



KymiRing

Visual Styleguide

Draft: 1.1 | 8.3.2021

Hello

Nice to see you!

We designed this visual guide to give you a safe drive for our visual identity. This guide should give our team and partners an understanding of how to design anything related to the KymiRing brand, such as marketing materials, presentations or digital products.

KymiRing is a registered trademark

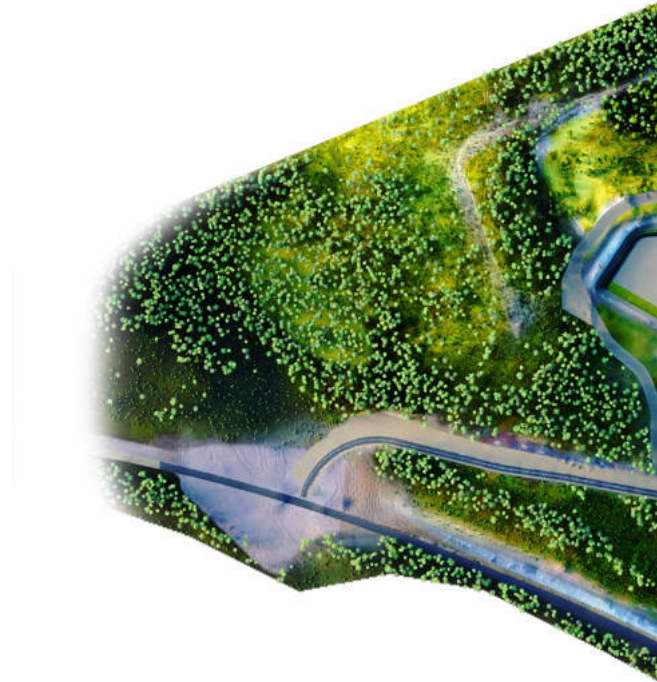
As a professional, you already know that registered trademarks can not be used in any form without a permission from it's owner. **If you have a need for showing the logotype or circuit on your product or service, please ask first.**

Latest contact information can be found from the website.

What is KymiRing?

Motorsports and events venue KymiRing is located in Iitti, Lahti region (Finland). It is Northern Europe's only GP Circuit fulfilling the highest requirements of FIM and FIA. The track is 4.5 kilometres long with 21 curves and has an altitude difference of 18 metres. The length of the main straight is 1,1 km – the longest GP straight in Europe. KymiRing's huge 180 hectares circuit area with modern facilities offers various possibilities for both automotive sports and the testing industry.

More information: www.kymiring.fi





First things first:

Primary Logotype

The first way of presenting KymiRing is with our Primary Logotype. It's the clearest way we can identify our company visually. It works as a sign for all of our communications: messages must be identified as coming from us!

Clearspace

In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type or other graphic elements infringe on its own space. The minimum clearspace around the logotype is equivalent to 1/3 of the height of the logotype.



Clearspace



For different spaces:

Vertical Logotype

If it's impossible to use the Primary Logotype for some reason, you have the option of using the vertical logotype. Don't worry, it still presents KymiRing brand bravely!

Clearspace

The minimum clearspace to the around the vertical logotype is equivalent to 1/3 of the height of the logotype. Easy to remember.



Clearspace



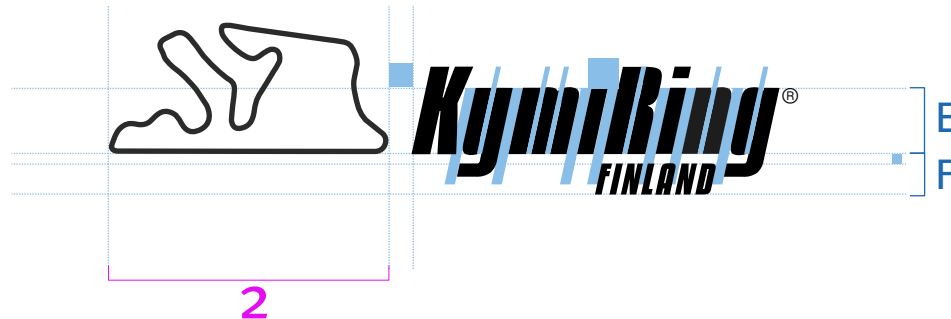
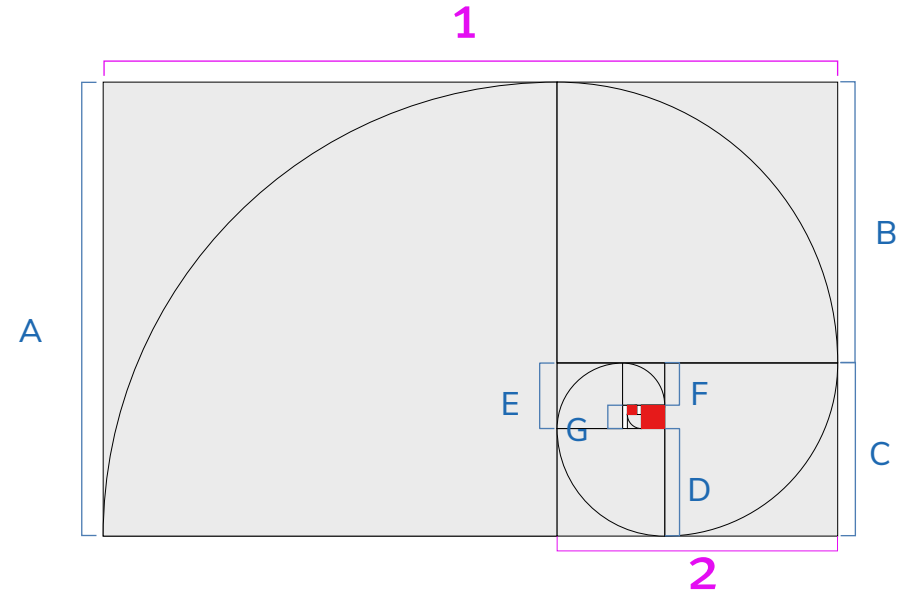
All begins from the details:

Logotype proportions

The base for the proportions comes from golden ratio. It's been stated to lead design to the most aesthetically-pleasing result, regardless of the subject.

Additional details

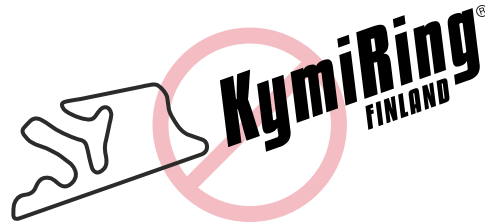
As you can see, there are cases, where we can show a smaller text under the logotype, like Finland. All the ratios can be calculated based on this.



Examples of bad usage

Don't do it

To make sure our logotype appears as consistently as possible throughout our communications, we've identified a few ways we don't want the logotype to appear.



Don't skew, rotate or stretch.



Avoid additional styling with outlines, glows or any other techniques.

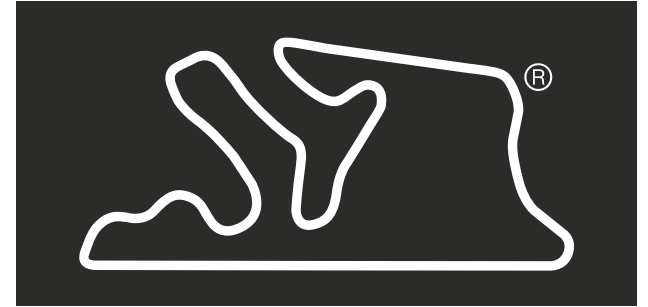
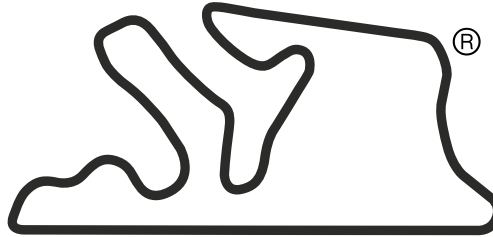
In the center of the action

Circuit mark

There are cases, where the circuit can be used without the typography. Games, PR-products, textiles to name a few.

Additional details

You should notice the usage of trademark on the right side of circuit.



Finish it with colour:

Colour

Blue is our main colour used with white. Our identity have a heritage in Finnish roots, so it's quite obvious to use this combination.

Use this colour generously for our type, charts and as a background.

In the majority of uses, we want strong contrast between all of the colours used.

Additional details

These are the main colors, which you should be able to work with.



BLUE
Pantone 285
CMYK 90 56 0 0
RGB 0 114 206
#0072CE



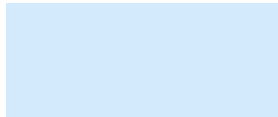
WHITE
CMYK 0 0 0 0
RGB 255 255 255
#FFFFFF



RICH BLACK
Pantone Pro Black
CMYK 91 79 62 97
RGB 0 0 0
#000000



SILVER
Pantone 877 M
CMYK 0 0 0 25
RGB 192 192 192
#C0C0C0



SKYBLUE
Pantone 290
CMYK 21 1 0 0
RGB 191 221 234
#C0DDEA



LIGHTBLUE
Pantone 292
CMYK 50 14 0 0
RGB 94 176 229
#5EB0E5



FINNISH BLUE
Pantone 294
CMYK 100 72 0 26
RGB 0 52 121
#003479

Spice up the meaning:

Additional Colours

Specially in digital world, we need colours to tell a deeper story. Sometimes we have to mark danger and sometimes we celebrate the success. Ready, set, go!



SUCCESS
Pantone 2240
CMYK 0 0 0 0
RGB 31 194 162
#1FC2A2



WARNING
Pantone 143
CMYK 0 40 90 0
RGB 235 188 52
#EBBC34



DANGER
Pantone 1797
CMYK 0 91 61 5
RGB 208 43 61
#D02B3D



PURPLE
Pantone 248
CMYK 42 98 0 0
RGB 136 44 112
#882c70

Type it with letters:

Typography

Typeface, which carries our brand voice, is Mulish. Easy-going and modern, just like our brand.

Additional details

You can download the typefaces from here:

<https://fonts.google.com/?query=mulish>

This text uses Mulish ExtraLight

This text uses Mulish Light

This text uses Mulish Regular

This text uses Mulish Medium

This text uses Mulish SemiBold

This text uses Mulish Bold

This text uses Mulish ExtraBold

This text uses Mulish Black



There are cases, where you should skip one or couple sizes to give a structure for your communication. This is such a case.

Communicate with structure

Weights

Not just for lifting, but structured meaning. Here are the primary weights, which can be your go-to choices.

Additional details

Use Regular for the main copy and Bold or Black for the headings. For additional information, you can use ExtraLight.

Mulish Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvXxYyZzÅåÄäÖö
1234567890!"#€%&/()=?!*-

Mulish ExtraLight

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvXxYyZzÅåÄäÖö
1234567890!"#€%&/()=?!*-

Mulish Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvXxYyZzÅåÄäÖö
1234567890!"#€%&/()=?!*-**

Mulish Black

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvXxYyZzÅåÄäÖö
1234567890!"#€%&/()=?!*-**

Hope You had a pleasant journey

Let's keep the design wheels running

– The drivers of KymiRing design team.