

Siru Innovations Oy Style Guide

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1. Foreword

This manual contains instructions considering the visual style of Siru Innovations Oy. The instructions in this manual should be followed consistently in all visual representations of the company, including e.g. documents, presentations, business cards, web pages and company signs.

The purpose of a consistent visual style is to communicate professional identity of the company. The purpose of this manual is to guide the design decisions in order to keep the visual style uniform across various media.

2. Principles of the design

The main component of the design is Siru logo. The logo consists of a box that contains word "SIRU" and a thought bubble emerging from letter "I". The thought bubble cuts the top of the box and thus the outside of the box and the inside of the bubble are joined.



The design of the logo consists mainly of rounded rectangles to create a feeling of technological thinking process.

Overall, the visual identity of Siru Innovations should communicate following ideas:

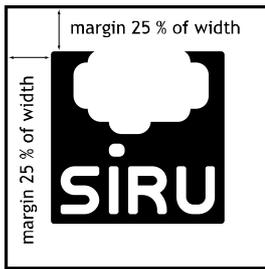
- Innovative thinking ("thinking outside the box")
- Technological excellence
- Clear vision for the future

When applying the design, the idea of innovative thinking almost asks for unconventional design choices. However, it should be kept in mind that the design should also communicate technological excellence and clear vision, thus asking for crisp and even minimalistic design.

3. Logo variants

Siru logo is available in three variants that can be used in various designs. In addition, the logo can be used in red or black.

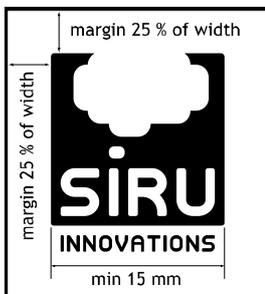
3.1. Variant 1



This is the suggested variant of the logo to be used. If this variant is used, text “Siru Innovations” or “Siru Innovations Oy” should be part of the document or presentation, or if the whole name of the company is otherwise communicated well when the logo is used.

The logo should have clear margins of 25% of the width of the logo around it.

3.2. Variant 2



This variant can be used if there is no accompanying text that could include the company name (e.g. a sign on the roof of an office).

This variant should be used only in large sizes. The minimum width for the logo in this form is 15 mm. For smaller sizes, use variant 3.

The logo should have clear margins of 25% of the width of the logo around it.

3.3. Variant 3



This variant can be used if there is no accompanying text that could include the company name (e.g. a sign on the roof of an office). This variant can be used in any size, including small sizes. For large sizes, prefer however variant 2 instead of this one.

The logo should have clear margins of 25% of the height of the logo around it.

4. Colors

Main colors of the visual style of Siru Innovations Oy are:

- White background
- Black text
- Red for decoration and accent

4.1. Red definition

The red color to be used is defined as follows:

C: 0% M: 100% Y: 100% K: 50%
R: 144 G: 0 B: 0

4.2. Black vs. red logo

The logo can be used in two colors: black or red.

The black version should be used when:

- The document in question is likely to be printed in black-and-white
- The red tone may conflict with colors of the other other elements of the design

4.3. CMYK vs. RGB color

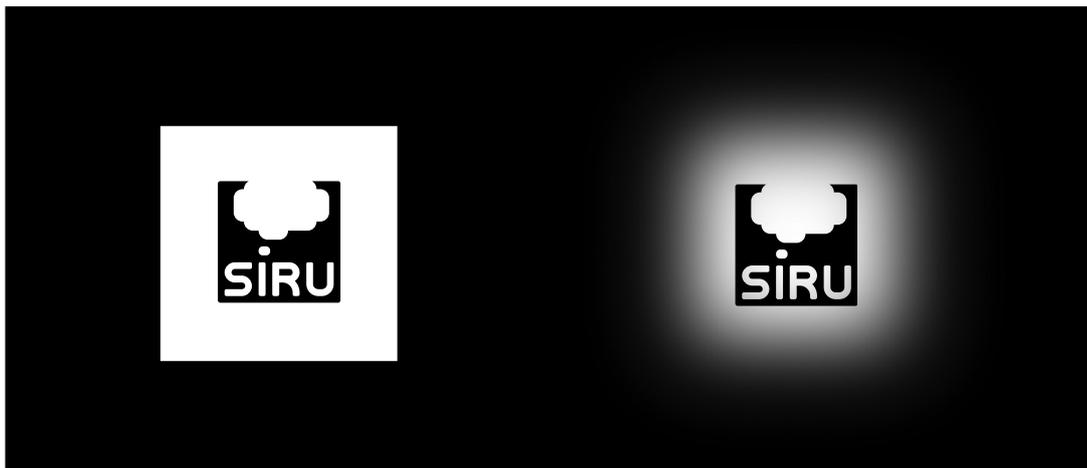
There are two red versions of the logo available: one with CMYK color and other with RGB color.

In general, CMYK version should be used when producing material for print, and RGB when producing material for screen use (such as web, presentations, demonstrations, videos etc.).

However, CMYK color is used typically only in professional layout and illustration tools. Most word processing packages (such as MS Office) are using RGB for color definitions, and therefore RGB variants of the red logo should be used in these packages.

4.4. Backgrounds

The preferred background color for Siru logo is white. This is not however absolute necessity, in practice any colour light enough can be used. The colour should be lighter than 50% gray. If colors darker than that are used as a background, a lighter area should be inserted behind the logo. This can be either a white box, or a portion of the image can be faded lighter in an image processing tool. The white are should include the margins defined for the logo variant in use.



It is **not allowed** to negate the colors of the logo (e.g. put a white logo on black background).



However, the background doesn't have to be of constant color, but it can be e.g. a photograph. Photographs often contain colors that may conflict with the red color of the logo. Therefore it is often better to use black logo on top of colorful photos, or desaturate the photo to black-and-white in order to use the red logo.



5. Typography

The font for the visual style of Siru Innovations is Trebuchet MS. It is chosen for practical and visual reasons:

- The font is available in the default font set of both Windows and Mac machines, thus making document transfers easy as no font copying is required.
- The font is designed for good on-screen readability, thus making electronic document delivery possible
- The font has more personal style than other fonts with similar properties

Trebuchet MS is available in four styles:

Regular	The quick brown fox jumps over the lazy dog
Bold	The quick brown fox jumps over the lazy dog
Italic	<i>The quick brown fox jumps over the lazy dog</i>
Bold Italic	<i>The quick brown fox jumps over the lazy dog</i>

For normal text, use Trebuchet MS Regular. For captions and highlighting, use Trebuchet MS Bold, or

Trebuchet MS Bold Italic alternatively for subcaptions.

For fixed width text, prefer Courier New.

Typically text should be displayed in black, but it's also possible to use red for highlighted text and captions.

6. Other visual elements

An additional element to be used in visual designs is red horizontal line. The line width depends on the use case, e.g. in print media it may be 1 mm thick. The red color should use either the CMYK or RGB definition from chapter 4.1.

7. Examples

Below is an example of a business card based on the design principles presented in this guide.



Below is an example of a web page.

