Athene's Style Guide

WHAT IS THIS?

Athene is the guild of Information Networks at Aalto University.

This is Athene's style guide to unify the guild's communication and make life of Athenians easier when working with guild related projects. You can find recommended colors, typography and other good tips for creating visual presentations etc.

You can always ask help from people around you. For example, you can send a message to guild's Head of Communications. Note that creative freedom is not forbidden.

TYPOGRAPHY

Use bold fonts only for
headings. Regular fonts are
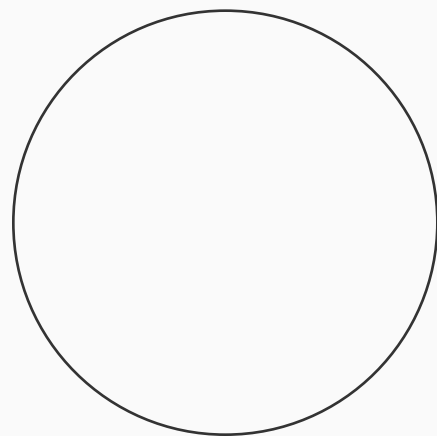good for paragraphs.
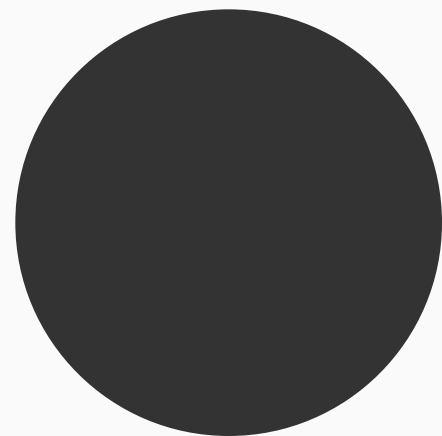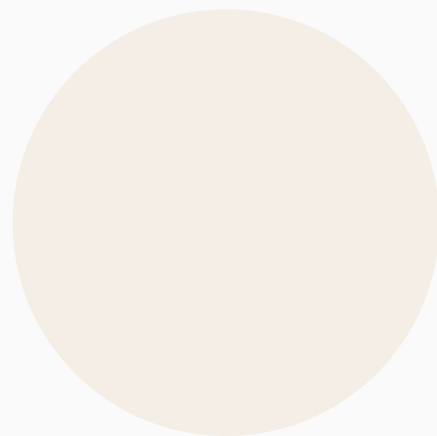
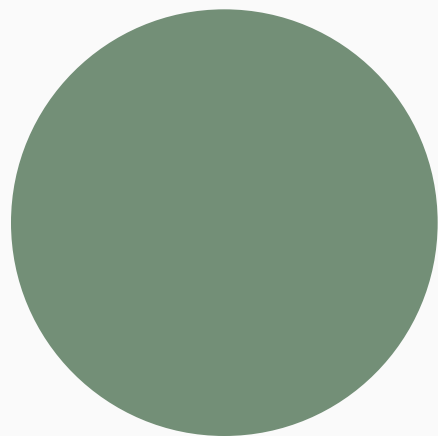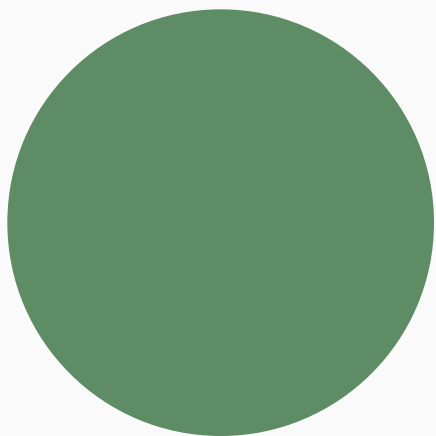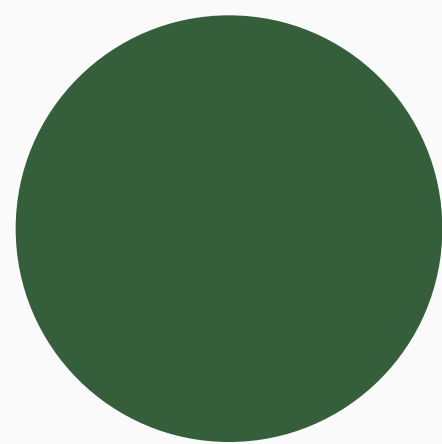**Aa** **Gentium Book Basic**
Bold

Aa **OPEN SANS**
EXTRA BOLD   CAPS ONLY

Aa Gentium Book Basic
Regular

Aa OPEN SANS
Regular

COLOUR PALETTE

Here are the recommend colours. Note that it is not ideal to use, for example, the darkest green with the black as the contrast between the colours is small.

HEX #355E3B	HEX #5E8C64	HEX #738F77	HEX #F4EEE7	HEX #333333	HEX #FAFAFA
CMYK 44 0 37 63	CMYK 33 0 29 45	CMYK 20 0 17 44	CMYK 20 0 17 44	CMYK 0 0 0 80	CMYK 0 0 0 2
RGB 53 94 59	RGB 94 140 100	RGB 114 143 119	RGB 114 143 119	RGB 51 51 51	RGB 250 250 250

LOGOS

Logos of Athene and Ethana can be found from guild's website athene.fi/hallinto/materiaalit/

The guild emblem is a black half-helmet and an eye on a white background. The emblem may also appear without the white background.

As a general rule logos of partner companies should be used in black and white.

IMAGERY

Photos from Athene's events can be found from the guild's Flickr account at flickr.com/people/athenekilta/

When using photos remember to give credit to the photographer. Name of the photographer can usually be found from the description of the photo or from the photo album.

When using photos that only have a few people on it, ask permission from them.