



SUOMI FINLAND IDENTITY GUIDE



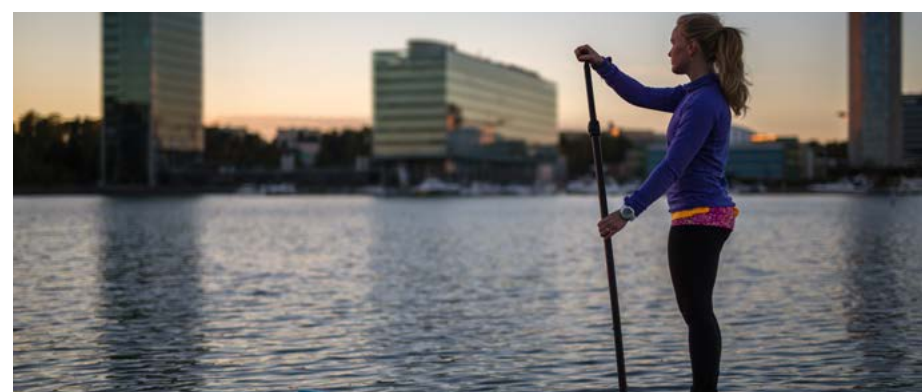
Welcome to

FINLAND



Join the team

Finland is a great country. Just not enough people know it yet. We have to make awareness to make Finland more competitive. We have a lot of target groups and messages and a limited amount of resources. That's why we have created toolbox for you. This guide tells how to use it. We want to be perceived as the most functional country in the world. In a constantly changing world full of uncertainty, this is a great promise. We have a lot of great facts and figures to support this. We're at the top of all kind of country rankings from education and quality of life to cleantech and innovation. But it's not enough. We need to communicate as well what makes us unique. Otherwise, it wouldn't be Finnish.



The way

WE

We want everybody
to feel that Finland is:

Dependable

Reliable

Quirky

Sympathetic

TALK

This is the tone
of voice we use:

Honest

Quirky

Human

S

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 all kinds of country rankings from quality of life to freedom of speech.

The mindset that drove us to build a new society is still hardwired into us – and it continues to drive us forward today. The Arctic climate gave us guts – or 'sisu' as we call it. We always look for a practical solution – turning setbacks into steps forward. We're pragmatic and focused on functionality – making sure that things work and keep on working. Our unique relationship with nature means sustainable thinking comes naturally to us.



R

The only thing we have a lot of is trees and water. People, not so much. That's why we believe in equality and take good care of each other – and know the value of doing things together. We've always known that that to stay ahead you have to make the most of what you have, including people. Today, we could brag – if Finns did such a thing – that we have the most educated workforce in the world.

We take pride in being a bit quirky, and prefer actions to words. We say what we do and do what we say. That's why Finland is the most functional country in the world, and the Finnish handshake the most reliable. Why not give it a try? We can change and succeed together.

V



Our visual

IDENTITY

Everyman's identity

In Finland, we have this thing called Everyman's right. Anyone can go almost anywhere in the forests without fear of trespass. Everyman's Finland is an identity that anyone can use and create with, based on the unique typeface. The typeface FINLANDICA was created to be at the core of the visual identity. A functional, clean and dynamic typeface, with small characteristic detailed quirks.

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
FINLAND

+

5 3 10

Logotype language versions

SUOMI
フィンランド

SUOMI
FINLANDIA

SUOMI
ФИНЛЯНДИЯ

SUOMI
FINNLAND

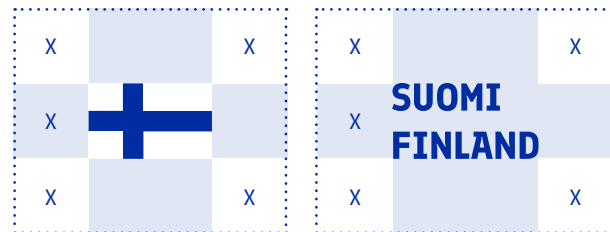
SUOMI
فِنْلَنْدَا

Finlandica typeface

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

Visual identity do's & don'ts

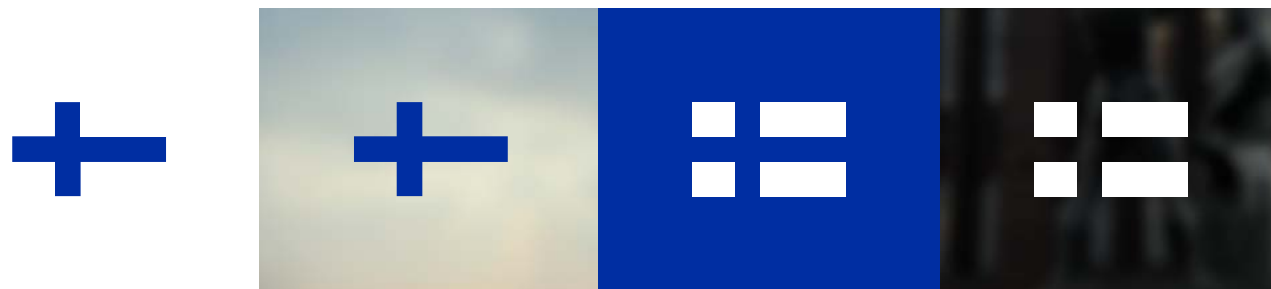
Do / Leave enough clear space around elements



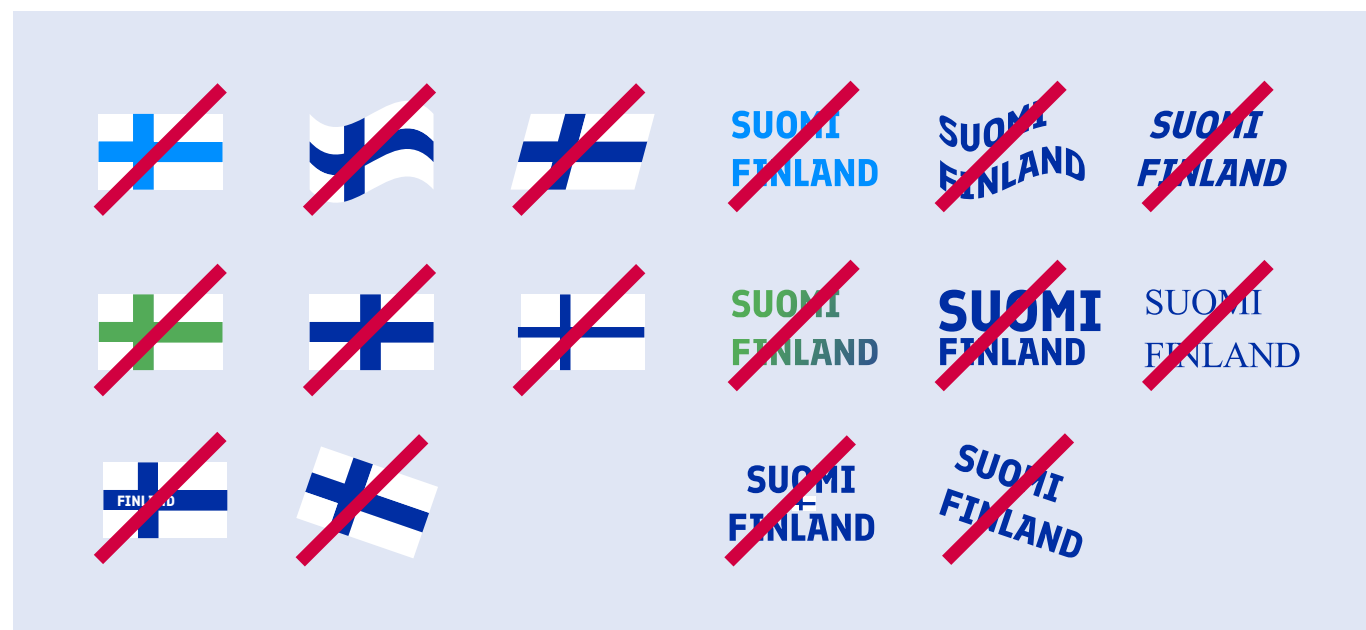
Do / Keep the logo & flag in the same proportion



Do / Use the proper color version with different image or color background situations.

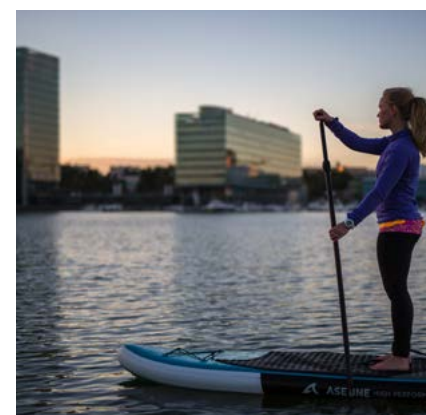


Don't / Logo or flag originals are not something to fool around with. Do not modify them.



Photography & images

Finland images show an honest, not an overly polished picture of Finland. Finland is shown as it is – realistically and with a sympathetic transparency. Photos show people in action but also nature and wide spaces are shown. What separates these images from the usual tourist-centered pictures is that our Finland images go deeper into the characteristics of Finland: we are trying to show what's behind the front of what one usually expects to see in country branding photos.



Photography style
Key characteristics

**Unusual or
unexpected viewpoint**

**Keeping it unique
and being bold/brave.**

**Creating a story
in the choice of detail
or how it is framed.**

**Honest /
transparent style**

Identity reach

Where & when to use

International usage

—

Used outside Finland to promote all sectors internationally.



Finland identity is for everybody (citizens, organisations, companies...) in Finland when promoting Finland as an interesting destination for business opportunities, investments, as a tourist destination etc.