samk

CONTENT

samk

Company logo is always horizontal. Sign is always in the right side of samk-text.

sign

main logo

samk

Satakunnan ammattikorkeakoulu

text

Text can be "Satakunnnan ammattikorkeakoulu" or "Satakunta Univesity of Applied Sciences".

Logo can be used also without text:

samk

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Satakunnan ammattikorkeakoulu
Satakunta University of Applied Sciences

When logo are used in small size, don't use text part.

When text part are used, it is always 100 % black.

samk

■	100 % black
■	Pantone: 639 C (coated paper, silk screen printing e.g. pen and business gift printings.

639U (uncoated paper))

CMYK: cyan 100, magenta 0, yellow 10, black 0

RGB: red 0, green 165, blue 205 | web color code: #00a5cd

samk

■	100 % black
■	50 % black

samk

■	100 % black

ADDITIONAL BRAND COLOURS

RGB: red 85, green 207, blue 237
web color code: #55CFED

CMYK; cyan 10, magenta 50, yellow, black 0
RGB: red 236, green 148, blue 251
web color code: #EC94FB

CMYK: cyan 0, magenta 15, yellow 100, black 0
RGB: red 247, green 213, blue 40
web color code: #F7D528

CMYK: cyan 0, magenta 55, yellow 90, black 0
RGB: red 238, green 143, blue 55
web color code: #EE8F37

CMYK: cyan 50, magenta 0, yellow 90, black 0
RGB: red 154, green 211, blue 94
web color code: #9AD35E

CMYK: cyan 0, magenta 75, yellow 10, black 0
RGB: red 247, green 213, blue 40
web color code: #F06A98

The additional brand colours can be used in printing materials and webpage as a booster color. The additional blue colour is used only on the website. The official SAMK brand colour is used on printed materials (page 3).

REPORT COLOURS

RGB: red 0, green 165, blue 205
web color code: #00a5cd

RGB: red 0, green 190, blue 126
web color code: #e00885

RGB: red 176, green 211, blue 55
web color code: #b0d337

RGB: red 176, green 109, blue 185
web color code: #b06db9

RGB: red 236, green 148, blue 251
web color code: #EC94FB

RGB: red 255, green 149, blue 33
web color code: #ff9521

RGB: red 255, green 218, blue 9
web color code: #ffda09

RGB: red 190, green 73, blue 86
web color code: # be4956

The report colours are used in particular for official PowerBI reports.

Depending on printing material's backround, different colour versions can be used:

ATTENTION!
If the background is colourfull, please be carefull about the colour combinations. You can allways turn to Communication and ask help / approval: viestinta.samk@samk.fi

Not allowed.

Please use the logo colours as specified in this guidance.

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Satakunnan ammattikorkeakoulu

samk

Satakunta University of Applied Sciences

Text can be "Satakunnnan ammattikorkeakoulu" or "Satakunta Univesity of Applied Sciences".

samk

萨塔昆塔应用科学大学

samk

4,55 X

1,5 X

X

Satakunnan ammattikorkeakoulu

Text typography: Helvetica Neue LT Std 45 Light.

You can find the logo files: samk.fi/en/media
If there isn't suitable file for your use, please contact viestinta.samk@samk.fi

Protection area is the minimum area around the logo that shoud remain clear of text and other graphic elements. This makes the logo visible and prevents it getting mixed with other visual elements. The size of the protection area is based on the width of one block element– marked with x in the example.

2 X

2 X

samk

X

2 X

2 X

samk

X

Satakunnan ammattikorkeakoulu
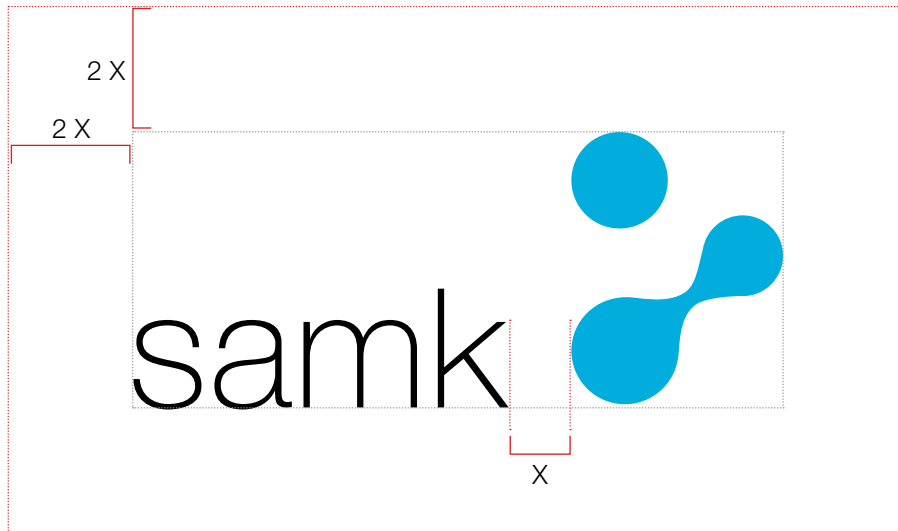
SAMK's own sub-brands do not have own logos, but the service / unit / project name can be attached to the SAMK logo:

The slogan sums up SAMK's role as a strong developer of the region: the university of applied sciences produces transformative knowledge in the region.

In the text, the slogan spelling is

Katse tulevaisuuteen.
Think Future.

In the middle of the text, the slogan is inserted in the language in which the text is written.

The SAMK prefix is added if no other context in the text indicates SAMK.

SAMK – Katse tulevaisuuteen.
SAMK – Think Future.

The official hashtags are #katsetulevaisuuteen ja #thinkfuture
Hashtags may be used for SAMK contacts if they are appropriate to the subject matter to be published.

Don't visually combine the slogan with the SAMK logo. If necessary, you can use **a separate graphic element**.

Font type: Helvetica Neue LT Std Heavy
Text colours: SAMK brand colour (blue, page 3), black or black 75%

Slogan in capital letters:

KATSE TULEVAISUUTEEN.   **THINK FUTURE.**

Using language versions together:

KATSE TULEVAISUUTEEN.
THINK FUTURE.

Slogan elements:

KATSE TULEVAISUUTEEN.

KATSE TULEVAISUUTEEN.

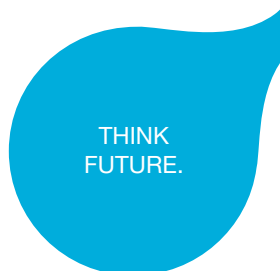**KATSE TULEVAISUUTEEN.**
THINK FUTURE.

THINK FUTURE.

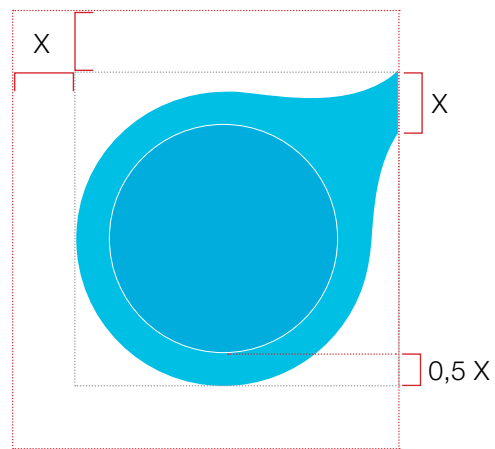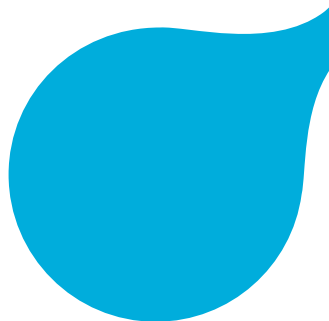**THINK FUTURE.**

Hashtags lowercase:

#katsetulevaisuuteen   **#thinkfuture**

How to use slogan in materials:

THINK
FUTURE.

KATSE
TULEVAISUUTEEN.

THINK FUTURE.

LOREMIPSUM
DOLORSITAMET

Or

MORE INFORMATION:

Dolores Ipsumdolor
+358 00 000 0000

Dolores Ipsumdolor
+358 00 000 0000

Lorem ipsum:
Dolores Ipsumdolor
+358 00 000 0000

Lorem ipsum:
Dolores Ipsumdolor
+358 00 000 0000

**THINK
FUTURE.**

samk

Protection area and text area.

Drop with short text works as an attention element. In multilateral materials it can be reserved. No outlines.

The main colours are white and turquoise. In white background use turquoise text and in turquoise background whtie text.

Protection area is the minimum area around the drop element that should remain clear of text and other graphic elements. This makes the element and text visible and prevents it getting mixed with other visual elements. The size of the protection area is based on the size of element– marked with x in the example.

INVITATION

INTERNATIONAL TOURISM MANAGEMENT

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT.

samk

BACHELOR'S DEGREES

B

REPORT

WELCOME!