Design solutions. Creative countryside.

Graphic guidelines

Logo
Variations

Koivisto is named after a farm, which dates back to 1800s. Now the old farm has turned into a tiny district for creativity, which is highlighted in Koivisto‘s logo as a form of a crest. The logo emphasizes locality, nature and roots.

Koivisto is written in capital Sans Serif letters refferring to the signposts of towns. First letter K forms a house, which represents an office and home of the designers behind the company. All elements of the logo have rounded edges to create a warm image.

The logo is preferred to use in color with the Koivisto text underneath. A variation without the text is used only, when the size of the logo is less than 10mm. In addition to the logo in color there are black and white logos in negative, the line version, and in positive.

Logo
Ways of use

It is preferred to use the logo in color, when the logo is on a white surface or on a photo. Black and white versions can be used, when the material is printed in gray tone or it suits to the application better than the logo in color.

On a black or a colored surface and on a photo a white line version of the logo can be used. The logo with black lines can be used only on light or almost white photos.

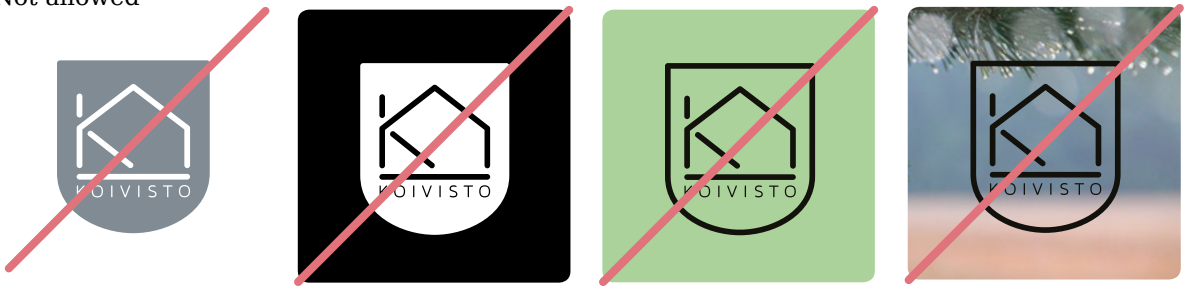
If the logo is placed on a photo, the part of the photo should be clear enough to ensure, that the logo is regognicable.

Koivisto logo can not be used as gray toned or white. The logo with black lines can not be used on a colored surface and is not recommended to use on a photo.

Preferred

Can be used

Not allowed



Logo
Layout

Koivisto logo is placed on a surface with enough space around it. This ensures that it stands out from other elements. Other elements can not be placed in the protected area. The area is one third of the length of the logo. This one third protects the logo from every side.

However slogan of Koivisto can be placed underneath the logo and in the protected area. The space between the logo and the slogan has to be at least the height of the text Koivisto. The slogan is center aligned. It can be written in one row or two rows.

When the logo is placed on an edge of a surface without other elements around it, the minimum of the protected area is the height of the text Koivisto.

Koivisto logo is preferred to be placed in the middle of a page or surface.

Protected area
- with other elements

Protected area
- with slogan

Protected area
- edge of a surface

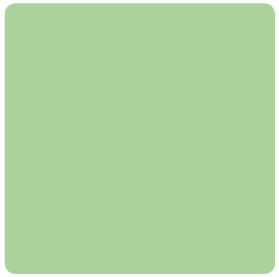
Middle positioning

Colors
Main colors

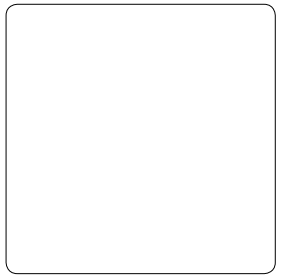
Main color of Koivisto is soft light green. It symbolizes development, which is the most important driving force for designing. Green stands also for growth and has a calming effect like Koivisto‘s creative working environment at the heart of countryside. Soft tone of green creates warm and easily approachable image. In addition it reflects Koivisto‘s care and respect for nature.

White and black complete the main color combination. White together with soft green creates lightness and harmony. Black is a contrasting color, which adds dynamic to green and white.Black can not be used as a dominating color.

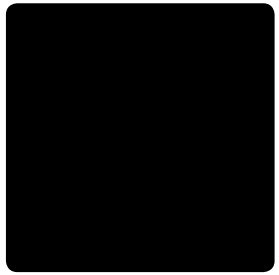
In some applications white and black can be used without green. However it is recommendable to use all the main colors. All the colors are defined in CMYK, RGB, HTML and Pantone.



CMYK 40 0 50 0
RGB 170 210 154
HTML A9D19A
PMS 359 C



CMYK 0 0 0 0
RGB 255 255 255
HTML FFFFFF



CMYK 70 50 40 100
RGB 0 0 0
HTML 000000
PMS Black C

Colors
Additional colors

Koivisto‘s additional colors can be used for charts, structuring information and highlighting. These soft tones continue the wanted easily approachable image.

Green tones represent Koivisto‘s creative working environment at countryside. Yellowish green represent crop fields, darker green the forest and blueish green the river. These green tones are preferable to use, when the additional colors are needed.

Red tones are complimentary colors for green and are used for highlighting. Blueish gray can be used with white and black, when the main green is not used or to balance the other colors.

Additional colors can not have more value than the main colors. These color elements can not be bigger than the main color elements.

CMYK 21 0 48 0
RGB 215 227 159
HTML D7E39F
PMS 373 C

CMYK 85 12 53 36
RGB 0 114 102
HTML 007266
PMS 562 C

CMYK 33 0 18 0
RGB 183 222 218
HTML B7DEDA
PMS 332 C

CMYK 5 50 14 13
RGB 211 141 161
HTML D38DA1
PMS 694 C

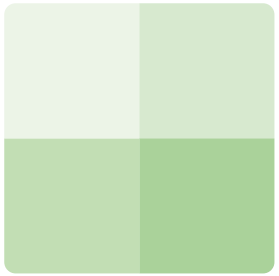
CMYK 9 66 40 0
RGB 223 115 123
HTML DF737B
PMS 2340 C

CMYK 33 18 13 40
RGB 128 138 148
HTML 808A94
PMS 430 C

Colors
Transparency

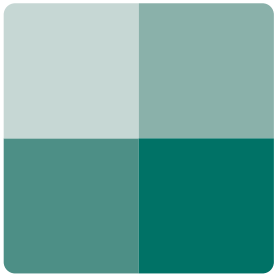
In tables and in similar graphical presentations it is possible to use transparency of the main and additional colors. Preferred transparency values are 25%, 50% and 75% of the defined colors.

When transparent element is needed, instead of black, grey tones are used.



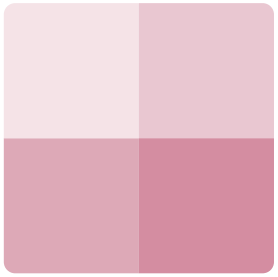
CMYK 40 0 50 0
RGB 170 210 154
HTML A9D19A
PMS 359 C

CMYK 21 0 48 0
RGB 215 227 159
HTML D7E39F
PMS 373 C

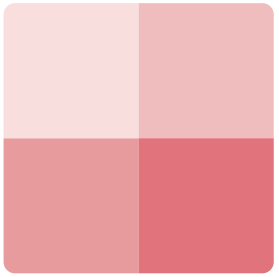


CMYK 85 12 53 36
RGB 0 114 102
HTML 007266
PMS 562 C

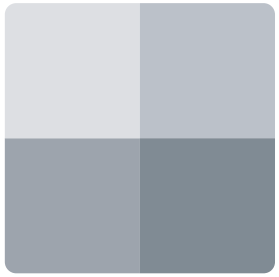
CMYK 33 0 18 0
RGB 183 222 218
HTML B7DEDA
PMS 332 C



CMYK 5 50 14 13
RGB 211 141 161
HTML D38DA1
PMS 694 C



CMYK 9 66 40 0
RGB 223 115 123
HTML DF737B
PMS 2340 C



CMYK 33 18 13 40
RGB 128 138 148
HTML 808A94
PMS 430 C

Colors
Use of colors

Koivisto colors aim to a modern, friendly and harmonizing impression. In the visual material of Koivisto is possible to use more than one color at the same time. However the following principles have to be taken into account.

In most of the applications, the surface area is either white or soft light green to create a fresh and clear image. Black color elements are recommended with white and green to add dynamics.

Additional colors are used in a smaller proportions. Complimentary reds are used as attention or accent colors.

Typography
Font styles

Koivisto’s font family is called **DejaVu Serif**. This Serif font gives reliable image. DejaVu Serif **Book** is used for sub headlines and plain text. It reflects respect towards traditions, Koivisto’s roots as a farm.

To avoid too stiff image, DejaVu Serif **Italic** is used with Book. It is used for headlines, quotes and the slogan. This script like font style stands for creativity and creates a friendly image.

DejaVu Serif **Bold** is used for highlighting.

Some occasions **DejaVu Sans** can be used, when DejaVu Serif is not clear enough. For example in web or other digital applications. DejaVu Sans is recommended in short texts with capital letters.

We want to make the world a little more livable and lovable.

DejaVu Serif Book

We want to make the world a little more livable and lovable.

DejaVu Serif Italic

We want to make the world a little more livable and lovable.

DejaVu Serif Bold

We want to make the world a little more livable and lovable.

DejaVu Sans

LIVABLE AND LOVABLE

DejaVu Sans in caps

Typography
Text types

This plain text is aligned left. The type is recommended to use especially in web. Left aligned text does not have loosely spaced lines. However justified text type can be used, when there is enough time to control the gaps in the text. It can be used in printed media.

Centered text is used for short texts. In addition the slogan of Koivisto is also written center aligned. This symmetrical type gives a balanced look. Combination of center aligned text with left aligned text should be avoided.

Line spacing should be at least two points bigger than the font size. Loose spacing makes the text more appealing and enjoyable to read. In this text the font size is 11 points and the line spacing 15 points.

We offer and produce long lasting and creative design solutions for you. We make burden to the nature as little as possible by designing products that have long life span and preferring renewable materials in our designs. We want to bring aesthetics and simplicity in every day life.

Left aligned text preferred in web

We offer and produce long lasting and creative design solutions for you. We make burden to the nature as little as possible by designing products that have long life span and preferring renewable materials in our designs. We want to bring aesthetics and simplicity in every day life.

Justified text preferred in printed media

Take a look into our projects!

Centered text for short texts

Typography
Color and punctuation

Generally the texts are written in black, when they are on a white surface. On a black or a colored surface the texts are white.

Defined Koivisto colors can be used for highlighting and for headlines. In the plain text is not recommended to use colors. Koivisto's green can be used in links on web. Gray can be used in picture and photo captions.

In quotes are used the German quotation treatment.

We want to make the world a little more livable and lovable.

We want to make the world a little more livable and lovable.

We want to make the world a little more livable and lovable.

We want to make the world a little more ***livable and lovable.***

„We want to make the world a little more livable and lovable.“

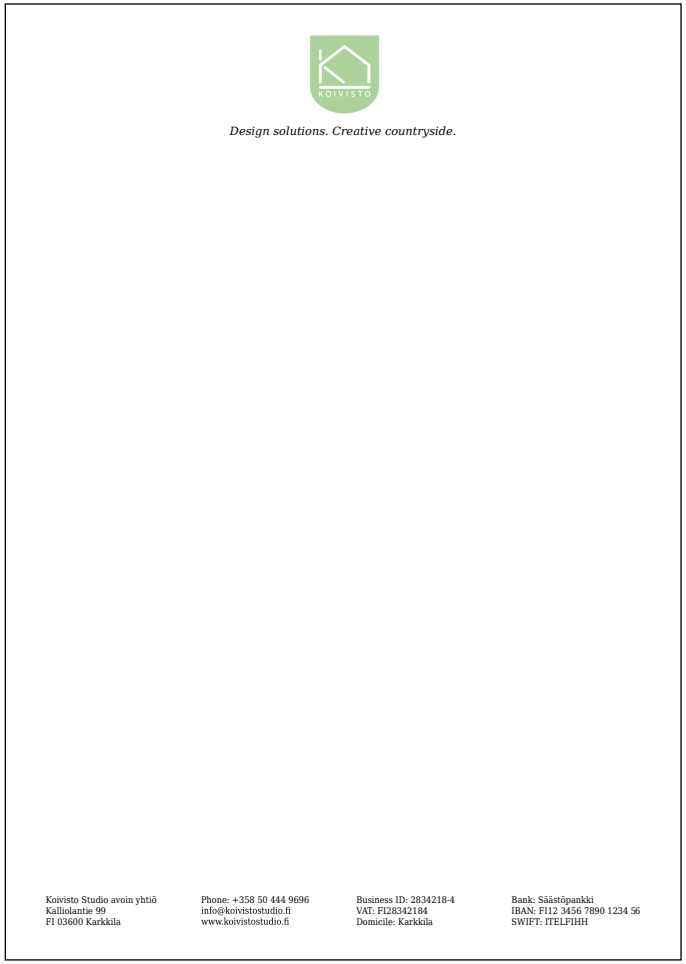
Layout
Business card

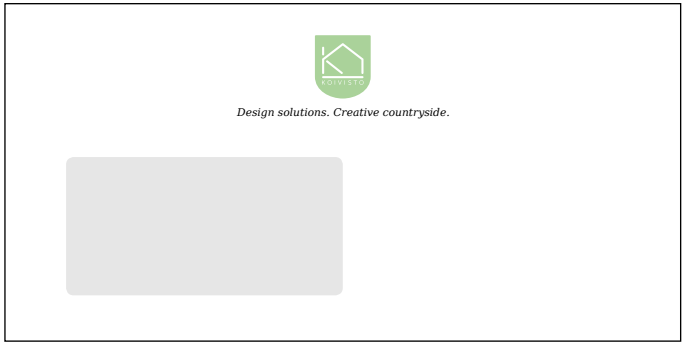
Front side

Back side

Back side

Layout
A4 and envelope

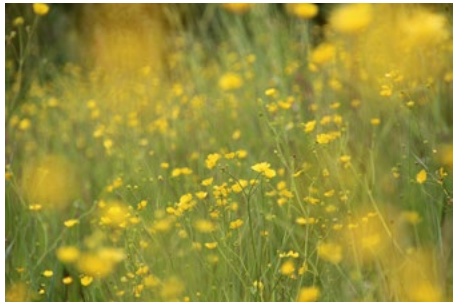




Photography
Motifs

Koivisto Studio’s photography is all about harmonic nature photography. Motifs are all from Koivisto’s farm, its fields, forest, river etc.

When photographing humans, the background scenery is always nature. Photography does not include studio photos. Studio photography is used only, when presenting the project cases.



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