

Graphic guidelines



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To communicate our brand in a unified and impactful way, we need to align all our actions under three main attributes.

Clarity > Clarity means reduction. Say and show the essential. Be clear in all communication. Constant optimization and striving to simplify are important aspects for our brand.

Closeness > Closeness means engaging. We are a service minded brand that values practical and functional thinking with a warm and welcoming approach.

Cutting-edge > Cutting edge means progressive. To remain relevant and innovative we constantly seek new ways to improve our brand. Being mindful in what we do with a future focused attitude.

1.1.1 THE METSÄ GROUP STYLE



Metsä Group's visual style is true and straightforward, combining high-quality with timeless feel.

The Metsä Group style is about keeping it simple and clear. All the elements of the Metsä Group brand – from brand photography and signage to pure graphic applications and illustrations – are shown and communicated as simply and effectively as possible without decoration.

As there is only one Metsä Group brand, all the business areas should have a consistent look and feel to create and strengthen the overall brand awareness, and to reflect the forerunning, modern and innovative qualities of the Metsä Group.

If you have any questions about the Metsä Group brand, the use of the brand elements or marketing communication, please don't hesitate to contact the Metsä Group communications.

For more information, visit:
brand.metsagroup.com

1.1.2 BRAND HIERARCHY

Company / brand logo



Metsä Group's brand hierarchy is simple, logical and easy to understand. The Metsä Group logo serves as the sole identifier of the Metsä Group brand regardless of the business unit in question.

There are two versions of the Metsä Group logo: horizontal and vertical.

Business area identifiers have consistent typeset style derived from Metsä Group Identity:

Typeface/Weight: Benton Sans Bold
Tracking: 0
Colour: Tuhkan Gray

Business area identifiers

Metsä Forest

Metsä Fibre

Metsä Wood

Metsä Board

Metsä Tissue

1.1.3 BRAND HIERARCHY / PRODUCT LOGOS

Company / brand logo



Product logo examples

Metsä Forest

Metsäverkko

Metsä Fibre

Metsä Pine AKI

Metsä Wood

Kerto® LVL

Metsä Board

MetsäBoard Prime FBB EB

Metsä Tissue



Metsä Group product logos have a consistent typeset style:

Typeface/Weight: Benton Sans Black
Tracking: -40/1000 Em
Colour: PMS Black 7

Metsä Tissue's product logos differ from Metsä Group's visual identity.

The logo is one of the most valuable assets in a company. This section contains the definitions and examples on how to use Metsä Group's logos in a consistent way.

2.1.1 Logo

2.1.2 Logo / Safe area

2.1.3 Logo / Use

2.1.1 LOGO

Horizontal logo / Primary



Symbol

Logotype

Vertical logo / Complementary



The Metsä Group logo consists of the company symbol, the moose head, and the company logotype.

The placement and the proportions of the logo elements must not be changed.

There are two versions of the Metsä Group logo: vertical and horizontal.

Logo originals can be downloaded from the databank.

Logo colours

SILMU
PMS 376
C53 M0 Y100 K0
R98 G167 B0

TUHKKA
PMS Black 7
K90
R54 G53 B52

2.1.2 LOGO / SAFE AREA

Horizontal logo / Safe area



Vertical logo / Safe area



It is important to allow white space around the logo to ensure visibility and tranquility. A safe area around the logo is based on the width of the moose head symbol.

Logo originals can be downloaded from the databank.

2.1.3 LOGO / USE

Primary colour version



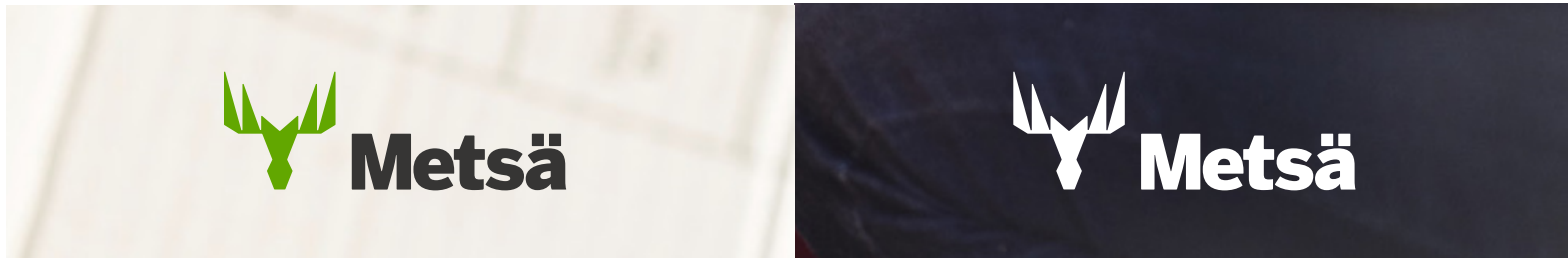
Black version



Secondary white version



With image



Incorrect use



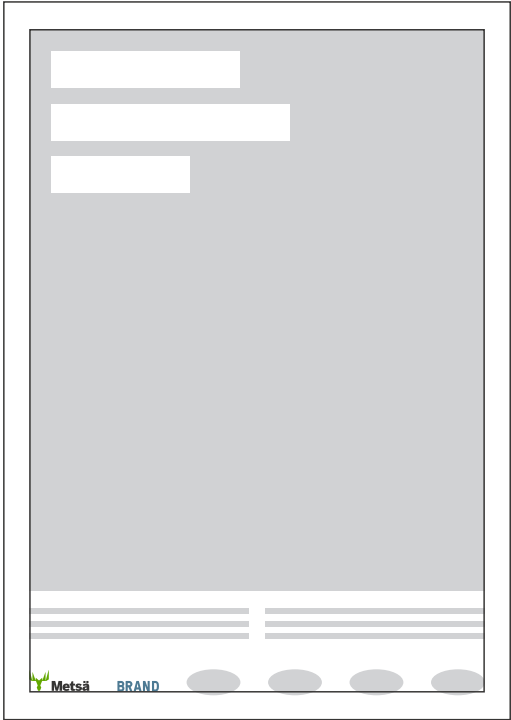
When possible, always use the primary colour version of the logo on white or light coloured surfaces. The secondary white (negative) version is reserved for green or dark coloured surfaces. The black colour version is exclusively for limited black & white printing process.

These principles apply to all logo versions whether horizontal or vertical. Do not use the logo in any other way than specified.

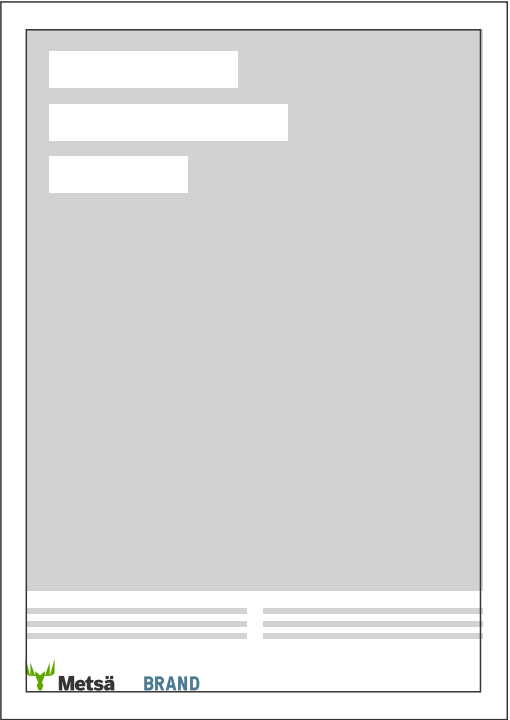
Logo originals can be downloaded from the databank.

2.1.3 LOGO / USE / JOINT MARKETING

Ad / Multiple equal partners



Ad / Equal partnership



In joint marketing / advertising where two or more company logos need to be placed in one advertisement the Metsä Group logo should be placed into the lower left corner and other company logos should be arranged, distributed and scaled optically to form a visually equal impact.

Equal visual weight and distribution



Colour is an important factor of Metsä Group's visual identity in recognition and differentiation. This section contains the colour specifications for the Metsä Group.

2.2.1 Palette

2.2.2 Hierarchy

2.2.3 Colour in use

2.2.1 COLOUR / PALETTE

Primary identification colours

Silmu



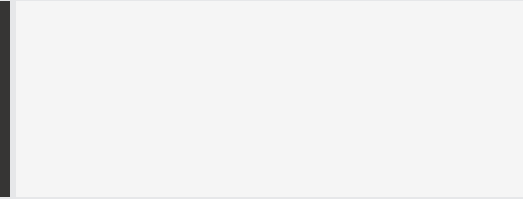
PMS 376
RGB 98/167/0
HEX 62A700
CMYK 53/0/100/0
RAL 6018

Tuhka



PMS Black 7
RGB 54/53/52
HEX 363534
CMYK 0/0/0/90
RAL 6006

Lumi



PMS -
RGB 255/255/255
HEX FFFFFFFF
CMYK 0/0/0/0
RAL 9003

Metsä Group's colour palette consists of primary identification colours and additional accent colours.

Each colour is defined through a Pantone (PMS /offset) spot colour standard with a corresponding 4-color conversion (CMYK /offset/print) and screen-optimized (RGB/screen) conversion. Primary colours have an additional (RAL/acrylic paint) match for events, vehicles, signage or other physical spaces.

Additional colours

Ruska



PMS 695
RGB 174/96/96
HEX AE6060
CMYK 9/62/20/24
RAL 3017

Kaarna



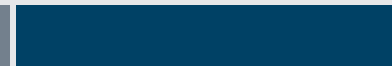
PMS 5205
RGB 133/113/122
HEX 85717a
CMYK 30/60/13/45
RAL 4009

Ilta



PMS 7544
RGB 115/128/141
HEX 73808d
CMYK 34/14/11/32
RAL 7000

Sini



PMS 302
RGB 0/65/101
HEX 004165
CMYK 100/49/12/58
RAL 5001

Meri



PMS 5483
RGB 88/128/135
HEX 588087
CMYK 65/11/25/27
RAL 6033

Kivi



PMS 7536
RGB 128/129/118
HEX 808176
CMYK 11/13/30/32
RAL 7030

Sammal



PMS 1245
RGB 166/138/79
HEX a78a50
CMYK 7/37/100/19
RAL 1024

Rypsi

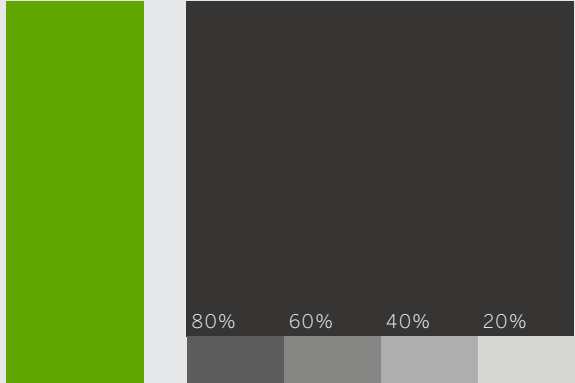


PMS 123C 109U
RGB 253/200/47
HEX fdc82f
CMYK 0/20/100/0 C 0/10/100/0 U
RAL 1021

2.2.2 COLOUR / HIERARCHY

Primary identification colours / Logos and all corporate communication

Silmu **Tuhka** **Lumi**



NOTE!
White should be understood as a key identification colour together with Metsä Group Silmu Green and Tuhka Grey.

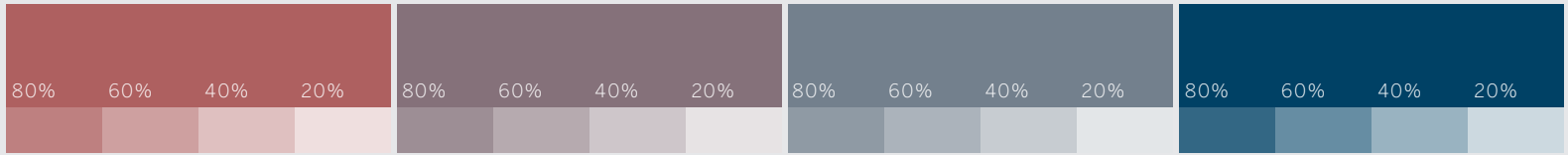
The usage of Metsä Group's colour palette is divided into primary identification and complementary purposes.

Primary identification colours are used in most contexts. They are timeless and versatile. Consistent use of Metsä Group's primary colours ensures strong impact for Metsä Group brand's visual identification. Silmu green colour is primarily intended as an identification accent e.g. in the moosehead.

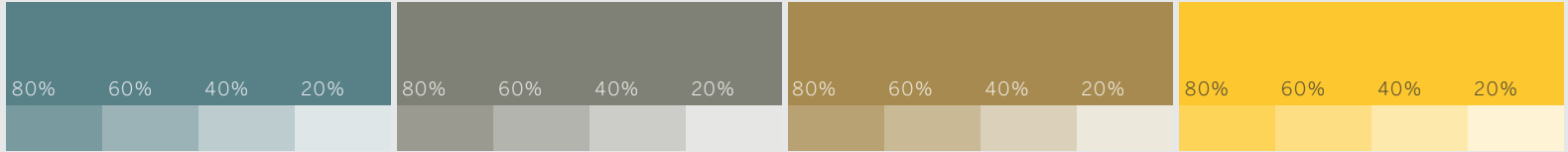
White should also be understood as a colour: unprinted areas lend an air of clarity and serenity in both print and digital media.

Additional colours / Secondary purpose only

Ruska **Kaarna** **Ilta** **Sini**



Meri **Kivi** **Sammal** **Rypsi**



Lighter tints of Metsä Group's colours can be used to group visual elements in information graphics in magazines and annual reports, for example.

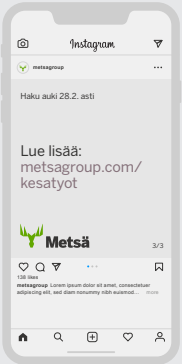
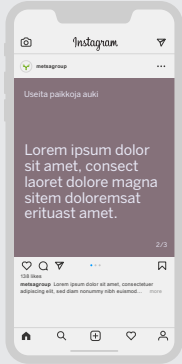
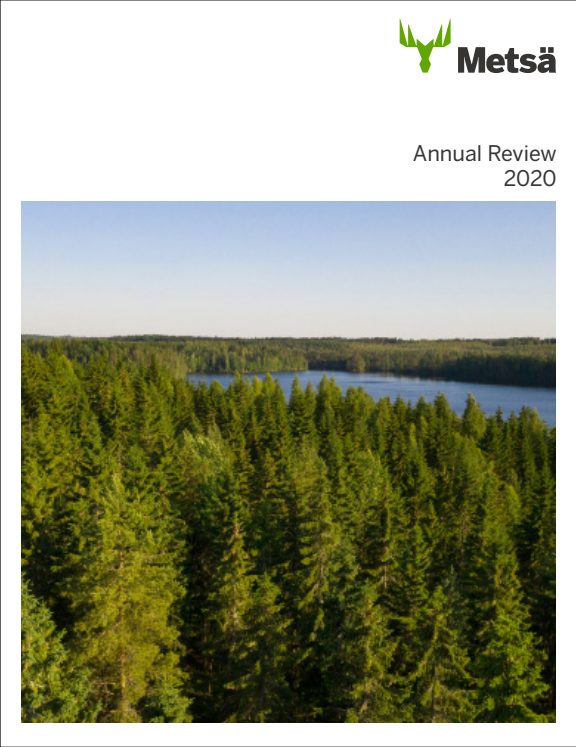
Additional colours can be used across multiple applications and should be chosen accordingly to match the messaging and/or the tone of photography. Additional colours can be used e.g. for considered emphasis in headlines, tables and charts.

2.2.3 COLOUR / COLOUR IN USE

Examples of the use of colours across various contexts.

Here you can find examples of the purposeful use of primary and accent colour palette across various applications regardless of media.

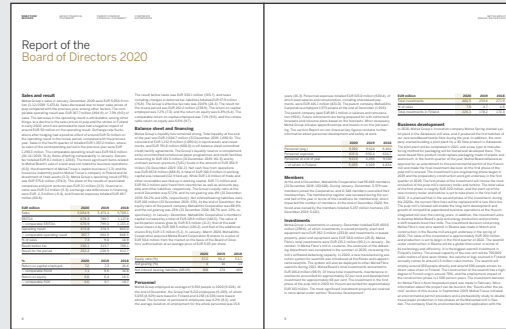
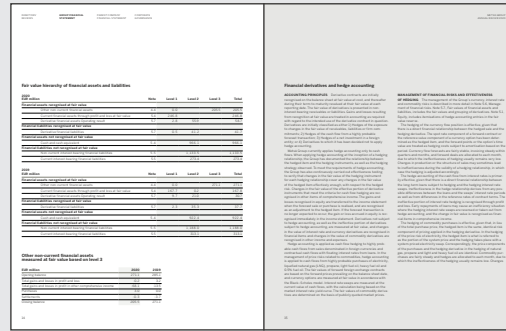
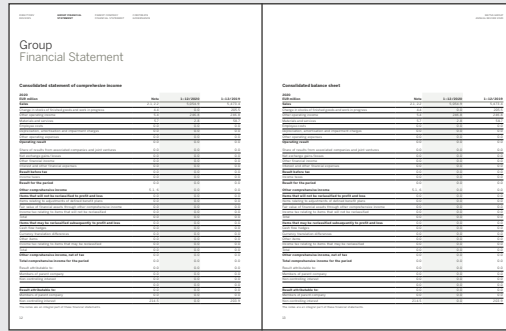
The use of the primary palette should always remain dominant in the “facade” or the first entry point of an individual application e.g. the cover or the first view, while the use of accent colors can take on a more prominent role e.g. on the inside pages in structuring the actual content



2.2.3 COLOUR / COLOUR IN USE

Continuous use of accent colour to identify different sections.

Accent colours should be used functionally to structure and separate different content entities. It is recommended to retain the same accent color in different tints throughout an individual content section.



2.3 TYPE & TYPOGRAPHY

Typefaces and the way they are used is a key part of Metsä Group's corporate identity. This section contains the definitions for Metsä Group's corporate typefaces and typography.

2.3.1 Primary corporate typeface

2.3.2 Office typeface

2.3.1 TYPE & TYPOGRAPHY / PRIMARY CORPORATE TYPEFACE

Primary typeface

Benton Sans family

Context

Benton Sans Regular (or Book*)

Intended for headline use. Typeset in sentence case in short big headlines (max. 6 words) with a tight tracking (-40/1000 Em).

AaBbCcDdEe
1234567890!

Headlines

Benton Sans Bold

Intended for highlighting keywords or in subtitles. Works best in point sizes between 8–16 pt.

AaBbCcDdEe
1234567890!

Emphasis cum as resti assinul liquis sim aeturasm aliqui audant rem est gitatesmpor emphasis ciatusas dest sentside eum ipsasusda antiossum.

Benton Sans Regular (or Book*)

Intended for bodycopy / intros / captions etc. Works best in point sizes between 6–8 pt.

AaBbCcDdEe
1234567890!

Bodycopy asrasum as resti assinul liquis sim aeturasm aliqui audaassnt rem est gitatesmpor anden ciatus sentsidea eum ipsasusda antiossum quasni. Uptatatem aliasfss re volo blation eaque reneperi nobis cum de re, que plit iligenit int adiati dolum.

Benton Sans Black

Reserved for product logo use. Typeset in sentence or title case with a tight tracking (-40/1000 Em).

AaBbCcDdEe
1234567890!

Product Names

Benton Sans Medium / Light

Optional weights are not intended for everyday use and should be used sparingly.

AaBbCcDdEe
AaBbCcDdEe

(Optional)

Metsä Group uses Benton Sans as the primary corporate typeface family. Benton Sans comes in select styles and can be used diversely in various applications.

This page shows each weight and its specific intended use. As a general rule, it is highly advised to use only Benton Regular in all typography, to maintain a consistent, clear and identifiable Metsä Group typography. Bold should be used sparingly as an emphasis preferably on subheadline or bodycopy level.

The typeface family is made in OpenType document format that can be installed in all of the most common operating systems.

Arial is the font used in office programs such as PowerPoint and Word. Please see the following page for instructions. If the Benton font cannot be used, for example for Cyrillic texts, use the Cyrillic version of Arial or Arial Unicode.

A licensed version of the typeface family can be obtained from Group Communications.

* Text-heavy publications

2.3.2 TYPE & TYPOGRAPHY / OFFICE TYPEFACE

Substitute typeface

Arial family

Context

Arial is the substitute typeface replacing Benton Sans in Microsoft Office programs, such as PowerPoint, Word and Excel. Arial is preinstalled in Metsä Group's document templates.

Arial Unicode is a default system typeface that can be used as a substitute for a number of other non-latin languages.

Arial Bold

Intended for headline use in office programs replacing Benton Sans Bold.

AaBbCcDdEe
1234567890!

Headlines

Arial Regular

Intended for bodycopy, intros and captions etc. replacing Benton Sans Book and Light

AaBbCcDdEe
1234567890!

Emphasis cum as resti assinul liquis sim aeturasm aliqui audant rem est gitatesmpor emphasis ciatusas dest sentside eum ipsasusda antiossum.

Arial Regular

Intended for bodycopy, intros and captions etc. replacing Benton Sans Book and Light

AaBbCcDdEe
1234567890!

Bodycopy asrasum as resti assinul liquis sim aeturasm aliqui audaassnt rem est gitatesmpor anden ciatus sentsidea eum ipsasusda antiossum quasni. Uptatatem aliasfss re volo blation eaque reneperi nobis cum de re, que plit iligenit int adiatu dolum.

Arial Unicode

Intended as a substitute for non-latin languages.

АБВГДЕЖЗИ
オカガキギク

(Optional) For languages with non-latin character sets such as Russian or Japanese.

2.4 INFORMATION GRAPHICS

This section contains the basic principles, definitions and use examples for Metsä Group's information graphics such as illustrations, charts, tables and pictograms.

2.4.1 Illustrations

2.4.2 Pictograms

2.4.3 Infographics

2.4.4 Tables & Charts

2.4.1 INFORMATION GRAPHICS / ILLUSTRATIONS



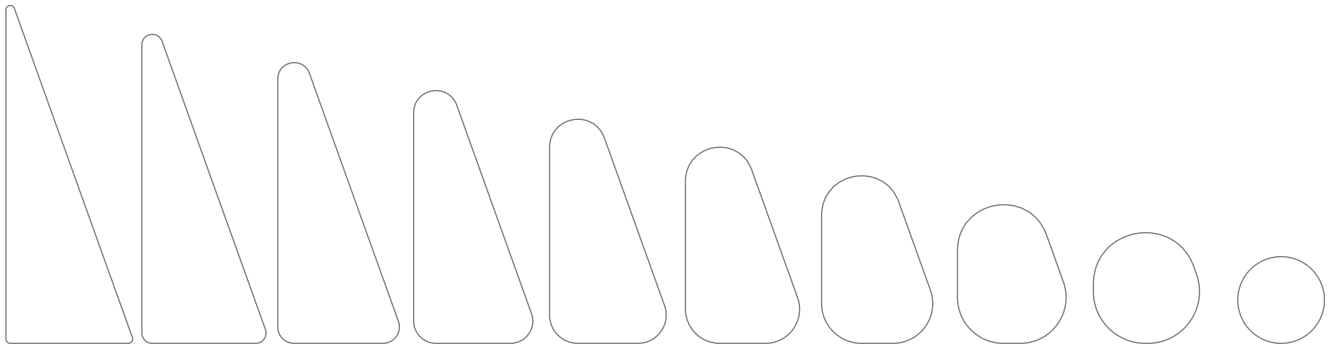
Metsä Group’s illustrations are positive, true and straightforward.

We use simple and clean lines with the geometric shapes inherited from the Metsä Group moosehead symbol. Shapes can be altered in various ways e.g. by mirroring, sizing, angling and combining.

The use of Metsä Group’s brand colours along with selected earthy, muted tones create a sense of rootedness and honesty. The rich use of colour helps to highlight the diversity of forest ecosystems, people and their surroundings.

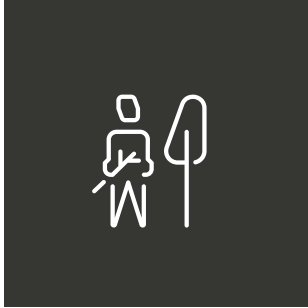
Metsä Group illustration style has its own specific guideline document. For further information see the Metsä Group Illustration Guideline.

Example illustrations and layout files can be found in Metsä Group’s databank.

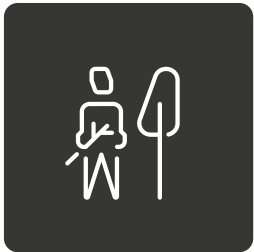


2.4.2 INFORMATION GRAPHICS / PICTOGRAMS

Primary usage:
No holding shape



Secondary usage:
Square with rounded corners



Pictogram examples



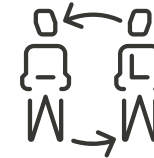
Climate change



Social



Social



Cooperation



Safety



Sustainability



Fossile free



Biodiversity

The primary purpose of pictograms is to convey meaning quickly and universally regardless of language or cultural barriers.

Pictograms are used extensively in various contexts, including signage, user interfaces, presentations, instructional materials, public spaces, and more.

The primary colours used in pictograms are tuhka or white. Other Metsä Group colours can be used for specific needs.

It's recommended to use the pictograms without a holding shape. If necessary, a defined square with rounded corners may be applied.

When using pictograms, pay attention to their intended meaning to avoid confusion. Ideally, one pictogram is reserved for one message only. But the pictograms can be used for other purposes as well by activating the meaning with text or context.

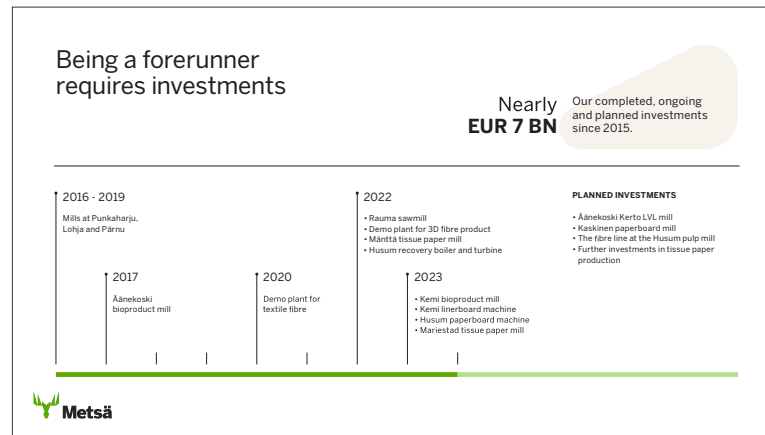
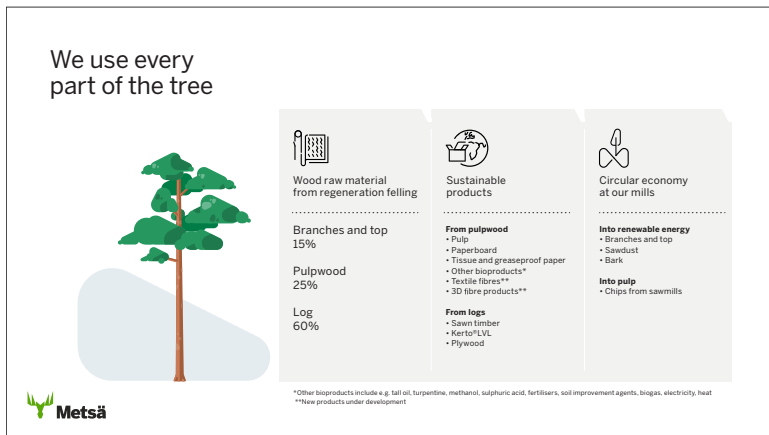
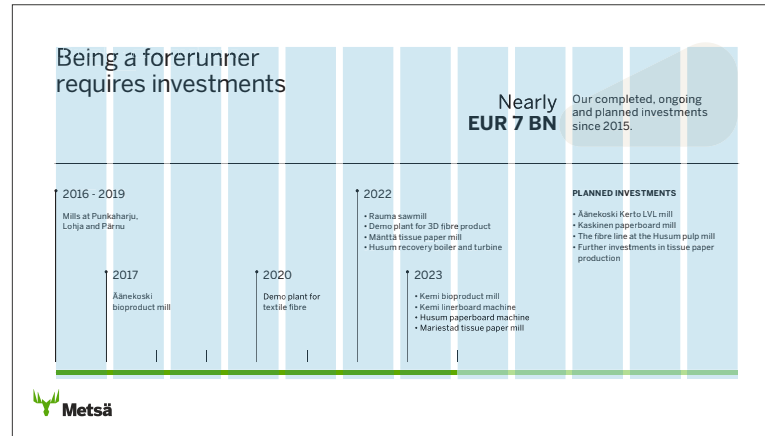
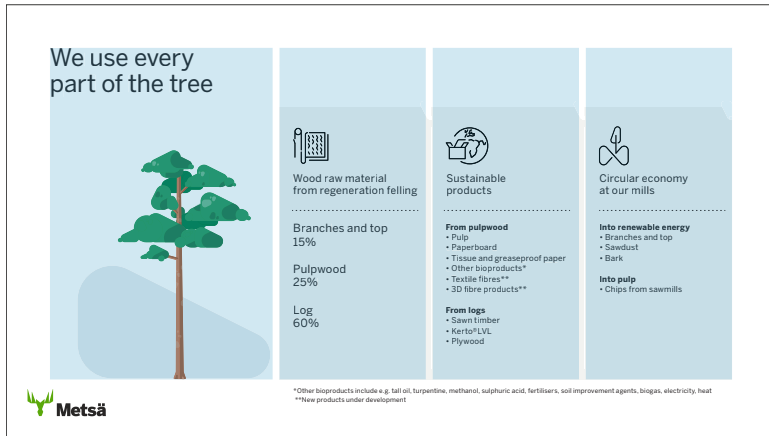
Pictograms are not intended to be a substitute for illustrations.

For further information see the Metsä Group Illustration Guideline.

Pictogram examples and layout files can be found in Metsä Group's databank.

2.4.3 INFORMATION GRAPHICS / INFOGRAPHICS

Infographics examples



Metsä Group infographics distill complex information into snackable visual pieces. They combine text, images and data, giving you a visual aspect of content, and making it more understandable, accessible and memorable. Effective infographics are beautifully designed, tell a good story, and make understanding easy.

To stay true to Metsä Group's visual identity, the infographics are built using the Metsä Group brand colours with additional tints.

No specific use order for the colours is defined. The order of colours for individual infographics or sets of infographics can be chosen to best suit the purpose and context.

Build a grid that best suits your content, be mindful that the overall layout follows a strong sense of grid and alignment.

For further information see the Metsä Group Illustration Guideline.

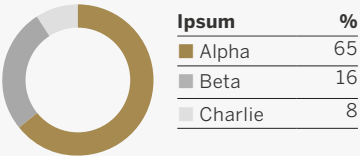
2.4.4 INFORMATION GRAPHICS / TABLES AND CHARTS

Examples

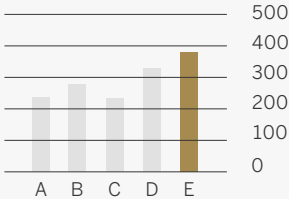
Basic table

Production	0000	0000
Paperboard	1,291	1,090
Pulp	1,249	2,134
Paper	647	786
Wood	4,818	4,805
Lorem	68	79

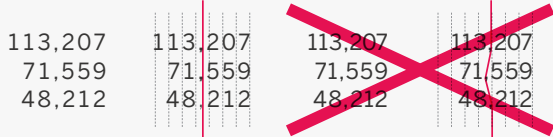
Basic pie chart



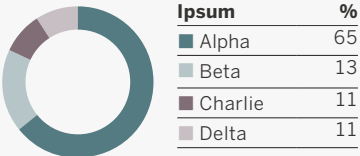
Basic bar chart



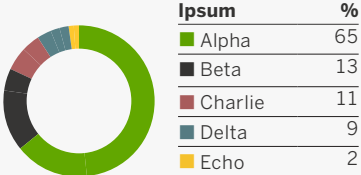
Tabular lining numerals



Two-colour tint pie chart



Multi-colour pie chart



The visual style of tables and charts is clear and functional. Their main purpose is to deliver information in an efficient and simple way, so avoid extra decoration.

The use of borders or lines should be restricted to the bare minimum. Use only horizontal lines in different thicknesses. A thicker 2.0 pt line underneath the heading of the table, and thinner 0.25 pt line dividing the content to different segments.

The primary colour for the tables is Tuhka. Accent colours should be used functionally to group similar entities together on the same visual surface / section.

Typography is same as in the general publication. Benton Sans should be used throughout in all texts and data. Headings can be emphasized in Bold whereas all other text should be typeset in Regular weight in lowercase letters.

Always use tabular lining for the consistent vertical alignment of the numeric content.

3.1 PUBLICATIONS

This section contains the definitions and examples on how to maintain a clear and consistent style in Metsä Group's publications.

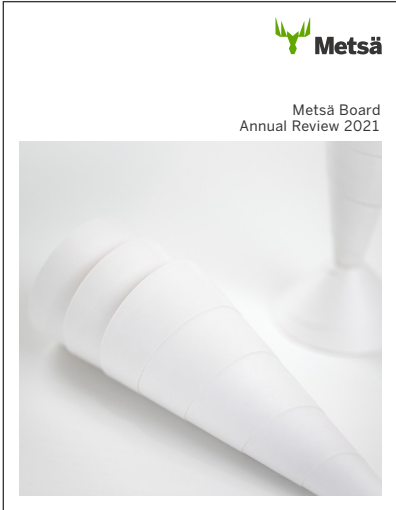
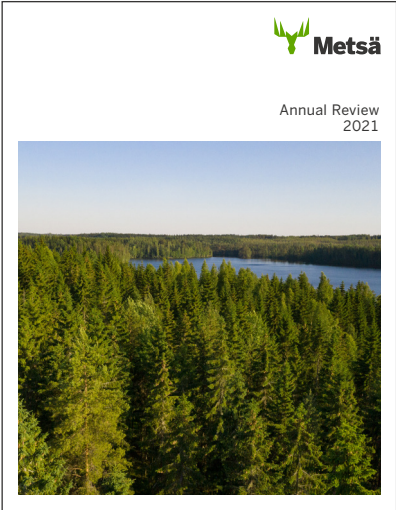
3.1.1 Front cover

3.1.2 Inside grid formats

3.1.3 Back cover

3.1.1 PUBLICATIONS / FRONT COVER

Different cover examples



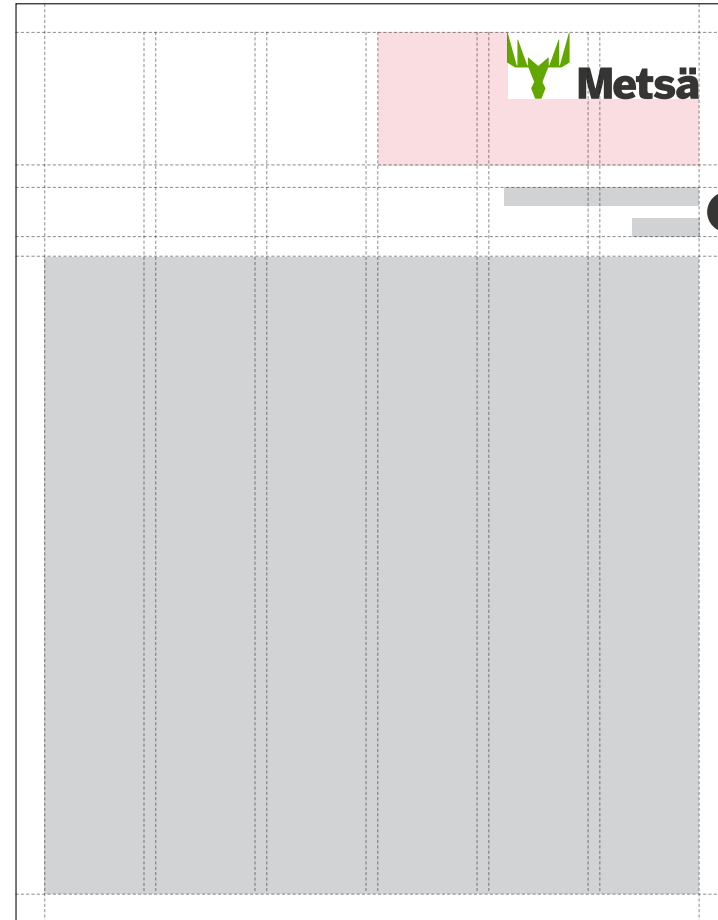
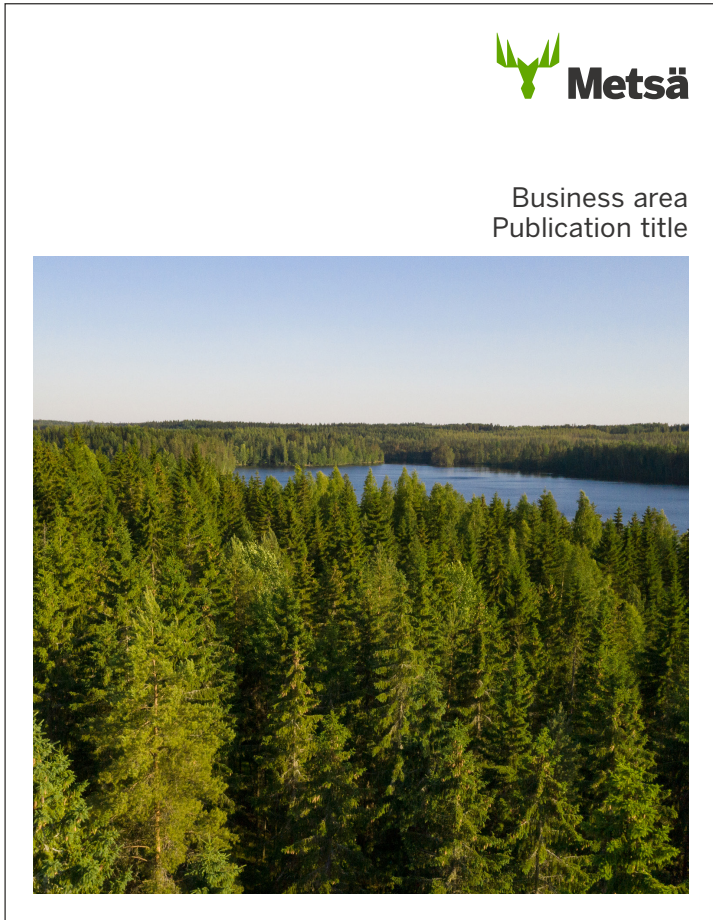
This page showcases how Metsä Group's covers can be used to convey different amounts of information, while still maintaining a strong and consistent serial appearance.

When creating a new adaptation of the serial look make sure to maintain a sufficient typographic hierarchy (a clear contrast in size and placement) as well as a sufficient clear space below and to the left of the identifier.

3.1.1 PUBLICATIONS / FRONT COVER

General publication / 210×280 mm | Front cover

Layout



Metsä Group general publications have a consistent, simple and clean style that evokes an honest and insightful appearance.

All elements, their relative positioning and proportions must follow the fixed layout standards shown on this page.

The basic publication title has a fixed typesetting style and placement for the following information: (1) the **publication title/headline** as well as a space for the **year indicator** in the consecutive row.

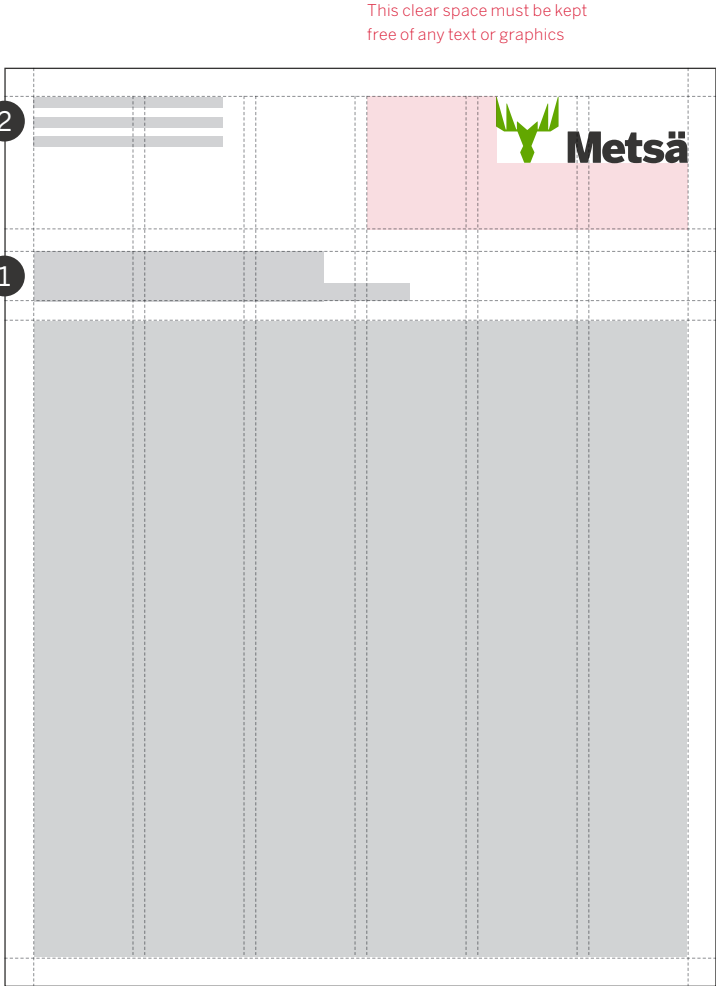
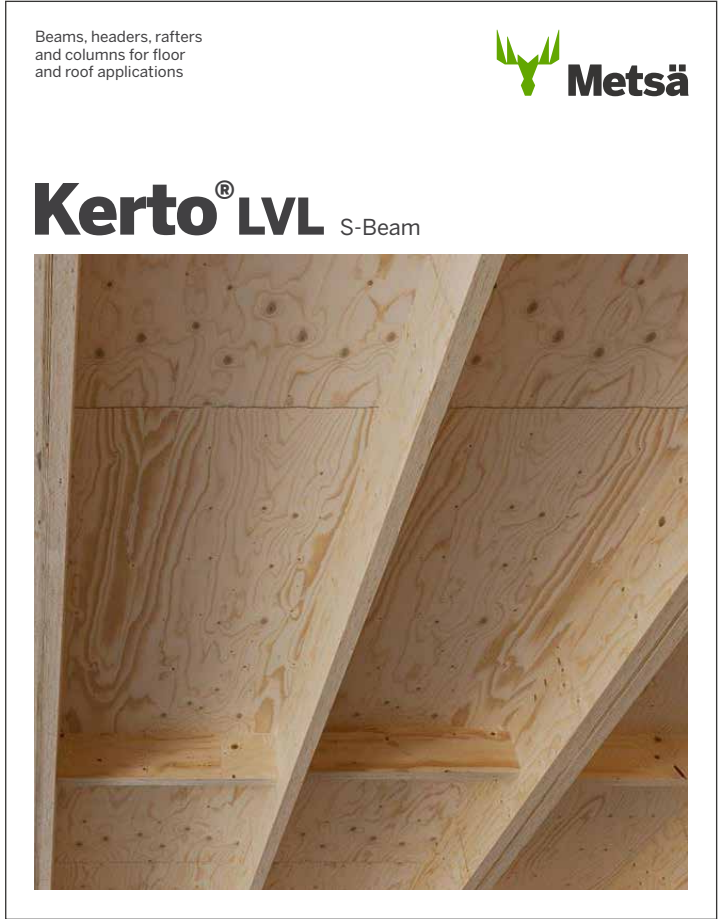
Image area can utilize a high-quality brand image (as in the example) or a more graphic treatment with e.g. special finish (spot varnish, die-cutting or embossing).

The layout template is available for downloading in the databank.

3.1.1 PUBLICATIONS / FRONT COVER

Product publication / 210x280 mm | Front cover

Layout



Metsä Group product publications follow the same layout principles as the general publications.

All elements, their relative positioning and proportions must follow the fixed layout standards shown on this page.

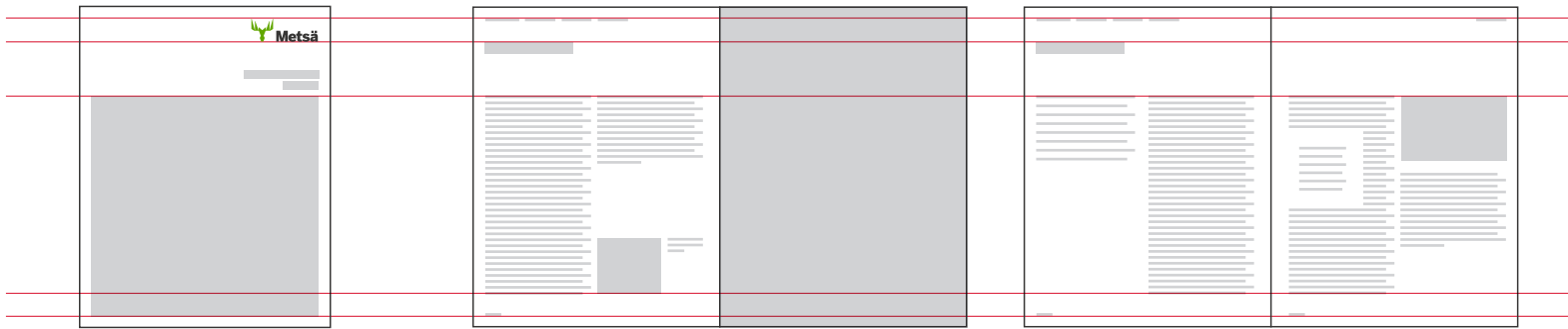
The product publication cover has two levels of information: (1) a space for **product name/title/headline** as well as (2) a **product spec text** in top left corner.

Image area should utilize a high-quality brand image (as in the example).

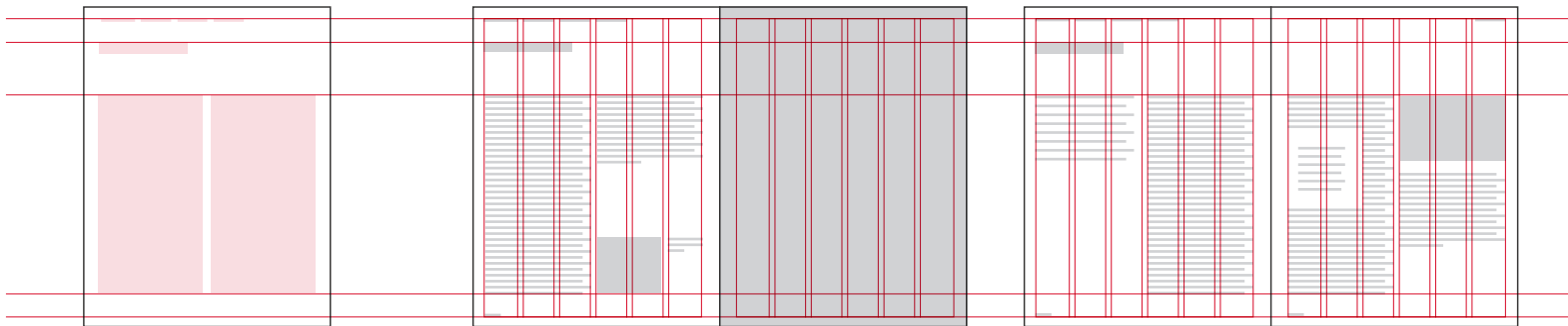
The layout template is available for downloading in the databank.

3.1.2 PUBLICATIONS / INSIDE GRID FORMATS

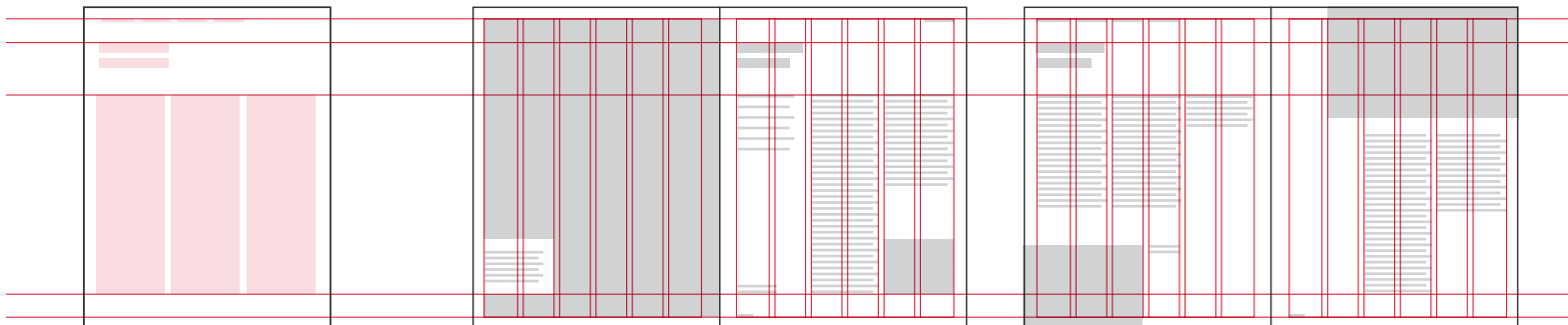
Publication / Cover and inside relationship



Grid format / 2-column layouts



Grid format / 3-column layouts



Metsä Group publications use a simple grid system to convey a clear, modern and timeless style. The Metsä Group grid is a 6-column understructure that ensures consistency, integrity and control over various kinds of content across the whole publication.

The use of white space is crucial to the Metsä Group publications and should be controlled consistently: **Layout white space** (margins, gutters, columns), **text white space** (leading, spacing), **icon white space** (safe-area and grouping of individual graphic elements), **content white space**, space around and between different content, images, footnotes, captions, headlines, bodycopy, tables, charts).

Grids should be tailored to the specific size of each publication. The use of the grids and layout should be flexible and supporting the content rather than being overtly restrictive and monotonous.

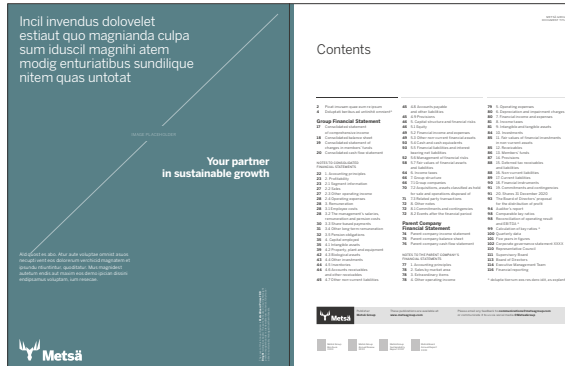
Avoid using too many small images on a spread, as restless layouts divert attention from the images.

Also allow for unprinted space, as it improves readability, recognition of different elements and the overall browsing experience.

3.1.2 PUBLICATIONS / INSIDE GRID FORMATS

Different inside page examples

Inside cover (ad)
Table of contents



2-column layout
Article content

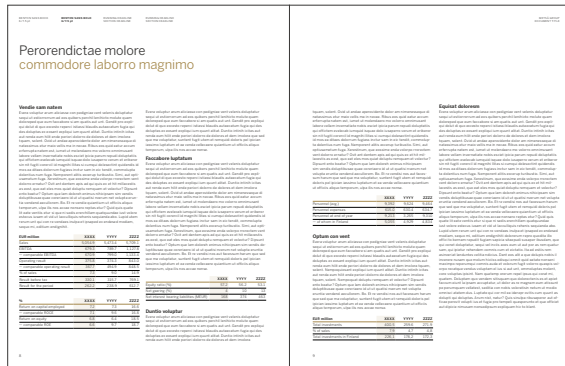


This page showcases sample layouts how Metsä Group's grid system should be used across different types of content, while still maintaining a strong and cohesive appearance.

The use of grids and predetermined typographic hierarchy should be understood as useful visual aids that establish a standardized look for the content as well as speed up the design process.

There is still plenty of room for creative freedom in the rhythmical composition of elements, choices of imagery, section headlines etc... to enrich the distinct visual impact of individual publication.

2-column layout
Tabular content



2-column layout
Basic text content
Section headline



New additional elements should be introduced to the basic layouts and typographic hierarchy in consideration to ensure overall clarity and serenity.

The layout templates for the basic inside pages are available for downloading in the databank.

3-column layout
Editorial content



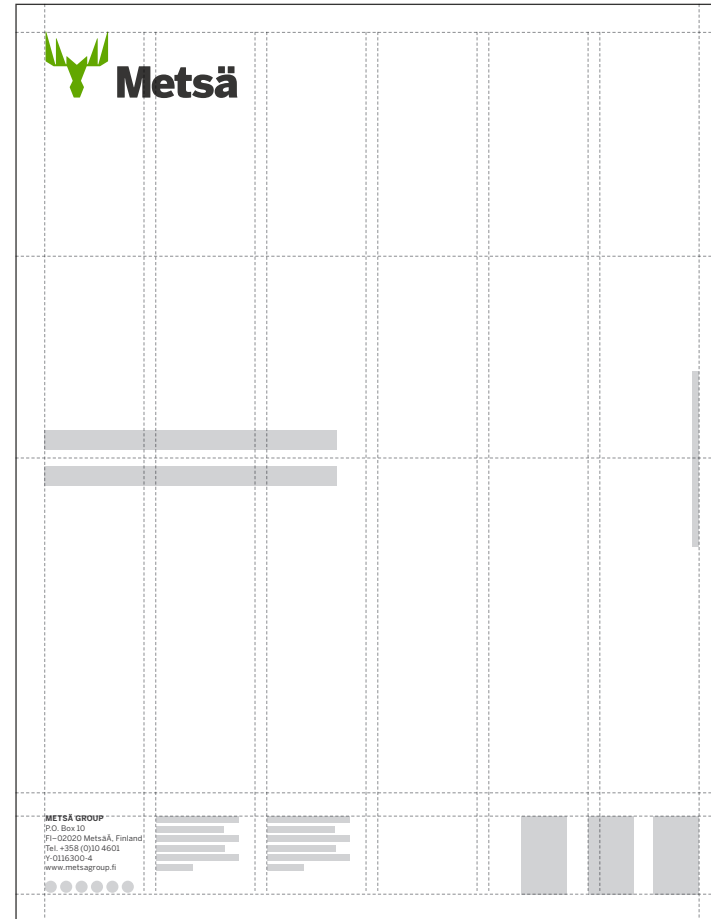
2-column layout
Director gallery



3.1.3 PUBLICATIONS / BACK COVER

General publication / 210×280 mm | Back cover

Layout



Metsä Group general publications have a consistent, simple and clean style that evokes an honest and insightful appearance.

All elements, their relative positioning and proportions must follow the fixed layout standards shown on this page.

The publication's back cover has fixed places reserved for brand promise, contact information and social media icons, additional marks such as the PEFC logo and publication paper stock information.

In brand promise text the first line is set with Tuhka grey. In second line accent colour should match colour already used in publication.

Contact information is placed in the lower left corner.

Additional marks and logos are placed in the lower right corner. The colour of the PEFC and/or FSC logo is always black.

Paper stock information (e.g. with Metsä Board paper or paperboard) is placed vertically to the right margin near the publication spine. It typically contains the used paper stock (in g/m²), publishing year (and month) and copyright (© Metsä Group).

The layout template is available for downloading in the databank.

3.1.3 PUBLICATIONS / BACK COVER

Product publication / 210×280 mm | Back cover

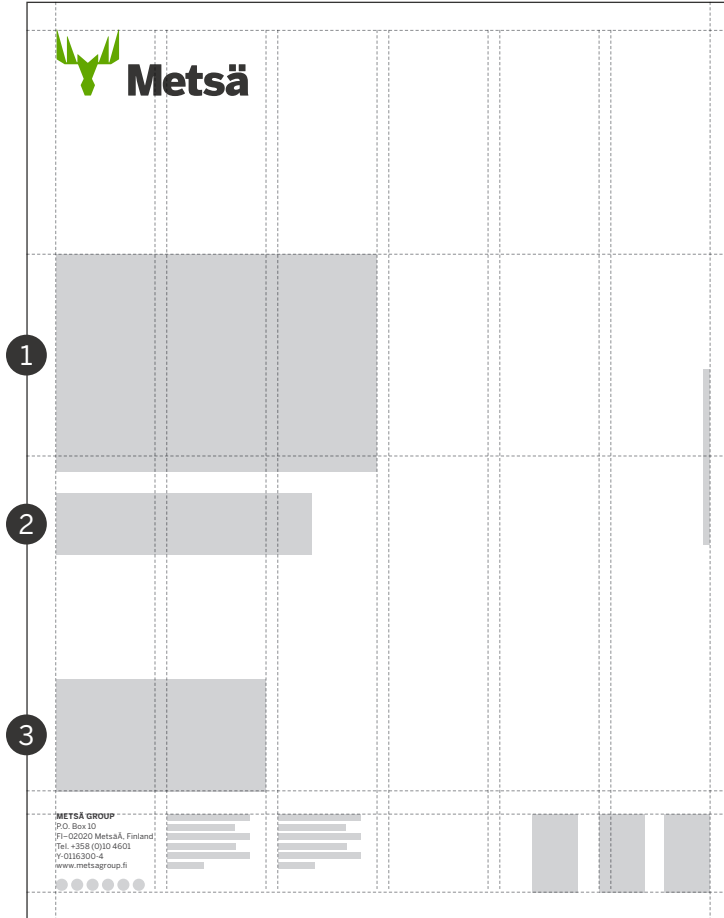
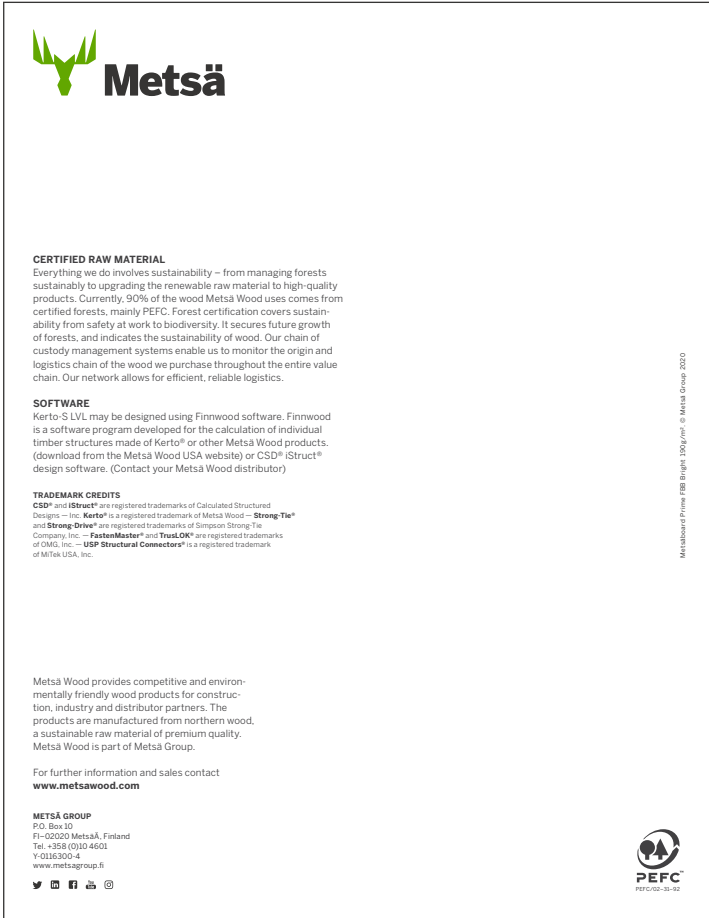
Layout

Metsä Group product publications follow the same layout principles as the general publications.

All elements, their relative positioning and proportions must follow the fixed layout standards shown on this page.

The product publication's back cover consists of optional spaces reserved for:
 (1) a **product-related content area**,
 (2) a **trademark credit area** as well as
 (3) a **business area description**.

The layout template is available for downloading in the databank.



This section contains the definitions and examples on how to maintain Metsä Group's marketing communication clear and consistent across different media.

3.2.1 Posters

3.2.2 Advertisements / Vertical

3.2.3 Advertisements / Horizontal

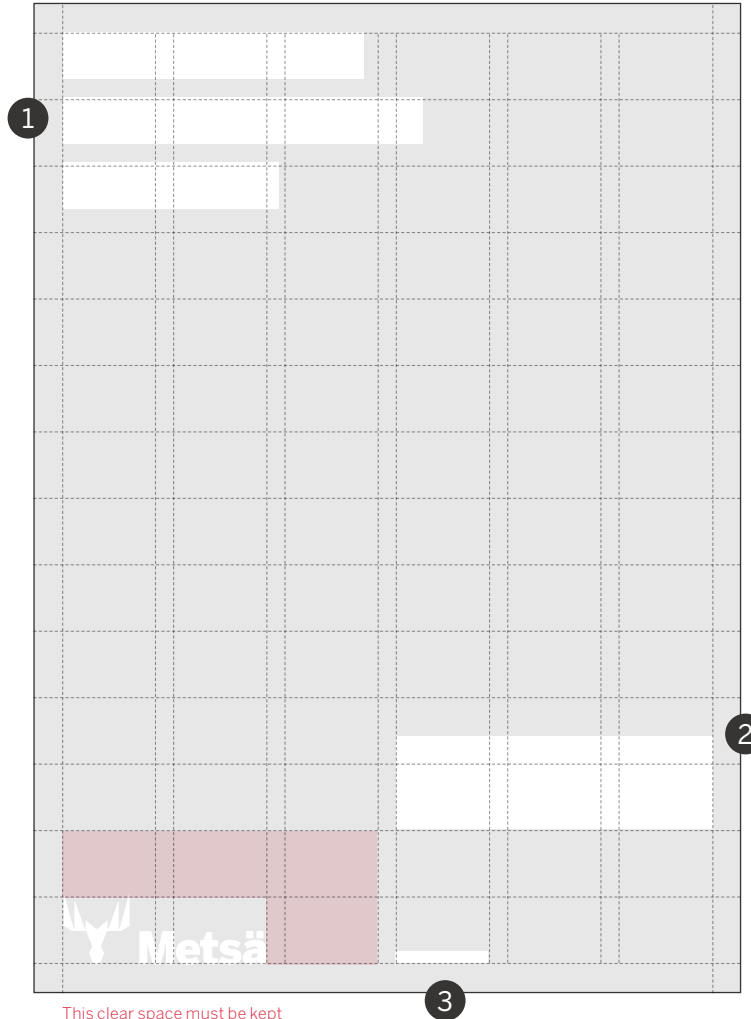
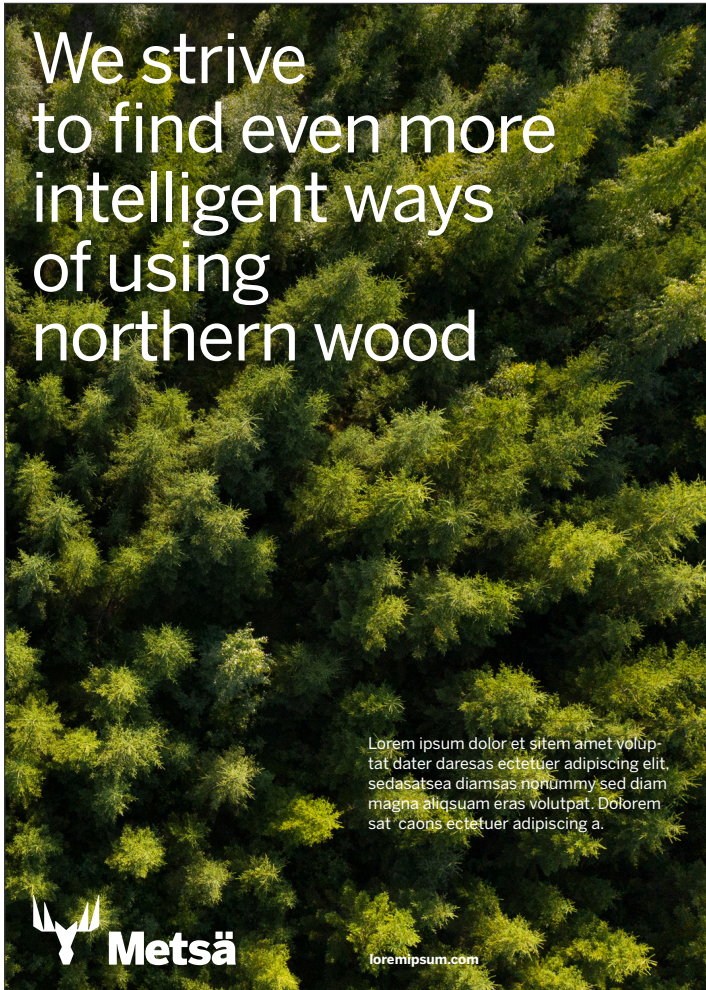
3.2.4 Recruitment advertisements

3.2.5 Newsletter header

3.2.1 MEDIA / POSTERS

Poster / 500×700 mm

Layout



This clear space must be kept free of any text or graphics

Metsä Group posters are simple and timeless evoking a high-quality visual appearance. They communicate the competitiveness of the product or service concisely and insightfully.

Images must be of the highest quality and the headlines must be concise and meaningful. Together with the image, they should create a noticeable and memorable message.

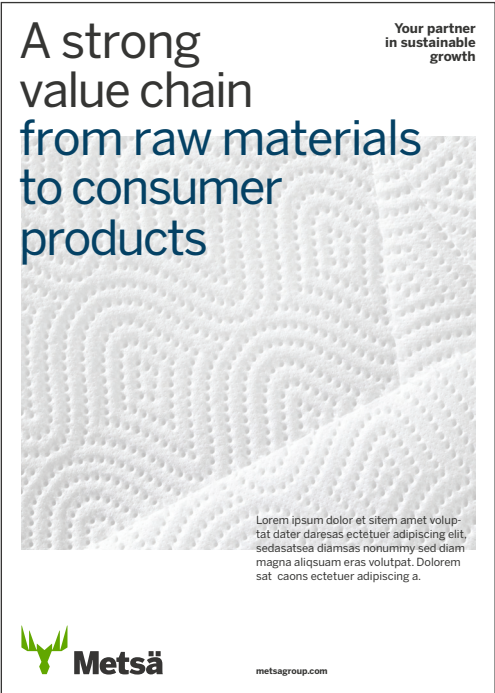
With medium to dark toned images or colours, all text as well as Metsä Group identifier should be white.

The exact placement and scale of the (1) **headline** and (2) optional **bodycopy** may be adjusted to complement the image, whereas the size and the placement of logo, (3) **URL** should always remain fixed in their designated positions.

The layout template is available for downloading in the databank.

3.2.1 MEDIA / POSTERS

Examples of posters with different compositions



Metsä Group's posters have a consistent yet adaptable grid-based framework that allows to create purposeful compositions for various kinds of visual communication needs.

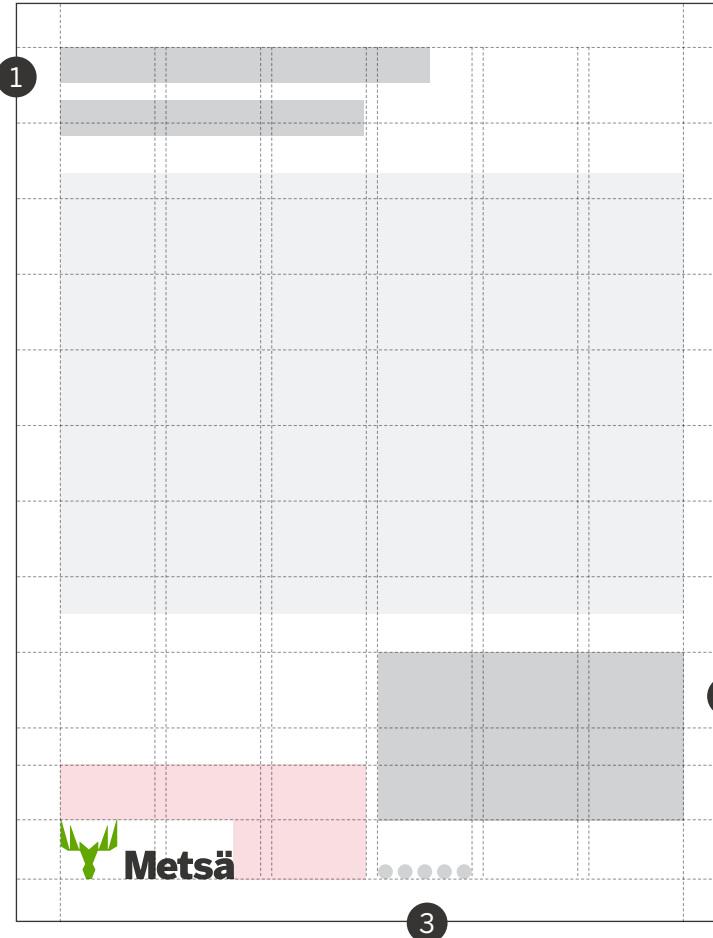
The fixed and repetitive appearance of elements such as Metsä Group identifier as well as the URL brings an element of uniformity, clarity and consistency to the whole.

A more flexible placement of images, headlines and bodytexts – together with a sufficient amount of white space – can be used effectively to create an element of tension, rhythm and interest without sacrificing overall consistency.

3.2.2 MEDIA / ADVERTISEMENTS / VERTICAL

Advertisement / 230×297 mm / short copy version

Layout



This clear space must be kept free of any text or graphics

Metsä Group advertisements are polished and have a high-quality visual appearance. They communicate the competitiveness of the product or service concisely and insightfully. Use large formats (full-page or full-spread) for maximum impact. The smallest recommended format is 148 × 210 mm (A5).

Images must be cropped so that no essential elements are excluded. When using multiple images, the space reserved for the image can be divided into modular blocks.

The (1) **headlines** must be concise. Together with the image, they should create a noticeable and memorable message.

Any (2) **bodytext** should be concise.

Additional elements such as (3) **social media icons** should be kept subordinate in hierarchy (max. 4 mm in diameter)

The layout template is available for downloading in the databank.

3.2.2 MEDIA / ADVERTISEMENTS / VERTICAL

Advertisement / 230×297 mm / long copy version

Layout

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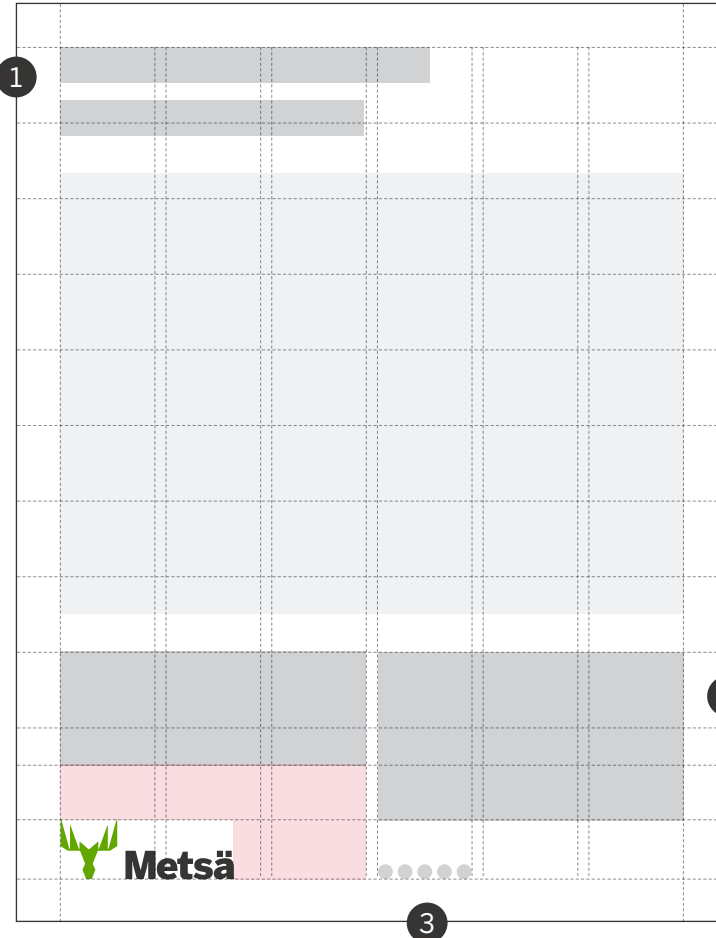
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[loremipsum.com](#)



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This clear space must be kept
free of any text or graphics

Metsä Group advertisements are polished and have a high-quality visual appearance. They communicate the competitiveness of the product or service concisely and insightfully. Use large formats (full-page or full-spread) for maximum impact. The smallest recommended format is 148 × 210 mm (A5).

Images must be cropped so that no essential elements are excluded. When using multiple images, the space reserved for the image can be divided into modular blocks.

The (1) **headlines** must be concise. Together with the image, they should create a noticeable and memorable message.

Any (2) **bodytext** should be concise.

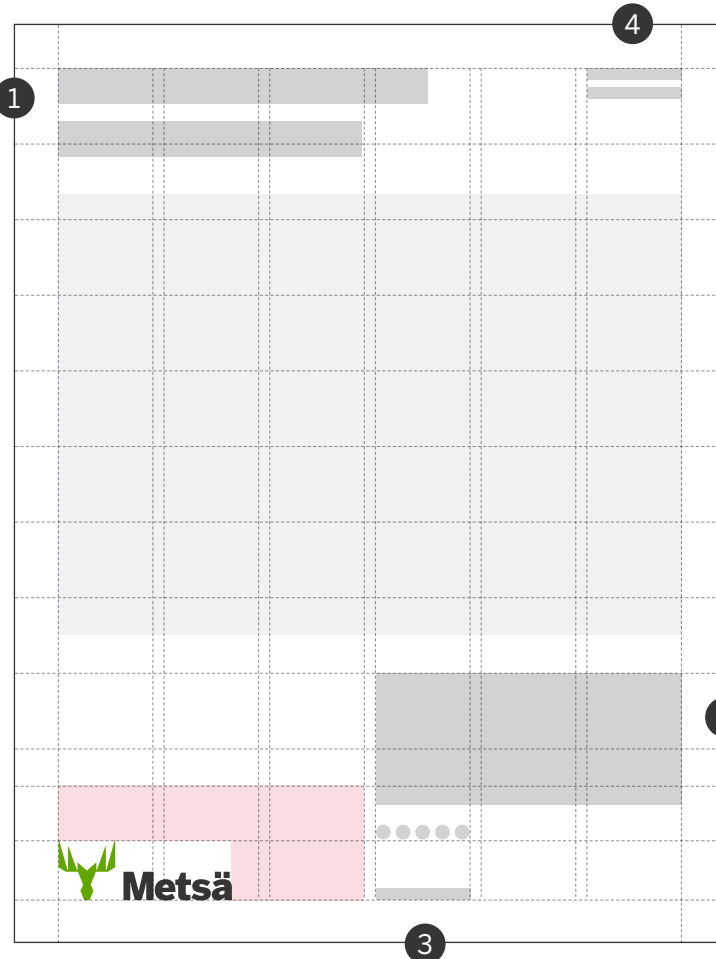
Additional elements such as (3) **social media icons** should be kept subordinate in hierarchy (max. 4 mm in diameter)

The layout template is available for downloading in the databank.

3.2.2 MEDIA / ADVERTISEMENTS / VERTICAL

Advertisement / 230×297 mm / Product version

Layout



This clear space must be kept free of any text or graphics

Metsä Group advertisements are polished and have a high-quality visual appearance. They communicate the competitiveness of the product or service concisely and insightfully. Use large formats (full-page or full-spread) for maximum impact. The smallest recommended format is 148 × 210 mm (A5).

Images must be cropped so that no essential elements are excluded. When using multiple images, the space reserved for the image can be divided into modular blocks.

The (1) **headlines** must be concise. Together with the image, they should create a noticeable and memorable message.

Any (2) **bodytext** should be concise. Additional elements such as **social media icons** should be kept subordinate in hierarchy (max. 4 mm in diameter).

The (3) **product-specific URL** can be positioned to the bottom margin as an alternative, if e.g. the social media icons are grouped right below the bodytext.

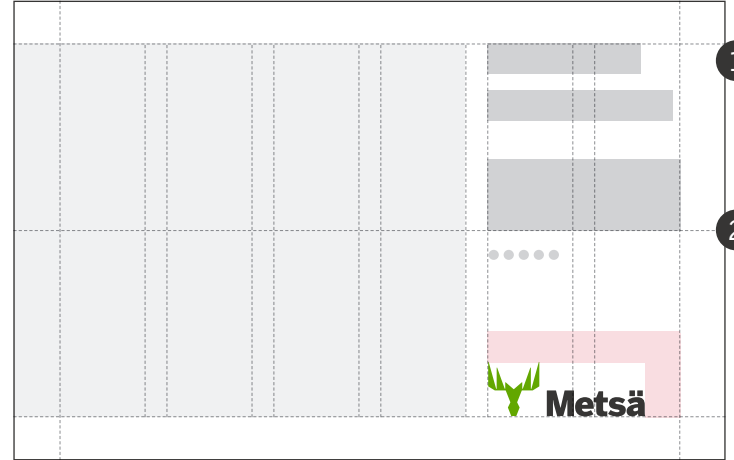
(4) **Product name** description has a clearly visible designated space in the top-right corner of the ad.

The layout template is available for downloading in the databank.

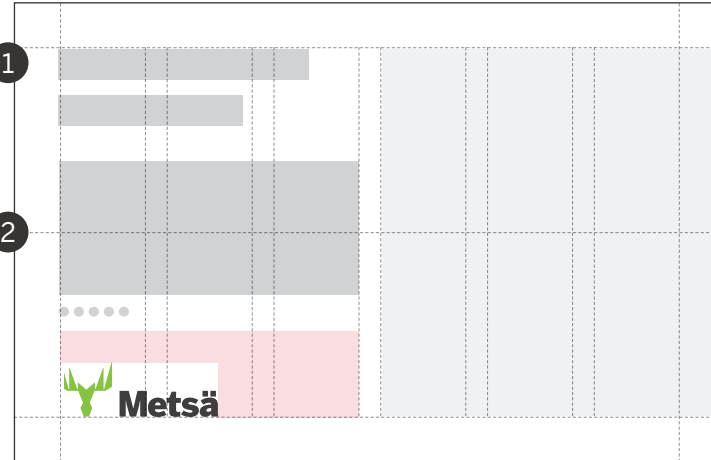
3.2.3 MEDIA / ADVERTISEMENTS / HORIZONTAL

Advertisement / 230×149.5 mm

Layout



This clear space must be kept free of any text or graphics



This clear space must be kept free of any text or graphics

Metsä Group advertisements are polished and have a high-quality visual appearance. They communicate the competitiveness of the product or service concisely and insightfully. Use large formats (full-page or full-spread) for maximum impact. The smallest recommended format is 148 × 210 mm (A5).

Images must be cropped so that no essential elements are excluded. When using multiple images, the space reserved for the image can be divided into modular blocks.

The (1) **headlines** must be concise. Together with the image, they should create a noticeable and memorable message.

Any (2) **bodytext** should be concise. Additional elements such as **social media icons** should be kept subordinate in hierarchy (max. 3 mm in diameter).

The layout template is available for downloading in the databank.

3.2.4 MEDIA / RECRUITMENT ADVERTISEMENTS

Wide format / width: 125 mm

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Position(s) on one or two rows

Metsä business area, Location(s)

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Read more and apply to the position latest XX at:
metsagroup.com/jobs




Narrow format / width: 79 mm

- 1 Um repudandem endit, que doluptibus in re, omnihit, incimostiis modistrum fugit et aut voluptatest liquodit fugiae eat odis eatatiis consequas res doles aut dolut omnitiis rest, sitatiam quo magnam ernaturit maio quossi reri con porporpore doluptae.
- 2 **Position(s) on one or two rows**
- 3 **Metsä business area, Location(s)**
- 4 **Lorem ipsum dolor sit** amet et dolorem repudandem endit, que doluptibus in re, omnihit ressat incimostiis modistrum fugit et aut voluptatest liquodit fugiae eat odis eatatiis consequas res doles aut dolut omnitiis rest, sitatiam quo magnam.

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Read more and apply to the position latest XX at:
metsagroup.com/jobs



Recruiting is always good news, which also builds the brand in a positive way. In recruitment advertisements, the message should be delivered as clearly as possible. Remember what the target group is, write like you talk and avoid unnecessary jargon.

Metsä Group's recruitment advertisement layout has a clearly structured content format with predefined positioning and typography for: (1) company intro text, (2) applicant title(s), (3) business unit and city, (4) bodycopy. Four different accent colourways are available for variety and differentiation.

The layout templates are available for downloading in the databank.

Accents

MERI
C65 M11 Y25 K27
R88 G128 B135

RUSKA
C9 M62 Y20 K24
R174 G96 B96

ILTA
C34 M14 Y11 K32
R115 G128 B141

KAARNA
C30 M60 Y13 K45
R133 G113 B122

3.2.5 MEDIA / NEWSLETTER HEADER

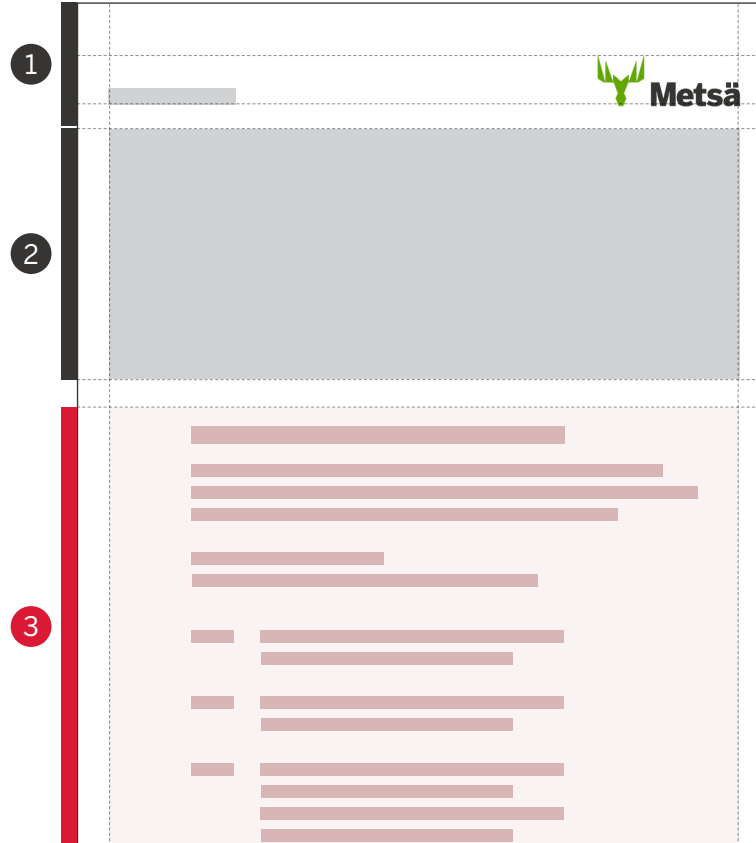
Newsletter / Width 680 px

Layout

Metsä Group's HTML -based newsletter has a following layout format.

The newsletters's layout consists of spaces reserved for: (1) a **header area**, with places for title/labeling as well as Metsä identifier (produced as a static image), (2) an **image area** as well as (3) an **HTML -formatted area** for the actual content.

The layout template is available for downloading in the databank.



This section contains the definitions and examples on how to maintain a clear and consistent style in Metsä Group's stationery applications.

3.3.1 Business cards / Metsä Group

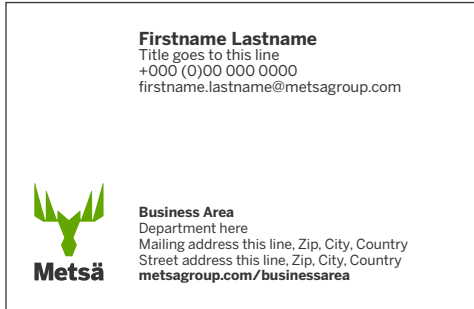
3.3.2 Business cards / Business Areas

3.3.3 Envelopes

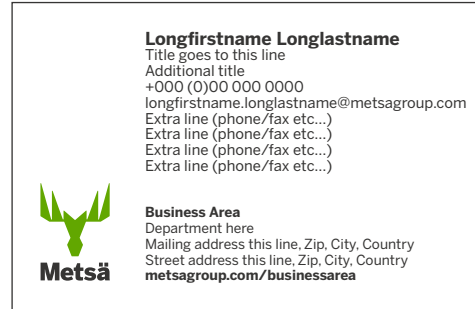
3.3.4 Flags

3.3.1 STATIONERY & BASICS / BUSINESS CARDS

Front / Layout with basic content



Front / Layout with additional rows of content



The business card is printed on MetsäBoard Prime FBB Bright 235g/m². Printing is on both sides, with the name and contact information on the coated side and the moosehead mark on a colour background on the uncoated side. The cards are printed with PMS colors using offset printing. The direction of the card fibres is lengthwise.

Size: 55×85 mm

Colours:

Front: PMS 376 and PMS Black 7

When text is printed digitally, use 90 % process black colour (C0 M0 Y0 K90) instead of spot colour (PMS Black 7).

Back: Printed in varying single brand spot colours (PMS)

Typefaces and font sizes:

Front: The first- and lastnames are typeset in Benton Sans Regular 10/10 points.

All other contact information are typeset in Benton Sans Regular 9/10 points.

Back: The printing paper information is typeset in Benton Sans Regular, 6 points.

If the name or contact information takes up a lot of room, rows will be added accordingly.

Back / Printed in Silmu colour (PMS 376).



3.3.2 STATIONERY & BASICS / ENVELOPES

Envelopes / C5, C4



All envelopes have Metsä Group’s logo on the bottom-left corner of the front.

The contact information on the flap can be business area specific. Address information complies with country specific standards.

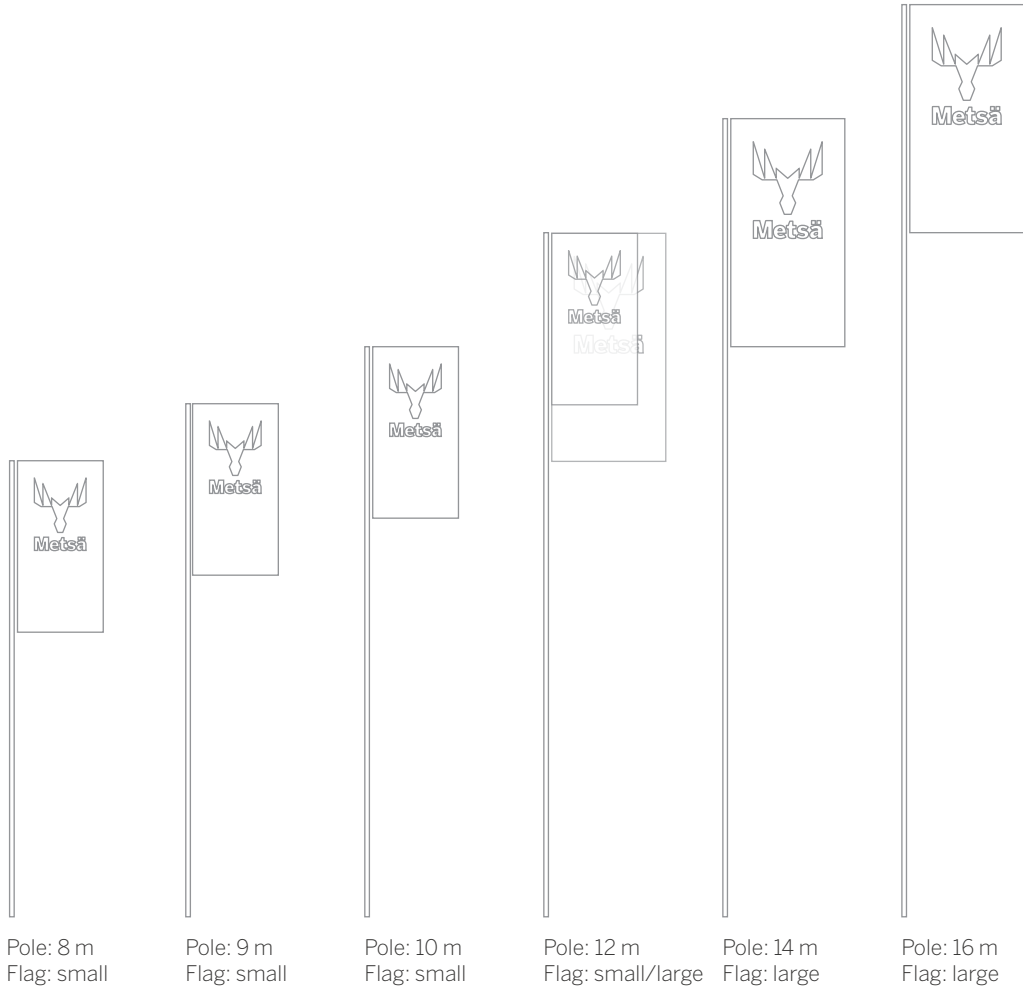
The layout templates are available for download in the databank.

3.3.3 STATIONERY & BASICS / FLAGS

Small flags / 150x300 cm



Size relationship / Flag : Pole



Metsä Group has two different flags

Small flag
150x300 cm

Large flag
200x400 cm

Small flags can be used on
8–12-metre poles and large flags
on 12–16 -metre poles.

Orders:
Metsä Group's webshop

Large flags / 200x400 cm



Logo colours

SILMU
PMS 376
C53 M0 Y100 K0
R143 G212 B0

TUHKA
PMS Black 7
K90
R54 G53 B52

3.4 OTHER GUIDELINES

This section contains a short introduction to Metsä Group's other guideline documents.

- 3.4.1 Fairs and events
- 3.4.2 Signs and vehicles
- 3.4.3 Illustration style
- 3.4.4 Motion graphics
- 3.4.5 Tone-of-voice
- 3.4.6 Digital design system

3.4.1 OTHER GUIDELINES / FAIRS AND EVENTS



Metsä Group has a uniform style in fairs and events. Consistent branding plays an important role in building a uniform Metsä Group identity.

When designing stands for Metsä Group's presence at events and exhibitions we should always consider the audience and create a space that appeals to them. It should always feel open and warm, designed with a single purpose in mind – avoid cluttering the space with too many different types of activities.

The guideline is available in the databank.

3.4.2 OTHER GUIDELINES / SIGNS AND VEHICLES



Metsä Group has a uniform style for signs in offices and production plants, and also for vehicles. Signs play an important role in building a uniform Metsä Group identity.

Use only Metsä Group logo in signs. Please see the manual for signs and vehicles for more detailed instructions and examples of different sign types (Group data bank).

When planning new signs for production plants, please consult the Group Communications.



3.4.3 OTHER GUIDELINES / ILLUSTRATIONS



Metsä Group's illustration style follows the brand's clean graphic style.

The illustration style is specifically tailored for visualization of information such as forest ecosystems, people and their surrounding as well as key processes or other abstract concepts.

A thorough guideline with colour specifications, ready-made elements and principles of construction can be downloaded from databank.

The Illustration guideline covers illustrations, pictograms and infographics.

3.4.4 OTHER GUIDELINES / IMAGES



Clarity, Closeness and Cutting Edge – these attributes are what guides the way we create and use imagery for the brand.

Clarity in imagery is represented by a genuine and natural view of the subject, avoiding the feel of staging and heavy grading or effects. Authenticity should be visible, as it enforces the reliable feel of the brand.

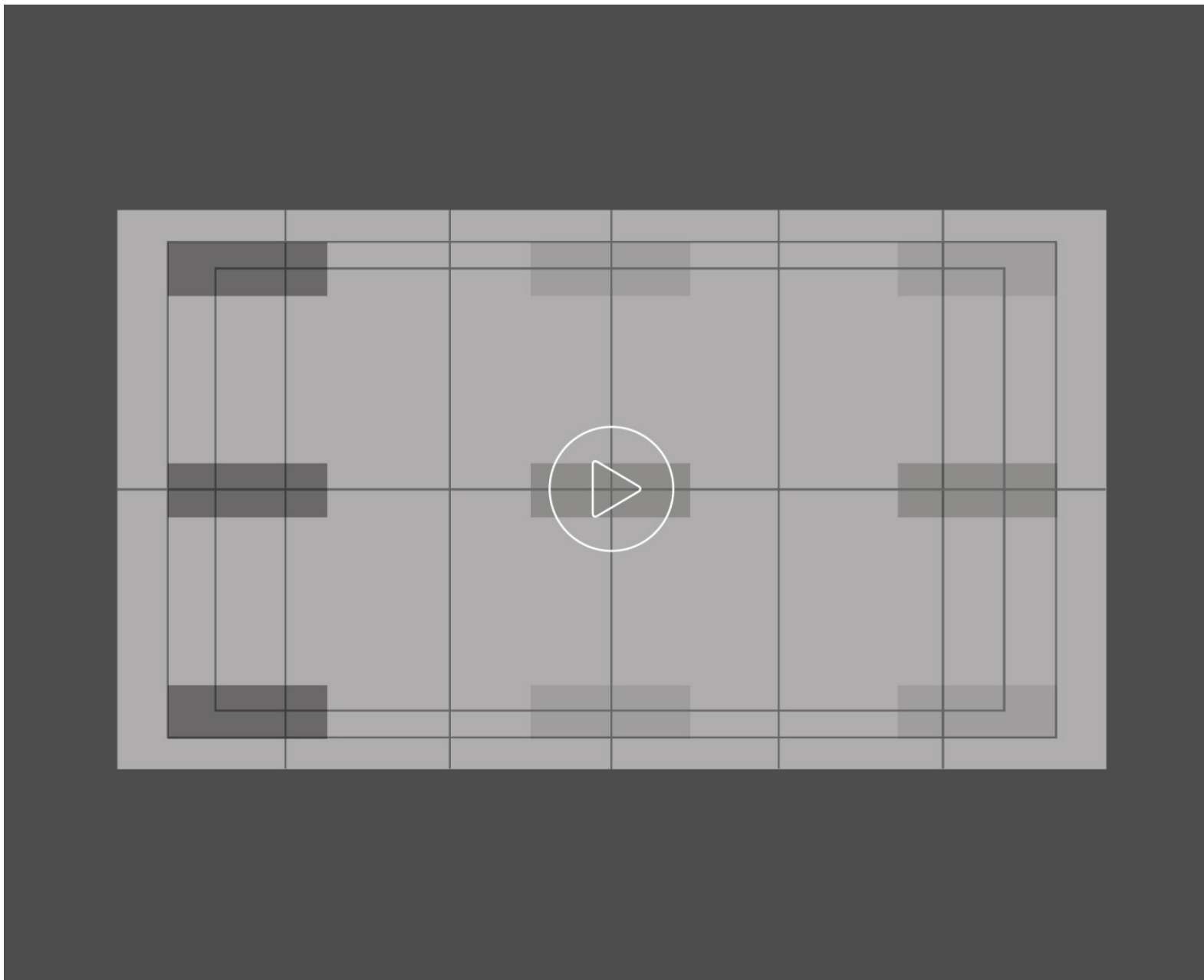
Closeness is evident through the use of natural light, warmth and maintaining a positive emotion. Careful and conscious cropping brings the viewer to the subject.

Cutting edge means that our image treatment should remain relevant over time and feature subjects in an innovative, fresh and vibrant way.

For further information see the Metsä Group Image Guideline.



3.4.5 OTHER GUIDELINES / MOTION GRAPHICS



Video footage and motion graphics are a key part of Metsä Group's visual communication. A set of key principles have been established to ensure consistency in the motion graphic content. When using graphics with footage in the background always make sure that there is enough calm space for the elements.

See the Metsä Group Motion graphics guideline for detailed instructions.

When shooting footage, remember to pay attention to leaving enough empty space, or shooting enough "background" footage with calm and serene content, as it can help the post-production phase dramatically.

The grading and image composition should follow the natural, straight-forward, clutter-free and honest overall style of Metsä Group brand.

The musical score should be primarily instrumental and contemporary, remaining as a background element, not taking too much attention.

Animation templates can be downloaded from the Metsä Group databank.

The way we talk is straightforward and warm

Metsä Group has a uniform style for the brand tone-of-voice that has an important role in building a uniform Metsä Group identity.

The tone-of-voice guideline is a separate document that encapsulates the principles and attributes for the tonality together with practical examples.

The guideline is available in the databank.



Principles

- DESIGN VISION
- TONE OF VOICE
- ACCESSIBILITY

Tokens

- LAYOUT
- TYPOGRAPHY
- COLORS
- ICONOGRAPHY
- USE OF IMAGES

INTERACTION

Site architecture

- TOP NAVIGATION
- NAVIGATION SUBMENU
- SEARCH
- BREADCRUMB
- LINK
- FOOTER
- PROCESS NAVIGATION

Core components

BUTTON

FORM

CHIP

LIST

TOOLTIP

DOWNLOAD

MODAL

PAGINATION

Site components

HERO

FONT BANNER

PARAGRAPH HIGHLIGHT

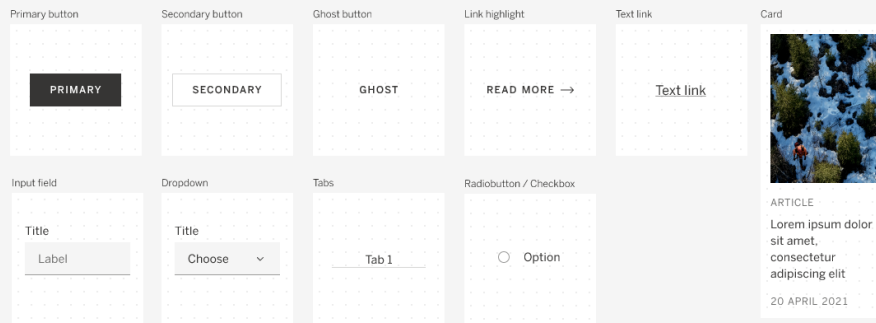
ARTICLE HEADER

LIFTUP

CONTENT STREAM

Interaction overview

Prototype



Buttons

See button guidelines →

	Default	Hover	Focused (browser default)	Active (clicked)	Selected (Loading)	Error	Disabled
Primary button						—	
Secondary button						—	
Ghost button						—	
Icon button						—	
Toggle button						—	

Metsä Group's digital design system is a construction and style guide for digital applications that facilitates and harmonises the designing and updating of digital systems and services.

It compiles the visual elements included in traditional brand guidelines (logo, typography, colours) and the key elements of digital services such as button, table and form styles.

The design system is used especially in digital applications that are browser-based and have a user interface that can be tailored.

The design system is housed in a design tool called Figma.



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