



# Identity Guidelines

# FINNLAND

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# Hello!

This guideline documents the renewed Suomi Finland identity, covering everything from core identity elements to detailed usage instructions. This guideline helps you to align all brand applications and strengthen consistency within the Finland country brand.

## About the toolbox

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.

Discover more information, brand assets and examples at our online brand tool: [toolbox.finland.fi](https://toolbox.finland.fi)

## The way we talk

We want everybody to know Finland is *reliable, quirky and sympathetic.*

Our tone of voice is *honest, quirky, human.*

# Chapter 1

## Main Identity Elements

Apply the key identity elements consistently to develop a cohesive and recognizable brand identity. This section provides valuable insight into how to use assets correctly and on-brand.

## Main Identity Elements

The main identity elements include the logo, symbol, typefaces, colour palette, graphic elements, and photographs, which are addressed in a separate section.

CHAPTER 1:  
MAIN IDENTITY ELEMENTS

# Logotype

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

# 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](mailto:teamfinland@vnk.fi).

**SUOMI**  
**FINLAND**

**SUOMI**  
**FĪNLANDĪYA**

**SUOMI**  
**핀란드**

**SUOMI**  
**فنلندا**

**SUOMI**  
**ФИНЛЯНДИЯ**

**SUOMI**  
**フィンランド**

**SUOMI**  
**FINNLAND**

**SUOMI**  
**FINLANDE**

**SUOMI**  
**SOOME**

**SUOMI**  
**芬兰**

**SUOMI**  
**FINLANDIA**

**SUOMI**  
**FINSKO**

**SUOMI**  
**FINLÂNDIA**

**SUOMI**  
**فنلاند**

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.

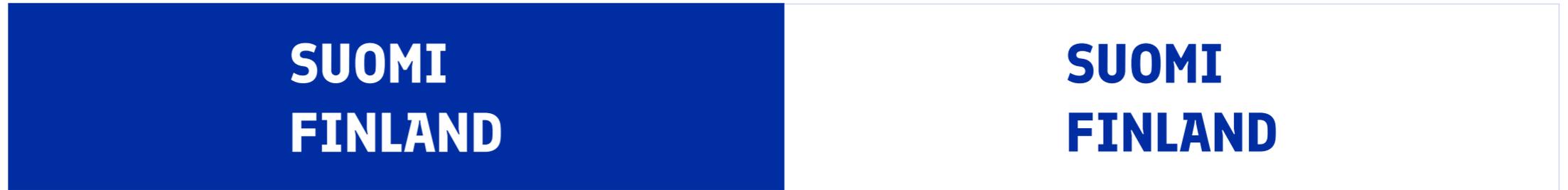
## PRIMARY COLOUR USAGE



## 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.

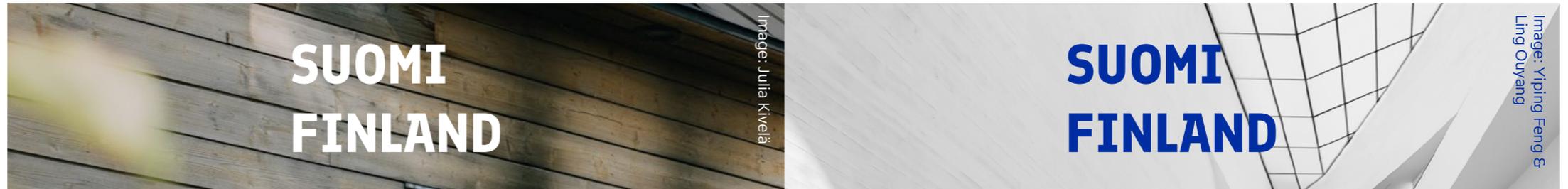
## PRIMARY COLOUR USAGE



## 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



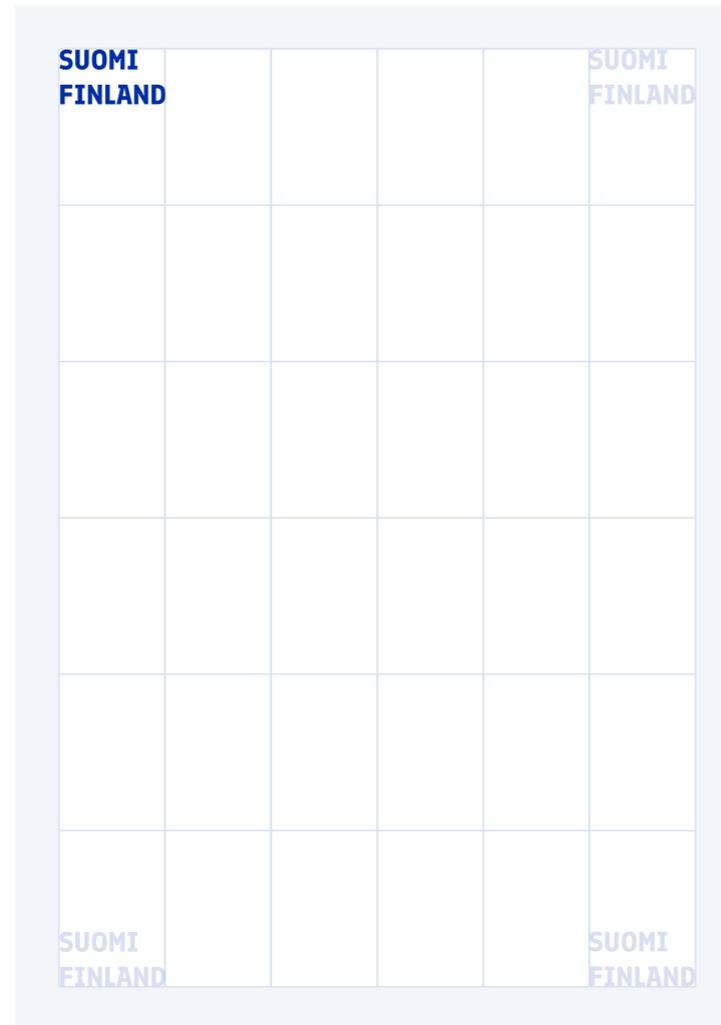
## Logotype Clear Space & Minimum Size

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

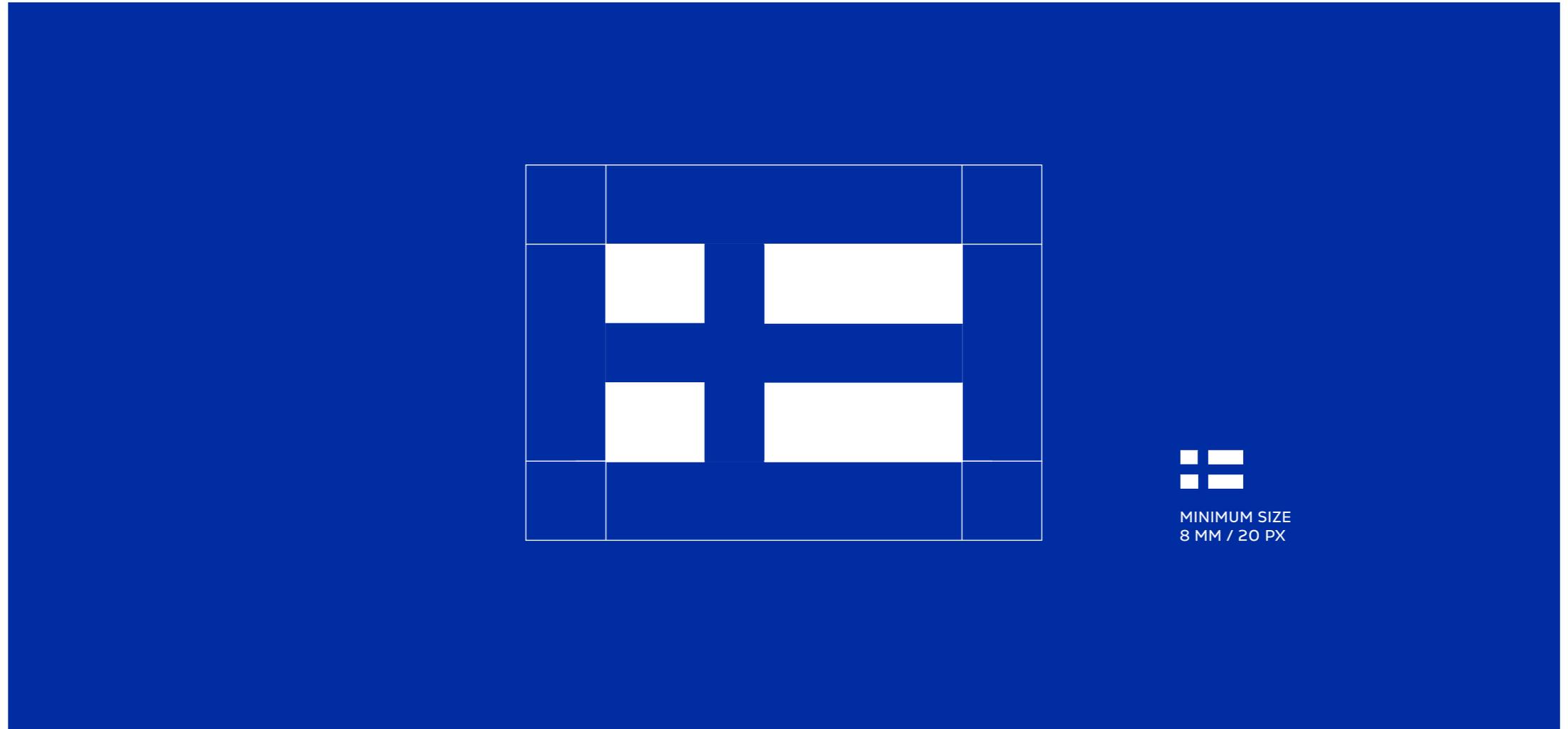
Flag of Finland is part of the identity. The flag can be used with the Finland logo, never without.



Flag of Finland  
Symbol & Logo

Keep the logo & flag in the same proportion.

## CLEAR SPACE RULE

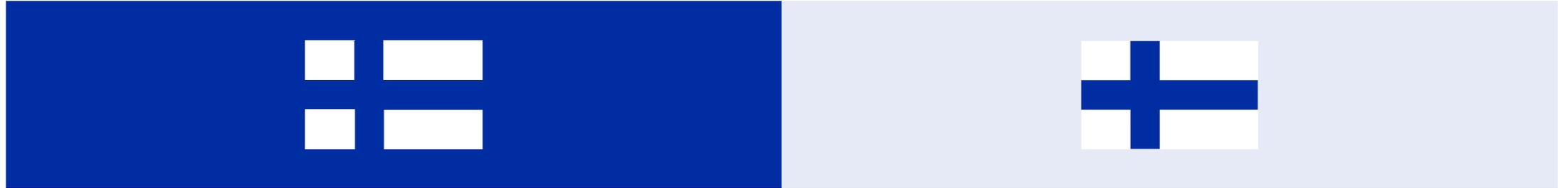


## Flag of Finland Clear Space & Minimum Size

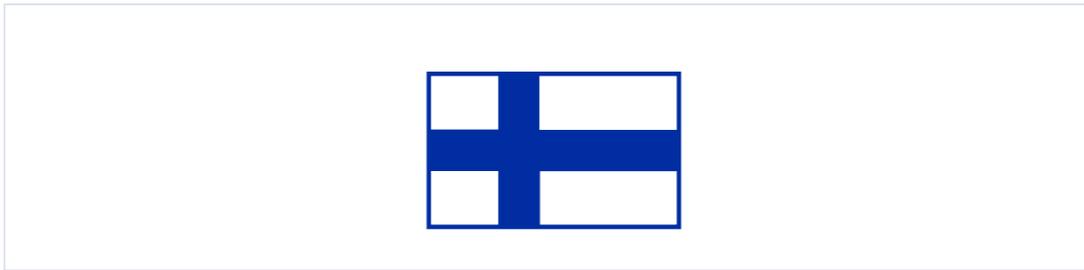
The clearspace area should be left free of any other graphic elements or content that would distract the visual impact of the logotype. The clear space should be equal to the height of the single white area on the Finnish flag. Always adhere to the

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.**

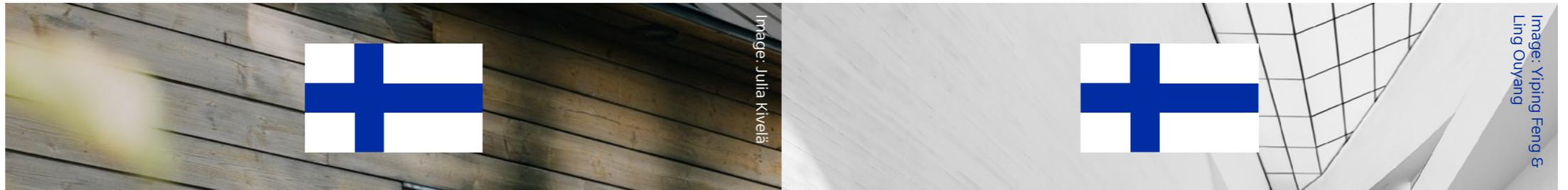
## PRIMARY COLOUR USAGE



## SECONDARY COLOUR USAGE



## USAGE WITH IMAGE

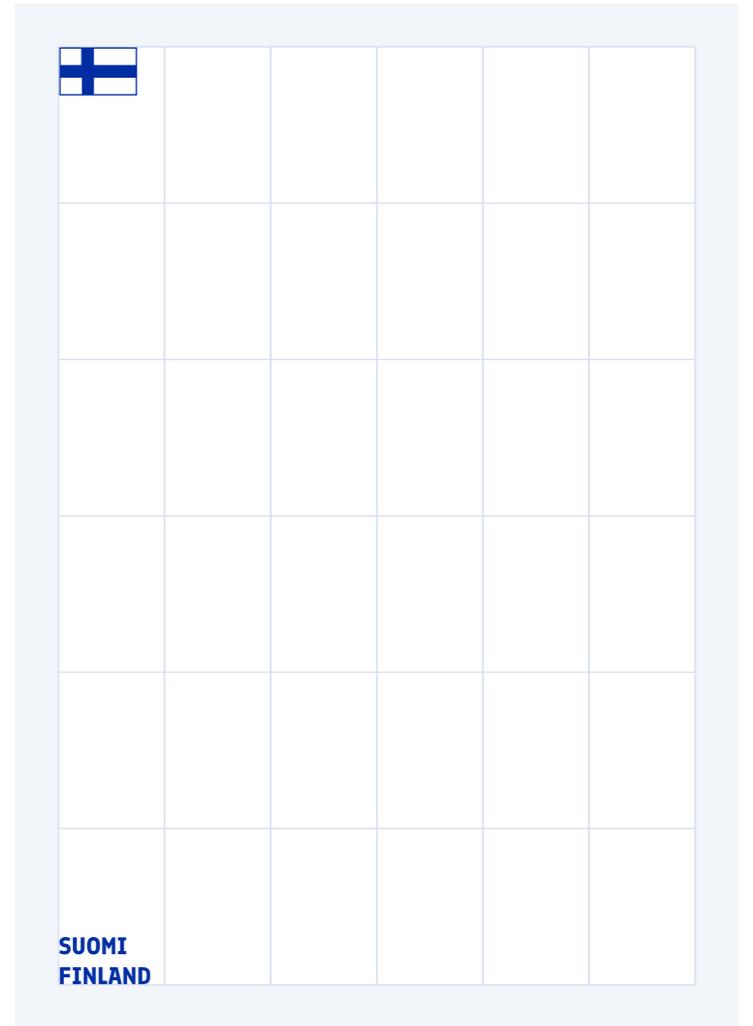
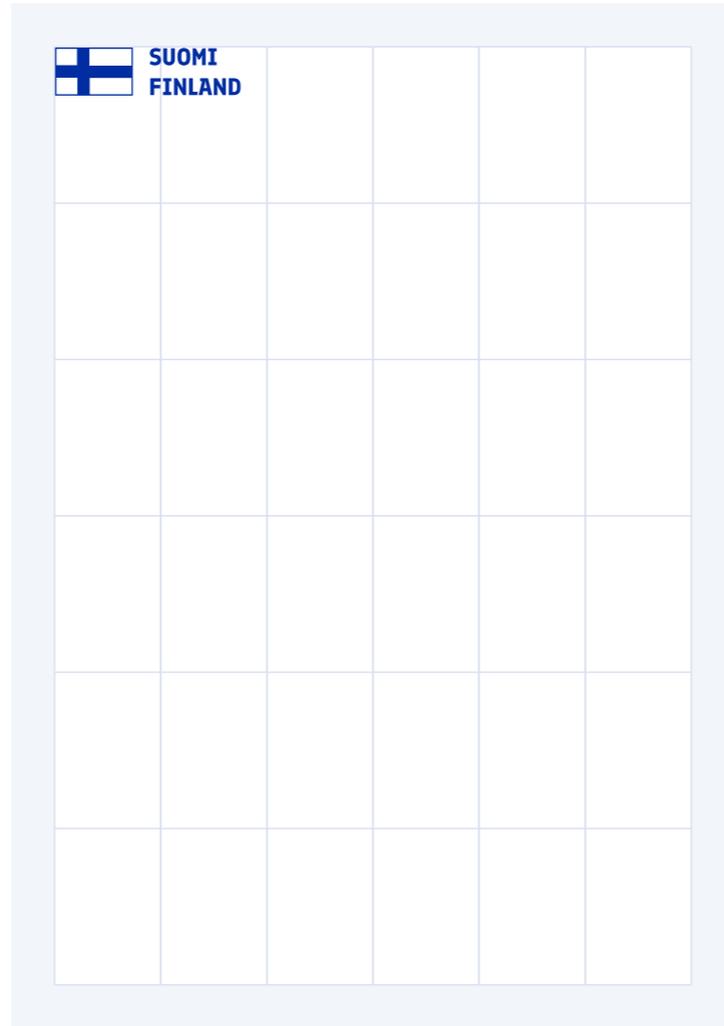
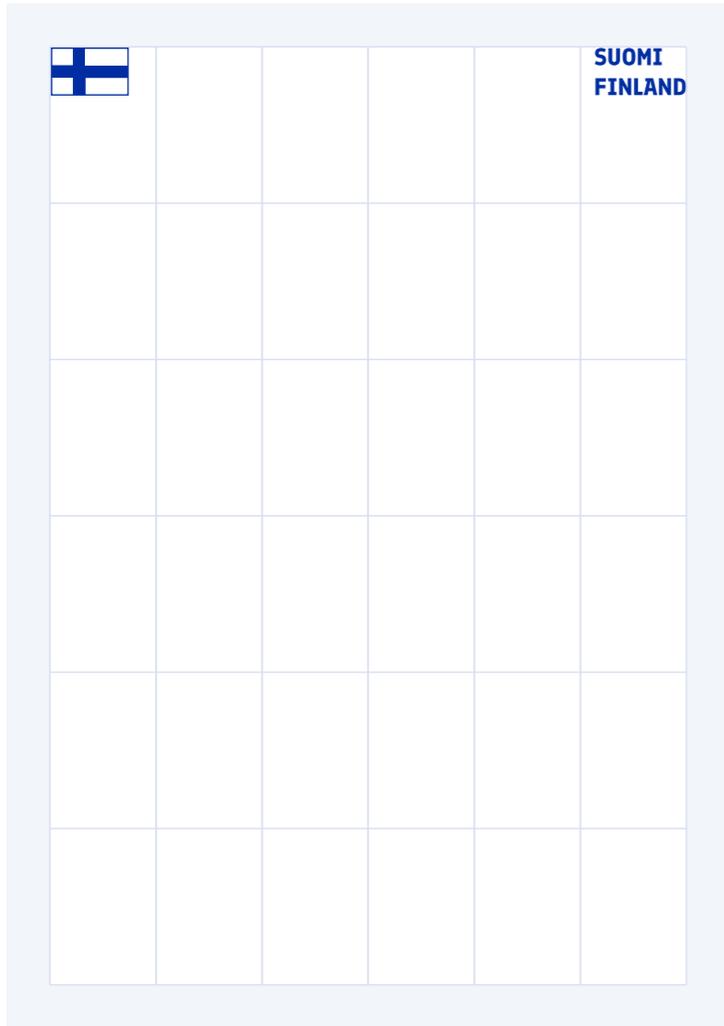


## Flag of Finland Colour Usage

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.

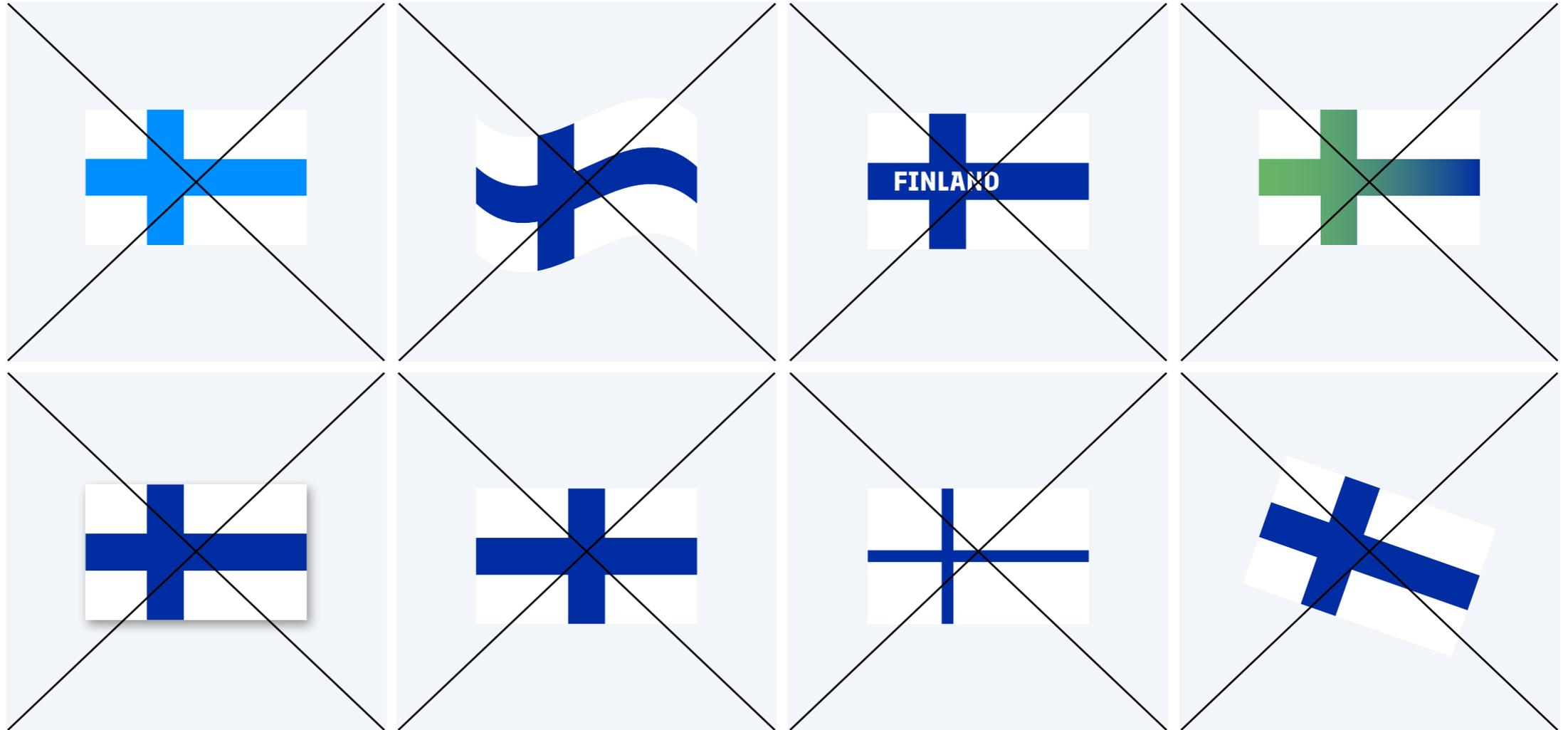
SYMBOL USE LAY-OUT EXAMPLES



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

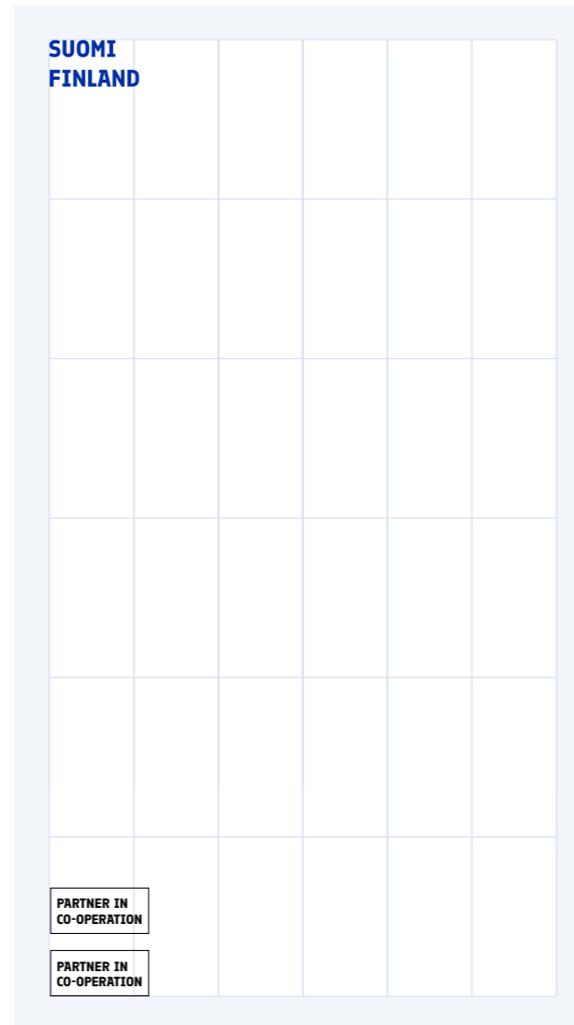
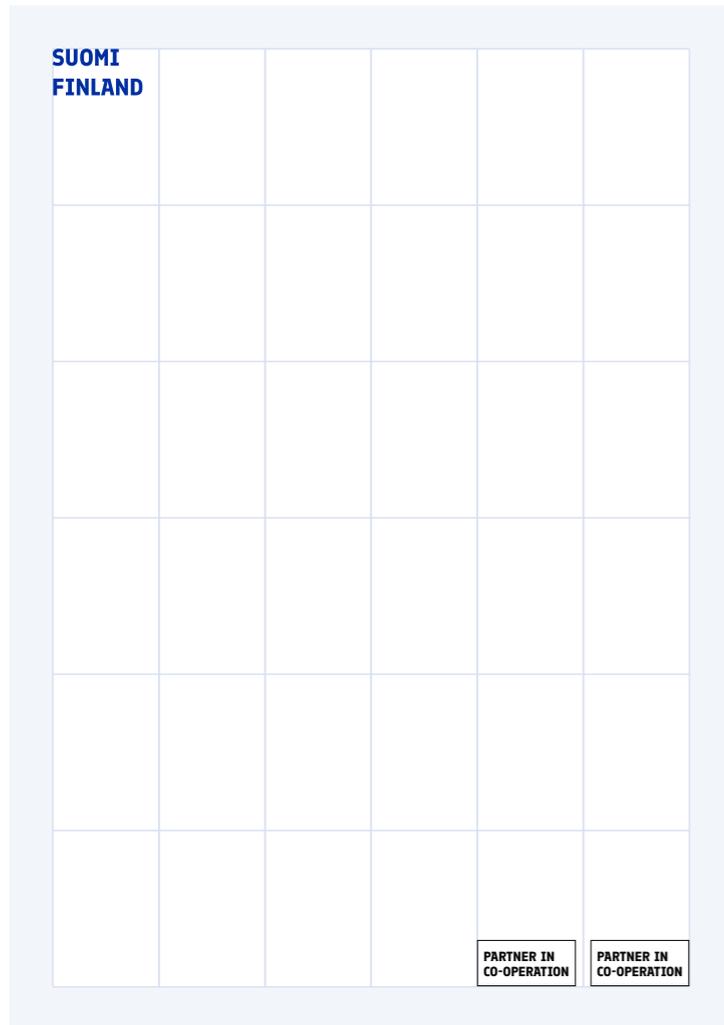
Do not make changes to the design of the symbol, and do not attempt to build it yourself. Always use ready-made brand originals.

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.



CHAPTER 1:  
MAIN IDENTITY ELEMENTS

# Typography

This section introduces the key guidelines for our typography and offers guidance on its proper usage.

Finlandica typeface family is designed especially for the Finland Brand Identity but is free to use for everyone. The Finlandica typeface family includes Finlandica Headline and Finlandica Text, with various weights available for each style.

## FINLANDICA HEADLINE: HEADLINES



Weight	Upright Styles	Italic Styles
100	Thin	<i>Thin Italic</i>
200	Extra Light	<i>Extra Light Italic</i>
300	Light	<i>Light Italic</i>
400	Regular	<i>Italic</i>
500	<b>Medium</b>	<b><i>Medium</i></b>
600	<b>Semi Bold</b>	<b><i>Semi Bold Italic</i></b>
700	<b>Bold</b>	<b><i>Bold Italic</i></b>
800	<b>Extra Bold</b>	<b><i>Extra Bold Italic</i></b>
900	<b>Black</b>	<b><i>Black Italic</i></b>

## FINLANDICA TEXT: BODY TEXT



Weight	Upright Styles	Italic Styles
100	Thin	<i>Thin Italic</i>
200	Extra Light	<i>Extra Light Italic</i>
300	Light	<i>Light Italic</i>
400	Regular	<i>Italic</i>
500	<b>Medium</b>	<b><i>Medium</i></b>
600	<b>Semi Bold</b>	<b><i>Semi Bold Italic</i></b>
700	<b>Bold</b>	<b><i>Bold Italic</i></b>
800	<b>Extra Bold</b>	<b><i>Extra Bold Italic</i></b>
900	<b>Black</b>	<b><i>Black Italic</i></b>

## Typography

### Finlandica Typeface Family

Finlandica Headline and Finlandica Text are each designed with a specific role in mind. Together, they form a perfect pair, combining the bold, unique character of the headline with the clarity and functionality of the body text.

**Finlandica Headline** is intended only for headlines. The shapes of the letters are more distinctive and condensed, ideal for creating a strong visual impact. Headlines should always be larger than body text.

**Finlandica Text** works well for all kinds of text but is primarily intended for body text. The proportions are wider, shapes are simpler and rounder. These characteristics help with readability in long passages and maintains legibility in small sizes.

TYPOGRAPHY HIERARCHY  
EXAMPLE

**Overline:**

Finlandica Text  
Medium  
9 pt  
Tracking +100

OVERLINE

TITLE IN ALL CAPS  
**WITH EMPHASIS**

**Title:**

Finlandica Headline  
Light & Medium  
50/50 pt  
Tracking 0

**Body text:**

Finlandica Text  
Regular  
12/16 pt  
Tracking 0

Body text. Lorem ipsum aquation pernati tet vent ut et et, quam dolut optaqui aut ut eatemod enim volent. Nam etus nobitatur, omnis est, simet ews in nihitaq uatur, qui re lataquiae ni into.

**Large headline:**

Finlandica Headline  
Regular  
32/32 pt  
Tracking 0

Large headline

Etum, sedit omnis excernam aruptis nia prorator aliqui diam exeri as que laboressi optatassed que ium id mintiis ide asperspelis ipsum fugitat dolupti stiorempor repedis sitatus imenisita nobis.

**Small headline:**

Finlandica Headline  
Medium  
16/16 pt  
Tracking 0

**A small headline only needs to be slightly larger than body copy, but the line spacing can be the same**

Icipsam, sa quundel illit aut dis et rerumquatur, ant et lore pratus...

## Typography Hierarchy

Use **Finlandica Headline** for headlines and **Finlandica Text** primarily for longer content. Ensure good readability and a clear hierarchy by following typographic rules and maintaining a noticeable size difference between headlines and body text. Feel

free to experiment with different styles and weights, but avoid placing Finlandica Headline and Finlandica Text side by side at the same size. Headlines should always be the most prominent element, supported by longer text text.

TYPOGRAPHY USAGE EXAMPLE  
FINLANDICA HEADLINE

Finlandica Headline  
Bold  
50/50 pt  
Tracking -10

**THIS IS  
A TITLE**

Finlandica Headline  
Regular  
45/45 pt  
Tracking -10

This is a  
headline

Finlandica Headline  
Medium  
20/20 pt  
Tracking -5

This is a small headline

TYPOGRAPHY USAGE EXAMPLE  
FINLANDICA TEXT

Finlandica Text  
Regular & Italic  
9/12,6 pt  
Tracking 0

This is body text using Regular and Italic weights. *Regular is for basic body text, and Italic is for highlighting certain words or parts of a text.* Italic can also work, for example, for quotations and titles of works. Don't use Italic for basic body text.

Finlandica Text  
Medium  
9 pt  
Tracking +100

THIS IS OVERLINE

Finlandica Text  
Light & Semibold  
12/14,4 pt  
Tracking -5

This is body text using Light and **Semibold** weights. Light is for basic body text, and **Semibold is for highlighting** certain words.

## Typography Usage Examples

This page provides examples of how to use the typeface. Although there are multiple weights available, there are a few general rules to follow: use the type as intended, maintain proper hierarchy, and prefer left alignment.

**For titles and headlines**, use either uppercase or sentence case. Sometimes slightly tighter leading is recommended to create emphasis. On the other hand, for the headline style called "overline," it's recommended to use expanded letter spacing.

**For body text**, stick with sentence case and ensure proper leading for readability.

## FINLANDICA HEADLINE FOR BASIC USE

Finlandica Headline Regular

**Finlandica Headline Bold**

*Finlandica Headline Italic*

***Finlandica Headline Bold Italic***

## FINLANDICA TEXT FOR BASIC USE

Finlandica Text Regular

**Finlandica Text Bold**

*Finlandica Text Italic*

***Finlandica Text Bold Italic***

For basic use, we suggest regular, italic, bold, and bold italic styles from both typefaces. The remaining styles are intended for advanced users, mainly designers.

OPEN TYPE FEATURES

<b>LIGATURES</b> ffi ffl ff fi fl → ffi ffl ff fi fl		<b>UPPERCASE ALTERNATIVES</b> H---H → H---H		<b>STYLISTIC SET 01 "PLAIN STYLE"</b> A Æ G I J Z a b i j l r → A Æ G I J Z a b i j l r	
<b>DEFAULT FIGURE STYLE</b> 0123456789	<b>TABULAR LINING FIGURES</b> 0123456789	<b>PROPORTIONAL OLDSTYLE FIGURES</b> 0123456789	<b>SLASHED ZERO</b> 0	<b>ORDINALS</b> prima 1 <sup>a</sup> primo 1 <sup>o</sup>	
<b>SUPERSCRIP</b> 0123456789 m <sup>2</sup>	<b>SUBSCRIPT</b> 0123456789 H <sub>2</sub> O	<b>DYNAMIC FRACTIONS</b> 12345/67890 → 12345/67890		<b>FRACTIONS</b> 1/3 2/3 1/8 3/8 5/8 7/8	

↖ Finlandica Headline contains a special "Plain Style", which can be used to achieve a more sleek style of headlines.

CHARACTERS  
THE MOST USED SYMBOLS AND PUNCTUATION

<b>ARROWS</b> ↑ ↗ → ↘ ↓ ↙ ← ↖ ↔ ↕	<b>SPECIAL CHARACTERS</b> & @ # \$ % % N° e ¶ Δ Ω μ Ø Δ Π Σ √ ∞ ∫ ð ℓ ◊
<b>MATHEMATICAL SYMBOLS</b> + − × ÷ = ≈ ≠ ≤ ≥ ± ∓	<b>CURRENCY SYMBOLS</b> € ₣ £ \$ ¥ € ₧ ₨ ₩ ₪ ₫ € ₭ ₮ ₯ ₰
<b>PUNCTUATION</b> . , : ; … ! ; ? ¿ · / • * # / / \ - - - _ ( ) { } [ ] , „ “ ” ‘ ’ « » ‹ › " '	

Typography  
Opent Type Features & Characters

Finlandica contains many advanced typography features and a fairly large character set. The standard name of each feature is displayed above each example on the right. Different typesetting environments have varying abilities. For example

Adobe layout software, Figma and web browsers can access all features, but the methods vary. Microsoft software uses different naming and offers limited access to features.

## FINLANDICA TYPEFACE FAMILY LANGUAGE SUPPORT

Latin script (313 languages)	Bemba (Zambia)	Croatian	Indonesian	Low German	Naga Pidgin	Pijin	Soninke	Tzeltal	Cyrillic script (83 languages)	Karata	Tundra Enets
	Bena (Tanzania)	Czech	Irish	Lower Sorbian	Navajo	Pintupi-Luritja	South	Tzotzil	Kazakh	Kazakh	Tuvinian
Abua	Bikol	Danish	Istro Romanian	Lozi	Ndonga	Pipil	Azerbaijani	Uab Meto	Ket	Udi	Udmurt
Acheron	Bini	Dehu	Italian	Luba-Lulua	Neapolitan	Pite Sami	South Ndebele	Umbundu	Abaza	Khakas	Ukrainian
Achinese	Bislama	Dimli	Ixcatlán Mazatec	Lule Sami	Ngazidja	Pohnpeian	Southern	Ume Sami	Abkhazian	Khanty	Urum
Acholi	Borana-Arsi-Guji	Dutch	Jamaican Creole	Luo (Kenya and Tanzania)	Comorian	Polish	Aymara	Upper Guinea	Adyghe	Khinalugh	Western Mari
Achuar-Shiwiar	Oromo	Eastern Arrernte	English	Tanzania]	Niuean	Portuguese	Southern	Crioulo	Aghul	Kildin Sami	Yagnobi
Afar	Bosnian	Eastern Oromo	Japanese	Luxembourgish	Nobiin	Potawatomi	Qiandong	Upper Sorbian	Archi	Kirghiz	Yakut
Afrikaans	Breton	Efik	Javanese	Macedo-	Nomatsiguenga	Purepecha	Miao	Venetian	Avaric	Komi-Permyak	
Aguaruna	Buginese	English	Jola-Fonyi	Romanian	North	Páez	Southern Sami	Veps	Bashkir	Koryak	
Ahtna	Candoshi-	Faroese	K'iche'	Madurese	Azerbaijani	Quechua	Southern Sotho	Vietnamese	Belarusian	Krymchak	
Alekano	Shapra	Fijian	Kabuverdianu	Makonde	North Ndebele	Romanian	Spanish	Võro	Bezhta	Kumyk	
Aleut	Caquinte	Filipino	Kaingang	Malagasy	Northern	Romansh	Sranan Tongo	Walloon	Budukh	Lak	
Amahuaca	Caribbean	Finnish	Kala Lagaw Ya	Malaysian	Kurdish	Rotokas	Standard	Walser	Bulgarian	Lezghian	
Amarakaeri	Hindustani	French	Kalaallisut	Maltese	Northern	Rundi	Estonian	Waray	Central Siberian	Macedonian	
Amis	Cashibo-	Friulian	Kalenjin	Mandinka	Qiandong	Samoan	Standard	(Philippines)	Yupik	Mansi	
Anaang	Cacataibo	Gagauz	Kamba (Kenya)	Mandjak	Miao	Sango	Latvian	Warlpiri	Chamalal	Moksha	
Andaandi,	Cashinahua	Galician	Kaonde	Mankanya	Northern Sami	Sangu	Standard Malay	Wayuu	Chechen	Mongolian	
Dongolawi	Catalan	Ganda	Kaqchikel	Manx	Northern Uzbek	(Tanzania)	Sundanese	Welsh	Chinese Buriat	Buriat	
Anuta	Cebuano	Garifuna	Karelian	Maore Comorian	Norwegian	Saramaccan	Swahili	West Central	Chukot	Montenegrin	
Aragonese	Central Aymara	German	Kashubian	Maori	Nyanja	Sardinian	Swedish	Oromo	Chuvash	Muslim Tat	
Arbëreshë	Central Kurdish	Gheg Albanian	Kekchí	Mapudungun	Nyankole	Scots	Swiss German	Western Abnaki	Crimean Tatar	Nanai	
Albanian	Central Nahuatl	Gilbertese	Kenzi, Mattokki	Marshallese	Occitan	Scottish Gaelic	Tagalog	Western Frisian	Dargwa	Nenets	
Asháninka	Chachi	Gooniyandi	Khasi	Matsés	Ojiltlán	Secoya	Tahitian	Wiradjuri	Dido	Nganasan	
Ashéninka	Chamorro	Gourmanchéma	Kikuyu	Mauritian Creole	Chinantec	Sena	Talysh	Wolof	Dolgan	Nogai	
Perené	Chavacano	Guadeloupean	Kimbundu	Megleno	Orma	Serbian	Tedim Chin	Xhosa	Dungan	North	
Asturian	Chiga	Creole French	Kinyarwanda	Romanian	Oroqen	Seri	Tetum	Yanesha'	Eastern Mari	Azerbaijani	
Atayal	Chiltepec	Gusii	Kirmanjki	Meriam Mir	Otuho	Seselwa Creole	Tetun Dili	Yao	Erzya	Ossetian	
Balinese	Chinantec	Gwich'in	Kituba (DRC)	Meru	Palauan	French	Toba	Yoruba	Even	Russian	
Banjar	Chokwe	Haitian	Kongo	Mezquital Otomi	Pampanga	Shawnee	Tojolabal	Yucateco	Evenki	Russian Buriat	
Bari	Chuukese	Hani	Konzo	Minangkabau	Papantla	Shipibo-Conibo	Tok Pisin	Zapotec	Forest Enets	Rusyn	
Basque	Cimbrian	Hiligaynon	Koyraboro Senni	Mirandese	Totonac	Shona	Tokelau	Zarma	Gilyak	Rutul	
Batak Dairi	Cofán	Hopi	Songhai	Mizo	Papiamento	Shuar	Tonga (Tonga Islands)	Zulu	Halh Mongolian	Serbian	
Batak Karo	Cook Islands	Huastec	Kven Finnish	Mohawk	Paraguayan	Sicilian	Tonga (Zambia)	Zuni	Ingush	Shor	
Batak	Māori	Hungarian	Kölsch	Montenegrin	Guarani	Silesian	Tosk Albanian	Záparo	Itelmen	Shughni	
Mandailing	Cornish	Hän	Ladin	Munsee	Pedi	Skolt Sami	Tsakhurian		Judeo-Tat	Southern Altai	
Batak	Corsican	Icelandic	Ladino	Murrinh-Patha	Picard	Slovak	Tsakhur		Kabardian	Tabassaran	
Simalungun	Creek	Igbo	Latgalian	Muslim Tat	Pichis	Slovenian	Tumbuka		Kalmyk	Tajik	
Batak Toba	Crimean Tatar	Illoko	Lithuanian	Mwani	Ashéninka	Soga	Turkish		Karachay-Balkar	Tatar	
		Inari Sami	Lombard	Mískito	Piemontese	Somali	Turkmen		Karaim	Tsakhur	

## Typography

### Open Source Project

Finlandica is an open source project. It supports an ever-growing number of languages. Currently, it includes the most common diacritics for the Latin script, covering the largest groups of Latin-based writing systems. However, several smaller Latin-

based language groups remain unsupported, with 185 known to have only partial coverage. Most Cyrillic writing systems are included, but no other scripts are supported yet. This means Arabic, Chinese, Japanese, Korean, Georgian, Greek, the Brahmic

scripts of South and Southeast Asia, and the pre-Columbian scripts of the Americas are not covered. If Finlandica typeface family does not support the language you are working with, Noto can be used as an alternative. Requests for additions to the

Finlandica project can be submitted on GitHub: <https://github.com/HelsinkiTypeStudio/Finlandica>

## AVOID THESE MISTAKES

**Don't use Finlandica Headline and Finlandica Text in the same size.**

**Don't use Finlandica Headline for longer body text. It is designed to work best for headlines.**

Don't use Finlandica Text in headlines if it's not necessary.

**DON'T WRITE LONGER BODY TEXT IN UPPERCASE.**

**DON'T USE EFFECTS IF IT'S NOT NECESSARY.**

Don't use too tight or too loose letter spacing.

***DON'T DISTORD TEXT IN ANY WAY.***

Don't use overly tight line spacing in text.

## Typography Incorrect Usage

We've gathered a few examples of what to avoid when using the Finlandica typeface family. These examples illustrate common mistakes and help ensure that the typeface is used effectively and consistently.

CHAPTER 1:  
MAIN IDENTITY ELEMENTS

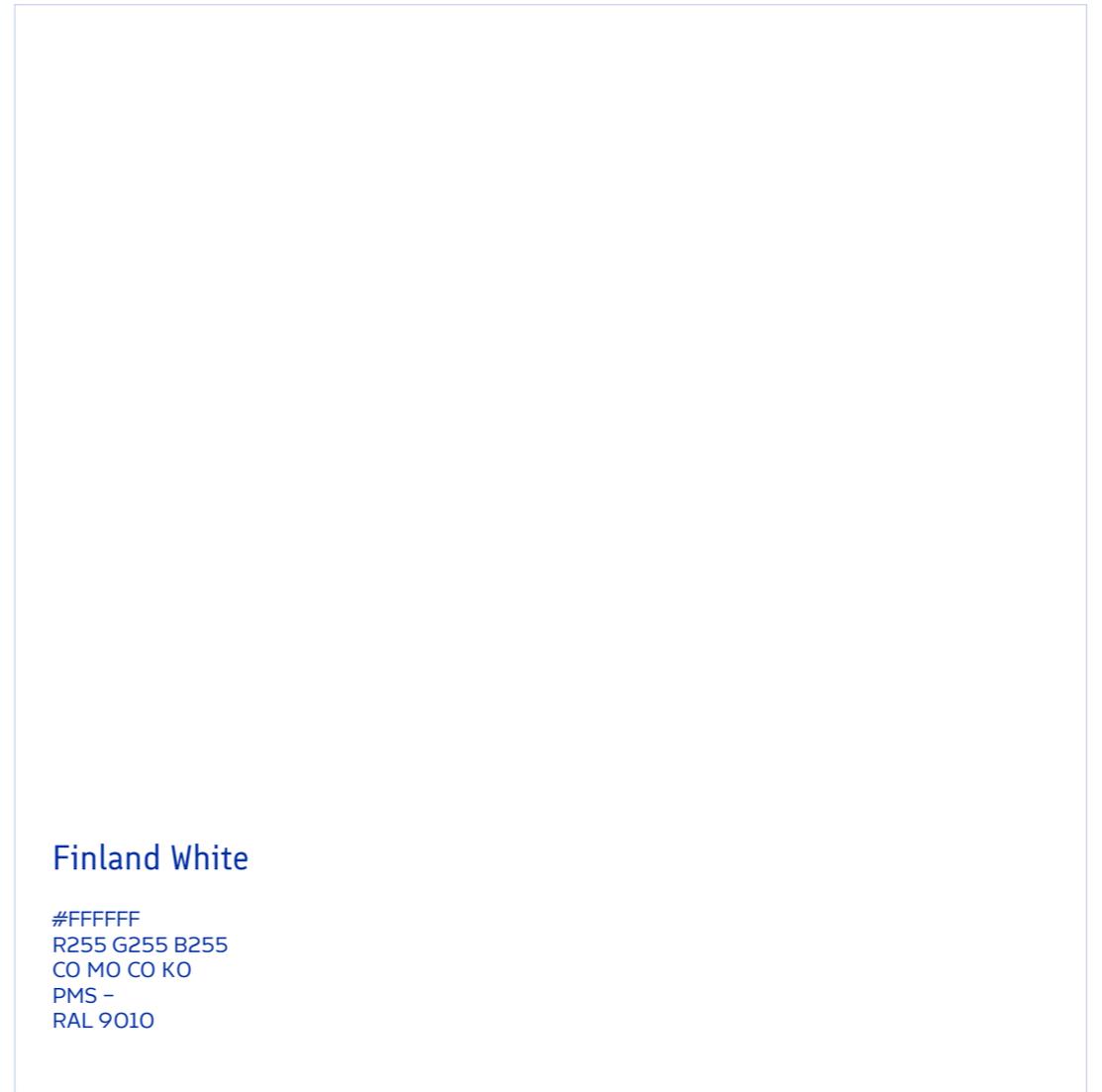
# Colours

This section introduces the key guidelines for our colour palette and offers guidance on its proper usage.

Finland's visual identity is anchored in the national colours, blue and white. Additionally, we have secondary colours carefully chosen to compliment the primary palette.

## Colours

The colour palette is one of the core assets of the visual identity. Here, you'll find guidance on usage and colour specifications for the most common media.

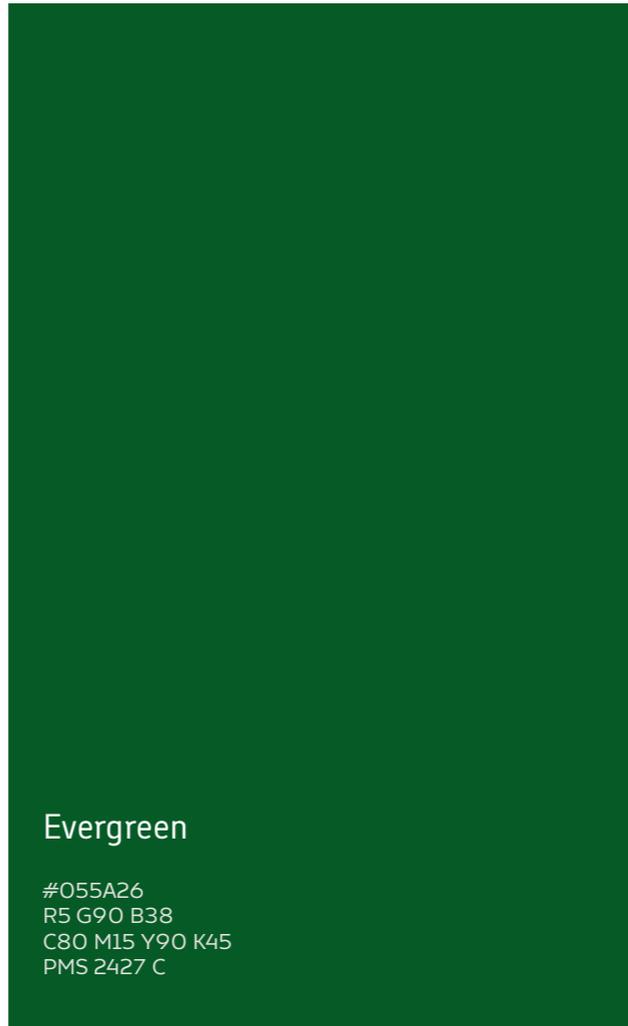


Colours  
Primary Colours

The main colours embody Finland's national identity, featuring the classic blue and white, widely acknowledged to represent Finland and inspired by the Finnish flag.

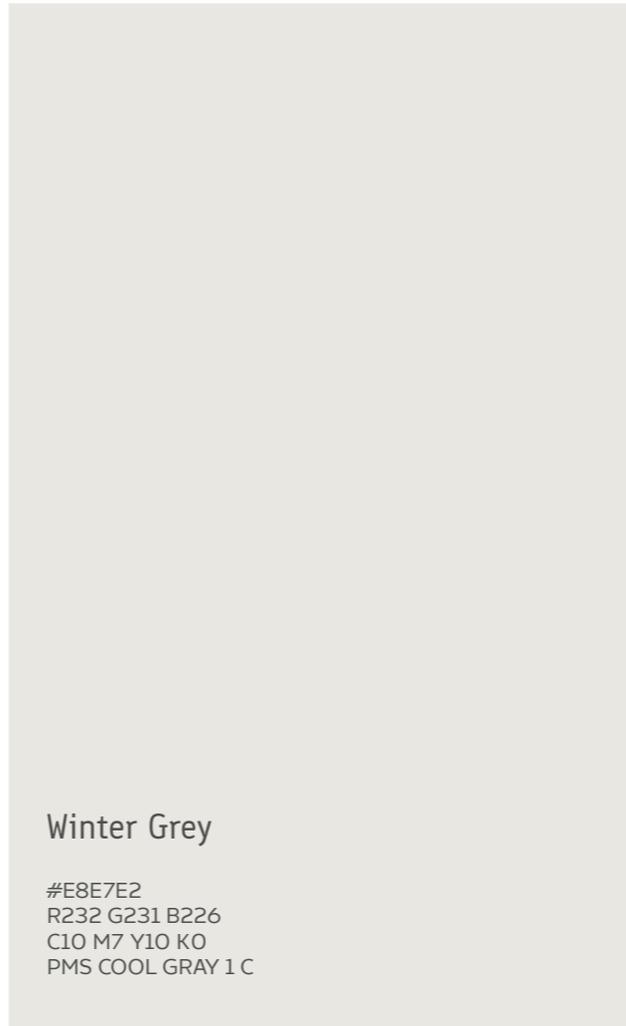
SUPPORTING COLOURS

ACCENT COLOUR



Evergreen

#055A26  
R5 G90 B38  
C80 M15 Y90 K45  
PMS 2427 C



Winter Grey

#E8E7E2  
R232 G231 B226  
C10 M7 Y10 KO  
PMS COOL GRAY 1 C



Lake Blue

#91ACFF  
R145 G172 B255  
C50 M27 Y0 KO  
PMS 7451 C



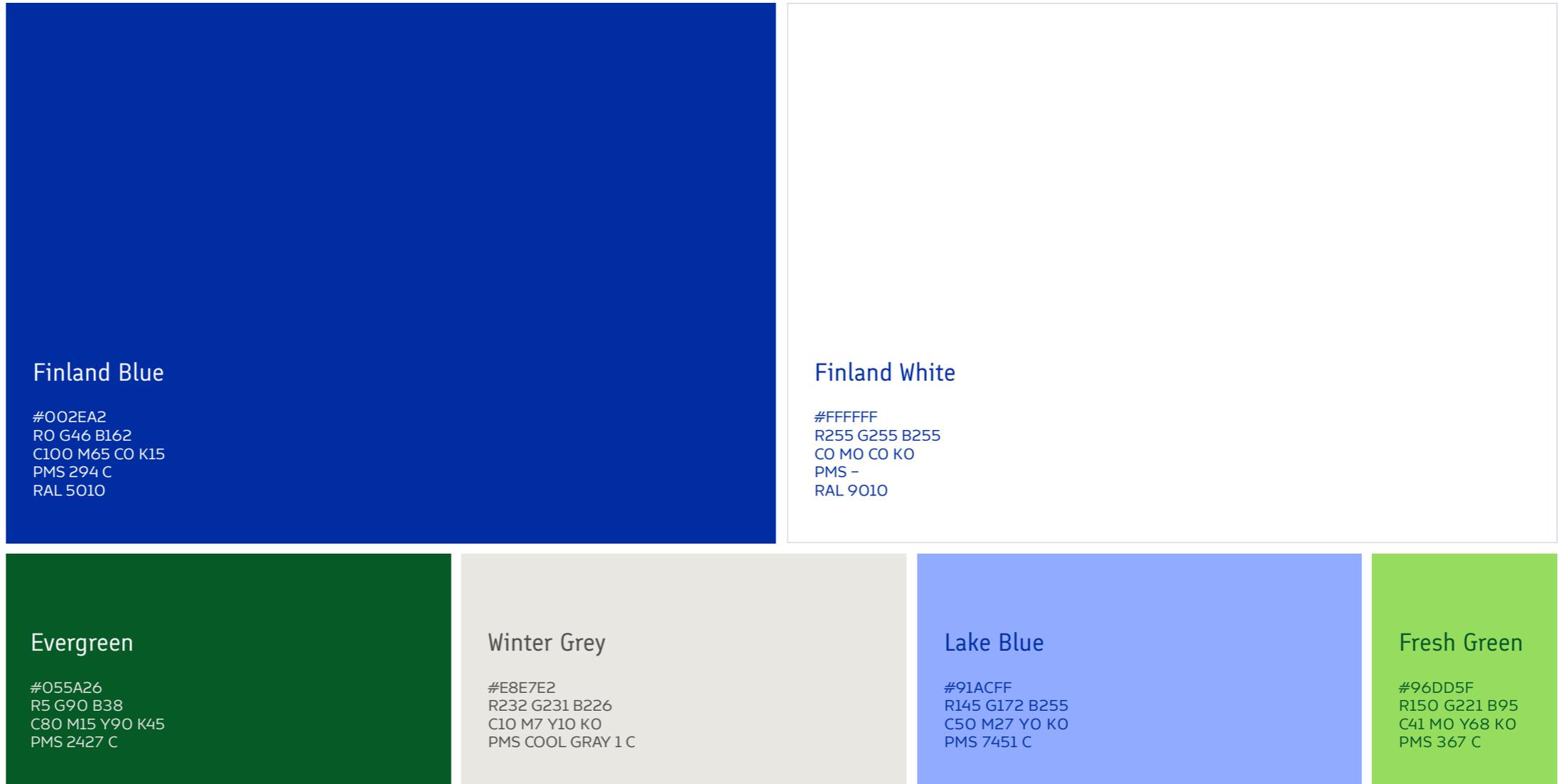
Fresh Green

#96DD5F  
R150 G221 B95  
C41 M0 Y68 KO  
PMS 367 C

Colours  
Secondary Colours

Secondary colours are chosen to complement or enhance the main colour scheme, contributing to the overall design and adding interest. Secondary colours are recommended for use with the primary colours. Use the accent colour sparingly to highlight

information or add a level of interest or energy to the design. **The accent is strictly prohibited to use as a background colour or in any prominent visual elements.**



Colours  
Colour Palette

This is our brand colour palette, with colours weighted in order of importance.

RECOMMENDED COLOUR COMBINATIONS

<p><b>Finland Blue</b></p> <table> <tr> <td>White</td> <td>Ratio 10.98</td> </tr> <tr> <td>Winter Grey</td> <td>Ratio 8.87</td> </tr> <tr> <td>Lake Blue</td> <td>Ratio 4.99</td> </tr> </table> 	White	Ratio 10.98	Winter Grey	Ratio 8.87	Lake Blue	Ratio 4.99	<p><b>Finland White</b></p> <table> <tr> <td>Finland Blue</td> <td>Ratio 10.98</td> </tr> <tr> <td>Evergreen</td> <td>Ratio 8.41</td> </tr> <tr> <td>Lake Blue</td> <td>Ratio 2.21</td> </tr> </table> 	Finland Blue	Ratio 10.98	Evergreen	Ratio 8.41	Lake Blue	Ratio 2.21	<p><b>Evergreen</b></p> <table> <tr> <td>White</td> <td>Ratio 10.98</td> </tr> <tr> <td>Winter Grey</td> <td>Ratio 6.79</td> </tr> <tr> <td>Fresh Green</td> <td>Ratio 5.13</td> </tr> </table> 	White	Ratio 10.98	Winter Grey	Ratio 6.79	Fresh Green	Ratio 5.13	<p><b>Winter Grey</b></p> <table> <tr> <td>Finland Blue</td> <td>Ratio 8.87</td> </tr> <tr> <td>Evergreen</td> <td>Ratio 6.79</td> </tr> </table> 	Finland Blue	Ratio 8.87	Evergreen	Ratio 6.79	<p><b>Lake Blue</b></p> <table> <tr> <td>Finland Blue</td> <td>Ratio 4.99</td> </tr> <tr> <td>White</td> <td>Ratio 2.21</td> </tr> </table> 	Finland Blue	Ratio 4.99	White	Ratio 2.21
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Winter Grey	Ratio 6.79																													
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Finland Blue	Ratio 8.87																													
Evergreen	Ratio 6.79																													
Finland Blue	Ratio 4.99																													
White	Ratio 2.21																													

Colours  
Colour Combinations

Above, you can see the recommended solid colour combinations. When combining colours, always choose hues with good contrast and harmony, especially for text. Keep in mind that the combinations depend on the asset's purpose and

the role of the colour (e.g., text vs. illustrative). For digital design, accessibility and readability are crucial. Small text should maintain a minimum contrast ratio of 4.5, while large text should have a minimum of 3:1.

**Note that the accent colour Fresh Green should not be used as a base colour. It works best when paired with Evergreen in small amounts.**

## SOLID COLOUR COMBINATION EXAMPLES IN CONTENT



## Colours Usage Examples

Colours can be combined in solid colours, tinted/shaded colours, or a combination of both. However, the primary recommendation is to use solid colours. The overall feeling in content should always be relatable to the brand.

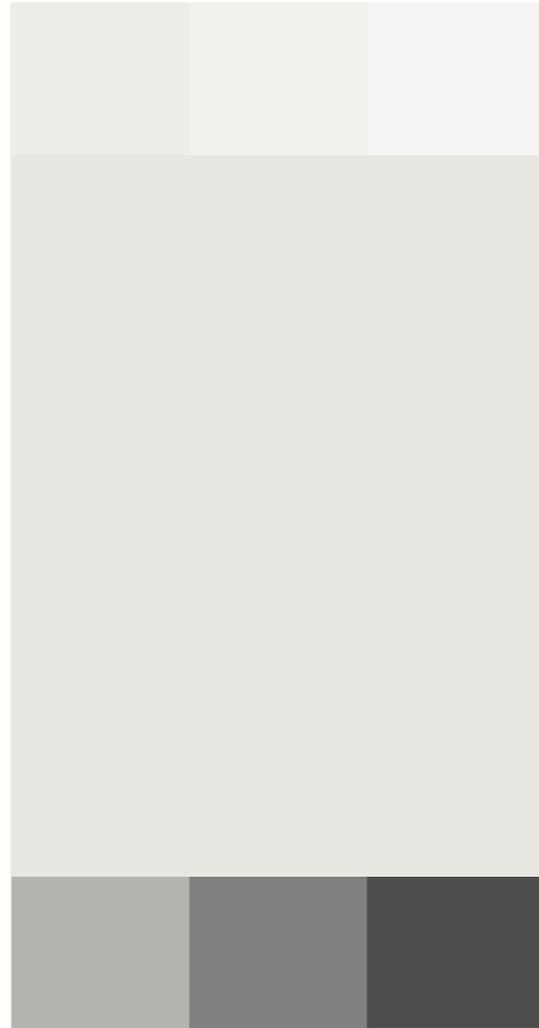
FINLAND BLUE



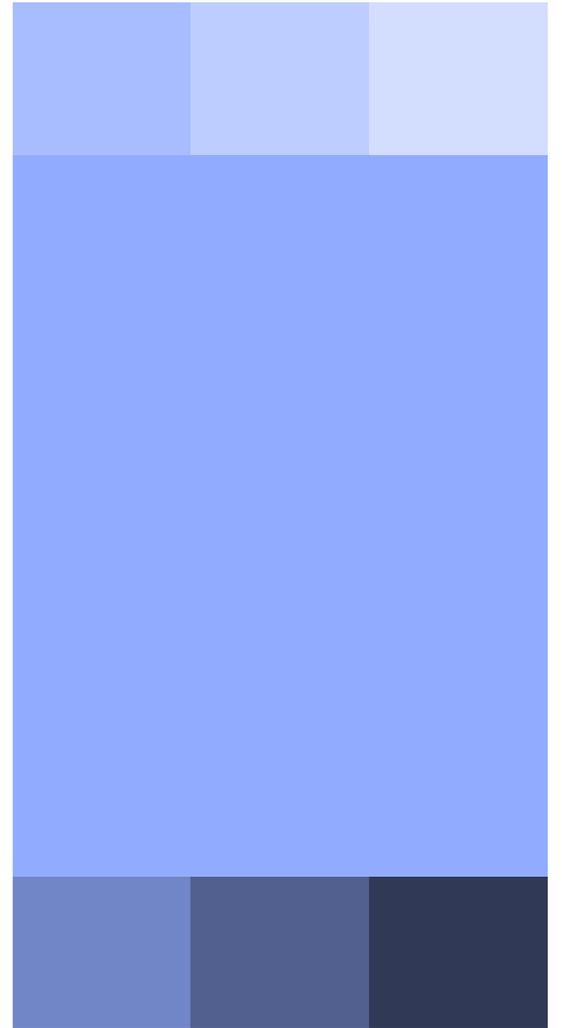
EVERGREEN



WINTER GREY



LAKE BLUE



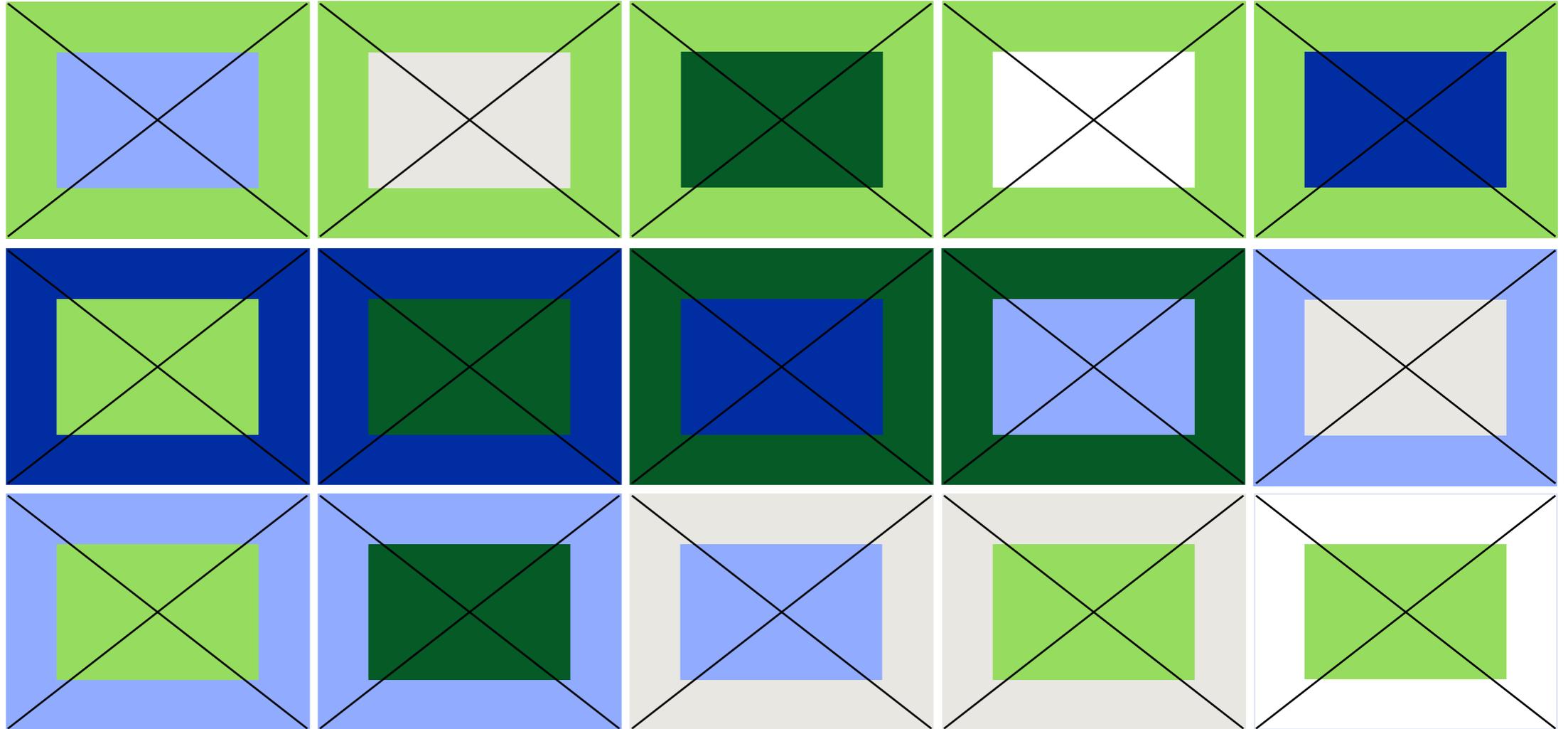
## Colours Tint & Shade Colours

The primary recommendation is to use solid colours. However, you can use tint and shade variations of the colours, excluding white and accent colours, if needed, primarily for UI purposes. It's best to use these variations sparingly, especially when they

enhance the design or introduce necessary colour variety. When using tints and shades, it's advisable to work in increments of ten. Colours available for this purpose are introduced on this page.

**Note that the accent colour should not be used as a tint or shade.**

## AVOID THESE COLOUR COMBINATIONS



## Colours

### Incorrect Usage

Always follow the defined guidelines and colour hierarchy when using colours. Avoid poor colour contrasts, especially in text. **Remember, the accent colour Fresh Green must never be used as a background or a large colour area.**

CHAPTER 1:  
MAIN IDENTITY ELEMENTS

# Graphic Elements

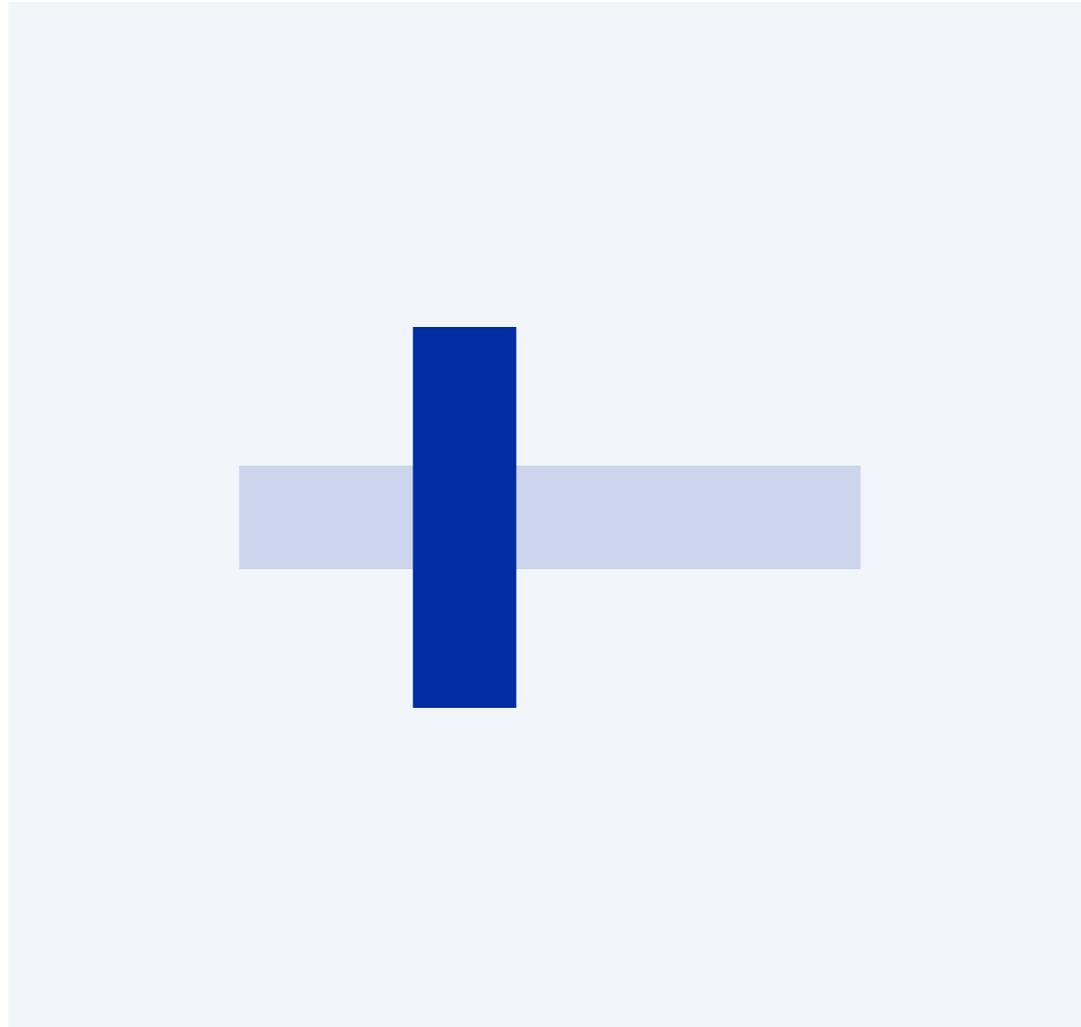
This section introduces the key guidelines for our supporting graphic elements and offers guidance on their proper usage.

Graphic elements are inspired by the core of the visual identity and a key national symbol, the Finnish flag. These elements play a central role in defining the visual identity.

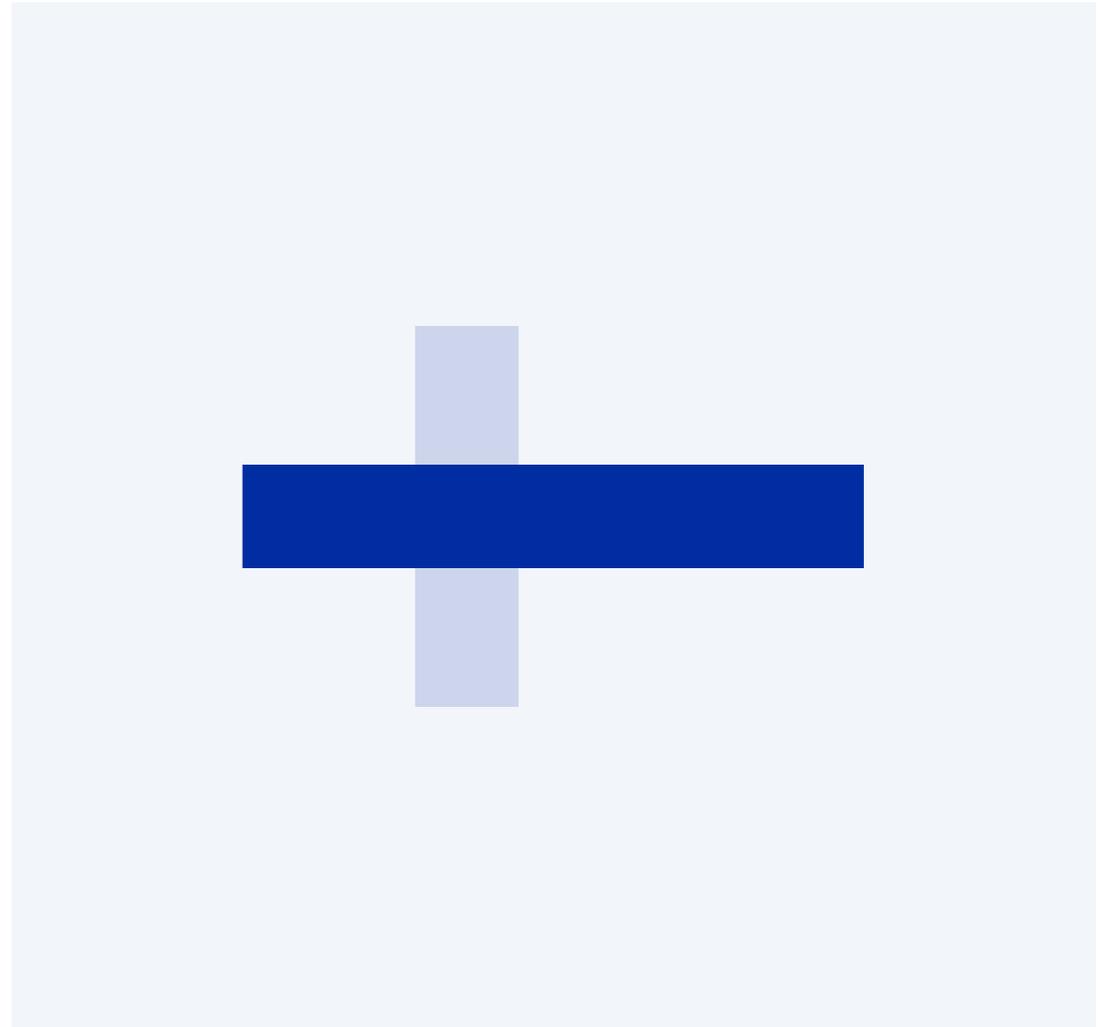
## Graphic Elements

Always use the original, ready-made brand assets. You are allowed to extend the pattern by combining it with others, but do not make changes to the design or attempt to recreate it from scratch.

## VERTICAL LINE



## HORIZONTAL LINE

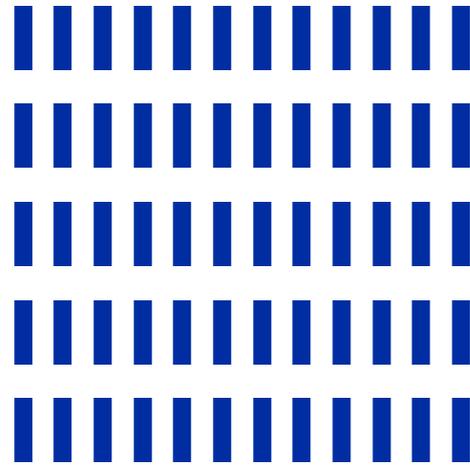


## Graphic Elements

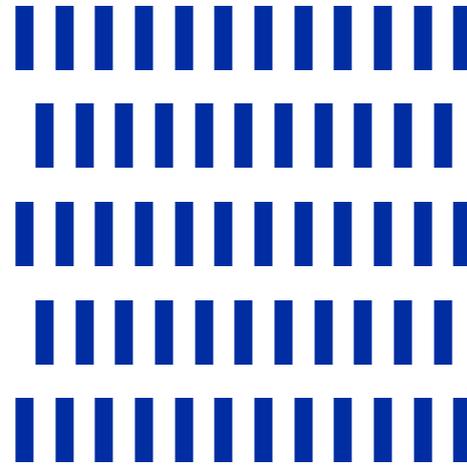
### Origin

Graphic elements are based on the cross elements of the flag. These rectangle forms are easy to adapt and combine into patterns by altering thickness, distance, quantity, and arrangement.

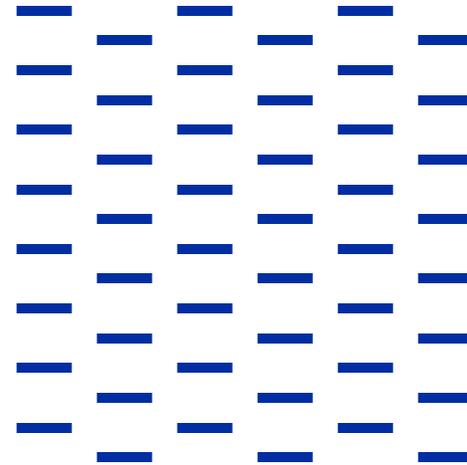
VERTICAL PATTERN 1



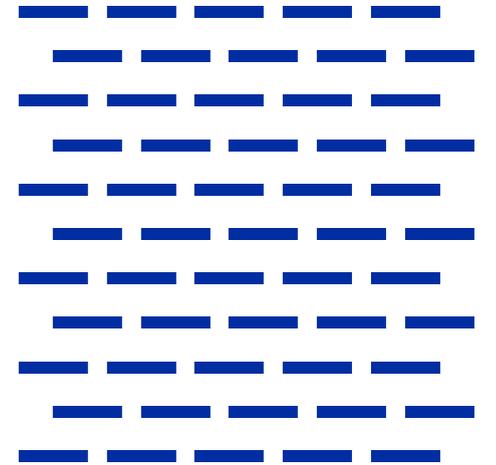
VERTICAL PATTERN 2



HORIZONTAL PATTERN 1



HORIZONTAL PATTERN 2



## Graphic Elements Forming Patterns

With rectangles, one can create various patterns. Despite their straight and defined nature, lines can, for example, evoke the movement of nature or even reflect Finnish handicraft traditions.

## PATTERN EXAMPLES IN CONTENT



## Graphic Elements Usage Examples

The purpose of the patterns is to add vibrancy, decoration, and recognition. Use the pattern as an illustrative element, similar to a photograph. The pattern can be used in a flexible and scalable manner. Always use the pattern in a single colour.

# Chapter 2

## Imagery

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 while surroundings also play a key part. Our images go deeper into the characteristics of Finland than usual tourist-centred pictures.



## Imagery Guiding Principles

Authenticity, interest, and diversity guide our choices when selecting or capturing new images. The goal is to illustrate culture, various seasons, layers of history, and showcase individuals with diverse backgrounds, skin tones, ages, genders, and other

distinctive characteristics. Through our imagery, we aim to offer a genuine and multifaceted glimpse into the everyday life of Finland.



Image: Julia Kivela

## Imagery Selecting & Capturing Images

Always prioritize high-quality images to maintain visual excellence. Utilize soft natural light whenever possible. Ensure that colours and skin tones appear natural, avoiding overly saturated or excessively dull images. When taking new pictures, keep in mind

they may serve different purposes and undergo significant cropping. Capture both landscape and portrait images for versatility. Even though the goal is to capture real moments, ensure that the setup looks good, and the entirety speaks the same story.

**The use or creation of images with AI is strictly prohibited.**

# Chapter 3

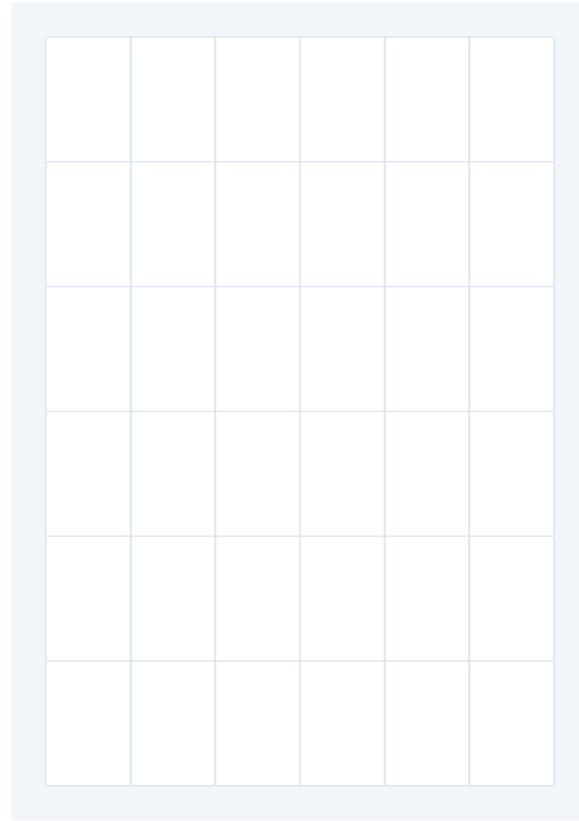
## Grids & Layouts

This section provides instructions on grid construction and applying content to layouts. By utilizing core identity elements consistently, we create a cohesive brand.

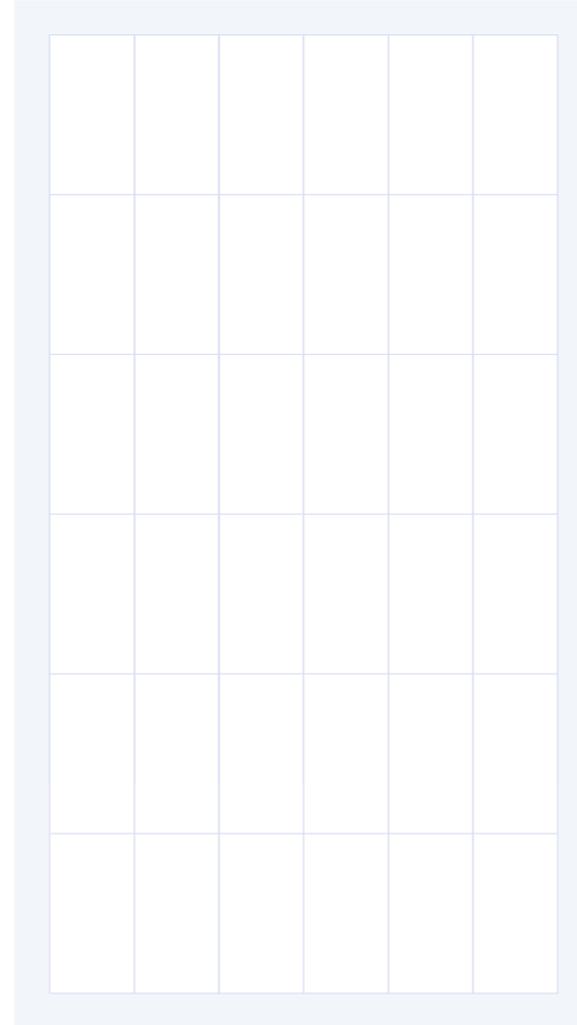
## Grids & Layouts

The grids and layouts serve as a framework for designers. The following pages will guide you in constructing grids for a few commonly used formats.

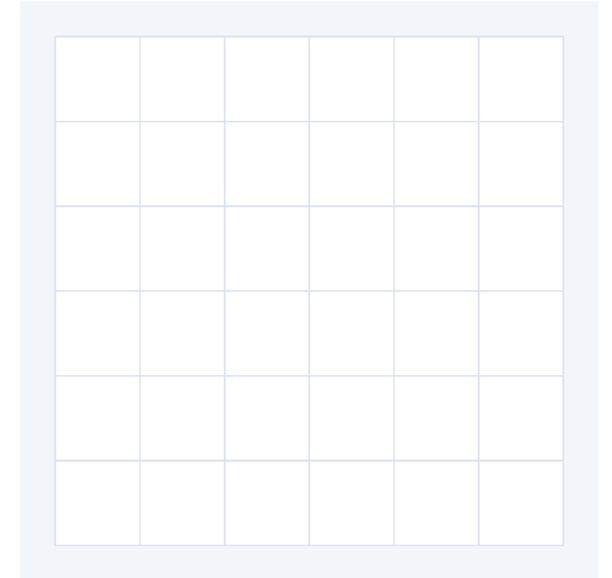
A-FORMAT



16:9



1:1



## Grids & Layouts

### Grid Construction

The grid is made up of margins, columns, and rows. It's best to use relatively narrow, evenly distributed margins. The active area is divided into six columns and six rows, which can be extended to twelve rows depending on the format and specific needs.

In longer print publications, such as leaflets or brochures, the bottom and inner edge margins may be larger than the others, based on the format and requirements. A 12-column layout with a gutter is also recommended for greater flexibility.

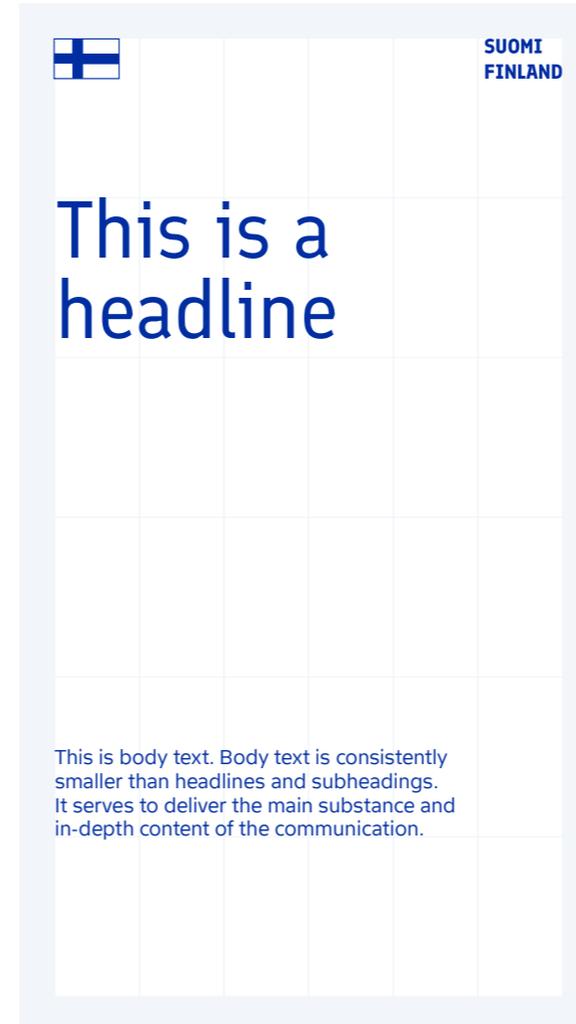
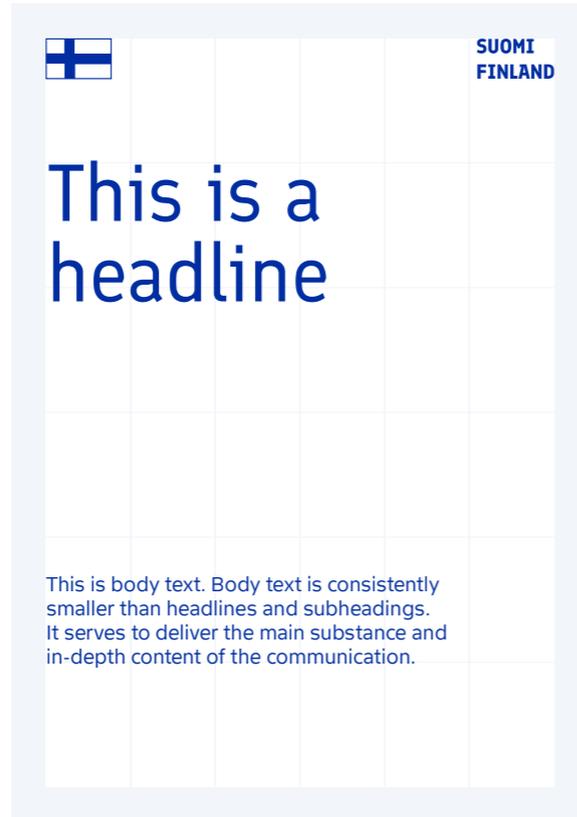
As a guide to calculate a sufficient margin use 6% of the width of the shortest side as the margin width.

**Additionally, consider the material guidelines and intended use.**

A-FORMAT

16:9

1:1



## Grids & Layouts

### Applying Content

The active space of the layout is free to use text and other content using a grid. Text is recommended to align left. Be sure to follow the typography hierarchy, ensuring a clear distinction in size between headlines and body text. Typically, the headline should be the

most prominent feature, aside from images and graphic elements.

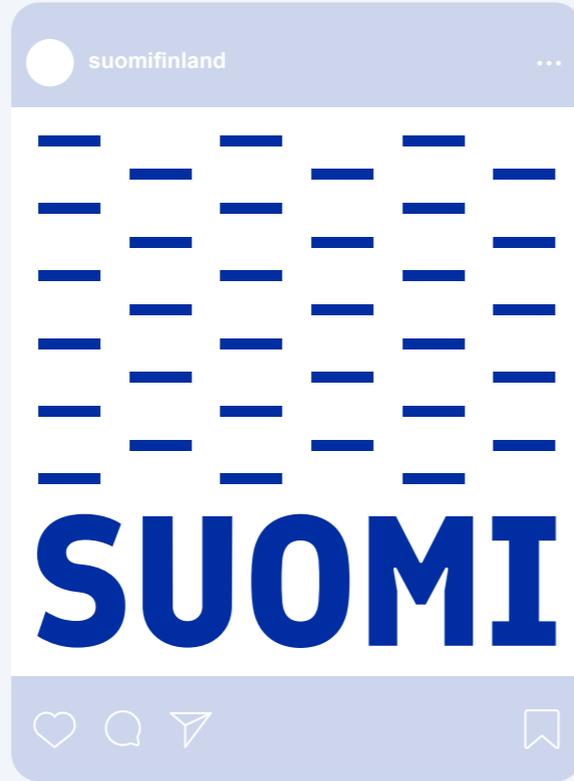
# Chapter 4

## Best Practice Applications

These examples showcase how to use core identity elements to create a consistent and memorable brand presence across various touchpoints.

## Best Practices Applications

Application examples showcase how to use identity elements in practice and provide guidance for future needs.





Best Practices Applications  
Poster

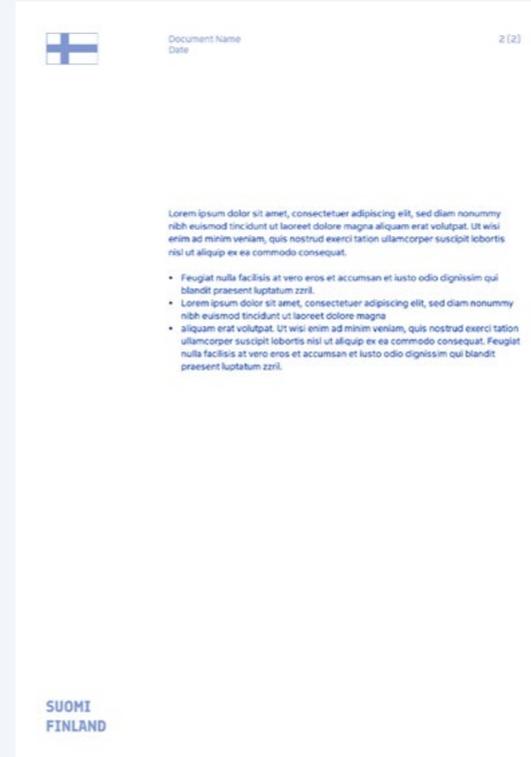
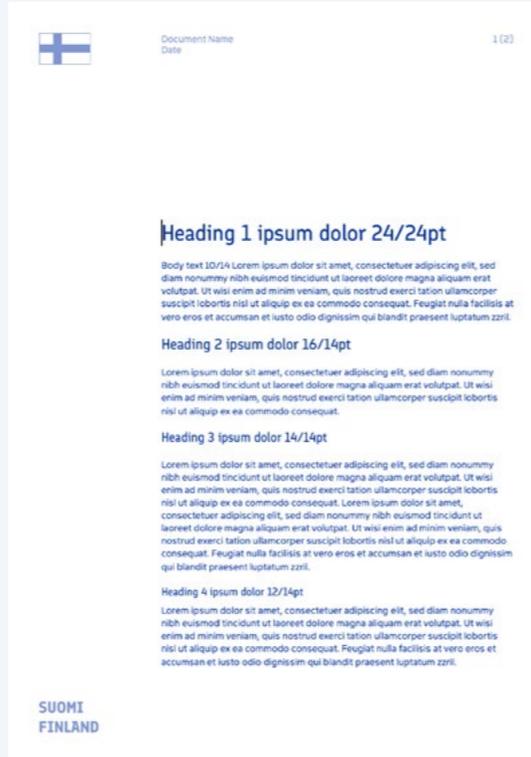


Image left: Julia Kiveliä  
Image right: Lapland Media Bank

### Best Practices Applications Roll-up

For roll-ups, you can use a coloured background or an image background. Using the main colours is recommended.







**Suomi muiden silmin 2024**  
Suomi-kuva tutkimuksessa ja mediassa

Suomi-kuvan kehitys	6	Näkökulmia maailmalta: Berliini	27
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### Maailma muuttuu, maakuva pysyy

**Maailma muuttuu, maakuva pysyy**

Maailman muutos näkyy suomalaisen maakuva- ja viestintästrategian muuttamisessa. Suomen maakuva on ollut pitkään vahva ja tunnettu, mutta sen sisältö on muuttunut. Suomen maakuva on ollut pitkään vahva ja tunnettu, mutta sen sisältö on muuttunut. Suomen maakuva on ollut pitkään vahva ja tunnettu, mutta sen sisältö on muuttunut.

### Kuinka vahvalla pohjalla Ruotsin Suomi-buumi lepää?

**Kuinka vahvalla pohjalla Ruotsin Suomi-buumi lepää?**

Ruotsin Suomi-buumi on ollut vahva ja tunnettu, mutta sen sisältö on muuttunut. Suomen maakuva on ollut pitkään vahva ja tunnettu, mutta sen sisältö on muuttunut. Suomen maakuva on ollut pitkään vahva ja tunnettu, mutta sen sisältö on muuttunut.

### Poliitikot näkyvimpiä suomalaisia

**Poliitikot näkyvimpiä suomalaisia**

Suomalaiset näyttävät ollemaan suomalaisessa mediassa safoja tuhansia kertoja vuoden 2023 aikana. Suomessa näkyvimpiä suomalaisia ovat poliitikot. Suomessa näkyvimpiä suomalaisia ovat poliitikot. Suomessa näkyvimpiä suomalaisia ovat poliitikot.

### Suomi jatkaa koulutuksen kärkimaana mielikuvissa

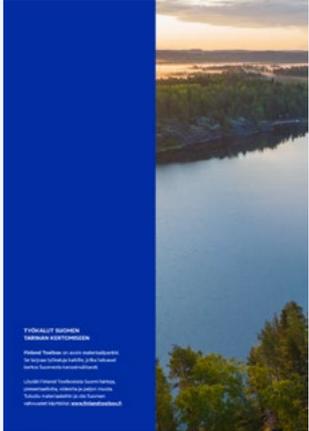
**Suomi jatkaa koulutuksen kärkimaana mielikuvissa**

Suomi on ollut koulutuksen kärkimaana mielikuvissa. Suomessa näkyvimpiä suomalaisia ovat poliitikot. Suomessa näkyvimpiä suomalaisia ovat poliitikot. Suomessa näkyvimpiä suomalaisia ovat poliitikot.

### Taustatietoa julkaisusta

**Taustatietoa julkaisusta**

Suomi muiden silmin on Finland Promotion Boardin julkaisu. Suomessa näkyvimpiä suomalaisia ovat poliitikot. Suomessa näkyvimpiä suomalaisia ovat poliitikot. Suomessa näkyvimpiä suomalaisia ovat poliitikot.





Best Practices Applications  
Apparel

VERSION 1.0  
2024

**SUOMI**