



COLOURS

The primary colours for the 150th anniversary of Sibelius are orange and different shades of black.

 CO, M55, Y90, K0
Pantone 7579
R246, G137, B53
#F68935

 CO, M0, Y0, K100 or
C60, M40, Y40, K100
(deep four-colour black)
Pantone Black
RO, GO, BO / #000000

COLOUR SYSTEMS


The **CMYK** process is a method of printing colours by using four inks: cyan (C), magenta (M), yellow (Y) and black (K=key).

In the **PANTONE** system (PMS), each printing colour is mixed separately before printing.

The **RGB** system is used for screen-based colours and is based on the three primary colours: red (R), green (G), and blue (B). The hexadecimal code beginning with the # symbol defines the colour for web environments.


LOGO

The logo in all its text versions and applications is surrounded by an exclusion zone (indicated by a dashed line). Individual elements of the logo may not be used separately without the consent of the rights holders* (see footer). The incorrect application of these guidelines diminishes the event brand of the 150th anniversary of Sibelius and infringes on the copyrights of the logo's designer and entitles the rights holders to compensation.

 It is not permitted to place any graphic elements within the area delineated by the dashed line. The dashed line does not appear in the logo files.

Background colours for the logos

For the time being, there are 6 different colour versions of the logo. The background colour can be either white, black or almost black and orange. These rule applies to all text variations of the logo (A-C).

 The logos needing a white background are shown these. On the download page they've been numbered as 2.1.-2.3.




2.1.



2.2.



2.3.


 The logos with black or almost black background are shown here. They have been marked as 2.4.-2.5.



2.4.



2.5.

 The logos with orange background are shown here. They have been marked as 2.6.



2.6.

FONTS

The font used for printing is TheSerif and as a secondary font TheSans in all its variations. Use of these fonts require a valid license.

The Serif ExtraLight
The Serif Light
The Serif SemiLight
The Serif
The Serif SemiBold
The Serif Bold
The Serif ExtraBold
The Serif Black

The Sans ExtraLight
The Sans Light
The Sans SemiLight
The Sans
The Sans SemiBold
The Sans Bold
The Sans ExtraBold
The Sans Black

In cases where the use of TheSerif or TheSans is not possible, they can be substituted with Bitter (<http://www.fontsquirrel.com/fonts/aleo>) and Colaborate (<http://www.fontsquirrel.com/fonts/Colaborate>)

Bitter Regular
Bitter Italic
Bitter Bold
Bitter Bold Italic

Colaborate Thin
Colaborate Light
Colaborate Regular
Colaborate Medium
Colaborate Bold

* Terms & conditions

Logos can be downloaded from: <http://www.hahmo.fi/downloads/sibelius150/>. Permission to use the logos may be requested from Anna Krohn, secretary general for Sibelius Celebrations / The Sibelius Birthtown Foundation: tel. +358 50 381 6145 / anna.krohn@sib.fi. The moral rights of the logos belong to Hahmo Design Oy. The logos may not be altered or used in any other way than described here without the consent of the copyright holder. If you have any questions or problems using the logo, please contact Anna Krohn.