

Profile Guidelines

Changelog

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

Introduction

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

? 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

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.


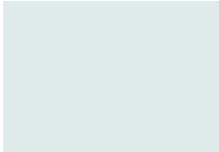



Here are both a positive and negative version of the logo, where both versions are valid to be used, choosing the fitting style for the specific background

 VATSIM
SCANDINAVIA

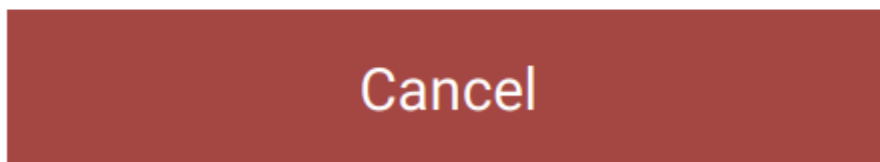
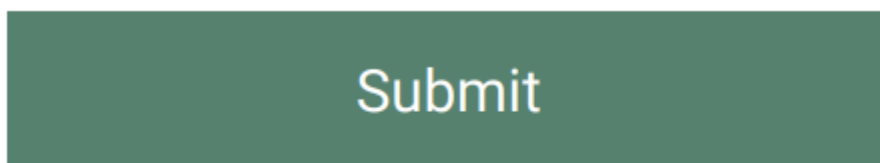
 VATSIM
SCANDINAVIA

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

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

Martin Stockzell

Director

VATSIM Scandinavia

director@vatsim-scandinavia.org

<https://vatsim-scandinavia.org>

VATSIM
SCANDINAVIA

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

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.



VATSIM
SCANDINAVIA



VATSIM
SCANDINAVIA



VATSIM
SCANDINAVIA



VATSIM
SCANDINAVIA



VATSIM
SCANDINAVIA



VATSIM
SCANDINAVIA

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

Do not rotate or flip our logo.



VATSIM
SCANDINAVIA



VATSIM
SCANDINAVIA

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

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

Revision #7

Created 19 July 2023 19:08:31 by Daniel Lange (1352906)

Updated 17 August 2025 13:08:19 by Daniel Lange (1352906)