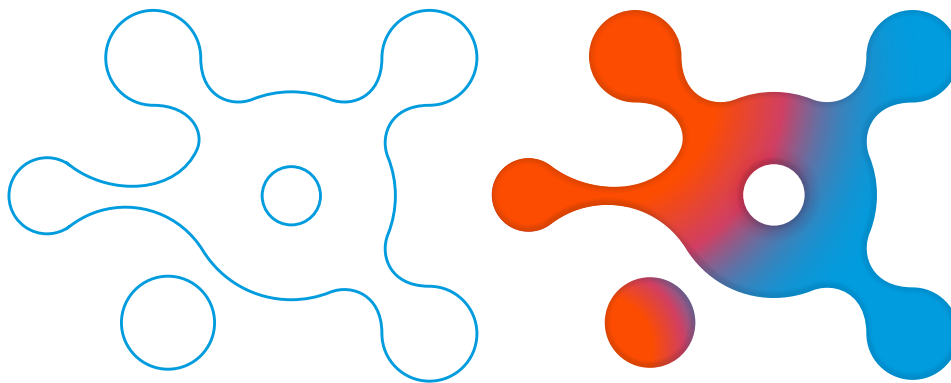# TURKU BIOSCIENCE

GRAPHICAL GUIDELINES

LOGO

The dark blue Turku Bioscience text is set on two rows with the font Neusa Next Condensed Medium, in all caps.

On the left side is a simplified molecule/cell inspired symbol with gradient fills and a subtle inner shadow.

The symbol and it's shape can be used on it's own as an interesting graphical element.

LOGO

ORIGINAL, COLORED

The colored gradient version
is the preferred version and it
can be used on white, gray or
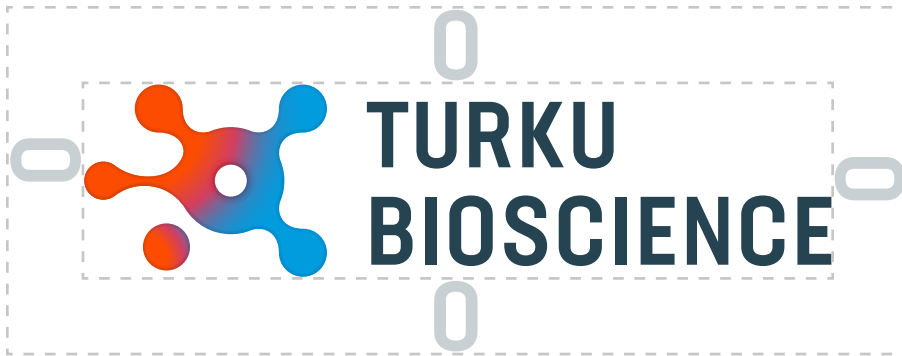low-saturated, light backgrounds.

ONE-COLOR (BLACK)

The black version should be used
when printing in color is not available
or cost prohibitive, instead of using
a grayscale version of the original.

ONE-COLOR, NEGATIVE (WHITE)

The white version can be used
when the background is too dark to
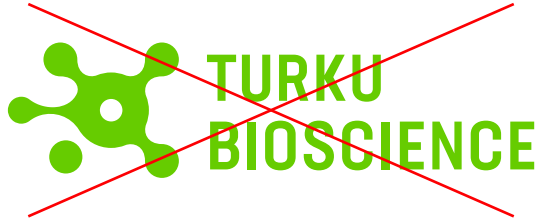use the original version, to provide
good contrast and legibility.

LOGO

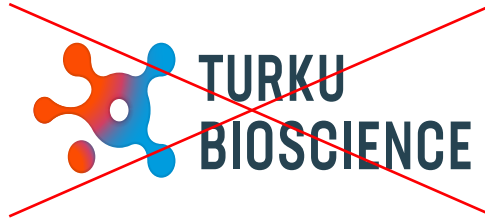A clear space area free of competing visual elements should be maintained.

20mm

The minimum size of the logo should be no less than 20 mm in width. If it is, you should always check the legibility of the text.
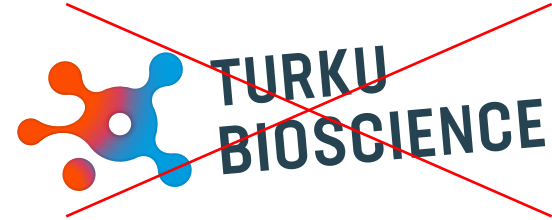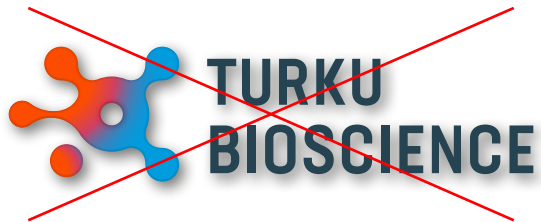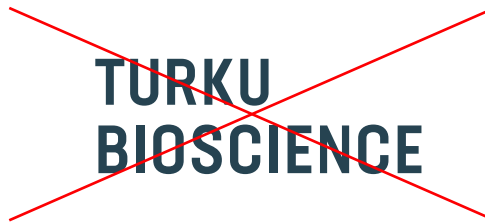
LOGO

DO NOT change the logo's color.

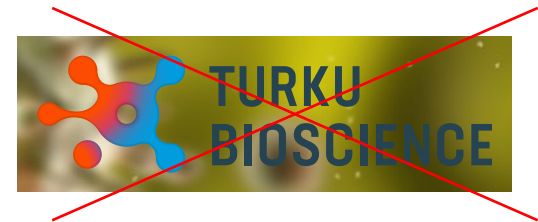DO NOT change the logo's proportions.

DO NOT rotate the logo.

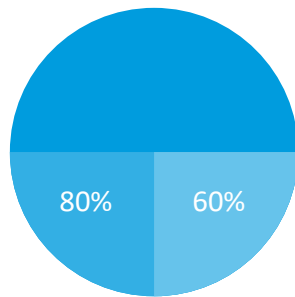DO NOT add drop shadows or other effects to the logo.

DO NOT use the logo without the symbol.

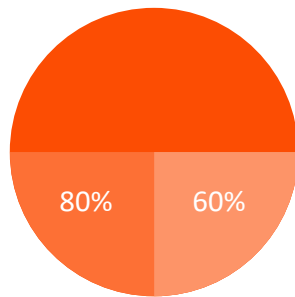DO NOT use the colored logo on a background that's too dark or too busy.

PRIMARY COLORS
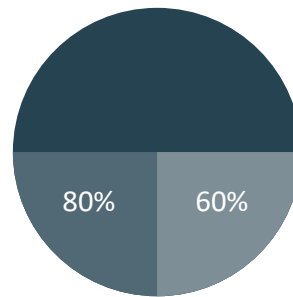

RGB
r0 g156 b222
#009CDE

CMYK
c85 m21 y0 k0

RGB
r252 g76 b2
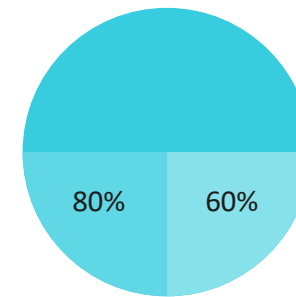#FC4C02

CMYK
c0 m80 y98 k0

RGB
r38 g67 b81
#264351

CMYK
c86 m58 y46 k43

SECONDARY COLOR

RGB
r55 g205 b222
#37CDDE

CMYK
c59 m0 y22 k0

GRADIENT

RGB
r252 g76 b2
#fc4c02

RGB
r208 g63 b99
#d03f63

RGB
r0 g156 b222
#0d1321

CMYK
c0 m80 y98 k0

CMYK
c28 m82 y39 k0

CMYK
c85 m21 y0 k0

TYPOGRAPHY

Aa

Roboto Regular
Roboto Medium
Roboto Bold

Aa

Open Sans Regular
Open Sans Semibold
Open Sans Bold

Turku Bioscience uses two typefaces.
Roboto and **Open Sans**. Both typefaces are part of Google Fonts and can be downloaded for free.

Use **Roboto** for headings and texts that need good visibility.

Use **Open Sans** for the body text when good readability is needed.

Both typefaces can be used in both print and web applications. Feel free to use different weights of the typefaces, but not too many at once.