

The background of the entire page is a photograph of a dense forest of evergreen trees. The scene is shrouded in a thick, low-lying mist or fog, which creates a soft, ethereal atmosphere. The lighting is diffused, with a slightly warmer tone in the upper part of the image, suggesting a sunrise or sunset. The trees are dark green and brown, and their details are softened by the mist. In the center of the image, the letters 'FF' are prominently displayed in a bold, italicized, yellow font with a green outline.

FF

FINNFOAM[®]

FINNFOAM OY'S GRAPHIC DESIGN MANUAL

WWW.FINNFOAM.FI



FINNFOAM OY'S GRAPHIC DESIGN MANUAL

TABLE OF CONTENTS

Finnfoam Oy -logo.....	4
Finnfoam XPS -logo.....	6
FF-PIR-logo.....	8
FF-EPS-logo.....	10
FF-SIGNAL-logo.....	12
FF-XPS LATTIA 200 -logo.....	14
FF-WALL-logo.....	16
FF-FLOOR-logo.....	18
FF-FRAME-logo.....	20
FF-ROOF-logo.....	22
Tulppa-logo.....	24
FF-FUTURE-logo.....	26
Using the logos on top of images.....	28
Colours.....	29
Typography (Web/Print).....	30
Typography (Word).....	31
Slogans.....	32
Graphic elements.....	33
Example images.....	34



FINNFOAM OY -LOGO

The FINNFOAM Oy logo consists of a yellow and green FF symbol and the text **FINNFOAM** below it. The logo may also be used without the FF symbol where necessary. A variant with a wider FF symbol may also be used for sponsorship events.

The proportions and protected areas of the logo are specified within the scale drawing included below. A protected area has been specified for the logo, inside of which any other graphic elements or text cannot be placed.

Use of the Finnfoam logo on a completely white background should be avoided on textiles and large printed products. In special cases you must get approval from Finnfoam for the use: asso.eravuoma@finnfoam.fi

LOGO MATERIALS:

[DOWNLOAD THE LOGO](#) ▼

LOGO COLOURS

C:0 M:0 Y:100 K:0	PANTONE Yellow C	R:255 G:242 B:0	#FFF200
C:100 M:0 Y:100 K:0	PANTONE 348 C	R:0 G:166 B:81	#00A651

PROPORTIONS AND PROTECTED AREAS



OFFICIAL LOGO



LOGO FOR SPONSORSHIP EVENTS



FINNFOAM XPS -LOGO

The FINNFOAM XPS logo consists of a yellow and green FINNFOAM® logo type and the slogan **MAAN PARAS ERISTE** below it in green. The slogan for the English logo: **INSULATION YOU CAN TRUST**.

The proportions and protected areas of the logo are specified within the scale drawing included below. A protected area has been specified for the logo, inside of which any other graphic elements or text cannot be placed.

Use of the Finnfoam logo on a completely white background should be avoided on textiles and large printed products. In special cases you must get approval from Finnfoam for the use: asso.eravuoma@finnfoam.fi

LOGO MATERIALS:

[DOWNLOAD THE LOGO](#) ▼

LOGO COLOURS

C:0 M:0 Y:100 K:0	PANTONE Yellow C	R:255 G:242 B:0	#FFF200
C:100 M:0 Y:100 K:0	PANTONE 348 C	R:0 G:166 B:81	#00A651

PROPORTIONS AND PROTECTED AREAS



LOGO IN FINNISH

FINNFOAM®
MAAN PARAS ERISTE

LOGO IN ENGLISH

FINNFOAM®
INSULATION YOU CAN TRUST

FF-PIR-LOGO

The FF-PIR logo consists of a yellow and green FF-PIR logo type with a gray border.

The proportions and protected areas of the logo are specified within the scale drawing included below.

A protected area has been specified for the logo, inside of which any other graphic elements or text cannot be placed.

LOGO MATERIALS:

[DOWNLOAD THE LOGO](#) ▼

LOGO COLOURS

C:0 M:0 Y:100 K:0	PANTONE Yellow C	R:255 G:242 B:0	#FFF200
C:42 M:0 Y:82 K:0	PANTONE 367 C	R:161 G:213 B:93	#A1D55D
C:56 M:40 Y:38 K:5	PANTONE 430 C	R:121 G:133 B:139	#79858B

The logo consists of the letters 'FF' in a bold, italicized yellow font with a gray outline, followed by a hyphen and the letters 'PIR' in a bold, green font with a gray outline.

PROPORTIONS AND PROTECTED AREAS



FF-EPS-LOGO

The FF-EPS logo consists of a yellow and gray FF-PIR logo type with a light gray border on the FF symbol.

The proportions and protected areas of the logo are specified within the scale drawing included below.

A protected area has been specified for the logo, inside of which any other graphic elements or text cannot be placed.

LOGO MATERIALS:

[DOWNLOAD THE LOGO](#) ▼

LOGO COLOURS

C:0 M:0 Y:100 K:0	PANTONE Yellow C	R:255 G:242 B:0	#FFF200
C:56 M:40 Y:38 K:5	PANTONE 430 C	R:121 G:133 B:139	#79858B
C:0 M:0 Y:0 K:80	PANTONE 425 C	R:83 G:88 B:90	#53585A

The logo consists of the letters 'FF' in a bold, italicized, yellow font with a gray outline, followed by a horizontal line and the letters 'EPS' in a bold, gray, sans-serif font.

PROPORTIONS AND PROTECTED AREAS



FF-SIGNAL-LOGO

The FF-SIGNAL logo consists of a yellow and gray FF-SIGNAL logo type with a light gray border on the FF symbol.

The proportions and protected areas of the logo are specified within the scale drawing included below.

A protected area has been specified for the logo, inside of which any other graphic elements or text cannot be placed.

LOGO MATERIALS:

[DOWNLOAD THE LOGO](#) ▼

LOGO COLOURS

C:0 M:0 Y:100 K:0	PANTONE Yellow C	R:255 G:242 B:0	#FFF200
C:56 M:40 Y:38 K:5	PANTONE 430 C	R:121 G:133 B:139	#79858B



PROPORTIONS AND PROTECTED AREAS



FF-XPS 200 LATTIA -LOGO

The FF-XPS 200 LATTIA logo consists of a yellow and gray FF- FIGURE 200 LATTIA logo type with a light gray border on the FF symbol.

The proportions and protected areas of the logo are specified within the scale drawing included below.

A protected area has been specified for the logo, inside of which any other graphic elements or text cannot be placed.

LOGO MATERIALS:

[DOWNLOAD THE LOGO](#) ▼

LOGO COLOURS

C:0 M:0 Y:100 K:0	PANTONE Yellow C	R:255 G:242 B:0	#FFF200
C:56 M:40 Y:38 K:5	PANTONE 430 C	R:121 G:133 B:139	#79858B
C:0 M:0 Y:0 K:80	PANTONE 425 C	R:83 G:88 B:90	#53585A

The logo features the letters 'FF' in a bold, italicized yellow font with a gray outline. This is followed by a hyphen and the letters 'XPS' in a bold, gray sans-serif font. To the right, the number '200' is positioned above the word 'LATTIA', both in a bold, gray sans-serif font.

PROPORTIONS AND PROTECTED AREAS



FF-WALL-LOGO

The FF-WALL logo consists of a yellow and gray FF-WALL logo type with a light gray border on the FF symbol.

The proportions and protected areas of the logo are specified within the scale drawing included below.

A protected area has been specified for the logo, inside of which any other graphic elements or text cannot be placed.

LOGO MATERIALS:

[DOWNLOAD THE LOGO](#) ▼

LOGO COLOURS

C:0 M:0 Y:100 K:0	PANTONE Yellow C	R:255 G:242 B:0	#FFF200
C:56 M:40 Y:38 K:5	PANTONE 430 C	R:121 G:133 B:139	#79858B
C:0 M:0 Y:0 K:80	PANTONE 425 C	R:83 G:88 B:90	#53585A

The FF-WALL logo is displayed in a large, clean format. The 'FF' is in a bold, italicized yellow font with a thin gray outline. The hyphen and 'WALL' are in a bold, dark gray sans-serif font.

PROPORTIONS AND PROTECTED AREAS



FF-FLOOR-LOGO

The FF-FLOOR logo consists of a yellow and gray FF-FLOOR logo type with a light gray border on the FF symbol.

The proportions and protected areas of the logo are specified within the scale drawing included below.

A protected area has been specified for the logo, inside of which any other graphic elements or text cannot be placed.

LOGO MATERIALS:

[DOWNLOAD THE LOGO](#) ▼

LOGO COLOURS

C:0 M:0 Y:100 K:0	PANTONE Yellow C	R:255 G:242 B:0	#FFF200
C:56 M:40 Y:38 K:5	PANTONE 430 C	R:121 G:133 B:139	#79858B
C:0 M:0 Y:0 K:80	PANTONE 425 C	R:83 G:88 B:90	#53585A

The logo consists of the letters 'FF' in a bold, italicized, yellow font with a gray outline, followed by a hyphen and the word 'FLOOR' in a bold, dark gray, sans-serif font.

PROPORTIONS AND PROTECTED AREAS



FF-FRAME-LOGO

The FF-FRAME logo consists of a yellow and green FF-FRAME logo type with a gray border.

The proportions and protected areas of the logo are specified within the scale drawing included below.

A protected area has been specified for the logo, inside of which any other graphic elements or text cannot be placed.

LOGO MATERIALS:

[DOWNLOAD THE LOGO](#) ▼

LOGO COLOURS

C:29 M:0 Y:29 K:0	PANTONE 566 C	R:182 G:222 B:194	#B6DEC2
C:0 M:0 Y:100 K:0	PANTONE Yellow C	R:255 G:242 B:0	#FFF200
C:56 M:40 Y:38 K:5	PANTONE 430 C	R:121 G:133 B:139	#79858B



PROPORTIONS AND PROTECTED AREAS



FF-ROOF-LOGO

The FF-ROOF logo consists of a yellow and gray FF-ROOF logo type with a light gray border on the FF symbol.

The proportions and protected areas of the logo are specified within the scale drawing included below.

A protected area has been specified for the logo, inside of which any other graphic elements or text cannot be placed.

LOGO MATERIALS:

[DOWNLOAD THE LOGO](#) ▼

LOGO COLOURS

C:0 M:0 Y:100 K:0	PANTONE Yellow C	R:255 G:242 B:0	#FFF200
C:56 M:40 Y:38 K:5	PANTONE 430 C	R:121 G:133 B:139	#79858B
C:0 M:0 Y:0 K:80	PANTONE 425 C	R:83 G:88 B:90	#53585A

The logo features the letters 'FF' in a bold, italicized, yellow font with a thin gray outline. This is followed by a horizontal hyphen and the word 'ROOF' in a bold, dark gray, sans-serif font.

PROPORTIONS AND PROTECTED AREAS



TULPPA-LOGO

The Tulppa logo consists of a red Tulppa logo type and the white text **MÄRKÄTILALEVYT** below it. The text used on the English version of the logo is: **WET ROOM BOARDS**.

The proportions and protected areas of the logo are specified within the scale drawing included below.

A protected area has been specified for the logo, inside of which any other graphic elements or text cannot be placed.

LOGO MATERIALS:

[DOWNLOAD THE LOGO](#) ▼

LOGO COLOURS

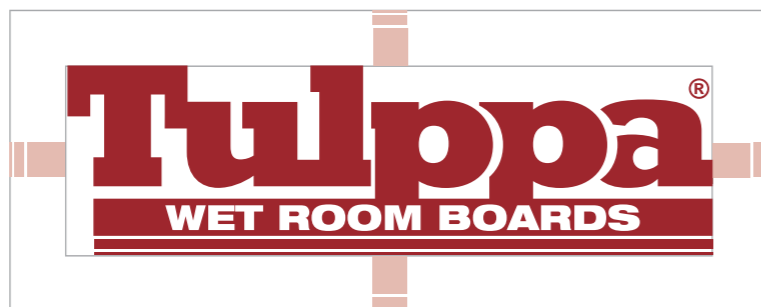
C:0 | M:0 | Y:100 | K:0

PANTONE Yellow C

R:255 | G:242 | B:0

#9E262D

PROPORTIONS AND PROTECTED AREAS



LOGO IN FINNISH



LOGO IN ENGLISH



FF-FUTURE-LOGO

The FF-FUTURE logo consists of a yellow and green **FF**-logo type and dark grey **FUTURE**-text in a light gray background.

The proportions and protected areas of the logo are specified within the scale drawing included below.

A protected area has been specified for the logo, inside of which any other graphic elements or text cannot be placed.

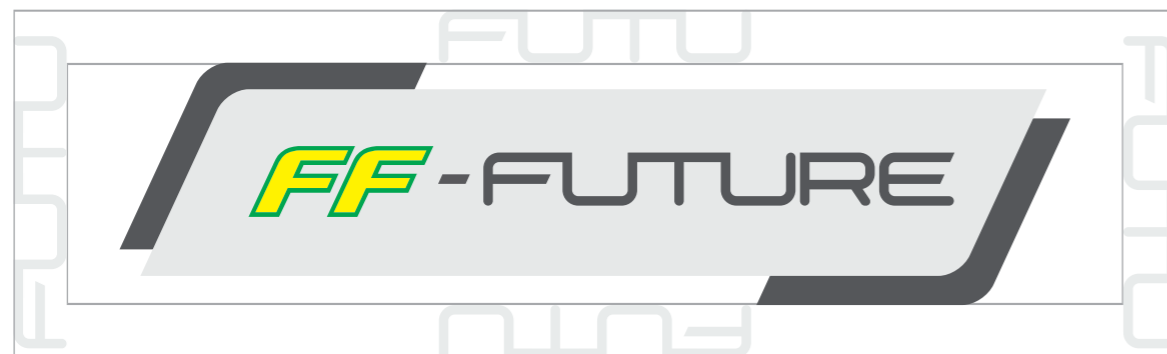
LOGO MATERIALS:

[DOWNLOAD THE LOGO](#) ▼

LOGO COLOURS

C:0 M:0 Y:100 K:0	PANTONE Yellow C	R:255 G:242 B:0	#FFF200
C:0 M:0 Y:0 K:9	PANTONE P 179-2 C	R:233 G:233 B:234	#E8E8E8
C:0 M:0 Y:0 K:80	PANTONE 425 C	R:83 G:88 B:90	#53585A
C:100 M:0 Y:100 K:0	PANTONE 348 C	R:0 G:166 B:81	#00A651

PROPORTIONS AND PROTECTED AREAS



USING THE LOGOS ON TOP OF IMAGES

All Finnfoam logos may be used on top of an image without a background if the logo stands out properly from the image. If the logo is not sufficiently distinctive, a color block must be used behind the logo. The size of the color block must be at least equal to the size of the logo's protected area. A white version may also be used on top of an image or a color block.



COLOURS

C:0 M:0 Y:100 K:0	PANTONE Yellow C	R:255 G:242 B:0	#FFF200
C:100 M:0 Y:100 K:0	PANTONE 348 C	R:0 G:166 B:81	#00A651
C:42 M:0 Y:82 K:0	PANTONE 367 C	R:161 G:213 B:93	#A1D55D
C:0 M:0 Y:0 K:10	PANTONE 663 C	R:231 G:231 B:232	#E7E7E8
C:56 M:40 Y:38 K:5	PANTONE 430 C	R:121 G:133 B:139	#79858B
C:0 M:0 Y:0 K:80	PANTONE 425 C	R:83 G:88 B:90	#53585A
C:0 M:90 Y:70 K:40	PANTONE 704 C	R:158 G:38 B:45	#9E262D

TYPOGRAPHY (WEBSITE)

The website of Finnfoam uses the Roboto font. The used font is a Google font. The font styles Thin, Light, Regular, and Bold are used. The styles Thin and Regular are primarily used for headings. The Roboto Light is used for the body text. Roboto Bold may also be used for effect within the body text.

Heading H1 (Roboto Thin)

Heading H2 (Roboto Regular)

Heading H3 (Roboto Regular)

Heading H4 (Roboto Thin)

Body text (Roboto Light) **Body text (Roboto Bold)**

TYPOGRAPHY (PRINT)

The following fonts are used for printed materials and, for example, advertising banners:

HEADING (BENTON SANS COMPRESSED)

Heading (Bernino Sans Condensed Bold)

Heading (Roboto Thin, Regular, **Bold**)

BODY TEXT (BENTON SANS COMPRESSED)

Body text (Roboto Light)

Body text (Roboto Bold)

TYPOGRAPHY (WORD DOCUMENT)

The following fonts are used in Finnfoam documents, such as Word documents:

H1 Heading (Calibri Light 28)

H2 SUBHEADING (Calibri Light 18)

Headnote (Calibri Light 14)

Body text (Calibri Light 12)

SLOGANS

Finnfoam:

FINNISH PIONEER IN INSULATION

Tulppa:

THE NEW STANDARD FOR WATERPROOFING

GRAPHIC ELEMENTS

Made by *FINNFOAM*



EXAMPLE IMAGES

Finnfoam:



EXAMPLE IMAGES

Tulppa:





FINNFOAM OY Satamakatu 5, 24100 SALO, FINLAND
Telephone: +358 (0)2 777 300, fax: +358 (0)2 777 3020
www.finnfoam.fi

