

Logo Guidelines

Logo Guidelines define logo usage in different contexts, and the allowed colors and shapes of Aalto University Student Union logo. You can download our official logo package from our website aay.fi.

The logo consists of the lowercase letters 'aay' in a bold, white, sans-serif font. The 'a' is lowercase and has a rounded bottom. The 'y' is lowercase and has a long, straight tail that extends downwards. The second 'y' is also lowercase and has a long, straight tail that extends downwards. The letters are closely spaced and centered horizontally.

Official logo versions

There are two official logo versions, the long and the short version. Please do not use the long version if the background isn't calm enough.

The long version



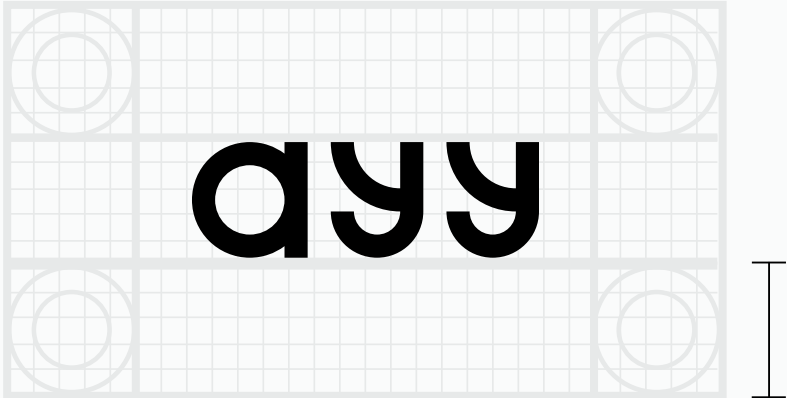
The short version



Protection area

Protection area makes sure that logo displays clearly and is not disturbed by elements that aren't part of it. It should be at least as wide as logos height. Please have a look at the markings below.

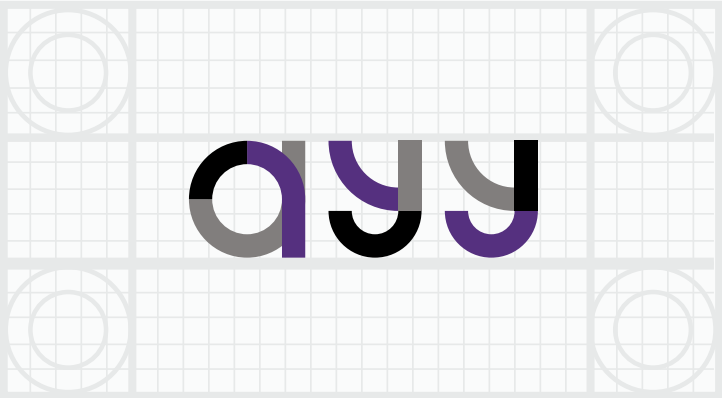
Black



Negative



Modular



Protection area

Protection area makes sure that logo displays clearly and is not disturbed by elements that aren't part of it. It should be at least as wide as logos height. Please have a look at the markings below.



Colors

Here are the colors that appear in AUS logo.
These colors are given to keep our logos uniform.

The black or modular logos are to be used on light backgrounds and the light version on dark backgrounds.

RGB 85 48 127
CMYK 82 94 9 1



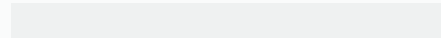
RGB 0 0 0
CMYK 70 50 20 100



RGB 129 126 125
CMYK 48 40 39 21



RGB 239 241 241
CMYK 7 4 5 0



Incorrect use of the logo

Don't change the colors of the logo.



Don't change proportions of the logo.



Don't move or resize elements of the logo.



aalto-yliopiston ylioppilaskunta
aalto-universitetets studentkår
aalto university student union

Consider backgrounds carefully. Don't use black or modular logo on dark backgrounds or the negative logo on light backgrounds.



Logo package

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our website aay.fi



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