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# BEYOND NORDICS

# Brand- book

Brand identity,  
key messages and  
visual guidelines.

Interreg  Co-funded by  
the European Union

Central Baltic Programme

New Nordic



# Introduction

Beyond Nordics unites a hand-picked selection of **three Northern Europe's most authentic and quietly refined destinations**. This brand book is designed to guide travel professionals in presenting the brand with consistency and confidence – ensuring that the **brand's identity, visual language, and key messages** remain clear and compelling.

With a cohesive expression across all touchpoints, Beyond Nordics builds a distinctive sense of place and offers an elegant framework that elevates communication and strengthens the brand's presence in the minds of partners and quality-conscious travelers.





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# BEYOND NORDICS

# Brand identity

Let's dive into the essence  
of Beyond Nordics.



**Beyond Nordics brings together three Northern European regions of distinctive character: the scenic Lake Saimaa in Finland, Estonia's dynamic capital Tallinn and its cultural heart Tartu, and Latvia's elegant destinations – the historic beauty of Riga and the seaside sophistication of Jūrmala.**

What unites these regions is a shared devotion to pure nature, high-quality local gastronomy, and a rich cultural heritage. Together, they create an experience defined by serenity, authenticity, and effortless relaxation. Genuine encounters with local people form a core part of the journey's true value. Beyond Nordics is for those who appreciate understated luxury – one that rises from simple pleasures and seamlessly crafted services.

Each destination offers a rare balance: the ability to combine vibrant city life with the restorative calm of

nature in a single trip. Compact cities invite visitors to explore culture, architecture, and exceptional cuisine, while the surrounding nature provides space for meaningful experiences – from foraging and sauna rituals to canoeing, or simply finding peace by an open fire with a cup of coffee in hand.

In the core of the Beyond Nordics brand lies a promise of peace of mind. Here, visitors rediscover themselves in places where there is space to breathe. Distinctive urban settings and untouched nature invite travelers to seek out new, authentic experiences that engage all the senses.

Beyond Nordics is crafted for those who wish to uncover something new on their journey. Northern serenity has a way of lingering. Beyond Nordics is not only a destination; it is a state of mind carried long after the journey ends.

# Target audiences

**Communication for Beyond Nordics can be divided into two primary target groups: professionals, such as tour operators and industry partners, and the brand's end users, the independent travelers.**

## **B2B Communication**

In B2B communication, the focus is on providing partners and tour operators with the information they need to present Beyond Nordics to their clients. This is communication from one professional to another. The aim is to convey the brand's offering and possibilities clearly, while guiding partners on how the brand should be communicated to their customers.

## **B2C Communication**

In B2C communication, the brand is expressed through strong, evocative imagery while also highlighting its key selling points. It is essential to communicate both the emotional appeal of the brand and the concrete benefits that set it apart.

The primary markets for Beyond Nordics are United States of America and Japan — regions with discerning, high-spending travelers who seek curated experiences, authenticity, and premium accommodation with high-end amenities. They are willing to invest in exceptional journeys and value opportunities to engage with genuine local traditions.



# BEYOND NORDICS

## Brand messages

Message guidelines help  
communicate better.

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# Brand name

The name Beyond Nordics has a few narrative layers. The name serves also travelers arriving from afar, for whom the geography of Northern Europe may not be entirely familiar. The word Nordics helps place the region on the map. At the same time, this unique travel area – connecting Saimaa, Estonia, and Latvia – does not belong to Scandinavia. Only Finland belongs to the Nordics, while Estonia and Latvia form a part of the Baltics. Thus the word beyond signals that the destination lies just past the familiar Scandinavia – yet not far away.

The brand name Beyond Nordics promises something for the curious traveler to discover when they venture beyond what they already know of Scandinavia. The name itself suggests the thrill of finding something new and inspiring. A northern treasure still waiting to be uncovered.

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# BEYOND NORDICS

## Key message

# Discover a new kind of cool.

Feel the spirit of culture that inspires, gastronomy that leaves you hungry for more, and pure nature that gives you a peace of mind like never before.

## Support messages

**Nature:** Discover the tranquility  
of untouched nature.

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**Food:** Discover pure local  
flavors.

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**Culture:** Discover authentic  
cultural traditions.



# Elevator pitch

## for B2B:

Beyond Nordics showcases a selection of distinctive destinations across Northern Europe: Finland's serene Lake Saimaa region, the vibrant Tallinn and the cultural spirit of Tartu in Estonia, and Latvia's diverse gems – from the charming capital Riga to seaside Jurmala.

Invite your clients to experience the tranquility of untouched nature, savor authentic local flavors, uncover rich cultural traditions, and explore remarkable historical architecture. The destinations offer eco-conscious activities and effortless multi-destination touring combining itineraries in two or even three countries.

A very special place is a feeling that stays with you. It's time to find that feeling – Beyond Nordics.

## for B2C:

Discover a new kind of tranquility. In northern Europe lie three distinct, hand-picked destinations: Finland's serene Lake Saimaa region, the vibrant Tallinn and the cultural spirit of Tartu in Estonia, and Latvia's diverse gems – from the charming capital Riga to seaside Jurmala.

Mix, match, and relax. Experience the serenity of untouched nature, savor local flavors, discover unique traditions, and explore historical architecture – all thoughtfully curated to be enjoyed with ease and in a sustainable manner.

A very special place is a feeling that stays with you. It's time to find that feeling – Beyond Nordics.



# Tone of voice

**The tone of voice of the Beyond Nordics brand supports its identity alongside its messages and visuals. As always, the approach depends on whether the communication is B2B or B2C.**

B2B communication allows for a more direct and professional style, while B2C communication relies on conveying the brand's atmosphere, emotional resonance, and sense of place – also through tone.

At the heart of the brand are peace of mind, authenticity, and a sense of ease. These qualities

should be felt in the tone of every message. Each word is chosen with intention; each sentence carries a quiet elegance, while remaining human, warm, and approachable.

Beyond Nordics does not shout or overwhelm. It speaks with consideration, calmness, and style. Especially when addressing travelers directly, the tone should reflect the brand's promise of serenity, relaxation, and natural simplicity. Expressions that feel loud, exaggerated, or overly dramatic should be avoided in favor of subtlety, balance, and understated confidence.



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# BEYOND NORDICS

## Visual guide

Visual guidelines help  
keep the brand's look  
consistent.

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# Logo

Beyond Nordics has two color versions of the logo: a blue version and a white version.

The clear space around the logo is defined as the height of one letter (1x), applied evenly on all sides of the logo.

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**BEYOND  
NORDICS**

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**BEYOND  
NORDICS**





# Logo

When using the white version of the logo, make sure there is sufficient contrast with the background.





# Color palette

The color palette of Beyond Nordics is inspired by the nature of the North. Colors are used one at a time and selected to complement the tones of the imagery. Colors should not be combined with one another.





# Color palette

Examples of color choices used with imagery.

	<div>Warm Sand</div> <div>HEX #EBB94B RGB 235/185/75 CMYK 8/29/78/0</div>		<div>Berry Red</div> <div>HEX #911919 RGB 145/25/25 CMYK 28/100/95/29</div>	
<div>Deep Horizon Blue</div> <div>HEX #1C2B45 RGB 28/43/69 CMYK 96/80/41/49</div>		<div>Forest Green</div> <div>HEX #0E3E21 RGB 14/62/33 CMYK 92/50/95/55</div>		<div>Stone Grey</div> <div>HEX #60666B RGB 96/102/107 CMYK 18/5/2/70</div>



# Typography

The Beyond Nordics typeface is **Inter**, and its various weights are used in accordance with the accompanying style guidelines.

Headlines  
Inter Extrabold  
or Black

**Beyond Nordics  
headline Inter Eb**

Numbers  
Inter default style,  
no tabular lining.

**1234567890**

Lead  
Inter Semibold  
or Bold

**Nequi beature hendunt ut in ra seni, commodigeni  
cuptatiam, abore nonet laccatur audi deliscia quamet?**

Paragraph  
Inter Regular

Nequi beature hendunt ut in ra seni sinus re, commodigeni cuptatiam, abore nonet laccatur audi deliscia quametur? Eveles et res poribus modi quo od quam ande nihicipsaest laccae dolor aut. Ped qui ame nasi dolupta delitius dem endias dolupta tquideb itibustem aceseque core, nim doloreius, to ea volorer. Fernam aceprem rescii omnihilla sinvend igenihitaspe aut aut voloreicita nimint porenias.



# Images

The imagery of Beyond Nordics is divided into three categories: **pure nature, authentic culture,** and **local gastronomy.**





# Images

## Nature:

The nature-focused imagery uses high-quality photography from all Beyond Nordics regions. The visuals emphasize authenticity, human warmth, and naturalness – whether capturing landscapes or urban environments.

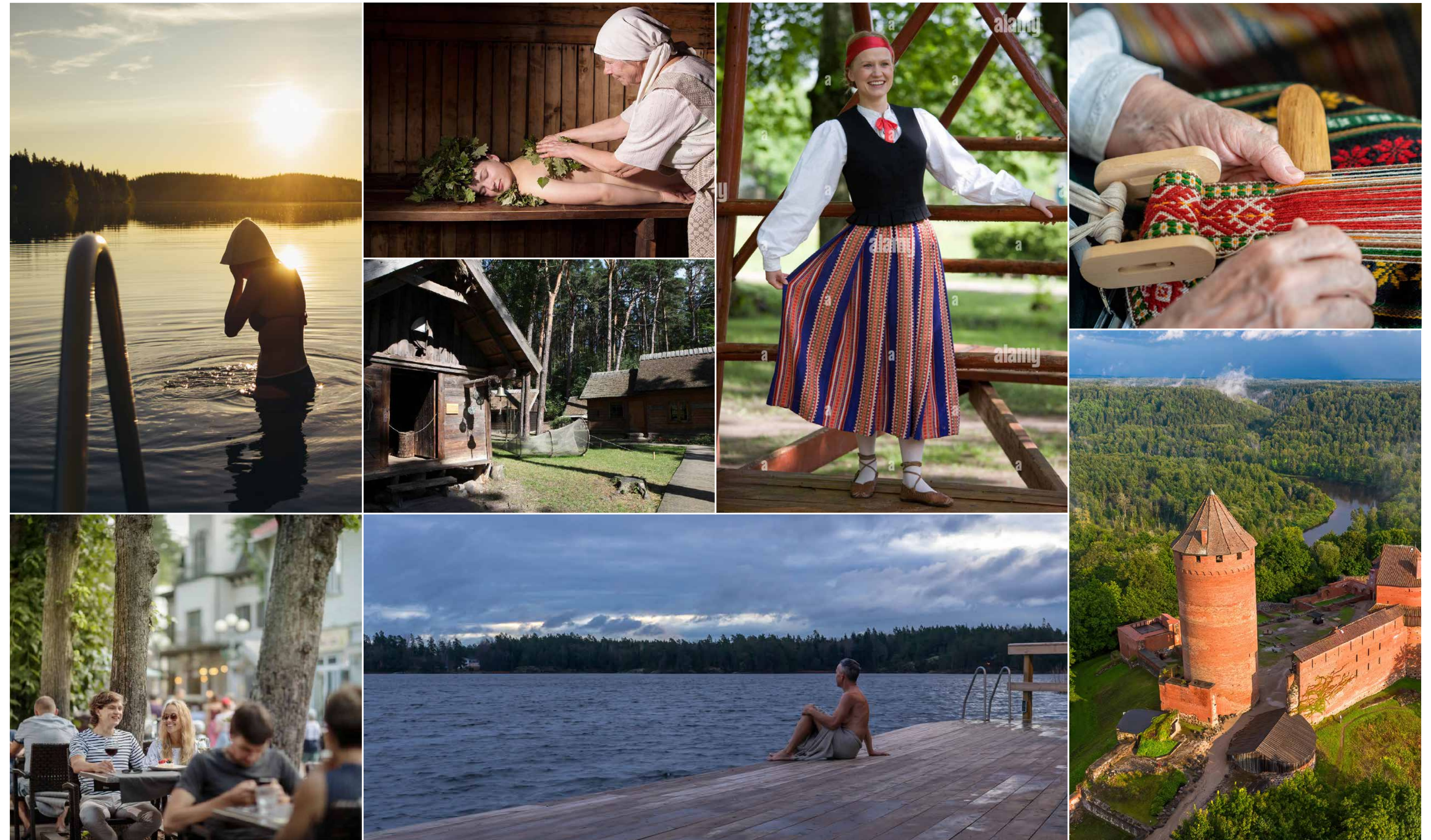




# Images

## Culture:

The culture-focused imagery highlights people and meaningful encounters. The emphasis is on showcasing authentic local customs, activities, and cultural phenomena.

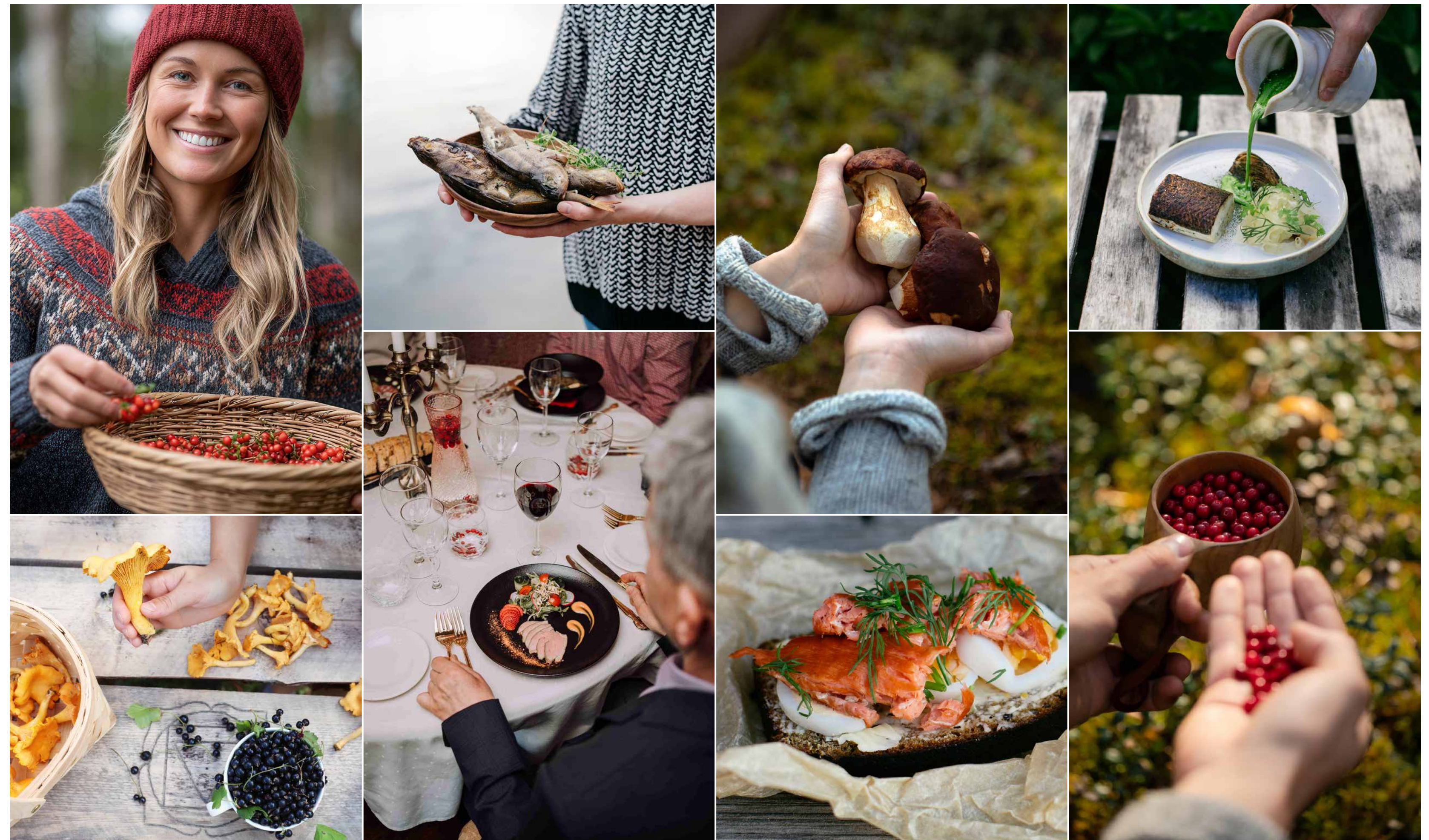




# Images

## Food:

The gastronomy-focused imagery highlights the local food culture through enticing dishes, communal moments, and premium regional ingredients. It is also important to showcase the natural landscapes that provide the clean, seasonal, locally sourced produce.





# Materials

Examples of applications reflecting the brand's visual identity and messaging.





# Roll-up

Examples of roll-ups to be used at expos and similar events. The roll-ups may feature either the key message or supporting messages, paired with appropriate imagery.



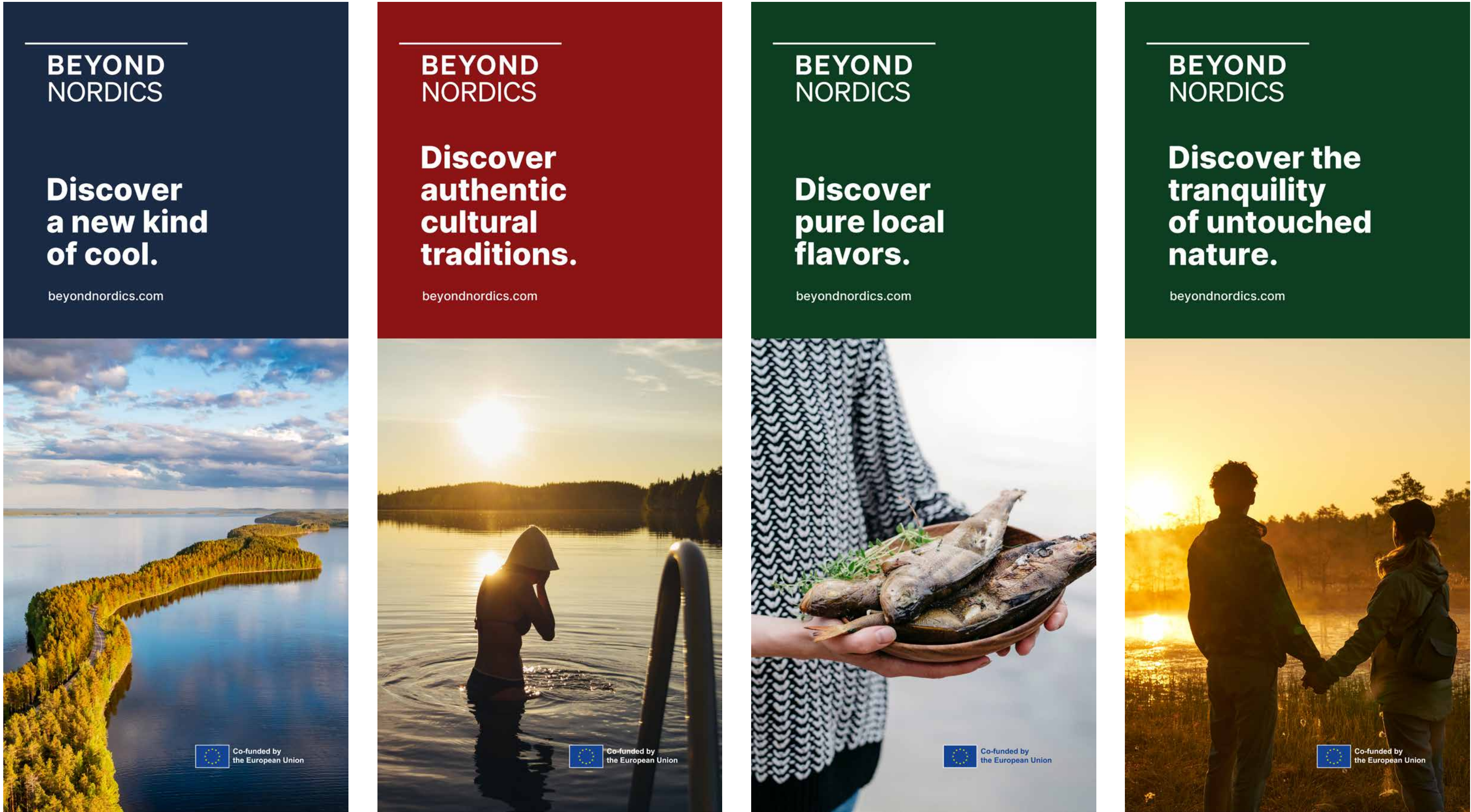


# Roll-up

85 x 200 cm

Logo width: 400 mm

Font size/leading:  
Headline: 215 pt/225 pt  
CTA: 85 pt/95 pt



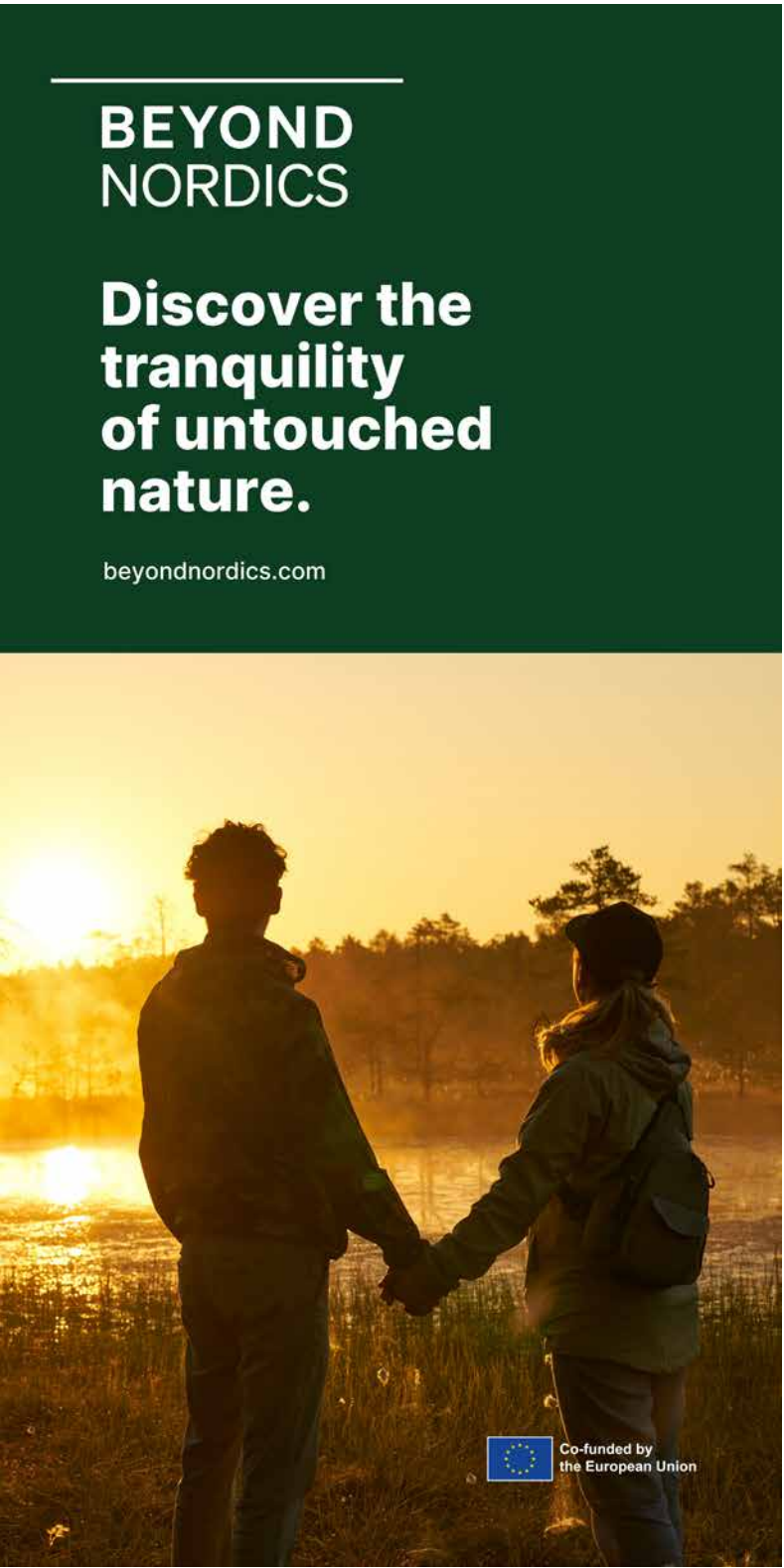
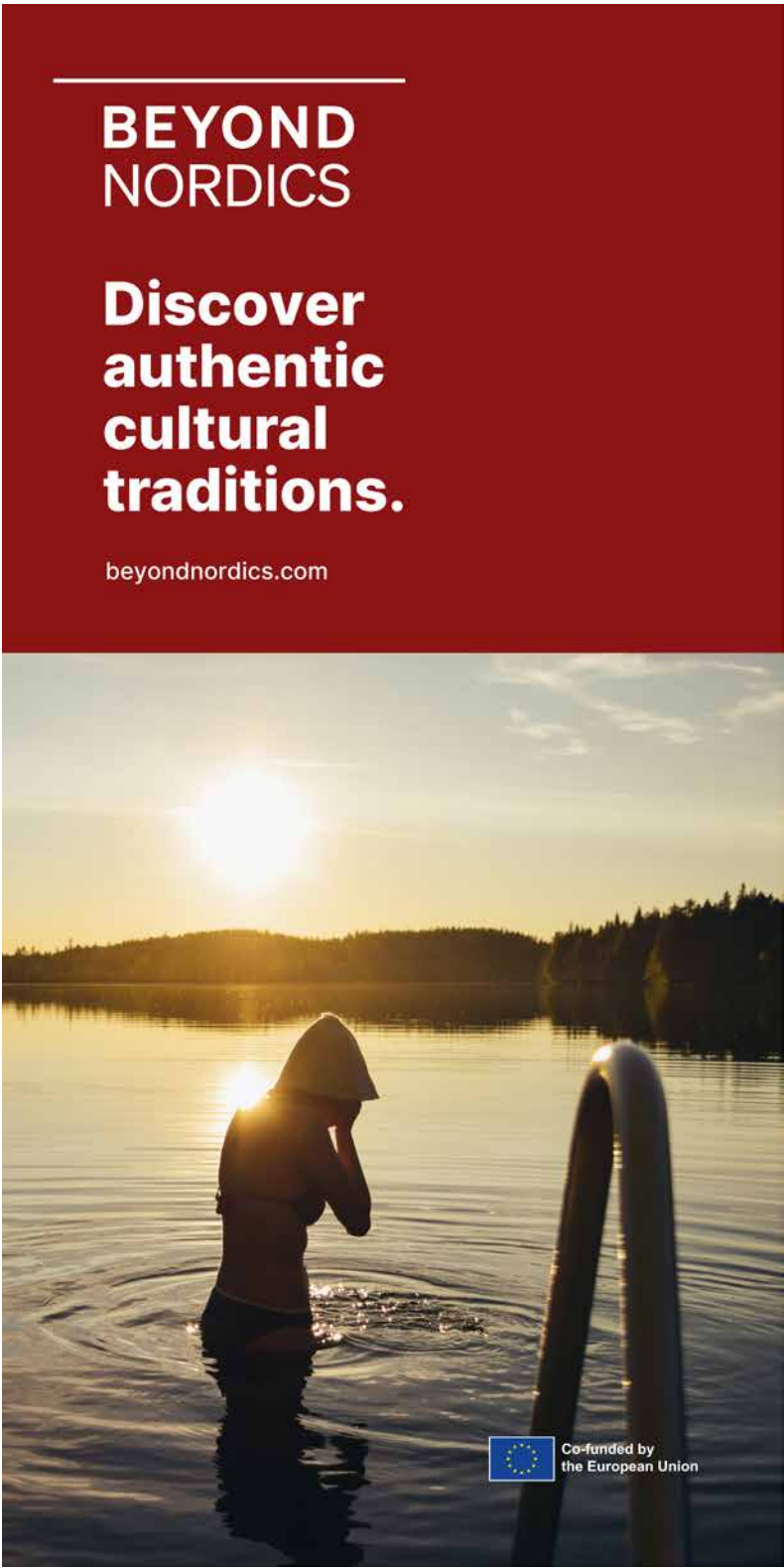


# Roll-up

100 x 200 cm

Logo width: 450 mm

Font size/leading:  
Headline: 215 pt/225 pt  
CTA: 85 pt/95 pt



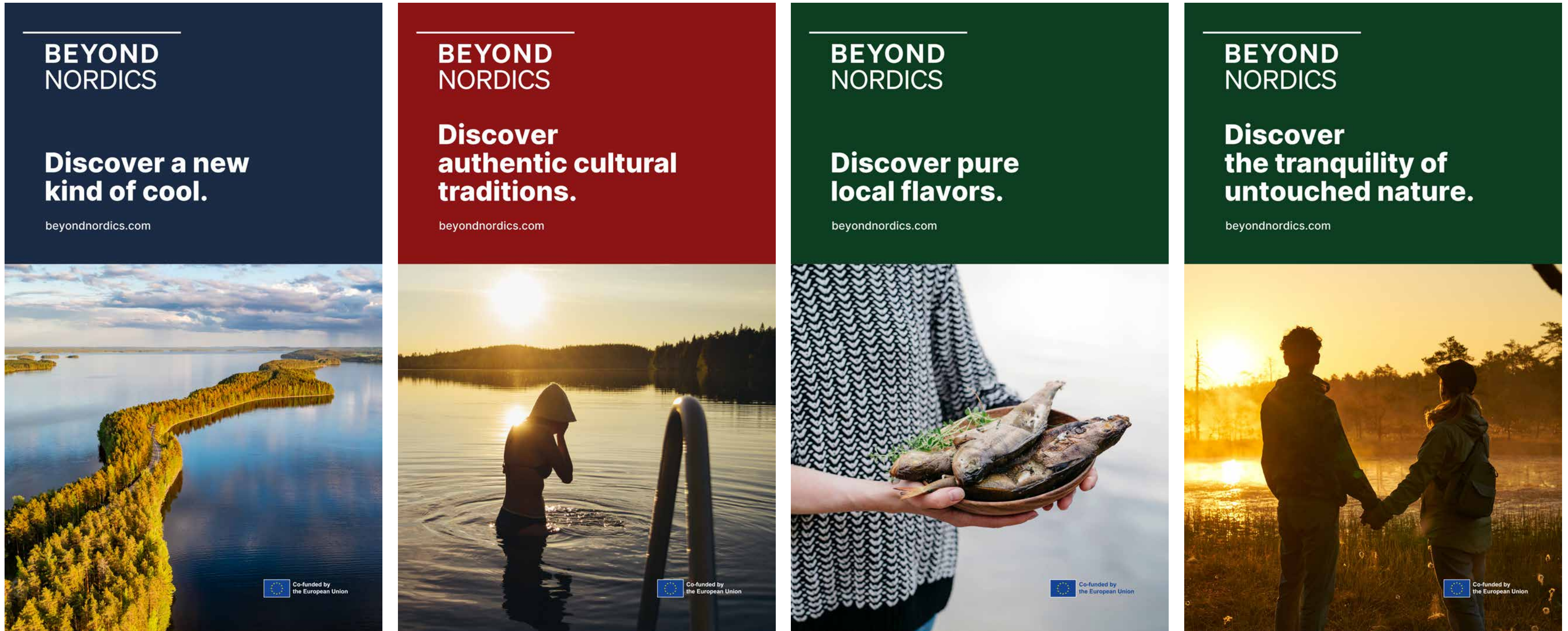


# Roll-up

120 x 200 cm

Logo width: 500 mm

Font size/leading:  
Headline: 245 pt/255 pt  
CTA: 100 pt/110 pt



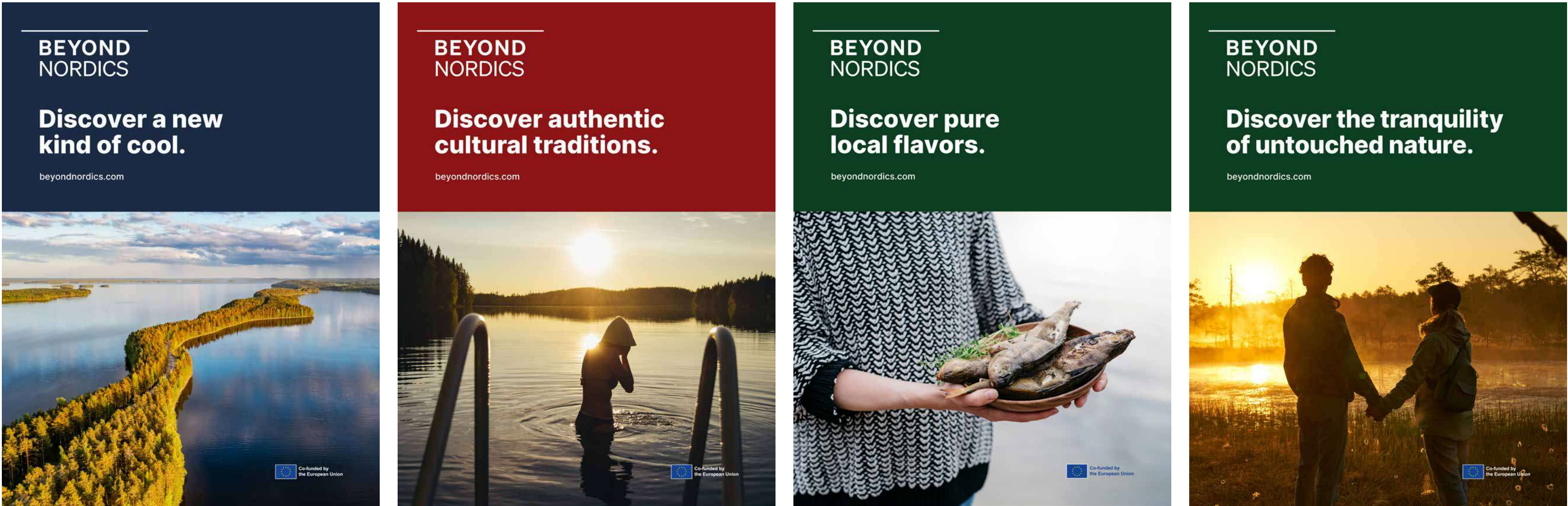


# Roll-up

150 x 200 cm

Logo width: 500 mm

Font size/leading:  
Headline: 275 pt/290 pt  
CTA: 100 pt/110 pt





# Roll-up

## A4 and A3

A4 logo width: 65 mm  
A3 logo width: 90 mm

Font size/leading:  
A4 headline: 40 pt/42 pt  
A3 headline: 58 pt/60 pt  
A4 CTA: 16 pt/18 pt  
A3 CTA: 24 pt/26 pt





# Expo

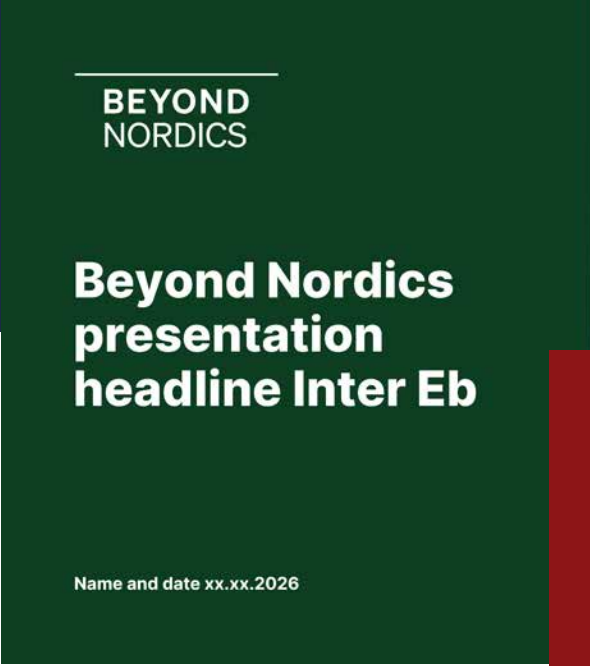
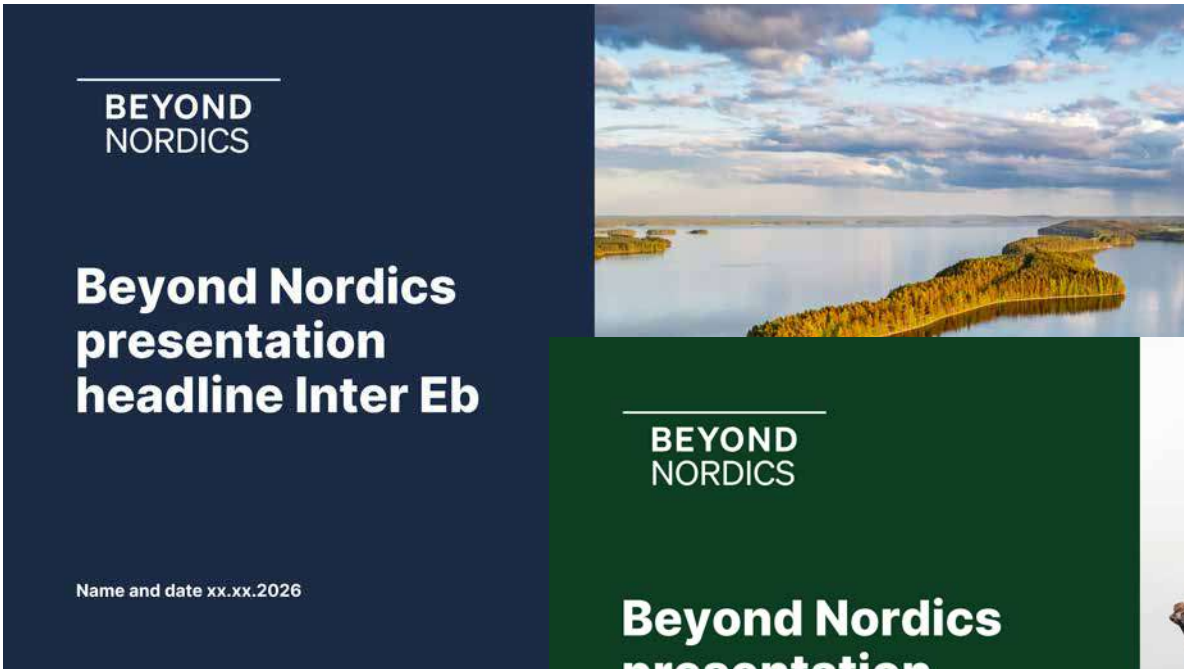
For expos, a striking, elegant, and stylishly minimalist display can be created in line with the Beyond Nordics visual identity.





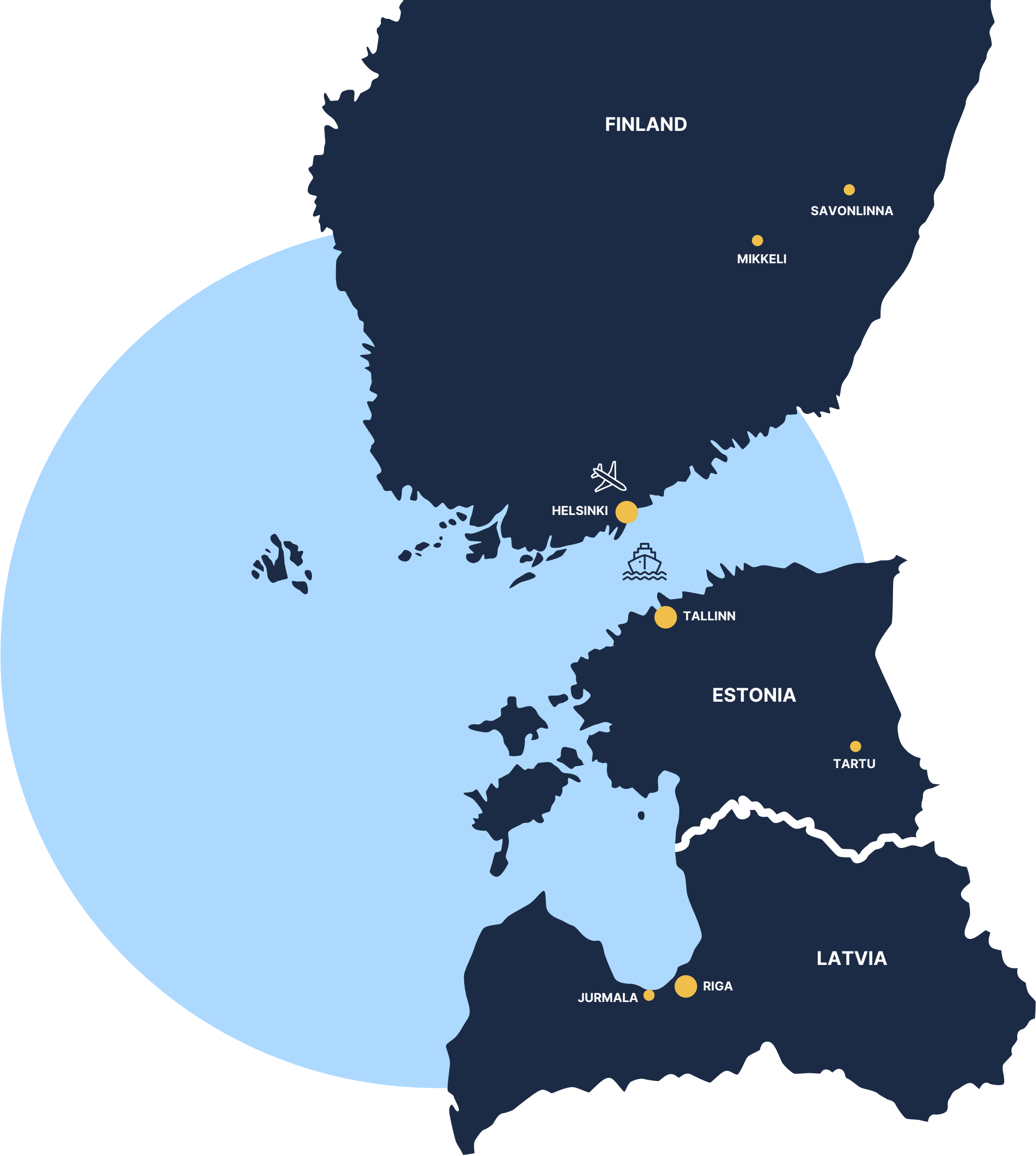
# Presentations

The Beyond Nordics colors and imagery are well-suited for a wide range of presentations, tailored to different target audiences.





# Area map





# Theme symbols



**SPA & wellness**



**Local food &  
fine dining**



**Nature & outdoors**



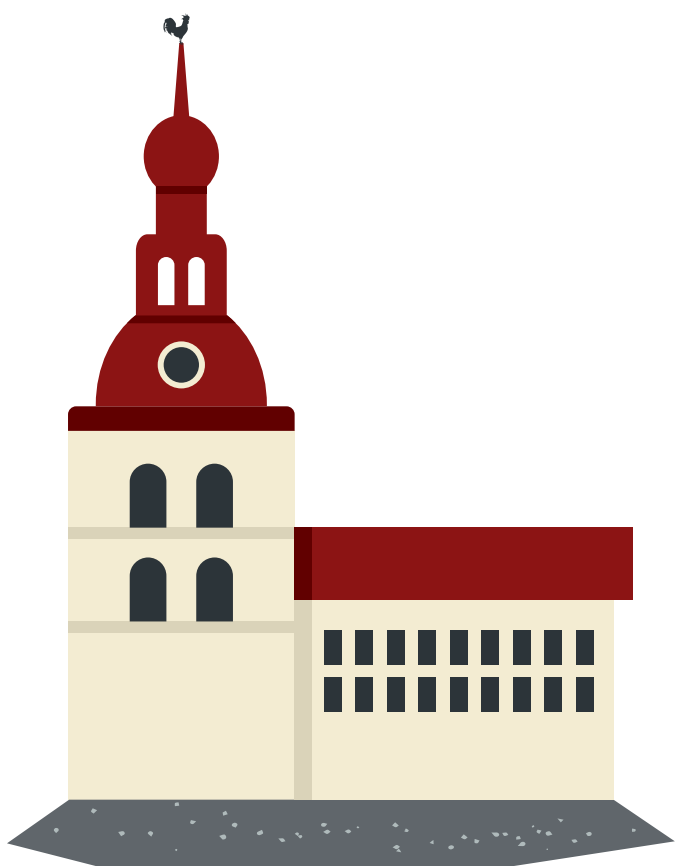
**History & culture**



**Manors & castles**



# Partner symbols



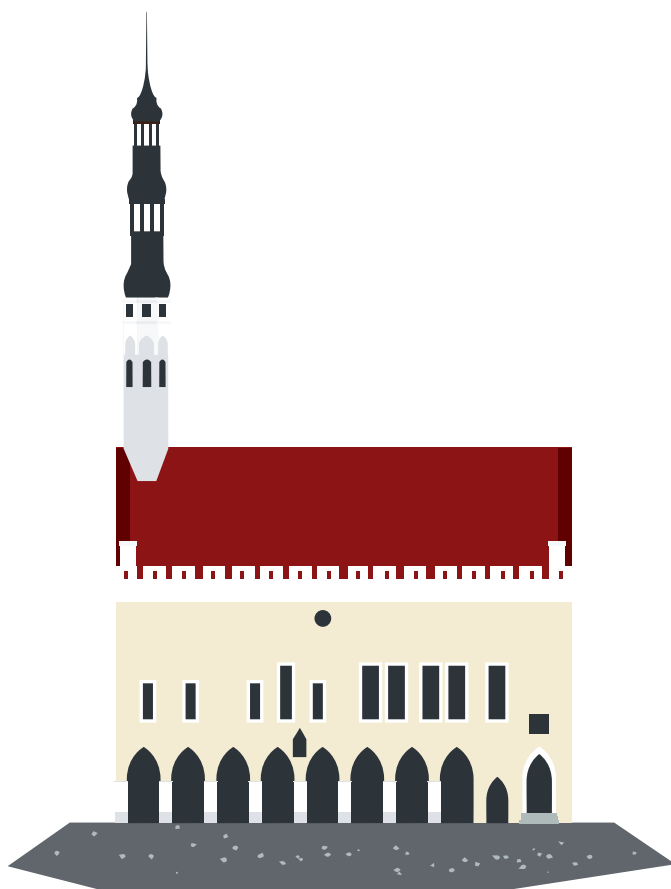
Riga



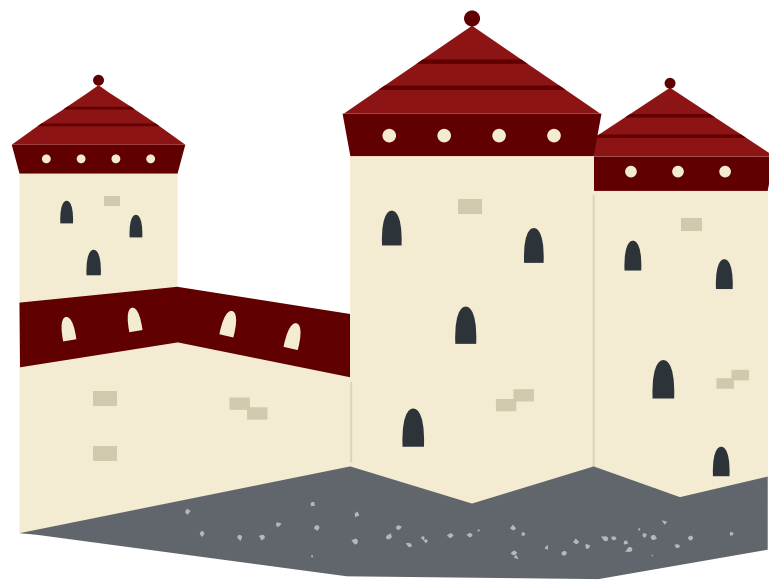
Tartu



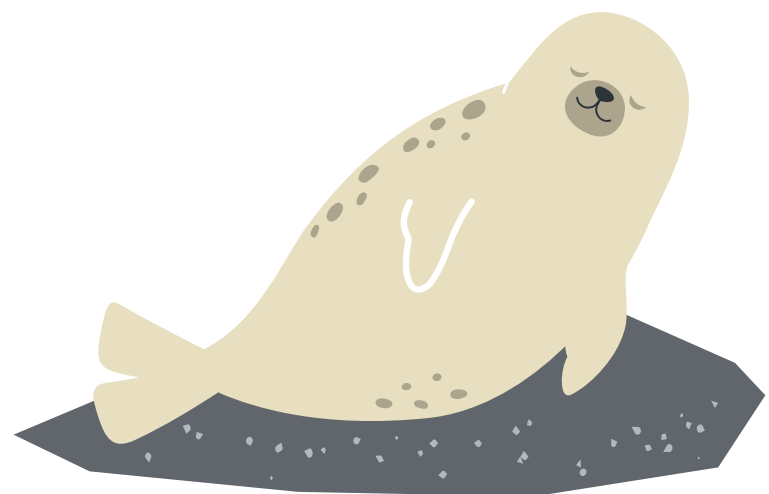
Jurmala



Tallinn



Savonlinna



Mikkeli



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