



SUOMI FINLAND EVENTS

Guidelines for exhibition identity



Contents

This document offers key guidelines on how to use the Suomi Finland Visual Identity at an exhibition stand. The Finland identity is meant for everybody (citizens, organisations, companies...) in Finland when promoting Finland as an interesting destination for business opportunities, investments and as a tourist destination.

Read more from:
<http://toolbox.finland.fi>

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The way

WE

We want everybody
to know that Finland is:

Reliable

Quirky

Sympathetic

TALK

This is the tone
of voice we use:

Honest

Quirky

Human



Colours

Colours and materials play a key role in giving Suomi Finland exhibition stands a uniform and recognisable visual identity.

The dominant colour of all Suomi Finland exhibition stands should be white. The blue colour complements the white.

White

—
C0 / M0 / Y0 / K0
R255 / G255 / B255
RAL 9010

Blue

PMS 294
C100 / M65 / Y0 / K15
R0 / G46 / B162
RAL 5010



Materials

Suomi Finland exhibition stands have a bright, fresh and Nordic look. We use materials and colours that are typical of our environment.

Richer colour schemes and a wider range of materials can be used with consideration, especially if the fair is held in a country where the use of colours differs significantly from ours.

The range of different elements and materials should be kept within limits to ensure a harmonious overview.

Floors



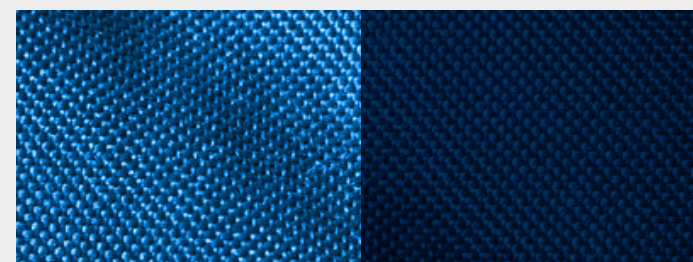
For floors, select natural-like materials, such as laminate wood flooring in light colours, or fitted carpet strips whose colour matches Suomi Finland colour palette. Avoid a situation where all surfaces are painted or printed.

Decals



Decals provide an easy way of conveying messages to fair visitors.

Upholstery



Textiles soften the stand's overall image. Seats and any decorative pillows should be upholstered using the colours of the brand identity. Depending on the situation, a selection of other colours can be introduced to upholstery to add richness and energy to the whole.

Backlit elements



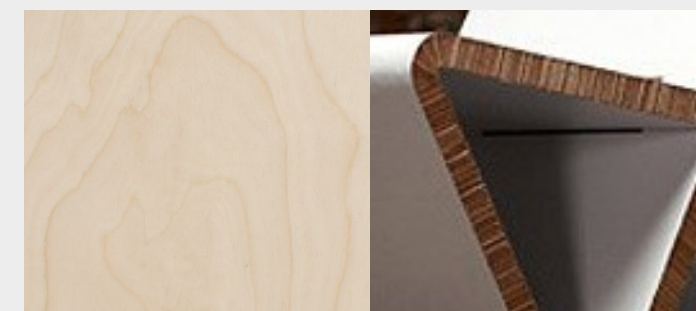
Make sure that the exhibition stand is well-lit. Backlit elements make the stand look light and airy.

Painted surfaces



Most wall surfaces should be painted in order to create a uniform coloured surface. Suomi Finland colour palette can be adjusted to match the theme of the fair, or special cultural characteristics of the target country.

Natural / recyclable materials



Natural-style materials, such as birch plywood, reboard or recycled woodboard can be used to make a warm and sustainable impression.



Flag & logo

The flag and the logo are key elements of our visual identity.

On this page you can find the basic principles for their use.

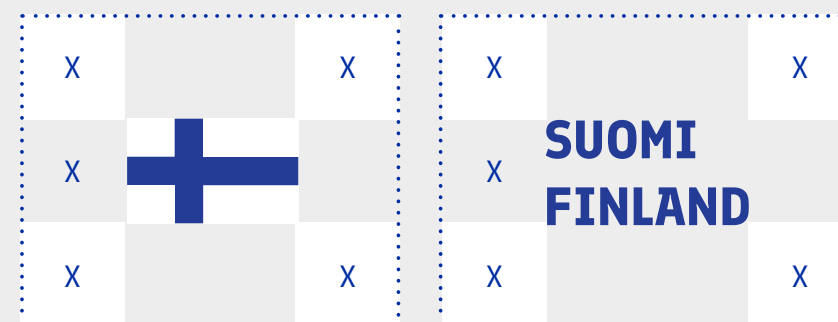
The flag and logo originals can be downloaded from:
<http://toolbox.finland.fi>

Note! Alternative logo for exhibition use

It is also possible to use a plain Finland logo at an exhibition stand if the size or shape of the space does not allow the use of the Suomi Finland logo. The Finland logo should be used as an individual element and not be combined with language version logos. See page 7.

FINLAND

Leave enough clear space around elements.



Keep the logo and flag in the same proportion.



Use the proper colour version with different image or colour backgrounds.



The logo comes with a number of ready-made language versions.

SUOMI
フィンランド

SUOMI
FINLANDIA

SUOMI
ФИНЛЯНДИЯ

SUOMI
FINNLAND

SUOMI
فنلندا



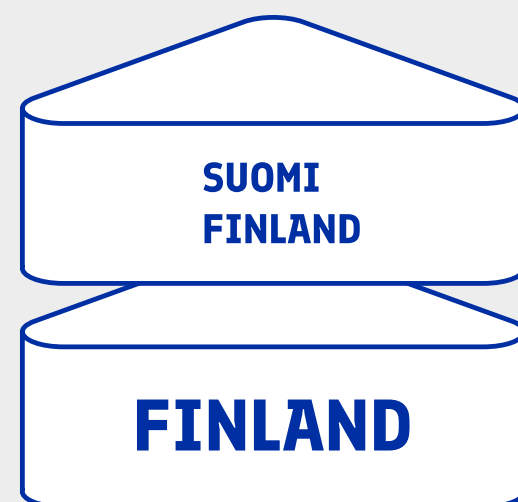
Logo element usage

Make sure that the logo element is clearly visible from all directions.

The logo element can either be incorporated in printed material or affixed to a painted surface. It can also be projected onto a wall surface.

If the size or shape of the space does not allow the use of the Suomi Finland logo, it can be replaced with a plain Finland logo. In such cases, the Suomi Finland logo must be used on another element at the stand – but in a smaller size than usual.

The flag can be presented in a smaller size on top of or together with a photo or a colour surface.



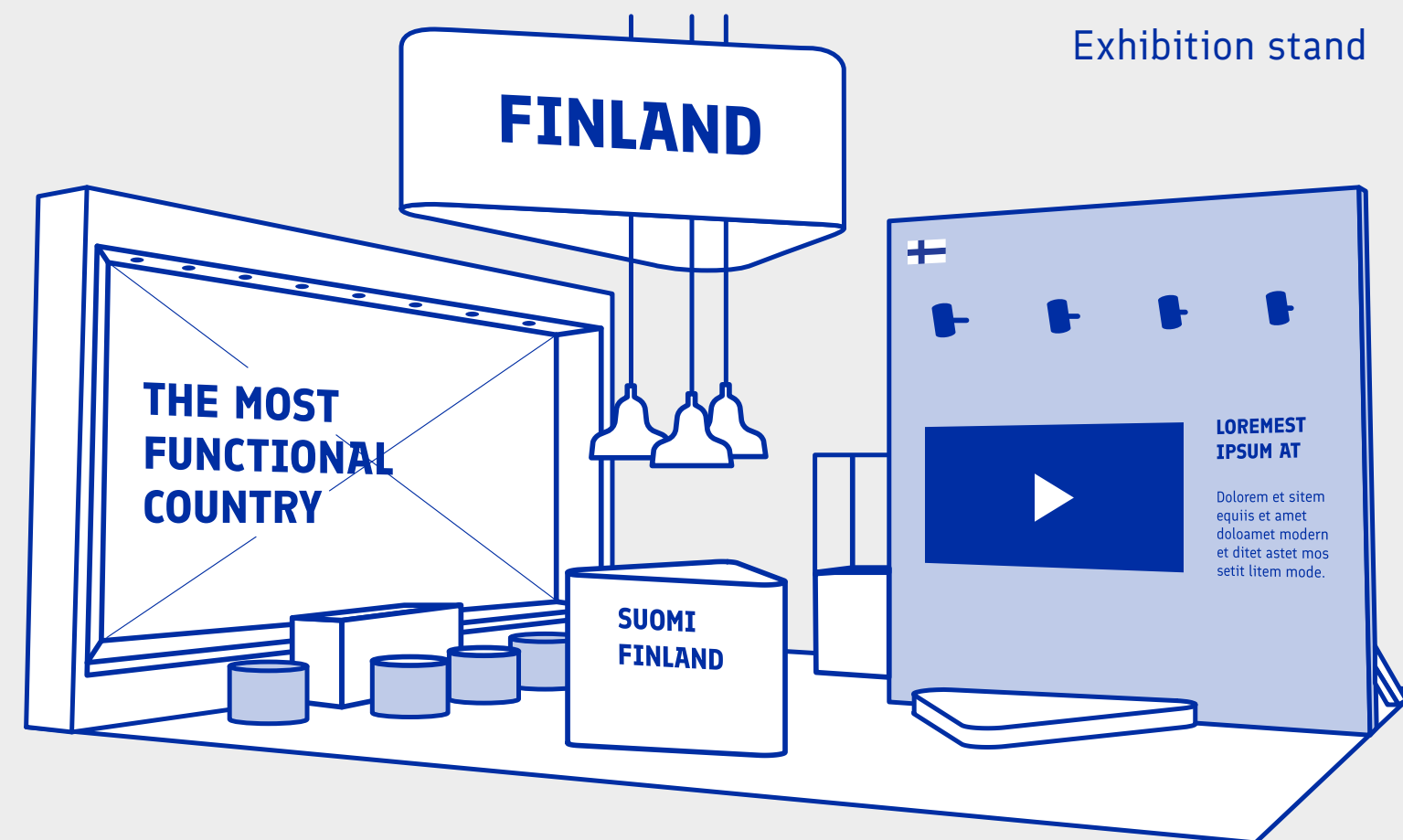
Overhead structure

Make use of the space above the stand, if possible. The logo can be placed on a structure being mounted there.

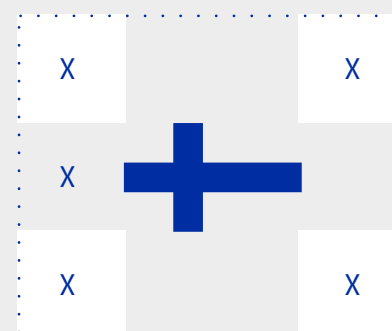


Info desk

The correct language version of the logo original should be used on the front side of the information desk.



Exhibition stand



**SUOMI
FINLAND**

**SUOMI
フィンランド**

**SUOMI
FINLANDIA**

When detached from the flag, the cross element must always be presented together with the Suomi Finland logo. The clear space must be left between them.

Please note that it is not allowed to combine the Finland logotype with language version logos. However, a language version logo can be used at the stand separately.



Typeface

A key element of Finland's visual identity is Finlandica – a typeface that is clear and functional yet quirky in characteristics.

In electronic applications that do not allow the use of Finlandica, use Calibri instead.

Characteristics

AaEe
SISU
12345
SUOMI
Salmiakki
High-technology
#sosiaalinenmedia
Finlandica **Bold** & Regular

Finlandica Bold

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZzÅåÄäÖö1234
567890!“#€%&/()=?*@

Finlandica Regular

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZzÅåÄäÖö1234
567890!“#€%&/()=?*@



Typography / basics

Typography is the way ideas and messages are given a visual form. On this page you can find the basic definitions to ensure that textual content remains clear, consistent and recognisable.

Make sure that the amount of content and the chosen type size are big and compact enough to be readable.

THE MOST FUNCTIONAL COUNTRY

Headlines

—

Finlandica Bold
All Caps

Maxim quivolorum

Subheadlines

—

Finlandica Bold
Sentence case

Equias dolorem autatibusdam velibus tinveliquia di suntqui total sitatet aut pero te et ma eum euetur. Faciet, volorerit, odipsapid estiis dolupti orentio idunda ipsam fssime labore. Itas et ut eos et aut porrum simple.

Short copy / Indexes

—

Finlandica Regular
Sentence case



Typography / headlines

A selection of typographic headline examples have been created to give you an initial idea of how Finlandica can be used in various different ways to support the message and purpose whether playful or formal.

Keep in mind that typography should always support the content instead of just being eye-catching.

Honest

**THE MOST
FUNCTIONAL
COUNTRY**

Playful

**S
T
O
R
Y**

Strong

SISU

Huge

FI

Stacked

**THE MOST
FUNCTIONAL
COUNTRY**

Quiet

PEACEFUL

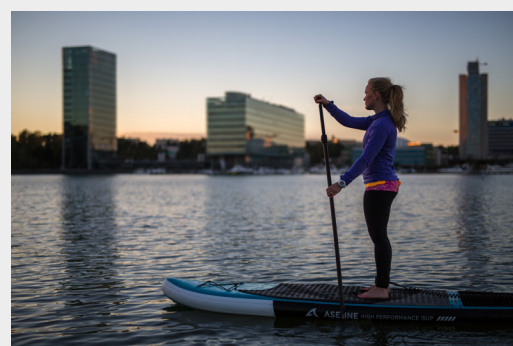


Photography & images

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.

Key characteristics

Unusual or unexpected viewpoint
—
Unique, brave and honest style
—
Storytelling details and framing





Photography

A photographic element or several photo elements can be used at an exhibition stand to promote the selected themes or topics related to Finland.

The use of high-quality and professionally produced and retouched photography is highly advised. Stock photography should not be used in any circumstance.

Text can also be superimposed onto a photo in order to convey a message in concise fashion, if the photographic content has enough calm surface area for it.

Animations or other video material can also be shown at the event stand.





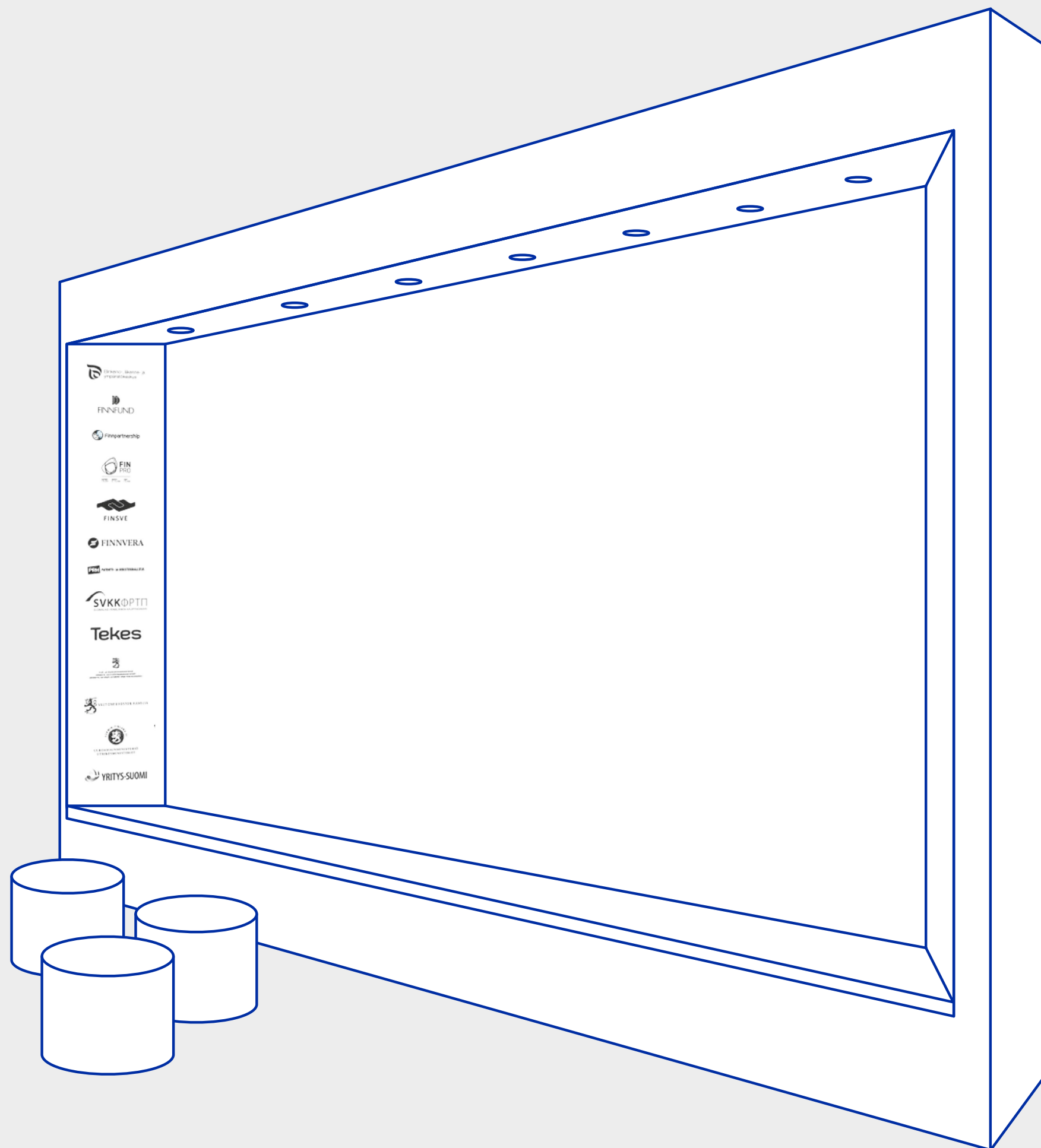
Partner logos

The Finland visual identity can be used by several actors. When promoting Finland, the logos of different organisations or companies can be visible but should not be the focus of attention.

Either black-and-white or monochrome versions of the logos can be used. Using coloured versions of the logos would create an overly colourful impression.

When many organisations are presented at the stand, it is recommended to use their written names instead of their logos to ensure a clear appearance. The names of the organisation or companies should then be written in the Finlandica Bold or Calibri typeface.

The logos of companies and organisations can be positioned, for example, as shown on the right.





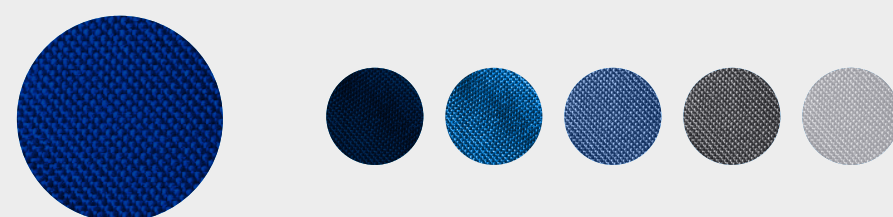
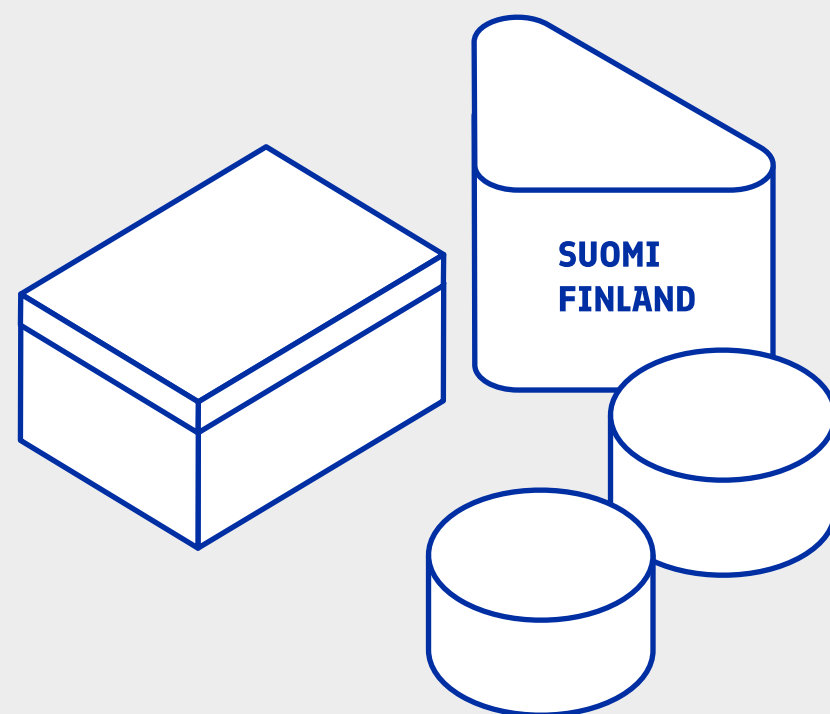
Furniture

Any furniture used at an exhibition stand should reflect the blue and white brand colour palette.

As a starting point, furniture could be white and backlit, with blue accents in upholstery and smaller elements.

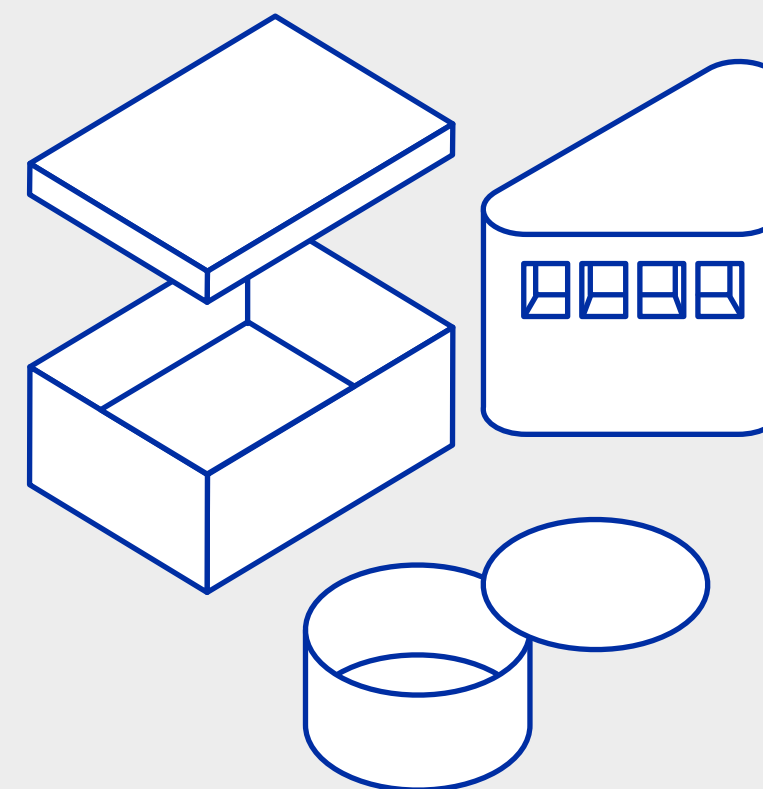
When selecting colours for upholstery, ensure that the tones chosen are as close to the print colours as possible. White, grey or darker blue tones or other accent colours can be used considerably and in small amounts if the right tone cannot be found to give rhythm and richness to the whole.

Colours



The seats and padding of the sofa should be upholstered as close as possible to the exact blue colour specified in this manual. A combination of other blue and grey colours can be used with consideration.

Storage



Storage space can be built inside desks, sofas and tables for brochures, other giveaways and personal belongings of stand personnel.



Exhibition stand elements

The overall visual identity of an exhibition stand is a combination of various elements.

The wall surfaces, colours, materials, photos, decals and other elements need to work as a whole in order to maintain a uniform, balanced, clear and purposeful entity.

1 Painted white wall

Because white reflects light, there should always be some white surfaces. In such a case, the logos can also be distinguished from the white background.

2 Printed textiles

Printed textiles can be folded into different shapes. These are best used as one of the construction materials.

3 Printed image

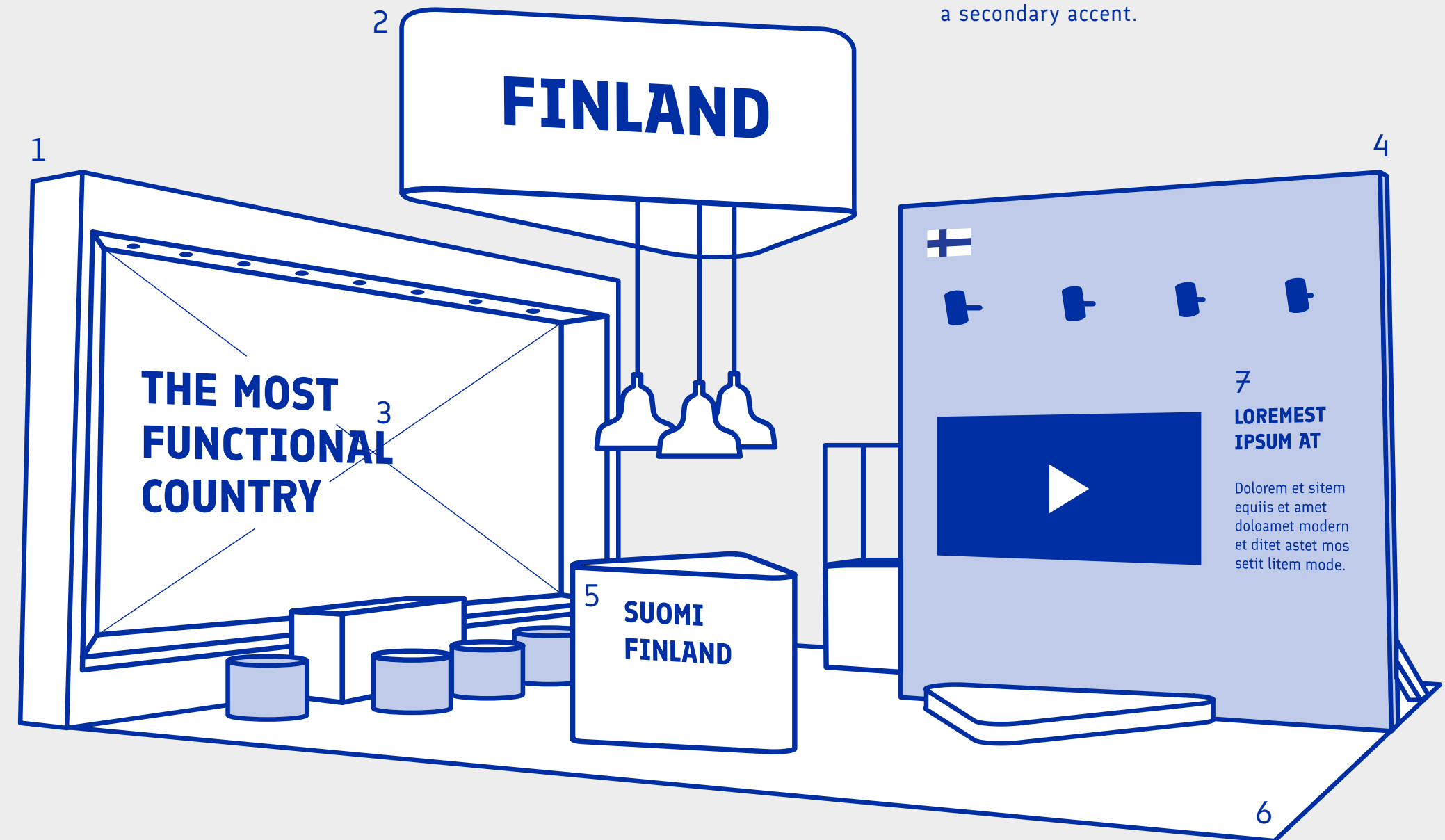
The content of the photo should convey the main message of the fair.

4 Accent wall

To avoid monotony in the overall visual image, some of the walls can be painted blue or be left blank birch plywood. The blue wall alone might become too dark so it should be used as a secondary accent.

5 Branding elements

When constructing the exhibition stand, it is important to ensure that the logo element is clearly visible from all directions.



6 Floor materials

Natural-style materials, such as laminate wood flooring in light colours, should be selected for exhibition stand floors. A dark floor

material may be necessary if, for example, the fair is held at a muddy time of year. However, a white floor gives a brighter overall impression.

7 Decals

Concise amounts of text can be applied on a wall with the use of decal letters. Use white decals on blue wall and vice

versa. Type size should be relatively large and the amount of content kept short, since the text will be read from afar.



Details

Details make the stand more inviting and entertaining. When selecting accessories and decorative elements, Finnish origin is the key selection criterion. Another important criterion is recyclability. All materials used at the stand should be recyclable and unnecessary waste must be prevented.



When selecting materials for the stand, Finnish origin and recyclability should be taken into account.

Checklist for managing details

Make sure that the **lighting** is sufficiently strong. Exhibition stands are very brightly lit, especially abroad.

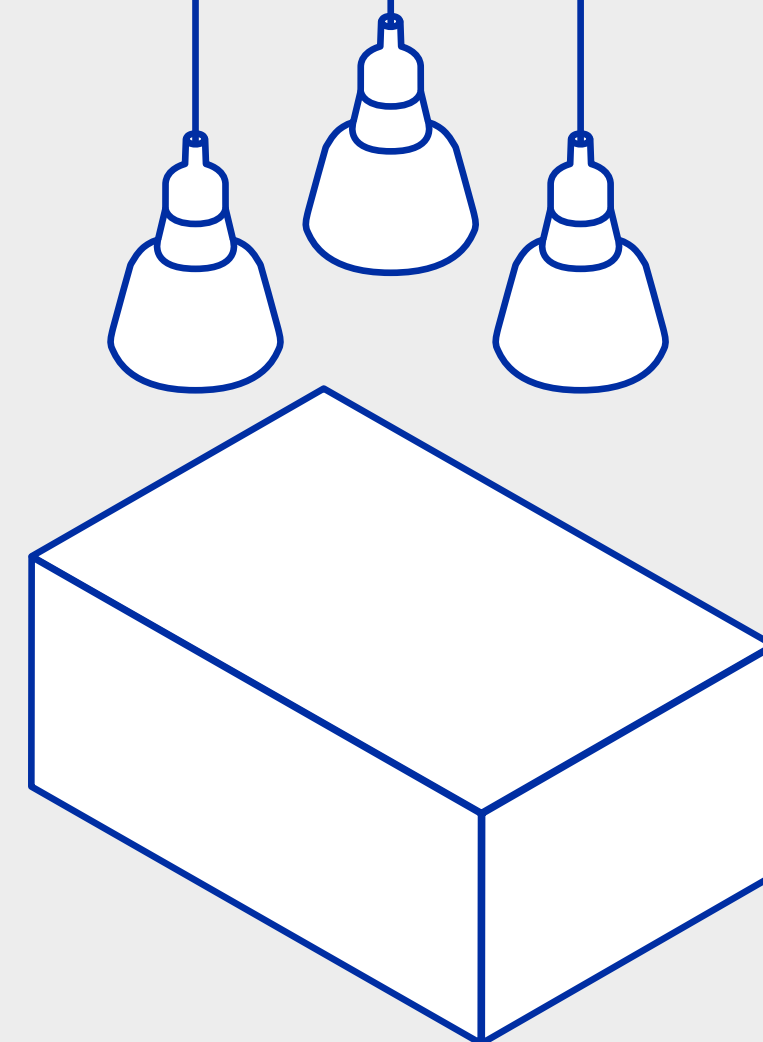
Use **different types of lighting fixtures** to create an interesting impression. In addition to general lighting mounted on trusses, use spotlights and roof lamps.

Even the tiniest of details should be selected to match the stand's general visual identity.

Make sure that the stand remains tidy throughout the event. Avoid untidy piles of brochures, laptops left lying around, etc. In the construction phase, check that a place is built for each element of the stand.

Spotlights are a good means to emphasise selected elements. Remember to use indirect light to avoid dazzling visitors.

Ceiling lamps can be mounted above the information desk. The shades can be hung relatively low.





Construction

Supervision of an exhibition stand's construction is a key part of the project. By watching over the construction, you can ensure that everything is implemented as planned, neatly and professionally.

Checklist for the supervisor of the construction

The amount and direction of lighting.

Make sure that lighting is directed evenly across the entire stand area and spotlights are directed at logos, wall texts and other key elements.

Mounting of light fixtures. Check that pendant lights are at the right height and that lead connections look neat.

Electric wires and cables. Make sure that all the wiring has been done neatly and is as unobtrusive as possible.

Mounting of printed textiles.

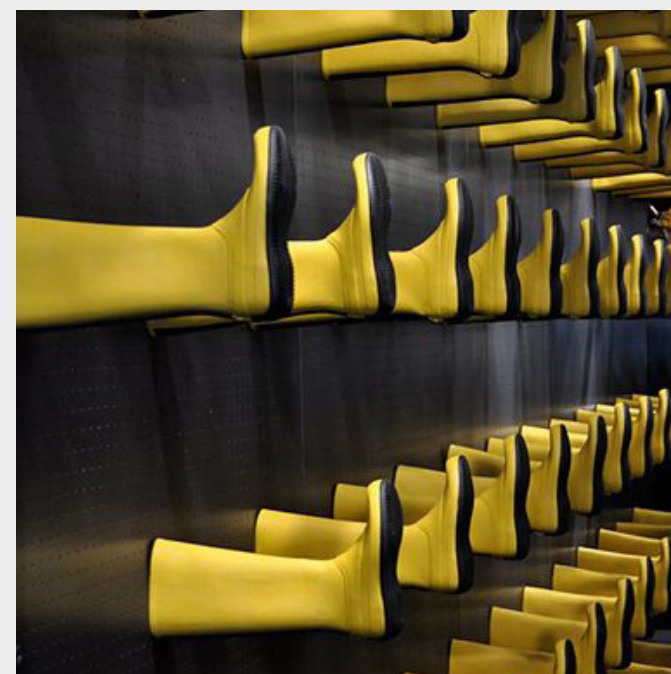
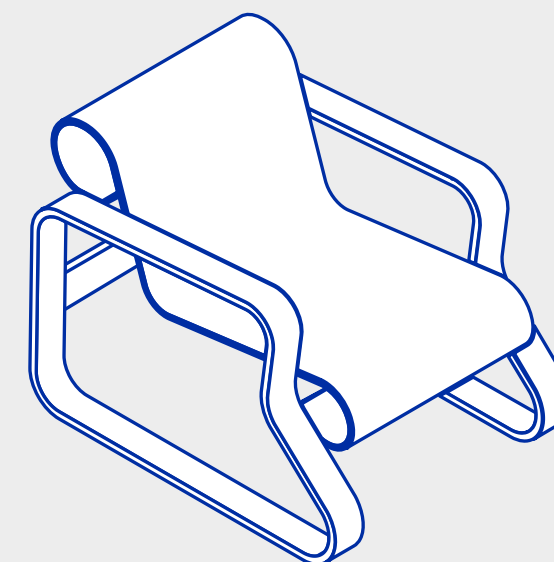
Give the constructor clear instructions for the mounting. Textiles must be mounted evenly and tautly.

Placing of text decals. Texts mounted on painted walls are usually affixed. Make sure that the decals are positioned according to the plan and that they are at the desired height and clearly visible.



How to attract visitors?

It is recommended to place interesting and eye-catching products by Finnish designers and companies to make the exhibition stand look more inviting. This can be achieved in many ways depending on the budget and the theme of the event.



Besides single products, the clue of the stand can be an installation, which showcases Finnish expertise. The installation can either hang from the ceiling or stand on the floor. Its content, form, positioning and material may vary according to the theme of the event.

Images: Pinterest, Framery Oy and Recommended Finland



Suomi 100

As Finland celebrates its centennial 2017, Suomi Finland stands at events can be complemented by Finland 100 materials such as roll-ups, posters, fabric banners, streamers and balloons. In addition to ready-made materials, customised solutions reflecting the theme of the event can be used when possible.

The visual styles can be easily combined as the colours are identical. However, the centennial theme should not dominate the Suomi Finland stand.

Suomi Finland 100 applications can be ordered from the online shop: suomi100.grano.fi

