

There are principally two optional ways of using the space on long vehicles such as trailers or containers. On a white background it is possible to use symbolic key images from the UPM Key imagery (see detailed description from UPM Design Fundamentals 1.11) combined with the Biofore logo and web address. It's also possible to use a distinct Biofore-related message combined with the company logo. When the background is coloured it is advisable to use a distinct message and the company logo in reversed white.

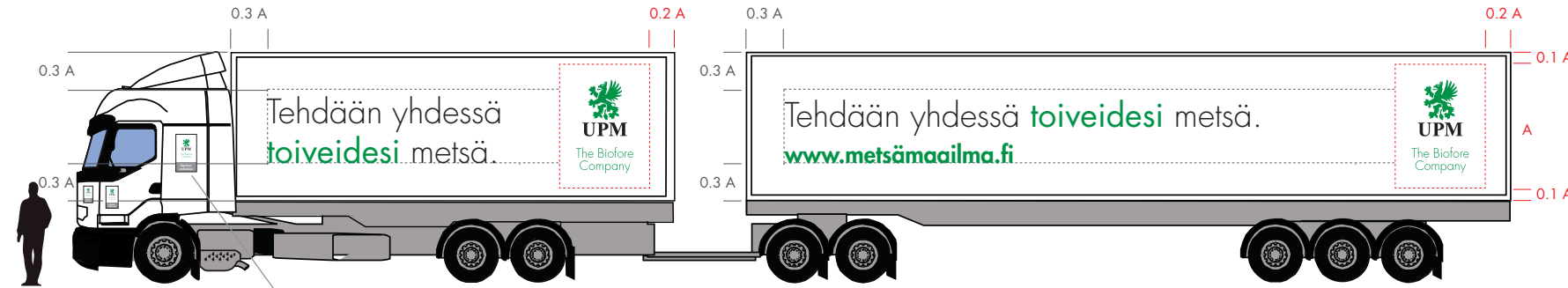
GRAPHICAL ELEMENTS

Please, note the margins of the lay-out grid for the correct placement of the text and logo.

When using the company logo (without the tag line) always include the word Biofore as a part of the message.

The text is Futura Std Light, black. For highlighting specific words Futura Std Book, UPM Green or UPM Bright Green.

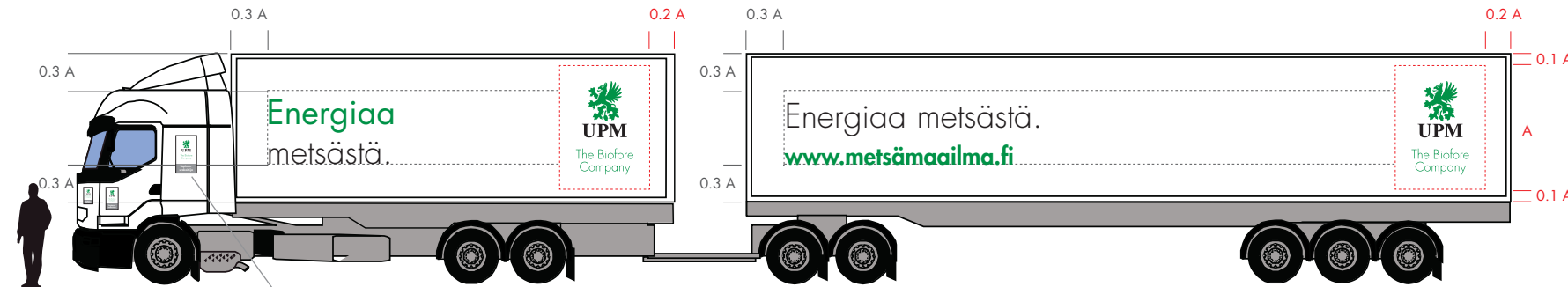
Web address is Futura Std Heavy, UPM Green or reverse white on colourful background.



Placement of official contractor stickers

0.2 A — Tehdään yhdessä
0.1 A — **toiveidesi** metsä. Leading 110%

0.2 A — Tehdään yhdessä
toiveidesi metsä. Leading 120%



Placement of official contractor stickers

0.2 A — Energiaa metsästä.
0.1 A — **www.metsämaailma.fi** Leading 110%

0.2 A — **Energiaa**
metsästä. Leading 120%

COLOURED BACKGROUND

On a coloured background the text is reverse white Futura Std Light. In specific highlighted words Futura Std Book.

