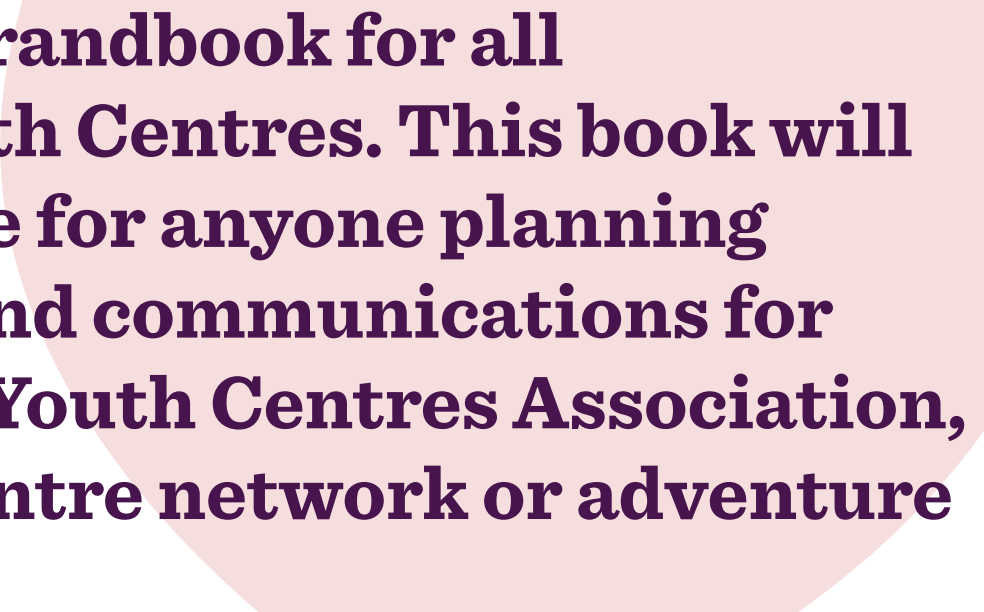




FINNISH YOUTH CENTRES
Brandbook 2020

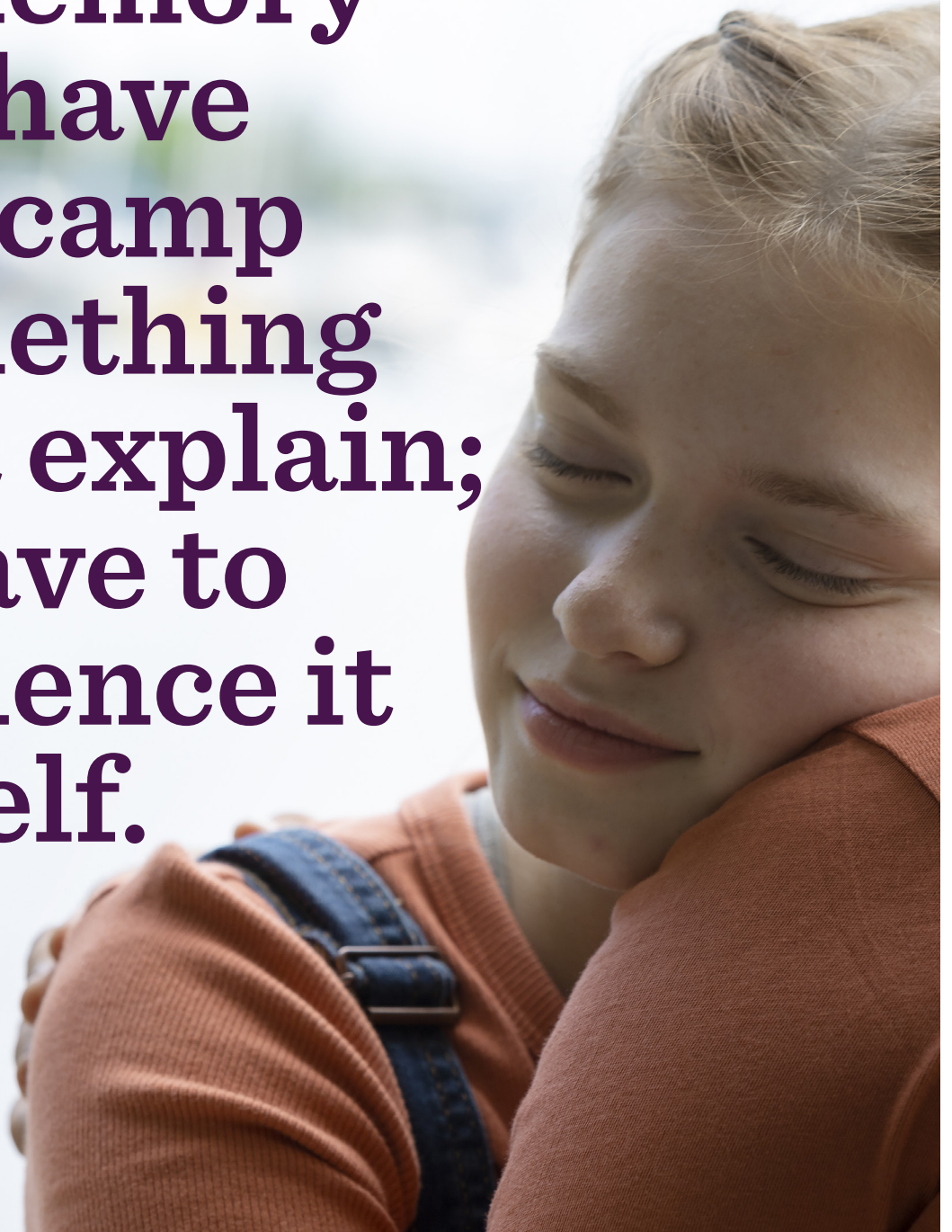


join the adventure



This is the brandbook for all Finnish Youth Centres. This book will act as a guide for anyone planning marketing and communications for the Finnish Youth Centres Association, the youth centre network or adventure education.

**The memory
that I have
of the camp
is something
I can't explain;
you have to
experience it
yourself.**



join the adventure

BRAND STORY

We create moments that allow young people to connect with other people, with nature and with themselves. The aim is to create a safe and memorable experience. Life is easier later on if you know how harmony feels, tastes and smells.

join the adventure

WHO WE ARE

We are Finland's biggest camp organiser, and we run a diverse range of camps. We put our heart and soul into carrying out and developing youth work. We create lifelong memories for children and young people. We are subsidised by the Ministry of Education and Culture.

OUR VALUES

Valuable youth work

Equal, genuine and respectful encounters in a safe environment. Everyone has the right to be heard and to have their say.

A genuine experience

We create moments that allow young people to connect with other people, with nature and with themselves. A genuine experience is more than just an experience – it's an adventure.

Respect for life and nature

We support individuals' life management skills and well-being. We promote sustainable development and strengthen individuals' relationship with nature.

An evolving community

We are an inspiring and creative partner. We work with heart and professionalism. Our enthusiasm for renewal realises through lifelong learning.

join the adventure

LOGO



Longer spelling:



**FINNISH
YOUTH CENTRES**



**FINNISH
YOUTH CENTRES' ASSOCIATION**

EXAMPLES OF LOGO USAGE IN YOUTH CENTRES

logo on light backgrounds:



leave a clear space around the logo:

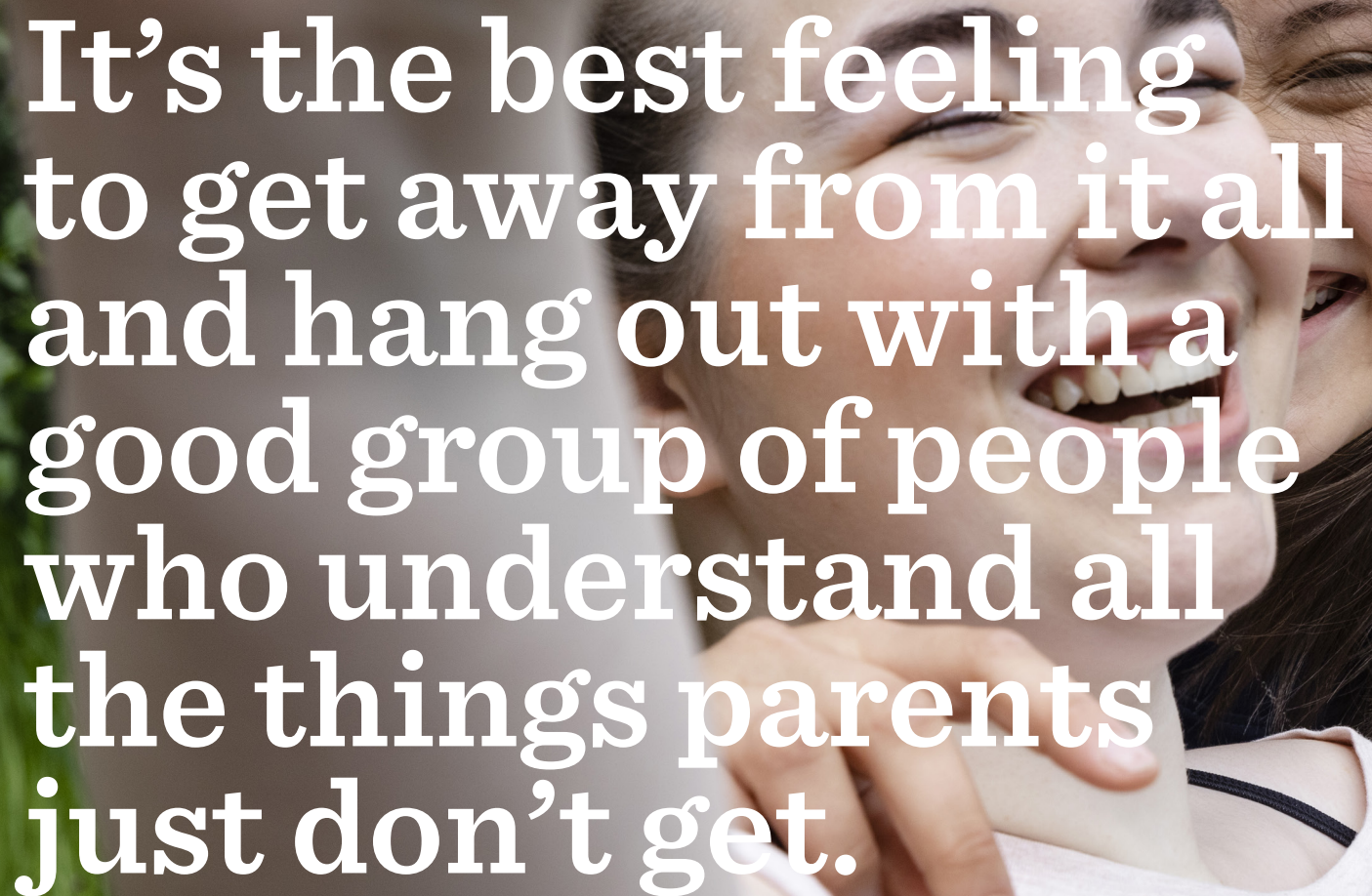


logo on photographs or colour backgrounds:



LOGO USAGE IN YOUTH CENTRES



A close-up photograph of two young women laughing heartily. The woman in the foreground is slightly to the left, her head tilted back and mouth open in a wide laugh. She has dark hair and is wearing a white t-shirt. The woman behind her is also laughing, her face partially visible on the right side of the frame. The background is blurred, showing green foliage and a person's arm in the upper left. The text is overlaid on the left side of the image in a white, serif font.

It's the best feeling
to get away from it all
and hang out with a
good group of people
who understand all
the things parents
just don't get.

join the adventure

TONE OF VOICE

warm
genuine
encouraging
diverse
inspiring
joyful

We talk in a relaxed and easy-to-understand way. We offer an easy-to-follow glimpse of what we do, as if giving you a peek into a hidden, fascinating world. Clear, straightforward and trustworthy.

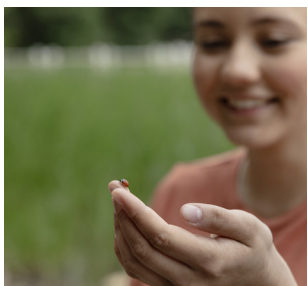


I wrote some of the
best memories in my
diary, and we shared
them together.

IMAGERY

Our imagery features real people who have shared our genuine experience. Images of people on their life path, out in nature, encountering others. A real feeling of time spent at Youth Centres. The images attract interest from newcomers and spark nostalgia in past campers, while inspiring trust from parents. The tone and warmth of the images create a harmonious feel for what Youth Centres have to offer. The images convey the values of Finnish Youth Centres.

FEELING



EXPERIENCE



MEMORY



MOMENT



TYPOGRAPHY

Sentinel is a joyful and energetic font. Its appearance helps to build and support communication with young people. It isn't too serious or boring. The entire Sentinel font family can be used.

<https://www.typography.com/fonts/sentinel/>

A good pairing is Cera. It is a classic, geometric and sans-serif font. Cera is easy to read and clear, and it creates a calm contrast when used alongside Sentinel. The entire Cera font family can be used. <https://www.myfonts.com/fonts/type-mates/cera/>

Abc

123

abcdefgh
ijklmnop

Primary typography

Cera is a clear and simple sans-serif font that can be used for anything from headings to body text.

The serif font Sentinel is a great pairing for the clear font Cera if you want to add variety, emphasise headings or highlights, or make longer text particularly easy to read.

Secondary typography

Use these alternatives when you are unable to use the primary fonts, such as in Office programs. Replace Cera with the Century Gothic family. Replace Sentinel with the font Georgia to add contrast to the typography. In some situations (for example, when writing body text in Office programs), Arial is a good, neutral option.

COLOUR SCHEME

The colour scheme for the Finnish Youth Centres Association, Youth Centres and adventure education is based on a cheerful and happy palette of colours. We aim to balance the use of colour with white to retain clarity and harmony.

Our scheme mirrors the beautiful and playful colours and elements found in the nature that surrounds us. Finnish Youth Centres have three main colours and eight supplementary colours.

MAIN COLOURS:

Roihu orange is a lively and social colour that inspires. The deep purple of Kuutamo conveys tranquillity, balance and wisdom. The grey Usva builds trust and solidarity, providing a moderating and calming influence alongside the other two bolder main colours.



C 83, M 100, Y 0, K 44
Pantone 2627 C
R 60, G 16, B 83
Hex # 3C1053



C 0, M 49, Y 100, K 0
Pantone 144C
R 237, G 139, B 0
Hex # ED8B00



C 18, M 13, Y 10, K 0
Pantone Cool Gray 3 C
R 200, G 201, B 199
Hex # C8C9C7

SUPPLEMENTARY COLOURS:

Valo, Ruska, Sade, Myrsky, Mänty, Rae, Keto and Kaste are nature-inspired colours that you can use to enliven or calm the colour scheme as necessary.



C 0, M 33, Y 25, K 9
PANTONE 197 C
R 232, G 156, B 174
Hex # E89CAE



C 0, M 68, Y 96, K 0
PANTONE Orange 021 C
R 255, G 82, B 10
Hex # FF520A



C 100, M 66, Y 0, K 76
Pantone 289 C
R 12, G 35, B 64
Hex # 0C2340



C 0, M 10, Y 45, K 3
PANTONE 1205 C
R 247, G 223, B 136
Hex # F7DF88



C 100, M 0, Y 0, K 0
Pantone Process Cyan C
R 0, G 163, B 224
Hex # 00A3E0



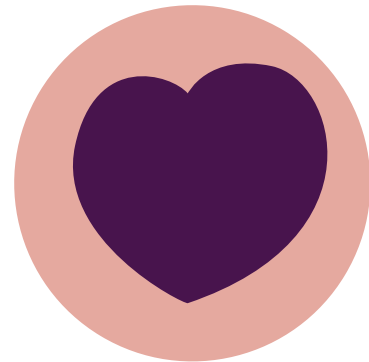
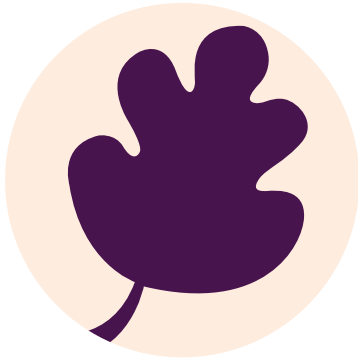
C 88, M 36, Y 83, K 32
PANTONE 5615 C
R 73, G 108, B 96
Hex # 496C60



C 0, M 8, Y 10, K 0
PANTONE 7604 C
R 255, G 235, B 230
Hex # FFEBE6

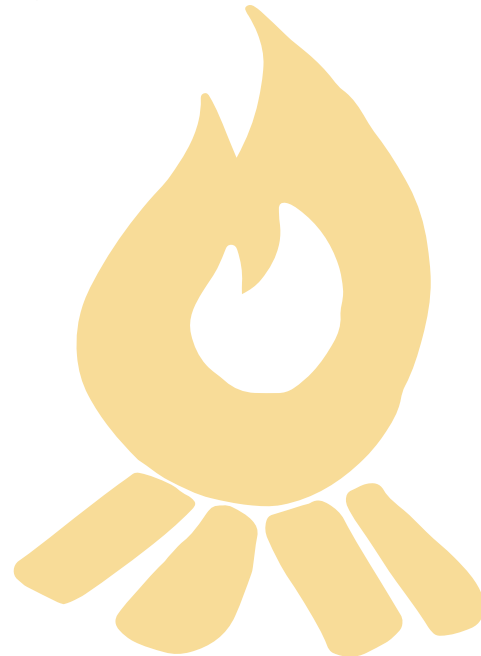
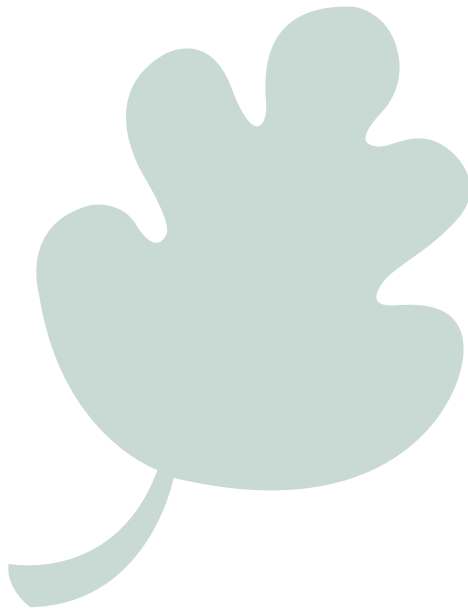
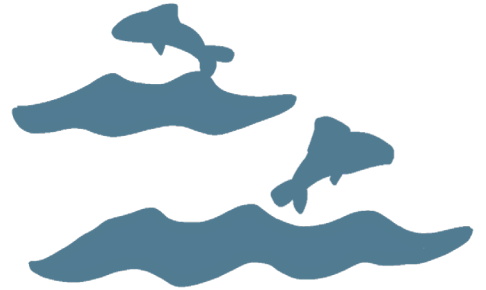
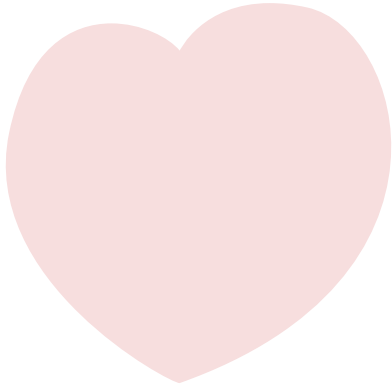


C 40, M 18, Y 24, K 7
Pantone 5545 C
R 144, G 166, B 159
Hex # 90A69F



ELEMENTS

join the adventure

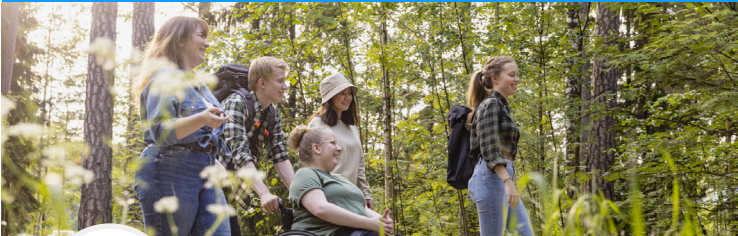



ILLUSTRATIONS



ILLUSTRATIONS







Suomen nuorisokeskukset

@suomennuorisokeskukset

suomen_nuorisokeskukset



10 1000 100

Suomen nuorisokeskukset













Lenihic to berae,
loreium nulpur
landucipis
moluptatem.



Lenihic to berae,
loreium nulpur
landucipis
moluptatem.



Lenihic to berae,
loreium nulpur
landucipis
moluptatem.

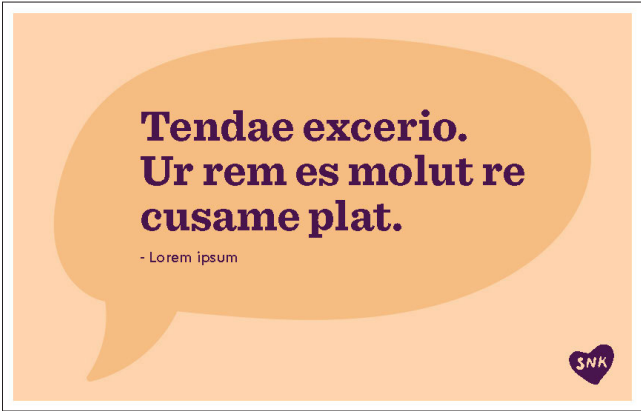




Otsikko tähän 1-2 riviä


Suomen nuorisokeskukset
Esittäjä | pvm





Tendae excerio. Ur rem es molut re cusame plat.

- Lorem ipsum





Otsikko tähän 1-2 riviä

Suomen nuorisokeskukset
Esittäjä | pvm



tule mukaan seikkailuun

Otsikko


- Min esciunt et ut vendis rempore
imagnam conmis mos sit aceperitatis
qui ressim nonecep udanim.
- Quidi quid que ma dolum, temosam
ipic te di nones et eium non cus, ut
volorem porehen daecepta veliquiam
et volesci asitiur?
- Tendae excerio. Ur rem es molut re
nones et eium cusame plat.
- Lenihic to berae. Loreium nulparum
landucipis moluptatem.



tule mukaan seikkailuun

Lenihic to berae, loreium nulpar landucipis moluptatem.

- Min esciunt et ut vendis rempore
imagnam conmis mos sit.
- Quidi quid que ma dolum, temosam
ipic te di nones et eium non cus, ut
volorem porehen daecepta veliquiam
et volesci asitiur?
- Tendae excerio. Ur rem es molut re
cusame plat.
- Lenihic to berae. Loreium nulparum
landucipis moluptatem.



tule mukaan seikkailuun



Väliotsikko slide ceatque simetusam aciae pratem aut que officipsaes ad quia.

