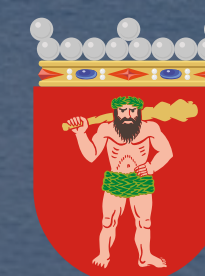


*Original*  
**LAPLAND**

**BRAND MANUAL**

LEADER

**Outokaira  
tuottamhan**



Euroopan unioni  
Euroopan aluekehitysrahasto

**Vipuvoimaa**  
**EU:lta**  
2014–2020



***CONTENT***

<b>BRAND TEXTS</b>	<b>3</b>	<b>VISUAL BRAND</b>	<b>13</b>	<b>EXAMPLES OF THE USE</b>	<b>27</b>
Brand	4	Logo	14	Stamp	28
Region	5	Slogan	17	Stickers	29
Travel	6	Typography	18	Forms	30
Handicrafts	7	Colours	20	Poster	31
Natural Products	8	Use of pictures	22	Roll-ups	32
Sustainability promise	9	Graphic elements	23	Presentations	33
Criteria for the use of the logo	10	Instructions for businesses	25	Website	34

*BRAND TEXTS*

# BRAND

THESE ARE EXAMPLES OF WHAT YOU CAN SAY ABOUT ORIGINAL LAPLAND  
ON YOUR WEBSITE AND IN YOUR OTHER COMMUNICATION CHANNELS:

## ORIGINAL LAPLAND - TWICE THE MAGIC

Original Lapland is a chain of small businesses operating in the Tornio River Valley,  
on the border between Finland and Sweden where Finns, Swedes and the Sámi live together.

**GET TO KNOW** the Tornio River Valley, a region of friendly people and authentic experiences.

**WALK** your own paths.

**FIND** unique hidden treasures.

**MEET** the friendly people of the river valley.

**EXPERIENCE** the small things that grow into something memorable.

**TAKE A BREAK** and enjoy life lived to the rhythm of daylight.

**ALL YOU NEED TO DO IS VISIT US!**



# REGION

## THE TORNIO RIVER VALLEY INVITES YOU TO VISIT

*‘Once you find the authentic Tornio River Valley, you won’t want to leave.’*

The Tornio River Valley is a cultural region that straddles the Finnish-Swedish border. It reaches from Tornio to Kilpisjärvi, from a lush river valley to a rugged fell.

Through its centre runs the world’s friendliest border: The Tornio River separates states but connects people. Crisscross from Finland to Sweden and back – it couldn’t be easier. There is no rush anywhere. Sit down for a while, we’ll put the water on to boil for potatoes and brew some coffee. In addition to Finnish and Swedish, people in the region speak Meänkieli, a distinct dialect of Finnish that has borrowed words from Swedish and Sámi.

Eleven municipalities, four languages, three nations, two states and one beautiful home region along the river. It’s the Tornio River Valley, our Lapland. And we’d love to make it yours too. All you need to do is visit us.

Original Lapland is a route to the authentic Lapland. Visit us and experience the true Tornio River Valley and its nature, culture and unique way of life.



# TRAVEL

## HOLIDAY BY A FREE-FLOWING RIVER

*‘Come with us and we’ll show you places and parts of Lapland  
you wouldn’t find otherwise.’*

Find the Tornio River Valley, which explorers have marvelled at since the 17th century. Walk your own paths. Find unique hidden treasures. Meet the friendly people of the river valley. Experience the small things that grow into something memorable.

Take a break and enjoy life lived to the rhythm of daylight. Our calendar is the River Tornio. When is the ice melting? Is it flooding yet? Are the salmon returning to spawn yet? Has the river frozen? Daylight is our clock. During the polar night there is none, so there’s no need to rush. In summer, even the nights are light. It’s great for doing things! But that’s still no reason to rush. Take the weight off your feet and we’ll put the water on to boil for potatoes.

Get to know the true, down-to-earth Tornio River Valley. Here you can experience nature and people at their most authentic.

Original Lapland is a route to the authentic Lapland. Visit us and experience the true Tornio River Valley and its nature, culture and unique way of life. All you need to do is visit us.



# HANDICRAFTS

## NURTURE THE TRADITIONAL SKILLS OF THE TORNIO RIVER VALLEY

*‘All you need to do is get started.’*

Take a piece of the Tornio River Valley home with you. Each Original Lapland product has its roots in the handicraft traditions, skills and character of the Tornio River Valley. Work should be performed so that you can feel proud of it. The work takes as long as it takes. No point in rushing.

Take home a souvenir made with love and traditional skills that great-grandmothers, grandfathers and mothers in the Tornio River Valley have passed on from one generation to the next. It is something that you can pass on to the next generation.

An Original Lapland product is a piece of the real Lapland. When you buy it, you acquire an item that is steeped in the Tornio River Valley’s nature, culture and unique way of life.



# NATURAL PRODUCTS

## LET NATURE PAMPER YOUR BODY, MIND AND SENSES

*‘We’ll take good care of you. We’ll put water on to boil for potatoes  
and brew some coffee.’*

The Tornio River is Europe’s longest free-flowing river and is known for its abundant salmon stock. The river valley has been inhabited for thousands of years by people who live off its Arctic nature.

In the Tornio River Valley, you won’t have time to rush. There are just too many delicacies to savour. You’ll be served local fish, meat and berries – sustainable local food from our forests, river, fells and paddocks. And rieska, the local flatbread, is available everywhere, of course!

We want to pamper you with well-being products made from natural Lappish ingredients. Wild herbs that have been nourished by the Midnight Sun, spring water, fragrances that promote well-being and all the other treasures of the valley region refresh your body and mind in a natural way.

Original Lapland is a route to the authentic Lapland. Explore the authentic Tornio River Valley and its nature, culture and unique way of life. All you need to do is enjoy.



# OUR PROMISES

## 1. WE WORK TOGETHER IN A FAIR MANNER

- We work locally with companies, communities and individuals in an open-minded manner.
- For us, the local region means the joint Original Lapland area in Finland and Sweden.

## 2. WE LOOK AFTER ANIMALS AND NATURE

- We instruct our customers to behave in a safe and responsible manner during outdoor activities, which also helps them have the best possible experience.
- We utilise natural resources in a sustainable manner.
- We ensure the well-being and respectful treatment of animals.

## 3. WE APPRECIATE THE LOCAL CULTURE

- People in our region speak Meänkieli ('our language'), which has the status of an official minority language in Sweden. It is a dialect of Finnish that has borrowed words and phrases from Swedish and Sámi.
- We promote Meänkieli by using it actively and telling others about it.
- You can show your appreciation for Meänkieli by learning a few phrases: 'Kuas solet? (Who are you?) Mistäs solet poissa? (Where are you from?) Sole poka mikhään!' (It's no big deal!)

## 4. WE LOOK AFTER ONE ANOTHER

- We show our respect to other people in various ways:
  - we share our company story on our website and tell it to our customers
  - we comply with labour laws and regulations
  - we promote business owners' and employees' well-being and coping at work
- Our companies do not discriminate against anyone because of religion, gender, sexual orientation or ethnicity
- We bring up any problems and development areas we come across on various forums and at events and bring them to decision-makers' attention.

## 5. WE FAVOUR LOCAL PRODUCTS AND SERVICES

- With regard to handicrafts and food products, we favour local raw materials and products.
- When possible, we procure the services we need from local providers.

## 6. WE INVEST IN SAFETY AND HIGH QUALITY

- With regard to facilities, equipment, machines and services, we comply with safety and hygiene regulations
- The instructors must have at least basic first aid (EA1) skills.

## 7. WE TAKE OUR CLIMATE IMPACT INTO ACCOUNT

- We recycle and save energy.
- We help our customers find a low-emission means of transport to their destination:  
[www.perille.fi](http://www.perille.fi)



## ***THE RIGHT TO USE THE ORIGINAL LAPLAND LOGO AND TRADEMARK***

The Original Lapland logo and trademark are managed by the Original Lapland association. The Original Lapland logo tells consumers, companies and other stakeholders that the company is a responsible operator that shares the association's values and promotes the region's vitality. The joint logo improves customer awareness of the region and its companies and services, and makes companies more committed to collaboration, thereby strengthening the brand.

The right to use the logo is granted by Original Lapland. Companies and associations can apply for the right to use the Original Lapland logo in the marketing of their services and products. To be granted the right to use the logo, a company or association must undertake to comply with the joint criteria and the terms of the user agreement and pay the annual membership fee. The logo must not be given to a third party to use and it may not be altered (e.g. colours).

The company/association must submit an application to the Original Lapland association (Google Forms). Once the application has been approved, the company is sent the Original Lapland logo and brand manual in electronic format. The logo must not be changed.

Original Lapland has the sole right to manufacture official Original Lapland logo products (e.g. clothes, jewellery, souvenirs, stickers and badges). A company that has been granted the right to use the Original Lapland logo may sell these products.

The board of Original Lapland may terminate a company's right to use the logo if the company's conduct violates accepted standards of good taste, morals or the terms of the user agreement, or if the company fails to pay its membership fee.

**Further information: [info@originallapland.com](mailto:info@originallapland.com) - [www.originallapland.com](http://www.originallapland.com)**



## ***CRITERIA FOR COMPANIES USING THE ORIGINAL LAPLAND LOGO***

### **OPERATING REGION AND PURPOSE**

- The operations, services and products of the company/association must be supplied in the Original Lapland's operating region, which stretches from the Tornio River Valley to Kilpisjärvi and encompasses areas in the two countries along the river – Finland and Sweden.
- The company/association must produce services and products that are related to the operating principles of Original Lapland.
- The company/association must undertake to comply with Original Lapland's values and its rules that have been jointly crafted.

### **COLLABORATION**

- The company/association must participate, when possible, in Original Lapland's joint activities, such as projects and training, and learn about other businesses in the region and events for companies and associations.
- The company primarily collaborates with members of Original Lapland or other local companies that operate in a sustainable manner.
- The company undertakes to highlight the services and products of Original Lapland companies in its operations.

### **MARKETING AND COMMUNICATIONS**

- The company/association must highlight Original Lapland in its communications, marketing and interactions with its customers in the following ways, for example:
  - it must make Original Lapland's brochures, posters and other materials available in its offices and customer premises and offer them to customers
  - the company/association website must at least have a link to the joint website
  - it must add the Original Lapland logo to its materials (website, online stores, company brochures)
  - it tells its staff about Original Lapland's activities and instructs them to provide customers with information on Original Lapland's destinations, services and products
- The company must strive to interact with its customers in line with Original Lapland's values, for example by showing the region's traditional hospitality and sharing stories about local traditions, history and way of life.

## CRITERIA FOR THE USE OF THE LOGO

- At joint events, such as travel fairs and sales events, the company's representative agrees to wear the official Original Lapland items of clothing equipped with the Original Lapland logo (if these are made available).

## SUSTAINABILITY

- The company strives to ensure that its customers behave in a safe and responsible manner during outdoor activities, which also helps them have the best possible experience.
- The company uses local products, services and raw materials whenever possible.
- The company strives to recycle and save energy.
- The company complies with the guidelines for ethical fishing and hunting.
- In collaboration with other companies, the company aims to bring up any problems or development areas on various forums and at events and bring them to decision-makers' attention.
- To show its respect to itself and its employees, the company:
  - tells its story on its website and in its interactions with its customers
  - complies with labour laws and regulations
  - strives to sign permanent employment contracts
- The company does not discriminate against anyone because of religion, gender, sexual orientation or ethnicity

- The company takes care of the safety of its facilities and operations for example in the following ways
  - it performs risk analyses and prepares safety plans when necessary, in line with the applicable guidelines issued by the Finnish Safety and Chemicals Agency (Tukes).
  - it ensures that all of its employees that participate in the provision of its services have at least basic first aid (EA 1) skills.

## HANDICRAFTS

Handicrafts must be primarily Finnish, made from Finnish raw materials, using natural materials when possible (exceptions can be approved depending on the intended use of the item). The products must primarily be designed in the region and they must be aesthetically pleasing and fit for purpose so that they withstand their intended use. Products sold in a handicraft shop may not be factory-made or imported souvenirs.

## FOOD PRODUCTS

Using wild ingredients, such as mushrooms, berries, meat and fish, for food products and dishes is in line with Original Lapland's values, promotes the region's vitality and helps create jobs. Customers also appreciate such ingredients. Highlighting the region's traditional recipes and dishes strengthens the Original Lapland brand. The Original Lapland logo can be used on such products.

If the product is packaged, the packaging must be environmentally friendly. The packaging must carry the Original Lapland logo.



*ORIGINAL LAPLAND'S VISUAL BRAND*

LOGO

THE TORNIO RIVER VALLEY  
STAMP

The stamp depicts the river and fell landscape of the Tornio River Valley, with the sky and sunlight reflected off the surface of the river.

The hand-made, slightly unfinished-looking style is in keeping with the river valley’s down-to-earth way of life. The local people, culture and way of living are celebrated in their own stamp, the Tornio River Valley stamp.

ROUND LOGO



HORIZONTAL LOGO



THE LOGO WITH A SLOGAN



— TWICE THE MAGIC —



— TWICE THE MAGIC —

STAMP





PROTECTED AREA

An empty space of the size shown in the adjacent picture must always be left around the logo. No text, images or other elements may be placed in this protected area. This ensures that the logo is visible and stands out from the background.

The size of the protected area can be reduced if the logo is used in a manner similar to a postal mark so that a section of the circle surrounding the logo is cropped out. Instructions for using the logo in this manner are provided on the following page.





# HOW TO USE THE LOGO CORRECTLY

In the use of the logo, attention must be paid to visibility: the text must be easy to read, the logo must stand out from the background and it must be of a sufficient size. Always use a ready-made logo, do not change its proportions and do not combine the logo and the wordmark in a way that is not specified in the instructions.

The logo is used either as a black or white version. Use the white logo on a dark background and the black logo on a light-coloured background. Visibility is also the key here so do not use the logo on a busy background.

When necessary, the logo can be used with part of the circle surrounding the logo left out. In this case, care must be taken not to crop out any of the picture or text.



The logo does not stand out



The logo has a coloured back-ground



Too much of the logo is cropped out

Original  
LAPLAND



Components of the logo are combined incorrectly



The proportions of the logo are distorted



SLOGAN

***TWICE THE MAGIC***

THE USE OF A SLOGAN WITH THE LOGO



*— TWICE THE MAGIC —*



*— TWICE THE MAGIC —*



*— TWICE THE MAGIC —*

THE STORY BEHIND THE SLOGAN

Lapland is known for its magic.  
The Tornio River Valley has double the magic.

***FONTS CREATE  
A FRIENDLY IMPRESSION***

The font for headers is **Kalam**. Its informal handwriting-style design gives the font character and approachability. Even though optimised for text on screen, Kalam also works well on print materials.

For body text, **Mulish** is used as the font. Mulish is a modern, clear, Sans Serif typeface, which has a rounded design that appears friendly and approachable, similarly to the header font.

Kalam and Mulish are Google fonts and can be downloaded free of charge

**DOWNLOAD KALAM HERE:**

<https://fonts.google.com/specimen/Kalam?query=kalam>

**DOWNLOAD MULISH HERE:**

<https://fonts.google.com/specimen/Mulish?query=muli#standard-styles>

KALAM BOLD

***abdcefg hijklmnopqrstuvwxyzåäö  
ABDCEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
1234567890&?!:,***

MULISH REGULAR

**abdcefg hijklmnopqrstuvwxyzåäö  
ABDCEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
1234567890&?!:,**

HOW TO USE THE FONTS

The Kalam font is always used for headers that are bolded and in uppercase letters. Because the font’s x-height is low, it is important to check that the font size is sufficient. The header’s line spacing should be relatively small so that the header forms a uniform entity. For example, in the adjacent text, the header font size is 78 pt, with a line spacing of 80 pt.

The Mulish typeface includes various styles, which can be used in different situations.

For lead paragraphs and short texts, the suitable weight is Semibold. For sub-headers, Mulish in bold is used, with expanded letter-spacing if possible. Uppercase letters are also used for sub-headers.

For body text, Regular is the suitable weight. In the layout of the body text, attention must be paid to sufficient line spacing. This ensures that the text is not laid out too tightly but has an airy, easy-to-read appearance. The line spacing can be a third larger than the font size; for example in this text the font size is 18 pt and the line spacing is 24 pt.

KALAM BOLD IN UPPERCASE  
LETTERS

MULISH SEMIBOLD

MULISH BOLD IN UPPERCASE  
LETTERS, EXPANDED

MULISH REGULAR

HEADER  
ON TWO LINES

Lead paragraph. Facia dollici reicimusda quo omnimet occus ulla ent, occum dollaudi sin placimaxim dustem et fugitia coraest quat. Comnis modicid esequi voloria dol.

SUB-HEADER

Body text. Facia dollici reicimusda quo omnimet occus ulla ent, occum dollaudi sin placimaxim dustem et fugitia coraest quatComnis modicid esequi voloria dol. Mil into coratis ilia di aspidenet et moloriam quatectium a istiae si occus ex eum eius a volor aut enis et modiore puditam qui qui non nulparum aut fugit laborem res eum vendeni modicit por mollaccaecus saectures adignihit, et, omnihil luptamu scimus, id mil et voluptat vel maximperatio odi soloria dolupta tectemque ratur sum quas expliqu iatinimos sae amendam quia dolo cus sero explatium cuptationum velit, ut molo totatia endis doluptata il mi, num voluptio corepuda vollabore inveribusa debis inis dolorem que nustecu lparum ellab in cor mi, cus sumquo maxim a nobis et estrum exercim usanditi undam es aut moditasi odit rehenitiam, sequuntum, quiatet as co.



# COLOURS FROM THE RIVER VALLEY

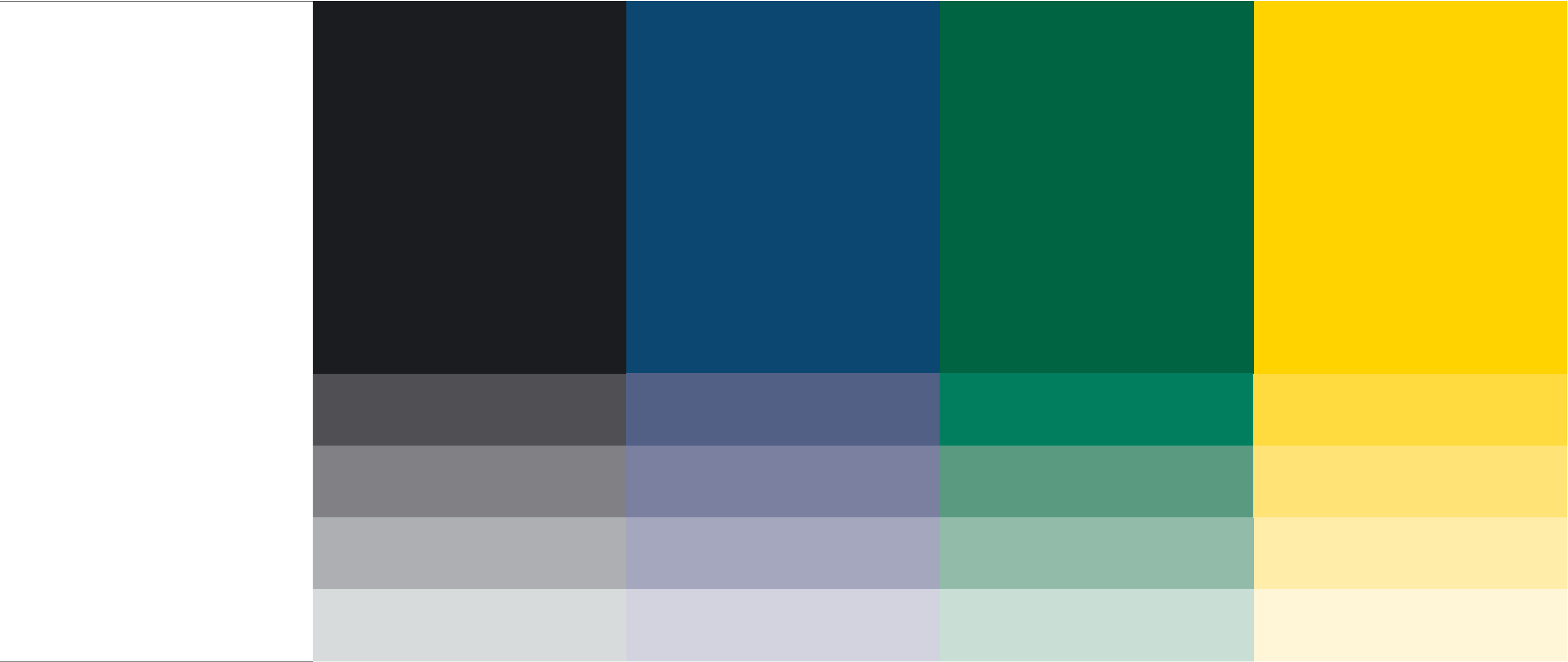
Original Lapland’s main colours are black and white. Whenever possible, the label and logo are used either as a black or white version, depending on which one is more visible on the background. Membership companies in particular should primarily use a black or white version of the logo to avoid the colours becoming confused with the company’s brand colours.

Colour is introduced through photographs, which are the main form of illustration used for the brand. However, there are situations where accent colours may be required. Original Lapland has chosen three colours that can be used for this purpose.

Original Lapland’s colours are those used for the flag of Meänmaa (Tornio River Valley) (blue, white and yellow). Green was introduced as the fourth colour to complement these. Used in combination, these colours create an image of the Tornio River Valley where the sun peeps from behind a fell, shining its light on the river that runs across the landscape and the forest that reaches to the horizon.

However, the colours should be used as small accent elements. The colours may also be used as a transparent surface over pictures, for example.

RGB or HEX colours are used in digital versions. CMYK colours are used for four-colour printing, PMS colours for special printing and RAL colours for painted outdoor surfaces.



**WHITE (SNOW)**

Pantone: -  
CMYK: -  
sRGB: 255, 255, 255  
Hex: ffffff  
RAL: 9003 #ecece7

**BLACK (POLAR NIGHT)**

Pantone: Neutral Black  
CMYK: 100K  
sRGB: 26,26,24  
Hex: 1a1a18  
RAL: 9017 #2a292a

**MUTED DARK BLUE (HORIZON)**

Pantone: 294C  
CMYK: 100C, 76M, 38K  
sRGB: 0,47, 109  
Hex: 002f6d  
RAL: 5022 #222d5a

**DARK GREEN (FOREST)**

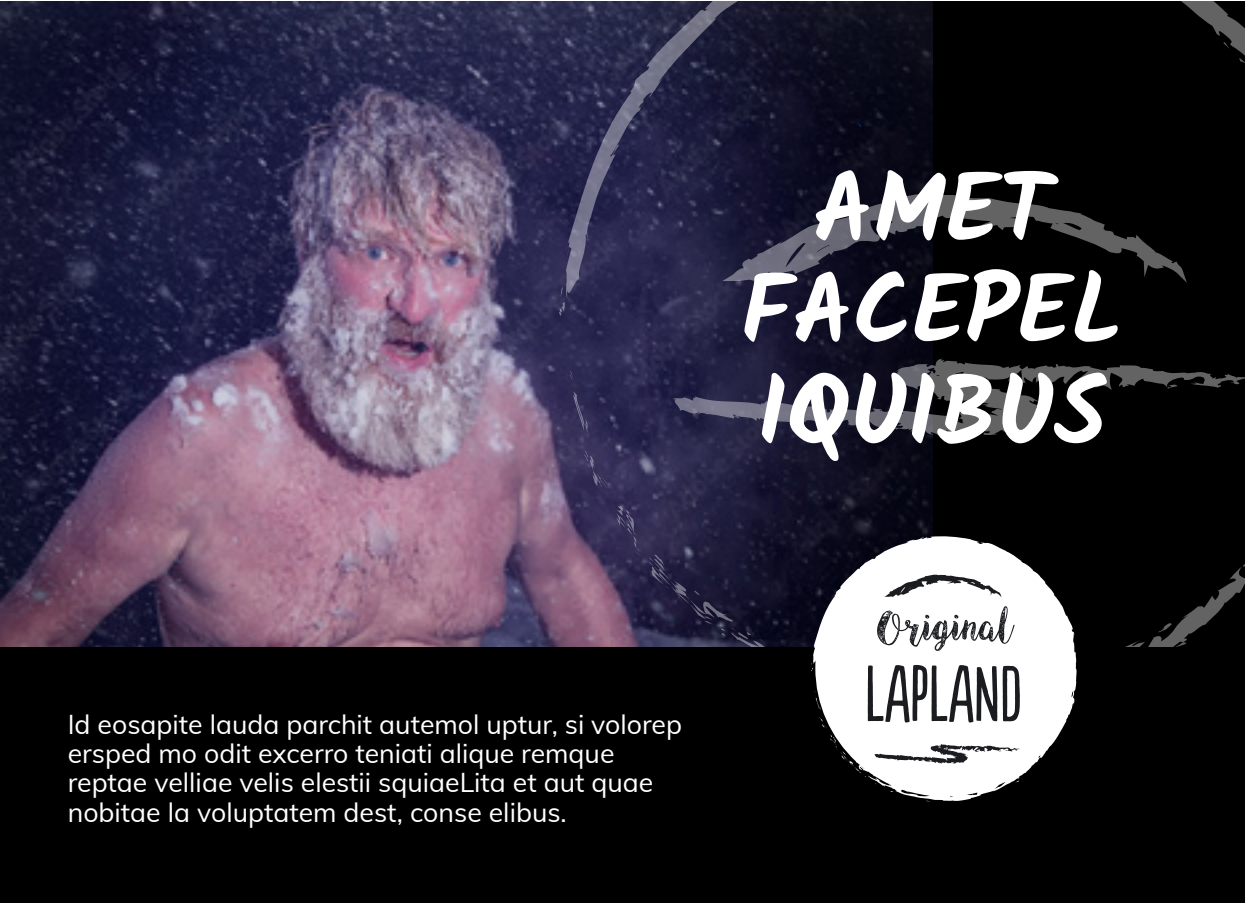
Pantone: 342C  
CMYK: 100C, 75Y, 44K  
sRGB: 0,102, 72  
Hex: 006648  
RAL: 6029 #006f3d

**YELLOW (SUN)**

Pantone: 109 C  
CMYK: 15M, 100C  
sRGB: 255, 210, 0  
Hex: ffd200  
RAL: 1018 #faca30



EXAMPLES OF THE USE  
OF THE COLOURS



The only colours used in addition to those in photographs are black and white



Colours are used as accent elements and transparent surfaces



USE OF PICTURES

PICTURES OF NATURE  
AND PEOPLE

Photographs play an important role in Original Lapland’s brand image. Therefore, it is important to use high-quality pictures of a resolution suitable for the purpose.

The following guidelines help retain a uniform visual style:

- 1. Show local, smiley people
- 2. Use unusual perspectives and cropping
- 3. Show the region’s nature and landscapes: light, open spaces and details
- 4. Favour pictures with Original Lapland’s brand colours: blue, yellow and green (black and white)

You can use these instructions as a guideline when you are choosing a picture from among existing ones or taking a new one. Explain the visual style to everyone who works with your pictures: photographers, graphic designers and people responsible for communications.





# SCENERIES FROM THE RIVER VALLEY

Original Lapland’s visual style is supported by sketch-like drawings that give it a unique, hand-made appearance.

The visual brand includes six drawings. The panoramic view depicts the valley, the river and houses on both riverbanks, connected by a bridge. The smaller drawing shows details from the river landscape. Parts of these drawings may also be used as illustrations.

These visual elements may be used as either black or white versions. They add character to the appearance, particularly when using a photograph is not possible/sensible (e.g. Word letter templates). Similarly to the logo, the elements must be used so that they are clearly visible. Drawings can be used to liven up the appearance while ensuring that they remain an accent feature with photographs forming the basis for the visual style.



GRAPHIC ELEMENTS

EXAMPLES OF THE USE  
OF THESE ELEMENTS





INSTRUCTIONS FOR BUSINESSES

ALL YOU NEED TO DO  
IS USE IT!

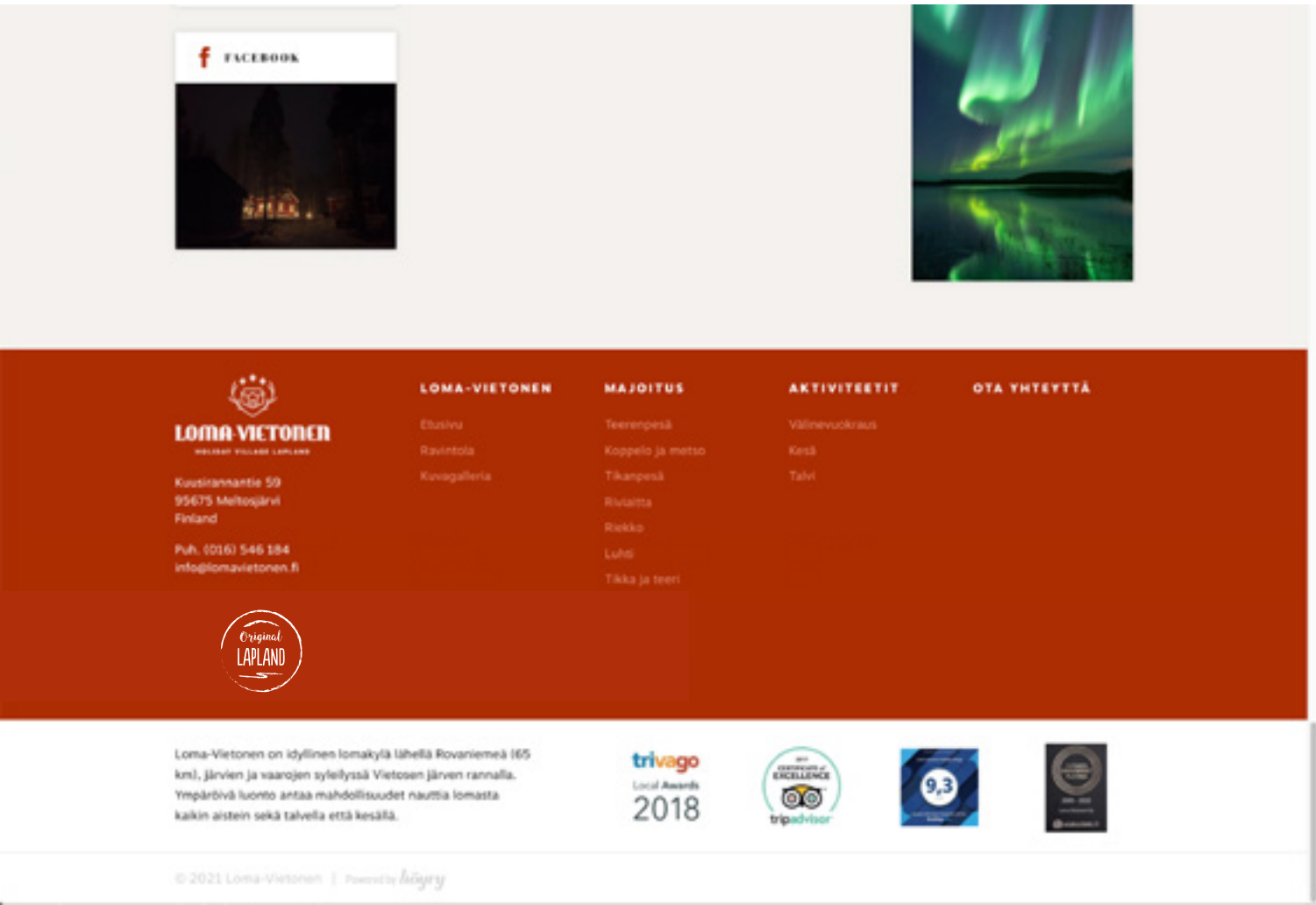
Before using the Original Lapland logo or other elements in your communications, read this brand manual and make sure that you comply with the instructions.

The wordmark and the logo are black and white so that they can be used in combination with your company’s brand colour. You can use the logo in all your communications: brochures, websites and social media channels. On the website, the most natural location for the logo may be the site’s footer section. Always place a link to the [originallapland.com](http://originallapland.com) website to the logo.

You can use the Original Lapland sticker on your products as an identification. Place the sticker in a location where it is visible but does not obscure any other information on the product.

EXAMPLES OF THE USE OF THE LOGO IN COMPANIES' COMMUNICATIONS AND PRODUCTS

The logo in the footer of a company’s website



Sticker on products



The logo on a company brochure





In addition to the logo and the visual elements, you can use the brand slogan (Twice the magic) and the phrases and quotes in Meänkieli that have been compiled on this page.

On page 4 of this brand manual, you can find a short introduction to Original Lapland, which sums up the brand’s core message. If you want to talk about Original Lapland on our company’s website or elsewhere, you can use this introduction or parts of it.

In your company’s social media posts, use the hashtags **#originallapland** and **#meänlappi**

PHRASES

**SOLEKKO TEHÄ**

*All you need to do is get started*

**SOLEKKO RAKASTAA**

*All you need to do is love it*

**SOLEKKO TULLA**

*All you need to do is visit us*

**SOLE POKA MIKHÄÄN**

*It’s no big deal*

QUOTES

*‘Once you find the authentic Tornio River Valley, you won’t want to leave.’*

Ko sie kerran hoksaat tämän Meän Lapin, niin siehän et halvaa täältä ennää pois lähteä.

*‘Come with us and we’ll show you places and parts of Lapland you wouldn’t find otherwise.’*

Lähe meän völhjyyn, niin met poka näytämä sulle semmosta Lappia, mistä sole ennen kuulukhaan.

*‘We’ll take good care of you. We’ll put water on to boil for potatoes and brew some coffee.’*

Met kyllä piämä sinusta rohki hyän huolen!  
Keitämä potut ja kahvit tietekki.

*EXAMPLES OF THE USE OF THE BRAND IMAGE*



STAMP

















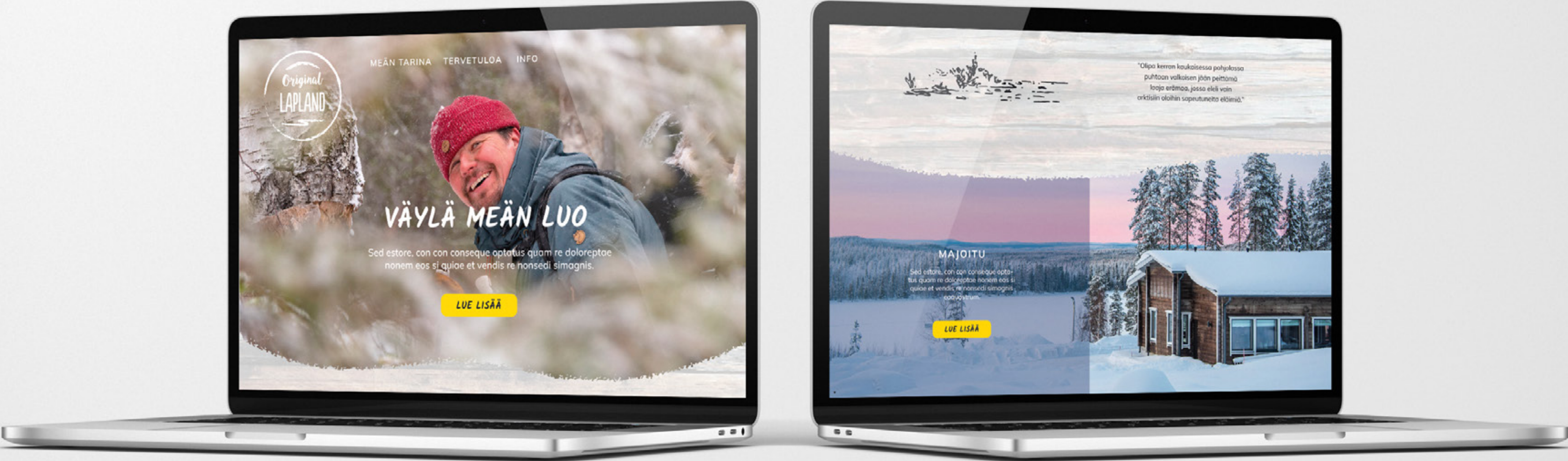
ROLL-UPS













[www.originallapland.com](http://www.originallapland.com)

