

A corporate type

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A corporate typeface for Noki

A corporate typeface for Nokia.

Nokia Sans Light

Nokia Sans Regular

Nokia Sans SemiBold

Nokia Sans Bold

Nokia Sans Wide Regular

Nokia Sans Wide Bold

Nokia Sans Wide Italic

Nokia Sans Condensed 

Nokia Sans Title SemiBold


Nokia Sans Title Bold

Nokia Serif Regular

Nokia Serif Bold

The Nokia family of typefaces is extensive enough to solve all typographic problems – in print and on screen. The number of weights and versions is the result of an analysis of the possible applications, rather than designer whim or production madness.

Nokia Sans is the all-purpose centre of the family. The other versions have been designed with special applications in mind, while keeping a strong family resemblance.

44,252 employees, giving a response rate of 77 percent, **wide opinion survey of all Nokia employees. This is** the highest yet and up by **7 percent from last year.** *It continues Nokia's tradition of excellent participation*  in its annual benchmarking of **how employees perceive the** company's performance **against Nokia Values as**

While each series was designed with specific applications in mind (see page 4), they all share common characteristics and a strong family resemblance.

All the weights and versions of the Nokia corporate typeface can work together on the same line, the same paragraph, the same document. Together, they are Nokia's visual language.

Nokia's face to the world

The questions asked in this year's survey were identical to those asked last year with three additional questions on Commitment. This was added as a new category to the ten categories used in previous surveys. The Commitment findings show that 89 percent of Nokia staff are personally committed to Nokia achieving its goals and 81 percent are, at this moment in time, committed to stay with Nokia. The overall satisfaction rating, which measures how

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10 20 30 40 50 60

Nokia Rotis Arial Myriad

Nokia Sans and Nokia Serif appear larger than other typefaces. That is because the lower-case characters are quite large, compared to the capital letters.

Used at the same optical size, the Nokia typefaces occupy less space than other fonts used in existing Nokia publications. It will be necessary to adjust the sizes or otherwise text in Nokia Sans or Serif will appear larger than other fonts. One example: What used to be set in 10pt, can now be set in 9pt and will appear just as big.

Text set in the Nokia fonts could save up to 12% space over other fonts, while being at least as legible.

Hamburgefonstiv1234567890
 Hamburgefonstiv1234567890
 Hamburgefonstiv1234567890
 Hamburgefonstiv1234567890
 Hamburgefonstiv1234567890

Nokia Sans

Nokia Sans Bold

Myriad

Arial

Rotis

Nokia Sans

Short copy or heavily structured text – like instructions, manuals, intros, advertisements, listings – that doesn't require continuous reading over long periods, but where economy of space is an issue (like these captions).

Nokia Sans is a narrow typeface, compared to Myriad, Arial or Rotis, and accommodates up to 12% more characters in a line.

Nokia Sans Wide

For copy as Nokia Sans, but under difficult conditions: low contrast, modest resolution (on-screen, faxes, inkjet printing, product graphics), and for very small sizes (≤ 8pt). Character shapes are more clearly distinguished in a wider typeface, especially the counter (=inner) spaces of the letters, improving reading under those conditions and on certain media.

Nokia Sans Title

Headlines in print, packaging and advertising; product names, logo lock-ups (NokiaNet, NokiaPeople or similar) – maybe mixed with other weights or the Nokia logo.

Nokia Sans Condensed

Short text in small spaces: packaging, stationery (especially business cards), spread-sheets, short manuals, headlines.

NOKIA

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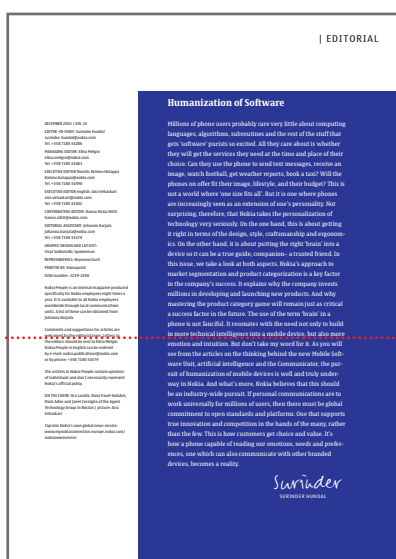
Nokia Serif

Long text: magazines, reports, booklets, books, advertisements. Classical serif fonts are still preferred and thus more legible for "traditional" copy and for continuous reading.



NokiaNet
 NokiaNet
 NokiaNet
 NokiaNet
 NokiaNet

whether they will get the services they need at the time and place of their choice. Can they use the phone to send text messages, receive an image, watch football, get weather reports, book a taxi? Will the phones on offer fit their image, lifestyle, and their budget? This is not a world where 'one size fits all'. But it is one where phones are



Nokia Sans Wide
Nokia Sans Wide Bold
Nokia Sans Wide Italic

1. Office package
for correspondence, reports,
faxing and all electronic
communications requiring
on-screen reading;

Not everybody needs or wants the complete set of fonts – except, of course, professional graphic designers, typesetters and printers.

As the typefaces have been designed to solve specific problems, they will be distributed in separate packages, containing only the fonts required for certain communication tasks.

Nokia Sans Wide
Nokia Sans Wide Bold
Nokia Sans Wide Italic
Nokia Serif
Nokia Serif Bold

2. Publicity package
for corporate communications;
internal & external reports
(laser-printed or distributed
as pdf files or electronic attach-
ments), magazines and other
publications like booklets, books,
newspapers.

Nokia Sans Wide
Nokia Sans Wide Bold
Nokia Sans Wide Italic
Nokia Sans Title SemiBold
Nokia Sans Title Bold

3. Low-resolution package
mainly for on-screen
designing, editing and reading.

All Nokia fonts



4. Design package
for all Nokia's needs in
corporate design, advertising,
product graphics, packaging
and publication design.

NOKIA people



Nokia's internal employee magazine | 8/2001 | vol. 52

| Employee survey
tells it like it is

| Java – the cream
in 3 G's coffee

Real brains
behind
artificial
intelligence



up pace with his companions
because he hears a different drum
to the music which he hears
measured or far away.

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Nokia People is an internal magazine produced specifically for Nokia employees eight times a year. It is available to all Nokia employees worldwide through local communications units. A list of these can be obtained from Johanna Harjula.

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ON THE COVER: Ora Lassila, Dana Pavel-Hulubei, Mark Adler and Janet Cerniglia of the Agent Technology Group in Boston | picture: Aira Vehaskari

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Humanization of Software

Millions of phone users probably care very little about computing languages, algorithms, subroutines and the rest of the stuff that gets 'software' purists so excited. All they care about is whether they will get the services they need at the time and place of their choice. Can they use the phone to send text messages, receive an image, watch football, get weather reports, book a taxi? Will the phones on offer fit their image, lifestyle, and their budget? This is not a world where 'one size fits all'. But it is one where phones are increasingly seen as an extension of one's personality. Not surprising, therefore, that Nokia takes the personalization of technology very seriously. On the one hand, this is about getting it right in terms of the design, style, craftsmanship and ergonomics. On the other hand, it is about putting the right 'brain' into a device so it can be a true guide, companion – a trusted friend. In this issue, we take a look at both aspects. Nokia's approach to market segmentation and product categorization is a key factor in the company's success. It explains why the company invests millions in developing and launching new products. And why mastering the product category game will remain just as critical a success factor in the future. The use of the term 'brain' in a phone is not fanciful. It resonates with the need not only to build in more technical intelligence into a mobile device, but also more emotion and intuition. But don't take my word for it. As you will see from the articles on the thinking behind the new Mobile Software Unit, artificial intelligence and the Communicator, the pursuit of humanization of mobile devices is well and truly underway in Nokia. And what's more, Nokia believes that this should be an industry-wide pursuit. If personal communications are to work universally for millions of users, then there must be global commitment to open standards and platforms. One that supports true innovation and competition in the hands of the many, rather than the few. This is how customers get choice and value. It's how a phone capable of reading our emotions, needs and preferences, one which can also communicate with other branded devices, becomes a reality.

Surinder
SURINDER HUNDAL