



Recommendation

Use of the Suomi Finland logo

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. 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.

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.