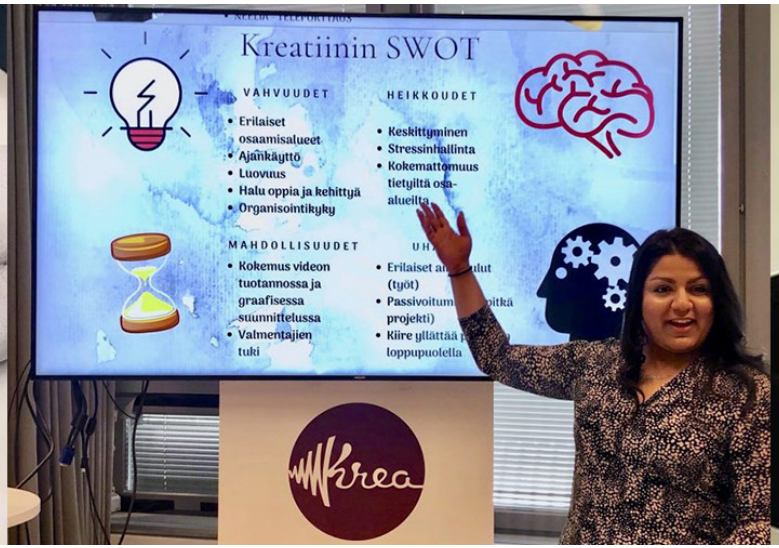
Krea Visual Guidelines



Krea mindset

Krea is so much more than a creative agency, it's a way of life. Krea challenges you to think creatively and bravely, constantly moving towards your dream career. You will work with real clients, building a strong network of contacts for the future.

People are what makes Krea. You will take responsibility, together with your team and by yourself. An international and entrepreneurial mindset are our substance. You will be surprised at what you will achieve. To be courageous and innovative is our default setting.

No matter what level you are entering Krea, you will leave elevated. Forward thinking is the Krea way.

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Krea strategic guidelines / Info page

Target groups: Students, clients, HH staff and partner universities, marketing media

Brand promise: Krea helps students to get creative hands-on jobs and start inspiring careers in marketing, communications, and media

Key messages:
Students in charge (coaches in the background)
Hands-on work experience, learning by doing & teamwork
Professional and entrepreneurial attitude in action and communication

Aims of Krea

How Krea wants to communicate to its audience?

Krea's goal is to inform, entertain and attract students and clients with relevant content.
We want to communicate with the audience in a professional and interesting way.

We want to communicate that students are in charge of the work, they get hands-on experience and learn an entrepreneurial and professional attitude.

Krea wants to serve its clients and tell stories about client projects. We want current and future clients to know that Krea students think outside of the box. At Krea, we do things in a new way.

Tone of Voice

Creative

Creative: At Krea, we think outside of the box. We create something new in here every day.

Courageous

Courageous: We are not afraid to do things differently. We want to show that you end up with marvellous outputs when you have the courage to do things in a different way.

Passionate

Passionate: Our students are passionate about what they do at Creative Agency Krea. We want to let our audience see how passionate we are here and to give them the feeling that they want to share our passion.

Krea logo

The official logo is white text on a brown base. It also possible to use the logo in negative form.

Do not change the colour or shape of the logo.

The minimum size of the logo is 20 mm.

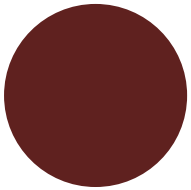
The logo’s graphic quality makes it easy to use in different media and print. The logo has a clear look, so it works well in small or big sizes.

Don’t place the logo too close to pictures or other icons. The safe area’s purpose is to give the logo sufficient breathing space in different contexts. As illustrated below right, the safe area around the logo is as wide as the letter ‘a’ in the word Krea.

Logo: Do’s & Don’ts

Krea colors

Logo color



CMYK: 60/97/100/33
RGB: 98/36/28
PMS:
#62241c

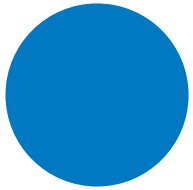
Main colors

Krea has the same main colors as Haaga-Helia. This creates a consistent look between Krea and Haaga-Helia.

Accent colors

You can use accent colors to boost the main colors.

Main colors



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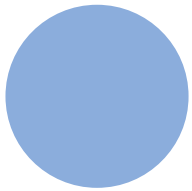

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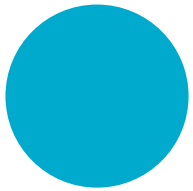
RGB: 139/173/220
PMS: 659
#8baddc



CMYK: 85/0/18/0
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PMS: 3125
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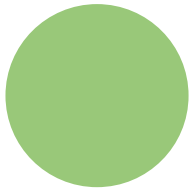
CMYK: 29/0/96/0
RGB: 202/213/16
PMS: 381
#cad510



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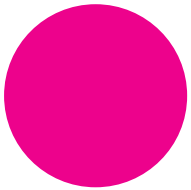
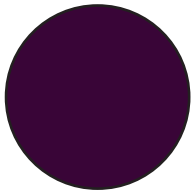
PMS: 7488
#99c879

Accent colors



CMYK: 0/100/0/0
RGB: 230/0/126
PMS:
#e6007e



CMYK: 71/100/38/56
RGB: 65/20/56
PMS:
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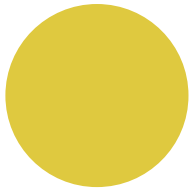
Krea Spring School



CMYK: 16/15/84/1
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PMS:
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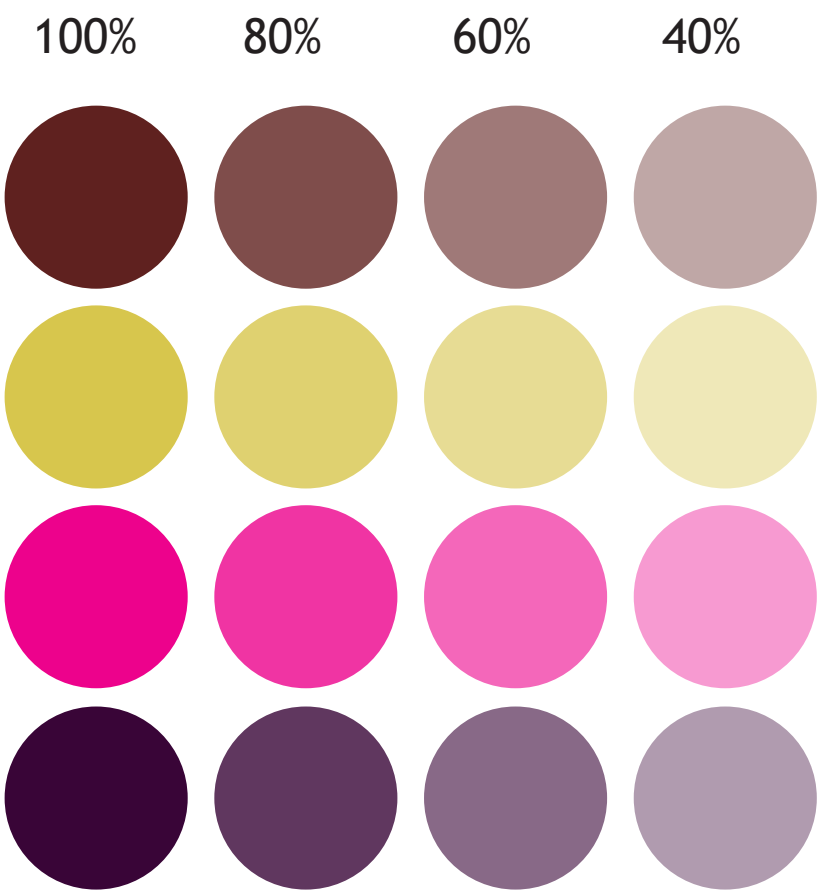
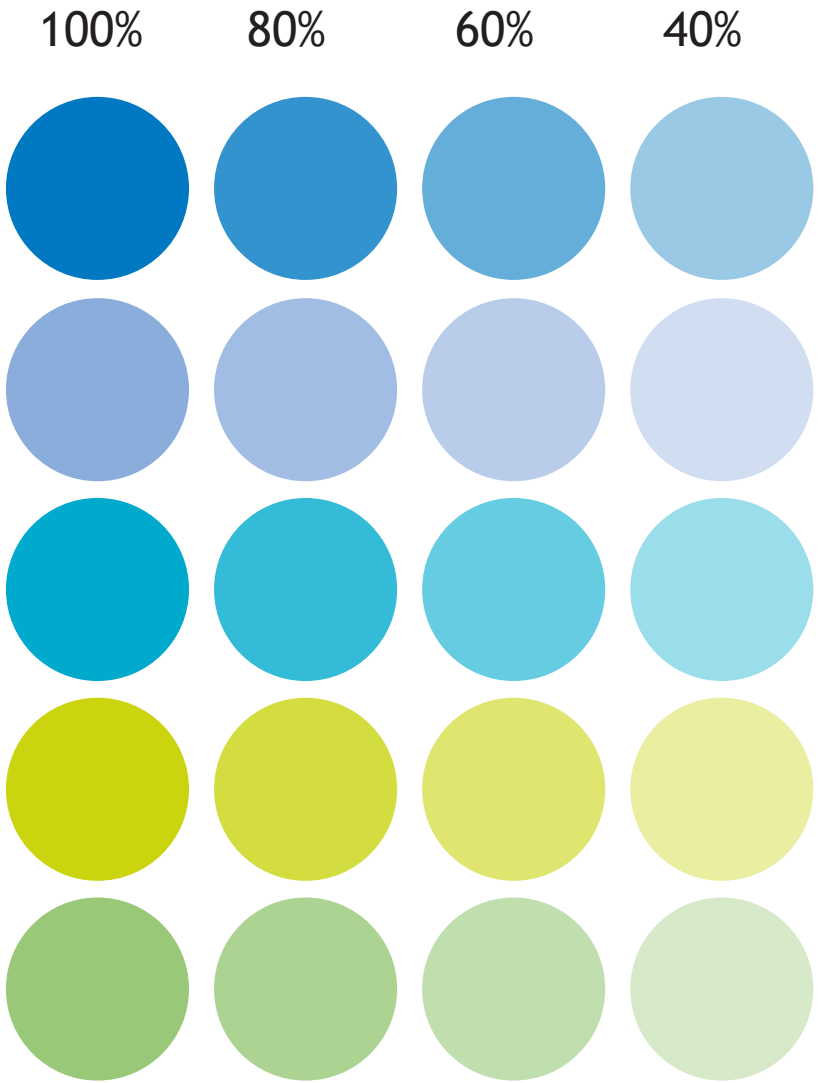
It is also possible to use different shades of all the colours.





Typography

Printed/Online material:
Trebuchet MS Regular

Krea's font is easy to read and it works well in printed and electronic material. It is simple and modern.

Printed/Online material:
Trebuchet MS Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
abcdefghijklmnopqrstuvwxyzåäö
abcdefghijklmnopqrstuvwxyzåäö
abcdefghijklmnopqrstuvwxyzåäö
(.,:;?!£$&@*><%fi) 0123456789

Regular *Italic* **Bold** ***Italic Bold***

Hashtags

There are two kinds of hashtags that you can use. Krea's own hashtags and then the post/event-based hashtags.

Krea's hashtags

These hashtags have to be in every post wherever the post is:

#KreaHH
#HaagaHelia

Post/event hashtags

Should be catchy and relevant to post/event for example:

#KreaSpringSchool2019

Do’s and Don’ts

Do’s

Reflect current events and trends (internal and external).

Where possible, there should be the Krea logo or colours included (i.e. consider filters)

Endeavour to maintain a constantly balanced stream of content (i.e. vary content in such a way that people profiles, event coverage, memes etc. constitute a balanced feed).

Promote interaction with followers.

Don’ts

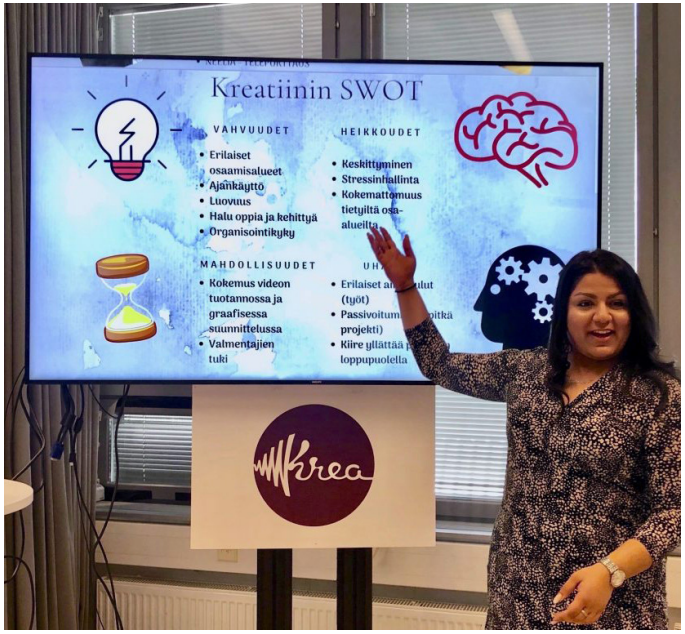
Boring or obvious pictures and updates -for example: someone in a class sitting at a computer

Offensive content

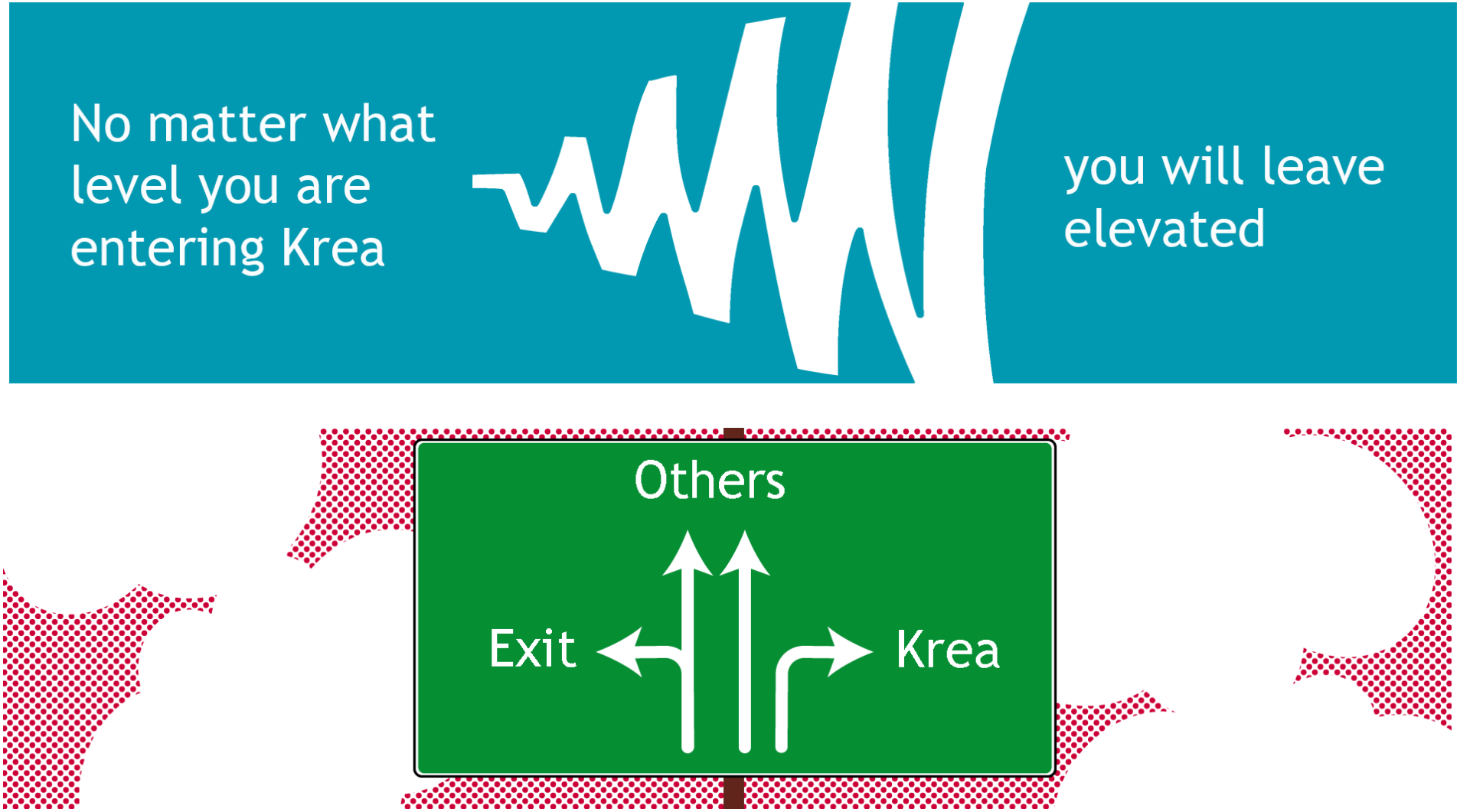
Avoid too much repetition
-for example: do not post several heavy-looking meme pictures in a row

Avoid posts and pictures that are too inward -looking

Example pictures: Do’s & Don’ts



Channels

Instagram	Facebook	Twitter
GOAL - entertain and inform about Krea and our visual competence CONTENT - behind the scenes, creativity, events, holidays, relevant hashtags TIPS FOR PRACTICE -activate people (questions, opinions), use Instagram stories (more information about what Krea is), inspirational pictures and memes IMPORTANT INDICATORS -engaging people (lcomments, shares, likes) -activity (how frequently you post)	GOAL -attract students as Krea employees and new companies as partners CONTENT -relevant and interesting for students and companies TIPS FOR PRACTICE -activate people (questions, reactions, links) -participate (share, comment, like) IMPORTANT INDICATORS -followers, comments, shares, likes	GOAL -guide professionals and experts to Krea channels -inform clients and students CONTENT -relevant content for companies and students about assignments -informative content about projects, events, visits, references TIPS FOR PRACTICE -hashtags, links, pictures -max 280 marks per tweet IMPORTANT INDICATORS -retweets, comments

Online banners