BRAND GUIDELINES
2018

THE NORDICS

Foreword

The Nordics is a joint branding project for Aaland, Greenland, Faroe Islands, Iceland, Norway, Finland, Sweden and Denmark.

The project originated from the Tender "Branding The Nordics" in 2016. The winning concept called "Traces of North" aims to leverage the presence of Nordic ideas and values that are already all over the world.

This is the first phase of the project, and this is merely a beta site that invites everyone to share their Traces of North with us.

Afterwards we will curate and activate a selection of traces, so everyone can see them, work with them, share them and we hope they will inspire even more Traces of North in the world.

We will update the site as we go, until we have rolled out the full platform for The Nordics containing material that anyone can tap into when creating Nordic themed events, stories, promotions, stories or even if you're simply looking for inspiration in Nordic values. We hope you will come back again and see what The Nordics has to offer you.

Table of Content

BASIC ELEMENTS

Values & Concept

Values

The Nordic Perspective and the set of values it represents is guidance both for initiatives and messages. But not only that the Nordic perspective is a message in itself. It can be used to monitor balances and missing subjects for all initiative under the project. Values we want to express are openness, trust, creativity, sustainability and compassion. Also in combination with the strategic focus areas.

Concept

The concept is simple. We are not going to show the Nordics to the world. We are going to show The Nordics in the world.

A trace can be large or small; it can be a feeling, an idea, a building or a product like the humble zipper, anything that has made its way from The Nordics out into the world. As an example it is valuable social currency to be able to talk about the architect Henning Larsen in Riyadh, the Vikings in Cornwall or on Raoul Wallenberg in Hungary. When two men wish to marry in Asia, one can make an elegant nod to Nordic liberalism. Likewise, when people take to their bikes in New York, the Nordics green credentials can be seamlessly woven into the conversation. Examples like these are endless. We call them traces of north.

The point is that there are far more traces of North around the world than can be found in the small geographical area we know and refer to as the Nordic countries.
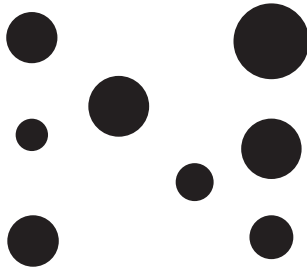
Visual Identity Logo

THE NORDICS

The Nordics Project is one that aims to bring together all the Scandinavian countries by way of their common traces. It is intended to showcase to the world what the 8 Nordic countries have to offer, and they way this affects the world in unspoken ways that are not visible to the naked eye. Traces of these countries coexist within the world we live in. The logo is inspired by the star constellation, a navigator. It is designed to bring humans closer together under one collective blanket made up of constellations, nature and the universe.

Visual Identity Mark

This is intended only for use as decoration / watermark on collateral. It is ONLY for printed matter.

Visual Identity Logotype

THE NORDICS

Logo size

STANDARD

THE NORDICS

30mm
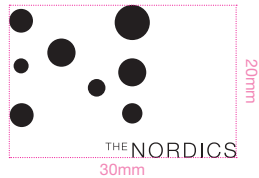
20mm

SMALL
70% scale of standard, for use
on collateral smaller than 5" x 7"

STANDARD
For use on collateral larger than
or equal to 5" x 7" but smaller than
or equal to tabloid (11" x 17") or
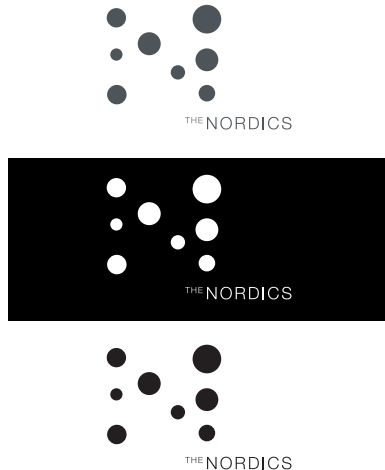A3 (297 mm x 420 mm)

LARGE
280% scale. For use on collateral
larger than tabloid (11" x 17") or
A3 (297 mm x 420 mm)

The logo must stay as is and be locked into the exact way it has been delivered. It cannot be altered in any way as this changes the logo
and its' intention.

Logo Color System

STANDARD

Pantone Cool Gray10 • C10 / M0 / Y0 / K80 • R97 / G85 / B91

KNOCKOUT

C0 / M0 / Y0 / K0 • R255 / G255 / B255

SOLID

Pantone Black 6 • C0 / M0 / Y0 / K100 • R0 / G0 / B0

In order to maintain legibility and brand consistency across collateral, always use one of the three approved color combinations. Whenever possible, use the standard color combination. The knockout version should only be used in limited applications, and the black logo can only be used when black and white printing is the only option.

THE NORDICS

Logo Clearance

1X

1X

1Y

2Y

1X

THE NORDICS
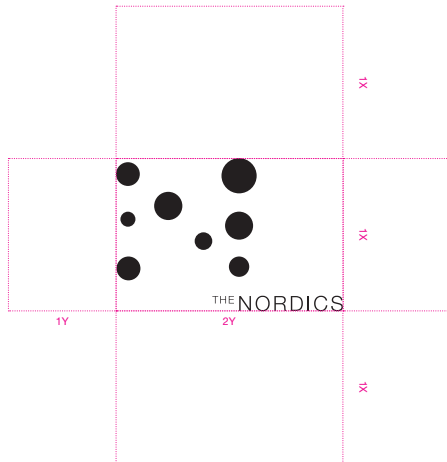
Logo Alignment - Positioning

The logo is aligned to the center.

The logo is either aligned to top center or is aligned to the right margin in lower right corner.

When laying out a piece of collateral, consider the overall dimensions and length of the content in order to determine the preferred logo alignment. These alignment rules apply regardless of which version of logo is being used.

Logo Clearance

The monogram height determines the clear space below the logo. Depending on the size and content, the clear space is equal to the height of either one or two monograms.

THE NORDICS

Logo Lockup

THE NORDICS
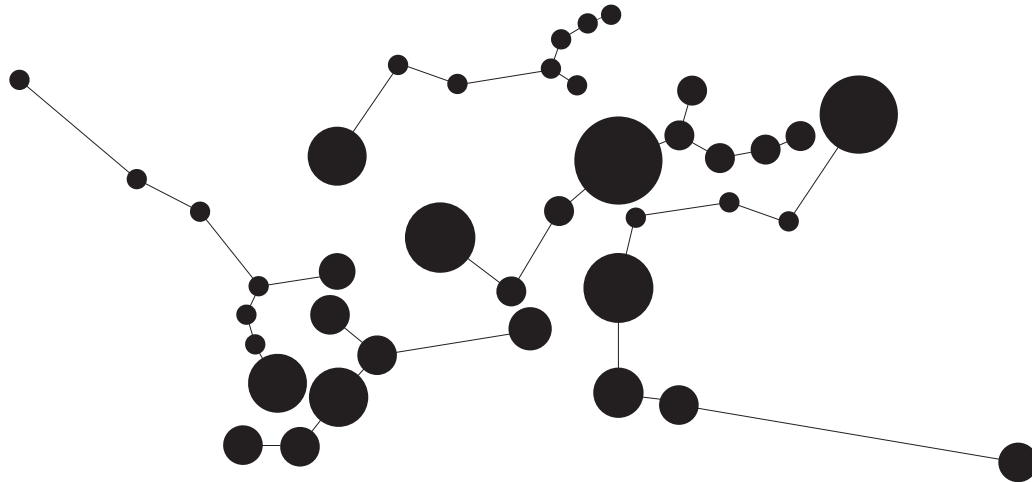
The logo must stay as is and be locked into the exact way it has been delivered.
It cannot be altered in any way as this changes the logo and its' intention.

5TH Element

This is intended only for use as decoration / watermark on collateral. It is for DIGITAL and PRINTED matter.

CTA RIBBON

DOWNLOAD LINK

HTTPS://THENORDICS.COM/PUBLIC_TOOLBOX.PHP

#thenordics
STARTING CONVERSATIONS

Visual Identity Color Palette
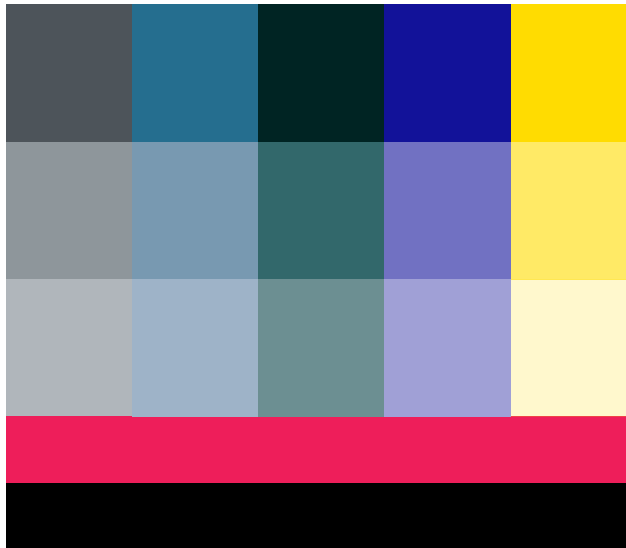
GREY (100, 60 & 40%)
Pantone Cool Gray 10 • C10 / M0 / Y0 / K80 • R97 / G85 / B91

BLUE 1 (100, 60 & 40%)
Pantone 653 • C78 / M46 / Y9 / K5 • R94 / G117 / B153

GREEN (100, 60 & 40%)
Pantone 3435 • C86 / M15 / Y81 / K40 • R68/ G98 / B86

BLUE 2 (100, 60 & 20%)
Pantone 286 • C87 / M59 / Y0 / K0 • R47 / G88 / B167

YELLOW (100, 60 & 20%)
Pantone 107 • C0 / M2 / Y83 / K0 • R255 / G229 / B82

RED
Pantone 183 • C0 / M97 / Y50 / K0 • R255 / G22 / B89

BLACK
Pantone Black 6 • C0 / M0 / Y0 / K100 • R0 / G0 / B0

THE NORDICS
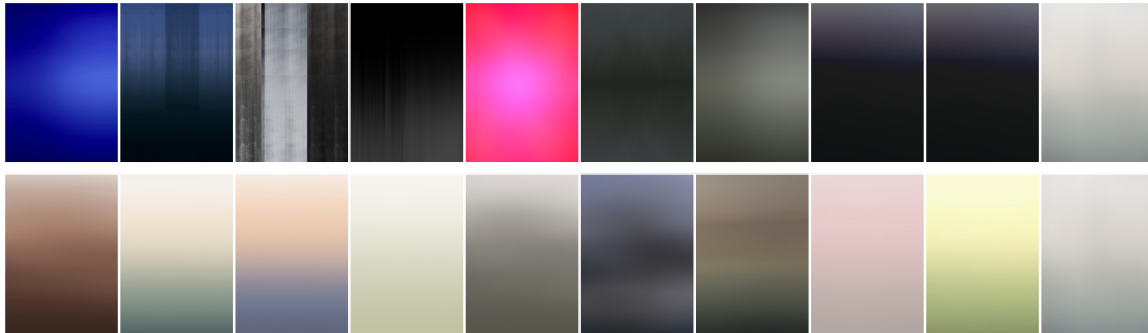
Color Plates

These color plates can be used ONLY as backgrounds for everything, ranging from powerpoint to printed matter.

Primary typeface
Helvetica Neue

THERE ARE TRACES OF NORTH EVERYWHERE

THINK A LITTLE FURTHER

AND DISCOVER TRACES OF NORTH?
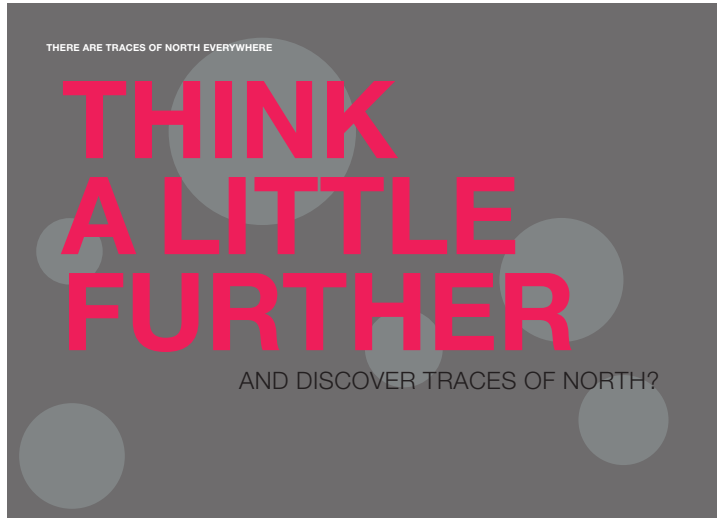
THE NORDICS

Secondary typeface
Times New Roman Italic

Who deserves quality of life?

The Nordics value fairness. This means helping, sharing and caring. Not just amongst neighbours, but on a larger scale as well. The thought that quality medical treatment should be determined by wealth is unacceptable to almost all Nordic citizens.

This viewpoint was also evident during the Korean War. Many of the Nordic countries where present, not with battleships or troops, but with field hospitals and medical staff.

The secondary typeface should only be used to showcase highlights of the body copy or an important sentence.

THE NORDICS

COLLATERAL

Collateral

DOWNLOAD LINK

HTTPS://THENORDICS.COM/PUBLIC_TOOLBOX.PHP

NORDIC GREEN
The first Nordic seminar on green transition and sustainable energy

THE NORDICS

#thenordics
STARTING CONVERSATIONS

NORDIC GREEN
The first Nordic seminar on green transition and sustainable energy

THE NORDICS

#thenordics
STARTING CONVERSATIONS
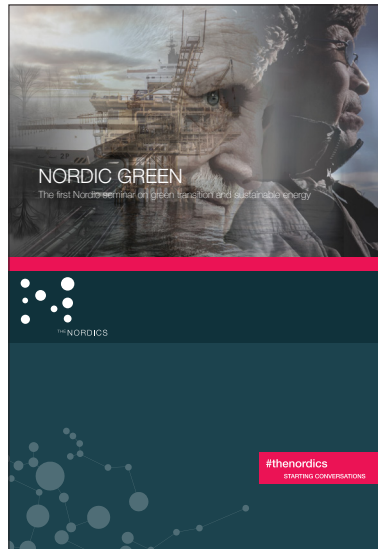
Please download template from toolbox in the format desired (European or American).

Collateral Grid

CONTENT

Director: Sadistatium hicieria aint **art director:** quunt faceped el et il; optel. **manager:** Ut voluptatem non **marketing:** re-di aut plicte lati incita rum reseeci: quis qui rulparum tem **editor:** ullquatur sit pro qui laya**layouter:** sunt ut offic temporenis **designer:** volorenitas **financial:** perratur offic te esene volut second **marketing:** ici doloreictus

35

10

20

Your Content Title Goes Here

Nusci aut omnime vdoeeestat volu ut ada conet et cmnos endellell adótas que est unte ped quam

Your Content Title Goes Here

Nusci aut omnime vdoeeestat volu ut ada conet et cmnos endellell adótas que est unte ped quam

Your Content Title Goes Here

Nusci aut omnime vdoeeestat volu ut ada conet et cmnos endellell adótas que est unte ped quam

Your Content Title Goes Here

Nusci aut omnime vdoeeestat volu ut ada conet et cmnos endellell adótas que est unte ped quam

Your Content Title Goes Here

Nusci aut omnime vdoeeestat volu ut ada conet et cmnos endellell adótas que est unte ped quam

Your Content Title Goes Here

Nusci aut omnime vdoeeestat volu ut ada conet et cmnos endellell adótas que est unte ped quam

Your Content Title Goes Here

Nusci aut omnime vdoeeestat volu ut ada conet et cmnos endellell adótas que est unte ped quam

Your Content Title Goes Here

Nusci aut omnime vdoeeestat volu ut ada conet et cmnos endellell adótas que est unte ped quam

Please download template from toolbox in the format desired (European or American).

THE NORDICS

Speaker list

Please download template from toolbox in the format desired (European or American).

Agenda

Please download template from toolbox in the format desired (European or American).

Posters

Please download template from toolbox in the format desired (European or American).

THE NORDICS

Trifold Brochure

Obdqwkajbs\
dsifjwefk

—

The primary strategic objective of this output is to position Victoria as an attractive destination for investment that stimulates growth and development across the state. Invest Victoria plays a lead role in the delivery of this output, with signifi cant contribut.Am rematurrec quossi dolupta quistio. Int maios perati occabor aeritet ustem.

Frame Image
Reconte on thine aut yonit using termemat

Frame Image
Reconte on thine aut yonit using termemat

— Global Overvie
odita cufanti cumqui quam aus et auletur simulpanam, sam quaect peris dolorum eos.

— Trade development

developing innovative industries the primary strategic objective of this output is to

— Developing innovative

nam sequi que venis nobitas di odigendas culllique ipsaeri am apis eosam utas voloreperis ium re, atur autet assim

— Skills

the primary strategic objective of this output is to provide training and further education places by r education.

Address
Seuerth street, 76 road, 10th floot St.B street, New York

Telephone
Phone : +987.3756.987
+987.4657.765
Fax : +754.4053.003
+754.4053.003

WWW
www.domaili.com
mail@domaic.com

Ut bampitim diffcim duplis conseriaerom dex elmoadad ium qun sea aus aus tis ab id nimjulatuspic cno est, quo aeti ci que jus acta dloss hos ee ruitacqcpia rixto offiste

#thenordics
STARTING CONVERSATIONS

THE NORDICS

Please download template from toolbox in the format desired (European or American).

THE NORDICS

IMAGE BANK

Collages
Archive

Collages

The collages are intended to showcase different regions and highlights of the Nordics. We use layers to develop a story that comes to life the longer you stare. We have 16 hero collages, available for print and digital.

Archive

DENMARK

HTTP://STAGING.VISITDENMARK.DIGIZUITE.DK

FINLAND

HTTPS://TOOLBOX.FINLAND.FI

ICELAND

HTTP://WWW.ICELAND.IS/PRESS-MEDIA/PHOTOS

NORWAY

HTTPS://SEAFOOD.BRANDMAKER.COM

SWEDEN

HTTP://IMAGEBANK.SWEDEN.SE

GREENLAND

HTTP://CORPORATE.GREENLAND.COM/EN/MEDIAGL

FÆRØERNE

HTTPS://VISITFAROEISLANDS.COM/PRESS-PROFESSIONALS/TOOLBOX/PHOTOS-FILMS

Please use links above for archival imagery.

TRACES - IMAGERY

DOWNLOAD LINK

HTTPS://THENORDICS.COM/PUBLIC_TOOLBOX.PHP
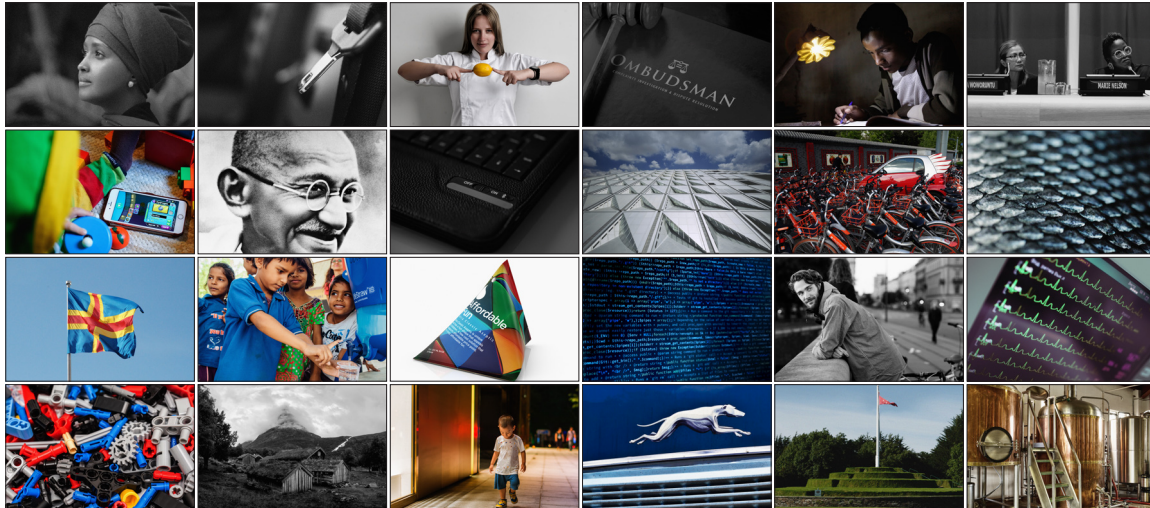
STATIONARY

PPT
Info Graphics

PPT

THE NORDICS

POWERPOINT PRESENTATION
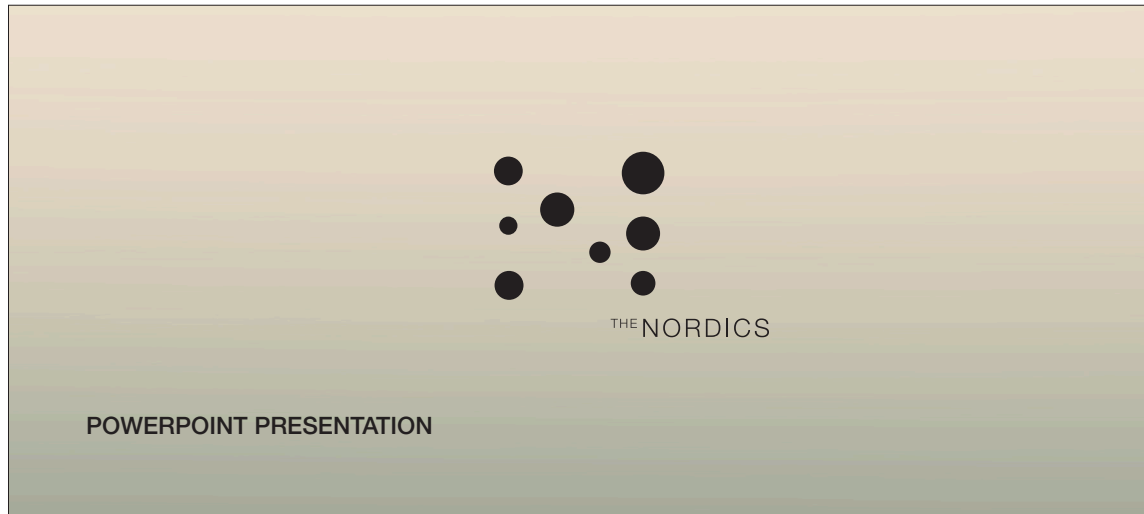
Please download template from toolbox in the desired format (European or American).

Info graphics

FACT 16/18

Did you know

The Nordic region
is the world's

11th

largest economy

Combined however, the Nordic region only amount to 27 million people, which means it wouldn't even make it into the top 50 of countries ranked by population.

The Nordic region
is the world's

11

largest economy

Please download template from toolbox in the desired format.

COMMUNICATION

Communication in general

Audience

The primary target groups are Nordic embassies, stations, organisations, international companies, and creatives around the world with Nordic projects of any kind.

The primary target group is much smaller than the secondary target group consisting of everyone remotely interested in anything Nordic – be it cultural, business, politics or innovation. This group is of course enormous, but the primary target group is crucial, as their engagement will determine the potential of this mutual branding.

This is not to say, that we should not make the brand open source and available to everyone with an interest in The Nordics. But we have to focus our efforts on the people who need a Nordic brand in their everyday work.

Communication in general

Messaging

STRONGER TOGETHER

> *- How can we do a Nordic place branding without compromising the national place brandings?*

THE NORDIC PERSPECTIVE

> *- Where we come from*

RETHINKING PLACE-BRANDING

> *- We are not going to show the Nordics to the world. We are going to show The Nordics in the world.*

TRACES OF NORTH

> *- Stories chosen, curated and organized around the Nordic values.*

INVITING, INSPIRING, STARTING CONVERSATIONS

> *- Starting new conversations.*

NEW TRACES

> *#thenordics   #tracesofnorth   #startingconversations*

Communication in general

Main Messages

The further away from north, the more we become one. Values that connects us to each other are openness, trust, creativity, sustainability and compassion. (Stronger together).

The concept is simple. We are not going to show the Nordics to the world. We are going to show The Nordics in the world. We call them traces of north. (Re-thinking placebranding).

A trace can be large or small; it can be a feeling, an idea, a building or a product like the humble zipper, anything that has made its way from The Nordics out into the world. (Starting conversations).

A trace has a geographic anchor in the world outside The Nordics, and can be a big idea that helps a country or small product that helps a single person, size does not matter here. Share your traces with us (Traces of North)

Inviting, inspiring, starting conversations - thenordics.com (Toolbox).

Advertising

NORDIC GREEN

The first Nordic seminar
on green transition and sustainable energy

London
9 November 2017

THE NORDICS

Lenihic tem asperior autas et re cusa quis explitatus dolum conecae el incur sit idebiti ut dolabo ribus, ulla nulla doloris eumenienist rem facimpos porruptio cum sum nit, omniae nem qui undamet que et faceepersped exentatint untem enim serum soleste nem que pora imod quis dolupta tiandaest plibus ute demporum ne officimi, nis nam doles sa ditat eatiam, si intem iusae offici beatet et veremp rerendio ommos sa eaque mo volut vit evendi doluptis et etur?

thenordics.org/nordicgreen

#thenordics
STARTING CONVERSATIONS

NORDIC GREEN

The first Nordic seminar
on green transition and sustainable energy

London
9 November 2017

THE NORDICS

Lenihic tem asperior autas et re cusa quis explitatus dolum conecae el incur sit idebiti ut dolabo ribus, ulla nulla doloris eumenienist rem facimpos porruptio cum sum nit, omniae nem qui undamet que et faceepersped exentatint untem enim serum soleste nem que pora imod quis dolupta tiandaest plibus ute demporum ne officimi, nis nam doles sa ditat eatiam, si intem iusae offici beatet et veremp rerendio ommos sa eaque mo volut vit evendi doluptis et etur?

#thenordics
STARTING CONVERSATIONS

Please download template from toolbox in the desired format (European or American).

Choosing/creating imagery

Photograhy

The Nordics photography should be crafted to communicate the true The Nordic experience, including its tactile, sensory qualities.

Images should be exceptionally tasteful images of style, character and life, rather than a clinical cataloguing of stock imagery. When selecting photography for an ad, make sure to choose only the best photos of your message. Each image should highlight your message's unique qualities and illustrate the The Traces of North.

For more information on creating new photography or selecting photography that adheres to the Nordics standards, refer to the Image Bank

Communication style

Our voice reflects the singular, innovative experience of the Nordic region, capturing the exquisite ease and attention to detail that distinguish the brand. Polished without pretense, The Nordics tone is natural in its warmth and genuine in its care. We favor simple, eloquent language to convey the caliber of strength we are talking about.

Modern
Our bright, distinctive voice embodies our vanguard spirit and taste for the new.

Rich
Vivid and evocative, our language captures the immersive quality of the experience we create.

Discreet
Never embellished or superior, our voice is elevated in its restraint. Our gracious tone connotes extraordinary care and uncommon consideration.

Headline Style
The Nordics headlines are spare and elegant, arresting in their simplicity. Warm and engaging, each captivating headline should invite the reader in.

Body Copy Style
Our rich, narrative tone comes through our content, with expressive, vivid language that creates a sense of place. Body copy is polished, not embellished, eloquent, not baroque. Subtle and understated, our voice hints at extravagance and lets the experience speak for itself.

TRACES

About
Traces
Trace explores

About TRACES

Traces and the Nordic perspective
A trace has a geographic anchor in the world outside The Nordics, and can be a big idea that helps a country or small product that helps a single person, size does not matter here. But a trace must have more than just a geographical link; it needs a relationship to the values we all hold dear in The Nordics.

Openness and a belief in everyone's right to express their opinion.

Trust in each other and also, because of proximity to power, trust in leaders in society.

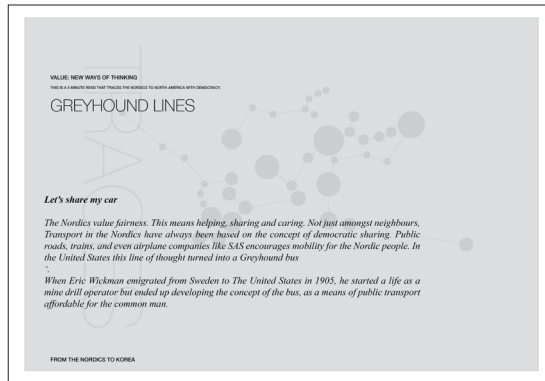New ways of thinking, focusing on creativity and innovation.

Sustainable management of the environment and development of natural resources.

Compassion, tolerance and conviction the equal value of all people.

TRACES

VALUE: NEW WAYS OF THINKING

THIS IS A 5 MINUTE READ THAT TRACES THE NORDICS TO NORTH AMERICA WITH DEMOCRACY

GREYHOUND LINES

Let's share my car

The Nordics value fairness. This means helping, sharing and caring. Not just amongst neighbours, Transport in the Nordics have always been based on the concept of democratic sharing. Public roads, trains, and even airplane companies like SAS encourages mobility for the Nordic people. In the United States this line of thought turned into a Greyhound bus
,
When Eric Wickman emigrated from Sweden to The United States in 1905, he started a life as a mine drill operator but ended up developing the concept of the bus, as a means of public transport affordable for the common man.

FROM THE NORDICS TO KOREA

SUPPORT

Contact
TOOLBOX

Contact

Project inquiries
Tobias Grut
Brand Manager
E-mail: tobgru@norden.org

Press relations
Elisabet Skylare
Senior Adviser/Communication
E-mail: elisky@norden.org

Toolbox

Toolbox Usage

The N0rdics Toolbox will include basic guidelines on how to use the visual identity, and examples of use for each template.

The visual identity elements
Basic assets. logo, fonts, colors
Print templates - ready to use with local print shops. i.e. invitations, flyers, posters etc.
PowerPoint
Basic slides i.e. frontpage, closing page, agenda,
Elements to use for pause animation - showing on big screens before events, i.e. facts or just images.
Newsletter
Open call