



Fortum Brand Style Guide

Join the
change

 **fortum**



Welcome!

This is the Fortum Brand Style Guide. It's a tool made to guide, inspire and help us all to build a coherent Fortum brand. A brand that feels contemporary, optimistic and joyful.

If you have questions, don't hesitate to contact us at Corporate Brand Function.

branding.fortum@fortum.com

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All pages marked with AR symbol include AR content. Download Arilyn app from **AppStore** or **Google Play** to your mobile device and look the pages through your mobile screen.



Logotype

Logotype versions

Logotype free zone and minimum size

Logotype with tagline

Placing the logotype

Sub-brand logos

Separate brand with Fortum endorsement

Using logo with other logos and in products



Main logotype

Fortum logo reflects universal energy. The logo communicates about professionalism, performance and strength. The open form of the logo refers to development and open attitude towards improvements.

Symbol

The symbol has two different, however parallel, elements in terms of the form. The circle stands for globe. The arc is in a perpetual movement around the circle. Below, the arc protects and above it opens up for development and new ideas. The arrow of the arc symbolizes recycling and circular economy.

Wordmark

As a name, Fortum is short, to the point, and communicates about strength, solidity and progress. The small letter f makes us approachable.

Usage

Always use the full logo. Use of the symbol without the wordmark is allowed

only in certain situations, for example in mobile applications, social media, small business gifts or pins and if the space is too limited to have the full logotype.

It is not possible to use the wordmark alone. Always when using word Fortum, use the bodytext font for it.

Logotype colour versions

Always use the Fortum logo in Optimistic Green colour. If you can't use the correct colour due to technical limitations, use gray or white logo. On a dark background use the white logo. White logo can be used also without a green or a gray box.

Russian version

Use the Russian version of the logotype in all materials for the Russian market. Follow the logotype guidelines.

Animated logo

Fortum has different versions of animated logos. See animated logos on page 5:1.



Symbol

Wordmark



Logo placed on an image



Optimistic Green
R 90 G 195 B 125
HEX #5AC37D
C 60 M 0 Y 75 K 0
PMS 7489 C, 368 U
RAL 6018
WEBSAFE 66CC66



Gray (Grayscale use only)
C 0 M 0 Y 0 K 50



Logotype free zone and minimum size

1:2

Logotype free zone

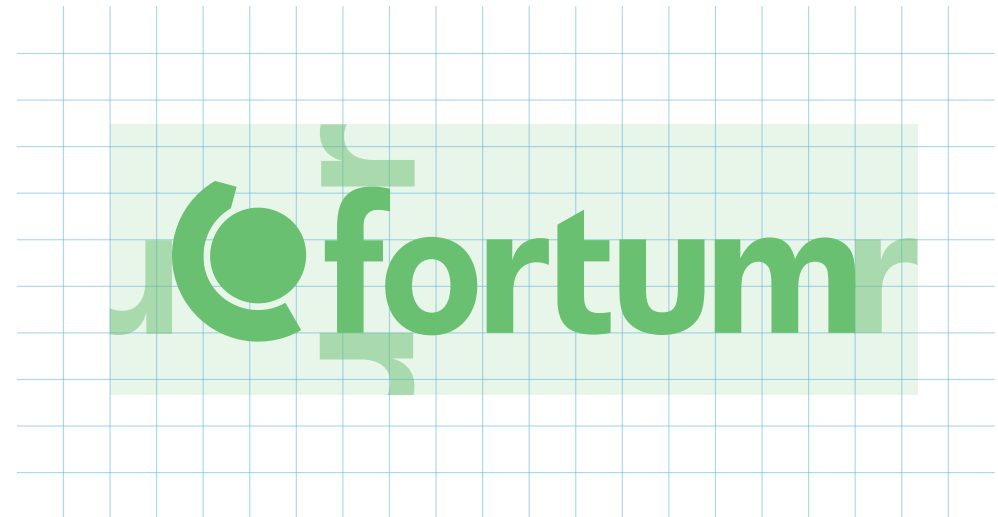
The logotype is surrounded by a free zone, in which no text, logo or graph may be placed. The free zone is equal to the width of the letter r of the logo or 1 1/3 grid. If the logotype is printed on an image, check that the image has no disturbing elements inside this zone.

Minimum size

The minimum size for the logotype is 25 mm for print. For digital, 100 pixels for traditional screens and 200 pixels for high definition screens.

Symbol free zone

In cases where logo symbol is used without workmark, the free zone is 1/2 of the width of the symbol. If available space (e.g. social media or other digital media icon) for symbol is small, exceptions for free zone is allowed.



25 mm print
100 px regular screens
200 px HD screens



Logotype free zone
for the Russian version

Use the logotype with the tagline when possible, to amplify our mission.

The tagline is always written in English (or in Russian for the Russian market). The tagline can be translated into local languages and used in a bodytext. Translated versions can not be attached to the logo.

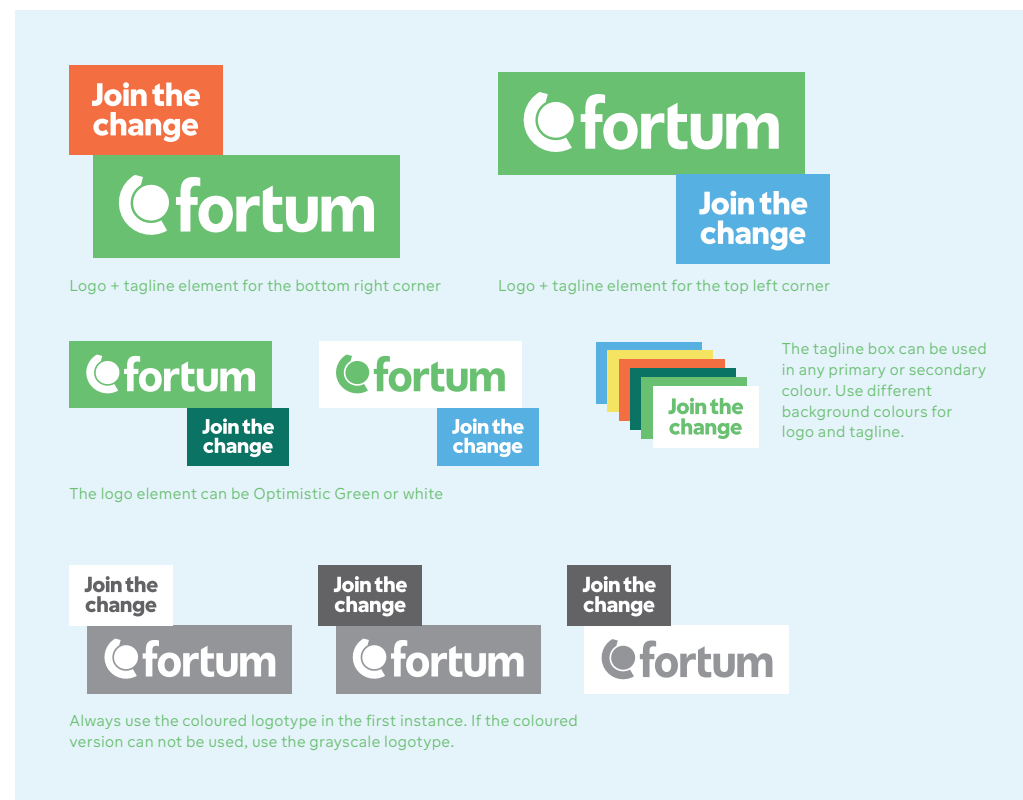
Tagline element colours

The tagline background can be in any primary or secondary colour. The logo background is either Optimistic Green or white. Do not use tints or transparency in backgrounds. Use the tagline logo originals from Fortum Mediabank.

Primary version of the tagline logo

In the primary version there is a coloured tagline box attached to the logo. There are different versions for the bottom right and the top left corners. The coloured box attached to the logo is reserved for the tagline only, no other text can be used in that box.

Primary version of the tagline logo



Secondary version of the tagline logo

This version of the logo with the tagline can be used either in green or in white. White version can be used on top of an image or on top of a video.

Tagline free zone

The logotype is surrounded by a free zone, in which no text, logo or graph may be placed.

The tagline is set according to the logotype free zone.

The free zone is equal to the width of the letter r of the logo. If the logotype is printed on an image, check that the image has no disturbing elements inside this zone.

Secondary version of the tagline logo





Placing the logotype

1:5

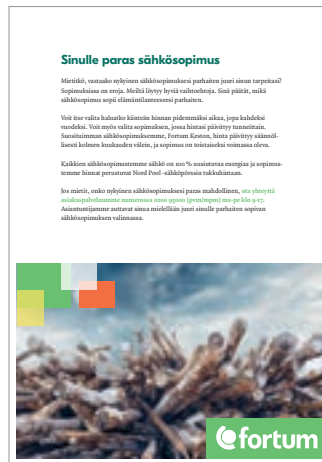
The logo is primarily placed in the bottom right corner.

In some applications, for instance roll-ups and digital applications, the logo is required to be on the top. In such cases, place the logo in the top left corner.

When the logo is used inside a box place the box precisely in the corner. If that is not possible, use the logo inside an image and put it in the corner of the image.



Business card



Customer letter



Print ad



Roll-up

Fortum sub-brands

Sub-brands are brand extensions to the master brand Fortum presenting a clear value proposition to their target groups while benefitting from the endorsed power of the Fortum brand. Sub-brands have a role in building Fortum brand in new categories, technologies or geographical areas.

Size and distance in order to make the brands work together.

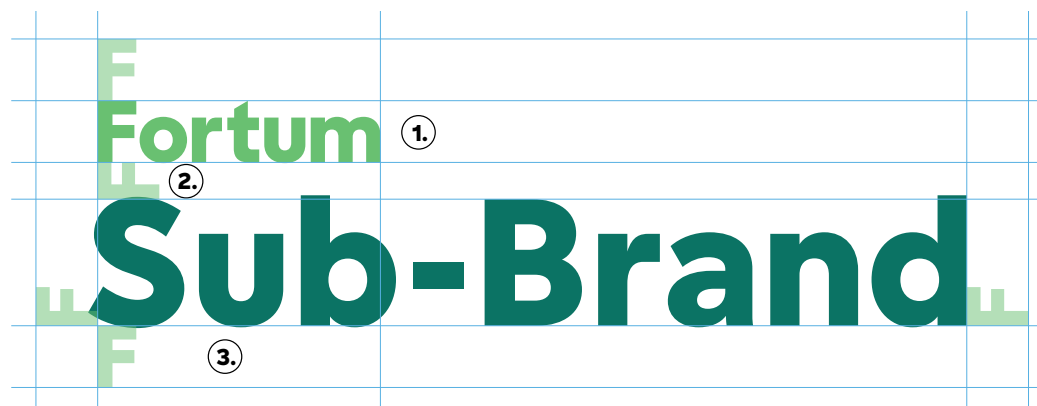
- (1) The size of the Fortum name is set according to the size of the letter F in Fortum name.
- (2) The distance between the Fortum name and the sub-brand name is size of horizontal Fortum name's letter F.
- (3) Sub-brand logo's free zone is set by using the Fortum name's F-letter according to the example.

The logo should be legible even in small sizes and have a clear hierarchy between Fortum name and sub-brand name. The name Fortum is colored with Optimistic Green and the sub-brand name uses Forest Green. Fortum Sans is used when creating Fortum sub-brand logos.

Fortum logo can be replaced by a Fortum sub-brand logo in advertising and presentations. Use Fortum logo in all legal documents.

If you wish to start with a new sub-brand, contact Corporate Brand Function.

Visit guidelines.fortum.com for digital guidelines, images, logos and templates.



Examples

Fortum
eNext

Fortum
Bio2X

Fortum
C·IRCO®

Separate brand with Fortum endorsement

1:7

Company Endorsement

For those Fortum owned companies that are not related to Fortum's core business or as a temporary solution before re-branding into Fortum it is possible to use Company Endorsement.

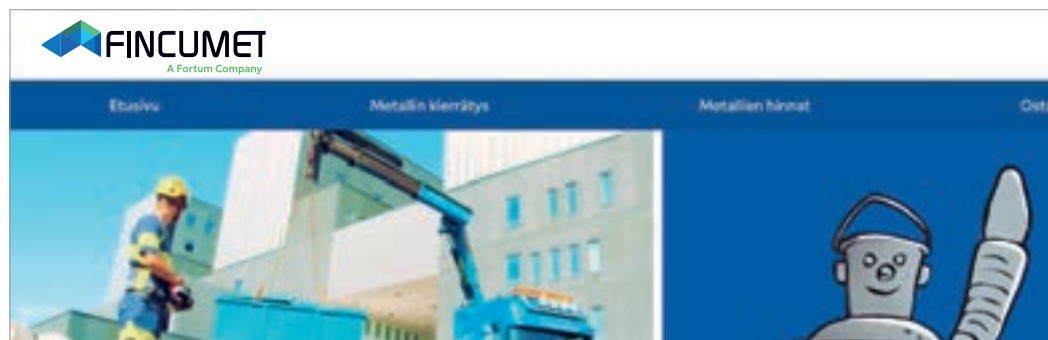
The **A Fortum Company** endorsing will be attached to the original logo of the company.

A Fortum Company text is placed at distance of the height of F-letter. Endorsement is aligned primarily right according to original logo. There can be exceptions if the form of original logo requires so. In any case distance from the original logo and free zone is always measured in the same way.

The Company name height in relation to Fortum endorsement must be decided case by case because different logos can vary a lot.



Examples



Using logo with other logos and in products

1:8

Using Fortum logo with other logos and in products

When Fortum logo or Fortum sub-brand logo is used with other brands' logos remember to have the free zone around the logo.

If the brands are equal, the logos can be either side-by-side or one below the other preferably in alphabetical order. If one brand is prior to the other, that should be first.

If Fortum sub-brand is visible on a branded product, follow product specific guidelines (e.g. Fortum Circo).

Examples





Colours

Colour codes

Fortum's primary colours are Optimistic Green and Forest Green. Green communicates nature, optimism and development.

CMYK: Printed applications

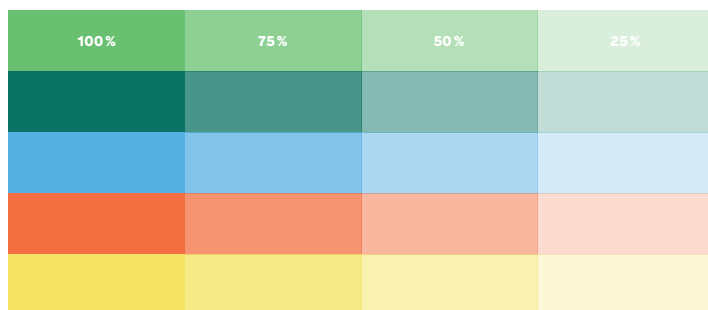
RGB: Screens and displays

Pantone: High-quality print

RAL: Painting

Hex code: RGB in hexadecimals

Websafe: Safe colour for web



All colours can be used as tints.

There is an extended colour palette in use for digital applications.
See guidelines.fortum.com for more information.

Primary colours



Optimistic Green
R 90 G 195 B 125
HEX #5AC37D
C 60 M 0 Y 75 K 0
PMS 7489 C, 368 U
RAL 6018
WEBSAFE #66CC66



Forest Green
R 55 G 122 B 108
HEX #377A6C
C 90 M 35 Y 65 K 15
PMS 5473 C, 329 U
RAL 6026
WEBSAFE #336666

Secondary colours



Water Blue
R 120 G 160 B 212
HEX #78A0D4
C 60 M 15 Y 0 K 0
PMS 284 C U
RAL 5012
WEBSAFE #6699CC



Energetic Orange
R 235 G 100 B 55
HEX #EB6437
C 0 M 70 Y 80 K 0
PMS 1665 C U
RAL 2004
WEBSAFE #FF6633



Aurelion Yellow
R 245 G 225 B 80
HEX #F5E150
C 5 M 5 Y 75 K 0
PMS 108 C U
RAL 1016
WEBSAFE #FFFF66

Complimentary colours



Power Red
R 210 G 85 B 100
HEX #D25564
C 25 M 95 Y 50 K 0
PMS 1797 C U
RAL 3018
WEBSAFE #CC3333



Sustainable Gray
R 185 G 180 B 170
HEX #B8B4AA
C 30 M 25 Y 30 K 5
PMS 429 C U
RAL 7004
WEBSAFE #999999

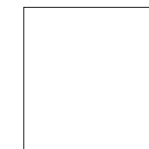


Electric Green
R 120 G 222 B 200
HEX #78DEC8
C 55 M 0 Y 30 K 0
PMS 3252 C U
RAL 6027
WEBSAFE #66FFCC

Black and white



Black
R 0 G 0 B 0
HEX #000
C 0 M 0 Y 0 K 100
WEBSAFE #000



White
R 255 G 255 B 255
HEX #FFF
C 0 M 0 Y 0 K 0
WEBSAFE #FFF

Typography

Fortum typefaces
Typography grid



Primary and secondary typefaces

Primary typography

We have our own font, Fortum Sans, that is designed for Fortum. Fortum Sans is a contemporary, modern, approachable and functional. It has a distinguished style that helps us to build a differentiated, unique and coherent brand.

Fortum Sans is suitable both for printed material and digital content.

Secondary typography

If it is not possible to use Fortum Sans due to technical reasons (PowerPoint presentations, website not supporting own fonts etc.), use the secondary typeface Arial.

Primary typography

Fortum Sans

Bold
Medium
Regular
Light

Bold Italic
Medium Italic
Regular Italic
Light Italic

A a B b C c D d E e F f G g H h I i J j
K k L l M m N n O o P p Q q R r S s T t
U u V v W w X x Y y Z z Å å Ä ä Ö ö
1 2 3 4 5 6 7 8 9 0 . , : & ? %

Fortum Sans Cyrillic

Полужирный
Средний
Обычный
Тонкий

Полужирный Курсив
Средний Курсив
Обычный Курсив
Тонкий Курсив

А а Б б В в Г г Д д Е е Ё ё Ж ж З з И и Й
Й К к Л л М м Н н О о П п Р р С с Т т
У у Ў ў Ф ф Х х Ц ц Ч ч Ш ш Ы ы Ь ь
Э э Ю ю Я я

Secondary typography

Arial

Bold | *Bold Italic*
Regular | *Regular Italic*

Use the grid as a basis for consistent typography. You can use the font in different sizes and colours. Make sure that the overall impression isn't restless.

Main headline
Fortum Sans Bold
Leading 8 * 7 = 56 pt

Lorem ipsum
dolor

Customers & employees are the core of Fortum

The efforts of our employees to facilitate the life of our customers and the societies where Fortum operates constitutes the core of our business.

CORE VALUES

Only by **understanding and believing** in our mission to provide customers with clean energy solutions can we engage our customers. We will all create our individual path to contribute and communicate, but our mission remains the same.

Change is our future and we invite our stakeholders to join our journey towards a solar economy.

7 pt

Secondary headline
Fortum Sans Bold
leading 5 * 7 = 35 pt

Lead paragraph
Fortum Sans Regular
leading 2,5 * 7 = 17,5 pt

Subheadline
Fortum Sans Bold
leading 2 * 7 = 14 pt

Body copy
Fortum Sans light
leading 2 * 7 = 14 pt

Footnote
Fortum Sans medium
leading 1,5 * 7 = 10,5 pt

Photography

Moodboard
Photo genres
Photo guidelines



Fortum imagery

In Fortum we use two types of imagery: **conceptual images** illustrating overall themes and **Fortum images** that are specific for our business.

1. Conceptual images - Join the change

Conceptual images are idea-driven. They can be more symbolic and support overall themes as contemporary trends, light, residue, city, hydro, waste, showing people enjoying themselves, using sustainable solutions and living the change. Conceptual images have simple but interesting compositions, crisp lighting, a neutral background with strong colour in focus.

2. Fortum images

Fortum images stay close to what we do. Showing the product, emphasizing the clean energy, nature and the latest green technology. They show the pride and determination that comes from working at Fortum. Settings in images should not be over-arranged.

1. Conceptual images



2. Fortum images



Authentic moments in life and interesting angles of our business.

Mood

All images used in Fortum should create a believable, friendly, relaxed, energetic and optimistic mood. Yet people, mood and situations should feel authentic, not fake or forced. People appearing in photographs should have a genuine and personal look and their gestures and reactions should always be natural and believable. Settings should not be over-arranged. Diversity (age, gender, nationality) should be promoted.

Composition

Images should be clear and simple in both idea and composition. Aim for a depth in focus field, light and composition to make the imagery more dynamic and less static or arranged. Leave space around, or on the side of, action. It gives the images versatility of use and a possibility for cropping. Short focus depth or foreground or background can be used to make sure the image isn't too flat and that it's visually appealing.

Light

Keep the lighting natural. High contrast, backlight, flares etc can be used as long as it feels natural. Morning and late afternoon lights often give a warmer and more interesting feel.

- **Follow safety instructions when taking photos**
- **People in photos should always comply with all the necessary safety instructions (Fortum's work wear, safety gear, bike helmets, seat belts etc.)**
- **Ask a written permission from the people in the photos**
- **Sign all the necessary agreements with the photographer (DPA etc.)**

Videos & sound

Animated logotype

Video

Sound



Animated logotype

5:1

“White” animated logo

In the animation the pictogram of the Fortum logo is transformed from the globe. Use animation in white color over a coloured background.

“Green” animated logo

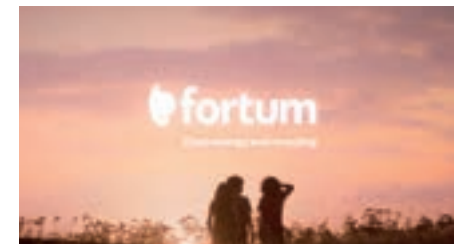
Use this simple and joyful animated logo over a white or a light coloured background.



“White” animation



“Green” animation



“Glow” animation



When producing videos, think about the usage and the audiences, and adjust the style to fit the purpose and the media. If the video is longer than 3 minutes, it might be clever to make a shorter video (30 s) of the same material. The shorter video can be used in social media or as a teaser for the longer video.

Build coherence with Fortum brand style by using the same colours and typography. The mindset of the videos is warm and optimistic. People in films are shown in a warm, authentic and relaxed way. The stories and style are authentic but professional. Make the transitions natural, simple and effortless, without unnatural effects.

Use music based on Fortum Melody. There are some readymade versions of the melody or you can make an own version for the video.

Use the readymade animated logos at the end of a video in “White” or “Green”. Do not animate the logo in any other way. The logo can also be used without the animation.

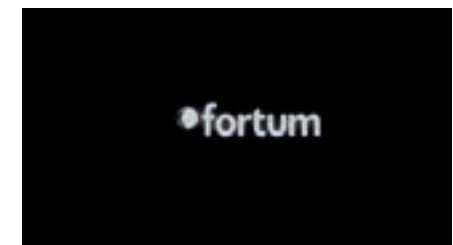
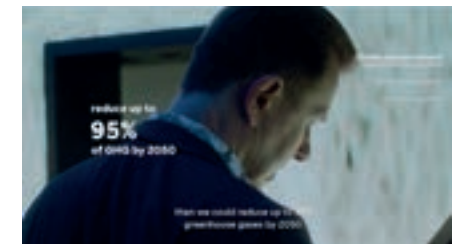
If Fortum logo is visible throughout the video, place it on the top left corner in white colour.

The subtitles are on maximum two rows and centralized.

For people’s names and titles you can use colourful boxes to lift them up.

If you make lift-ups, make sure they are readable and don’t disturb the content.

See also Illustrations, infographics and animations on page 6:2.





Fortum has a special and unique sound scape based on the Fortum melody.

In the Fortum Melody the interplay of a lower register instrument and a higher register instrument gives approachability and warmth. The acoustic sound emphasizes happiness and relaxed customer centric values.

You can find ready-made pieces of music from Fortum Media-bank or you can create own based on the Fortum Melody. Contact Corporate Brand Function for an own piece of music.

Piano

Fortum Melody

Comp. Panu-Pekka Rauhala

132 A

mf

5

D F#m E A/D

10

E F#m C#m D

14

E A

pp



Graphic elements

Icons

Illustrations, infographics and animations

Corner elements

Using the corner elements



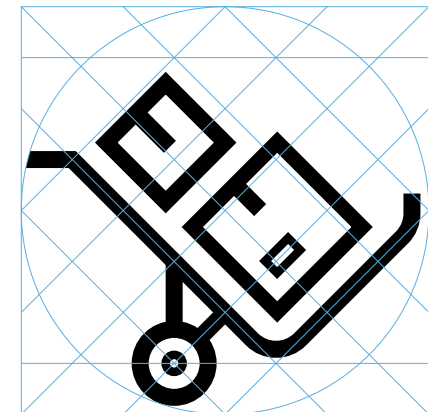
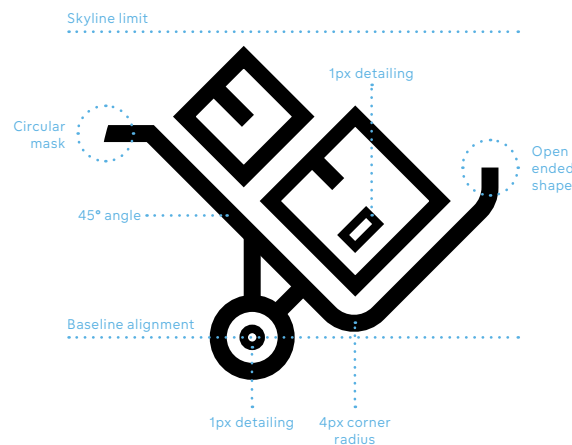
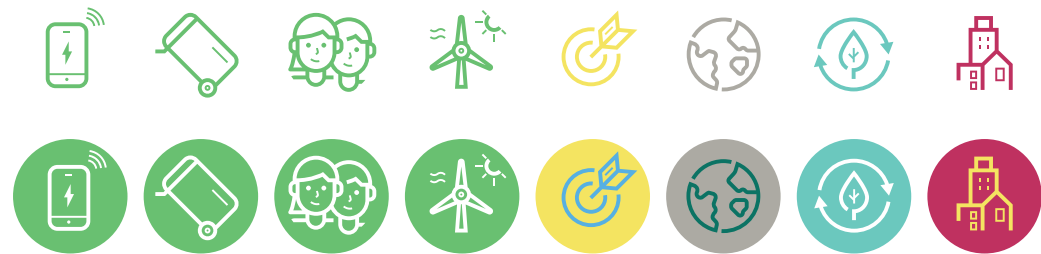
Business icons are used to illustrate products or services.

If icons are used in conjunction with text, use Fortum fonts.

Icons can be used with or without the coloured rounded background in all brand colours.

Icons can be used in all material and they are stored in Fortum Mediabank. If you don't find a suitable icon, you may draw a new one following these instructions. Contact Corporate Brand Function before designing new icons.

For online (call to action) use we also have system icons. Those are made for a particular usage and should be used consistently in all applications. You will find them in the Fortum Design System ([access via guidelines.fortum.com](https://guidelines.fortum.com)).





Illustrations, infographics and animations

6:2

Illustrations and animations as an option

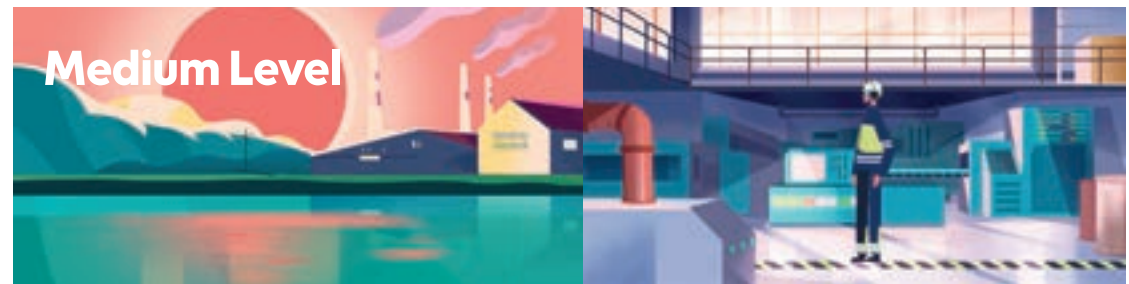
Sometimes an illustration or an animation can be a more suitable way to tell a story or explain a complex matter.

Our illustrative style has three different levels: **simple**, **medium** and **rich**. They all have their own characteristics and can be used to construct the best possible illustrative style needed for a specific use case. If you need to illustrate multiple images for the same use case, please select the style level carefully in the beginning of the project. Mixing of different style levels for the same use case is not recommended.

Simple level is an illustration based on our symbols and icons. It has clear line art, mostly straight lines and clear geometry. Use Fortum colour palette and tints to create shapes and lines. Infographics are two-dimensional.

Medium level is more complex in style with more variation in shadows and colours. Shapes are curved and have more details and textures. Medium level has a three-dimensional feeling.

Rich level is a visual explanation of a text, concept or process with the depth mood, tone, and wide range of colours. It uses a lot of details and light and shadow form depth. Rich level has its own clear task, and it is used in larger entities, for example to replace a photo or a video.



The corner element is a key visual element that adds colour and vividness and builds a visual familiarity among Fortum materials.

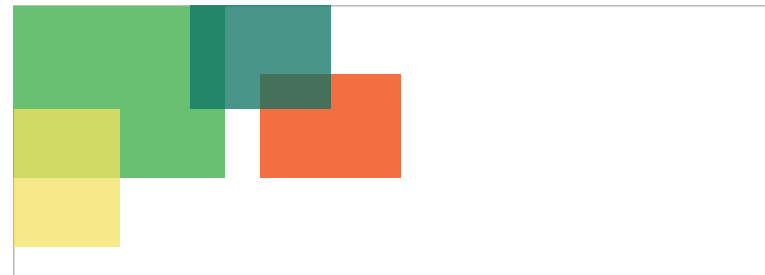
The Fortum corner element consists of four colourful boxes of which two of them are 75% transparent.

In some cases you can use an image, text or figures inside one or two of the boxes.

Choose a corner element that compliments the colour scheme of the image, but differs enough from the colours of the image itself: the shape of the boxes should stand out clearly, not blend into the image.

When using the logo+tagline element with a corner element pick the colour for the tagline box from any of the primary colours used in the corner element.

The Fortum corner element consists of four colourful boxes.



There are ready-made corner elements for downloading that can be used on different background colours.





Using the corner elements

6:4

The corner element can be flipped and rotated to fit different layouts and create more variation.

The placement of the corner element

The corner element is placed in the corner diagonally opposite of the logo. When the logo is not used, the corner element can be located in any corner.

The amount of the elements

Use only one corner element at a time. However, in very long materials, for example long background walls and event materials, two corner elements can be used.



Place the corner element in the diagonally opposite corner from the logo.



The corner element can be located either in the corner of an image or in the corner of a layout.



If the material will be printed out with a device that leaves white area around the paper, use the corner element in the corner of an image, not the paper.

Place the corner elements precisely in the corner.

Stationary

Business cards
Letterheads and envelopes

Size: 90 x 55 mm

Text colour: Fortum Forest Green

Logotype colour: Fortum Optimistic Green

Background images: There are several background images available. It is also possible to use a sub-brand logo in white on an Optimistic Green background.

Name: Fortum Sans Bold 12 pt / 9,8 pt, tracking 10

Spaces between paragraphs:

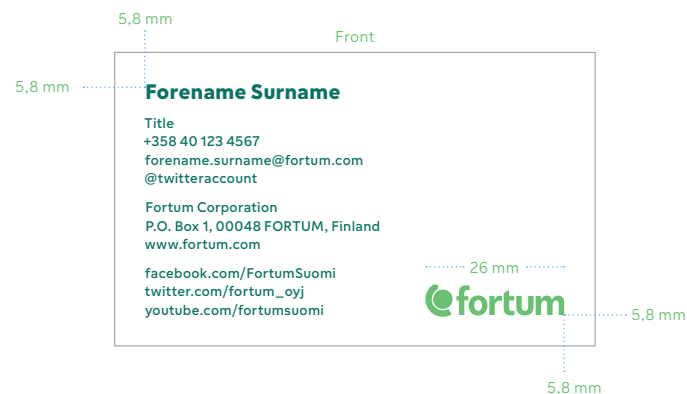
Fortum Sans Regular 8 pt / 5,52 pt

Title, company name and contact information:

Fortum Sans Regular 8 pt / 9,8 pt, tracking 0

Paper recommendation:

Arctic Volume White 300 g/m², TruCard 2 Matt 350 g/m², Scandia 2000 White 350 g/m², Munken Kristall 300g/m², or similar type of paper.



Do not add more text lines.

The twitter account line is optional.
Remove if not needed.

If there are less lines than in this example,
the text should be aligned to top margin.
The position of the logotype is always the same.

If you adjust the social media contacts,
respect the logotype free zone.

Back, examples



Form A4 210 x 297 mm

The most important task of stationary is to communicate reliability. That's why its appearance is simplified. The logotype is the most important graphic element. Contact information is placed in the footer.

Title, company name and contact information:

Fortum Sans Bold 9 / 15 pt. Kerning: Optical , 10

Example of printing on an C5 229x162 mm envelope

If a return address is used, it should be vertically centered on the flap of the envelope and left aligned as a text group.

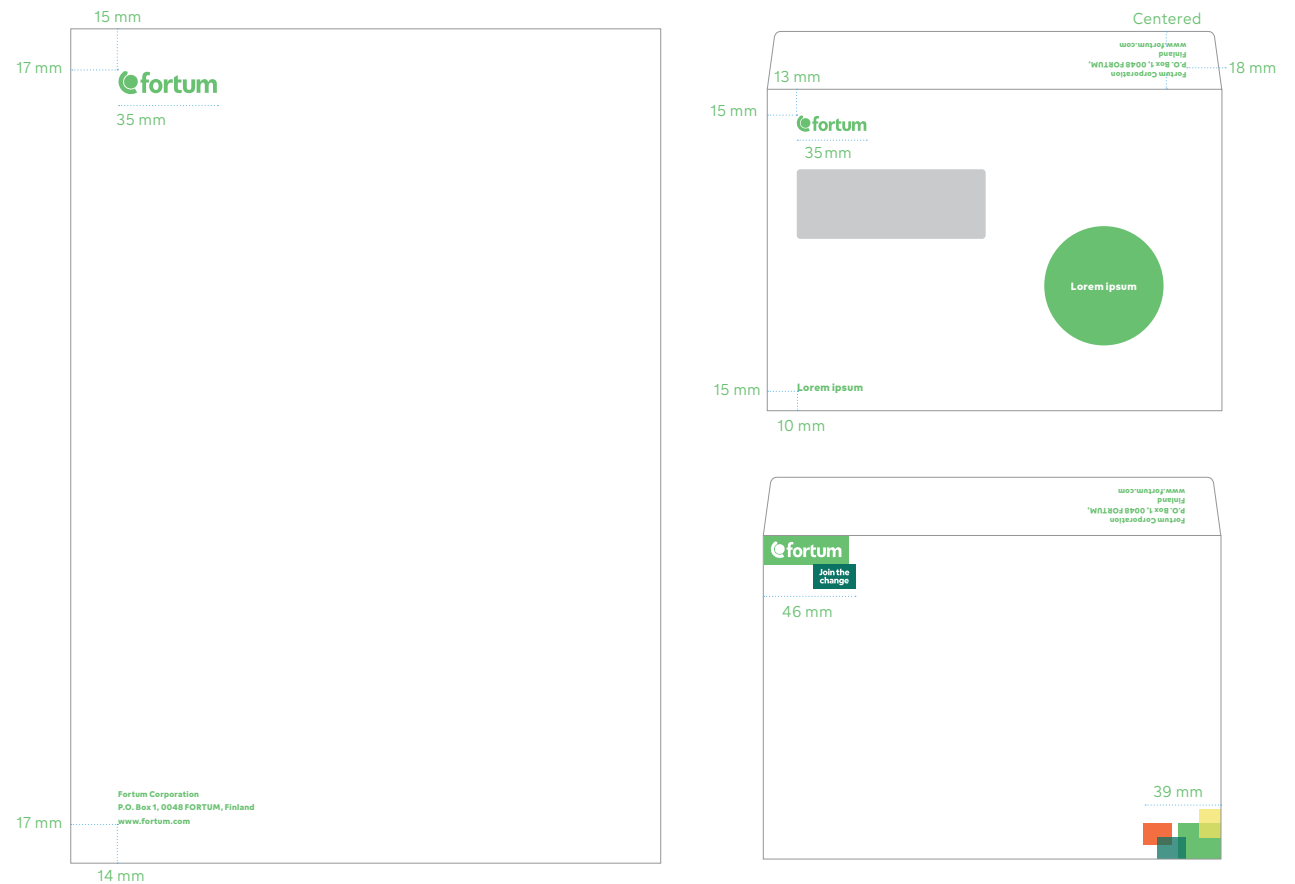
Return address: Fortum Sans Bold 8,5 / 13 pt.

Kerning: Optical , 10

A possible message (invitation, offer etc) should be placed in the bottom-left corner of the envelope.

Message: Fortum Sans Bold 18 / 20 pt.

Kerning: Optical , 10



Using brand assets

in print and digital

Print ads

Digital ads and banners

OOH (Out-of-home)

Posters

Roll-ups

Brochures and info sheet

Presentations

Digital experience

Images are a powerful tool to build a trustworthy, energetic and customer friendly brand. Take advantage of images as much as possible in advertising. Use images in full bleed when possible.

When images cannot be used, create vitality and joyfulness by using fresh and vivid Fortum colours in the corner element and in the background.

Use Fortum font in advertising, heading in bold.



Bodycopy is recommended to be placed over the image with the heading



If the bodycopy is very long or will not be readable on an image use a coloured background underneath the bodycopy.



You can scale the corner element, but try to keep the height of the biggest box at least as high as the logo element.

Using the corner element is optional.

In tactical campaigns and in small size ads leave out the tagline element.

In smaller size texts recommended minimum size for text in ads is 6 pt.



Fortum Brand Style Guide

Using brand assets in print and digital

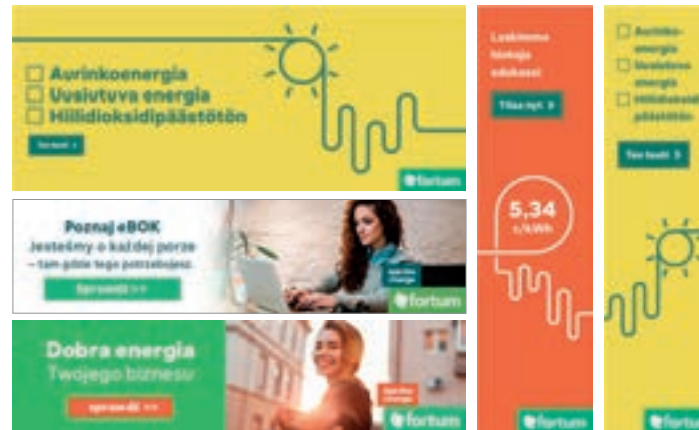
The digital material follows Fortum brand style

Build coherence with the other elements of a campaign by using the same colours and corner elements throughout the digital material. Separate functional elements like buttons from the corner element by using a different colour and shape as well as movement.

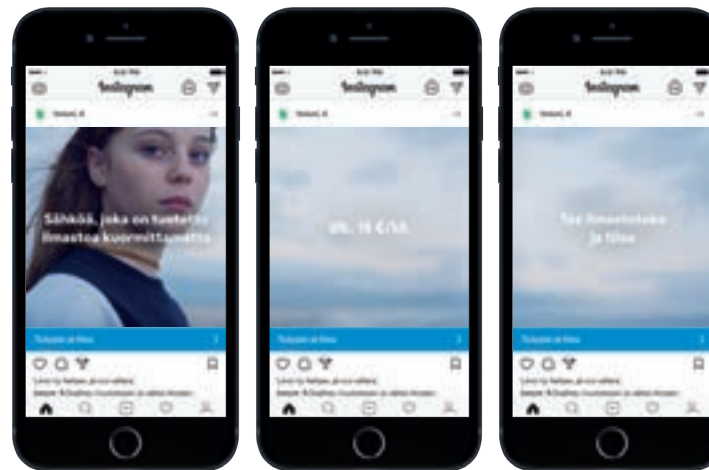
Guidelines, elements and an extended colour palette for digital design (websites, custom applications etc) are available online in the Fortum Design System (**access via guidelines.fortum.com**).

Digital ads and banners

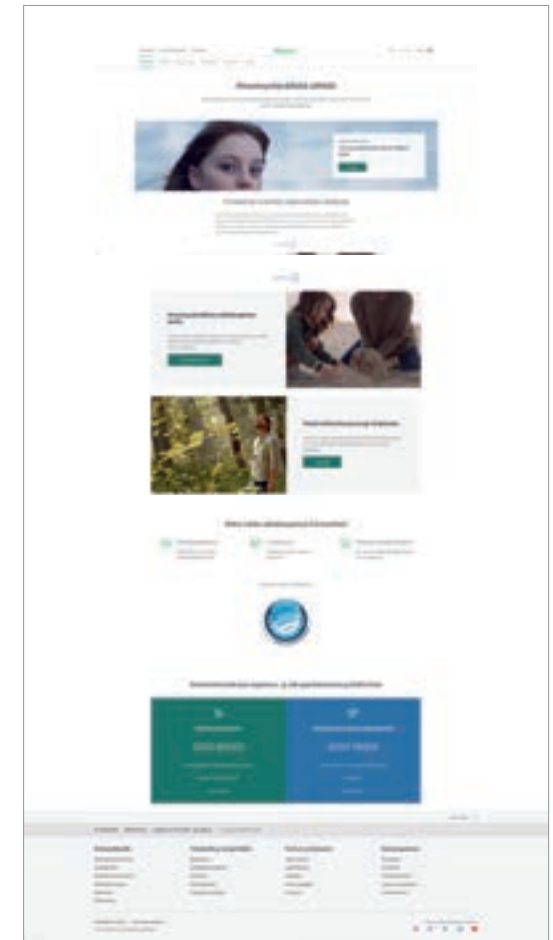
8:2



Banners



Carousel



Campaign website

Visit guidelines.fortum.com for digital guidelines, images, logos and templates.



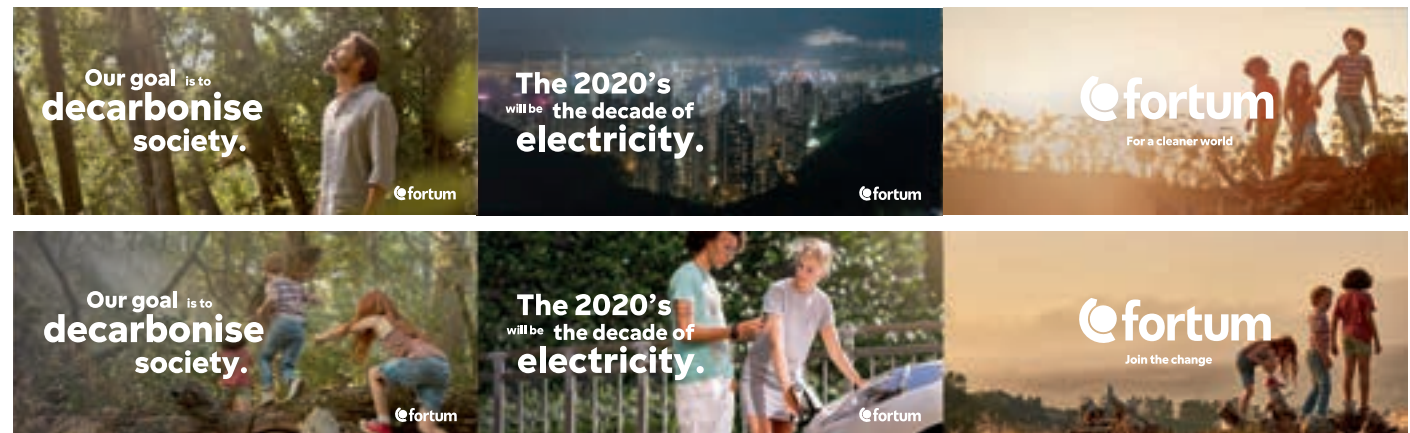
OOH (Out-of-home)

8:3

Simplicity is the key.

Outdoor is a fast medium. Don't overestimate the time the viewer will spend on it. Keep it easy to read, simple to understand but still engaging and interesting.

On outdoor units the logotype is placed in the bottom right corner. Note that the logo should not be covered by the frames or get too close to the ground.



Airport ads



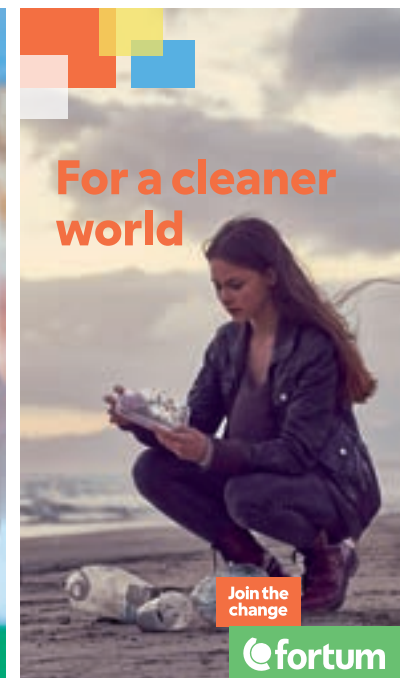
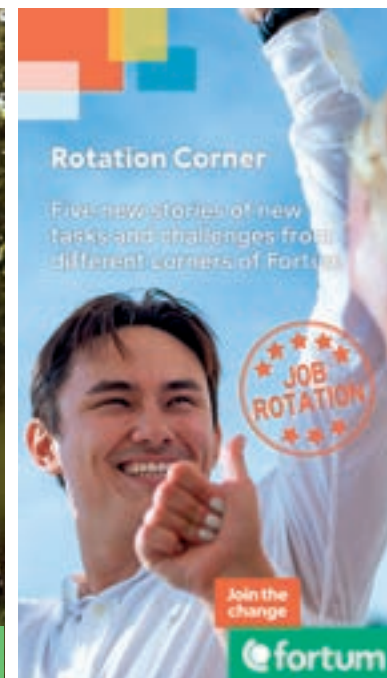
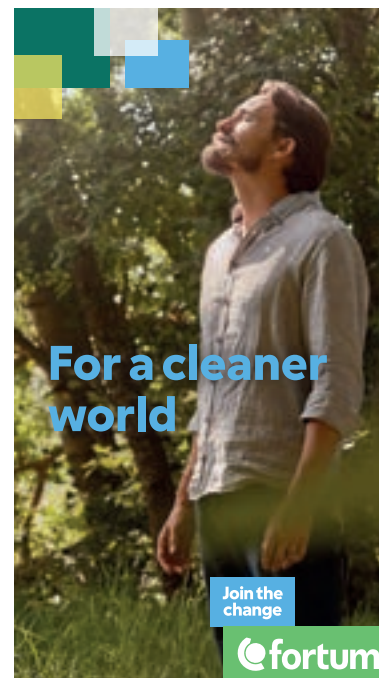
Posters

8:4

A mix of outdoor and print ads.

Keep it easy to read, simple to understand but still engaging and interesting. Use the possibility to deepen the message wisely. It should be short, clear and to the point.

On posters the logotype is placed in the bottom right corner. If you use frames on the wall, note that the logo should not be covered by the frames.



Choose the picture wisely.

Due to the vertical and narrow shape of the roll-up, the choice of imagery is crucial. It should not only convey the message but it should also fit the challenging format.

On roll-ups the logotype is placed on the top left corner to get the best visibility.

The logotype should not overlap the center of the roll-up.



Fortum Brand Style Guide

Using brand assets in print and digital

Brochures follow the same visual style as other material. Use Fortum Sans font, Fortum images and brand colours.

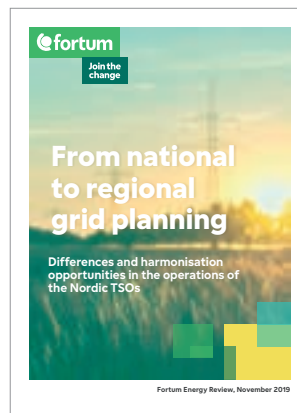
There are templates for following brochures:

- A general brochure 4 pages in size A5
- A general brochure 4 pages in size A4
- A 2 paged infosheet in size A4

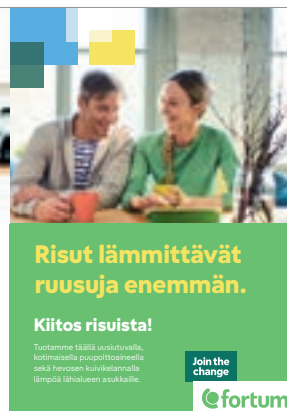
Templates for these brochures are available in guidelines.fortum.com.

Brochures and info sheet

8:6



Brochure



Visit guidelines.fortum.com for digital guidelines, images, logos and templates.



Fortum Brand Style Guide

Using brand assets in print and digital

Presentations

8:7

Always use the most current Powerpoint template in Kameleon or Office365 (Fortum_widescreen). There are two fonts as default: Arial and Fortum Sans. You can change the font under Design > Themes.

When using Fortum Sans, embed the fonts in the file (File > Options > Save > Embed fonts in the file > Embed all characters).

We are Fortum

Driving the change for a cleaner world

Who we are

Our business

We are an energy company providing our customers with electricity, heating and cooling as well as smart solutions to improve resource efficiency.

Our core operations

- Hydroelectric power
- Combined heat and power production
- Circular economy
- Energy-related products and services for consumers and businesses

Our sustainable focus

86% of our electricity production is CO₂ free in the EU, 55% in all operations, 22% of our power production is hydropower and nuclear.

Fortum in brief

globally 4,300 2.3 million 2.4 billion 26 132,000 195 24 cities 1 196

Sustainable world and business

Energy efficiency and circular economy are among our most important sustainability priorities. For 2020, we have decided to tighten our climate target for specific CO₂ emissions from our total energy production by 10% to 18 g/kWh. In 2019, our investments in hydro, wind and solar power, as well as bioenergy nearly doubled, and our total investments in CO₂-free production increased to EUR 401 million.

Our carbon exposure is among the lowest in Europe

Specific CO₂ emissions of major utilities in Europe, g CO₂/kWh electricity, 2018

Fortum's CO₂ footprint in 2018

Fortum in the EU 96%
Fortum total 59%

Our European power and heat production

European power generation by energy source, %

European heat production by energy source, %

Charts

Header row

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ligula. Sed sagittis dolor in ipsum. Curabitur quis est at wisi ultricies scelerisque. Cras euismod. Fusce dignissim nibh sit amet tellus.

Join the change!

Follow us:

www.fortum.com
twitter.com/fortum
linkedin.com/company/fortum

Additional links:



Fortum Brand Style Guide

Using brand assets in print and digital

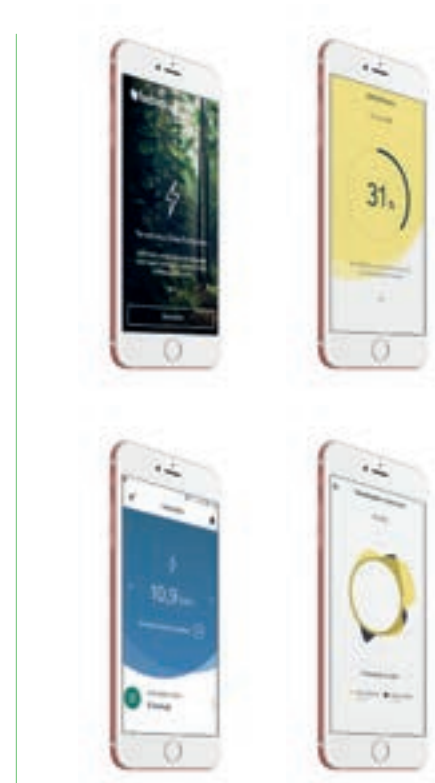
Digital experience

8:8

The design of our digital material follows Fortum brand style. It is a combination of shapes, colours, spacing, animations, images, illustrations, icons and Fortum type-face.

Fortum Design System is a digital platform with guidelines, reusable components, design, content, code and UI patterns for designing digital material.

You can access Fortum Design System via guidelines.fortum.com.



Using brand assets

in production, vehicles, events and buildings

Fortum offices

Workwear

Cars

EV Chargers

Packaging

Flags

Events

Signs



Fortum Brand Style Guide

Using brand assets in production,
vehicles, events and buildings

Fortum offices

9:1

When creating the interior for a Fortum office use Fortum colours on the wall paints and carpets. The glass walls of meeting rooms and glass doors have a special frosting and striping. There should be logo signs on the external walls. Inside there should be either 3D logos or logo stickers on each floor.

To add more Fortum feel, use plants, big images on the walls, curtains with Fortum colours, branded pillows with photos, messages and logo.

Install digital info screens in coffee corners and places where people can see them when passing by.





Fortum workwear

When working in production, use of personal protective equipment and safety apparatus is mandatory.

The colouring of the current workwear collection is dark blue with yellow for high visibility. Fortum logo in Optimistic Green is embroidered on the back and on the front on the right side. On the left side there is a place for a name tag. The workwear should be ordered from our corporate supplier, more instructions on intranet.



Please note that our corporate supplier has the copyright for this workwear. If you produce workwear locally, don't make an exact copy of the design.



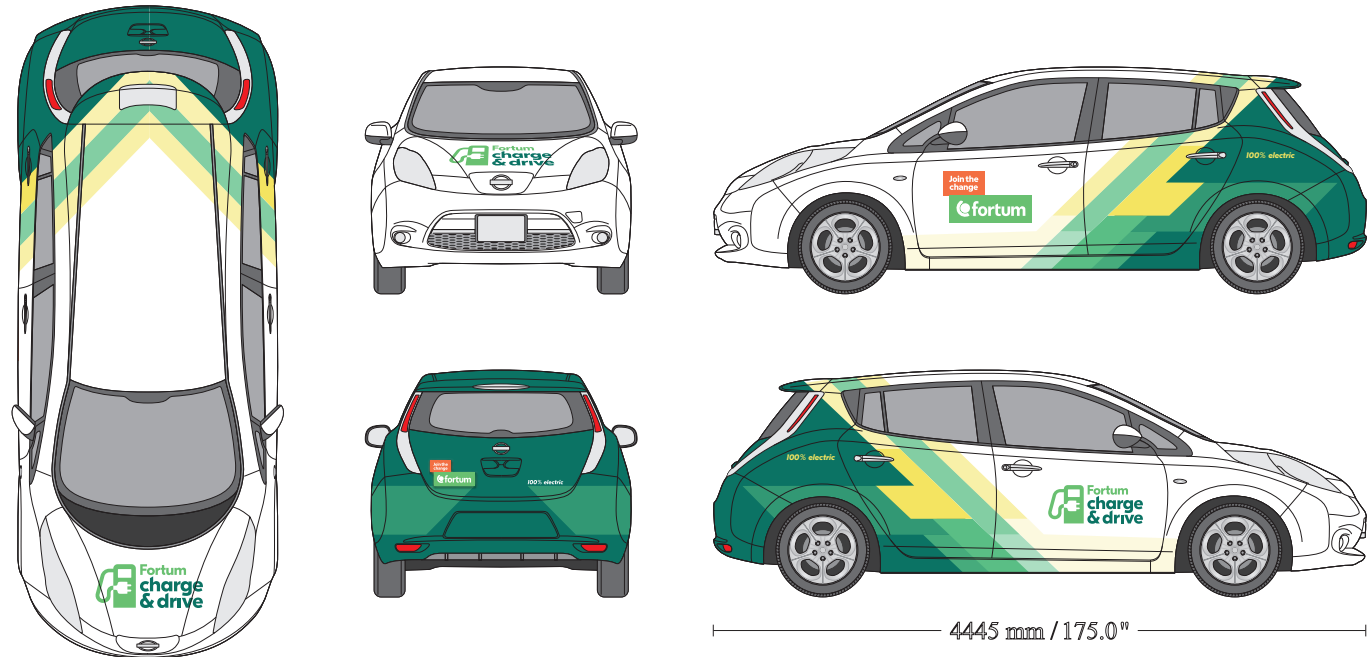
Electric vehicles (EV) and other company cars

9:3

Fortum cars are preferably white with a special striping. When designing and installing the striping, pay attention to the placement of the logo, it should never be cut by a door or a window.

For regular passenger cars use the same striping but leave out the 100% electric text and replace Fortum Charge & Drive logo (on the right-side door and front) with Fortum Join the change logo (the same as in the driver's door).

The vehicle used at production sites have Fortum logos.





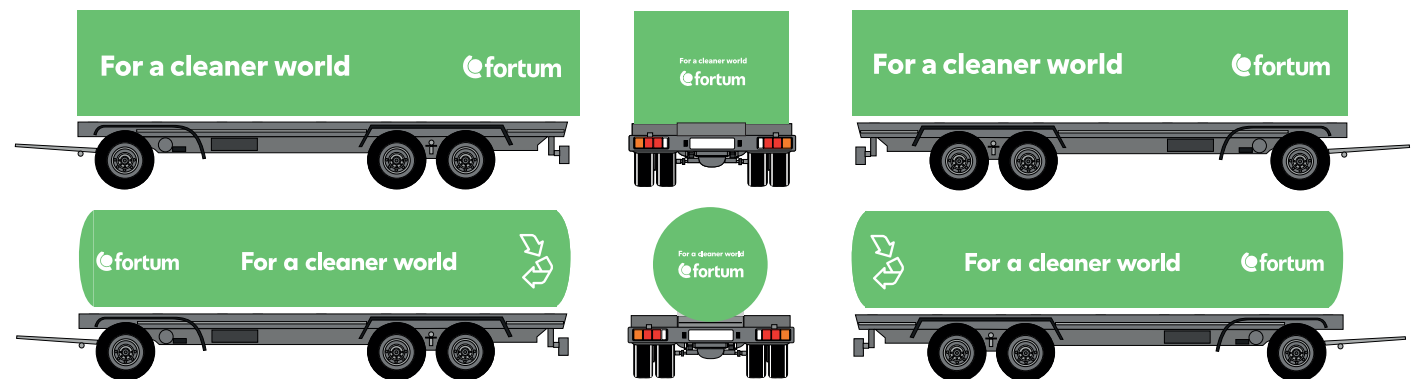
Transport vehicles

9:4

The colour for trucks and vans is preferably Optimistic Green or white.

On a white van, use a green logo on the sides.
Note that the logo shouldn't cut by doors or windows.

When branding trucks for Recycling and Waste business, use "For a cleaner world" text and recycling symbol to strengthen the message.





EV Chargers

9:5

Chargers should be painted in white or green and striped with Fortum Charge & Drive -logos and user instructions. Use the logos straight on the surface without any coloured boxes. If the charger has lights, change them to Optimistic Green if possible.

Use the round sticker in chargers for housing associations and home chargers with the customer service phone number.



Logos



Chargers



Customer service
00 123 4557

Sticker



Sheds

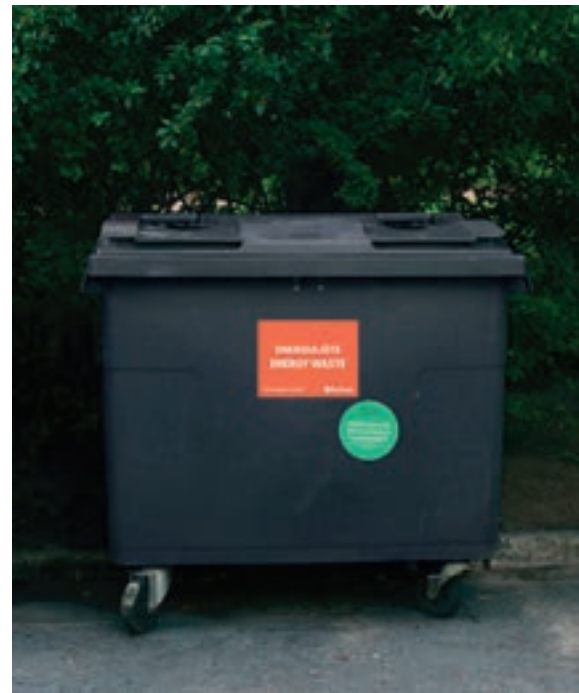
Packaging and labels

9:6

When storing material in bins, containers or other type of packaging, the logo on the label is in the bottom right corner.

Label coloring can be any brand colour.

Examples of labels



There are ready-made flags in two different colour versions: green logo on a white background and white logotype on Optimistic Green background. Both versions can be used side by side.

When producing other type of flags (beach flags, banners, streamers), use a white logo on a Forest Green background for the maximum visibility.



Beach flag

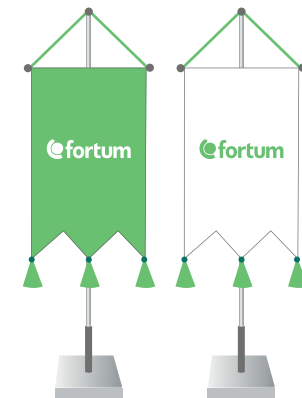
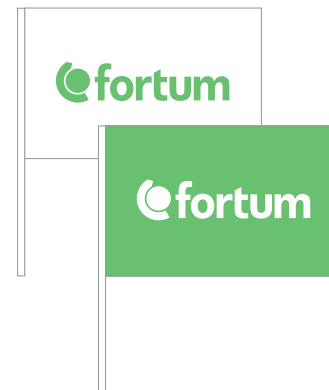


Table pennants

Events are important contact points for Fortum brand. To create Fortum brand experience even out of our own premises pay attention to the following:

- Visual design in invitations
- Fortum design in all possible: decorations, carpets, napkins, flowers, table cloths, signs, colourful lights
- Use Fortum flags or beach flags by the entrance
- Use background walls, roll-ups, posters, show videos, use Fortum melody to create atmosphere
- For interactive discussion use message wall
- Take care of sustainability: use recyclable material and recycle waste
- Provide enough electricity for the guests: car charging, mobile charging, sockets for laptops etc.



Illuminated signs

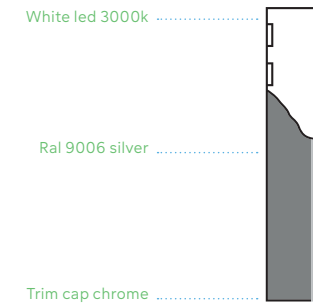
9:9

When producing illuminated signs for the buildings, follow these technical specifications.

Plexiglas GS 6h02
(logo height <2500 mm)

Oracal 8500 063 +
multi-wall polycarbonate sheet 16 mm
(logo height between >2500-3500 mm)

Oracal 8500 063 +
technical textile for large surfaces
(logo height >3500mm)



Example

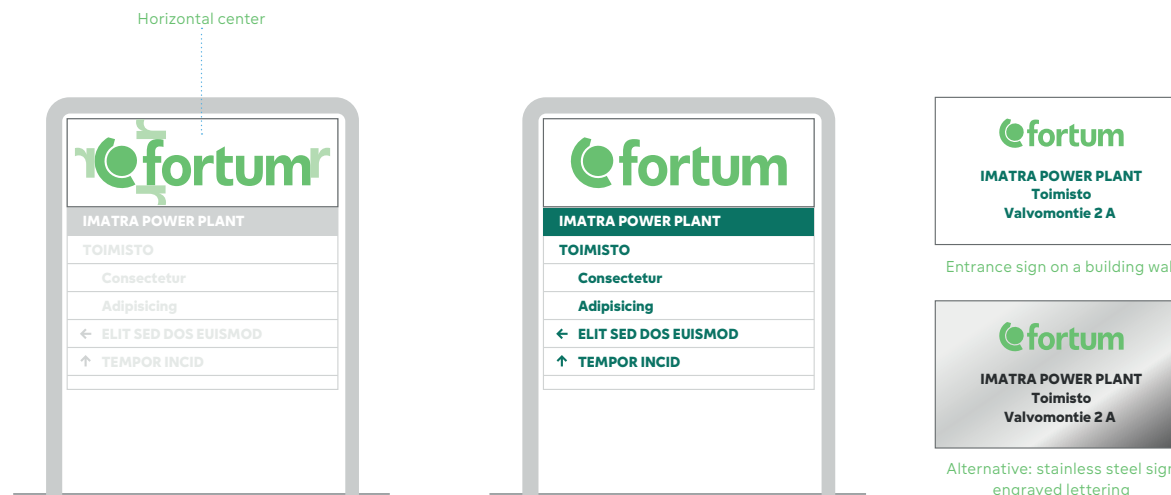


Information signs

9:10

Typography: Fortum Sans Bold
Logotype colour: Optimistic Green, Pantone 7489
Text colour: Forest Green, Pantone 5473

The logotype is centered and as large as possible, respecting the free zone.



Signs at production or working sites

9:11

There can be area maps at the production sites or other signs to describe what is happening: how the hydro plant works, why there is a working site, what we are doing for a cleaner world etc.

Typography: Fortum Sans Bold
Logotype colour: Optimistic Green
Text colour: Forest Green

Kaukolämpötyö

**Rakennamme kaukolämpöverkkoa
ja parempaa ympäristöä.**

Pahoittelemme häiriötä.

Työ valmistuu _____.

Tiedustelut _____.

www.fortum.fi/rakennammekaukolampoa



**Puhdas
kaukolämpö
voi olla tosi
syvältä.**

Pian asiakkaamme saavat täältä,
kilometrien syvyydestä, geotermistä
lämpöä. Ostamme lämpöä kaikilta
puhtaan energian tuottajilta.

fortum.fi/avoinkaukolampo

Join the
change





Join the
change

 **fortum**