

SUOMI

FINLAND

Logotype

The Suomi Finland logo has been launched as a marketing logo for Finland. The basic idea of the logo is that Finland is a bilingual country and therefore both languages are visible in the logo. The Suomi Finland logo is used in all international

contexts where there is a need to promote the Suomi Finland brand or to bring a number of Finnish state-funded actors under the same brand. Such events include, for example, consumer events and exhibitions abroad. The logo may also be used, for

example, by companies and various organisations. Permission is requested by sending an email to the address teamfinland@vnk.fi.

SUOMI
FINLAND

SUOMI
ФИНЛЯНДИЯ

SUOMI
SOOME

SUOMI
FINLÂNDIA

SUOMI
FĪNLANDĪYA

SUOMI
フィンランド

SUOMI
芬兰

SUOMI
فنلاند

SUOMI
핀란드

SUOMI
FINNLAND

SUOMI
FINLANDIA

SUOMI
فنلندا

SUOMI
FINLANDE

SUOMI
FINSKO

Logotype
Language Versions

In other language versions of the logo, Suomi is retained as a certain kind of curiosity, and the lower element, Finland, is changed according to the language being used.



Logotype Proportions

The logo and flag are meant to have the same proportions. The space between the logo's upper and lower elements is the size of the flag's horizontal line.

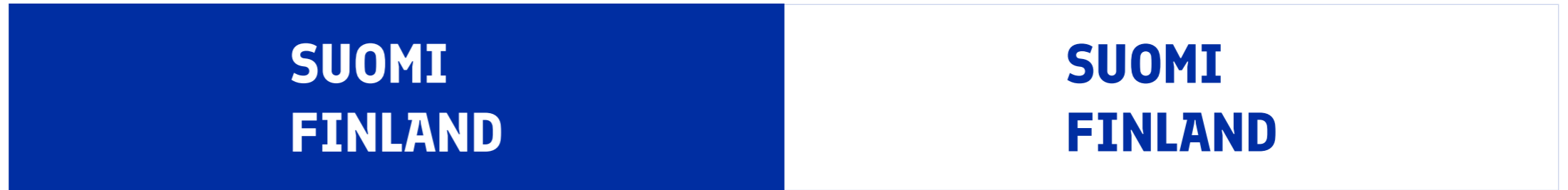
PRIMARY COLOUR USAGE



Logotype Colour Usage

The following examples showcase the correct use of the logotype with colour. Ensure there is enough calm, uninterrupted surface and contrast. Using the logotype on an image background is allowed with the same principles mentioned.

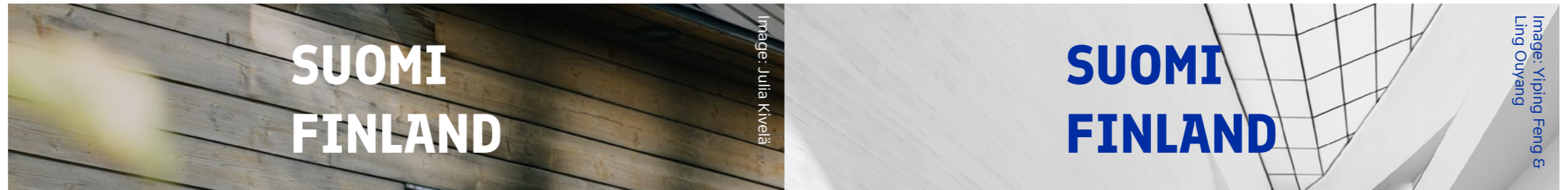
PRIMARY COLOUR USAGE



SECONDARY COLOUR USAGE



USAGE WITH IMAGE



Logotype Colour Usage

The following examples showcase the correct use of the logotype within a variety of colour solutions. Always use primary colour versions: white and blue as the primary choices. You may also use the logo in supporting colours if needed. On the image, use

logos in primary colors, Finland Blue, or Finland White. In advantage layouts, it is also possible to use the logo in supporting colours. Only use the black and white version if no colours are in use.

CLEAR SPACE RULE



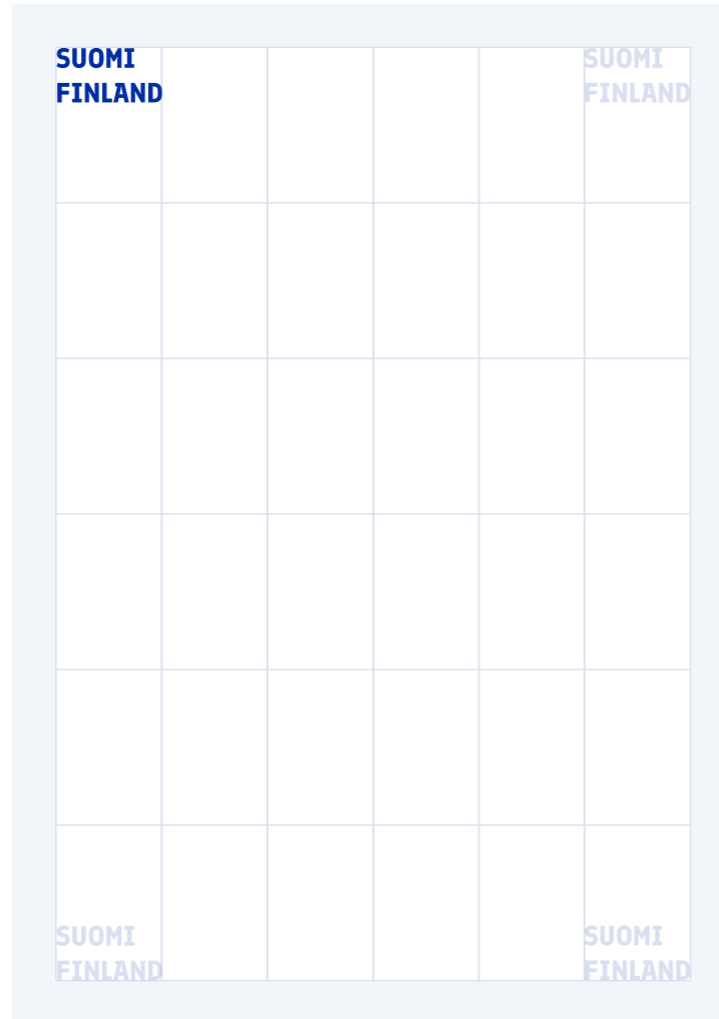
Logotype Clear Space & Minimum Size

Our logotype comes with a predetermined safe area, a minimum area of empty space required around the logotype. The safe area should always be left free of any other graphic elements or content that would distract from the visual impact of the

logotype. The safe area is equal to the height of the text “Finland” on every side. Always adhere to the minimum size recommendation for both print and digital media to ensure that the logotype remains clearly recognizable regardless of the medium.

The minimum size for the logo is 8mm / 20px in height.

PRIMARY USAGE



ILLUSTRATIVE USAGE



Logotype Logo Placement

The logotype should take a prominent role within the layout. Its use must always adhere to the minimum size and clear space rules. If the logo serves a more illustrative purpose, there is some flexibility to experiment with it more freely. You may adjust

leading slightly, but never alter the colour, distort, or apply any effects to the logo, even when it's in a more illustrative role.

AVOID THESE MISTAKES



Logotype
Incorrect Usage

Do not make changes to the design of the logo, and do not attempt to build it yourself. Always use ready-made brand originals.

CHAPTER 1:
MAIN IDENTITY ELEMENTS

Flag of Finland

This section introduces the key guidelines for the flag symbol and offers guidance on its proper usage.



Flag of Finland
Flag Symbol

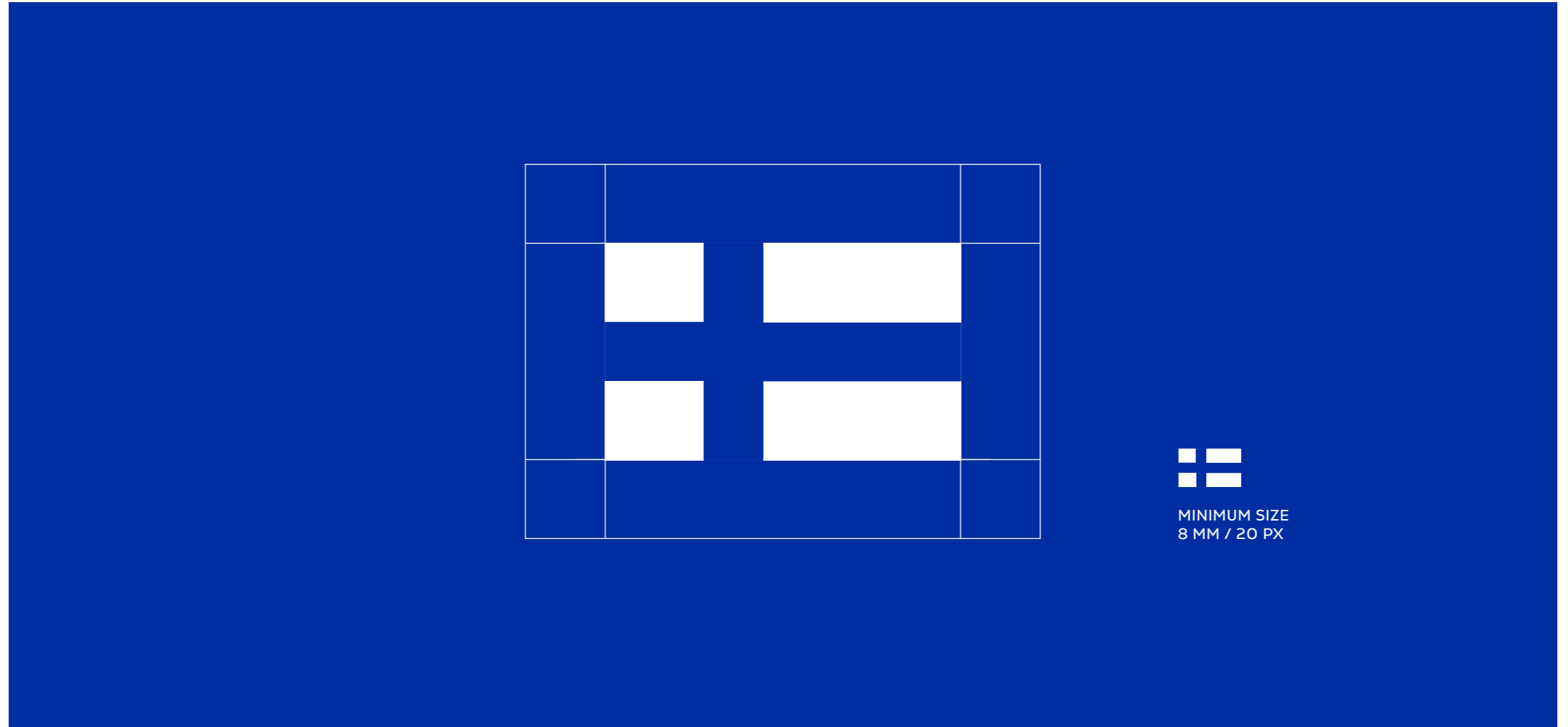
Flag of Finland is part of the identity. The flag can be used with the Finland logo, never without.



Flag of Finland
Symbol & Logo

Keep the logo & flag in the same proportion.

CLEAR SPACE RULE



Flag of Finland Clear Space & Minimum Size

The clearspace area should be left free of any other graphic elements or content that would distract the visual impact of the logotype. The clear space should be equal to the height of the single white area on the Finnish flag. Always adhere to the

minimum size recommendation for both print and digital media to ensure that the flag symbol remains clearly recognizable regardless of the medium. **The minimum size for the logo is 8mm / 20px in height.**

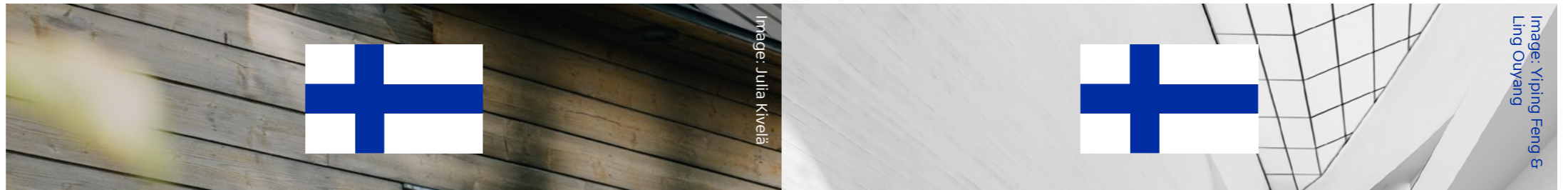
PRIMARY COLOUR USAGE



SECONDARY COLOUR USAGE



USAGE WITH IMAGE

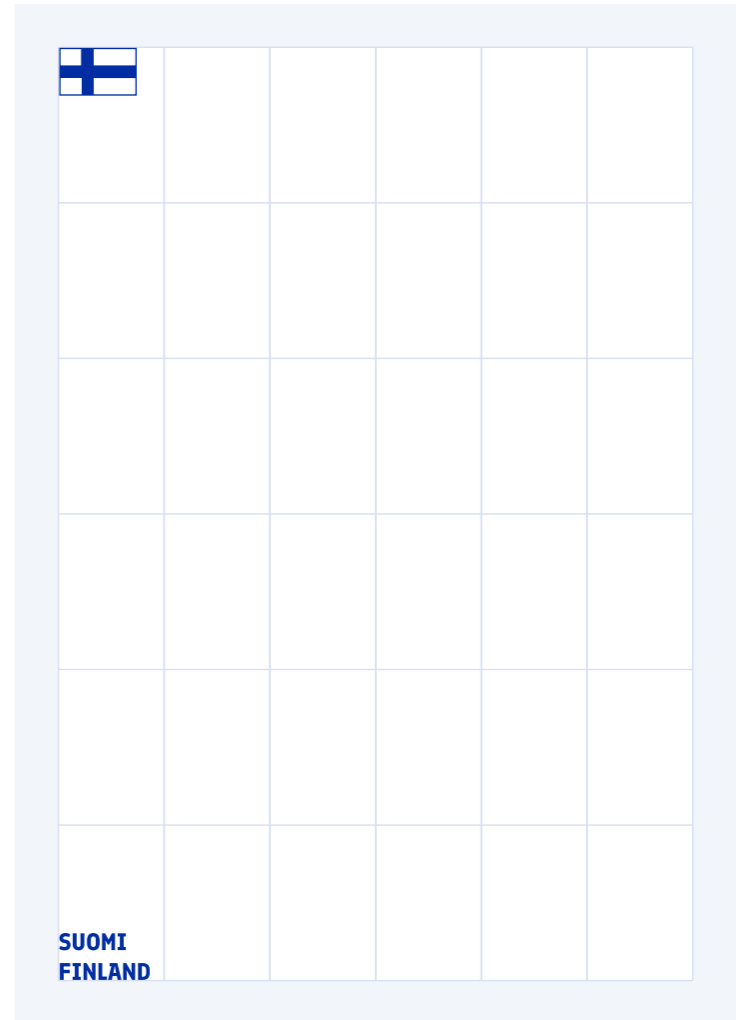
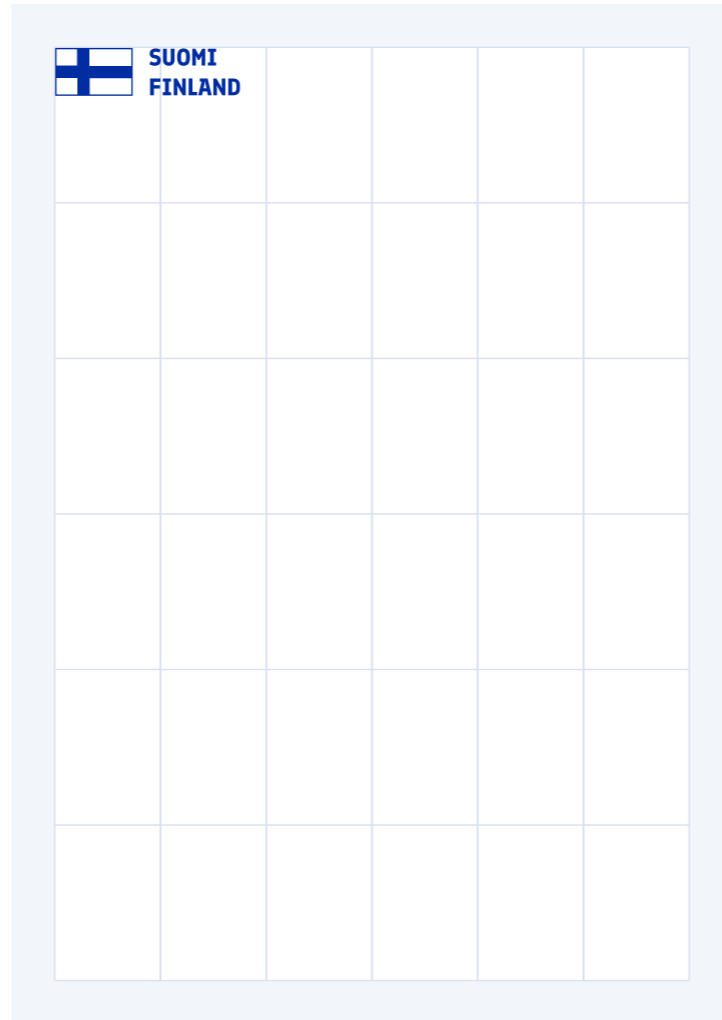
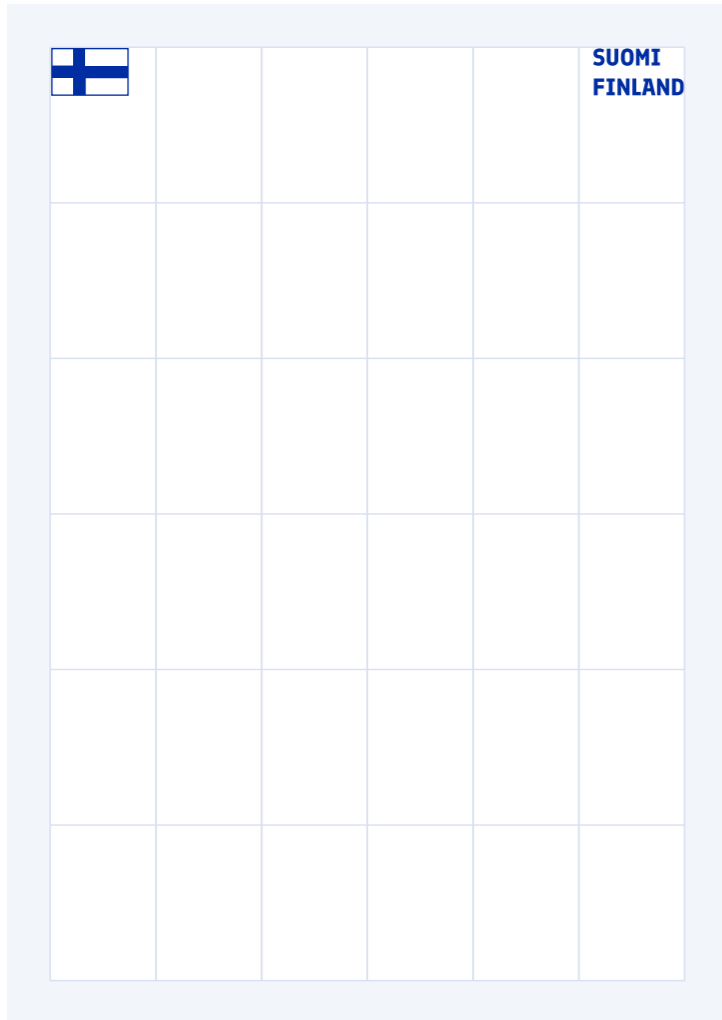


Flag of Finland Colour Usage

The following examples demonstrate the proper use of the flag symbol with colour and image background. Ensure there is enough calm, uninterrupted surface and contrast when incorporating the symbol.

On a white background, use the outlined version of the flag symbol. Otherwise, using the outlined version is not recommended.

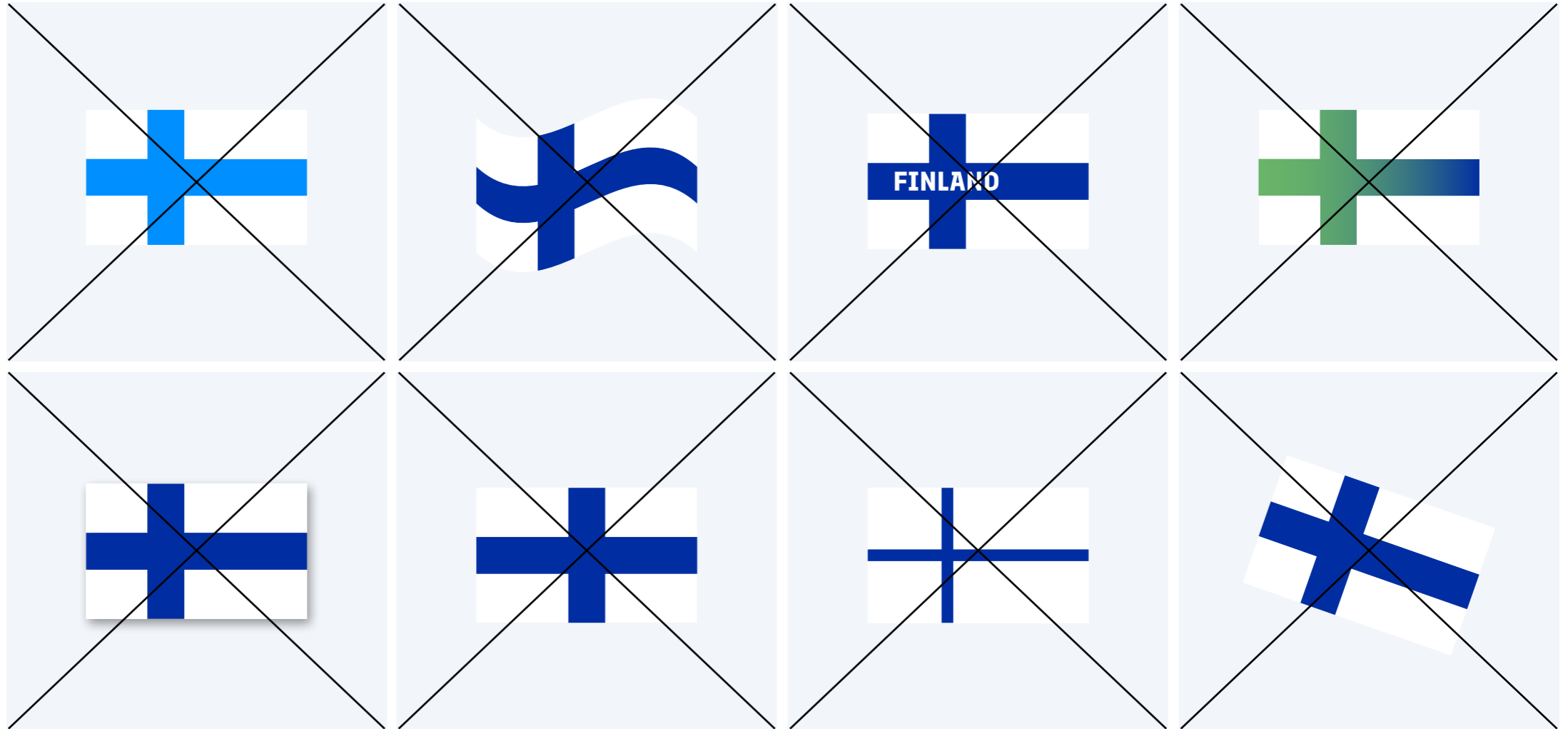
SYMBOL USE LAY-OUT EXAMPLES



Flag of Finland
Symbol & Logo Placement

Example use of the logotype and brand symbol:
always keep the logo and flag in the same
proportion, unless the Suomi Finland logotype is
used in a more illustrative element.

AVOID THESE MISTAKES



Flag of Finland Incorrect Usage

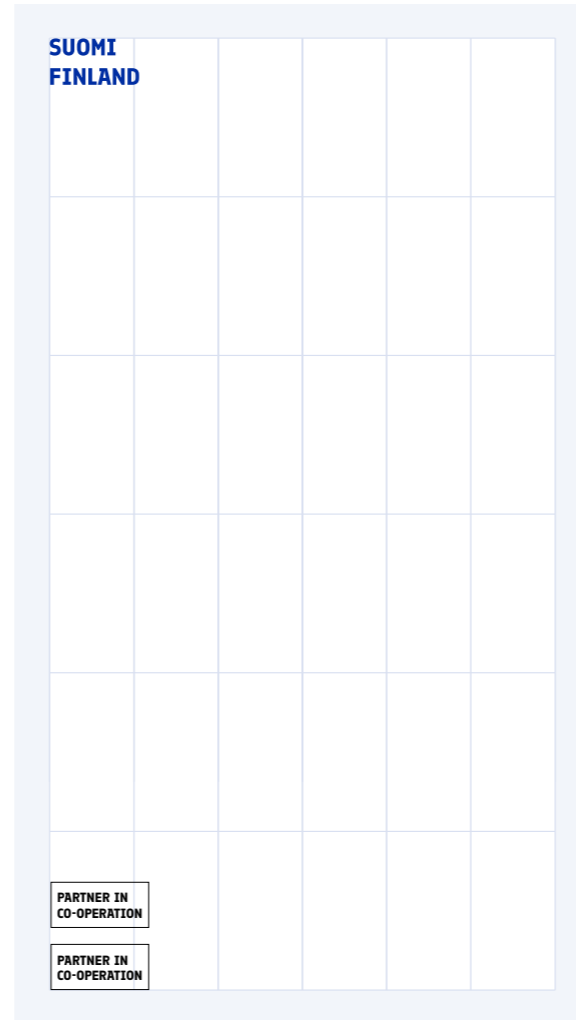
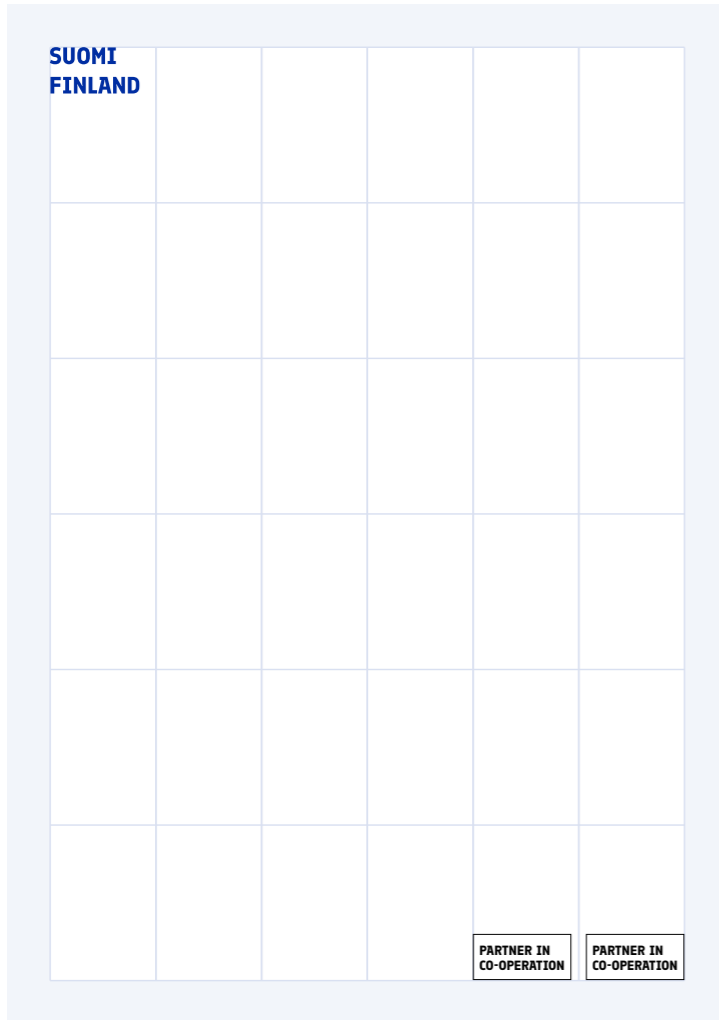
Do not make changes to the design of the symbol, and do not attempt to build it yourself. Always use ready-made brand originals.

CHAPTER 1:
MAIN IDENTITY ELEMENTS

Co-Branding Scenarios

This section introduces the key guidelines for our logotype in co-branding and offers guidance on its proper usage.

CO-OPERATION LAY-OUT EXAMPLES



Co-Branding Scenarios

Partner Logo Placement

The Suomi Finland logotype is positioned 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 should be

positioned in the upper right corner. The black or negative versions of the cooperation partners' logos go in the lower right corner, and their height must not exceed that of the Suomi Finland logotype. In narrow spaces, the logos may be arranged vertically.

SEVERAL PARTNERS IN CO-OPERATION

SUOMI FINLAND					
Name of Partner Name of Partner	Name of Partner Name of Partner	Name of Partner Name of Partner	Name of Partner Name of Partner	Name of Partner Name of Partner	Name of Partner Name of Partner

FINLAND AS A PARTNER IN CO-OPERATION

MAIN ORGANISATION					
SUOMI FINLAND					

Co-Branding Scenarios
Partner Name Placement

In cases where there are multiple partners, it is recommended to use their written names instead of their logos to ensure a clear appearance. Partners’ names should be written in Finlandica Text as the primary choice. If the name of a partner is in a

language that Finlandica does not support, you can use Noto as a secondary option. When Suomi Finland is a partner in cooperation, the Suomi Finland logotype and flag can be used on their own or in combination with logos of other partners.

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SUOMI