

HUS 

GRAPHICAL GUIDELINES

OUR HUS

LOGO

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LOGO

HUS is not an abbreviation, but a name.

“HUS Helsinki University Hospital” is our logo. It is used in written correspondence, email signatures, and other contexts where there is no need for an actual marketing message. It reflects our unique position as the leading university hospital in Finland (and in the future, also in the Nordic countries).

The logo, combined with the text “Helsinki University Hospital”, is used whenever the text can be easily read.

The logotype is available in Finnish, Swedish, and English.



LOGO

Logo and brand promise

“Leading healthcare” is our brand promise. Together with the logo, it functions as our marketing signature.

This logo version is used when we want to underline our promise to our stakeholders. Such communications include, for example, brochures and printed materials for various events and trade fairs.

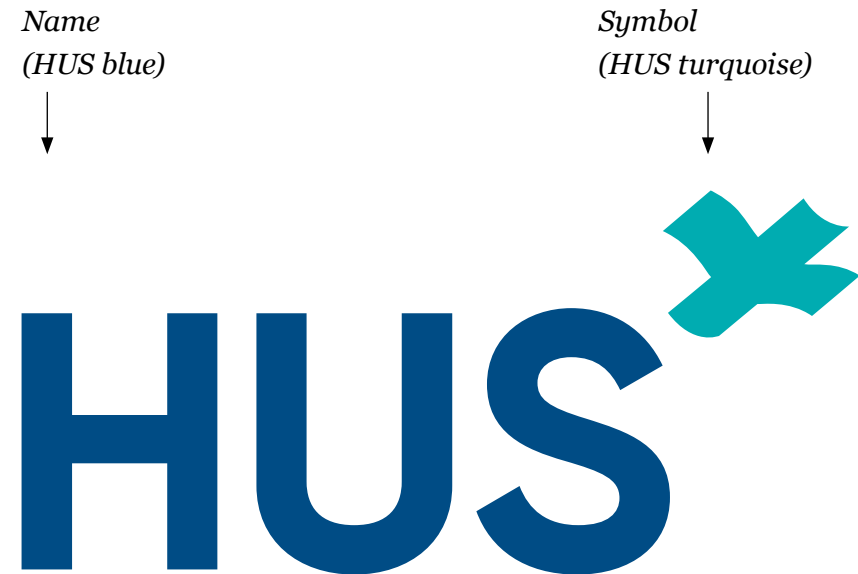


LOGO

The symbol completes the HUS logo.

The starting point for the symbol is a hospital cross that creates the impression of a bird rising on its wings. The symbol has been in use since HUS began operations, and its power comes from its recognizability and originality. In the reform, the symbol has been given a crisp, compact turquoise color and it is positioned like an indicator in the upper right corner.

The logo can be used on its own in items where the logo's textual element "Helsinki University Hospital" cannot be reasonably well distinguished. Such items include, for example, direction or indication signs, logo products, and ID cards.



LOGO

The protection area ensures visibility.

A space equal to the height of the “H” character is left around the logo as a protection area that ensures it stands out clearly from its surroundings.

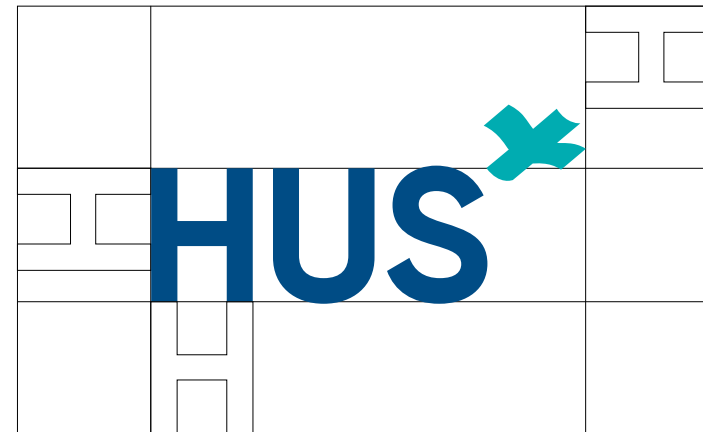
Minimum size

- The minimum size of the logo is 12 mm or 30 px in height.
- The minimum height of the logo with text is 12 mm or 50 px. Always make sure that the logotype text is easy to read.



Standard size in A4 format

For example, if you place the logo on A4-sized material, always use the logo at a height of 15 mm, observe the protection area, and align the logo in the left margin.



LOGO

The primary way to use the logo is always in its basic form, as a two-toned version on a white background.

The logo can also be used on a background of HUS blue. In negative form, the recognizability of the logo is preserved thanks to the turquoise symbol and the HUS blue color. Avoid using any other background colors.



LOGO

Logo on top of a photograph

If the logo is placed on top of a photograph, you should always make sure that the logo is in a naturally white part of the image and stands out effortlessly. The photo should not be made lighter by using mechanical methods.

Logo and graphic element

The ready-made templates also use a graphic element that gives the logo a white background. The graphic element and the logo together give the materials a unique and easily recognizable look.



LOGO

The logo is monochrome only in exceptional circumstances.

If the logo is used, for example, in business gifts or black and white printouts, and the logo cannot be used as a two-toned version, the logo's primary color is blue and the secondary color is turquoise. If the logo is to be used on a colored background, the primary background color is blue and the secondary color is turquoise. If the logo is to be used in black and white, a 100% black version or white version of the logo should be selected.



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For more information, please contact:
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