



**Visual design and graphic instructions
2022**

Tone of Voice

SAMOK's Tone of Voice determines the tone of voice with which SAMOK communicates.

**SAMOK's
communication looks
professional, fresh
and interesting.**

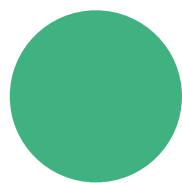
**SAMOK
communicates
critically,
interactively and
competently.**

**SAMOK's
communication is
reliable,
approachable and
bold.**

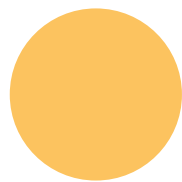
Identity colours

SAMOK's signature colour is a reliable orange. Alongside orange, the contrasting and accent colours green, yellow and peach are used. SAMOK's visual identity also includes the familiar black (#000000) and white (#FFFFFF).

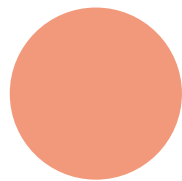
Colours used with black text and black background:



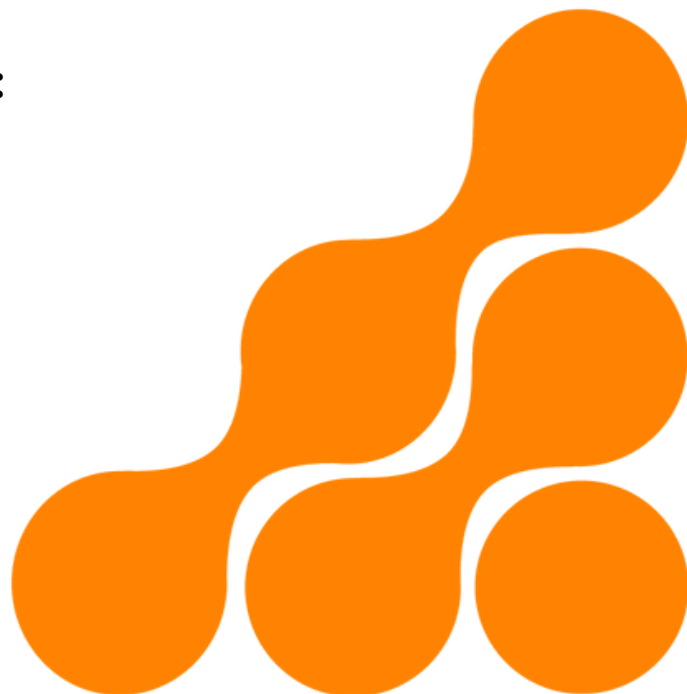
#40B180



#FCC35F

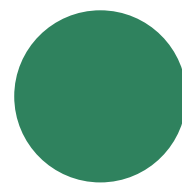


#F3997B

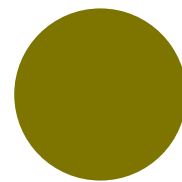


Main colour
#FF8300

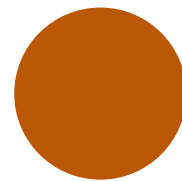
Colours used with white text and white background:



#2F825E



#7D7500



#BA5807

Logos

Logos are available in orange and black, orange and white or just black and white.

The explanations are available in Finnish, Swedish and English. There is also a version in all three languages and in Finnish and Swedish only which is ideal for example as a file footer.

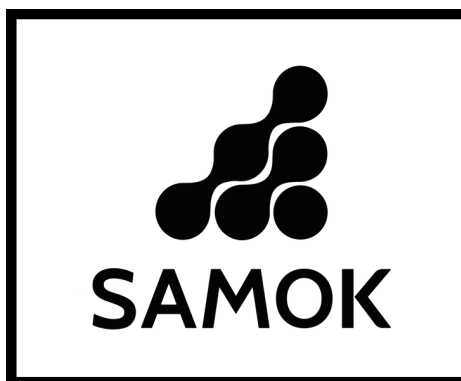
Logos with a dot and overlapping are more free-form. The SAMOK logo can also be used as such, as long as the materials make it clear that it is SAMOK.



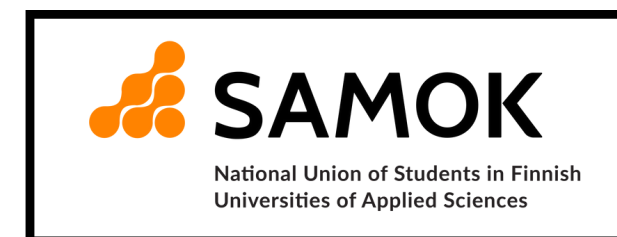
Logo with a dot



Logo on top of each other



Explanations, in three different languages



SAMOK tries to communicate everything in both Finnish and Swedish. Depending on need and resources, we also communicate in English.

SAMOK uses keywords in its communication to make it more coherent and recognisable. In addition, campaigns have their own keywords and SAMOK's annual events use well-established keywords such as #lähtölaukaus.

Keywords used by SAMOK:

- #AMKopiskelijat
- #ylpeästiAMK
- #siksiAMK

Dimensions of the logo



Explanations, Finnish, Swedish and English



Suomen opiskelijakuntien liitto – SAMOK
Finlands studerandekårens förbund
National Union of Students in Finnish Universities of Applied Sciences



Suomen opiskelijakuntien liitto – SAMOK
Finlands studerandekårens förbund
National Union of Students in Finnish Universities of Applied Sciences



Suomen opiskelijakuntien liitto – SAMOK
Finlands studerandekårens förbund
National Union of Students in Finnish Universities of Applied Sciences



Suomen opiskelijakuntien liitto – SAMOK
Finlands studerandekårens förbund
National Union of Students in Finnish Universities of Applied Sciences

Always leave at least the empty space indicated by the grey elements around the logo. Do not change the dimensions, colours or other elements of the logo.

Use the version that is appropriate for the purpose.

Explanations, Finnish and Swedish



Suomen opiskelijakuntien liitto - SAMOK
Finlands studerandekårers förbund



Suomen opiskelijakuntien liitto - SAMOK
Finlands studerandekårers förbund

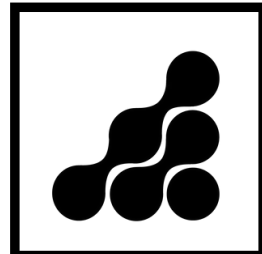
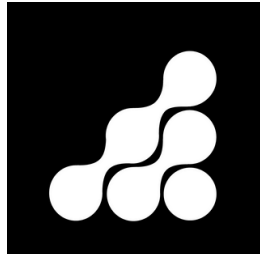


Suomen opiskelijakuntien liitto - SAMOK
Finlands studerandekårers förbund



Suomen opiskelijakuntien liitto - SAMOK
Finlands studerandekårers förbund

Trademark



The SAMOK logo is primarily used with an orange logo and black text. If the background is dark, the logo is used with an orange logo and white text. If the orange colour does not match, the logo may also be used in plain black on a light background or in white on a dark background. The logo is officially used in orange, white or black only.

For example, you can conjugate the name SAMOK like this:

SAMOKin
SAMOKista
SAMOKilta
SAMOKkiin

Font styles

Fonts are available for download from the Google Fonts library at fonts.google.com. Google Fonts fonts are free. They will also appear on devices that do not have these fonts installed.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Headline

Lato Bold

Recommended size 28pt / 2.5-3 *

Bread text

Ingress

Lato

recommended size 16pt / 1,5 * Bread

text

Text

Lato Light

Lato Regular

recommended size 11pt



SAMOK

AMK-OPIKELIJAN ASIALLA JO VUODESTA 1996



Quotation text can be used to spice up the content of brochures and websites

Quotation and punctuation can be used to highlight important extracts from the contributions and to give a sense of rhythm to the content. Quotation marks are also available in all our different colours





**"Ollaksemme aidosti
Vastuunsa kantava,
vahva ja vakaa Pohjola
tulee meidän kaikkien
äänemme kuulua"**



SAMOK



Social media posts have made use of visual elements and photos. The different colours of SAMOK have been used in different ways, giving a more colourful and interesting appearance.





Suomen opiskelijakuntien liitto - SAMOK

Finlands studerandekårers förbund

National Union of Students in Finnish Universities of Applied Sciences