



# SUOMI FINLAND IDENTITY GUIDE



# Welcome to

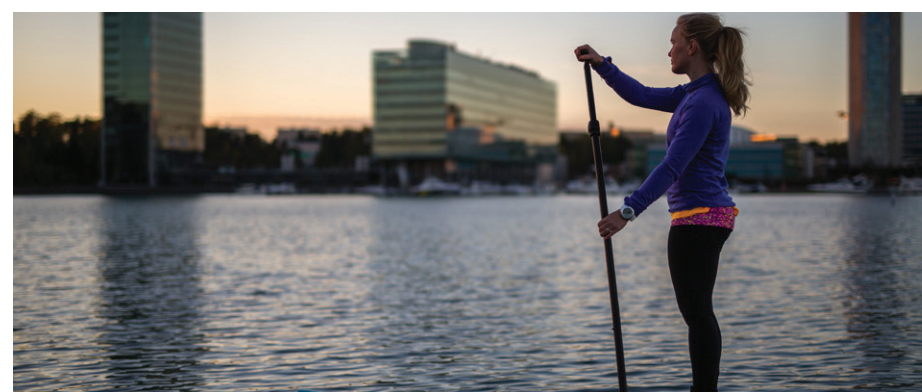
# FINLAND



## Join the team

Finland is a great country. Just not enough people know it yet. We have to 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.



The way

WE

We want everybody  
to know that Finland is:

Dependable

Reliable

Quirky

Sympathetic

TALK

This is the tone  
of voice we use:

Honest

Quirky

Human



S



Here's our

T



R

O



V



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

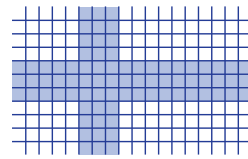
FINLAND White  
—  
C0 / M0 / Y0 / K0  
R255 / G255 / B255  
RAL 9010

Flag & logotype  
proportions

**SUOMI**  
**FINLAND**

**SUOMI**  
**FINLAND**

**+**

  
5 3 10

Logotype  
language versions

**SUOMI**  
フィンランド

**SUOMI**  
FINLANDIA

**SUOMI**  
FINNLAND

**SUOMI**  
ФИНЛЯНДИЯ

**SUOMI**  
فِنْلَندا

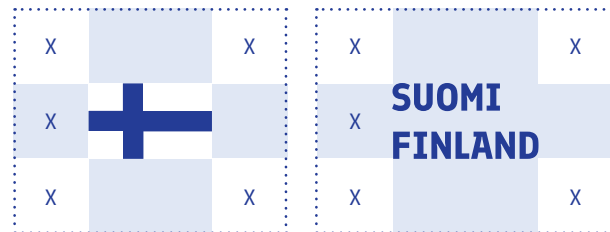
Finlandica  
typeface

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



# Visual identity do's & don'ts

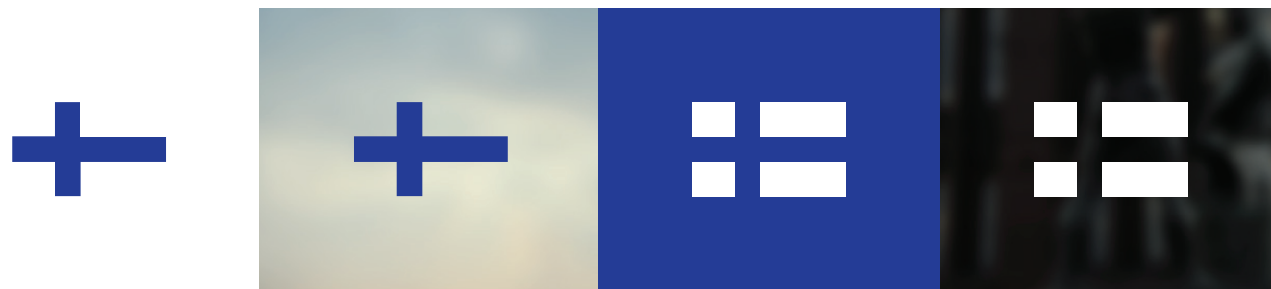
Do / Leave enough clear space around elements.



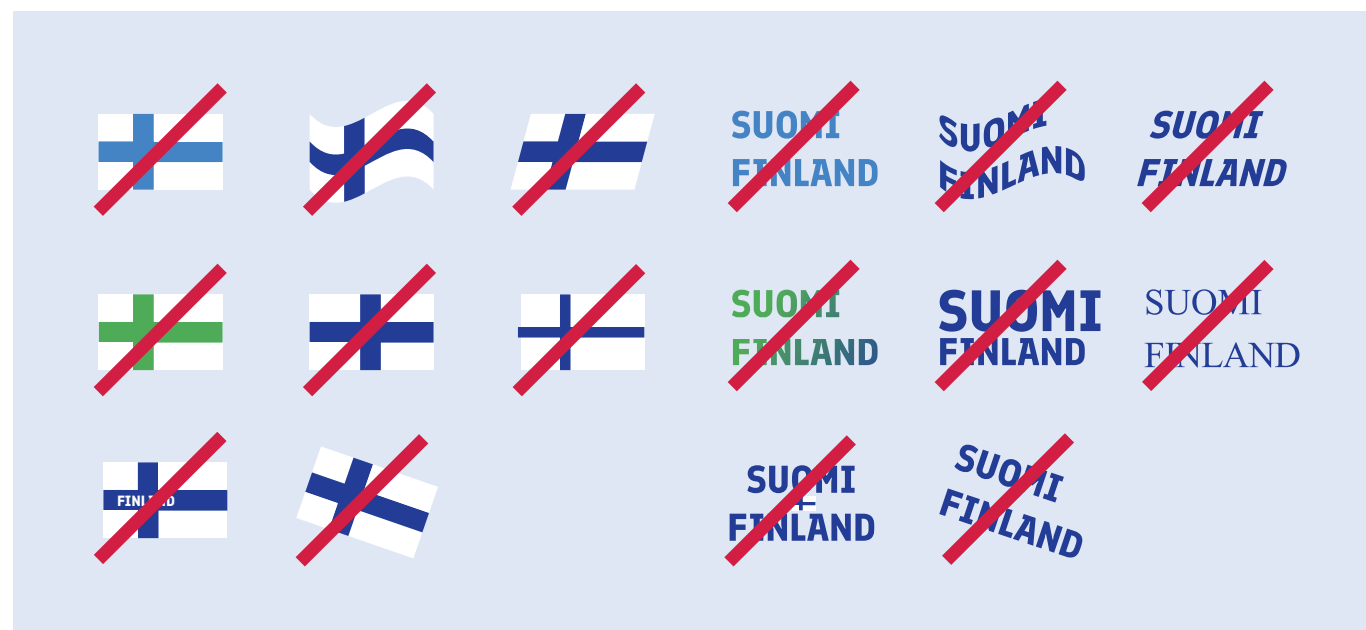
Do / Keep the logo & flag in the same proportion.



Do / Use the proper 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.



Photography style  
Key characteristics

**Unusual or  
unexpected viewpoint**

**Unique, brave  
and honest style**

**Storytelling details  
and framing**

# Visual identity

## Co-branding

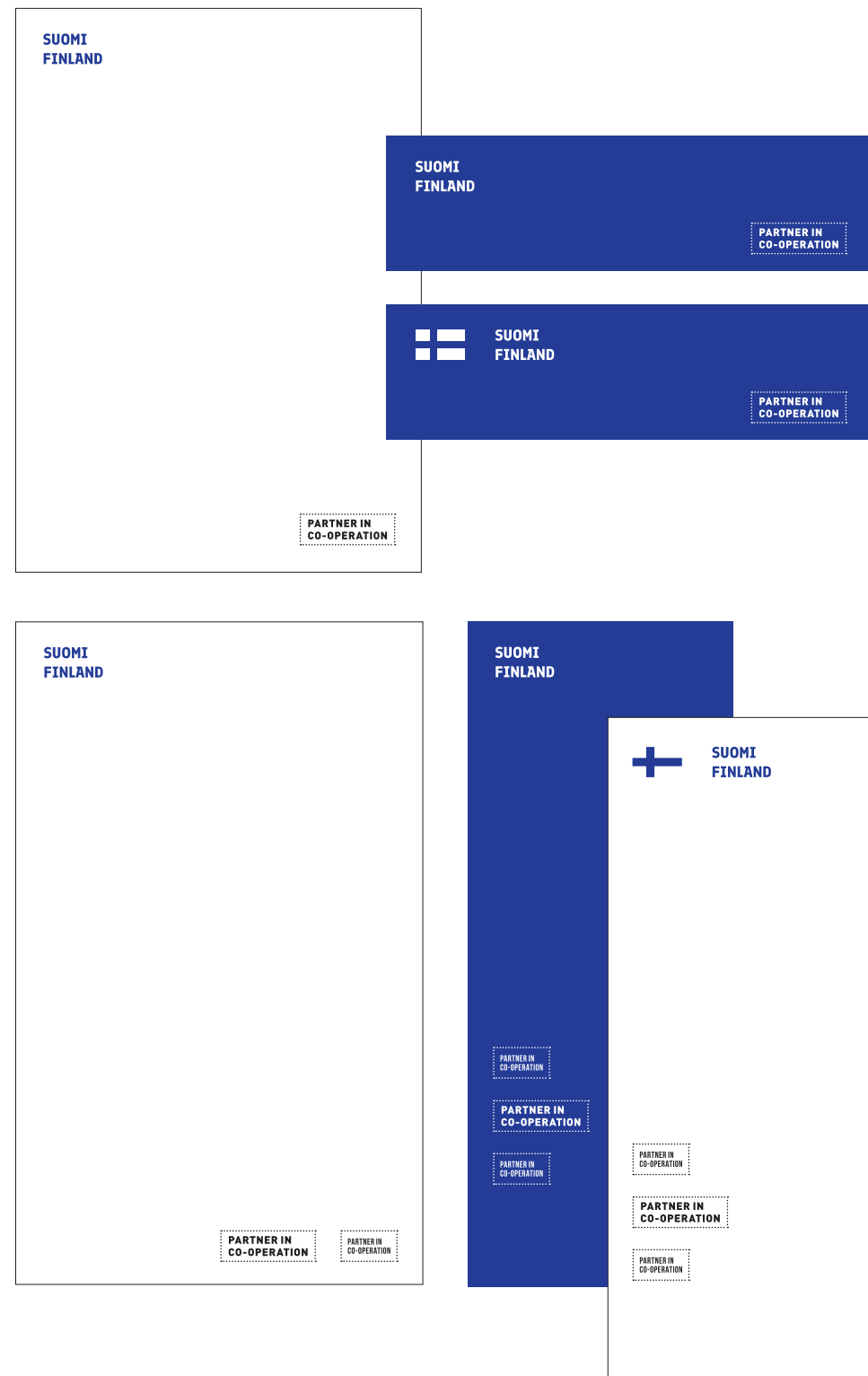
One or more partners  
in co-operation

—  
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.

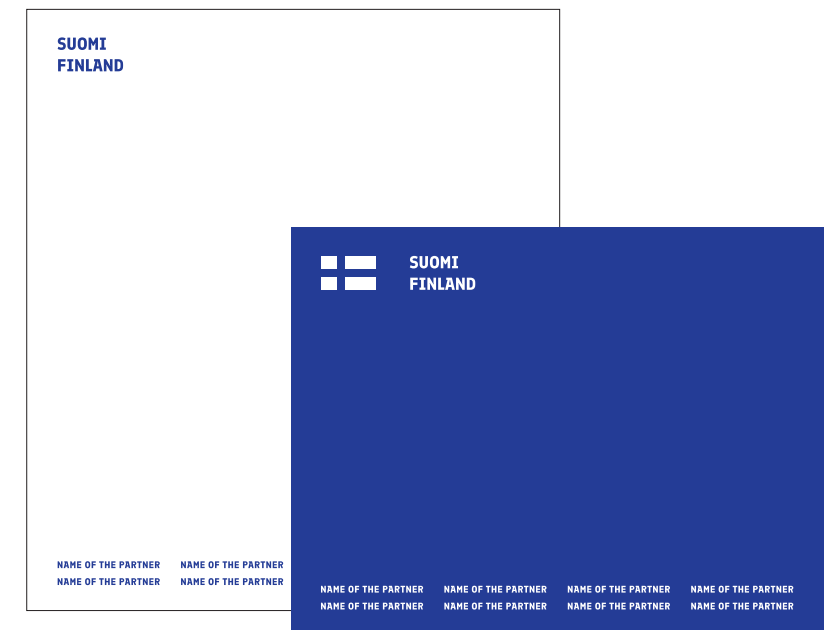
If the logotype cannot be placed in the upper left corner, it is placed in the upper right corner.

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

—  
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.