4.1 Logo and symbol

Dynamic and open-minded, the new logo of the University of Oulu makes a nod to acknowledge our past.

In its core is found the go-ahead-attitude and mission to serve the science and education for the better of the whole society.
4.1.1 Logo variations

The logo is available both in a vertical and a horizontal composition. The vertical is considered a primary version: the horizontal is to be used when it is more suitable for the space available for it.

Both versions are provided in Finnish and English languages.
4.1.2 Logo color variations

All the logo versions in both languages are also provided in many colors. These can be chosen freely but see section XX about combining colors.

A few versions are also provided to be used on colored backgrounds.

The available color versions are shown above.

The color versions available for use on a colored background are shown above.
4.1.3 Logo protective area

The protective area is a margin within which no elements should be placed. The margin should also be retained when placing the logo close to an edge of an artboard.
4.1.4 Logo minimum size

Minimum sizes of use have been defined for the different logo versions.
4.1.5 Correct use of logo

A simple set of rules-of-thumb have been provided for correct use of the logos.

1. An ideal way to use the logo is to have it on a pure white surface.
2. On colored surfaces, a logo version with white symbol mark and text should be used.
3. The logo can be placed on a photo as long as the background is even enough and there's a sufficient contrast.
4. The symbol mark can be used on its own.
5. The word mark can be used on its own.
6. Both the symbol and text marks can be used separately within the same application.
4.1.6 Incorrect use of logo

1. Always use electronic master artwork for the logo. Do not type the logo text yourself.
2. Do not make an outline version of the logo.
3. Use all elements of the logo’s symbol. Do not use tower without rays.
4. Do not alter the weight of logo’s line.
5–6. Do not alter the logo or its proportions, if using single logo combination.
7. The only monochrome version of the logo allowed is all black or white. Do not use any colors if logo is monochrome.
8. Use colors wisely. The logo should always be visible. Do not use too bright colors with light background and vice versa.
9. Do not place the logo inside a frame or box.
10. Do not use a shadow or other special effects with the logo.
11. Use the logo only with clear pictures. Do not use the logo on a cluttered background.
12. All the rays of the symbol should be of the same color.
13. Do not use many colors. Logo is either two-colored or monochrome.
14. The text part of the logo is always of the same color as the symbol’s tower. Do not use the same color for the rays as for the University’s name.