



the Faroe Islands

Brandbook v.2.0

LAST UPDATED: JUNE 2024

INTRODUCTION

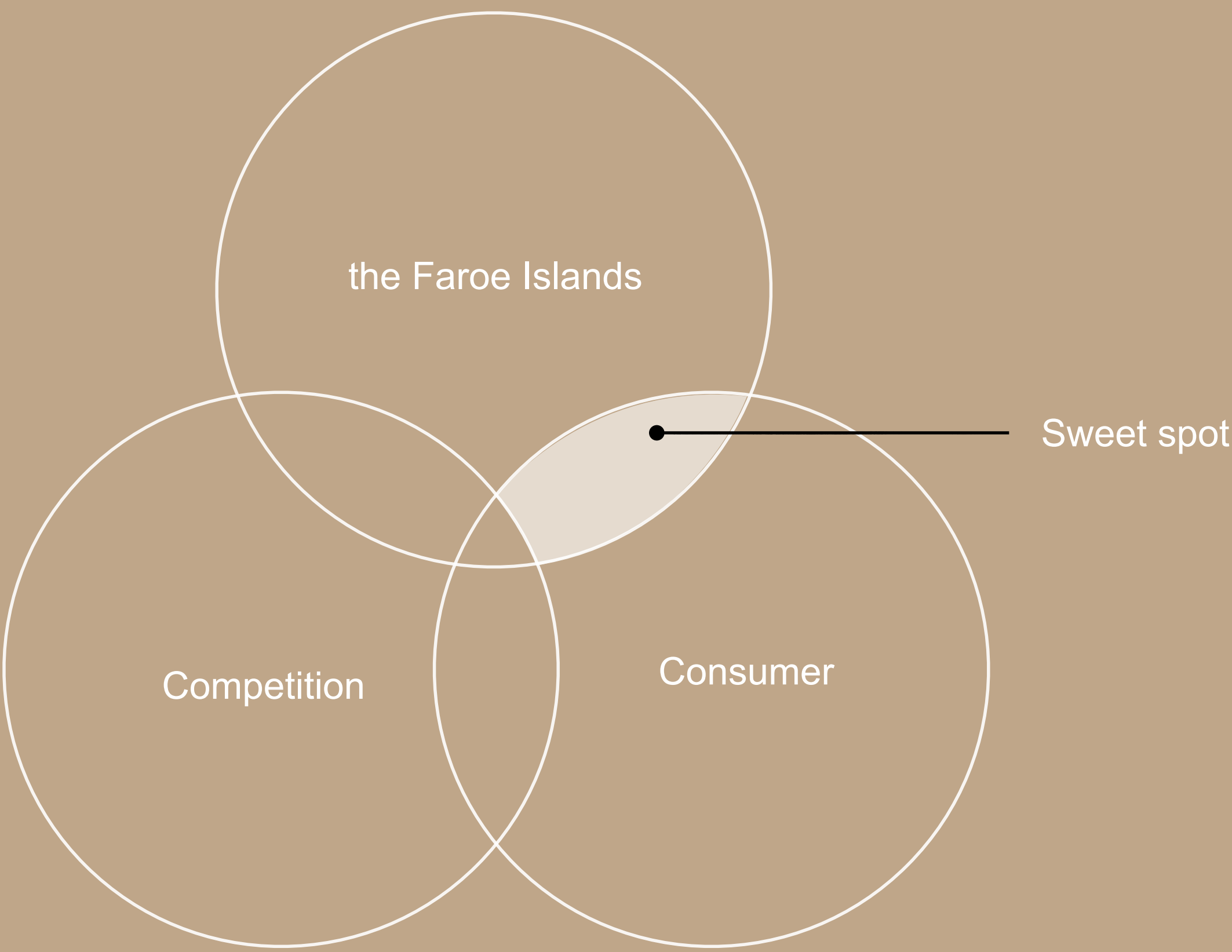
This document intends to set out what ***the Faroe Islands*** is all about, its positioning and essence.

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.

Brand DNA

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 5 pages.



Brand DNA

At the very core of the Faroe Islands brand lay 5 essential differentiating attributes

1. UNTAMED NATURE

Nature in the raw is what defines the Faroe Islands – eighteen windswept islands in the North Atlantic where man’s humility in the face of wild nature is clear to see. Ours is a land of vertiginous cliff faces, tussocky grass of the deepest emerald green and crystal-clear, cascading waterfalls.

From valley bottom to mountain top, you’re never far in the Faroe Islands from the mighty ocean and a dramatic coastline, gnawed over time into countless craggy inlets.

True, the weather up here in the north can be ever-changing – but that is part of the experience. These nature-rich islands are the place we Faroese call home and which we want to protect for generations to come.

Welcome to our home – we humbly ask that you treat it with respect as you would your own.



2. UNTOUCHED CULTURE

In the Faroe Islands, tradition dances hand in hand with innovation and weaves the islanders' creative spirit forging a harmonious fusion between traditional heritage and contemporary living.

We're proud that our culture is still very much alive. The rowboat races, the chain dance and the knitting are entwined with contemporary interpretations of music, art and gastronomy. Our colourful national dress is a link to past times and is an important part of the Faroese identity. They are still worn with pride at special occasions such as weddings and birthday celebrations as well as during the inordinately-popular Faroese national festival, ólavsøka.

Our language, Faroese, is rooted in The Nordic languages, it is a unique language in its own right spoken by less than 100,000 worldwide.



3. UNMATCHED AUTHENTICITY

We live in a world that is inter-connected. We drink the same coffee, we eat the same food and we wear the same brands. Or do we?

Here in the Faroe Islands, we're proud to be refreshingly different to the rest of the world. Here, life is dominated by the weather and, importantly, by the ocean, giving and taking away. Our restaurants serve some of the freshest fish you'll ever eat and when you savour our succulent, locally-sourced lamb you'll taste the flavours of the herbs and fresh grass of our verdant mountainsides.

Enjoying life is important in the Faroes: we love local music and concerts often take place in people's homes, showcasing talent from across the islands.

Absorbing reality, as it is in the Faroe Islands, encouraging you to look within yourself to discover who you really are.



4. UNORDINARY REMOTENESS

Part of Europe, but apart from it, too. Geographically, we’re not far away – a flight here from mainland Europe or the British Isles takes barely one or two hours, yet life is a world apart. Forget traffic jams, forget crowds, forget, well, just about everything you struggle with at home.

Life here in the North Atlantic is enviably stressfree. Set foot off the plane, breathe the fresh, crisp air and let the adventure begin.

Most people never experience anything quite like the Faroe Islands, and if you are so lucky to visit our home, we trust you will have extraordinary stories to tell.



5. UNBELIEVABLE EXPERIENCE

We like to think of our visitors as guests. Nature here is not just for looking at through the window – it’s for getting out and living; our culture is not just the stuff of museums, it’s for absorbing and appreciating.

Be it hiking along unsullied trails or taking a boat trip between towering sea-stacks, a trip to the Faroe Islands is all about experiences. Enjoy beer from our microbreweries; sample Michelin-starred food; pamper yourself in a spa; admire the striking shapes and colours of Faroese art in the National Gallery; bring home a gift from our designer stores – whatever you choose you’ll find it right here.

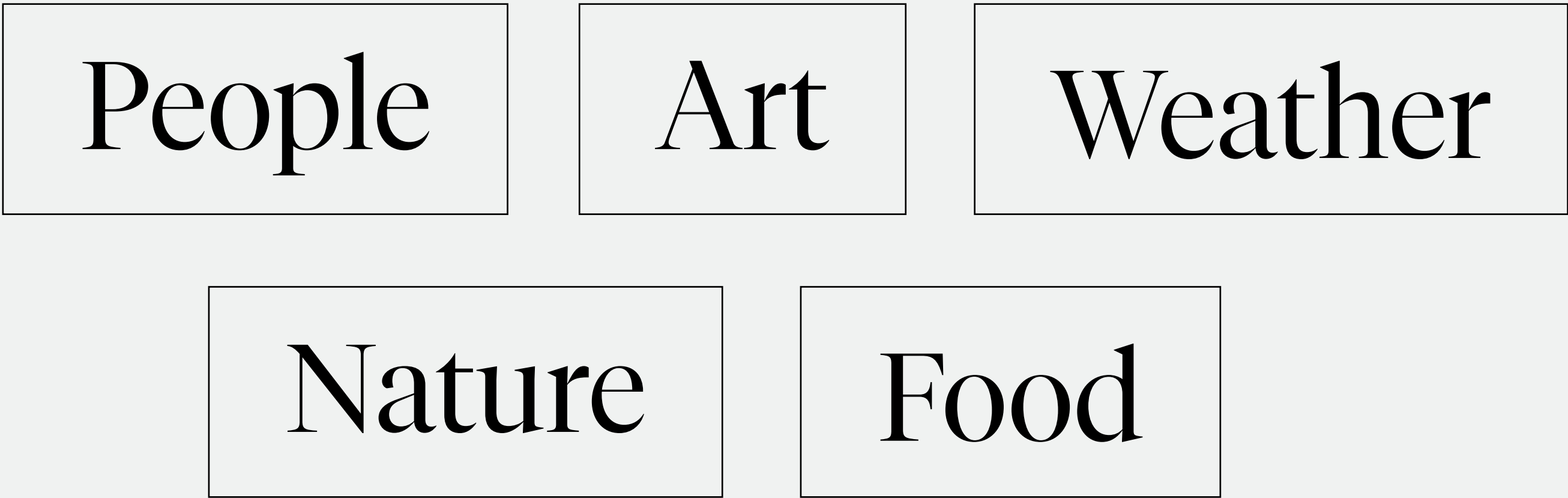
We welcome you to our home and to become just a little bit Faroese.



The five pillars

In addition to the brand text provided, we wish to emphasise the essence of the Faroe Islands through five core pillars in our brand communication and marketing endeavors.

Each of the words, which are embodied in the brand narrative in some way, serve as focal points aligning closely with our HEIM Tourism Strategy.



Logo

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”.





the Faroe Islands
Unspoiled, Unexplored, Unbelievable

Primary logo



Alternative logo



Logos

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

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



The same rules outlined on this page apply when using the alternative logo



Primary colours



Primary colours



Other languages



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.



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.

Unspoiled, Unexplored, Unbelievable

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.

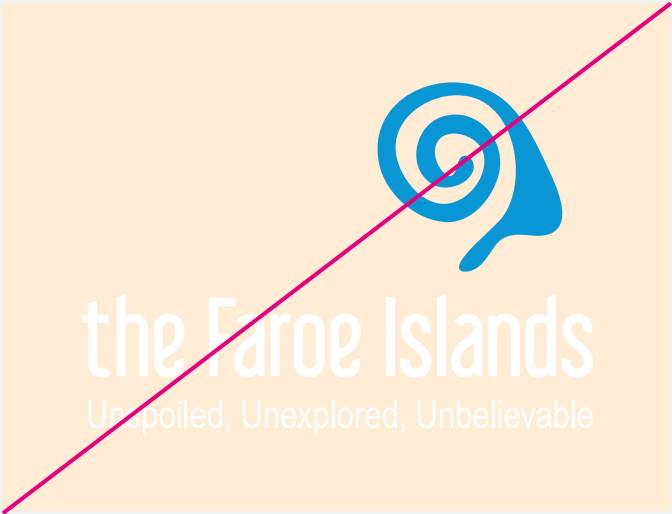
The Faroe Islands logo should be placed on backgrounds with sufficient contrast.



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



The Faroe Islands logo should not be placed on backgrounds with insufficient contrast.



The Faroe Islands logo should not be placed on busy and high contrast backgrounds.



Misuse

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” (25mm) in width.

Never change the logo color outside of the official palette.



Never use a different typestyle in the logo.



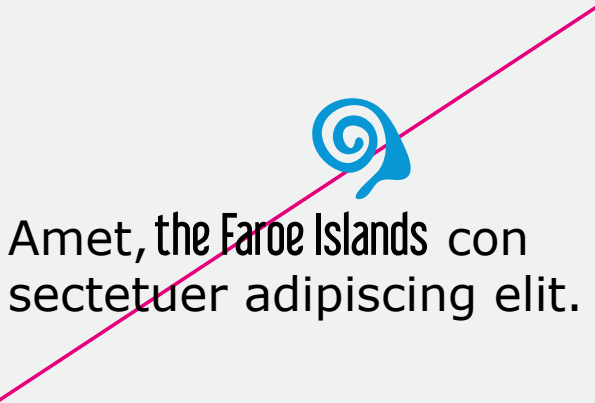
Do not create other words in the same typestyle.



Never change/re-arrange the logo.



Never place the logo in-line with text.



Never contain the logo within a shape.



Never change the proportion of the logo.



Never introduce outside elements to the logo.



Typography

Typography

The brand’s typography features the Tiempos Font Family and Helvetica Neue Font. Tiempos, a modern serif family, is robust and clear, ideal for editorial typesetting with specific styles for headlines and quotes.

Helvetica Neue, used for subheadings and kickers, offers a clean, modern touch. It complements Tiempos for a balanced design and performs well in social media contexts, ensuring clarity and visual appeal.

Tiempos Fine

Tiempos Fine is for headlines and quotes.

Tiempos Headline

Tiempos Headline is for headlines and quotes.

Tiempos Text

Tiempos text is for long extracts of copy due to it’s legibility. Therefore should always be used for paragraphs, regardless of type size.

Helvetica Neue

Helvetica Neue is for subheadings and kickers.

Text hierarchy

Always make sure to use scale and composition to create a clear visual distinction between headings, subheadings and body copy to help your reader navigate the information.



Helvetica Neue
Bold, All Caps
50 tracking

THE FAROE ISLANDS

Island culture

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mod moluptatist, odipsandanda corepere deniatia
nam atlum, si cum quosam sum isquodi ctenis
moluptisqua quiaerendit
ius atur, cum nonseedit, sin
pliciam comminagnis everepe
restisqueae volorem excessus
dolorep restrum ut repelesti
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aut facculp archicia nonse
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iam. Illicaperem publibus cominus, stortio nloccit. Ur.
Lut nonloc is con villicapes notamque hocum, dest
fectoractus, nostium nequa commod ficiam dem et;
in tem intere, que iu cotalabem, cur ad dium pulviviri

“Lorem ipsum doli
sit amet, is us erat
consectetur volore
adipiscing elit, se
do eiusmod temp
incididunt ut”

Tiempos Fine
Light
0 tracking

Helvetica Neue
Regular
0 tracking

Tiempos Fine
Light italic
0 tracking

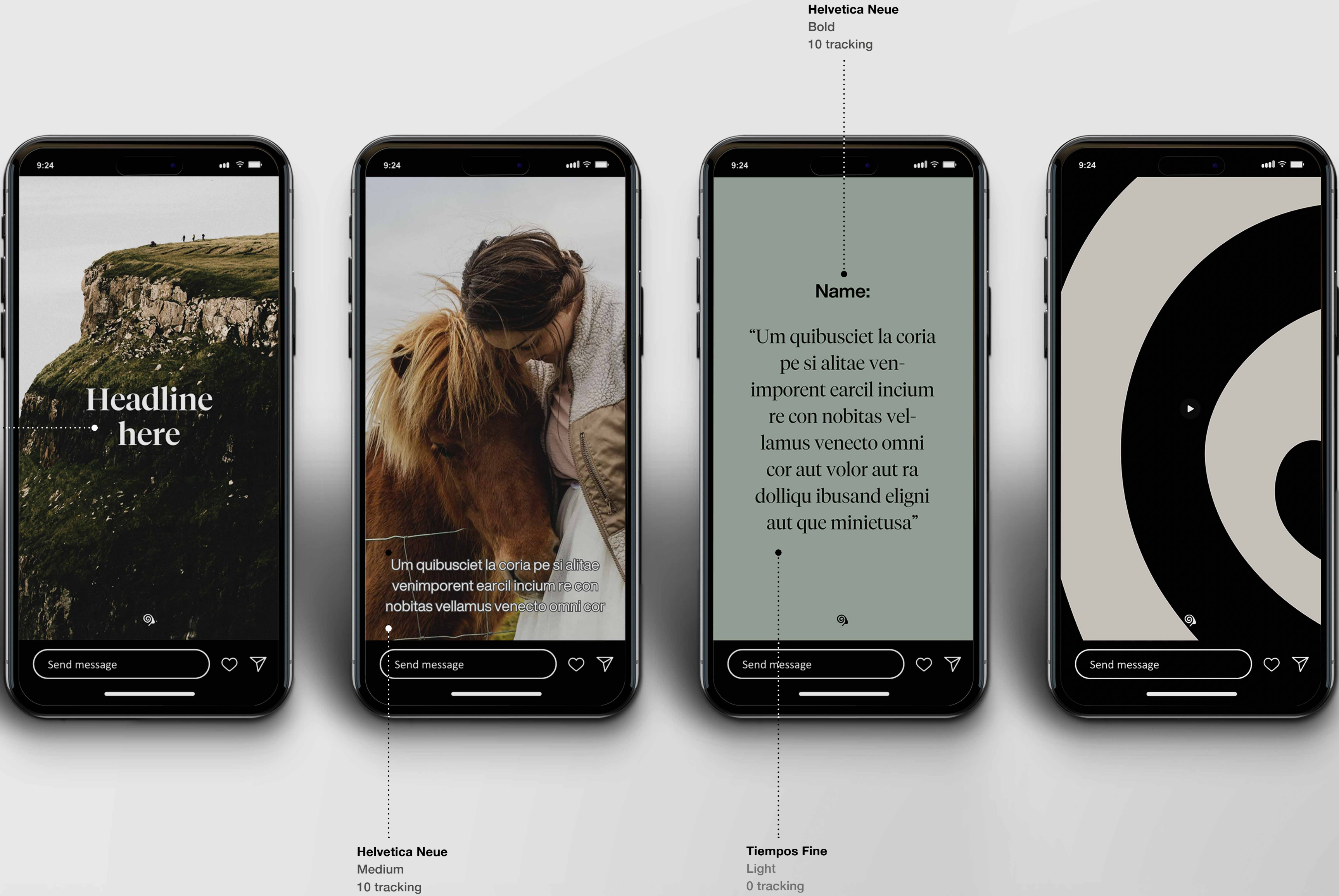
Tiempos Text
Regular
0 tracking

”
Nature is not a *place* to visit
— it is *home*

Tiempos Fine
Light
0 tracking

GARY SNYDER

Helvetica Neue
Bold, All Caps
50 tracking



Colour

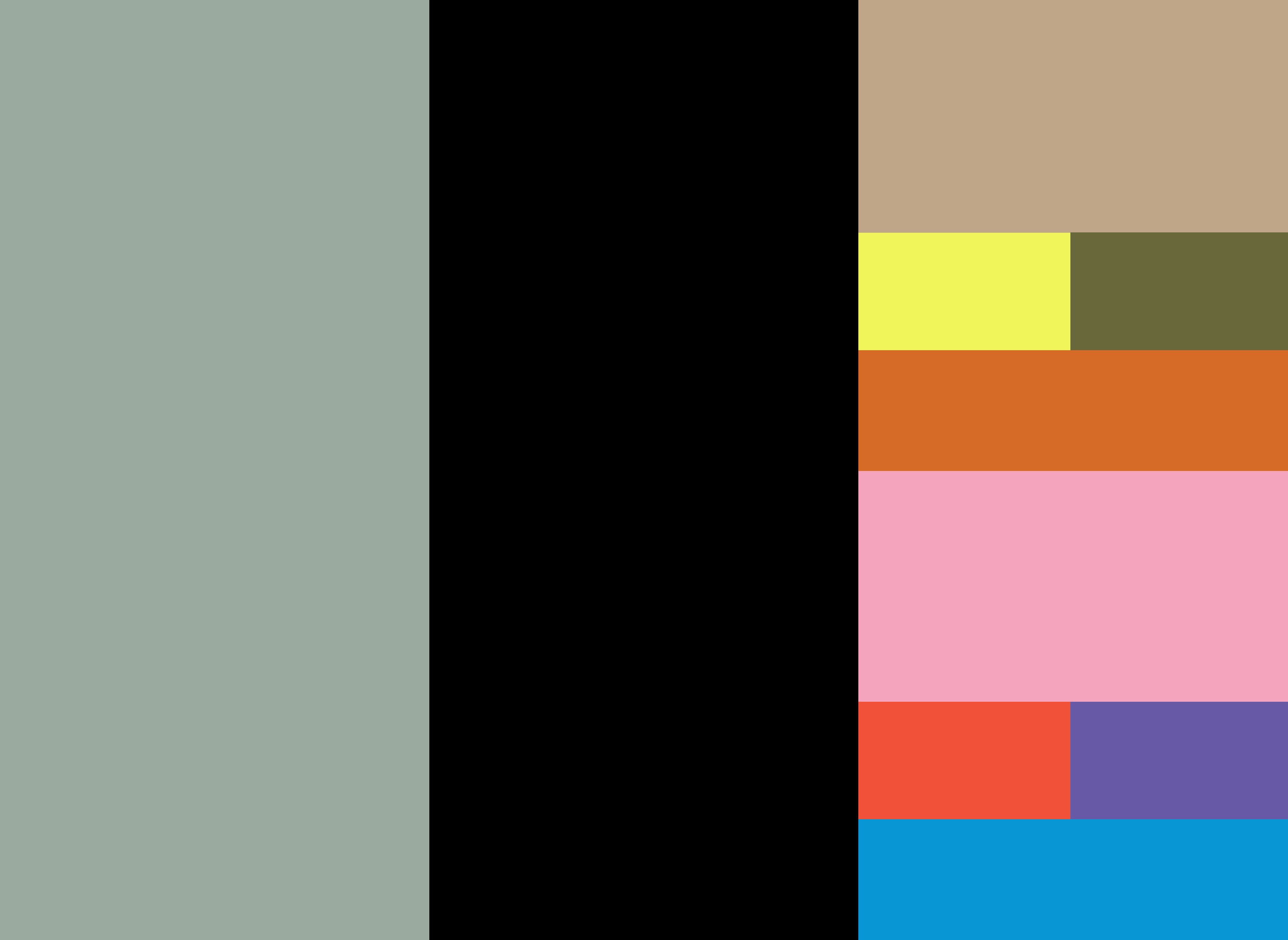
Colour

The branding colours of the Faroe Islands are divided into two distinct palettes: *the Sustainability Colour Palette and the Urban Colour Palette.*

The Sustainability Colour Palette features earthy tones inspired by the natural landscapes of the Faroe Islands. These colours reflect the lush greenery, rugged coastlines, and serene environments, emphasising the islands’ commitment to nature and conservation.

In contrast, the Urban Colour Palette is vibrant and dynamic, highlighting the Faroe Islands as a modern travel destination. These colours represent the energetic city life, rich cultural scene, and contemporary experiences available in the urban areas.

Together, these palettes showcase the Faroe Islands’ dual identity as a place of natural beauty and vibrant modern living.







SUSTAINABILITY COLOUR PALETTE

URBAN COLOUR PALETTE

CMYK 44-23-37-5

RGB 154-170-159

#9aaa9f

CMYK 0-0-0-0

RGB 0-0-0

#000000

CMYK 24-31-45-9

RGB 191-166-137

#bfa689

CMYK 14-0-73-0

RGB 240-245-90

#f0f55a

CMYK 55-41-80-33

RGB 105-104-58

#69683a

CMYK 12-67-91-2

RGB 214-107-39

#d66b27

CMYK 44-23-37-5

RGB 154-170-159

#9aaa9f

CMYK 0-0-0-0

RGB 0-0-0

#000000

CMYK 0-47-9-0

RGB 244-164-189

#f4a4bd

CMYK 0-79-76-0

RGB 241-81-57

#f15139

CMYK 71-69-0-0

RGB 103-89-166

#6759a6

CMYK 78-26-0-0

RGB 8-150-212

#0896d4

29

the Faroe Islands

— Brandbook

Colour balance

Colours should be used sparingly, strategically accentuating layouts to attract attention without overwhelming the design. They serve as ‘chapter openers’ for spreads, presentations, etc. marking the beginning of new themes.

For instance, when discussing Faroese nature, select a hue from the Sustainability Colour Palette. Conversely, for topics like hotels or must-see spots in the capital city, opt for a colour from the Urban Colour Palette. This creates a natural flow of colours.

After starting with a coloured spread, leave some pages white to give the reader a visual pause. Use colours purposefully and in moderation to maintain a balanced and engaging design.

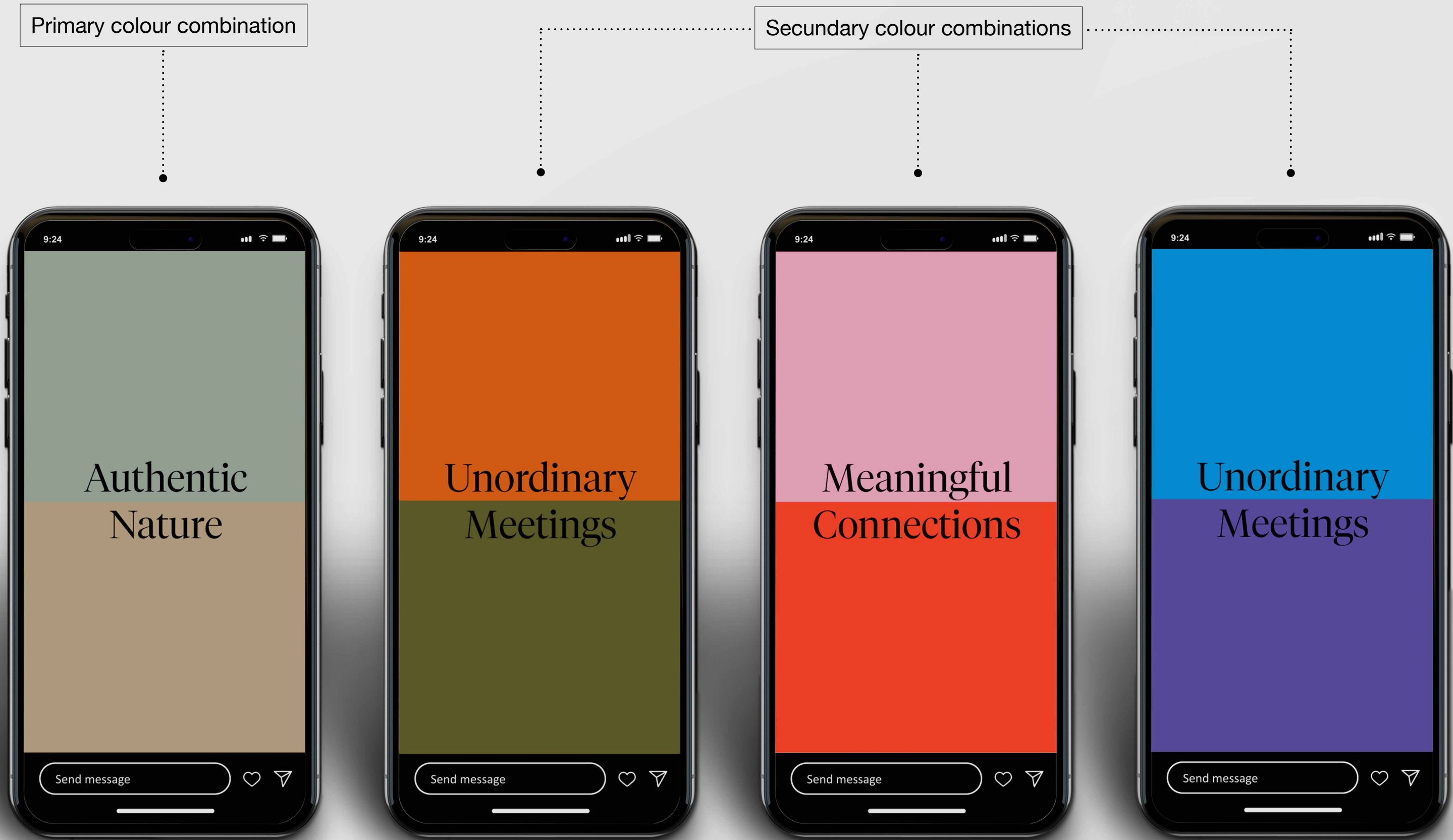


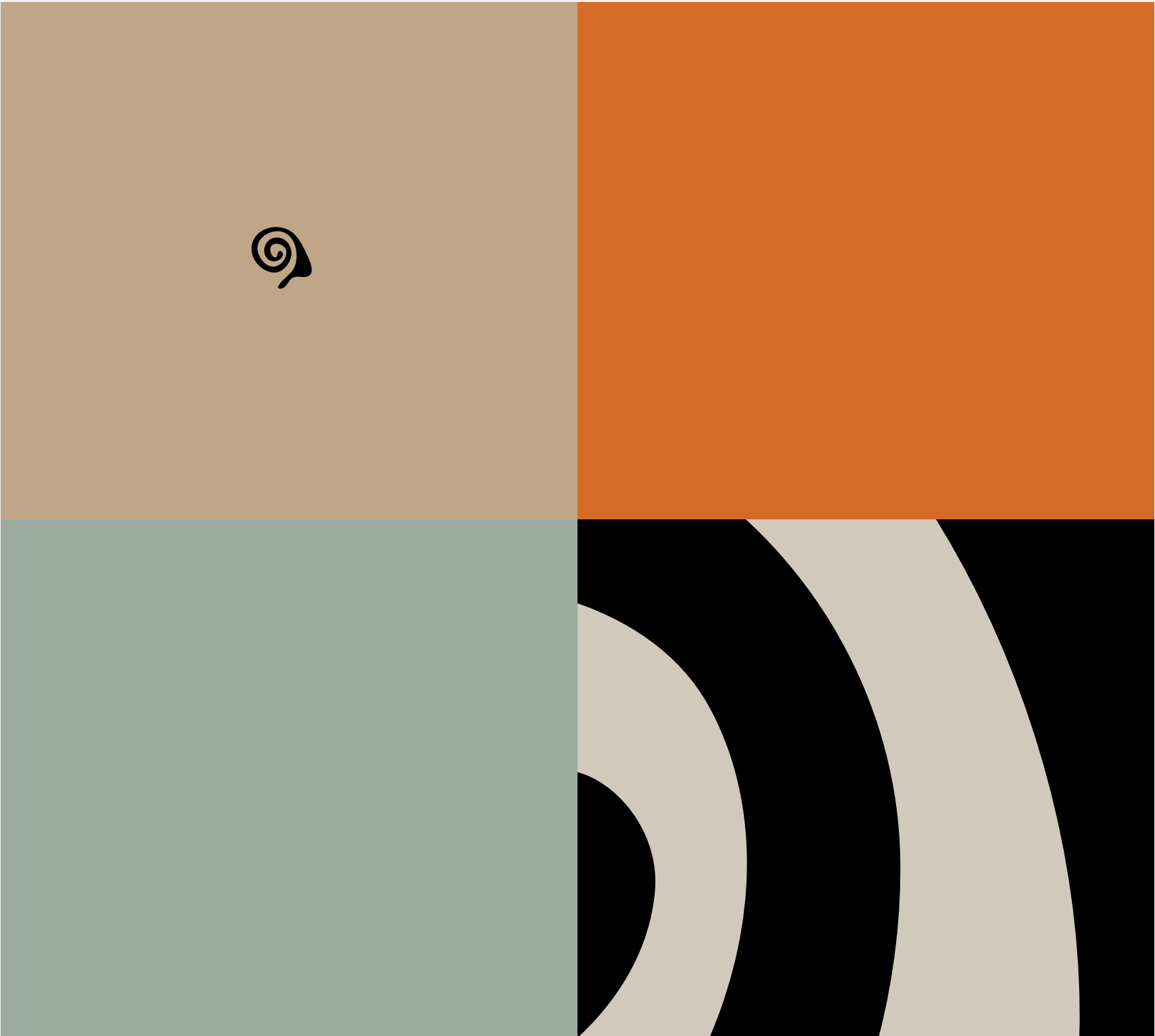
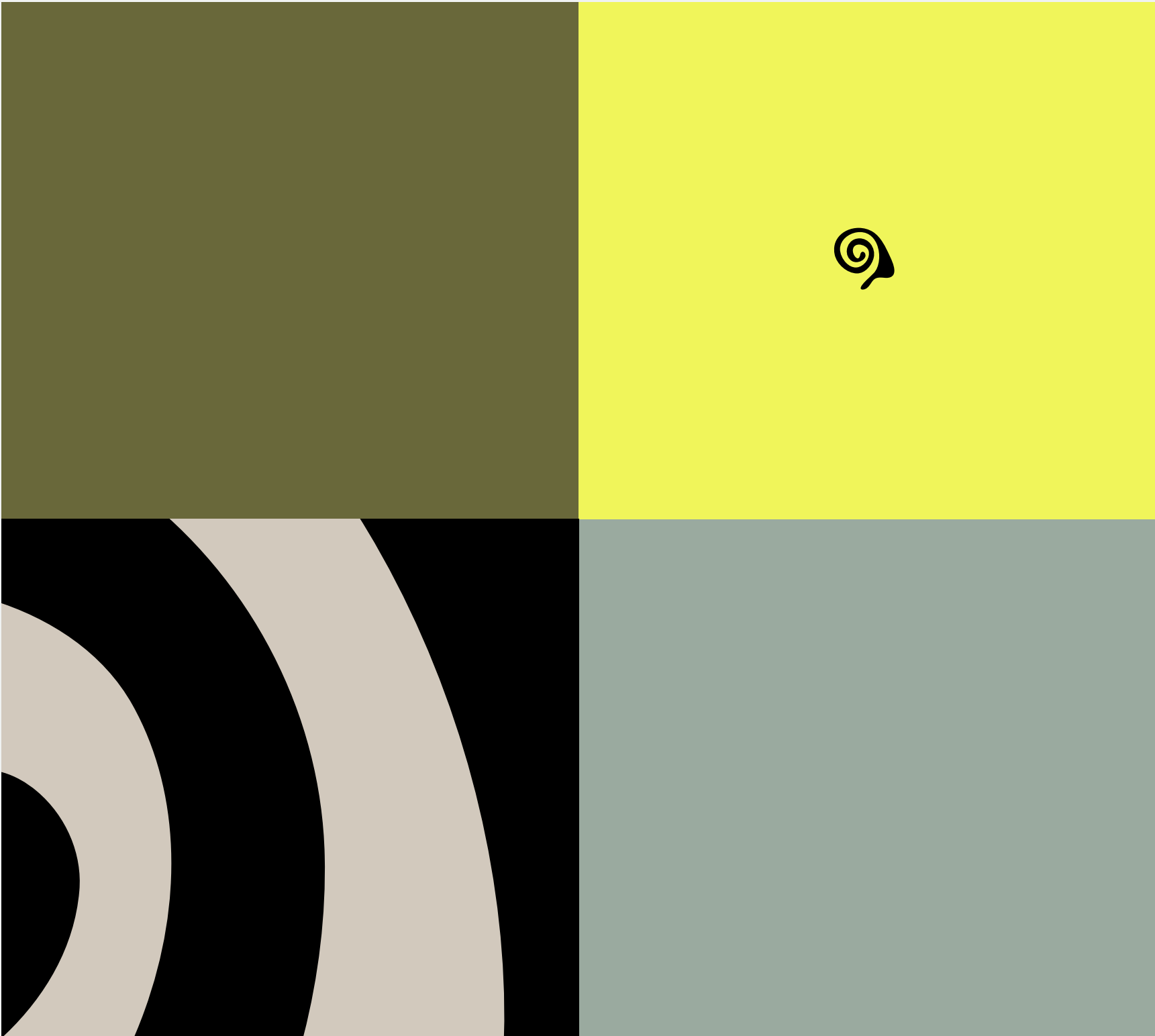
Colour combinations

The brand utilises four carefully curated colour combinations designed to maintain a cohesive visual identity. These combinations are prominently featured in materials such as Power-Point presentation templates, animations and conference exhibition stands.

To ensure the brand remains visually consistent, it is important not to create or use alternative colour combinations that are not specified on this page.

Adhering to these predefined colour schemes helps preserve the integrity and recognition of the brand across all visual platforms.





Un-destination

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.

Un...

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.

ENGLISH

unaware	unimaginable
unbeaten	unknown
unbelievable	unlike
unblemished	unlock
unbreakable	unnoticed
unchain	unmatched
unchanging	unmentioned
uncomplicated	unpack
uncommon	unplugged
unconcerned	unpredictable
unconquered	unquestionable
unconventional	unroll
uncovered	unsaid
undeniable	unseen
understand	unselfish
undiscovered	unspoken
undisputed	unspoiled
undisturbed	unstoppable
uneven	unstressed
unexpected	unsurpassed
unexplainable	unthinkable
unexploited	untitled
unexplored	untouched
unfiltered	untamed
unfold	unusual
unforgettable	unwind
unheard	...

DEUTSCH

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

DANSK

uvidende	udækkede	uudforsket	uovertruffen	uudtalt
ubesejret	ubestridelig	ufiltreret	uomtalt	uspoleret
utroligt	ubeskriveligt	udfolde	usagt	ustoppelig
uplettet	uopdaget	uforglemmelig	unplugged	ustandselig
uforandret	ubestridt	uhørt	uforudsigelig	ubelastet
ukompliceret	uforstyrret	ufatteligt	ubestrideligt	uovertruffen
ualmindeligt	ujævn	ukent	udrulle	utænkelig
ubekymret	uventet	ulige	usagt	uberørt
ubesejrede	uforklarligt	ulåst	uset	utæmmet
ukonventionelle	uudnyttet	ubemærket	uselvisk	usædvanlig

Typography for the Un- consept

The Un-consept typography consists of the Tiempos Font Family. To maintain a cohesive visual identity, it's essential to adhere to the guidelines outlined on this page regarding text and typography construction. These guidelines provide detailed instructions on how to structure text effectively within the Un-concept framework. It is allowed to use text both before and after the Un-word.

Always use uppercase when starting a headline scentence. This should be:
Tiempos Fine – Light Italic or Tiempos Fine – Regular Italic.

Only highlight one Un-word. Always use uppercase for first letter in the Un-word. This should be:
Tiempos Fine – Bold.

Copy text should be in:
Tiempos Fine – Light Italic or Tiempos Fine – Regular Italic.

A place

Undiscovered

Discover the islands, discover yourself

Branding photos and advertising

The pictures must embrace the greatness of the Faroe Islands. When it is stated that it is “Unbelievable” it must also be shown.

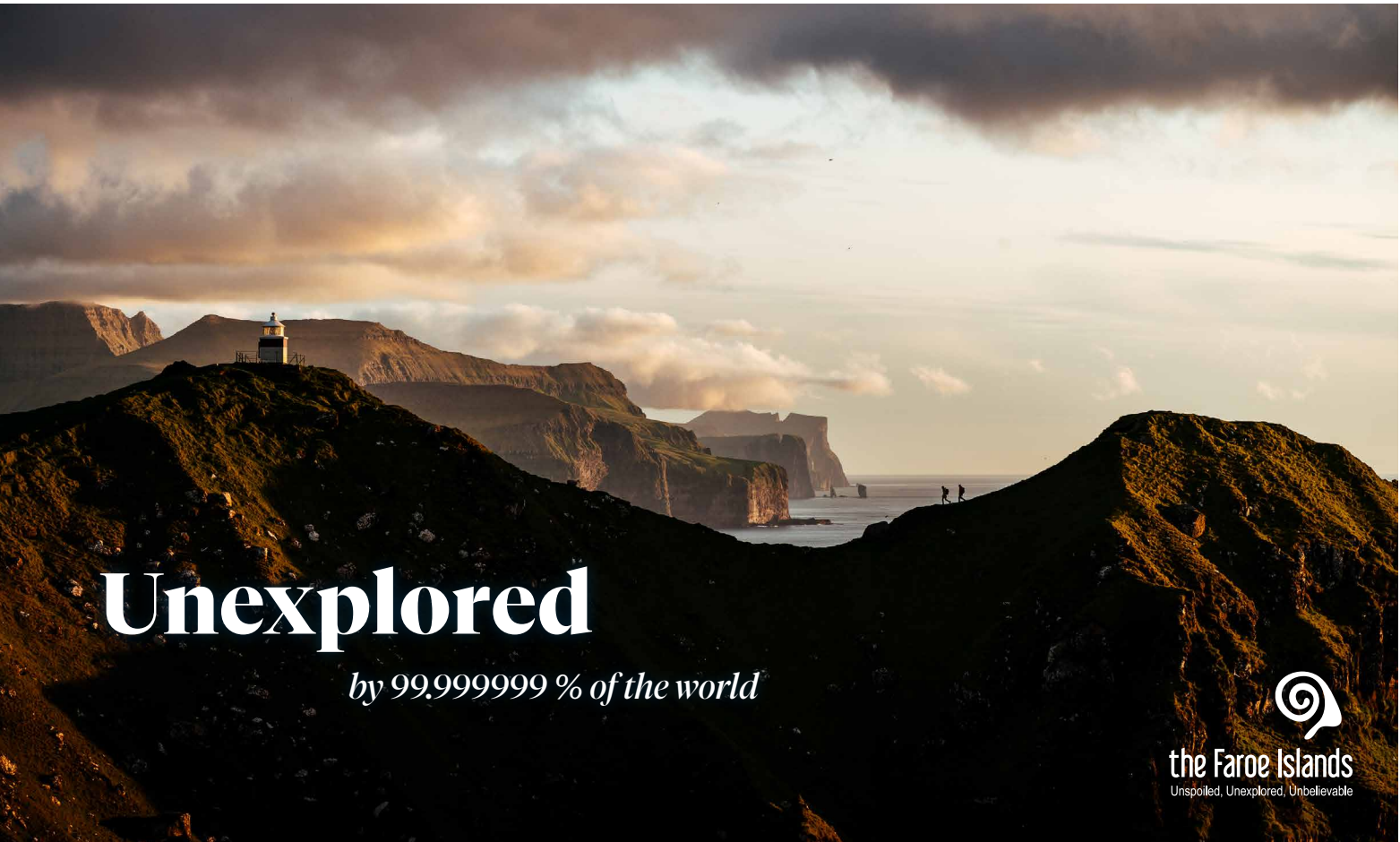
All photos are based on one or more of the differentiating parameters in the Brand DNA. Furthermore, it is recommended that pictures include people or other reference points to emphasise the scale and grandeur of the scenery. This helps convey its impressive features and shows the audience that it is an attainable and immersive experience.

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.

Business potential
Unleashed
*Your creativity can only be as
wild as your surroundings*



the Faroe Islands
Unspoiled, Unexplored, Unbelievable





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SANSIR