

Logos

Logo

Logo

Syke's logo looks new, but its roots are in the old one. The earlier logo has a similar circular form with a stylized landscape in the middle.

The new logo has a wider point of view. Its horizon is continually expanding, seeking a sustainable balance. The Earth is in the centre in a position conforming to its axis of rotation and the life that it contains.

The colours have been inspired by earth, water, and what the planet looks like when viewed from space.

The entire name of the Finnish Environment Institute has been included with the logo illustration, replacing the previous abbreviation, to describe the operations and purpose of Syke.



Suomen ympäristökeskus
Finlands miljöcentral
Finnish Environment Institute

Logo

Primary logo

A logo in three languages is used as the primary logo, emphasising Syke as an internationally active organisation.

monolingual versions are used only when the space reserved for the logo is insufficient to accommodate the three-language version.



Suomen ympäristökeskus
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Logo

Language versions and secondary logos

The monolingual versions of the logo are used only in situations in which there is not enough space for the trilingual version.

The logo also has secondary horizontal and vertical versions for use when the legibility of the trilingual, or single-language version would be inadequate, or for use in unofficial contexts.

Typical unofficial uses include embroidery on clothing, stickers, or promotional goods and corporate gifts.

A secondary logo may be used only with the permission of Syke's communication and marketing.



Using the logo

Logo placement

The logo is primarily placed against a white background. If a different colour is necessary to use in the background, it is important to make sure that there is sufficient contrast between the logo and the background. When the background is dark, a white negative version of the logo is used.

The logo can be placed on top of a picture, but then it is important to make sure that there is sufficient contrast between the logo and the picture in the background.

The monochrome (black and white) logo is used only in situations in which the use of a coloured logo is not possible.



Logo on a white background



Logo on a light-coloured background



Logo on top of a light-coloured picture



Logo on a dark-coloured background



Logo on top of a dark picture



Black logo on a white background



White logo on a black background

BACKGROUND PICTURES: ADOBE STOCK

Using the logo

Using the logo

The size of the logo's protected area is the height of one arc of the entire arc logo. No other elements should be placed in this area. The rule applies to all versions of the logo.

The minimum widths of the logo are:
in the trilingual symbol 45 mm/150 px,
in the single-language symbol 30 mm/80 px,
in the Syke symbol (horizontal) 10 mm/40 px and
(vertical) 8 mm/30 px.

The size of the logo should nevertheless be evaluated on a case-by-case basis to make sure that it always clearly stands out. For example, minimum sizes are not recommended for newspaper printing. The trilingual logo in a very small size is not recommended.



Logo's protected area



Minimum size of logo

Using the logo

Special cases in the use of the logo

The plain symbol part of the logo, or a stamp version can be used when the Finnish Environment Institute is the obvious context. Examples of this are profile pictures of social media channels.

When using the symbol part or stamp alone, it is important to make sure that the primary logo or name of the Finnish Environment Institute can be seen in connection with the label.

The label and the symbol part are used primarily against a white background. Both of these also have a white negative version that can be used against a dark background and a version with a white background that can be used on top of a picture.

The symbol part can also be used as a graphic element, in which case a photograph is placed inside the arch or arches. A picture that stands out easily from its background is always chosen.

In these special cases of using our logo, the protected area is the same as in our primary logo; the height of one arch of the arch symbol.

Model for a social media profile picture



Finnish Environment Institute (Syke)

14 t. seuraajaa • 156 seurattua

Model for using the symbol part as a graphic element



Negative version

Model for use of a stamp



Stamp on top of a picture



Negative version

BACKGROUND PHOTO: ADOBE STOCK