Logo Guideline.

University of Turku 2018

UNIVERSITY OF TURKU

Winged Torch
– University's Emblem since 1920

The winged torch of the University of Turku was designed by artist Eric O. W. Ehrström.

The winged torch has been prominently featured throughout the history of the University of Turku. It is the most essential and recognisable part of the University's visual identity.

The winged torch is always a part of the University's logo and the logo cannot be replaced with the winged torch alone. The winged torch must not be edited independently and no new additional elements can be added to it. The name of a unit cannot be directly added to the winged torch symbol.

Logo of the University of Turku

The logo of the University of Turku, i.e. The company emblem, consists of the winged torch (symbol) and the University of Turku text (name logo).

There are two language versions of the logo: one in Finnish and one in English. The logo is selected according to the target group and the language used in the material.

The University's logo has to be included in all the materials of the University of Turku and its units. The logo must also be included in the materials of those projects where the University is a partner.

You can use the logo only from the original file: you cannot space, thin, bold, or process it in any way.

The minimum width of the logo is 30mm or 100 pixels.

Please note that the logos and winged torch of the University of Turku are protected by a trademark, meaning that copying, editing or using them in a wrong context without a permission is forbidden.

You can download the logos from the University's website: **www.utu.fi/logo-en**. Staff and students can download the more extensive Brand Manual from the intranet: **Intranet.utu.fi/brand** or request it from the University Communications at **communications@utu.fi**

Colour of the Logo

The logo of the University of Turku is used in black or white.

The black logo is used on a white or light background. The white logo is used on a dark or coloured background.

The logo can also be placed on a photo, but in these cases the photo has to be as calm as possible and the logo has to be clearly discernible.

Please take accessibility into consideration especially when using the logo in online materials and ensure that the logo and text are clearly discernible from the background.

TURUN YLIOPISTO

Leave Space around the Logo

There is a defined space that has to be left around the logo.

The purpose of this space is to ensure that the logo is clearly visible and discernible from other information. There can be no graphics, text or other elements in this space.

The height and width of the space is the size of the letter o. The same space is used with all the logos.

When there are logos of several different partners side by side in the materials, the space has to be left around the University's logo in these cases as well.

Questions?
Please contact or order the more extensive Brand Manual from ilme@utu.fi.