Graphic guidelines for 150th anniversary of Sibelius on a single A4

COLOURS

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

C0, M55, Y90, K0
Pantone 7579
R246, G137, B53
#F68935

C0, M0, Y0, K100 or
C60, M40, Y40, K100
(deep four-colour black)
Pantone Black
R0, G0, B0 / #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.

FILE TYPES

.PDF (Portable Document Format) files are used for printing (offset, rotary printing, etc.). When in PDF format, the size of the logo can be altered without affecting the quality.

.EPS (Encapsulated PostScript) files are used for printing (offset, rotary printing, etc.). When in EPS format, the size of the logo can be altered without affecting the quality.

.PNG (Portable Network Graphics) files are intended for use on the internet and Microsoft Office applications. When in PNG format, the size of the logo cannot not be altered without affecting the quality. This file format can be used in the same way as JPG files.

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/bitter) 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