Introduction

This document intends to set out what the Faroe Islands is all about, its positioning and essence.

The brandbook will provide all stakeholders with an instant understanding of the brand, concept and the overall communicative strategy – and, likewise, the Brandbook is intended as an inspiration for creative communicative briefs and the subsequent communicative performance.
The sweet spot

The brand DNA organises from the so called sweet spot. The sweet spot defines what the tourists seek in the Faroe Islands and that they can not find elsewhere. To uncover the unique sweet spot Visit Faroe Islands conducted a quantitative survey with more than 6000 respondents. The result was that the Faroe Islands have five key factors that all materials must emanate from. See the following 10 pages.
1. The nature

The Faroe Islands has unique scenery. A combination of hard rocks, velvety green grass and dramatic waterfalls.

A stunning picture painted in green and blue colours, where your eyes can stretch from the top of a mountain over the endless surrounding ocean at any one time. No matter where you go in the Faroe Islands, you will never find yourself far from the sea.

Brand DNA

At the very core of the Faroe Islands brand lay 5 essential differentiating attributes.
2. The island culture

The Faroe Islands are remote and isolated; the ocean has served as a great defence against dilution of the islands’ original culture.

There are many wonderful examples of the original culture. The national costume, which is worn at weddings, special occasions and at the annual Ólavsøka festival.

The language is rooted in the Nordic languages, but it is a very unique language in its own right. Other great examples of the modern yet original culture are the designer shops that sell products rooted in traditional Faroese knitting – that have won international recognition.
3. The authenticity

As a traveller you can experience the same food, drink the same coffee and buy the same brands, in the same concept stores in most of the world. But as many destinations seem to be getting more alike, the contrast to the Faroe Islands becomes even greater.

The Faroe Islands have a unique feeling of “real”. Nature is the only true ruler and the humbling effect of nature is evident in the island’s culture. This is in many ways the opposite of Disney land: In the Faroe Islands nothing is set up - everything is original.

There is no pre-determined route, no fence to stand behind and no plastic signs telling you what to see and feel. Absorbing reality, as it is in the Faroe Islands, almost forces you to look within yourself to discover who you really are.
4. The remoteness

The Faroe Islands may be close in distance but are far, far from everyday life. Far from stressful obligations. Far from traffic jams and crowds. Far from normality and everyday routines. If you find yourself next to another tourist, it is likely to be your own travel companion. In fact the Faroe Islands have even fewer tourists than the Galapagos Islands, so people are likely to return from the Faroe Islands with untold stories.
5. The involvement

It is often said that the Faroe Islands have no tourists - only guests. People are welcoming and open and nature invites everyone to participate. The nature is not just something you look at, it's a place for being - for hiking, painting, angling, diving, sailing and absorbing.
The Logo

The logo is artistic, abstract and open to interpretation. The clearest reference point is the ram, but also, a wave, a seashell, wool and the classic Faroese ring dance have inspired the logo shape. The icon must never stand alone and shall be used with “The Faroe Islands.”
**Logos**

The examples shown are the approved colours for the Faroe Islands logo, no other colours should be used.

Logos can be downloaded from Branding Resources.

**Reversed Logos**

Using a reversed the Faroe Islands logo should be considered when an application requires more protective space surrounding our logo for impact. Instances: Web banners, exhibit design banner, etc.

The brand logo is also available in other languages. Please contact Visit Faroe Islands.

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**Tones of Grey**

- Black
- Monochrome

**Brand logo**

The brand logo is also available in other languages. Please contact Visit Faroe Islands.

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**German version**

The brand logo is also available in other languages. Please contact Visit Faroe Islands.
Clear Space

A protected area of clear space surrounds the Faroe Islands logo and lockup on all print and web applications. The clear space is measured by using the height of the ‘F’ as illustrated. The Faroe Islands logo and payoff should never be produced in less than 30 mm in length.
The UN- destination

Many of the words used to describe the Faroe Islands are so-called un-words. Perhaps ordinary descriptive words just are not adequate. Or perhaps this hidden, treeless land of contrasts, evokes such unique emotions in its visitors, that the best way to describe it is by setting it apart from the rest, by applying the inherent meaning of the small, yet powerful prefix, UN. The payoff as well as the executions all use UN to create consistency and create recognition and differentiation.
Payoff

Unspoiled, Unexplored, Unbelievable

These 3 words should never be changed. They represent the very essence of the brand itself.

Do NOT create payoffs such as:
- Unexplored, Undeniable, Unique.
- Untold, Unplugged, Undisputed.

Deutsch:
- unverdorben, unerforscht, unglaublich

Dansk:
- uspolerede, uopdagede, utrolige

It is also possible to obtain the payoff in some other language. Please contact Visit Faroe Islands.
Background Control

The logo and payoff must not be placed on backgrounds that decrease their legibility, or threaten their integrity. This includes two, three, and four dimensional applications, and is extremely critical at smaller reproduction sizes.

Often, a certain visual effect or meaning is intended at the expense of the brand, ultimately infringing on the integrity of the brand identity.

The Faroe Islands logo should be placed on backgrounds with sufficient contrast.

The Faroe Islands logo should not be placed on backgrounds with insufficient contrast.
The logo and payoff is not to be adjusted, transposed, warped, manipulated or changed in any way. This includes specialty applications, advertising campaigns, and in-house designed materials.

These examples illustrate what not to do. If in doubt, use the original logo or payoff.

The logo should never appear smaller than 3/4” (20 mm) in length. The payoff should never appear smaller than 1” (25 mm) in width.

Never change the proportion of the logo.

Never introduce outside elements to the logo.
The Faroe Islands typography consists of three typefaces: One direction, Helvetica Neue, and Arial Narrow. Commitment to these typefaces will create a consistent and strong identity. In the creative execution the Un-words always use “One direction”. It is allowed to use text both before and after the un-word. Typography can be downloaded from Branding Resources.
The amazing landscape of the Faroe Islands, described by many as truly unbelievable...
The amazing landscape of the Faroe Islands, described by many as truly unbelievable...
Colours

The Faroe Islands colour palette consists of core and secondary colours. The consistent use of these colours will create recognition and strengthen the Faroe Islands brand.

Black

Pantone Black C
C: 0
M: 0
Y: 0
K: 100%
R: 43
G: 41
B: 38
Hex: #2b2926

Blue

Pantone Process Cyan
C: 100%
M: 0
Y: 0
K: 0
R: 0
G: 166
B: 214
Hex: #00a6d6

Gray

Pantone Cool Grey 9
C: 0
M: 2%
Y: 5%
K: 45%
R: 135
G: 135
B: 133
Hex: #878785

Silver

Pantone 877 C
Do not apply in CMYK
Do not apply in RGB

The Faroe Islands
Brand book v.1.0
Typesetting the Faroe Islands

It is imperative that in instances when the logo is not used. The following rules should be used when typesetting or referring to the Faroe Islands in plain text:

Always capitalize the ‘F’ and ‘I’ except in special circumstances where the context lends itself to a particular style (i.e., an Internet URL).

Use lowercase letters for the remainder characters.

Good example of typeset the Faroe Islands:

“Travel to the Faroe Islands in Style with the Brand new…”

Misuse example of typeset the Faroe Islands:

“Travel to the faroe islands in three minutes”

Photo: Ólavur Frederiksen / faroephoto.com
The Un-language

There are more than 1500 words starting with Un and Un-words exist in all major languages. The words must of course always give a positive impression and message to the audience. A complete list of un-words can be downloaded from Branding Resources.

unaware
unbeaten
unbelievable
unblemished
unbreakable
unchain
unchanging
uncomplicated
uncommon
unconcerned
unconquered
unconventional
uncovered
undeniable
understand
undiscovered
unpack
unnoticed
unmatched
unmentioned
unpack
unplugged
unpredictable
unseen
unquestionable

Unwissend
ungeschlagen
unglaublich
unblemished
unzerbrechlich
unveränderlich
unkompliziert
ungewöhnlich
unbekümmert
unbesiegt
unkonventionell
unbedeckt
unbestreitbar
unbeschreiblich
unentdeckt
unbestritten
ungestört
ungleichmäßig
unerwartet
unerklärlich
unausgebeutet
ungenutzt
ungerforscht
ungefiltert
unvergesslich
ungehört
unvorstellbar
unbekannt
unähnlich
ungleich
unbemerkt
unübertroffen
unerwähnt
unplugged
unberechenbar
unbestritten
ungesagt
ungesehen
uneigennützig
unausgesprochen
unvergessen
ungehört
unvorstellbar
unbekannt
unähnlich
ungleich
unbemerkt
unübertroffen
undenkbar
unberührt
ungezähmt
ungewöhnlich

Branding photos

The pictures must embrace the greatness of the Faroe Islands. When it is stated that it is “Unbelievable” it must also be shown. All photos are based on one or more of the differentiating parameters in the Brand DNA, and all pictures contain people to give the landscape a reference point and to show the audience that it is a potential experience.

Pictures can be downloaded from Branding Resources.
Advertising

The ideas, ads, pictures and texts are all free to use for all Faroese companies and international partners in the context of promoting the Faroe Islands as a tourist destination. However, usage of the elements should be approved by Visit Faroe Islands.
Other executions
Examples of how the logo can be used on brand materials.
Affiliations - the partner logo

The Faroe Islands logo is a stamp of approval. It can be used on corporate materials and in mail signatures by stakeholders after approval from Visit Faroe Islands. Approved stakeholders can acquire the partner logo with “part of” from Visit Faroe Islands.
Logo placement

Partners can use the partner logo in their publications and they must follow these guidelines.

The partner logo should never indicate that it is official materials from the Faroe Islands. Therefore the logo should never be placed at the bottom right, but be placed in either top left, top right or bottom left (example 1).

The partner logo can also be used together with stakeholders logo. The logo has to be placed on the left separated from the stakeholder logo by a thin line (example 2).
Logo placement for mail signatures

The partner logo must not be more prominent than the stakeholders logo.

The logo has to be separated from the stakeholder logo by a thin line or with the stakeholder above the partner logo.

In mail signatures the stakeholders logo is placed in front of the partner logo.

Examples of mail signatures:

Photo: Ólófur Frederiksen / faroephoto.com