

# Sampo Group Logo

The Sampo logo and emblem were originally designed by Kyösti Varis in 1980. He updated the design to its current form in the early 2000s.

The logo consists of the Sampo emblem and the company name. The size or shape of the components of the logo must not be altered in any way.

## Color variations

The primary color versions of the logo are **black** and **white**. The secondary version is Sampo Silver, which can be used when less contrast is desired. The CMYK version of Sampo Silver can also be used as a substitute for silver foil or Pantone Silver 877U, when required printing methods are not available.

## Safe area

The safe area is the minimum distance from the logo to other graphic elements or highly contrasting background elements.

Providing adequate space around the logo avoids clutter and ensures the integrity of the Sampo Group brand identity. It is determined by the height of one of the four elements of the Sampo emblem.



SAMPO  GROUP

*Minimum width is  
28 mm or 121 pixels*



*White version is available for use  
on dark background.*

*Sampo Silver version is available for situations  
when lesser contrast is preferred.*



*Safe area is determined by the height of one of the four elements of the Sampo emblem.*