



EMMA 2025

GAALA

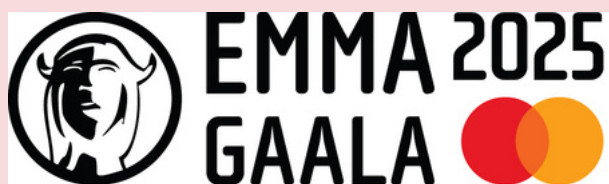
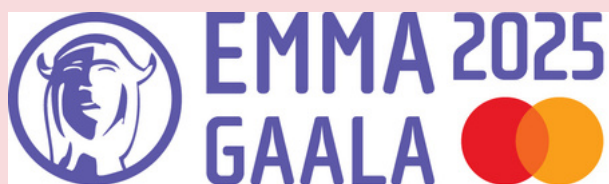
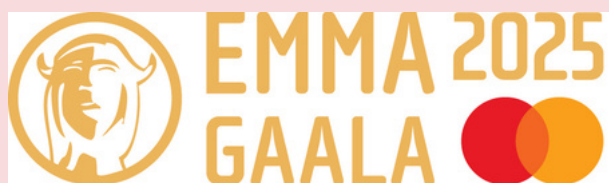
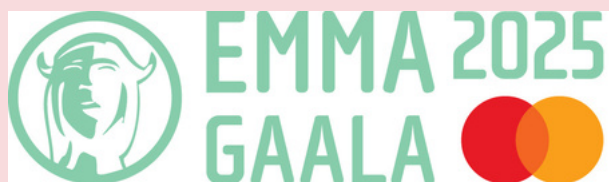


GRAAFINEN

OHJEISTO 2025

Emma Gaalan 2025 ilme

LOGO / SYMBOLI



Emma Gaalan vuoden 2025 logo koostuu Emma Gaala -tekstistä, vuosiluvusta, vakiintuneesta Emma-symbolista, sekä Mastercardin logosta.

Logosta on saatavilla neljä eri väriversiota. Katso logojen käyttöohjeet (kts. s. 5.)

Logoa voidaan käyttää joko tällä sivulla esitetyllä tavalla eli taustan kanssa tai ilman taustaa pelkkänä tekstinä (kts. s. 3.)

Logoaineistot on saatavilla RGB-muodossa digitaalisiin sovelluksiin ja CMYK-muodossa painokäyttöön.

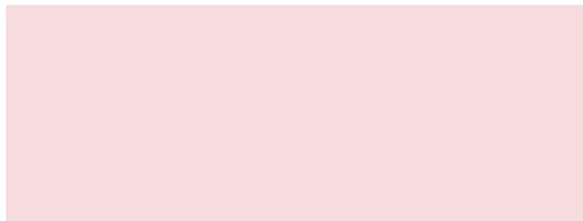
LOGO / PELKKÄ TEKSTI



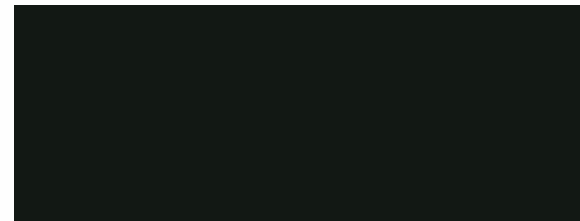
Tekstilogosta on olemassa neljä eri väriä, yhdellä asettelulla. Katso logojen käyttöohjeet (kts. s. 6.)

Logoaineistot on saatavilla RGB-muodossa digitaalisiin sovelluksiin ja CMYK-muodossa painokäyttöön.

VÄRIT



CMYK 2, 19, 9, 0
RGB 246, 212, 213
HEX #f8dbdd



CMYK 0, 0, 0, 100
RGB 18, 24, 20
HEX #121814



CMYK 74, 74, 0, 0
RGB 93, 70, 189
HEX #5d46bd



CMYK 18, 44, 95, 7
RGB 203, 143, 31
HEX #cb8f1f



CMYK 47, 0, 41, 0
RGB 146, 210, 173
HEX #92d2ad



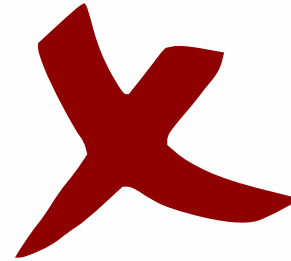
CMYK 25, 55, 0, 0
RGB 250, 128, 249
HEX #fa80f9



CMYK 18, 10, 28, 0
RGB 219, 219, 193
HEX #dbdbc1

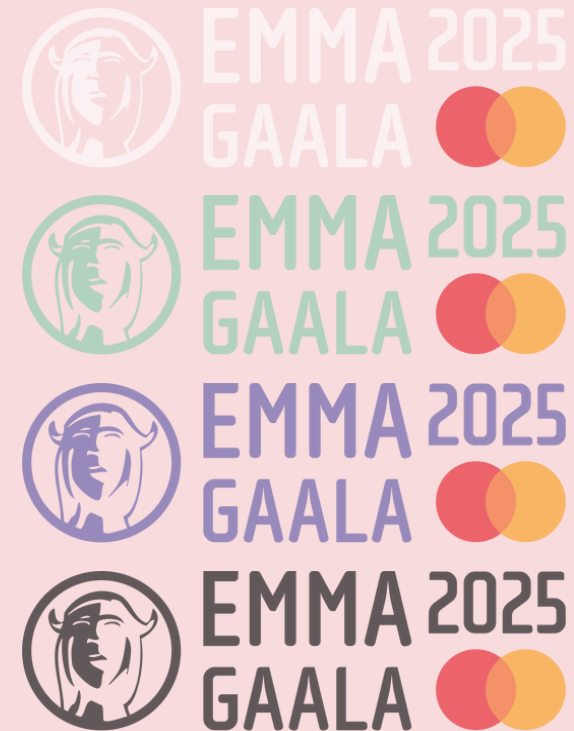
VÄRIEN KÄYTTÖ

Huom! Huolehdiathan, että logon ja taustan välillä on selkeä kontrastiero!

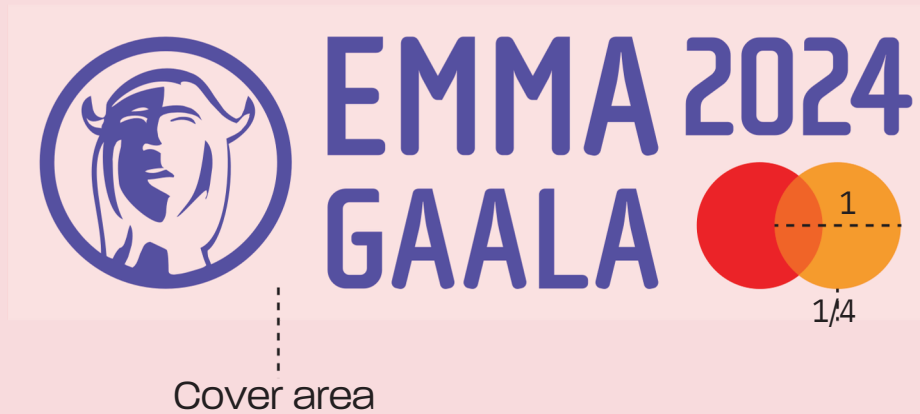


VÄRIEN KÄYTTÖ

Huom! Huolehdiathan, että logon ja taustan välillä on selkeä kontrastiero!



LOGON SUOJA-ALUE



Vuoden 2025 Emma Gaalan logolle on määritetty suoja-alue, jonka koko on 1/4 Mastercard -logon pallon leveydestä.

Tämän alueen sisälle ei saa sijoittaa muita elementtejä. Esimerkkinä viime vuoden logo.

TYPOGRAFIA

Tämä on otsikko Paralucen Heavy -kirjaisimella

Tämä on leipätekstiä Paralucen Light -kirjaisimella.

Emma Gaalan materiaaleissa tulisi käyttää Paralucen -kirjaisinta. Kirjaisimen löydät Adobe Fonts -kirjastosta.

Otsikkotasossa tulisi käyttää Paralucen Heavy -kirjaisinleikkausta ja leipätekstissä Paralucen Light -leikkausta.

Clear space, minimum size, and background contrast

Minimum clear space

Mastercard branding must appear in an uncluttered space free from text and other graphics.

- Surround the Mastercard Symbol with clear space of at least $\frac{1}{4}$ the width of one of the circles within the Symbol.
- Surround the vertical Mastercard Brand Mark with clear space of at least the width of the "m" in the word "mastercard".
- Surround the horizontal Mastercard Brand Mark with clear space of at least the width of the "m" in the word "mastercard" on the left and right sides, and $\frac{1}{2}$ the width of the "m" on the top and bottom.

Minimum size

To ensure legibility of Mastercard branding, never use the logos at sizes smaller than the minimum size requirements.

Background contrast

Sufficient contrast between the background and the Mastercard branding is required.

Clear space



Minimum size



Background contrast

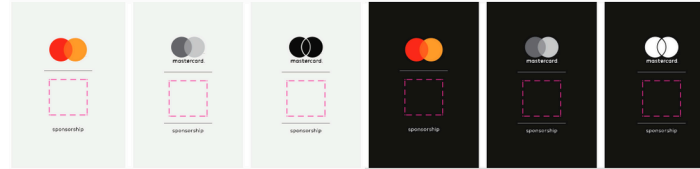


Available artwork

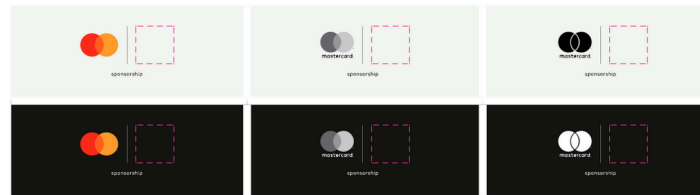
Templates for the Mastercard sponsorship composite marks may be downloaded from the [Mastercard Design Center](#) and are available in the configurations and color versions shown here.

The Mastercard Symbol must only be used when reproducing in full-color.

Sponsorship composite marks

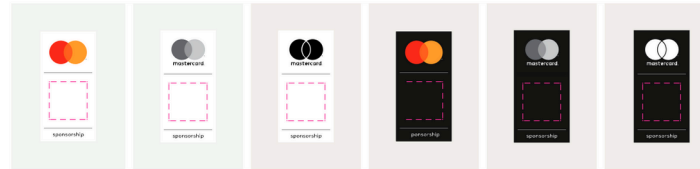


Vertical

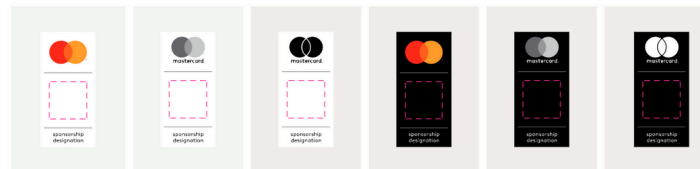


Horizontal

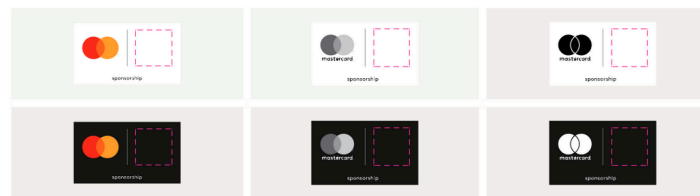
Alternate sponsorship composite marks



Vertical 1-line



Vertical 2-line



Horizontal

Overview

Mastercard has a broad portfolio of sponsorships around the world that provide valuable opportunities for marketing and business development.

To leverage this powerful asset, we've developed the following core requirements and artwork templates for applying our branding and composite marks on sponsorship materials.

Mastercard® sponsorship composite marks combine the Mastercard Symbol (or Brand Mark) and a sponsorship event/property mark sized at parity, in a single, unified mark that may also include the official sponsorship designation as defined in the sponsorship contract.

Configurations

- Composite marks are available in horizontal and vertical configurations. Choose the configuration that best fits your needs. Note: Mastercard branding in the first position is preferred, but sponsorship contracts may dictate otherwise.

Color

- Use the full-color reproduction when possible; The full-color version uses the Mastercard Symbol.
- When full-color reproduction is not available, use the Mastercard Brand Mark in grayscale or one-color.
- The sponsorship logo color is at the discretion of the sponsor, provided there is sufficient contrast with the background.

Minimum size

Always reproduce the marks at a size that is clear and legible (depending on screen/print resolution).

Minimum clear space

The composite mark always must appear in an uncluttered space free of text, taglines, logotypes, shapes, and strong background patterns.

Size and color parity

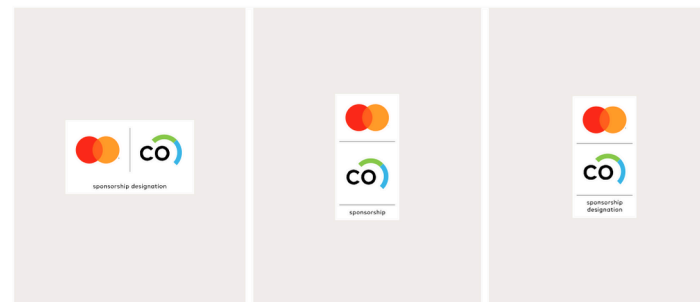
- The approximate area (height by width) of the Mastercard branding should be equal to the approximate area of the sponsorship logo.
- Similarly, if the sponsorship logo is in color, the Mastercard branding must be in full color.

Alternate composite mark

Use for reproduction on complex backgrounds or backgrounds that don't provide sufficient contrast.



Composite marks



Alternate composite marks



Minimum clear space

