



# Brand- and graphic guidelines

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# 1

## THE PURPOSE OF THE DOCUMENT

This document defines Turun KY's principles of communication, including the use of the association's name and symbols, and the brand image in different channels.

Compliance with the principles and guidelines of this document is a condition for the use of the communication channels of Turun KY. This applies to operators directly under Turun KY as well as operators within the club register.



# 2

## PRINCIPLES OF COMMUNICATION

Turun KY's communication must be open, appropriate and in line with the principles of the Code of TuKY. Communication must not be offensive or contrary to common decency and good taste.

On Turun KY's communication channels, advertising of third party events that overlap with significant events of Turun KY, such as the annual ball or Pikkulaskiainen, is forbidden.

Turun KY's operators may not advertise or mention competitors of companies owned by Turun KY in their communication. Operators must respect Turun KY's corporate cooperation agreements in their communication.

Communication is scheduled through the nerve center. Turun KY's Head of Communications has veto power over all publications on Turun KY's communication channels and has the right to apply the content of the document at their discretion.



# 3

## THE ASSOCIATION'S NAME AND ABBREVIATIONS

The official name of the association is Turun kauppätieteiden ylioppilaat ry.

Other acceptable forms of the name are:

- Turun kauppätieteiden ylioppilaat
- Turun KY
- TuKY
- TuKY ry
- The Association of Economics Students in Turku

Forms of spelling that differ from these will not be accepted in communication.

The established inflection forms of the association's name are Turun KY:n and TuKYn. The short form of the association's name (TuKY) **should not be used with a colon.**

The name Turun KY or other acceptable forms of the name may not be used as part of the registered names of operators.



# 4

## THE ASSOCIATION'S COLOURS

The official colours of Turun KY are dark blue and golden yellow. These colours should be favoured in the association's communication.



Dark blue  
#0A3C76  
RGB (10, 60, 118)  
CMYK (43, 23, 0, 54)



Golden yellow  
#FFD800  
RGB (255, 216, 0)  
CMYK (0, 15, 100, 0)

# 5

## THE ASSOCIATION'S LOGO

The emblem of the association is formed by the god of commerce Mercury's caduceus and the gothic letter A from the coat of arms of the city of Turku. Unless otherwise specified, the abbreviation of the association is used in connection with the logo. In addition to the gold and golden yellow colours, the logo may also be used in white or black.

All operators of Turun KY and its club register are entitled to use the logo in their communication in accordance with the instructions in this document.

The colour or proportions of the association's logo may not be altered. Any other changes made to the appearance of the logo is also forbidden.

Any exceptions to the use of the logo must be discussed with the Head of Communications.

The association's logo and its permitted versions can be found here:

[https://drive.google.com/drive/folders/100\\_EvWnp7QRleDIhV1fJ87JI34-s8IK0?usp=sharing](https://drive.google.com/drive/folders/100_EvWnp7QRleDIhV1fJ87JI34-s8IK0?usp=sharing)



# 6

## TYPOGRAPHY

### Email

Body text Verdana 10  
Signature Verdana 8

The layout of emails should be uncluttered and clear. Avoid using extra bolding, underlining and highlighting, which can make the text difficult to read.

### Slideshows

Headings Open Sans  
Body text Open Sans

Slideshows should be clearly readable.

The official slideshows of Turun KY use the official slideshow template of Turun KY:

<https://drive.google.com/drive/folders/1djH8H8HWJibTmyGcBsOKh07Gmun54Q5D?usp=sharing>

### Website

Headings Montserrat Extra Bold  
Body text Verdana Regular

The association's website must be clearly readable, recognisable and visually consistent with the brand image of Turun KY.

# 7

## SOCIAL MEDIA

Turun KY's official social media channels are Instagram and LinkedIn. The social media content is monitored by the Head of Communications, Executive Director and other board members. Operators can book publications from the nerve center. Publications must follow the guidelines provided by the Head of Communications, who reserves the right to request corrections or not to publish material that does not comply with the guidelines.

Social media postings should be subdued and clear in appearance. Material must not infringe copyright. Social media content must not violate the principles of Code of TuKY.



# 8

## OTHER SYMBOLS OF THE ASSOCIATION

Other symbols of the association are for example the coat of arms and the Anniversary logos. The Anniversary logo is used during the anniversary year in related communications.

Information regarding the usage of the association's other symbols can be found from the Flag, ribbon and badge guideline.



# 9

## COMMUNICATING ABOUT THE DOCUMENT

Turun KY's Head of Communications is responsible for communicating and updating the document.

All new operators and elected representatives will be trained to act in accordance with the document. Communication training will take place twice a year, in early spring and early autumn, after the TuKY training. In particular, chairs, communication managers, art directors and other persons responsible for marketing within operators will be invited. Separate communication training sessions will be organised for project representatives.

Compliance with the brand- and graphic guidelines is a condition for access to Turun KY's communication channels. The Head of Communications reserves the right to refuse publication of materials and to request changes to materials that do not comply with the guidelines.

