Oulu Brand Book
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Do you know what people think of Oulu or what we’re known for? Are people’s perceptions of Oulu in any way near the truth? How would you like others to see us? Can you have an impact on it?

Wherever Oulu is, its brand is, too. The Oulu brand is the feeling people experience when they think of the city. It defines what people think of Oulu and its people. It defines how the city is seen.

We choose the direction the brand is steered in, but to do so successfully, we must define the brand and work to achieve its goals.

When defining the brand, we must make sure it’s truthful, original and unique - in other words, recognizable and memorable. That is why the brand must be firmly regulated.

Adherence to a uniform visual brand look saves money and ensures more efficient communication: using the same visual look, logo, images and colour scheme as well as tone of voice within the entire Oulu Group is more cost-effective. The more uniformly all actors communicate, the better they are able to get across the desired message efficiently and quickly.

The Oulu Brand Book provides concise guidelines on how Oulu looks and sounds. It tells the story of the Oulu brand, describing its most important features and tone of voice, and gives instructions on how to use Oulu’s visual symbols. In a word, it helps us tell people about Oulu in a way that is original, but still uniform in style.

I invite all those involved in communicating about Oulu to take part in the effort aimed at increasing awareness about Oulu and building its reputation. I believe this Brand Book will help you in your work.
The core of the Oulu brand

STARTING POINT: VALUES AND VISION
THE BUILDING BLOCKS OF THE OULU BRAND
THE OULU BRAND IN A NUTSHELL
THE BRAND PROMISE: CAPITAL OF NORTHERN SCANDINAVIA
BRAND ATTRIBUTES: INTELLIGENT, BOLD AND FAIR
OULU’S BRAND PERSONA
THE OULU ELEVATOR PITCH
Starting point: values and vision

The Oulu brand is based on Oulu’s values and vision.

In Oulu City Strategy 2020, Oulu’s vision is encapsulated as follows: Oulu is the boldly innovative capital of Northern Scandinavia. In the city strategy, Oulu’s attributes boiled down to boldness, fairness and responsibility.
Building blocks for the Oulu brand

The raw materials used in building the Oulu brand are found in positive facts associated with Oulu, and the city’s history, attitude, ingenuity, internationality, strengths, past successes as well as its potential for future success and its commitment to a strategy centred on building the future.

The people of Oulu typically have a strong belief in their own know-how: Oulu has grown from a small town on the Bay of Bothnia into the capital of Northern Scandinavia - the area’s most internationally important centre of business, culture and education. In Oulu, people take care of each other and the city offers easily accessible, high quality services.

Oulu has an important global mission. We have always provided the people of the world with the means to better communicate with each other. In the old days, tar was a key factor in ensuring that goods and messages were transported safely and securely on the seven seas. Today, the best paper in the world is produced in Oulu and used to emphasise the weight and importance of the message. Every day more than 60% of the mobile phone traffic in the world uses know-how from Oulu. At this very moment, innovations that will make our lives better and more interesting are being born right here.

From tar to tech, the people of Oulu have always come up with new ways to succeed. As history shows us, over the centuries a strong belief in know-how and success has contributed to Oulu’s prosperity.
The Oulu brand in a nutshell

Oulu is the capital of Northern Scandinavia and blends a creative atmosphere with high technology, entrepreneurship and highly skilled people, the unique culture of a modern seaside town and a vibrant countryside.

Oulu offers an impressive range of educational opportunities and the youngest population in Europe, as well as the ability to collaborate efficiently on building competence into international success stories. And all this in a prosperous city that’s just the right size to provide a good, solid foundation for a happy life.
The brand promise

Capital of Northern Scandinavia

Oulu’s brand promise describes Oulu’s commitment to its significant international role in the north, which, although not an exact geographical definition, helps situate us in the correct region on the world map.

The brand promise tells us about Oulu’s position as a centre of business, science, education and culture in the north and as the largest city in Northern Scandinavia. It also conveys Oulu’s desire to play an active role in leading the way in the development and unification of all northern regions.

“Capital of Northern Scandinavia” defines our place on the world map, especially for people who don’t know where Finland is located.
Brand attributes: intelligent, bold and fair

The three main attributes of the Oulu brand are derived from Oulu’s values and brand persona. Brand attributes are characteristics we want people to associate with their perception of Oulu.

**Intelligent**
Oulu is one of the most intelligent cities in the world. Its intelligence manifests itself as innovation, versatile and high-quality educational opportunities, competitiveness, international success stories, intelligent solutions for everyday life and unique know-how. Intelligence is present in a culture that keeps producing interesting and original works of art as well as cultural events and instigators. Another sign of intelligence is the fact that Oulu has grown sufficiently large. It’s big enough to offer enough competence, manpower and resources to feed success, but compact enough to promote well-being and allow people the time and resources to enjoy the good life.

**Bold**
Oulu is boldly innovative. People in Oulu have learned to succeed by relying on their own know-how, as well as innovation, collaboration and internationalization. They believe in their own ideas. Oulu is a city of entrepreneurs with the grit to make dreams real. Boldness and courage are reflected in not only internationally successful products that are the best in their fields, but also in research and the creative arts as well as the advancement of well-being. Fortune favours the bold - especially in Oulu!

**Fair**
Being from Oulu means being dependable. We deliver on what we promise. Besides know-how, one of Oulu’s key success factors in Finland and abroad is the confidence-inspiring attitude apparent in everything we undertake. Because we are forthright in everything we do, collaboration leads to results. Oulu welcomes visitors and new residents alike with open arms – with somewhat less overt displays of affection than some other places, but with genuine feeling. People here look out for each other. It’s clear in personal encounters as well as services. As a place where a coastal town meets countryside, we value and cherish the environment. It is one of our greatest resources.

*Other important terms*
Just · Innovative · Creative · Dependable · Nimble · A city of entrepreneurs · Competitive · The right size · Unique culture · Welcoming · Safe
Oulu’s brand persona

If Oulu were a person, what would that person be like?

Oulu is easygoing, easily approachable, considerate and hospitable. An energetic and inspiring expert. A wiz at organising unique events and campaigns.

Oulu’s attitude is never-say-die. Oulu has always overcome any challenges - and knows it’ll do so in the future, too. A strong belief in hard work and entrepreneurship as well as an open culture of forthright and brisk collaboration puts its stamp on the Oulu region. Oulu welcomes all visitors with open arms.
The Oulu elevator pitch

When preparing an elevator pitch, keep in mind who it is you’re talking to. Modify the pitch accordingly; as you go, if necessary. For the purposes of arousing interest, the first few seconds are of vital importance. Always endeavour to create a bond with the listener - preferably by initiating discussion. Be brief and concise and even overstate things, if need be.

In Finland
Do you know which Finnish city entrepreneurs consider the most business-friendly? Where housing costs are half of those in the capital region and which has twice been named the most intelligent city in Europe? Our coastal town’s population is the youngest in Europe. Helsinki is within an hour’s flight and Stockholm is another fifteen minutes away. You can find success in Oulu through studies, entrepreneurship and work, with 250,000 locals here to lend you a willing helping hand.

Abroad
Did you know that Oulu, the capital of Northern Scandinavia, is one of the largest technology centres in Europe? Oulu lies a mere hour’s flight north of Helsinki and London (change city according to listener’s country) can be reached in just five hours. Oulu’s story is incredible. This urban area of 250,000 people has produced a bunch of world-changing innovations: smartphones, heart rate monitors and medical breakthroughs, as well as the Air Guitar World Championships, which promotes world peace through the art of shredding on an invisible guitar. It’s no wonder that this city with the youngest population in Europe has twice been named the most intelligent city in Europe. The people of Oulu have already touched your life and will continue to do so in the future. Would you like to hear more about it?
This is what Oulu sounds like

TONE OF VOICE
DOS AND DON’TS - TONE OF VOICE GUIDELINES
DON’T FORGET!
**Tone of voice**

How does Oulu speak to listeners and different target groups? How does Oulu's tone of voice support the defined brand objectives? How you say it is as important as what you say.

We want to get close to the listeners and establish a natural relationship with them. We don't want to bore them or scare them off by using stilted language or by pretending to be something we’re not.

We address our audience in a clear, friendly, inspiring and genuinely easygoing fashion, moulding our message for each target group, but we always stay true to Oulu’s brand persona.

Our tone of voice is always

- **Natural and dependable**: the message is always delivered clearly and understandably, without formal language.
- **Personal**: we are friendly, sincere and easily approachable. We adjust our delivery according to the recipient: we address experts as experts, young people with respect, and strangers in a cheerful and congenial manner.
- **Inspiring**: we are genuinely excited about what’s going on here and we want our listeners to join in, take part, come and live or spend their vacation here.
- **Smartly proud**: we have unique know-how in many areas. It’s something to be proud of, but there’s no reason to be stuck up about it.
Dos and don’ts - tone of voice guidelines

Adaptation examples for tone of voice

**Dependable and natural /personal /inspiring**

**DON’T:**
Studies show that in Oulu the average housing prices and rents per square metre are lower than in the capital region, Tampere, Turku and Jyväskylä.

**DO:**
Research shows housing costs are lower in Oulu than in other large cities in Finland. People here see the difference every month in their bank statements. What would you do with the money you saved?

**Inspiring /dependable /smartly proud**

**DON’T:**
Oulu is a well-known technology city. Tens of thousands of engineers have graduated from Oulu University of Applied Sciences’ degree programmes in radio technology and software development that serve the business sector. The programmes were originally launched in the 1970s at Oulu University. Companies from Oulu have, at times, gone on to be at the top of their respective fields worldwide.

**DO:**
Even as we speak, know-how from Oulu moves more than 60% of the wireless speech, image and data in the world. An idea that came out of the blue while cross-country skiing eventually produced Polar heart rate monitors, which became market leaders in their field. There are already loads of examples of Oulu’s high-tech miracle and new ones are coming up all the time - millions of downloaded games, smart-printed health technology, smart locks.

**Smartly proud /inspiring**

**DON’T:**
You can enjoy a leisurely summer’s day in Oulu. There are 20 beaches, 640 kilometres of bike paths, and lots of shops and restaurants in the city centre. Music festivals featuring classical music, rock, folk and jazz are organized in the summer months. Welcome to Oulu - or are you afraid of the Bobby at the Market Place?

**DO:**
Do you know what Finland’s internationally best-known cultural event is? The one covered by leading TV channels from the BBC to CNN, from Japan to Argentina? The Air Guitar World Championships is a perfect example of doing things Oulu-style - it’s different and unforgettable!
Don’t forget!

What should you tell your audience about Oulu? Consult the following list for some helpful hints.

Current and new inhabitants
Research shows that housing costs in the Oulu region are about half of those in the Helsinki metropolitan area. It’s a coastal town of a perfect size, with 200,000 inhabitants, a wide range of services, jobs and recreational facilities, and no congestion. Everything’s close by, as is the rest of Finland and the world, thanks to Oulu International Airport, the second busiest airport in the country. Life in Oulu works.

Reasonably priced high-quality housing.
Everything is close. Excellent transport connections.
More time.
New residential areas.
A good city for kids: living is easy, lots of leisure activities.
Comprehensive, high-quality services.
Faith in the future.
Town and countryside, the sea, the river and the fells.

Winter and summer.
The best winter biking city in Finland, major projects and new job opportunities.
Genuine hospitality.
Warm, sincere people.
Oulun Kärpät ice hockey team and Finnish Hockey League.
Don’t forget!

**Business sector**
Business leaders rate Oulu as the most business-friendly large city in Finland. Oulu offers businesses and investors a considerable potential for success. The highly competent folk at BusinessOulu are always ready to assist businesses with their needs. Would you like to be part of a real success story?

A city of entrepreneurs.
A city of technology.
Innovation environments.
Unique know-how.
A ready-made, very business-friendly and agile environment.
Delivers on its promises.
Reacts rapidly.
Excellent transport connections.
Genuinely international.
The most interesting ICT centre in Europe.
Most advanced radio technology know-how in the world.
World-class businesses.

Created in Oulu.
Comprehensive high-level education.
Youngest in Europe.
Wellness technology.
Paper and wood.
Printed intelligence.
Major projects in the North.
Hiukkavaara - intelligent residential area.
OuluHealth campus.
Start-up generator.
Barents Sea and the Bay of Bothnia
Collaboration and team spirit.
Don’t forget!

**Students and young people**
50,000 students can’t be wrong: Oulu is one of the most popular places to study in Finland. Besides an impressive range of educational opportunities, the city offers all that other stuff the clever student needs, too: culture, friends, leisure activities and epic events.

50,000 fellow students.
A wide selection of educational opportunities.
A city of events.
Leisure activities.
International contacts.
The air guitar capital of the world.
The youngest city in Europe.
The most active cycling city in Finland, the best winter biking city in the world.

Future job opportunities potential.
A city of culture: festival, arts, events.
Excellent transport connections.
An international university.
OSAO – the largest vocational institute in Finland attracts students from far and wide, the most important adult-education centre in the north.
Don’t forget!

Tourism and congress
You’ll be surprised by Oulu’s ingenuity - and always positively. The exuberant Air Guitar World Championships is Finland’s best-known cultural event globally. Oulu has more than 650 kilometres of scenic bike paths. In the summer, sandy beaches are close at hand, and there is no shortage of snow in the winter. The closest ski resort, Syöte, is only an hour’s drive away.

The sea, the river and the city.
Authenticity.
Excellent transport connections all year round.
Nallikari camping and beach.
Tietomaa science centre.
Air guitar capital of the world.
Interesting and unique places to visit in the region: Hailuoto, Rokua and Syöte.
The most active cycling city in Finland, the best winter biking city in the world.
Theatre, festivals (mention by name according to target group)

Oulu Symphony Orchestra.
Art Museum.
Kierikki and Stone Age.
Mieskuoro Huutajat – Men’s Choir The Shouters
Rokua Geopark.
A city for children.
A summer city.
Four seasons.
The sun, polar night and northern lights.
This is what Oulu looks like

OULU LOGO
TYPOGRAPHY
COLOUR SYMBOLISM
OULU’S COLOURS
GRAPHIC SYMBOL
VISUAL BRAND PROMISE: CAPITAL OF NORTHERN SCANDINAVIA
The Oulu logo

The Oulu logo - the visual appearance of the word Oulu - is everything to us. It undersigns everything we say and makes us recognisable. Let's treat it with respect.

In our brand work, Oulu's logo has been updated to meet the targets and technical requirements set. The updating has been so subtle that it may at first glance go unnoticed.

Oulu's logo is uncomplicated and modern in appearance. The graphic quality of the logo makes it easy and flexible to use in different media. The clean lines work particularly well in electronic media, in both small and large sizes.

**Recommended logo size, minimum size**
In printed material (up to A4 size), use the logo at 23 mm width. Minimum width is always 14 mm.

**Logo protection zone**
The purpose of the protection zone is to give the logo sufficient space to represent Oulu. The width of the protection zone equals the width of the letter O in the logo.
Typography

Oulu’s typography also uses Oulu’s tone of voice in communication. It is natural, personal, inspiring and smartly proud.

Printed material
Altis: A Finnish typeface with an extensive selection of font styles - i.e., a font with good readability. The font styles communicate both firmness and a more subtle expressive power.

Electronic forms
Segue UI: Emails and electronic forms require a typeface that is found in most computers and mobile devices. Among these, the one bearing the closest resemblance in style to Altis is Segoe.

Cyrillic font
The Cyrillic font used in City of Oulu texts is Frutiger Neue.

Colour
100% black. Against a white background, 90% can also be used. Text on a coloured surface or an image: always 100% black.

Printed material /Altis

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖabcdefghijklmnopqrstuvwxyzåäö(.,:;?!£$&@*><%fi)0123456789ßÇ&ŊŸŷ≤③↗∑��«}¾fi_£□♥Ǿ�

Electronic forms /Segue UI

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖabcdefghijklmnopqrstuvwxyzåäö(.,;?!£$&@*><%fi)0123456789ßÇ&ŊŸŷ≤③↗∑��«}¾fi_£□♥Ǿ�

Light Regular Italic
Semibold Bold Bold Italic
**Colour symbolism**

*We want to show our colours! The brand colours of the City of Oulu are based on Oulu’s brand attributes - intelligent, bold, fair and responsible.*

- **Magenta, purple**
  - truth
  - creativity, ingenuity
  - richness, luxury
  - mystery
  - power

- **Orange**
  - liveliness, energy
  - change
  - motion
  - power, endurance
  - efficiency

- **Blue**
  - dependable, official
  - content
  - peace
  - quality, sustainability
  - ethical

- **Green**
  - vitality, nature, ecology
  - health, youth
  - clarity
  - certainty, trust
  - firmness, permanence

**Intelligent**

**Bold**

**Fair**

**Responsible**
Oulu’s colours

Oulu wants to be seen as bold and intelligent. We are fair and responsible. The colours we use reflect the image of Oulu we want to convey.

Main colours
Intelligent – magenta, purple
Bold – orange
Fair – blue
Responsible – green

Additional colours
More variation may be added to the main colours by using darker or lighter shades besides the main colours.

Neutral shades
Neutral shades: white, light grey and dark grey are used with the main colours. White is used in all material to add light and airiness. The shades of grey are used to balance the other colours.
**Graphic symbol**

Oulu is here! Oulu’s graphic symbol combines the letter O and the compass needle shape familiar from map applications. The graphic symbol helps personalise different types of material as belonging to Oulu.

The colour scheme of the symbol is based on Oulu’s brand colours. Two versions of the symbol are used: one with the circle intact, and one with just the lower part of the circle visible.

The graphic symbol may not be customised. If new graphic symbols are needed, they may be designed in different colours and with different background graphics (see next page). New graphic symbols are ordered from the City of Oulu communications department.
Graphic symbol / The story behind the graphics

The graphics within the symbol are based on the letter O, which is twisted into a Möbius strip. An algorithm based on Oulu data gives the strip a unique shape.

In the joint graphic symbol of Oulu, the background graphics are based on the average age of people in Oulu (36.6 years) and the number of inhabitants in the urban area (250,000).
Visual brand promise

Oulu’s brand promise “Capital of Northern Scandinavia” has its own, readily identifiable visual style. It bears a close resemblance to Oulu’s logo and graphic symbol.

The aim of the visual brand promise is to convey Oulu’s brand promise to a target audience that is as wide as possible. Thus it is not only delightful, but also efficient, that the Oulu brand promise is also used by other companies and organisations representing the Oulu region.

When the visual brand promise is used by collaboration partners (e.g. Oulu University, local businesses etc.) the colour of the compass needle can be adapted according to the user’s own colour scheme.

**Use**

**City of Oulu:** The visual brand promise is always used together with Oulu’s logo and Oulu’s brand colours. The Oulu logo is never replaced by the visual brand promise in the City’s own material.

**Partners:** The colour scheme of the compass needle symbol can be adapted to suit the colour scheme used by the collaboration partner.