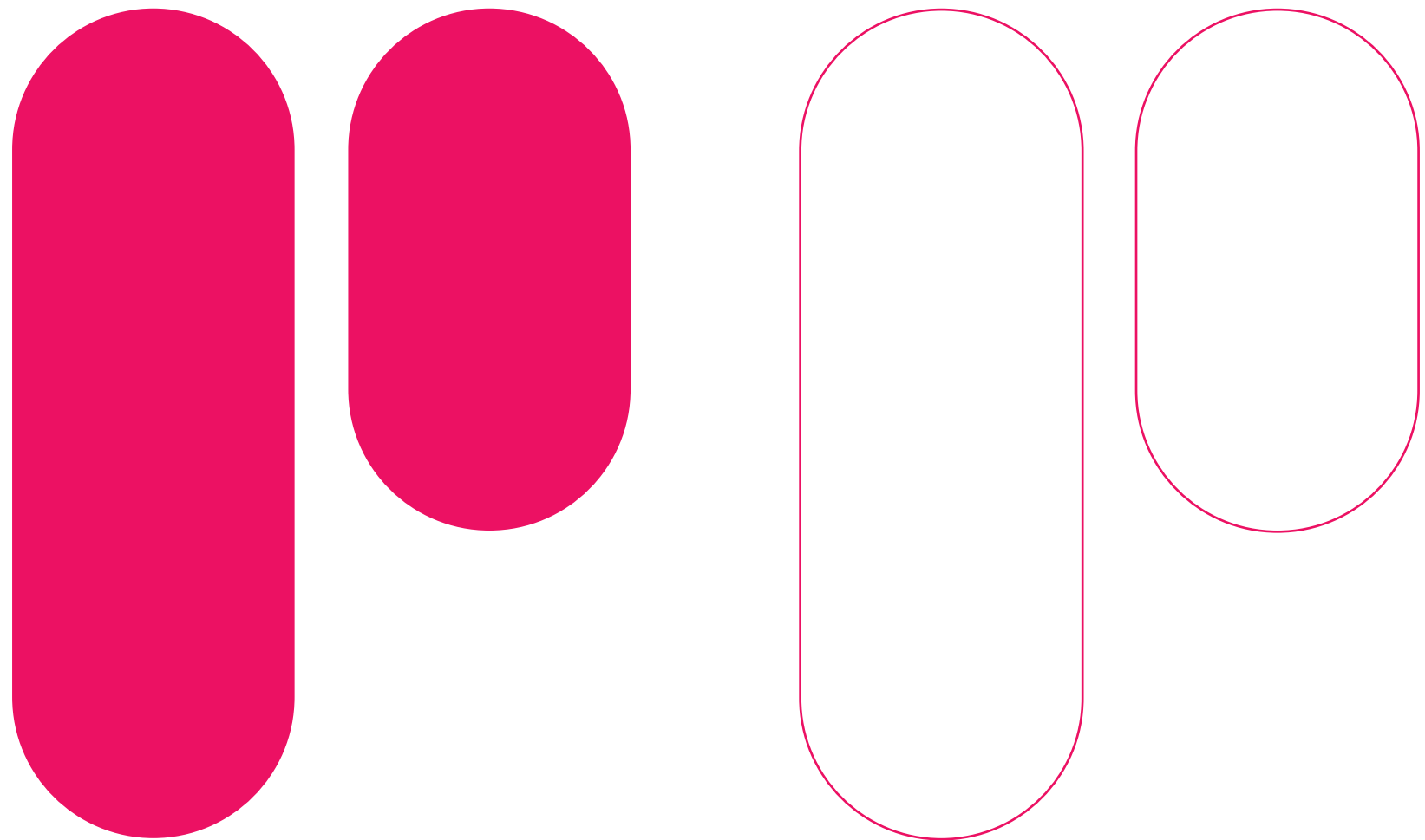The wordmark can also be used as it is, without the brand mark.

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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The Pinja brand mark can be used separately as a graphic illustration element either as it is or as an outline, wallpaper patterns, etc.

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Pinja's customer promise "We future proof your business" is derived from the brand strategy attribute "Innovator". If / when a customer asks what our promise means, you can tell them in your own words:

"Pinja is your partner in digitalization and industrial innovation. We are a guide to business development throughout its lifecycle from consulting to design, implementation to maintenance and the development of entirely new digital business models."

We are, therefore, a guide for the customer who, together with the customer, will guide the business to the future in terms of digitalization and industrial renewal.

The slogan can also appear as an independent element without the logo, according to the attached models.

PINJA

WE FUTURE PROOF
YOUR BUSINESS

WE FUTURE
PROOF YOUR
BUSINESS

WE FUTURE
PROOF YOUR
BUSINESS

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.

Pinja_logo.eps, jpg ja png

Pinja_nimilogo.eps, jpg ja png

Pinja_logo&slogan.eps, jpg ja png

Pinja_merkki.eps, jpg ja png

Pinja_slogan.eps, jpg ja png

Pinja_logo_black.eps, jpg ja png

Pinja_nimilogo_black.eps, jpg ja png

Pinja_logo&slogan_black.eps, jpg ja png

Pinja_merkki_black.eps, jpg ja png

Pinja_slogan_black.eps, jpg ja png

Pinja_logo_gray.eps, jpg ja png

Pinja_nimilogo_gray.eps, jpg ja png

Pinja_logo&slogan_gray.eps, jpg ja png

Pinja_merkki_gray.eps, jpg ja png

Pinja_slogan_gray.eps, jpg ja png

Pinja_logo_nega.eps ja png

Pinja_nimilogo_nega.eps ja png

Pinja_logo&slogan_nega.eps ja png

Pinja_merkki_nega.eps ja png

Pinja_slogan_nega.eps ja png

The individual products appear as their own product brands with a logo according to the Pinja brand. The group's marketing decides on products with a logo.

Product brands' webpages and systems should primarily use the "by Pinja" footnote logo.

If the product brand logo comes in such a small size that the text "by Pinja" can no longer be seen, the logo can be used without a footnote. In this case, the same view must have a larger "by Pinja" footnote logo or a text mention e.g. Once by Pinja, Novi by Pinja, Vision by Pinja.

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).

Product brands may have their own color schemes on websites and systems. If changes are made to the visual appearance of a product brand (colors, font families, icon libraries, etc.), they should be reviewed by marketing.

ONCE
by PINJA

NOVI
by PINJA

Product brand logo in Neusa Next Medium font with capital letters, "by Pinja" footnote under the logo aligned centrally in FP HEAD Pro font.

Height of footnote P = 1/3 of the height of the product brand logo.

Distance from logo = height of the letter P.

X   X

FOREST
by PINJA

X   X

When positioning the logo on media surfaces, a space of at least a safety area must be left around it. Safety area = height of the product brand name, e.g. "Vision".

X   X

FOREST
by PINJA

X   X

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 to leave around at least a space of half the height of the product brand name, e.g. Vision.

Typography = letter style

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

- headlines Neusa Next Std Bold ja Regular
- lead paragraphs Neusa Next Std Regular
- body text and captions Neusa Next Std Light
- quotes Neusa Next Std Light Italic

Headlines
Neusa Next Std Bold

abcdefghijklmnopqrstuvw xyzåäö123456789@€%

Lead paragraphs
Neusa Next Std Regular

abcdefghijklmnopqrstuvw xyzåäö123456789@€%

Body text
Neusa Next Std Light

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

PINJA

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 used or the media must be taken into account. Adjusting the colors on a case-by-case basis may be necessary and is permited as long as the principles guiding the realization of the brand are fulfilled. The colors in the instructions on the screen and on the printouts can only serve as color models for reference. Always check the correct color settings from the appropriate color chart for each job.

MAIN COLOR

FUCHSIA

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

Teknos T1545
(NOTE: The color maps are indicative, and when painting the wall surfaces, you should always do a test painting on a small area first.)

SUPPORT COLORS

BLACK 1

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

Teknos T1767
(NOTE: The color maps are indicative, and when painting the wall surfaces, you should always do a test painting on a small area first.)

DARK GREY 2

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

Teknos T1755
(NOTE: The color maps are indicative, and when painting the wall surfaces, you should always do a test painting on a small area first.)
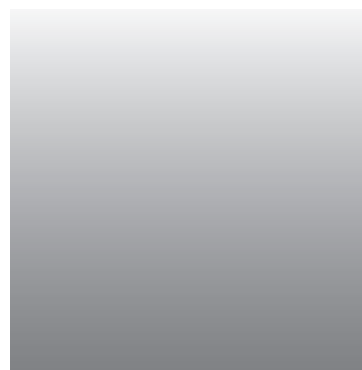
LIGHT GREY 1

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

Teknos T1750
(NOTE: The color maps are indicative, and when painting the wall surfaces, you should always do a test painting on a small area first.)

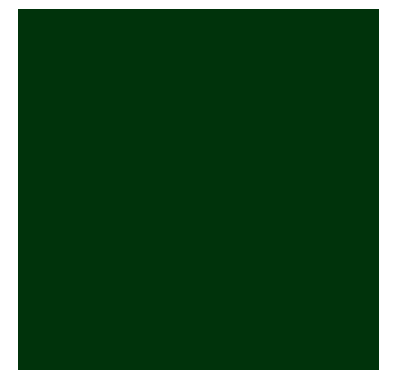### SILVER

PMS 877 C
foliointi
RAL 9006

-

LIGHT GREEN

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

Teknos T1627
(NOTE: The color maps are indicative, and when painting the wall surfaces, you should always do a test painting on a small area first.)

DARK GREEN

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

Teknos T1631
(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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These colors are used in Pinja's and product brands' Google Slides and PowerPoint presentations and brochure templates.

FUCHSIA	DARK GREY 1	DARK GREY 2	LIGHT GREY 1	LIGHT GREEN	WHITE
R227 G0 B89	R51 G51 B51	R112 G109 B109	R177 G172 B171	R161 G201 B118	R255 G255 B255
HEX #e30059	HEX #333333	HEX #6f696e	HEX #b1acab	HEX #a1c976	HEX #ffffff
Links, line elements, icons and highlights.	Texts, background colors for text boxes and overlay colors for images (opacity 0.5-0.8).	Graphs such as pie and bar elements and the color of the text in quotes.	Graphs such as pie and bar elements.	Icons, accent colors, quotation marks, list style graphs, e.g. balls.	Used as the color for text and list style graphs when the background is an image with a dark overlay color.
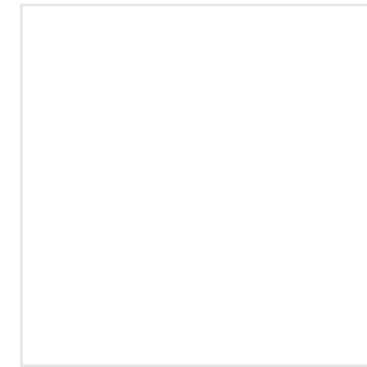
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The following colors are used in Pinja brand's digital channels (e.g. homepages, career pages, blog). The software products offered by Pinja may have their own independent colors and fonts in their user interfaces. Digital channels can also use the necessary attention colors (for example, form filling error messages).
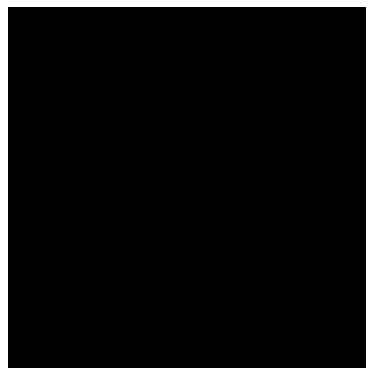
FUCHSIA

R227 G0 B89
HEX #e30059

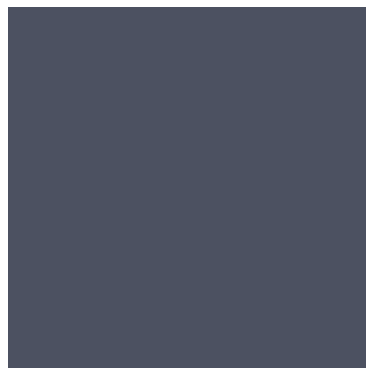Links, line elements, highlights and graphs of list styles, e.g. balls.

BLACK 2

R10 G10 B10
HEX #0A0A0A

Used as an overlay color for header images and images (opacity 0.5).

DARK GREY 3

R79 G81 B95
HEX #4f515f

Video overlay color (opacity 0.5).

DARK GREY 4

R25 G25 B25
HEX #191919

Used as a background color e.g. with white text and green elements.

DARK GREY 5

R111 G105 B110
HEX #6f696e
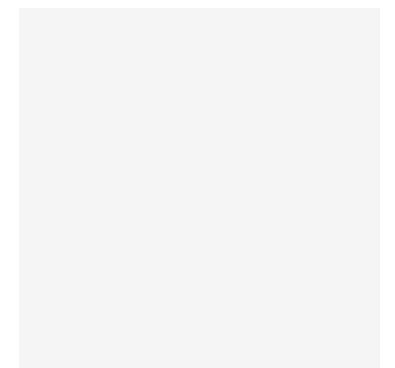
Color of body text and quotes text on a light background.

DARK GREY 6

R244 G244 B244
HEX #444444

The color of the headlines text on a light background.

LIGHT GREY 2

R244 G244 B244
HEX #f4f4f4

Used as a background color e.g. with dark text as well as fuchsia and green elements.

LIGHT GREEN

R161 G201 B118
HEX #a1c976

Icons and quotation marks.

GREEN

R72 G139 B35
HEX #488B23

Used in text's and list style's graphs, against a background of a dark overlay
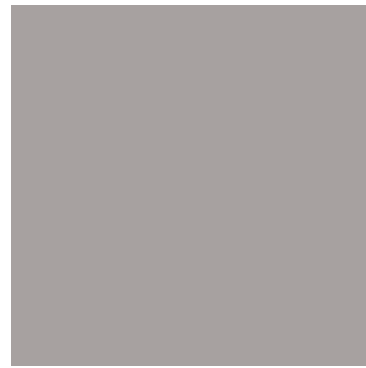
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FUCHSIA

DARK GREY 2

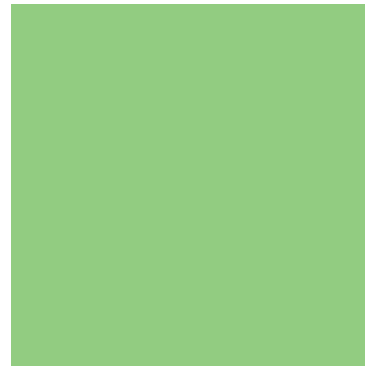LIGHT GREY 1

LIGHT GREEN

DARK GREEN

WHITE

RAL 3018
HEX #e30059

RAL 7022
HEX #6f696e

Tikkurila X487

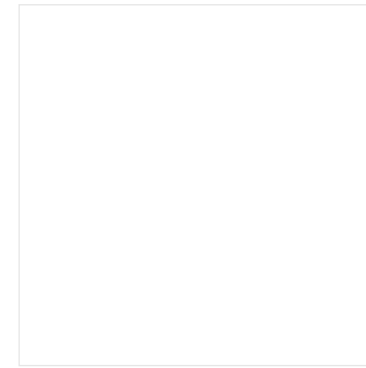RAL 6018
HEX #a1c976

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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The amounts of the main color and the support colors of the Pinja brand relative to each other. Also white should be used to keep the look fresh.

NOTE: This is an indicative instruction.

An example of using the colors.
Brochure A4.