

TAMPERE. SMART CITY WEEK

2022

GRAAFINEN OHJEISTO

kärkiviestit
värimäärittelyt
graafinen elementti
ilmeen käyttö somekuvissa



FROM IDEAS TO ACTION.

Tampere Smart City Week of 2022 grows bigger and smarter than ever. We go from ideas to action by sharing examples and solutions that are already changing the cities and are being tested right here in Tampere. Join us at the brand new Nokia Arena and around the vibrant city to co-create smarter cities for you, me and generations to come. Since it is the people who make the cities into places we call homes.



FROM RESEARCH TO REALITY.

We bring together science communities, innovative businesses and city developers around the world to make big ideas into reality.

The culmination of the Tampere Smart City Week is the hybrid Conference and Expo that you can participate from your home office or on site in Tampere, at the brand new Nokia Arena!



THIS IS YOUR HOME.

Building and planning smart cities cannot happen without the voices of the locals. During the Tampere Smart City Week we welcome everyone to join the free and open platforms, events, workshops, testbeds and discussions that are specifically planned for the people of the city.



FUKSIA

PANTONE: 7647
CMYK: 25/ 87/ 16/ 2
RGB: 165/ 63/ 123
HEX: #a5407b

TUMMA VESI

PANTONE: 294
CMYK: 100/ 70/ 7/ 25
RGB: 34/ 67/ 123
HEX: #22437b

FUKSIA+musta 30%

CMYK: 51/ 89/ 32/ 30
RGB: 115/ 45/ 86
HEX: #732d56

TUMMA VESI+musta 30%

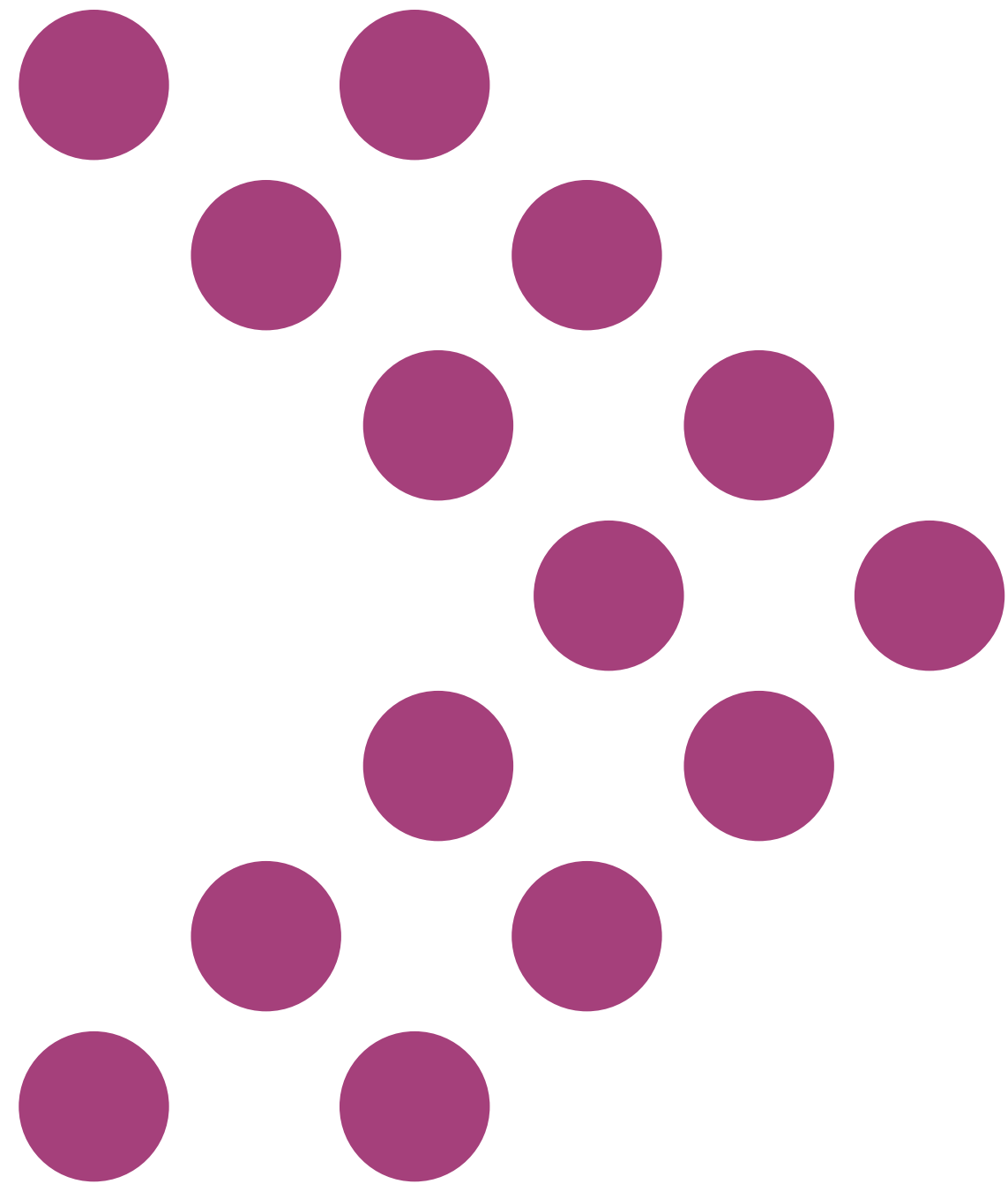
CMYK: 100/ 84/ 36/ 32
RGB: 24/ 47/ 86
HEX: #182f56

VAALEA SINIHARMAA

PANTONE: 642
CMYK: 14/ 3/ 1/ 0
RGB: 229/ 238/ 248
HEX: #e5eef8

GRAAFINEN ELEMENTTI

Käytetään fuksian tai tumman sinisen värisenä tai osittain läpinäkyvänä.



Värikalvo kuvan päällä Multiply.
Elementin opacity 80 %.



SOSIAALISEN MEDIAN KUVITUS

Esimerkit ilmeen käytöstä somekuvissa

Event cover



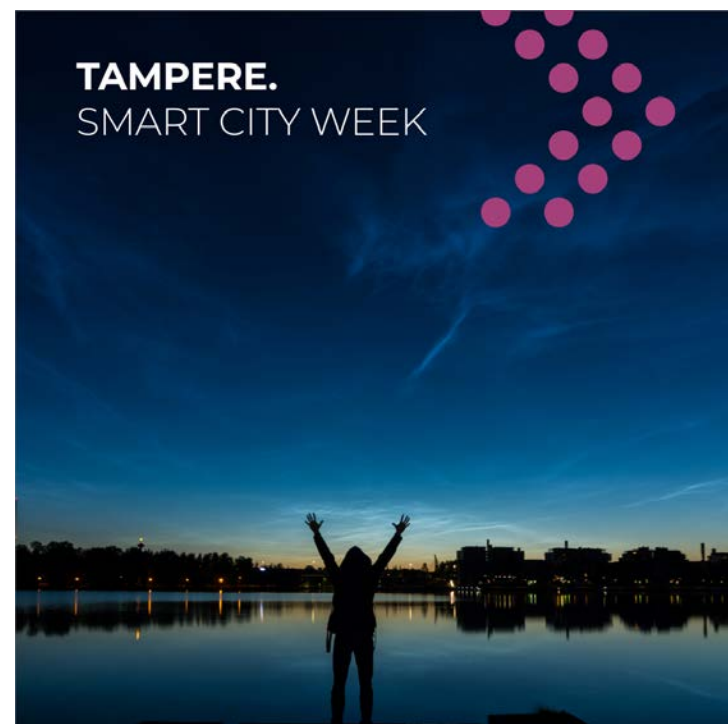
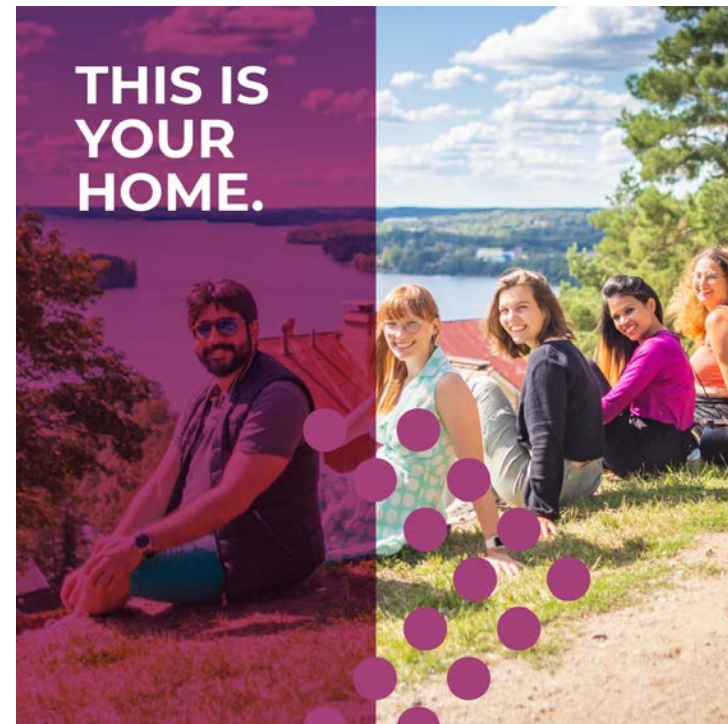
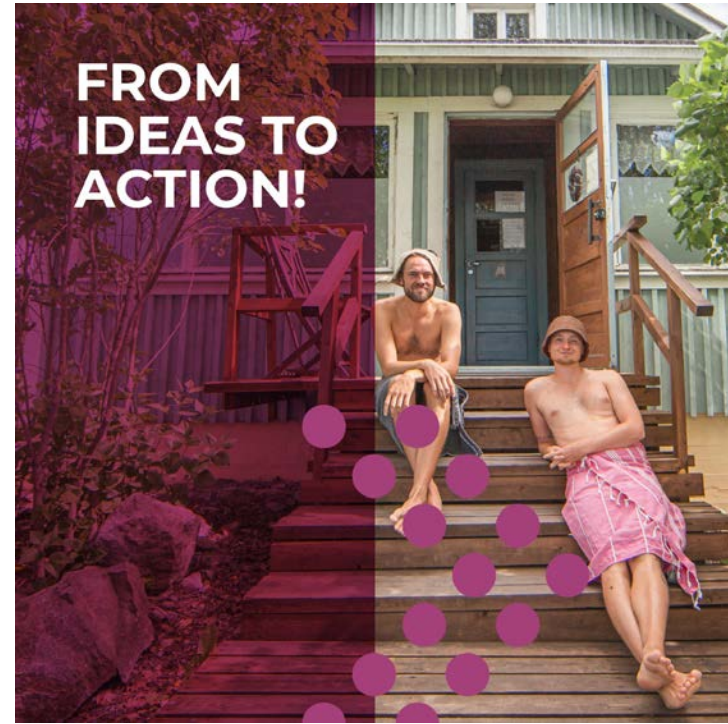
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