

EESTI TEADUSTE AKADEEMIA VISUAALNE IDENTITEET

VÄRVID

LOGO

KIRJATÜÜBID

PABER

VISUAALNE KEEL &
KUJUNDUSPRINTSIIBID

Teaduste akadeemia visuaalset identiteeti on järjepanu uuendatud alates aastast 2016, kui graafiline disainer Maria Muuk joonistas ajaloolise logo põhjal akadeemia oma kirjatüübi.



Teaduste akadeemia
ajalooline märk
1930. aastatest

2023. aasta alguses uuendati põhjalikult kõiki akadeemia visuaalse identiteedi materjale ja koostati senisest põhjalikum hea tava juhend.



VÄRVID

Ekraanil



R4 G42 B84 #042A54

Ofsettrükis



Pantone 295

Digitrükis



C100 M70 Y8 K55



RGB #9B9B9B



Pantone Silver



Co Mo Yo K50



RGB #876E50



Pantone 8006



C43 M50 Y70 K17

LOGO

Akadeemia logo saab olenevalt kujundusest kasutada nii rõngastega kui ilma. Üldiselt eelista **ilma rõngasteta logo**, mis on joondatud kujunduse **nurka**, eelistatavalt **alla paremale**, kummastki servast võrdsele kaugusele.

Rõngastega logo võib samamoodi asuda nurgas, aga see sobib paremini kasutamiseks **keskele joondatuna**.



Soovituslik logo suurus:

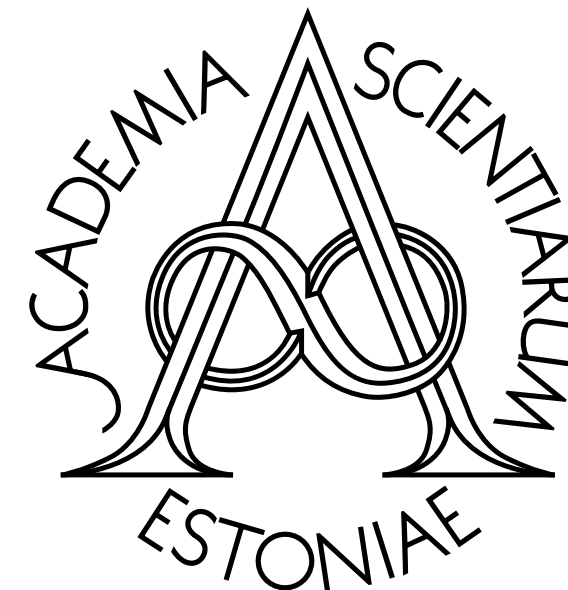
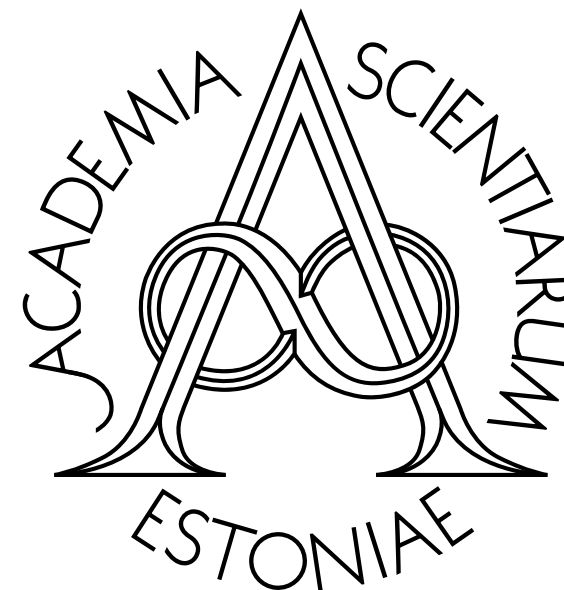
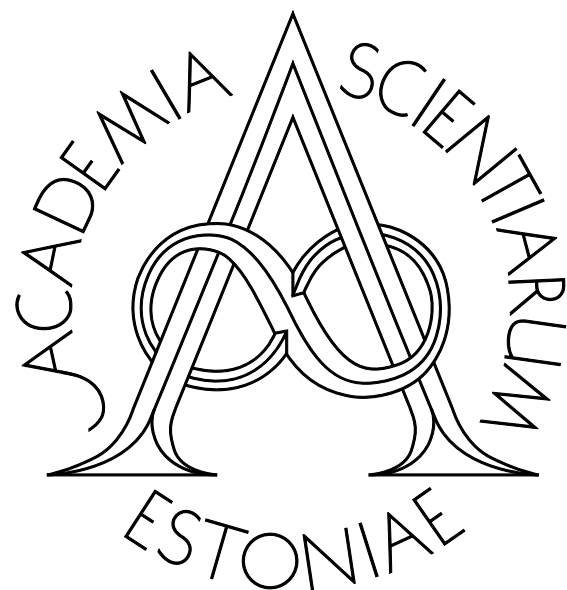
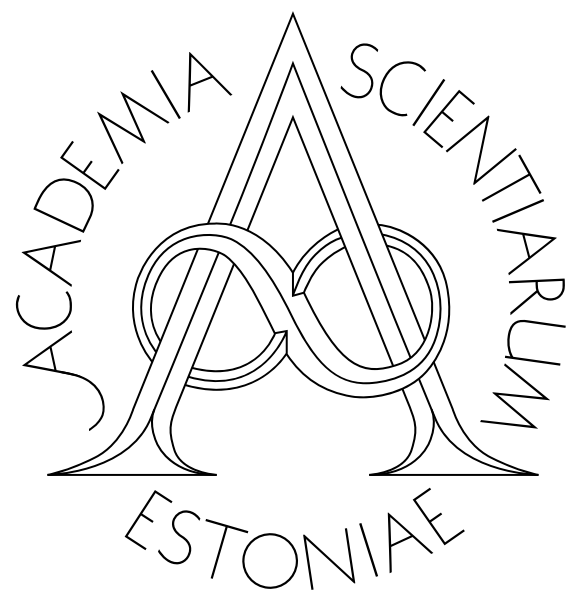
- trükis 25–50 mm
- digiväljunditel
~10–20% kogu
kujunduse pinnast



LOGO

2023. a. uuendusega on kummastki logost **nelja joonepaksusega versioonid**, et neid saaks kasutada **erinevates suurustes** ilma loetavust kaotamata.

Logopakis on eraldi logofailid **ekraani ja printimise jaoks, musta, tumesinise ja valgena**, vektor- ja rasterversioonides. Võimalusel **eelista alati vektorversioone** (.PDF, .AI): .PDF-i peaks saama asetada pildina ka Microsofti programmidesse.



JÄMEDUS 1
Alates 50 mm diam.

JÄMEDUS 2
~40–50 mm diam.

JÄMEDUS 3
~30–40 mm diam.

JÄMEDUS 4
~20–30 mm diam.

SOLUM VERBA ON TEADUSTE AKADEEMIA AJALOOLISE LOGO PÕHJAL JOONISTATUD SUURTÄHE-KIRJATÜÜP.

Teisene kirjatüüp on Times New Roman – 21. sajandil akadeemiaale igiomaseks saanud šrift. Kujundustes on seda domineeriva Solum Verba kõrvale hädasti tarvis – alapealkirjades, sisutekstis jne kasuta kindlasti peamiselt Timesi!

Lühendite puhul võiks kasutada läbivalt *Small Caps*’i ja **numbrid** võiksid olla *Old Style* stiilis, nt:

31. mail 2021 Paide keskväljakul aktsiooni „33 kõnet“ raames peetud ettekandes analüüsiti USA ning EL rolli kliimakriisi lahendamises.

68 PT

SOLUM VERBA LIGHT

48 PT

SOLUM VERBA REGULAR

35 PT

SOLUM VERBA MEDIUM + tähevahe 0,4

28 PT

SOLUM VERBA SEMIBOLD + tähevahe 0,6

22 PT

SOLUM VERBA BOLD + tähevahe 1,2

2023. aastal uuendatud kirjatüübil Solum Verba on viis erinevat jämedust: LIGHT, REGULAR, MEDIUM, SEMIBOLD ja BOLD.

Akadeemia materjalide kõige olulisem kujundusreegel:
kui kasutad samas kujunduses erinevates suurustes Solum Verbat, jälgi, et visuaalselt jääks tekstide joonejämedus u samaks!

JOONE
JÄMEDUS
2 PT

See tähendab, et suurem kiri olgu peenikesemas lõikes (*Light/Regular*), väiksem kiri jämedamas lõikes (*Medium/Semibold/Bold*). Mida suurem kiri, seda tihedamalt koos võivad olla tähed; väikesel kirjal tuleks aga tähevahet suurendada (*Spacing/Tracking*), et parandada loetavust ja visuaalset tasakaalu.

KIRJATÜÜBID + LOGO

68 PT

SOLUM VERBA LIGHT

48 PT

SOLUM VERBA REGULAR

35 PT

SOLUM VERBA MEDIUM + tähevahe 0,4

28 PT

SOLUM VERBA SEMIBOLD + tähevahe 0,6

22 PT

SOLUM VERBA BOLD + tähevahe 1,2

Samamoodi jälgi, et ühes kujunduses kasutatavad Solum Verba fondid ning **akadeemia logo** oleksid visuaalselt sarnase joonejämedusega.

JOONE
JÄMEDUS
2 PT

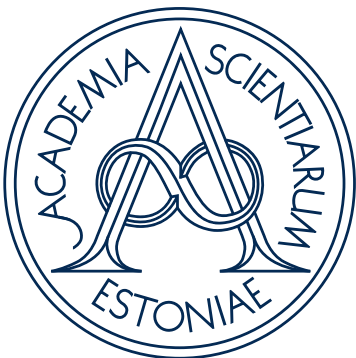
Olenevalt logo suurusest tuleb seega valida ka selle jämedus.



JÄMEDUS 2



JÄMEDUS 3



JÄMEDUS 4

KIRJATÜÜBID

Heas akadeemia kujunduses kasutatakse **Solum Verbat ühe** peamise pealkirja/aktsendi/esiletõste jaoks. Kõik muud tekstielemendid on alati eelistatult Times New Romanis.

Paremal näide kirjatüüpide kasutamise kohta Powerpointi slaidil.

ALAPEALKIRI: 30 PT TIMES
SUUR PEALKIRI: 45 PT SV REGULAR

ESINEJA NIMI: 40 PT TIMES
TIITEL: 30 PT TIMES

ALAPEALKIRI: 20 PT SV REGULAR
Liiga väike, ilma tähevaheta; võinuks kasutada *Semibold* lõiget või asendada Timesiga

ESINEJA NIMI: 34 PT SV REGULAR
TIITEL: 30 PT SV REGULAR
Liiga väike suuruste vahe; võinuks kasutada erinevaid lõikeid (millest üks samasugune nagu ülal olev alapealkiri) või asendada Timesiga

✓

Ettekanne:

ETTEKANDE PEALKIRI,
MIS ON PIKEM

Eesnimi Perekonnanimi
Ettekandja tiitel



✗

ETTEKANNE:

ETTEKANDE PEALKIRI,
MIS ON PIKEM

EESNIMI PEREKONNANIMI
ETTEKANDJA TIITEL



KIRJATÜÜBID

Juhul, kui Solum Verba kasutamine pole võimalik, asendatakse see samuti Times New Romaniga.

NB!
Samas fondis erinevate tekstielementide suuruste vahe võiks alati olla vähemalt 10 pt.

ALAPEALKIRI: 30 PT TIMES
SUUR PEALKIRI: 50 PT TIMES

ESINEJA NIMI: 40 PT TIMES
TIITEL: 30 PT TIMES

Ettekanne:
Ettekande pealkiri, mis on pikem

Eesnimi Perekonnanimi
Ettekandja tiitel



PABER

Kõik akadeemia kujundusmaterjalid prinditakse eelistatavalt **Munken Lynx 120 g paberile**, kui pole märgitud teisiti.

Kindlasti vältida metallikläikega, marmormustriga vms kartonge ja muid dekopabereid!

Akadeemia visuaalne keel on puhas, selge, kaine – ka kõige pidulikumad diplomid olgu trükitud ilma erimustrita **kvaliteetsele naturaavalgele paberile**. Paber olgu eelistatult **katmata** ehk mitte läikiv kriidipaber.



Munken Lynxi saab tellida A3 või A4 suurusesse lõigatult enamikest trüki- ja koopiakodadest või Zelluloosi paberipoest.

Munken Lynx on katmata naturaavalge tooniga keemilisest massist kvaliteetpaber.

- *Siidsile pind*
- *Parim katmata paber fotode trükkimiseks*
- *Parim kvaliteet raamatute ja kataloogide trükiks*
- *Saadaval 90–400 gsm paksuses*
- *Arhiveerimiskindel*
- *Oma FSC® keskkonnasertifikaati*

Maaletooja infoleht:

<https://www.antalisee/eshop/paberid-kartongid-ja-umbrikud/katmata-paberid/premium-katmata-paberid/munken-lynx>

VISUAALNE KEEL JA KUJUNDUSPRINTSIIBID

Akadeemia visuaalne keel on joonepõhine, selge ja ergas.

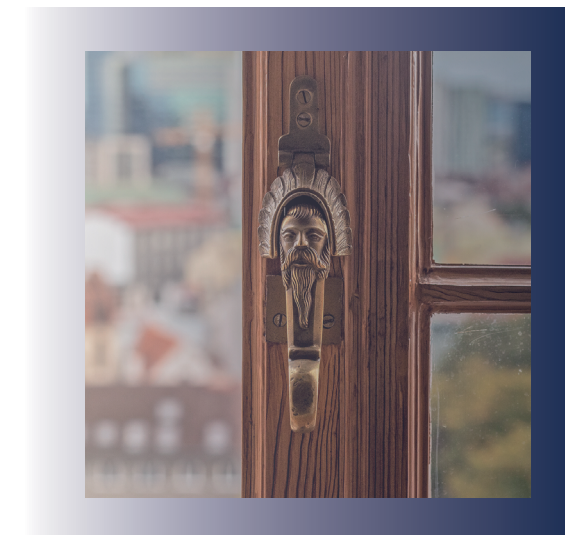


Illustratsioonidena eelistada alati fotosid akadeemia majast ja selle rohketest põnevatest detailidest.

Fotod on töödeldud erksavärviliseks, heledaks ja teravaks. Fotod ei ole läbipaistvad ja nende peal ei ole läbikumavaid toonitud alasid.

Monokroomse lahenduse puhul võib kasutada ainult akadeemia tunnusvärve: tumesinist, hõbedast, kuldset (jahedat helepruuni).

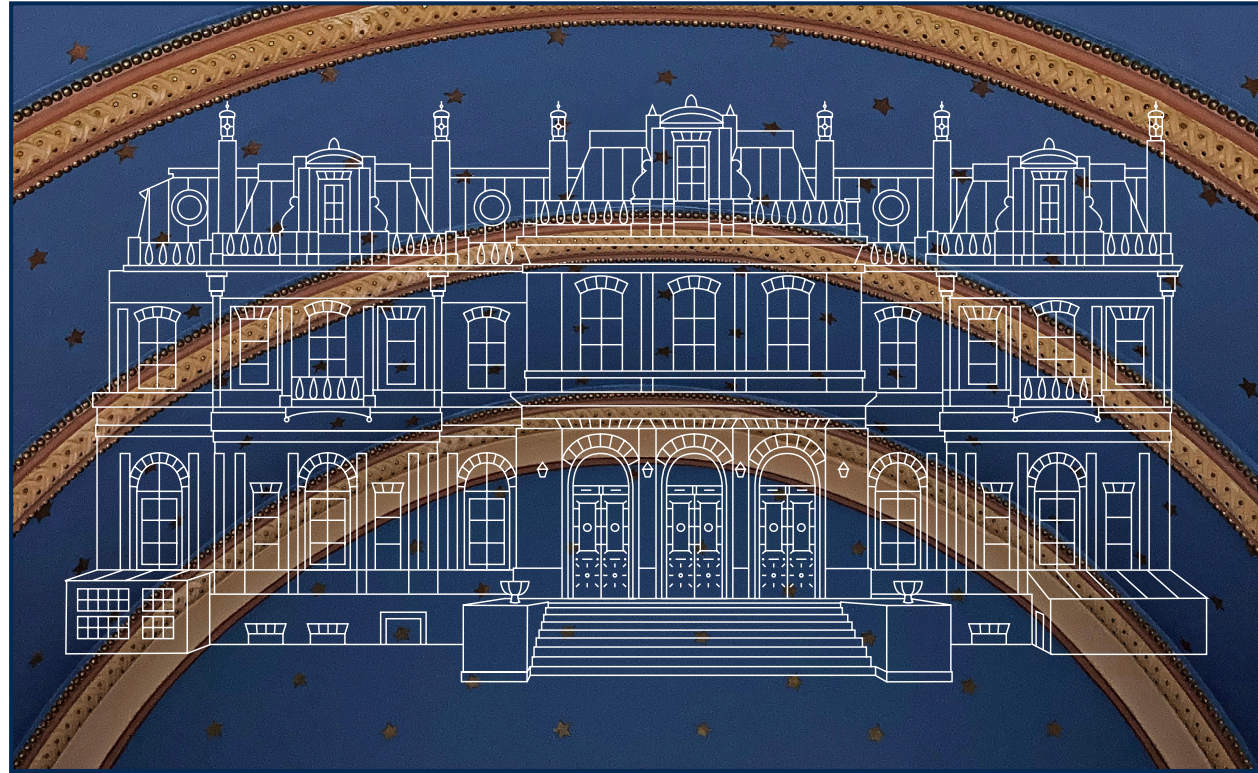
Fotosid võib kasutada ainult selgelt piiritletuna. Foto ümber võib luua akadeemia värvides piirjoone (*stroke*).



Vältida võiks igasuguseid varjude ja udustustega eriefekte, (tausta)gradiente, seepiatoone, huvitavaid töötlusi.

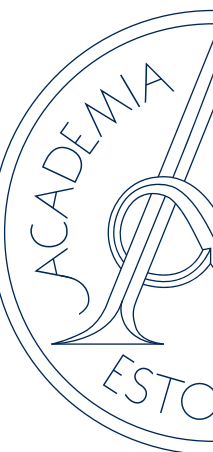
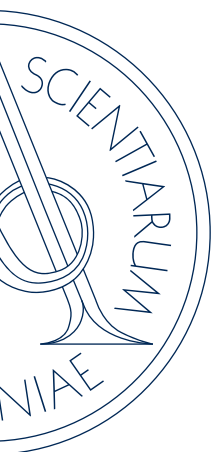
Ümmarguse fotoraaami puhul jäägu raamivorm ringikujuliseks, mitte elliptiliseks.

VISUAALNE KEEL JA KUJUNDUSPRINTSIIBID



Akadeemia logo, nagu ka muid joonepõhiseid illustratsioone, võib kujunduse servades poolitada. Olemas on kahe erineva joonepaksusega illustratsioonid akadeemia Kohtu tn majast (faile küsida kommunikatsioonijuhilt). Seda võib kasutada illustratsiooniks, paigutades seda fotomaterjali või tumedama tausta peale ning lasta minna kujunduse servast üle.

Alati peaks jälgima, et joone paksus oleks kujunduse erinevates osades sarnane ja piisavalt jäme!



VISUAALNE KEEL JA KUJUNDUSPRINTSIIBID: NÄITEID

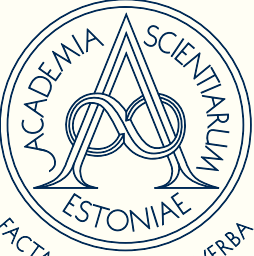
Kuvatõmmis animeeritud jõulutervitusest 2022/23
Konverentsi „Teadusajakirjad 70“ plakat



2023 kalender
Powerpointi esitluse vaheslaideid

VISUAALNE KEEL JA KUJUNDUSPRINTSIIBID: NÄITEID

ESTONIAN
ACADEMY
OF SCIENCES



Voice of science
Excellence in research
Evidence-based advice
Reliable expertise
Shaping science policy
Interlinking science and media
Neutral discussion forum
Umbrella for learned societies

FOUNDED IN 1938

THE ACADEMY

→ fosters critical thinking methods and practices in the society
→ stands for high ethical standards
→ attends to social and political processes
→ encourages knowledge transfer from science to national economy towards a better quality of life in Estonia
→ provides independent, unbiased and evidence-based advice for decision makers
→ promotes excellence in research
→ communicates and advocates knowledge
→ facilitates research co-operation at national and international levels

THROUGH ITS MEMBERS,
THE ACADEMY

→ participates in
○ government agencies, national legislative and advisory bodies
○ R&D institutions, councils and foundations
→ offers recommendations in R&D issues

The Academy operates under the Estonian Academy of Sciences Act, adopted by the Parliament in 1997.



The house of the Academy at Kohtu 6, Tallinn—
a former Ungern-Sternberg palace,
built in 1865, architect Martin Gropius.

THE GENERAL ASSEMBLY

is the highest decision-making body of the Academy. It comprises all Members of the Academy and convenes at least twice a year.

THE BOARD OF THE ACADEMY

guides the activities of the Academy between regular General Assembly sessions. The members are:
○ President: Tarmo Soomere
○ Vice-Presidents: Ergo Nõmmiste and Mart Kalm
○ Secretary General: Jaak Järv
○ Heads of Divisions: Jaak Aaviksoo, Jakob Kübarsepp, Toomas Asser, Urmas Varblane
○ Members: Jüri Engelbrecht, Valter Lang, Ülo Niinemets, Karl Pajusalu, Martti Raidal, Peeter Saari, Eero Vasar and Andres Õpik

DIVISIONS

The Academy is composed of four divisions.

Division of Astronomy and Physics
16 Members, 6 Foreign Members,
Head Jaak Aaviksoo

Division of Informatics and Engineering
19 Members, 4 Foreign Members,
Head Jakob Kübarsepp

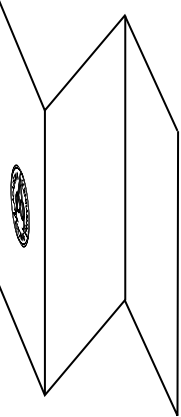
Division of Biology, Geology and Chemistry
23 Members, 6 Foreign Members,
Head Toomas Asser

Division of the Humanities and Social Sciences
15 Members, 5 Foreign Members,
Head Urmas Varblane

KOHTU 6, TALLINN



TOWN RESIDENCE OF A NOBLE FAMILY



ACTIVITIES OF THE ACADEMY

The Academy:
→ publishes two series of books in Estonian:
○ *Awards of the Republic of Estonia* (Science, the Wiedemann Language Prize, Culture, Sports)
○ *Scientific Thought in Estonia*
→ acts as an umbrella organisation for various non-governmental councils, committees and boards
→ makes its voice heard also through several expert panels: Energy Council, Committee on Marine Sciences, Committee on Nature Conservation, Standing Committee on Medical Science and Health Strategy, etc.

The activities of the Academy are traditionally summarised and overviewed in regularly issued Year Books.

The Estonian Academy of Sciences Foundation under the auspices of the Estonian National Culture Foundation was established in 2006 to support the research of young Estonian scientists. **Contributions are greatly appreciated!**

The Academy voices scientific aspects of nationally vital issues at the European and worldwide level and reinforces the use of Estonian expertise in global problems. For this purpose, it participates in international scientific organisations, e.g. ICSU, IAP, UAI, ALLEA, EASAC, EMB, EPB, CETAF, etc. and supports contacts with international scientific unions.

The Academy enhances transnational research, scientific co-operation and researchers' mobility in several ways:
→ Elects eminent scientists and scholars outside Estonia to foreign membership in the Academy
→ Operates a scientific exchange programme built on bilateral agreements (a total of 34)

→ Serves as a Bridgehead Organisation of EURAXESS, a pan-European network that provides guidance in practical issues to researchers who plan to work or study abroad
→ Acts as an academic partner for Lindau Nobel Laureate Meetings, nominating talented young researchers to attend this global forum for knowledge transfer between generations of scientists
→ Is actively involved in the Baltic Conferences on Intellectual Co-operation that originated during 1935–1940 and were revived in 1999 to encourage collaboration and circulation of knowledge in the Baltic Sea region

Promotion of the best qualities in Estonian research is incorporated into all international activities of the Academy.

ASSOCIATED INSTITUTIONS

○ Academic Library of Tallinn University
○ Art Museum of Estonia
○ Estonian Crop Research Institute
○ Estonian Literary Museum
○ Estonian National Museum
○ Institute of the Estonian Language
○ Tartu Observatory

ASSOCIATED ORGANISATIONS

○ Estonian Academic Agricultural Society
○ Estonian Academic Oriental Society
○ Estonian Association of Engineers
○ Estonian Biochemical Society
○ Estonian Chemical Society
○ Estonian Economic Association
○ Estonian Geographical Society
○ Estonian Learned Society in Sweden
○ Estonian Literary Society

ESTONIAN ACADEMY PUBLISHERS

Founded in 1994
Kohtu 6, 10130 Tallinn, Estonia
www.kirj.ee
+372 645 4504; niine@kirj.ee

UNDER AND TUGLAS
LITERATURE CENTRE OF
THE ESTONIAN ACADEMY
OF SCIENCES

Founded in 1993
Roosikrantsi 6, 10119 Tallinn, Estonia
www.utkk.ee
+372 644 3147; utkk@utkk.ee

ESTONIAN ACADEMY
OF SCIENCES

Kohtu 6, 10130 Tallinn, Estonia
+372 644 2129
akadeemia@akadeemia.ee
www.akadeemia.ee

THE BUILDING OF THE
ESTONIAN ACADEMY
OF SCIENCES

The building of Kohtu 6 dates back to the period of historicism. It was designed by the German architect Martin Gropius. Construction works started in 1865 and were completed by 1868. A smaller dwelling house, a tavern and a stable are known to have been among the earlier buildings on the plot.

The construction of the present house was commissioned by Count Ewald Alexander Andreas von Ungern-Sternberg (1824–1899) of the Hiiu-Suuremõisa (*Dagen-Grossenhof*) branch of this large noble family. Count Ewald was a grandson of the notorious Otto Reinhold Ludwig von Ungern-Sternberg (1744–1811) who had been deported to Siberia after being charged and convicted of murder.

The German architect's rational thought applied to the idea of a romantic French palace – this would be an apt style definition for this impressive building.



A view from the side of the old town in 1912.
Photo: J.&P. Parikas, AM, F11012

The architect drew inspiration from the 17th-century French palace style with high multipartite attic storeys, typical roof windows (dormer windows), a high footing and tall slender chimneys.

The Ungern-Sternberg family residence received a new owner and a completely new function in 1911. After the decease of Ewald von Ungern-Sternberg, his widow Adele sold the palace to the Estonian Knighthood. The latter consigned it to the Estonian Literary Society (*Estländische Literärische Gesellschaft*) in exchange for their Wismari Street plot.



The Provincial Museum's exposition in the main hall of the ground floor in 1920s.
Photo: AM, N5631:99085631:990

The Society used their newly-acquired property for housing the collections of the Provincial Museum in more spacious surroundings. The holdings of the museum comprised extensive collections of ancient rocks and ethnographic objects (e.g. Estonian folk costumes, farm models and pictures) alongside with collections of Estonian wildlife, knights' paraphernalia (coats of arms, armours, weapons, etc.), coins and items accumulated by



The boardroom, initially the parlour of count Ewald von Ungern-Sternberg. Photo: Reti Kukk, 2018.

Adam Krusenstern during his circumnavigation of the globe as well as an art collection.

The new proprietors undertook substantial reconstruction: converting the basement into a library, building a new stone staircase in the left wing, installing electric lighting and central heating. The opening party of the museum and the entire house was held on December 3, 1911.

During 1925–1939 it served as headquarters of the German Cultural Self-Government. A couple of the 17th century Baroque weather vanes were mounted at the main entrance at that time. One of them with the initials "H2M"

had originally belonged to the Herman zur Mühlen residence in Vene Street.

The Estonian Literary Society was disbanded in 1940. Its building and other assets were nationalized and turned over to the newly established Museum of History and Revolution. The former town residence of the Ungern-Sternberg family was conveyed to the Academy of Sciences in 1946. Various holdings of the museum were divided between the History Museum and the Museum of Natural History. The valuable book collection formed the basis for the Balica and Rare Books Department of the then Library of the Academy of Sciences.

Majas jagamiseks valminud infovoldikud