

# Graphical Profile

Maintained by the Technical Department

- [Profile Guidelines](#)
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# Profile Guidelines

## Changelog

Version	Date	Changes/notes
1.0	2019-11-04	<ul style="list-style-type: none"><li>• First release</li></ul>
1.1	2019-11-09	<ul style="list-style-type: none"><li>• Raleway font is removed from profile, it's only used in logo and some technicalities made it hard to use as headers in template</li><li>• Elaborated font download and install</li><li>• Elaborated Google Drive template usage</li><li>• Added information about special event posters</li><li>• Both Word and Powerpoint templates are updated. The changes are: Headlines are now Roboto, and added a pre-styled table of contents. Normal text remains Arial, with purpose</li></ul>
1.1b	2019-11-11	<ul style="list-style-type: none"><li>• Added Photoshop and Illustrator templates for posters</li></ul>
1.2	2019-11-20	<ul style="list-style-type: none"><li>• Added a numbered Word template, with padding, numeration, table of contents and table style</li><li>• The e-mail signature guidelines are now also included in the manual</li></ul>
1.3	2020-10-01	<ul style="list-style-type: none"><li>• Event poster and requirements changed to reflect the new requirements from VATSIM</li><li>• Updated Illustrator &amp; Photoshop templates</li></ul>
1.4	2023-11-12	<ul style="list-style-type: none"><li>• Moved this document to the wiki and updated links</li><li>• Added possibility for event banner guideline exemption with approval</li></ul>
1.5	2025-08-17	<ul style="list-style-type: none"><li>• Removed banner guidelines as they're now separated into it's own page and updated</li></ul>

# Introduction

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This document is created for everyone who are using or just interested in VATSIM Scandinavia's graphical profile. This document consists of guidelines of how the profile should be treated, with do's and don't's. It's important that everyone follow these guidelines for a uniformed consistency between all our events, services, communication and more

## Downloads

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### ? Logo

All variants of the logo: [Download](#)

### ? Font

Roboto font: [Download](#)

*To download font files from Google, click "Download family" in top right. [Read here on how to install fonts on Windows](#)*

### ? Banners

Check out our [seperate banner guidelines](#)

### ? Office

Word template: [Download simple version](#) or [download numbered version](#) with increased readability with chapter numbers and indented text, suitable for longer documents.

PowerPoint template: [Download](#)

Make sure you've downloaded and installed the Roboto font if you're using the Word or PowerPoint templates, as the templates rely on them. Headlines and titles are Roboto, normal text is Arial, this is intended

### ?? Google Drive

Templates are accessible by creating documents “from template” on Drive. If you do not see the template, double check that you’re using the Vatsim Scandinavia Google account, and not your private. Please note that Google Drive doesn’t support numbered headings, so please use the Office template if you require that

## The thoughts behind the logo

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This logo is trying to represent Scandinavia. What is common for whole Scandinavia is that it’s North-Europe, or just “North”, hence the arrow that’s pointing north.

The arrow is created so it matches the size and look of the font and letter “V” in Vatsim. The color of the arrow is chosen to be blue-breeze to represent our colder climate up north. The darker text color is dark blue midnight. When you look at logo on the darker backgrounds, the white-looking color is very very light blue tint, just like snow. As you might understand by now, the shades of blue, representing our climate and belonging to “up north”.




The design is focused to be “flat-design”, with solid lines, colors and angles. Meaning no more gradients, 3D effects or similar.


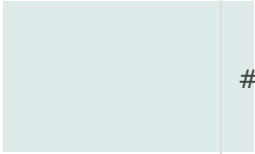



Here are both a positive and negative version of the logo, where both versions are valid to be used, choosing the fitting style for the specific background

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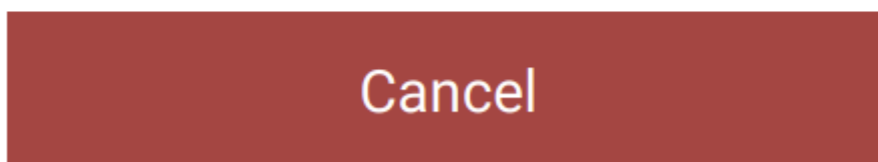
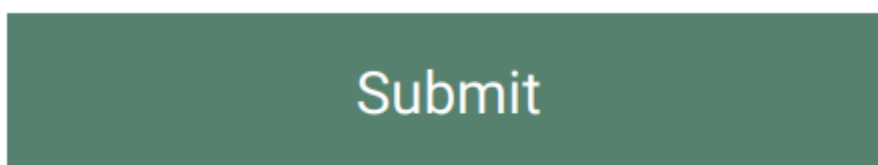
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## Color profile

Name	Sample	Hex	RGB	HSV	CMYK
Primary		#43c6e7	67 198 231	192 71 91	71 14 0 9
Secondary		#1a475f	26 71 95	201 73 37	73 25 0 63
Tertiary		#011328	1 19 40	212 98 16	98 53 0 84

Name	Sample	Hex	RGB	HSV	CMYK
Grey		#484b4c	72 75 76	195 5 30	5 1 0 70
Snow		#dfebeb	223 235 235	180 5 92	5 0 0 8
Success		#41826e	65 130 110	162 50 51	50 0 15 49
Danger		#b63f3f	182 63 63	0 65 71	0 65 65 29
Warning		#ff9800	255 152 0	36 100 100	0 40 100 0

- The design profile is “flat design”, therefore, where possible, avoid using rounded corners in general.
- Regarding buttons and accessible design: To maintain good contrast within buttons, the font text should be white, and not “Snow”.



## Typography

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# Roboto

*Generic font for headlines, text and other useage*

The brown fox jumps over the lazy dog  
The brown fox jumps over the lazy dog  
**The brown fox jumps over the lazy dog**

16pt

The brown fox jumps over the lazy dog  
The brown fox jumps over the lazy dog  
**The brown fox jumps over the lazy dog**

14pt

The brown fox jumps over the lazy dog  
The brown fox jumps over the lazy dog  
**The brown fox jumps over the lazy dog**

12pt

The brown fox jumps over the lazy dog  
The brown fox jumps over the lazy dog  
**The brown fox jumps over the lazy dog**

10pt

The brown fox jumps over the lazy dog  
The brown fox jumps over the lazy dog  
**The brown fox jumps over the lazy dog**

8pt

## E-mail signature

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**Martin Stockzell**

Director

VATSIM Scandinavia

[director@vatsim-scandinavia.org](mailto:director@vatsim-scandinavia.org)

<https://vatsim-scandinavia.org>

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This is made with Gmail standard signature editor.

- Font: Sans Serif
- Name: Size Normal, bold, color

- Title: Size Small, bold, color
- Rest: Size small, color

Picture is [email.png](#) with Gmail scale Small



The color is this one below from the Gmail palette

## Logo guidelines

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You may use the logo in positive and negative variant, depending on the background.

There is also a all-black and all-white variant which is not illustrated here, but this is only ment to be used in special cases like formal documents or where colors are not deemed to fit.



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*Do not change the colors of our logo,  
nor the design.*

*Do not rotate or flip our logo.*



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*Do not stretch the logo, keep the  
proportions.*

*Don't use our logo on invalid contrasted  
backgrounds.*

# Banner Guidelines

## ⚙️ General Guidelines

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### Event title/logo

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- Event titles must be clear and easy to read. The title also tells what the event is about.
- The VATSIM Scandinavia logo must be clearly displayed, recommended size is 80px in height. When applicable, other logo is placed with our logo, well spaced and in same size.
- Make sure to follow the [logo guidelines](#)

### Event information

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- Event dates must be in the day, month format (17th February). Repeating events should include the weekday.
- If it's an exam, it should also be added to the banner like: "S2 Exam", "Tier 1 Validation" etc.
- Event airport must include the ICAO code.
- Times must be in a 24 hour, Zulu format, with a start time. End time is highly recommended to be included

### Font

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Font for the templates is Roboto. The font can be downloaded [directly from Google Fonts](#).

### Export

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All event banners must be in a 16:9 ratio and the file size is less than 1 MB. The template is sized 1056x594 px. If you use images, ensure we have permission to use it or credit accordingly.

## ☐☐ Exam/CPT Banners

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CPT event banners follow stricter requirements, where **only the official template and background can be used** concerning the included airport/airspace. Descriptions and titles of CPTs must follow [the policy created by event department](#).



## Colors

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No deviations or changes allowed.

## Templates

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- [Banner Generator](#) by Otto Tuhkunen
- [Illustrator Template](#) by Otto Tuhkunen

## ☐☐ Event Banners

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For events we have three different standard banners. In these you're more free to change things like the pictures and text as long you keep the Scandinavian feel of it.

Standard with full size image



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# Aalborg Mixed Operations

📅 10 Aug 2025 🕒 16:00 - 19:00 UTC

📍 EKYT - Aalborg, Denmark

Standard with a partial image in the fold



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# Scandinavian Regionals

## Evening at Ålesund, Norway

📅 10 Aug 2025 🕒 18:00 - 21:00 UTC

📍 ENAL - Ålesund Vigra

## City Pair



**Helsinki ↔ Kyiv**  
City Pair Event

📅 10 Aug 2025 ⌚ 16:00 - 20:00 UTC

📍 EFHK - Helsinki Vantaa  
📍 UKKK - Kyiv Boryspil



## Colors

Please use the official colors of VATSIM Scandinavia found in the [graphical guide](#). Shades of the primary colors are allowed as long it remains the blue/northy look.

## Templates

- [Illustrator Template](#) by Otto Tuhkunen

## ☐☐♂ Off-brand Banners

Off-brand banners is a nice way to create banners for large scale events, recurring events or other special occasions. These banners still use our logo, but can be more creative in the design and use of color.

Off-brand event banners may be created for events by approved members. To be approved an off-brand banner creator, present some high quality banners you have created to the [Event Manager](#). The Event Manager will consult with the Tech Department whether or not the submitted banners are in line with the expected

quality.

## Approved off-brand designers

- Jesper Hvenegaard
- Otto Tuhkunen