Welcome to Finland

Finland is a great country. Just not enough people know it yet. We have to increase awareness of Finland to make it more competitive. The Finland Toolbox website offers a variety of ready-made presentations, images, videos, and infographics that help you to spread the good word about Finland. This guide tells you how to use these visual elements and materials.

We want people to know that Finland is the most functional country in the world. There are a lot of great facts and figures to prove this. We are among the best countries in different rankings from clean air to quality of life. Join us and spread the good word about Finland.

Join the team
The way WE TALK

We want everybody to know that Finland is:

Reliable
Quirky
Sympathetic

This is the tone of voice we use:

Honest
Quirky
Human
Here's our

To succeed in a constantly changing world, you have to change as well. Finland has reinvented itself in just one short century – and we're still at it. Our national character and Northern heritage have boosted us to the top of many kinds of country rankings. As there are so few of us, we have to take care of each other. We take pride in being a bit quirky, and prefer actions to words. We always look for a practical solution – turning setbacks into steps forward. That's why the Finnish handshake is the most reliable in the world. Why not give it a try? We can change and succeed together.
Our visual

IDENTITY

The key characteristics of the style

**Functional**

**Honest**

**Transparent**

**Quirky**

Colour palette

**FINLAND Blue**
- PMS 294
- C100 / M65 / Y0 / K15
- R0 / G46 / B162
- RAL 5010

**FINLAND White**
- C0 / M0 / Y0 / K0
- R255 / G255 / B255
- RAL 9010

Flag & logotype proportions

**SUOMI FINLAND**

**SUOMI FINLANDIA**

**SUOMI Salmiakki**

Finlandica typeface

AaEe

**SISU**

12345

**SUOMI**

#sosiaalinenmedia

Finlandica **Bold** & **Regular**

SUOMI | FINLAND | Identity guide
## Visual identity
do’s & don’ts

**Do** / Leave enough clear space around elements.

- [x] Leave enough clear space around elements.
- [x] When detached from the flag, the cross element must always be presented together with the Suomi Finland logo.

**Do** / Keep the logo & flag in the same proportion.

**Do** / Use the proper colour version with different image or colour backgrounds.

**Don’t** / Logo or flag originals are not something to fool around with. Do not modify them.

### Photography & images

The images we use present an honest, not an overly polished picture of Finland. Finland is shown as it is – realistically but sympathetically. People in the photos are active but also nature plays a key part. Our images go deeper into the characteristics of Finland than usual tourist-centred pictures.

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**Photography style**

**Unusual or unexpected viewpoint**

**Unique, brave and honest style**

**Storytelling details and framing**
Visual identity
Co-branding

One or more partners in co-operation
—
The Suomi Finland logotype is placed in the upper left corner of a document. The flag is a complementary visual element, which can be added to the logotype’s left side.

If the logotype cannot be placed in the upper left corner, it is placed in the upper right corner.

Black or negative versions of the co-operation partners’ logos are placed in the lower right corner. The height of the logos must not exceed that of the Suomi Finland logotype.

In a narrow space, such as on a roll-up, the logos can be placed vertically.

In case there are several partners, it is recommended to use their written names instead of their logos to ensure a clear appearance. The names of the partners should then be written in the Finlandica Bold or Calibri typeface.

Suomi Finland as a partner in co-operation
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The Suomi Finland logotype and the flag can be used on their own or together with other partners’ logos.
Identity reach
Where & when to use

International audience

The Suomi Finland visual identity is designed for everybody (citizens, organisations, companies...) who promotes Finland as an interesting destination for business opportunities, investments, tourists, etc.