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A corporate typeface for Nokia.
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
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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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 Sanbs 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.
**Real brains behind artificial intelligence**

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

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**Nokia Typography**

- **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.

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


The articles in Nokia People contain opinions welcomed by the editorial team. Letters to the editors should be sent to Elina Melgin.

Comments and suggestions for articles are also welcomed by the editorial team. Letters to the editors should be sent to Elina Melgin.

Nokia's official policy.

Johanna Harjula.

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Johanna Harjula.
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.

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

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

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

4. Design package for all Nokia’s needs in corporate design, advertising, product graphics, packaging and publication design.
Real brains behind artificial intelligence

Employee survey tells it like it is

Java – the cream in 3 G’s coffee
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.