

**TAMPERE.**  
FINLAND

**BRAND BOOK**

# TAMPERE.

Tampere is a state of mind. It is something that resides within all of us and is deeply rooted in the ridges of the landscape. Here, by the banks of the Tammerkoski rapids, ideas have always been born. They have turned into lines of work – and even entire communities. Whenever a set of machines has fallen silent, new thoughts have soon filled that space. Rolls of cloth have changed into lines of code and unforgettable experiences.

A promise of things to come has been planted into the rough brick walls and the rows of windows rise ever higher. The city skyline may change, but you can always find that familiar feeling in Tampere.

**This is home.**

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The story of Tampere

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# 01

## BACKGROUND FOR THE STORY AND BRAND

TAMPERE.  
FINLAND



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## INTRODUCTION

# TAMPERE.

## A growing city with a distinct voice

Tampere is growing but always familiar and inviting. Finland's most attractive city is known for its relaxed atmosphere and major projects. Tampere is easy to invest and set up offices in, or just to visit.

As a city with its eyes on the future, Tampere needs a shared story and brand – a voice that is distinct and easily recognisable. It is about capturing the attitude and feeling shared by the people of Tampere and giving them a verbal and visual expression.

Tampere is impossible

to reduce to a single logo or slogan. That is why the new brand is timeless and open to varied interpretations. It enables everyone from Tampere to proudly let people know about their home town both in Finland and on an international arena.

This brand book contains the necessary tools for applying the Tampere.Finland brand. Let's make the voice of Tampere stronger together!

# VISION

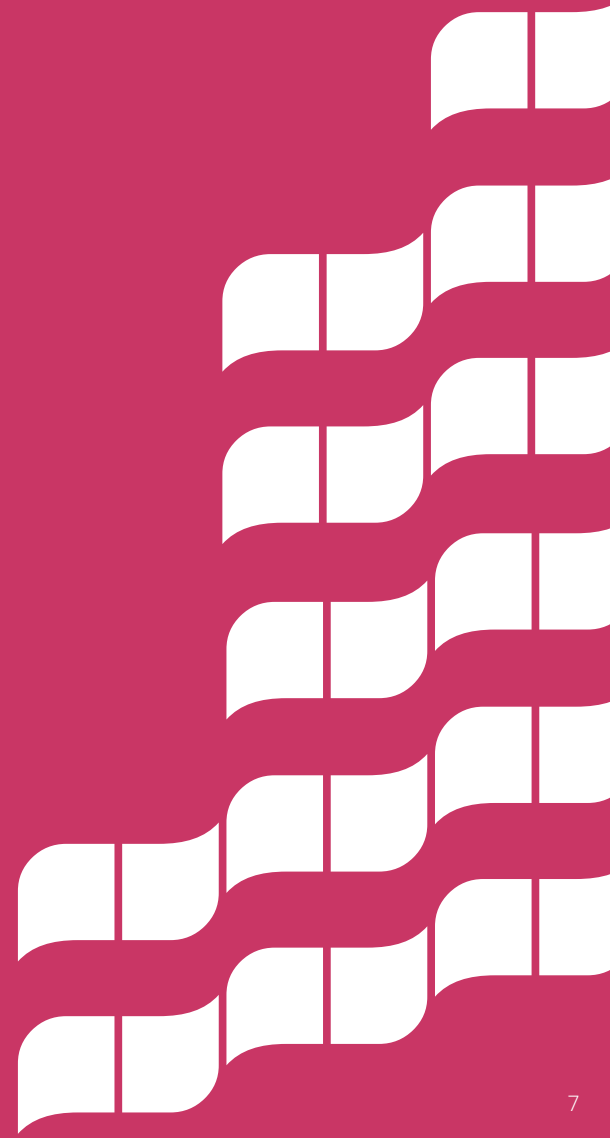
*Tampere has always been a city of work. The story of the city has included great plans and big objectives since the days of James Finlayson. This heritage has developed into a Tampere characteristic: bold implementation and the accomplishment of goals. These are the roots of the city that walks the walk.*

*The city of the future is created with the help of all residents together: every resident has the power to act. Here, everyone has an equal opportunity to pursue self-realisation.*

*People have come to Tampere from so many places. Competence, expertise, and new ideas have met on the shores of the Tammerkoski rapids. In the city of action, a sustainable future is being built with this know-how.*

# TAMPERE 2030

*By the year 2030, Tampere will be Finland's second metropolis – a comfortable and vibrant city of 300 000 residents. Tampere will be known worldwide for top know-how and the experiences offered by the city. A sustainably growing city with a human soul, Tampere will be a hub of students and innovation, offering the services of a large city with a relaxed attitude.*



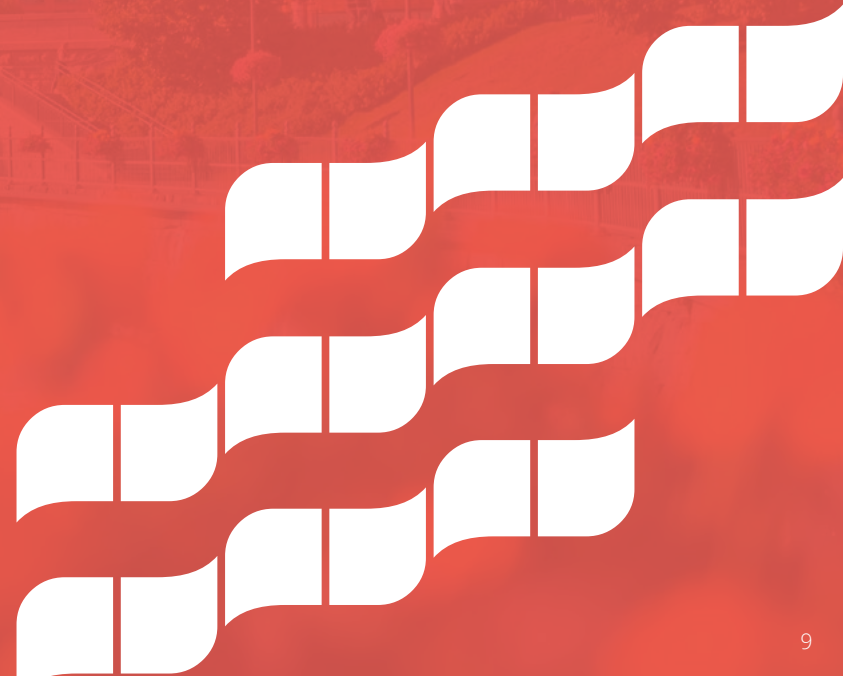
# THE TAMPERE IDENTITY

*A large base of residents and key interest groups have been involved in defining Tampere's identity. In addition to several workshops, surveys and interviews, the work has relied on an analysis of the city's current status by an international survey team, as well as the results of an international image and reputation survey.*

Based on the thorough groundwork, Tampere's identity has been encapsulated into three strong qualities, which are relaxed, skilled and inspiring. The Tampere.Finland brand is built upon these strengths. They are also characteristics that we hope people will attach to their image of Tampere.



WE CAN LET THE WORLD  
KNOW THAT WE ARE  
**FOM TAMPERE**  
- AND PROUD OF IT!





**02**  
**TAMPERE.**  
**FINLAND**

**TAMPERE.**  
**FINLAND**



# BRAND CONCEPT

*The Tampere.Finland brand is for everyone in Tampere. It captures the Tampere attitude that you can sense in the city's atmosphere and in the words and actions of the people and businesses of Tampere. Tampere goes straight to the point and to the heart.*

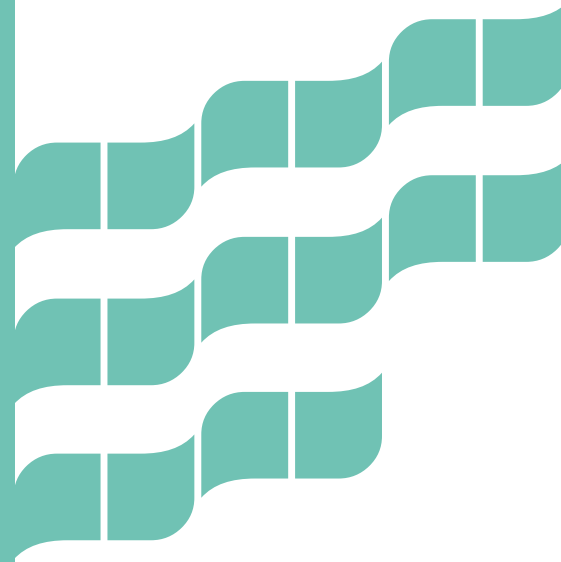
Tampere.Finland is as candid and straightforward as the city itself. It leaves room for people's own interpretations and invites them to engage in dialogue. The brand also connects Tampere to the international context. The confident air of the concept and the brand logo signal a Finnish city with its own, strong voice.

The common thread of the brand encompasses six keywords: home, feeling, experience, change, idea and work. These nouns, stripped from implied values, bring the brand close to the individual, as everyone can assign their own personal meaning to the words.

The succinct and declaratory keywords have been derived from the Tampere identity. They share a nuance of refined, self-reflective irony. Epithets laced with adjectives (e.g. good ideas, positive experiences) or nouns with an intrinsically positive charge (e.g. innovation, well-being) can easily ring like blind advertising clichés.

What sets the Tampere.Finland brand apart from traditional marketing is the fact that its positive connotations rely on the full stop and on what is left unsaid. The feeling you get in Tampere is inspiring. Our ideas are fresh and our home is a good place to live. Full stop.

# THE WORDS OF TAMPERE



*The Tampere.Finland brand keywords (home, feeling, experience, change, idea and work) are declarative nouns that don't carry specific value connotations in and of themselves (such as innovation or well-being). They should not be coupled with adjectives or other qualifiers (such as good idea, warm feeling).*

The unassuming but evocative keywords leave room for personal interpretations. The City of Tampere uses the keywords in its own communications and marketing. The keywords – like the entire Tampere.Finland brand – are also freely available to be used by businesses, organisations and other interest groups.

# THE WORDS OF TAMPERE

## HOME

*Home is always dear to one's heart but different for each of us. Tampere is a home that offers a good place to live, study, work and run a business in, or just to visit.*

## WORK

*Tampere has always offered work, even though the nature and methods of the work have varied over the years. Tampere is still known for work, and you can find diverse knowhow here.*

## FEELING

*The relaxed, forward-looking feeling you get in Tampere needs no explanations – you can sense it everywhere in the city.*

## EXPERIENCE

*With thousands of events, concerts and adventures, there's always something to experience in Tampere. A quick dip in the lake or morning coffee at the market are among the experiences offered by the city.*

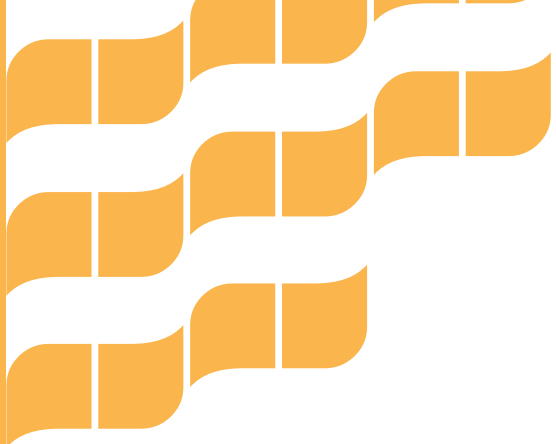
## CHANGE

*In a growing city, change is present everywhere you look – Tampere is constantly being built and developed further.*

## IDEA

*Education and top research generate fresh ideas in Tampere. Skilled people turn the ideas into successful business.*

# TONE



***The City of Tampere communicates in an open, relaxed and bold manner. Our tone is approachable and humane. We express ourselves in a succinct manner and call things by their real names. We do not ramble on or decorate our messages with unnecessary adjectives.***

The way we communicate plays a part in creating the best possible experience. In the City of Tampere, we always strive to communicate in an understandable and friendly fashion. Even though our operations are regulatory and official, we avoid government-speak and snobbery. The City is in tune with the times – it listens and invites people to engage in dialogue.

The active and straightforward Tampere attitude is seen in the way we communicate: we prefer the active voice and avoid the passive passive tense. We do not intend to do things, but we go out and do them. In our messages, we address people as “you” and refer to the City as “we” (e.g. the City is planning >> we are planning).

We communicate in standard Finnish but, on occasion, can spice up the more unofficial messages with a word or two in the Tampere dialect.



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# #TAMPERE #FINLAND

We encourage people to use the hashtags # tampere and # finland in their social media posts related to Tampere. This is how we promote awareness of Tampere in Finland and abroad. The use of these two hashtags is also recommended in parallel with other hashtags (such as # visittampere, # Ratikka, # omatampere, # mytampere).



# 03

## VISUAL IMAGE

TAMPERE.  
FINLAND



# BRAND LOGO

*Primary logo*

**TAMPERE.**  
**FINLAND**

*The Tampere.Finland logo is for everyone in Tampere. Anyone can use it. The logo signals that its user is proud to be from Tampere.*

The design of the logo is simple and easily recognisable. The main emphasis is on the word Tampere, which is printed in the coloured version in the brick red characteristic of Tampere.

The word Finland in blue font emphasises the Finnishness of Tampere and the significance of water in a city of lakes and the Tammerkoski Rapids.

The full stop after Tampere symbolises the city's place in Finland and in the world. It is a sign of the determined Tampere attitude.

The full stop can also be seen as an individual as part of the Tampere community.

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**TAMPERE.**  
**FINLAND**

**TAMPERE.**  
**FINLAND**

## Protection area



## Minimum size



## Protected area of the logo

A protected area (margins in the height of the letter T) has been defined for the Tampere.Finland logo that must always remain free from other designs, colours, letters or graphic elements. The defined protected area also constitutes the minimum margin around the logo. The protected area may not be cropped to make it smaller.

## Minimum logo size

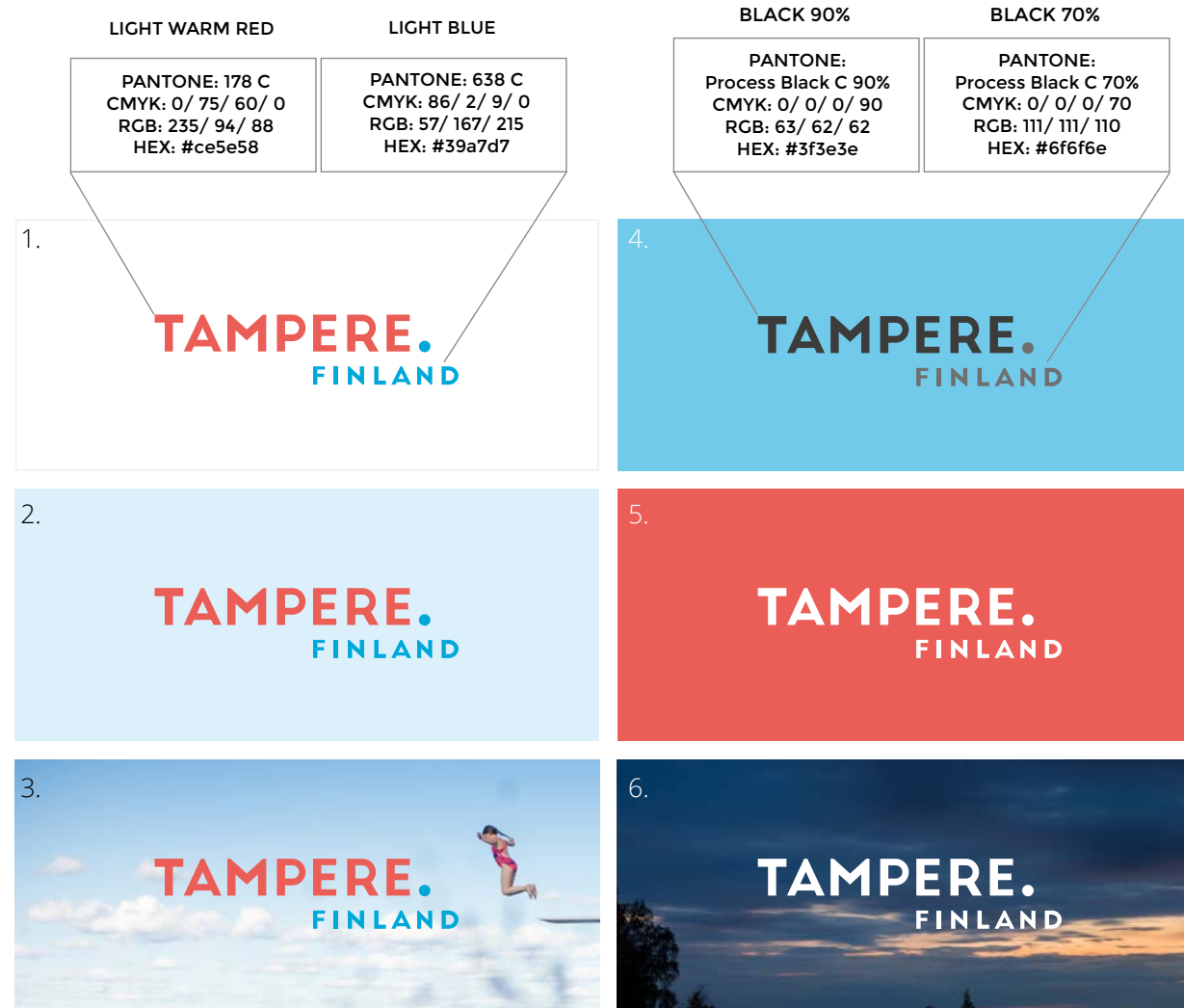
The minimum width of the logo must always be 15 mm in print and 80 px in digital format in order for the logo to be legible and clear.

**Parts of the logo may not be detached from it or arranged differently to the instructions.**

## Logo colouring and use

1. Coloured logo on a white background
2. Coloured logo on a light-coloured background
3. Coloured logo against a light-coloured background image
4. Black-and-grey logo on a medium-dark coloured background
5. White logo on a dark or bright-coloured background
6. White logo against a dark background image

There is a coloured (two-coloured) and a black (90% K black) version of the logo. Please note that the full stop and Finland in the black version are in 70% K black (appears grey).

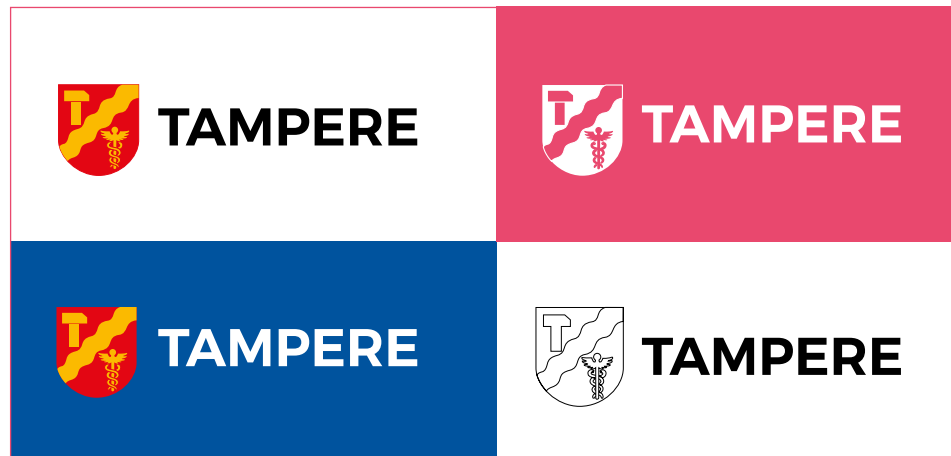


## Coat of armas logo



**The City of Tampere coat of arms logo is the City's official signature. It must be visible in connection with all City activities.**

The Tampere.Finland logo and coat of arms logo may be used together. However, the City coat of arms logo must always be used in all materials related to City operations and activities.



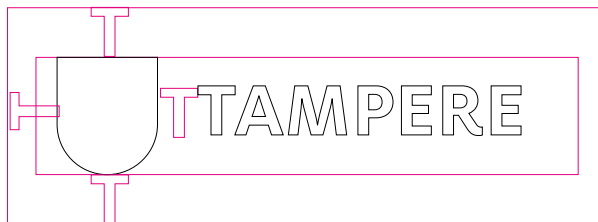
**The logo may be used in one of two forms:**

1. with the text on the right in the form "Tampereen kaupunki" / "City of Tampere", or
2. with the text on the right in the form "Tampere".

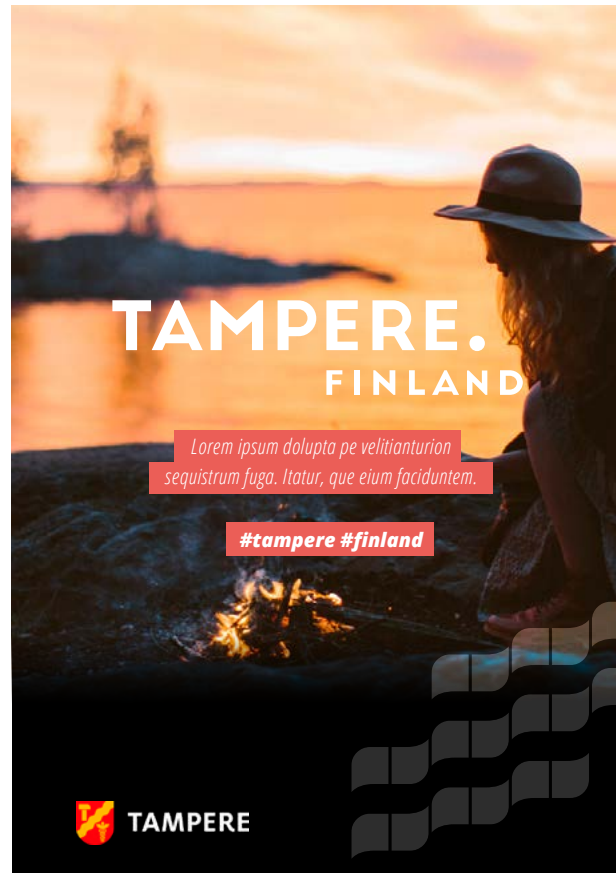
The shorter version works well in, for example, newspaper advertisements where space is limited. In addition to the Finnish logo, there is an English version. In special cases, the coat of arms may be used without the text, allowing the logo to fit in a narrow space.

The black-and-white version is used when the entire print is black and white or grey tone.

## Protected area of the logo



## Examples



## Parallel use of the brand logo and coat of arms logo

The coat of arms logo and brand logo may be used together in various materials. However, they should never be placed next to each other, on top of each other or close to each other.

The Tampere.Finland logo may be left out in, for example, a small newspaper advertisement. In such cases, only the coat of arms logo is displayed, as it is the City's official logo.

On this page, you can see examples of the use of the brand logo and coat of arms logo.

# COLOURS

## COLOR PALETTE

### MAIN COLOUR GROUP



### LIGHT EFFECT COLORS



### NEUTRAL COLORS



## Colours

The City of Tampere's broad colour palette brings variety and provides numerous options for applying the visual identity. Six colours included in the palette are named after the core words of Tampere's brand: feeling, experience, home, work, idea, and change.

Dark colours are recommended to be used as the main colours; they provide sufficient contrast for white text. Avoid using black text on a coloured background. Light colours are used as additional colours. Neutral colours balance the palette, and they are alternatives to black and white.

One or two dark main colours are selected from the palette, and additional colours can be combined with them in a controlled manner. Neutral colours bring balance and harmony.

For colour palette tips and examples, see pages 26.



# Color codes

PMS Pantone Color Bridge Coated

CMYK Coated Fogra39

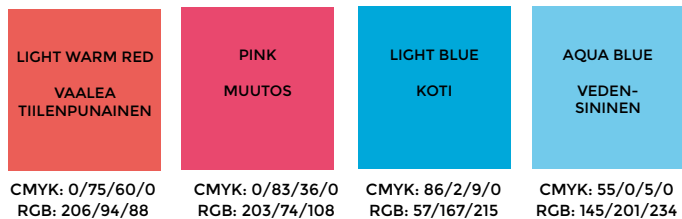
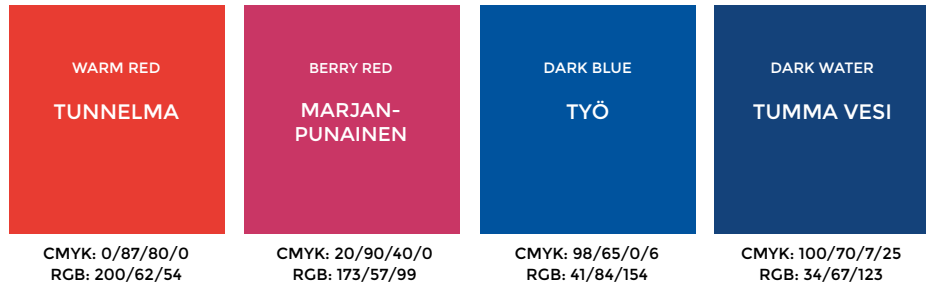
Adobe RGB 1998

<p>WARM RED TUNNELMA</p> <p>PANTONE: 1788 NCS S 1070-Y80R RAL 430-5 CMYK: 0/87/80/0 RGB: 200/62/54 HEX: #c83e36</p>	<p>DARK WARM RED TUMMA TIILENPUNAINEN</p> <p>PANTONE: 1797 NCS S 1580-Y90R RAL 3020 CMYK: 16/100/100/0 RGB: 174/30/32 HEX: #ae1e20</p>	<p>BERRY RED MARJAN- PUNAINEN</p> <p>PANTONE: 7425 NCS S 2060-R10B RAL 470-5 CMYK: 20/90/40/0 RGB: 173/57/99 HEX: #ad3963</p>	<p>RED VIOLET FUKSIA</p> <p>PANTONE: 7647 NCS S 2060-R30B RAL 510-6 CMYK: 25/87/16/2 RGB: 165/63/123 HEX: #a5407b</p>	<p>DARK BLUE TYÖ</p> <p>PANTONE: 300 NCS S 3065-R90B RAL 5005 CMYK: 98/65/0/6 RGB: 41/84/154 HEX: #29549a</p>	<p>DARK WATER TUMMA VESI</p> <p>PANTONE: 294 NCS S 4550-R80B RAL 630-6 CMYK: 100/70/7/25 RGB: 34/67/123 HEX: #22437b</p>	<p>STEEL BLUE TERÄKSEN- SININEN</p> <p>PANTONE: 7690 NCS S 3050-B RAL 650-2 CMYK: 100/36/17/4 RGB: 0/116/164 HEX: #0074a4</p>	<p>PINE GREEN HAVUNVIHREÄ</p> <p>PANTONE: 323 NCS S 5040-B50G RAL 740-6 CMYK: 85/12/53/35 RGB: 57/115/104 HEX: #397368</p>	<p>WARM GREEN LÄMMIN VIHREÄ</p> <p>PANTONE: 341 NCS S 4050-G RAL 6029 CMYK: 90/22/82/8 RGB: 65/129/84 HEX: #418155</p>	
<p>LIGHT WARM RED VAALEA TIILENPUNAINEN</p> <p>PANTONE: 178 NCS S 0570-Y80R RAL 430-4 CMYK: 0/75/60/0 RGB: 206/94/88 HEX: #eb5e58</p>	<p>PINK MUUTOS</p> <p>PANTONE: 198 NCS S 1079-R10B RAL 470-4 CMYK: 0/83/36/0 RGB: 203/74/108 HEX: #cb4a6c</p>	<p>LIGHT SKY BLUE VAALEA TAIVAS</p> <p>PANTONE: 2915 NCS S 0540-R90B RAL 650-1 CMYK: 58/8/1/0 RGB: 136/188/231 HEX: #88bce7</p>	<p>LIGHT BLUE KOTI</p> <p>PANTONE: 638 NCS S 1555-B10G RAL 660-1 CMYK: 86/2/9/0 RGB: 57/167/215 HEX: #39a7d7</p>	<p>AQUA BLUE VEDENSININEN</p> <p>PANTONE: 305 NCS S 0540-B10G RAL 660-4 CMYK: 55/0/5/0 RGB: 145/201/234 HEX: #91c9ea</p>	<p>GREEN KOKEMUS</p> <p>PANTONE: 367 NCS S 1050-G40Y RAL 230-3 CMYK: 45/0/70/0 RGB: 171/200/114 HEX: #abc872</p>	<p>LIGHT PETROL VAALEA PETROOLI</p> <p>PANTONE: 7465 NCS S 1050-B80G RAL 740-3 CMYK: 58/0/36/0 RGB: 140/193/179 HEX: #8cc1b3</p>	<p>YELLOW IDEA</p> <p>PANTONE: 123 NCS S 0580-Y10R RAL 1023 CMYK: 0/17/87/0 RGB: 244/210/64 HEX: #f4d240</p>	<p>AMARILLO YELLOW PAAHDE</p> <p>PANTONE: 1365 NCS S 1070-Y30R RAL 370-1 CMYK: 0/34/76/0 RGB: 232/180/85 HEX: #e8b455</p>	<p>LIGHT YELLOW HÄIVE</p> <p>PANTONE: 134 NCS S 0540-Y20R RAL 270-1 CMYK: 0/12/64/0 RGB: 248/222/121 HEX: #f8de79</p>
<p>WHITE VALKOINEN</p> <p>PANTONE: WHITE NCS S 0500-N RAL 9003 CMYK: 0/0/0/0 RGB: 255/255/255 HEX: #ffffff</p>	<p>BLACK MUSTA</p> <p>PANTONE: BLACK NCS S 9000-N RAL 9005 CMYK: 0/0/0/100 RGB: 0/0/0 HEX: #000000</p>	<p>DARK GRAY TUMMA HARMAA</p> <p>PANTONE: COOL GRAY 11 NCS 7000-N RAL 7016 CMYK: 0/0/0/90 RGB: 63/62/62 HEX: #3f3e3e</p>	<p>DEEP GRAY SYVÄ HARMAA</p> <p>PANTONE: COOL GRAY 9 NCS 5500-N RAL 7012 CMYK: 59/49/38/25 RGB: 104/104/114 HEX: #686872</p>	<p>LIGHT BLUE GRAY VAALEA SINIHMARMAA</p> <p>PANTONE: 642 NCS 1010-R90B RAL 180-6 CMYK: 14/3/1/0 RGB: 229/238/248 HEX: #e5eef8</p>	<p>LIGHT SAND VAALEA HIEKKA</p> <p>PANTONE: WARM GRAY 1 NCS 1005-Y20R RAL 840-2 CMYK: 6/6/7/0 RGB: 241/238/235 HEX: #f1eeeb</p>				

**TIP!** For a coloured background, choose the text colour (black or white) using these instructions to ensure accessibility. Read more about accessibility on pages 30.

## PRIMARY COLOR PALETTE

**TAMPERE.**  
FINLAND



## Main colours

The City of Tampere's broad colour palette brings variety and provides numerous options for applying the visual identity. However, the brick-red and watery-blue colours are used as the main brand colours, complemented with pink and light, neutral colours.

One or two dark main colours are selected from the broad palette, and additional light colours can be combined with them in a controlled manner. Neutral colours bring balance and harmony.

DARK WATER TUMMA VESI	WARM RED TUNNELMA	DARK WATER TUMMA VESI	AMARILLO YELLOW PAAHDE
CMYK: 100/70/7/25 RGB: 34/67/123	CMYK: 0/87/80/0 RGB: 200/62/54	CMYK: 100/70/7/25 RGB: 34/67/123	CMYK: 0/34/76/0 RGB: 232/180 /85
LIGHT SAND VAALEA HIEKKA	AQUA BLUE VEDENSININEN	AQUA BLUE VEDENSININEN	PINK MUUTOS
CMYK: 6/6/7/0 RGB: 241/238/235	CMYK: 55/0/5/0 RGB: 145/201/234	CMYK: 55/0/5/0 RGB: 145/201/234	CMYK: 0/83/36/0 RGB: 203/74/108

DARK WATER TUMMA VESI	RED VIOLET FUKSIA	WARM RED TUNNELMA	STEEL BLUE TERÄKSEN- SININEN
CMYK: 100/70/7/25 RGB: 34/67/123	CMYK: 25/87/16/2 RGB: 165/63/123	CMYK: 0/87/80/0 RGB: 200/62/54	CMYK: 100/36/17/4 RGB: 0/116/164
LIGHT SKY BLUE VAALEA TAIVAS	DARK BLUE TYÖ	WHITE VALKOINEN	LIGHT SKY BLUE VAALEA TAIVAS
CMYK: 58/8/1/0 RGB: 136/188/231	CMYK: 98/65/0/6 RGB: 41/84/154	CMYK: 0/0/0/0 RGB: 255/255/255	CMYK: 58/8/1/0 RGB: 136/188/231

PINE GREEN HAVUNVIHREÄ	AMARILLO YELLOW PAAHDE	BERRY RED MARJAN- PUNAINEN	STEEL BLUE TERÄKSEN- SININEN
CMYK: 85/12/53/35 RGB: 57/115/104	CMYK: 0/34/76/0 RGB: 232/180 /85	CMYK: 20/90/40/0 RGB: 173/57/99	CMYK: 100/36/17/4 RGB: 0/116/164
LIGHT PETROL VAALEA PETROOLI	WHITE VALKOINEN	LIGHT SAND VAALEA HIEKKA	AQUA BLUE VEDENSININEN
CMYK: 58/0/36/0 RGB: 140/193/179	CMYK: 0/0/0/0 RGB: 255/255/255	CMYK: 6/6/7/0 RGB: 241/238/235	CMYK: 55/0/5/0 RGB: 145/201/234

WARM GREEN LÄMMIN VIHREÄ	LIGHT WARM RED VAALEA TIILENPUNAINEN
CMYK: 90/22/82/8 RGB: 65/129/84	CMYK: 0/75/60/0 RGB: 206/94/88
GREEN KOKEMUS	LIGHT BLUE KOTI
CMYK: 45/0/70/0 RGB: 171/200/114	CMYK: 86/2/9/0 RGB: 57/167/215

## Using and combining colours

Dark main colours may also be used as additional colours. Neutral basic colours can be combined with the palette as alternatives to black and white.

The additional colours may be used by themselves as a main or background colour, in which case the text must stand out from the background to meet the accessibility criteria (see page 30).

Most of this page's colour combinations are available on the tampere.fi mini-website's colour palettes.

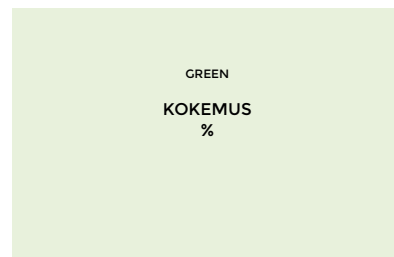
## ADDITIONAL LIGHTENED COLOURS FOR A DIGITAL ENVIRONMENT



RGB: 226/240/236  
HSB: 163/6/94  
HEX: #E2F0EC



RGB: 247/228/233  
HSB: 344/8/97  
HEX: #F7E4E9



RGB: 234/241/219  
HSB: 79/9/95  
HEX: #EAF1DB



RGB: 249/236/212  
HSB: 39/15/98  
HEX: #F9ECD4

## MATCHING BRAND COLOURS

(You may use one or more matching colours)



RGB: 34/67/123  
HEX: #22437b



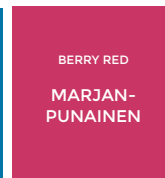
RGB: 57/115/104  
HEX: #397368



RGB: 65/129/84  
HEX: #418155



RGB: 0/116/164  
HEX: #0074a4



RGB: 173/57/99  
HEX: #ad3963



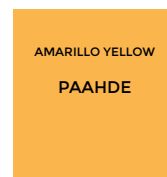
RGB: 200/62/54  
HEX: #c83e36



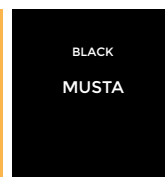
RGB: 171/200/114  
HEX: #abc872



RGB: 57/115/104  
HEX: #397368



RGB: 232/180/85  
HEX: #e8b455



RGB: 0/0/0  
HEX: #000000

## Additional lightened colours for the network environment and online materials

In a digital environment, it must be ensured that the contract is sufficient in terms of accessibility.

Thus, a few lightened brand colours may be used online and in digital signages. This page presents all lightened colours and matching brand colours used in the City of Tampere's digital environment.

The light colours are made by lightening the brand colours, and they have pre-defined colour values, which must be used. For other colours, lightening or adding transparency or other effects is not allowed.

## THESE LIGHT BASIC COLOURS ALSO FUNCTION WELL IN A DIGITAL ENVIRONMENT



RGB: 229/ 238/ 248  
HEX: #e5eef8



RGB: 241/ 238/ 235  
HEX: #f1eeeb



## Dark and light contrast between the text and background

According to the Web Content Accessibility Guidelines (WCAG 2.1, A-level and AA-level criteria), enough contrast must exist between text and its background. Standard-sized text should have a contrast ratio of at least 4.5:1, and larger text should have a ratio of at least 3:1.

In addition to text, the contrast requirements also apply to graphic elements that are essential for understanding the content. Remember this when creating graphs and infographics, for example.

The following page's table presents the allowed colour combinations that meet the accessibility criteria. Use no other than the colour combinations presented in the table when adding text on a coloured background. A good rule of thumb is to choose at least two colours that work well with white text, as well as one light colour on which black text stands out.



# TYPOGRAPHY

# Montserrat

Light 300 // Regular 400 // Medium 500 // **SemiBold 600** //  
**Bold 700** // **ExtraBold 800** // **Black 900** + *Italic-styles*

**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ**  
**abcdefghijklmnopqrstuvwxyzåäö**  
**1234567890**  
**'?""!(%)[#]{}@}/&\<-+÷×=>®©\$€£¥¢;:,.\***

# Open Sans

Light 300 // Regular 400 // Medium 500 // **Semibold 600** //  
**Bold 700** // **ExtraBold 800** + *Italic-styles*

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890  
'?""!(%)[#]{}@}/&\<-+÷×=>®©\$€£¥¢;:,.\*

## Typography

The City of Tampere uses the Montserrat and Open Sans font families. Headings and highlights are written in Montserrat, which is mainly used in strong font styles (black and bold).

Open Sans is used in longer texts, such as body texts, and it is used mainly in light font styles (light and regular). The italic style is used in short highlights. This creates a contrast to the strong Montserrat font in the heading.

Calibri is used as the font in PowerPoint files, as it is a common font and found on all presentation equipment. The use of a safe general font in presentation slides is recommended, because special fonts may mess up the entire presentation.

If the Montserrat and Open Sans fonts are not found on your computer, you may download them with the software distribution tool ("Ohjelmistojakelu") found on your computer desktop.



## INDEX

Montserrat Light 300  
13 pt / 17 pt / 0 ↔

## HEADING

Montserrat Black 900  
40 pt / 36 pt / +30 ↔

## 2. HEADING

Montserrat Light 300  
22 pt / 33 pt / +30 ↔

## LEAD

Open Sans Semibold  
Italic 600  
13 pt / 17 pt / 0 ↔

## BODY TEXT

Open Sans  
Light 300 / Regular 400  
8,5 pt / 15 pt / 0 ↔

## HEADING

Montserrat Black 900  
40 pt / 36 pt / +30 ↔

## HIGHLIGHT

Open Sans Light Italic 300  
11 pt / 17 pt / 0 ↔

## SMALL HEADING

# HEADING.

Strong and short heading.

*In lead paragraphs, a font style from the Open Sans font family is used, such as Semibold Italic 600. Cimintiam et, arum, sequae sequia veniste mporibus. Pidunti sequod et eum repedicium.*

Lighter font styles, such as Regular 400 or Light 300, of the Open Sans family are used in the body text. **Bold 700** style is used for highlighting. Cimintiam et, arum, sequae sequia veniste mporibus. Pidunti sequod et eum repedicium nihil mint alis eumquam earcitam eost atusamus. Olut parupta ectatus ipsa dit ut ture vendaer ionsequi dit ma di asped quat-estrum as atusae nes aliquam iusam et, aut dis int odigene suntor ad quation.

# HEADING.

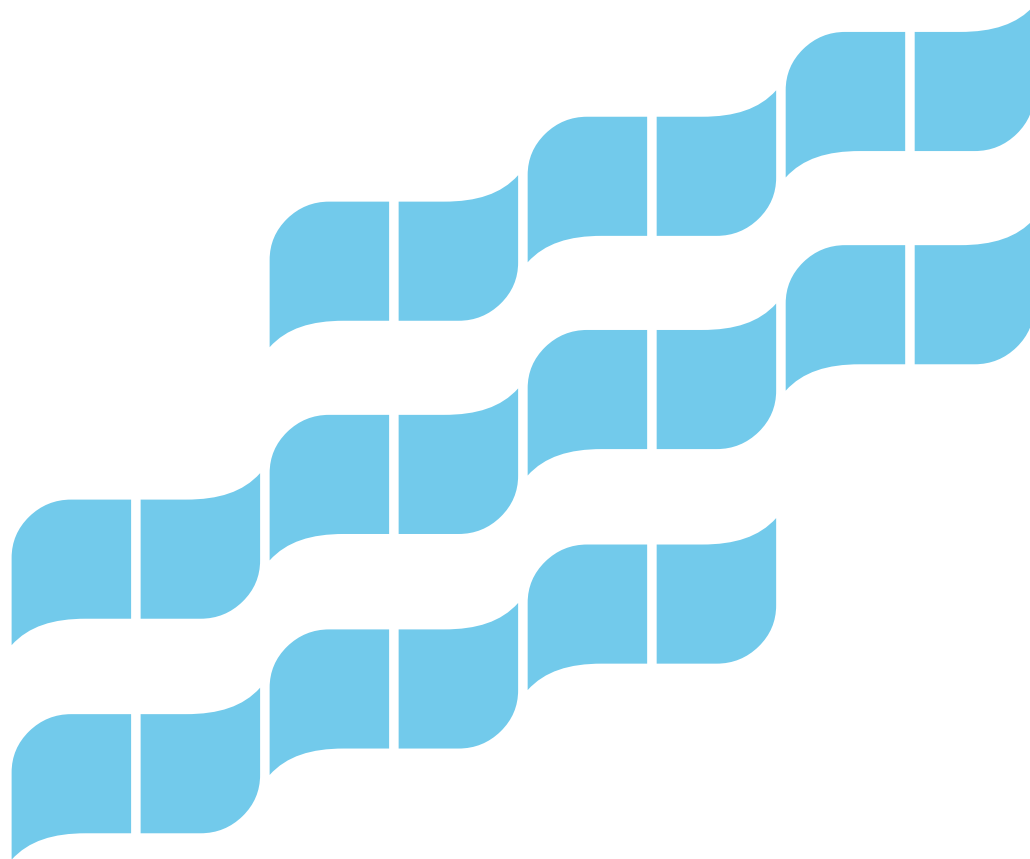
*Open Sans Light Italic 300 works well in short highlights. It creates contrast and playfulness when combined with a strong heading (Montserrat Black 900).*

## Typography

Please note! The examples on this page are not standard sizes for all applications but are used here to illustrate the size and thickness contrasts in the typography sample.

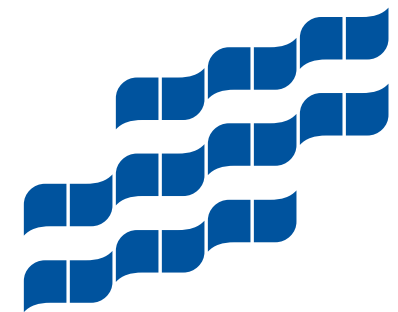
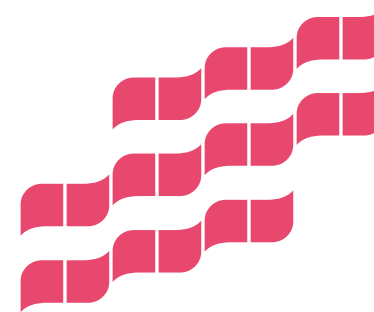
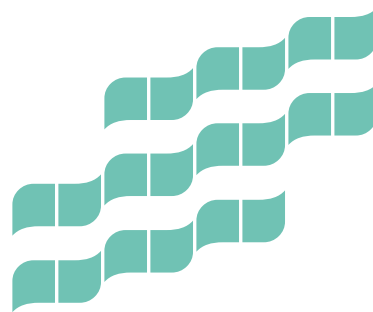
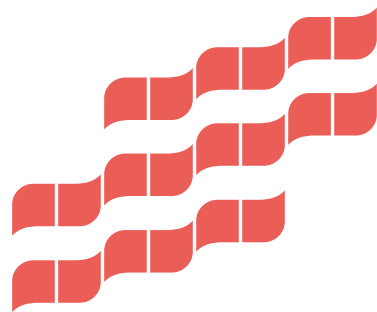
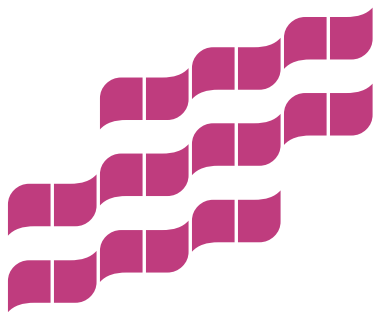
You can find typographical instructions for the keywords on the poster template instructions page (p. 52).

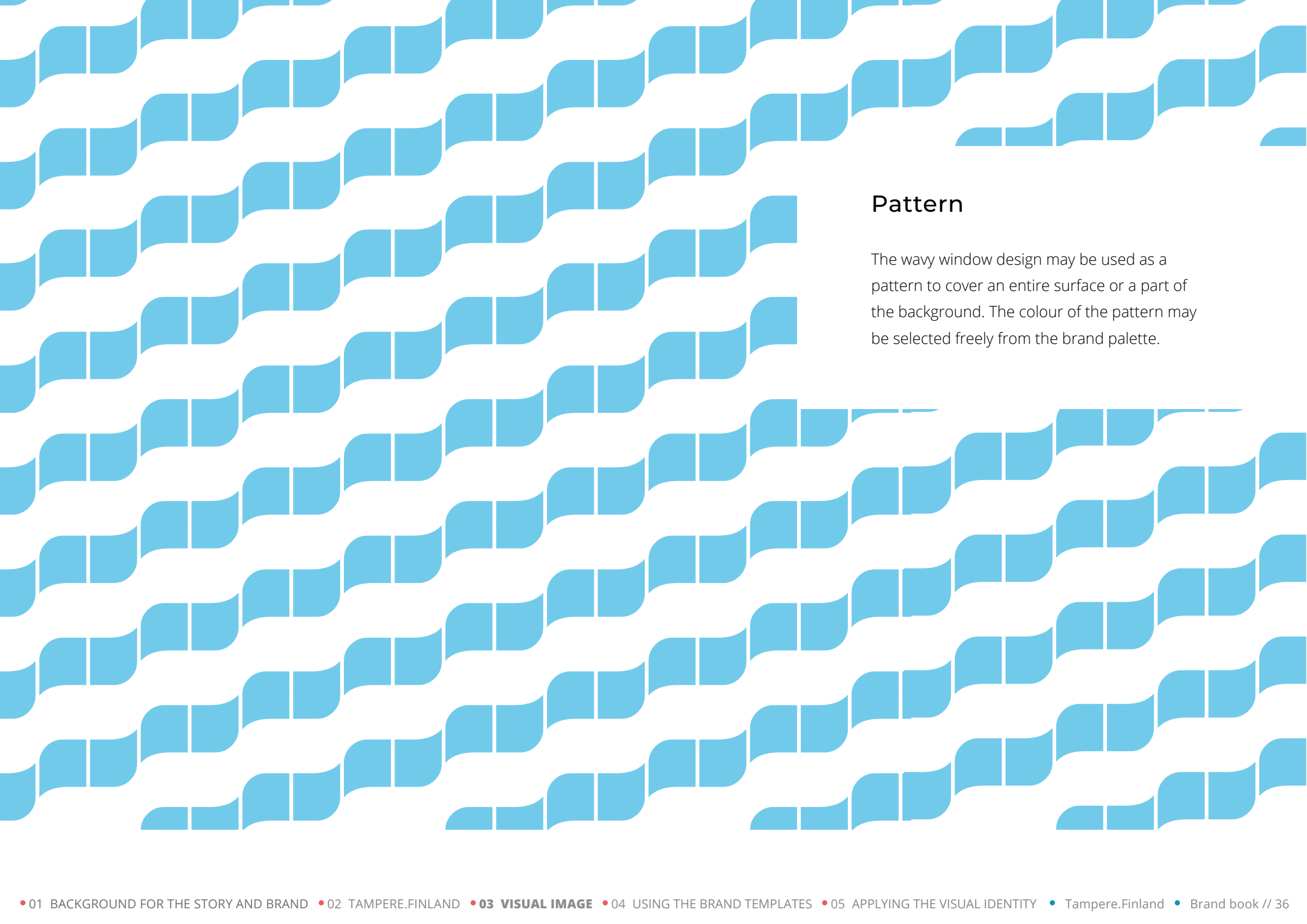
# GRAPHIC ELEMENTS



## Graphic elements

A new graphic element, a wavy window, combines the familiar window design with a wave design. It picks up the familiar shape and flow of the old window design. It also captures the shape of a wave.





## Pattern

The way window design may be used as a pattern to cover an entire surface or a part of the background. The colour of the pattern may be selected freely from the brand palette.



## Using the graphics

The brand book contains several examples. For certain applications, such as the letter template or business cards, there are ready-made layouts with pre-specified locations for the graphic elements. In other uses, the elements can be applied freely as either image frames, visual elements or a pattern.

# ICON STYLES



## Icon styles

The Tampere.Finland brand imagery uses single-colour line art icons. The icon may be placed either against a coloured or white background or inside a coloured circle.

You can find the icons, as well as the other graphic elements and logos, in the material bank. If you cannot find a suitable icon in the material bank or want to use an icon retrieved elsewhere, please make sure that the icon is a black or white line art icon resembling the icons in the material bank.

**Note:** Using various types of drawn and illustrated images as logos is not in line with the brand. Guidelines for social media profile images can be found on page 62.

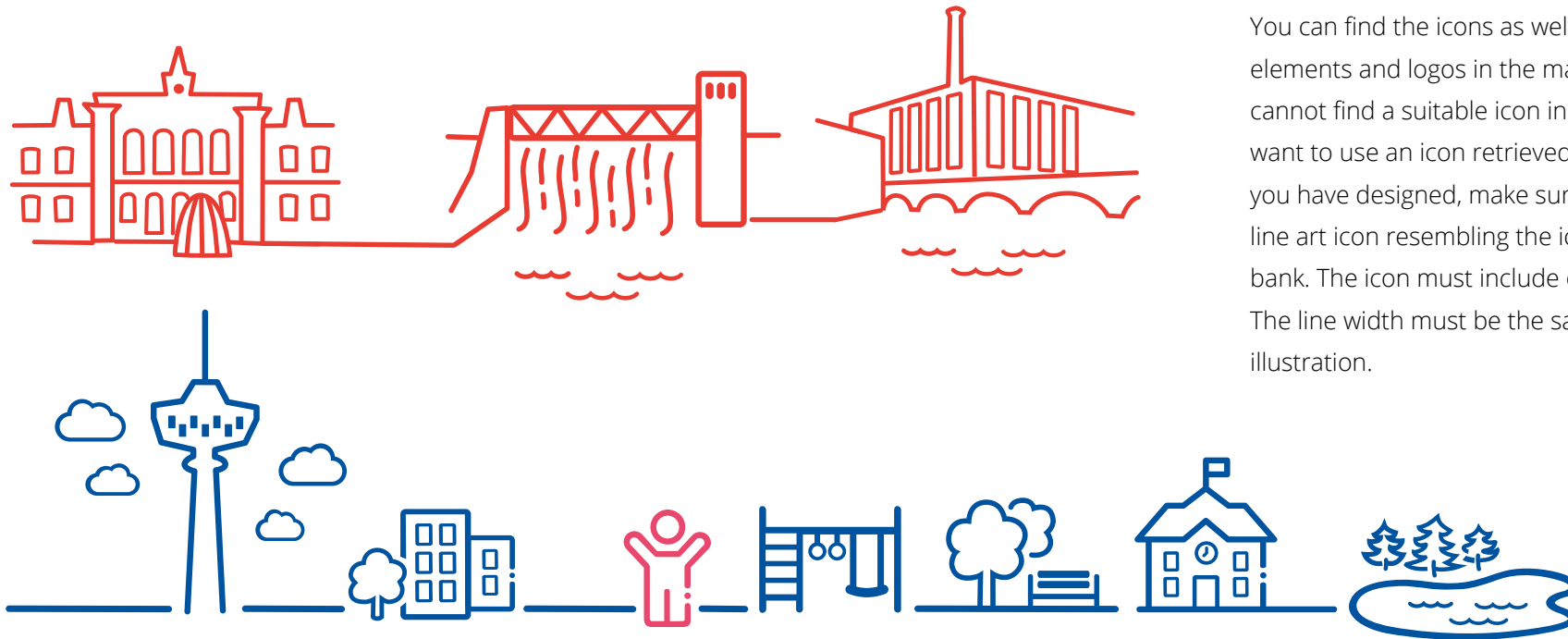


## Icons as illustrations

Tampere.Finland's line art icons can be used for creating illustrations. By combining various icons and placing them as desired, you can create more comprehensive illustrations compared with using one icon alone.

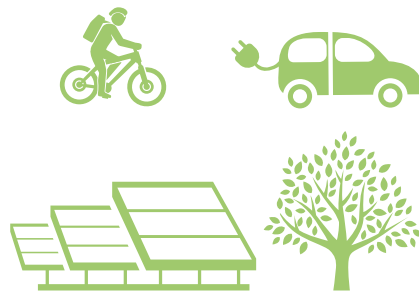
Use single-coloured icons for consistency; however, you can highlight some parts with one additional colour if it is relevant.

You can find the icons as well as the other graphic elements and logos in the material bank. If you cannot find a suitable icon in the material bank or want to use an icon retrieved elsewhere or an icon you have designed, make sure that the icon is a line art icon resembling the icons in the material bank. The icon must include one full-stop element. The line width must be the same in all parts of the illustration.





# ILLUSTRATIONS



## Illustration style

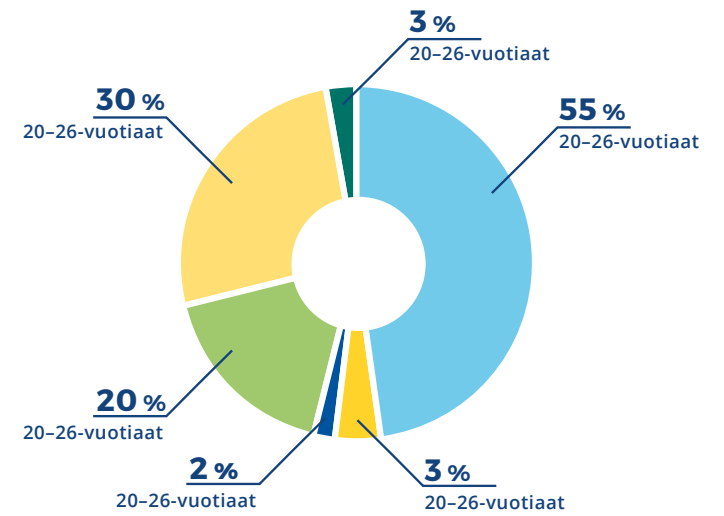
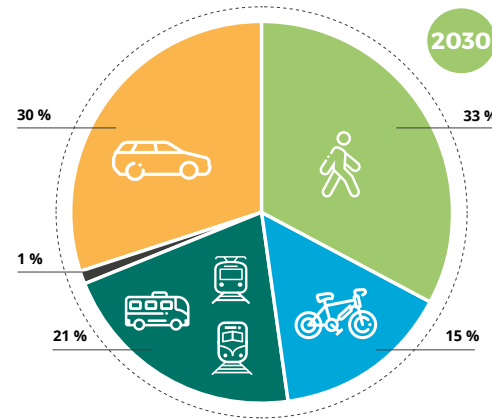
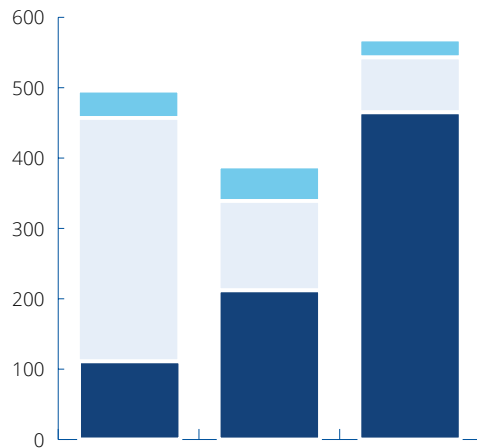
More story-based silhouette illustrations can also be used in the City of Tampere's materials. This page's images are examples of that. You can order illustrations from a graphic designer. The illustrations must have a clearly graphic and silhouette-like style and include elements of visual storytelling. The illustration must be one coloured or two coloured.

**Note:** Using various types of drawn and illustrated images as logos is not in line with the brand. Guidelines for social media profile images can be found on page 62.



## Graphs and infographics

The brand colour palette is used in the graphs and infographics included in the Tampere.Finland visual brand image. You should not use lighter tones of the colours (e.g. 80% tone). You may combine the palette colours freely in the graphs. The graphs may be placed against either a white or coloured background, provided that there is sufficient contrast. Here are some examples of the use of colours in graphs.



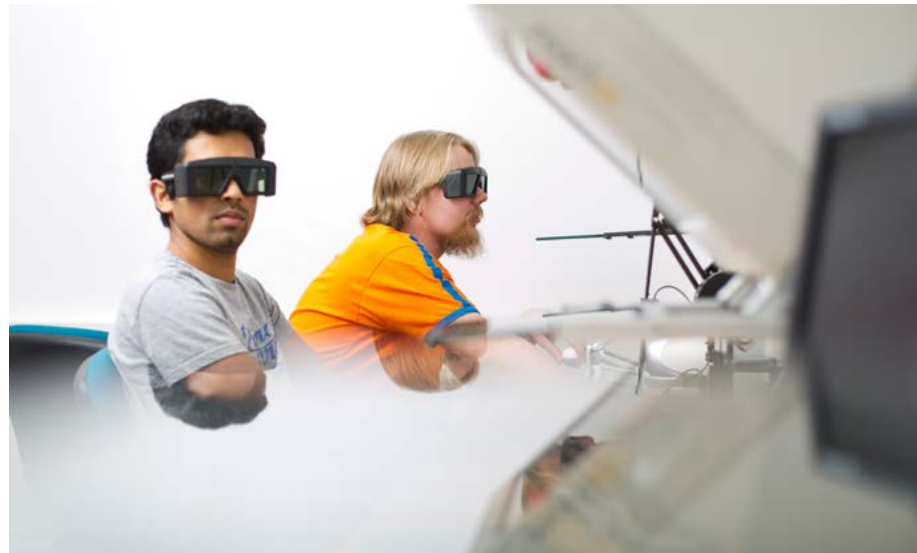
# IMAGES AND WORDS



## Brand imagery

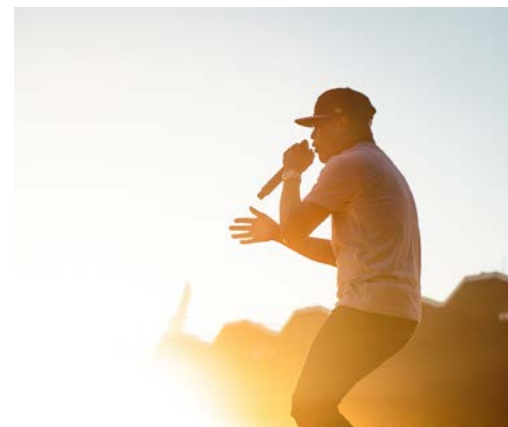
The Tampere.Finland brand is associated with simple, assertive images in which people or the presence of people are in focus. By favouring a non-standard arrangement, you can create depth and interesting details in the photographs.

A new kind of tension is achieved by combining text and images in a surprising manner.



## Photography instructions

- The photographs should entail depth. For example, the camera is focussed on an object farther away, leaving the object in the foreground unfocussed. Alternatively, you can focus on an object/detail in the foreground, leaving the background or landscape unfocussed.
- Arranging and emphasising specific details creates interest in the photos.
- You may play with the light by using either reverse light or an intense side light to create shadows and contrast.
- We primarily recommend wide-angle photographs or a wide cropping to leave room for adjustments in the layout.
- When taking photographs, you should also consider the fact that text may be added to the middle of the image.





## Tampere Photo Bank

The images are meant for marketing the region and for the press. The images must be used in accordance with good customs, and they may not be removed from the context or used for political purposes. The name of the photographer must be mentioned when using the images. Visit Tampere Oy should be mentioned as the source of the image.

If you share an image on social media, you must mention the name of the photographer and use the hashtag #VisitTampere in connection with the image. The images may not be used for commercial purposes (such as in connection with merchandise). Any commercial use of the images must be agreed upon separately with the photographer. Unauthorised use of the images for commercial purposes may result in legal action.

You can register as a user of the Tampere Photo Bank at:

<https://visittampere.fi/en/professionals/photo-bank-and-materials/>





**KOTI**  
TAMPERE.

**TYÖ**  
TAMPERE.

**TUNNELMA**  
TAMPERE.

**KOKEMUS**  
TAMPERE.

**MUUTOS**  
TAMPERE.

**IDEA**  
TAMPERE.

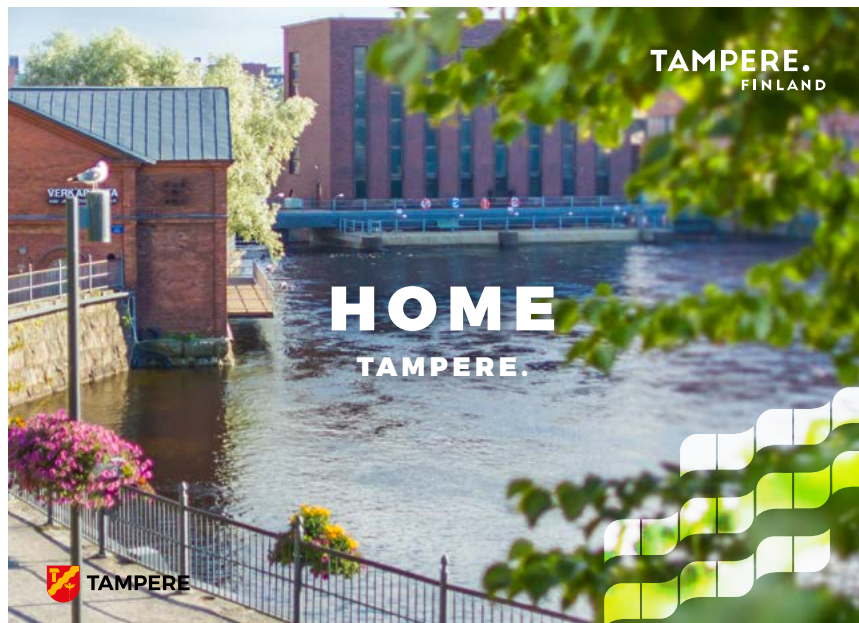
## Using the keywords with images

The six keywords (home, work, feeling, experience, change and idea) reflect the diversity of Tampere.

The selected words are neutral nouns. To create a strong impact, the words can be used in connection with images, with no other words added to the keywords themselves (such as friendly feeling). The images used with the keywords can be exchanged to make them suit various purposes.

When used with an image, the keyword always appears in connection with the text 'Tampere.'.

The 'Tampere.' text is not a part of the Tampere.Finland logo but a typographic element written in the Montserrat font and in capital letters. The words are arranged in the middle of the page layout on top of the image.



**HOME**  
TAMPERE.


**WORK**  
TAMPERE.

**FEELING**  
TAMPERE.

**EXPERIENCE**  
TAMPERE.

**CHANGE**  
TAMPERE.

**IDEA**  
TAMPERE.



# 04 USING THE BRAND TEMPLATES

TAMPERE.  
FINLAND

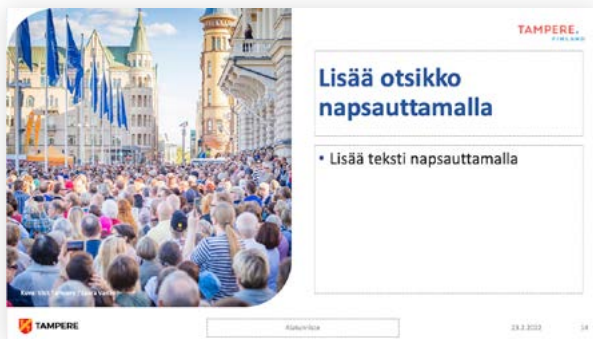
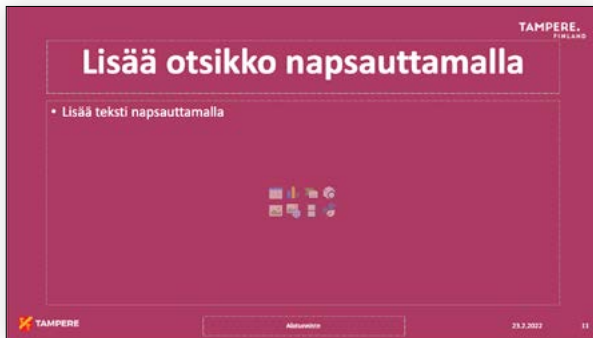


## Examples



## Business card

A two-sided business card contains the information in both Finnish and English. The wavy windows design can be produced by means of spot UV printing on matt-surface paper, giving the pattern an elegant gloss to make it stand out.



## PowerPoint presentation templates

Presentation templates in accordance with the Tampere.Finland visual image can be downloaded from the material bank at:

[tamperenbrandi.fi/en](https://tamperenbrandi.fi/en)

## Brand templates

**TAMPERE. FINLAND**

Yksikkö  
Osasto

Asiakirjan nimi  
Pvm

Vastaanottavan henkilön nimi  
Jakeluosoite  
Postinumero ja postitoimipaikka

Viite

**Otsikko**

"Asiakirjan tekstin aloituskohta"  
Jos asiakirja osoitetaan tietylle henkilölle, kirjoitetaan hänen osoitetietoihin ensimmäiseksi. Osoitetiedot kirjoitetaan Jos kirje lähetetään ulkomaille, maan nimi lisätään kuud. Sisennetty leipäteksti jos etuotsikkoa ei ole.

Etunimi Sukunimi  
virkanimike

Etunimi Sukunimi  
000 123 4567  
etunimi.sukunimi@tampere.fi  
Liitteen nimi  
Yksiköt tai henkilöt

Lisätietoja

Liite  
Tiedoksi

**TAMPERE. FINLAND**

Asiakirjan nimi 1 (1)  
Pvm Dnro

**1 Otsikko 1**

Leipäteksti 4,6 cm sisennys  
Luettelo  
• ensimmäinen  
– toinen  
– kolmas.

Numerointi  
1 ensimmäinen  
a toinen  
i kolmas

**TAMPERE**

**TAMPERE**

**Tampereen kaupunki**  
PL 487, 33101 TAMPERE  
Puh. 030 565 611

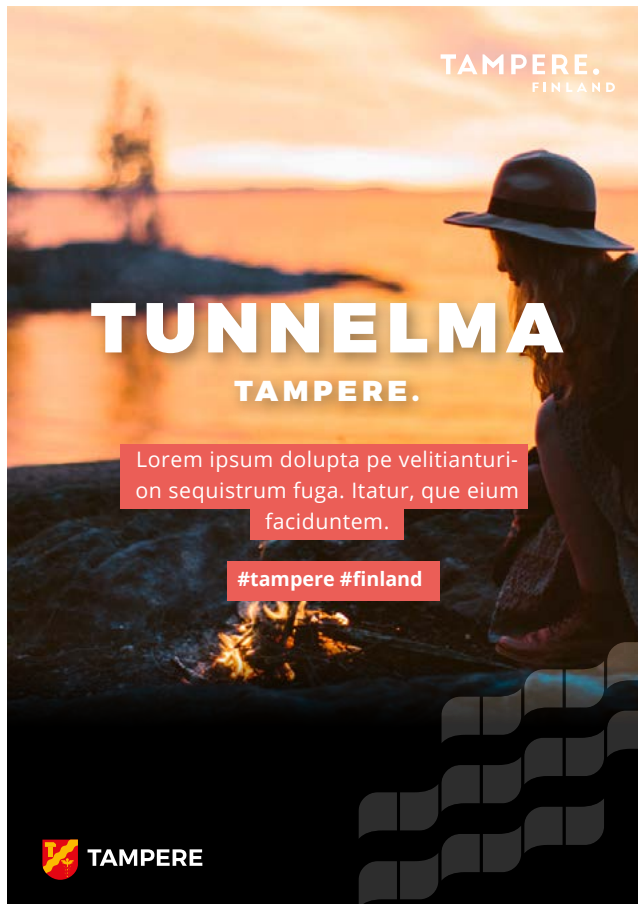
kirjaamo@tampere.fi  
www.tampere.fi  
Y-tunnus 0211675-2

## Word templates

Word document templates in accordance with the Tampere.Finland visual image can be downloaded from the material bank at:

<https://www.tampere.fi/en/tampere-brand>

## Brand templates



min. 15 mm

## Poster template instructions

Background image + text:

The poster layout is divided into three sections. The top section is left free from elements, with the text arranged in the middle section and centred. The bottom section entails the logo and the wavy windows design. The logo or coat of arms + logo is arranged in the bottom corner of the page a minimum of 15 mm from the edges of the page.

### HEADING:

*Montserrat Black 900*  
93 pt / 64 pt / +100 ↔  
*Montserrat Black*  
38 pt / 64 pt / +150

### BODY TEXT:

*Open Sans Regular 400*  
29 pt / 41 pt / +25

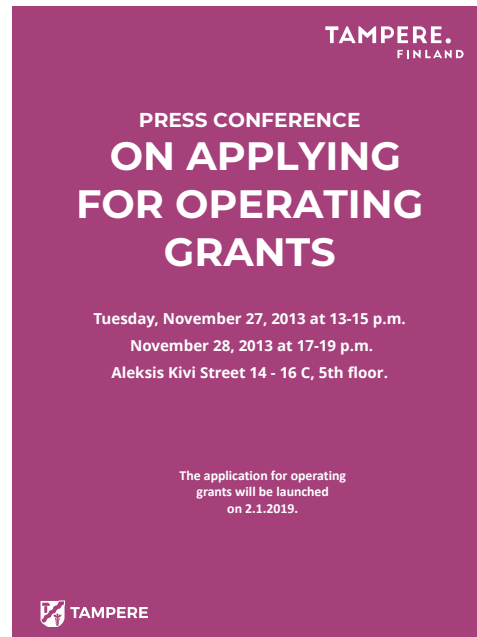
### HIGHLIGHT:

*Open Sans Bold 700*  
27 pt / 41 pt / 0

The poster templates are available in the material bank.

Please note! The font sizes and protected areas are standard sizes for an A3 poster. For larger posters, these must be scaled up according to the poster size.

## Brand templates



## PowerPoint poster templates

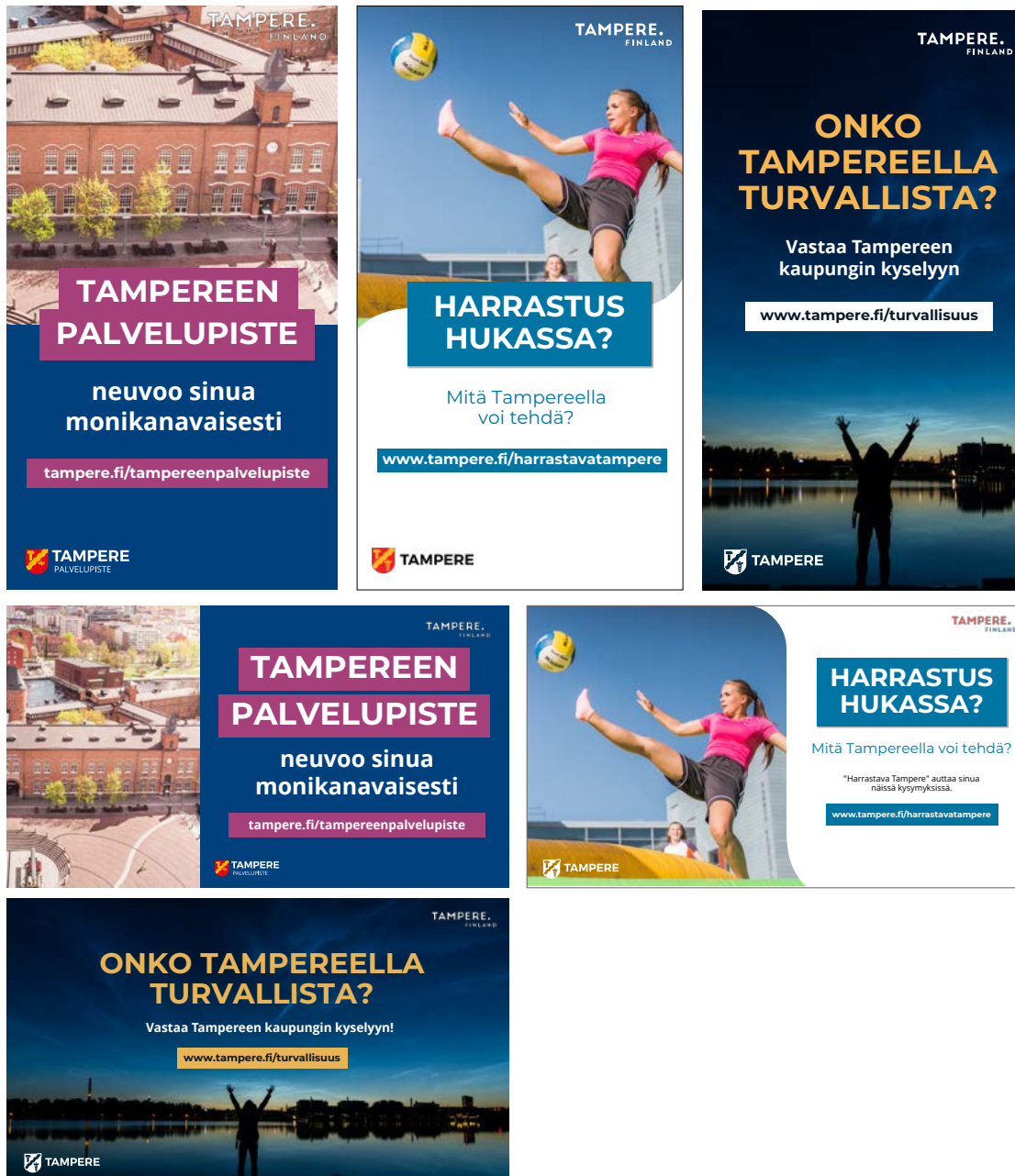
Templates for A3 posters are also available in a PowerPoint file, which you can edit to suit your needs without special layout software.

**Tip:** Convert your finished poster into a pdf file and print it to guarantee a good end result.

The PowerPoint poster templates are available in the material bank at:

<https://www.tampere.fi/en/tampere-brand>

## Digital signages



## Poster templates for digital signages

The PowerPoint file includes vertical and horizontal digital signage templates in the aspect ratio of 16:9, which you can edit to suit your needs without a special layout software. The file includes templates with and without images, and their colour palette can be changed.

The model templates include examples of image and content placement, but the result depends entirely on the content. Heading levels can be added or deleted, and the amount and placement of text content can be modified as necessary. Only logos have fixed places in the template.

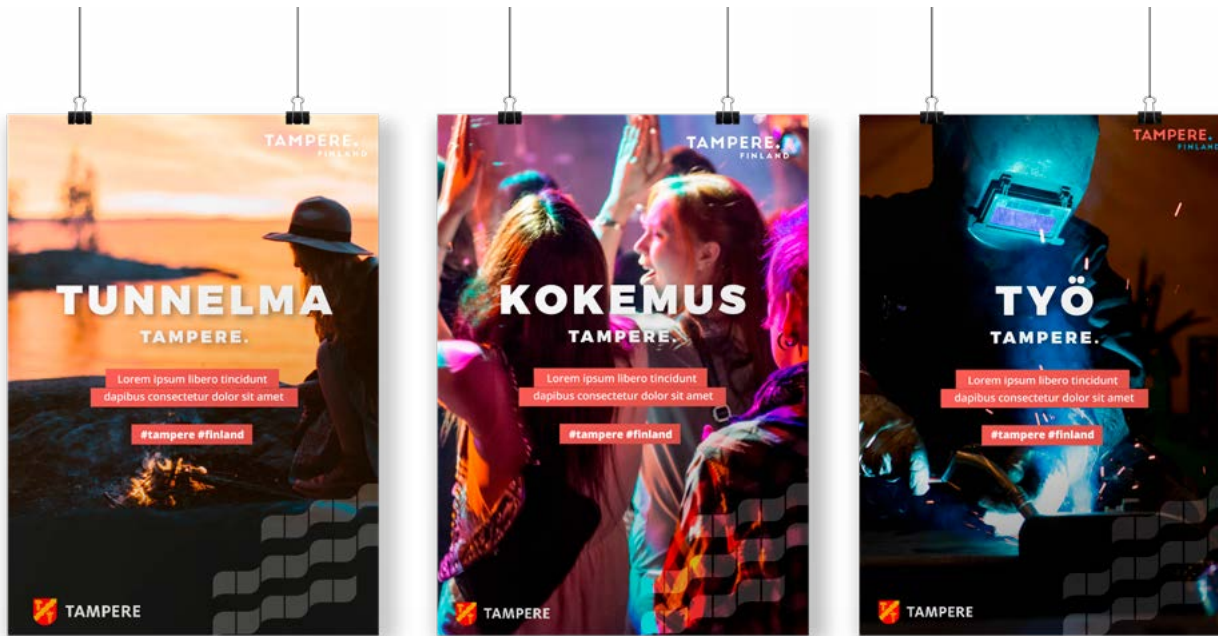
More instructions on how to modify the templates are available in the PowerPoint template's notes.

### How to create the final version in PowerPoint:

1. Choose File > Export...
2. Name the file.
3. Choose where to save the file.
4. From the bottom, select Save as type > JPEG.
5. Check that the width and height are correct (horizontal: 1920 x 1080 px; vertical: 1080 x 1920 px).

If the measurements are not correct, fix them, and click the Export button.

## Prints



Further examples of the visual brand image

Poster and rollup banner samples with the Tampere keywords.



## Prints

1.

TAMPERE.  
FINLAND

### Terveyspalvelujen neuvonnan numero muuttuu 1.1.2022:

- lyhytnumero 10023 poistuu
- pitkä numero 03 5657 0023 jatkaa

[tampere.fi/terveyspalvelujenneuvonta](https://tampere.fi/terveyspalvelujenneuvonta)

TAMPERE

A photograph of a man with dreadlocks talking on a mobile phone.

TAMPERE.  
FINLAND

Oikean palvelun  
löytäminen?

Neuvontaa?

Asuminen? Ympäristö?

Varhaiskasvatus?

Pysäköinti? Venepaikat?

TAMPERE  
PALVELUPISTE

A close-up photograph of a person wearing a blue knit hat and a white scarf, looking directly at the camera.

2.

1. Tampere Smart City Week rollup banner
2. Banner for the Tampere Day event
3. Abribus poster for the Tampere Day event
4. Mun.Tampere website's digital signage
5. Postcard

4.

TAMPERE.  
FINLAND

Millainen on sun Tampere 2030?

[mun.tampere.fi](https://mun.tampere.fi)

TAMPERE

A photograph of an elderly woman with short white hair, wearing a bright yellow jacket, looking upwards with a thoughtful expression.

3.

TAMPERE.  
FINLAND

# TAMMERKOSKEN VALOT SYTTYVÄT

// PE 23.10. //

Kosken ja sen ranta-alueiden valaistus on nyt valmis.

Koe loistava kansallismaisema läpi pimeän ajan.

TAMPERE  
VIKIN TAIDON RESURSSIT

A night-time aerial photograph of the Tammerkoski area in Tampere, showing illuminated buildings and bridges over the water.

5.

TAMPERE.

Tampere on asenne. Se asuu meissä kaikissa ja on juurtunut syvälle harjumaisemaan. Täällä, kosken rannalla, on aina syntynyt ideoita. Niistä on tullut työtä – jopa kokonaisia yhteisöjä.

Kun yhdet koneet ovat hiljentyneet, uudet ajatukset ovat pian täyttäneet tilan. Kangaspakat ovat vaihtuneet koodinpätkiin ja mieleenpainuviin kokemuksiin.

Rosoisin tiiliseiniin, yhä korkeammalle kiipeäviin ikkunariveihin on istutettu lupaus tulevasta. Vaikka kaupungin siluetti muuttuu, Tampereen tunnelma on aina tuttu.

TÄMÄ ON KOTI.

TAMPERE.  
FINLAND

A photograph of a modern building facade at night, with a blue color cast over the image.



## Prints

1.



3.



5.



6.



2.



4.



7.

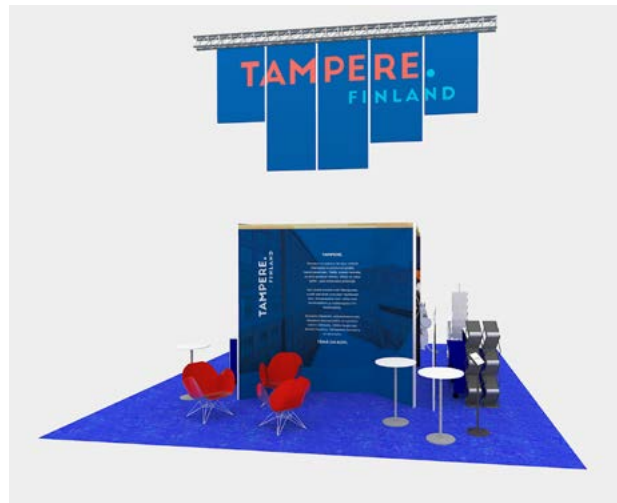


1. Notebook
2. Key lanyard
3. T-shirt
4. Canvas tote bag
5. Pen
6. Candy wrapping paper
7. Transparent water bottle



# 05 APPLYING THE VISUAL IDENTITY (WITH EXAMPLES)

TAMPERE.  
FINLAND



## Why create a consistent visual identity?

A consistent visual identity provides many benefits for the City of Tampere. It gives the city a character and personality of its own. The city's brand identity remains familiar and recognisable throughout the materials. The instructions concerning the visual identity must be followed because they are used for building the city's brand. A coherent visual identity increases trust and the brand's value. A consistent visual identity is the most efficient and cost-effective way in which to build the desired Tampere image.

Applying the visual identity is divided into three groups according to their purposes. On the following pages are instructions and tips on how to apply the visual identity.

## Primary use of the visual identity

Everyone using the City of Tampere's visual identity should follow these instructions without exception.

Themed campaigns. These instructions apply to themed campaigns, which play a strategically significant role in the city's operations. These instructions are also followed when an impressive visual identity is needed for extensive operations.

Project or initiative. The City of Tampere's visual identity is primarily used in these materials, but the visual identity may be modified on a case-by-case basis according to the project's or initiative's needs.



## Primary use

Instructions have been created to make Tampere's visual identity consistent. The instructions must be followed as much as possible. The following pages present instructions on how to apply the visual identity to suit your needs.

### How the visual identity is primarily applied

- All materials with their visual identities (colours, typography, graphics, icons, and images) and logos must be implemented according to the City of Tampere's visual brand image.
- The visual identity can be personalised with colours (from the City of Tampere's colour palette), layout, and images.
- Colours cannot be reserved for specific operations.
- Using your own logo, tag, symbol, pattern, or font is not allowed.

Presenting the unit or service's name on websites and in other materials. The unit or service's name must be presented in the material content in a website hero image's header or main headlines, for example. In print materials, the name must be presented in the material's main headline or in the subheadings at the beginning of the materials. Some units have their own coat of arms logos in which the names appear.



### Typesetting of hashtag names:

1. **#LiikkuvaTampere**
2. **#Liikkuva-Tampere**
3. **#LIKKUVATAMPERE**
4. **#LIKKUVA-TAMPERE**

### The name or abbreviation can be turned into a hashtag (#) and used as a file (#name or #NAME).

- The name must be written without spaces or punctuation marks on one line. Long names can be written on two lines (spacing +2 pt of the font size, left aligned).
- If the hashtag includes more than one word, make sure that you capitalise the first letter of each word. Not like this: #twowords, but like this: #TwoWords. This makes it easier for people and screen readers to see where a new word starts and where the previous one ends.
- The font used is Montserrat in bold. Adjusting the letter spacing or font is not allowed.
- The hashtag name's colour may be any colour from the brand colour palette. However, pay attention to the accessibility contrast requirements when choosing the colour (see page 29).
- For marketing materials in digital and print (websites, brochures, posters, advertisements, slide templates, etc.), always use the Tampere.Finland logo as well as the coat of arms logo in addition to your service's name/hashtag.
- Usually, the Tampere.Finland logo is placed in the upper right-hand corner. It must not be placed next to the coat of arms logo or a hashtag.
- The hashtag name may be placed in connection with the content, in the bottom right-hand corner, or at the bottom after the coat of arms logo in a row of logos (if logos of several operators exist). However, the hashtag may not be used like a logo, and it must not be placed in the Tampere.Finland logo's place in the upper right-hand corner.

1.



2.



3.



## Profile picture on social media channels

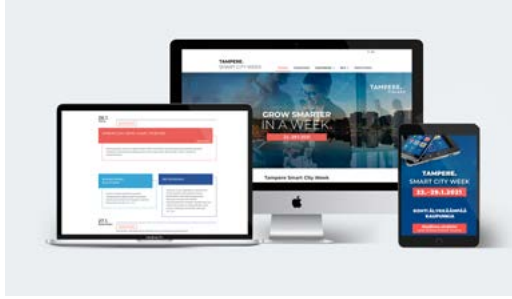
**To ensure a consistent brand identity, three options may be used in a unit's social media profile pictures:**

1. The recommended profile image reflects the unit and its operations.

2. Another option is to choose from the Tampere brand's icons an icon that suits the unit and its operations. Use it on a coloured background. The way window element may be added to the image, if necessary.

3. If a suitable image or icon for the profile picture is not found, you can use a hashtag created in accordance with the brand identity. The hashtag name must be white and must be placed on a selected brand colour. The way window element may be added to the image, if necessary.

**Note:** Using illustrations and graphic elements other than the Tampere brand icons as the profile image for a unit or service's social media channels is not in line with the brand.



## Themed campaigns

As part of brand management, you can create themed campaigns, which play a strategically significant role in the city's operations. Themed campaigns are created when the customer needs an exceptionally impressive and recognisable campaign. Themed campaigns concern various units operating in a wide field.

For themed campaigns, you may design an additional graphic element, which joins the operations together and makes the campaign visually recognisable.

In other respects, follow the brand instructions, and do not create separate logos. Decisions on creating themed campaigns and guidelines for the visual identity are made in the strategy and development unit.

*The City of Tampere commissions or produces itself several brand events every year that take place in the city spaces. A brand event is a community event which is open to everyone, free of charge and visible in the city space, and which supports the city's objectives and visibility. We invest in these events because their importance to the city's image (in terms of people's interest in moving, studying, and travelling to Tampere) is significant.*

*The aim of the events is to develop activities and bring life to the city centre during the darkest months of the year, in particular when there are not as many other events and experiences on offer.*

*We have created a specific look for the events which we wanted to differentiate from other city materials and events. By cropping the images and adding graphic elements (light and flag banners), we have given the look a new dimension but in a way that ensures that all other elements are still recognisably part of the Tampere brand look.*

*Tampere. Smart City Week is an event which gets a new look every year. The look should serve the theme and topic of the event.*



*The objective of developing the look of regional service centres was to create a coherent family of Tampere. Finland looks, which follows the nature of the services, makes the Tampere.Finland brand visible and familiar to citizens, and combines regional service centres and external involved parties into a unified family. In addition to creating the look, a main message was agreed upon to be common to all those involved. A separate graphic application guide has been created for all these elements, and it is based on the City of Tampere's graphic guidelines.*

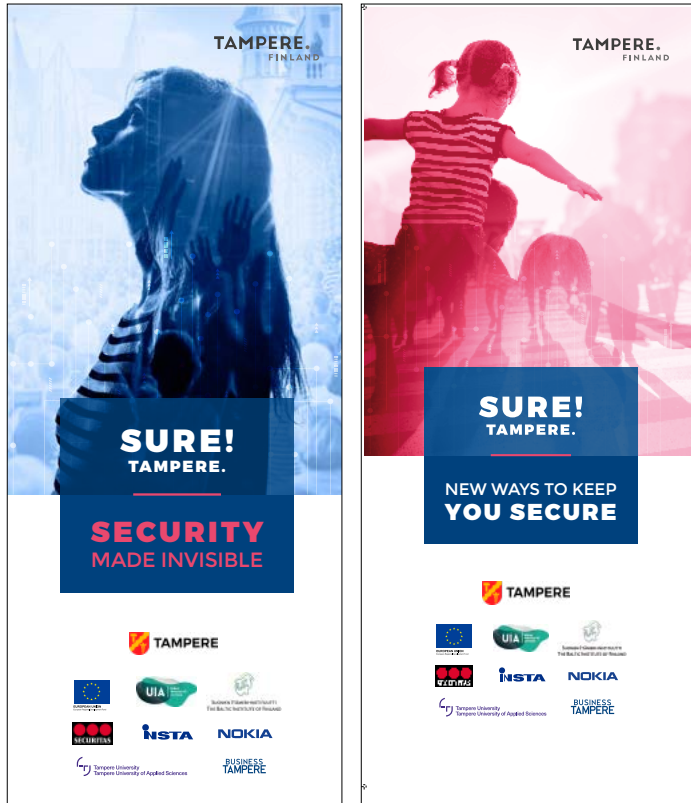
When planning visual identity for themed campaigns, try to follow the brand identity's primary instructions. Above are solutions that allow some visual liberties and can be used for making the themed campaigns more distinguishable.

## Theme set

### Applying the visual identity in themed campaigns

- All materials with their visual identities (colours, typography, graphics, icons, and images) and logos must be implemented according to the City of Tampere's visual brand image.
- The visual identity can be personalised with colours (from the City of Tampere's colour palette), layout, and images. Colours cannot be reserved for specific operations.
- Using your own logo, tag, symbol, pattern, or font is not allowed.
- Creating your own core message or proposition is allowed.
- Creating an additional graphic element or imagery is allowed if it joins the operations together and makes them visually recognisable.
- Images and elements may be cropped in a way that fits the brand identity (maintaining natural and balanced lines).
- A hashtag name may be created in connection with the visual identity. See instructions on page 61.
- See instructions on how to create a profile picture for social media on page 62.





## Project or initiative

The city of Tampere's projects and initiatives mainly follow the Tampere brand's visual identity (colours, typography, graphics, icons, and images) and the logo instructions in their material production.

In projects and initiatives, colours are selected from the city's colour palette, and visual identity and logo instructions are followed, which makes the city of Tampere's marketing recognisable.

The city of Tampere's projects carried out with partners or sponsors are mainly implemented in accordance with the Tampere brand's instructions. If a project's or initiative's sponsor has special conditions for communications or marketing, they are considered.

Partners' and sponsors' logos are usually placed horizontally in relation to each other, and logos of the same size are used. The following instructions must be followed:

- Logos are always placed in a line at the bottom of the materials. The Tampere.Finland logo is placed separately from the other logos in the upper right-hand corner.
- In national projects in which the city of Tampere participates, the project's national instructions may be used (see logo instructions).
- In all projects, try to include at least the Tampere coat of arms logo in the materials. In cases where the above-mentioned instructions cannot be applied, please contact us for more specific instructions.

*The SURE project (Smart Urban Security and Event Resilience) develops urban and event security reliably and intelligently. The project involves several partners and sponsors.*

*The aim of the look is to express the identity of the urban environment, while adding a sense of a large event, and security. With this new type of unifying imagery, we were able to express the characteristics of the project.*

## Brand book versions

V 1.0 - 08.03.2019  
V 2.0 - 08.06.2022  
V 2.1 - 17.08.2023  
V 2.2 - 16.11.2023

You can download  
materials in accordance  
with the visual brand  
image from the  
material bank at:

[TAMPEREENBRANDI.FI/EN](https://tampereenbrandi.fi/en)