



JANE AND AATOS

ERKKO FOUNDATION

Brand book 2023

Logo unchanged

An outline version of the Jane and Aatos Erkko Foundation is in use since 2023.

Either the black or white logo is used depending on the background, ensuring the legibility of the logo at all times. The colours in the logos must be kept unchanged.

When appearing in conjunction with other logos or elements, sufficient empty space must be left around the Foundation's logo. The logo must not be attached to the edge of material.

The logo dimensions must not be changed nor may any part of the logo be modified.



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Colours

#FFFFFF R255 G255 B255 C0 M0 Y0 K0 Taustaväri	#F4F4F4 R244 G244 B244 C0 M0 Y0 K4 Taustaväri	#F0E8E6 R240 G235 B230 C0 M2 Y4 K6 Taustaväri	#C59EB8 R77 G62 B72 C0 M20 Y7 K23 Taustaväri	#844570 R52 G27 B44 C0 M48 Y15 K48 Korostusväri	#232323 R14 G14 B14 C0 M0 Y0 K86 Tekstin väri
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Typography

The main font of the Jane and Aatos Erkko Foundation is the clear and geometric Neuzeit Grotesk Regular, which is used both in headings and body text.

The font licence and files can be obtained at:

<https://www.myfonts.com/collections/neuzeit-grotesk-font-urw>

Where use of the brand font is not possible, use Poppins to replace it.

The Poppins family of fonts can be found free of charge at:

<https://fonts.google.com/specimen/Poppins>

Neuzeit Grotesk Regular

A QUICK BROWN FOX

A quick brown
fox jumps over
the lazy dog

A quick brown fox jumps over the lazy dog.

Varafontti: Poppins Regular

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