



# ESTONIAN BRAND DESIGN PRINCIPLES

Estonia.eu  
Positively surprising





# INTRODUCTION

The Estonian brand is so much more than simply the 'Welcome to Estonia' mark, colour schemes and pictorial usage in adverts. It is also to be found in the way in which we talk about our country. Our strength will never be physical might, but rather the clever use of opportunities as they appear. Therefore it is important that we are all reading from the same page when the need arises. Only then will we be able to show the world that we are a future-oriented and fresh nation.

The handbook is one visible aspect of this phenomenon. Here you will find guidance for using different visual elements of the Estonian brand.

We encourage everybody to use the Estonian brand. If you have any questions or problems with using the design elements, or anything else, please do not hesitate to contact us at [brand@estonia.eu](mailto:brand@estonia.eu)

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# LOGO

## Logo Basics

The elements that together make up the logo of the Estonian brand are the mark, the name of our country and our slogan. The country name and the slogan are to be translated into the language of the target market. If necessary, the internet address of the Estonian landing page, Estonia.eu, can be used in English adverts instead of the country name. The design of the slogan and country name, their proportions and placement are fixed in relation to the mark.

The logo, in all available languages, can be found at [brand.estonia.eu](http://brand.estonia.eu)



## Examples of the logo in different languages



## Placement of the Logo

The logo should usually be located in the bottom right corner of designs. The exact size will not be predetermined, but it is essential to ensure that the logo is readable and noticeable from an appropriate distance.

The number "1" on the scheme denotes a half size of the logo. The logo will be placed on the design in accordance with that proportion.



# USE OF THE LOGO

## The Logo in Black-and-White

The black-and-white logo can only be used in the positive and not reversed out. Thus the text in the mark must always be white. The minimum size of the mark in print will be 11x11 mm. This is because the logo is illegible if set at a size any smaller than that.



## The Logo in Colour

The logo is primarily to be used in colour. The colour must be selected from the palette of Estonian brand colours, preferably according to the field in question. The black-and-white logo is largely an alternative to be used only in those situations where using the coloured logo would prove complicated or impossible. Note that the logo mark is in colour and the text is white, and never vice versa.

Estonia.eu  
Positively surprising



Estonia.eu  
Positively surprising



Estonia.eu  
Positively surprising



Estonia.eu  
Positively surprising



Estonia.eu  
Positively surprising



Estonia.eu  
Positively surprising



In the domestic marketing of the brand, the "Ma Armastan Eestimaad" mark is to be used without the slogan and country name. The design principles for the mark are the same as those relating to the "Welcome to Estonia" mark.





# DESIGN PRINCIPLES

## Design with Two Photos

Two photos can be used in Estonian brand materials – one larger one as the main photo, the other smaller to provide a contrast photo. The purpose of these is to complement each other. The smaller photo should be rather abstract, this larger one more specific and descriptive. Examples of the right use can be found in the handbook and on the website [brand.estonia.eu](http://brand.estonia.eu)



### The pattern and the proportions of the photos

The two photos are separated with a dividing line fortified with a pattern. The pattern on the dividing line is of a fixed size and in proportion to the format. The design principles for two photos are shown in the example to the left. The ratio of the two photos should be about one quarter and three quarters, respectively.

Colour can be used beneath the pattern where necessary; this will help heighten the visibility of the pattern and the dividing line.

Information about the use of colours and text can be found in the respective chapters.

## Design with One Photo

The main focus of Estonian brand adverts should be the photo. This is then supplemented by text, the web address, the logo and pattern.



### The pattern

The shape and location of the pattern is fixed in the upper right corner. The colour of the pattern has to match the photo and be highly visible.

Information about the use of colours and text can be found in the respective chapters.

Design templates can be downloaded from the website [brand.estonia.eu](http://brand.estonia.eu)

# DESIGN PRINCIPLES

## Wide Format

Where wide formats are to be used, the dividing line together with the pattern will be vertical.



1/4

3/4

Where a one-photo design is used, then portrait format rules will apply.



# TYPEFACE

The typeface for the Estonian brand is CgSymphony in all available weights. CgSymphony is a paid typeface. It can be purchased from [fonts.com](https://www.fonts.com).

## CgSymphony

ABDEFGHIJKLMNOP  
OPRSZTUVÕÄÖÜ  
abcdefghijklmnoprsztuvõäöü

1234567890!"#%&/()=

**ABDEFGHIJKLMNOP  
OPRSZTUVÕÄÖÜ  
abcdefghijklmnop  
prsztuvõäöü**

## Typeface in Cyrillic

In Cyrillic scripts the typeface for the Estonian brand will be Gill Sans in all weights. Gill Sans is a paid typeface. It can be purchased from [fonts.com](https://www.fonts.com).

## Gill Sans

АБВГДЕЁЖЗИЙКЛМНОПРС  
ТУФХЦЧШЩЪЫЬЭЮЯ  
абвгдеёжзийклмно  
прстуфхцчшщъыьэюя

1234567890!"#€%&/()=

**АБВГДЕЁЖЗИЙКЛМНО  
ПРСТУФХЦЧШЩЪЫЬЭЮЯ  
абвгдеёжзийклмнопрстуфхцч  
шщъыьэюя**

## Alternative Typeface

On websites, presentations and other materials where using the official font is not possible for technical reasons, Arial can be used as an alternative typeface.

## Arial

ABDEFGHIJKLMNOP  
OPRSZTUVÕÄÖÜ  
abcdefghijklmnoprsztuvõäöü

1234567890!"#%&/()=

**ABDEFGHIJKLMNOP  
OPRSZTUVÕÄÖÜ  
abcdefghijklmnoprsztuvõäöü**



# TEXT LAYOUT

## Text

The textual component of Estonian brand adverts consists of the heading, web address and, if necessary, body text. The heading must always be in uppercase and clearly differentiated from the background.

## Font Size

Heading size will be in proportion to logo size. The text height must be the same as that for the logo text "Estonia" or "Estonia.eu".

The numeral "1" within the scheme denotes the title and the size of "Estonia.eu" on the logo. Heading size is to be determined with reference to that proportion.

## Layout

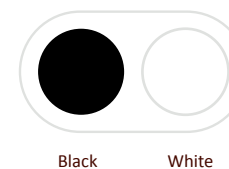
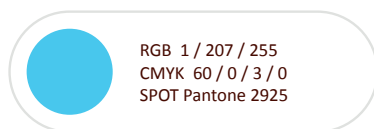
The minimum margin size for the text is shown in the adjacent picture. The web address will be placed under the heading. There are no other limitations on the placement. Clear legibility is a must.



# COLOURS

The Estonian brand makes use of nine different colours, in addition to black and white. The colours depicted here are the official colours of the Estonian brand, which are usually used according to context. In general use, all available

colours can be utilised when depicting the brand. But in clearly context-based communication we recommend that you do not deviate from the field palette.



## Colours According to Field

The palettes for different fields are chosen according to their nature and consist of four colours:

Tourism



Business



Domestic marketing



Education



# COLOURS

## Use of Colours in Designs

Two colours will be used in designing the advert or publication, preferably selected from the field colour palette. The colours should complement each other by means of contrast or harmony.

The colours should also stand out in the photo, making the text readable and the logo noticeable. As a result, all colour palettes incorporate both dark and light tones.



### Usage

In cases of two-photo design we recommend using one colour for the heading and another for the logo.

The colour for the body text can be chosen based on the photographic material to be used and legibility in relation to the colours that have already been selected. Black or white may also be used as an alternative.

If necessary, colours can be used underneath the pattern in order to emphasise it. These should be the same colours as the heading.



### Usage

In cases of one-photo designs we recommend using different colours for heading and pattern.

The colour to be used in the body text can be selected based on the photo and legibility of the colours that have already been selected. Black or white can also be used as an alternative.

# COLOURS

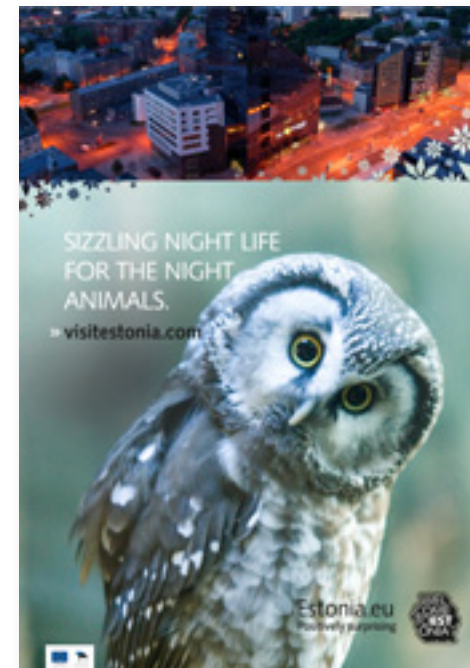
## Examples of Different Colour Usages

If the colour schemes being used render it impossible to follow the guidance above, colours can also be combined differently.



## Black-and-white logo with text

The use of black and white depends on the photo. If coloured text or a logo is not easily visible in the photo, black and/or white can be used to improve contrast. This option should only be used in extreme situations, when no other field-specific colour is suitable or where the colour required cannot be used due to technical restrictions.





# COOPERATION

## Partner Branding

### Logo corner

The purpose of the partner branding of the Estonian brand is to offer different options to clients when using the Estonian brand in their communication materials (print, adverts, web etc).

Partner branding consists of the logo and the pattern, which together constitute the logo corner. Changing the size or placement between the elements is not permitted. The colours for the logo corner should be picked from the Estonian brand colours according to the field. The proportions of the logo corner are denoted in the picture below.

The numeral "1" on the scheme denotes one half of the logo size. The logo corner or logo mark is placed on the design according to that proportion.



### Logo corner layout

The logo corner can be placed on upper or bottom right corner of the layout. Placement is shown in the picture below.



### Alternative

If the logo corner cannot be utilised, then the mark may be used in isolation – in this case without the slogan and country name.





# COOPERATION

## Other Elements

When designing adverts or publications, the need may arise to display information that needs to be specifically highlighted. For example flight offers, important dates, discount prices etc. In the following examples the shapes, layouts and sizes of such areas are given. These areas need to be either rectangular in shape, positioned on the upper right edge, or circular in shape, in which case there are no positioning rules.

The use of structure fund logos is shown in the examples below. Structure fund logos must always be in a white box. If logos cannot be used in the bottom left corner, they can also be positioned on the upper edge.

The structure funds have their own CVI, which can be seen at [www.strukturifondid.ee/public/Juhend.pdf](http://www.strukturifondid.ee/public/Juhend.pdf)



The numeral "1" on the scheme marks the height of the white box of structure fund logos. Structure fund logos are placed on designs according to that proportion.

# APPLICATION OF BRANDING

## On Banners

Banners should make use of fixed end graphics, which are to be derived from the design and colour logic of the Estonian brand. It is important to use Estonian brand colours, preferably according to the field. Within the end graphics the web address and logo are to be highlighted.

The banner dynamics should be smooth. The animations of pictures and text must not “flicker” or “flash” or otherwise be subject to any other interference.

### Static banner



1. The pattern is to appear on the banner, preferably



2. The banner is to transform to white and the web address appears. The pattern, which is preferably animated, is to remain.



3. In the last frame of the banner the Estonian brand logo is to appear.

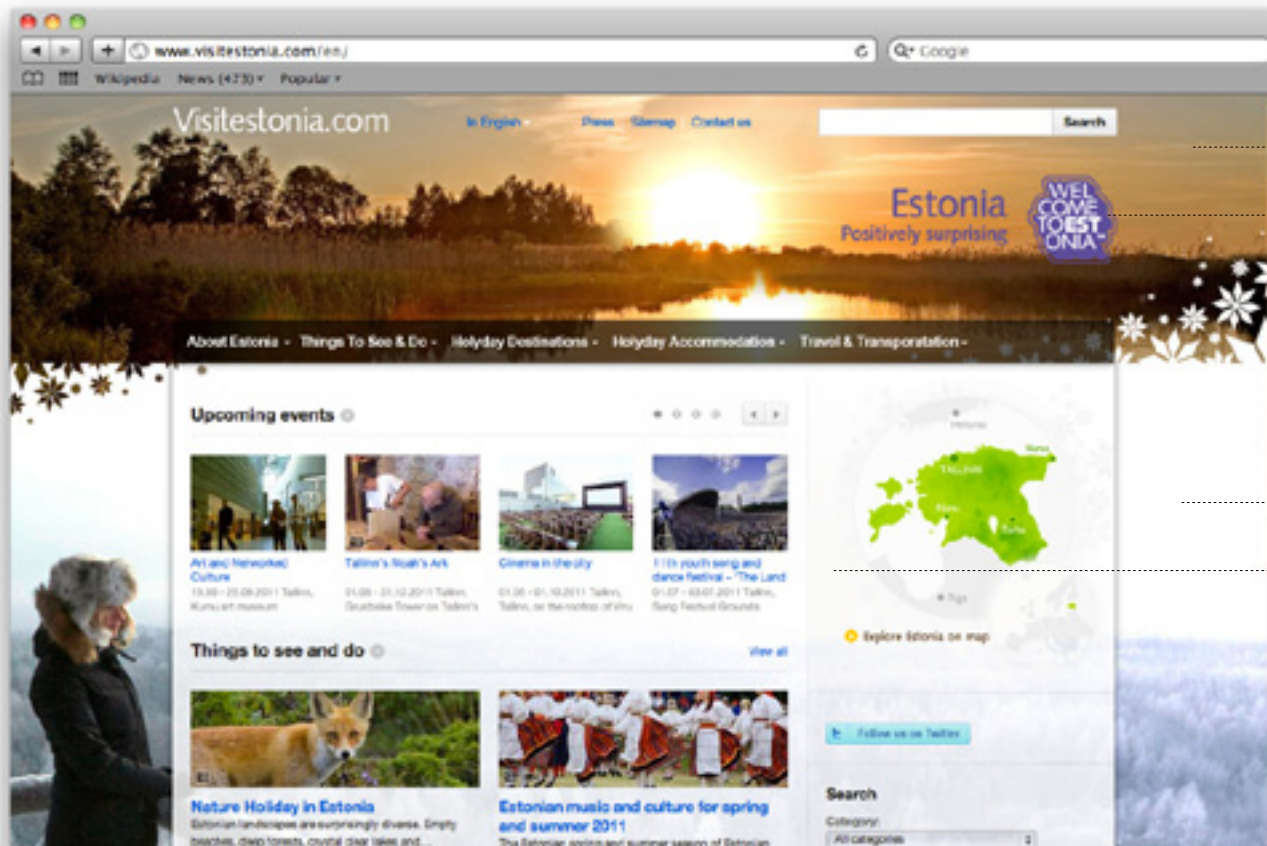


# APPLICATION OF BRANDING

## On Websites

Website design will be derived from the design and colour logic of the Estonian brand. The header and background of the websites must be in the form of photos. The heading photo will be used in combination with the

background photo according to Estonian brand design principles. The logo is to be visible in the right-hand corner of the header. Other parts of the website design depend on the page content.



Header

Estonian branding

Background

Content



# APPLICATION OF BRANDING

## On Partner Websites

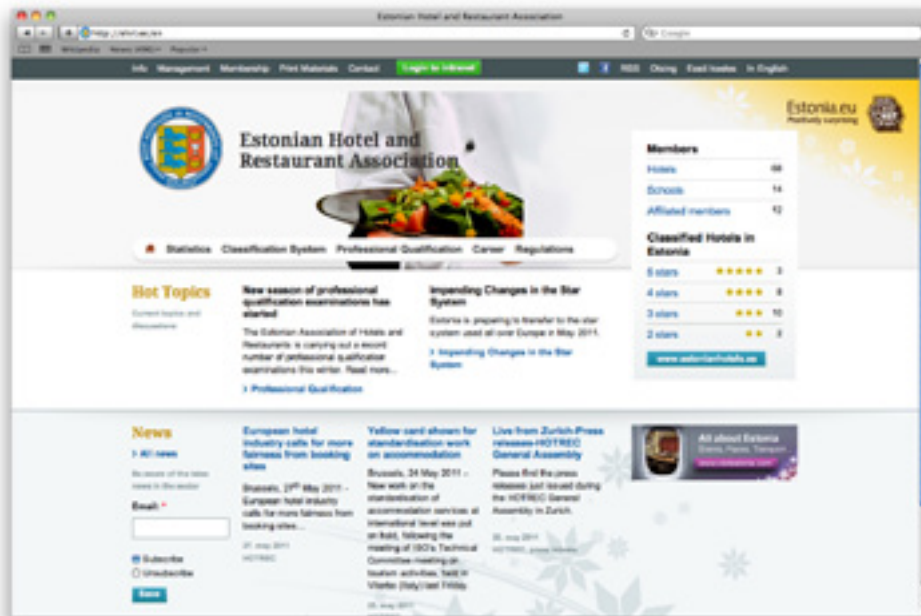
Branding within partner websites is to be derived from the relevant partner branding of the Estonian brand and is to be placed in an appropriate location depending on the nature of the website.

The logo corner should preferably be located in the right-hand corner of the website header. The pattern may be used freely on the partner's website, either as a background or within other elements.

An example of partner branding in the Pärnu town website.



An example of partner branding on the Union of Estonian Hotels and Restaurants website.



An example of logo-only partner branding in the Pärnu town website.

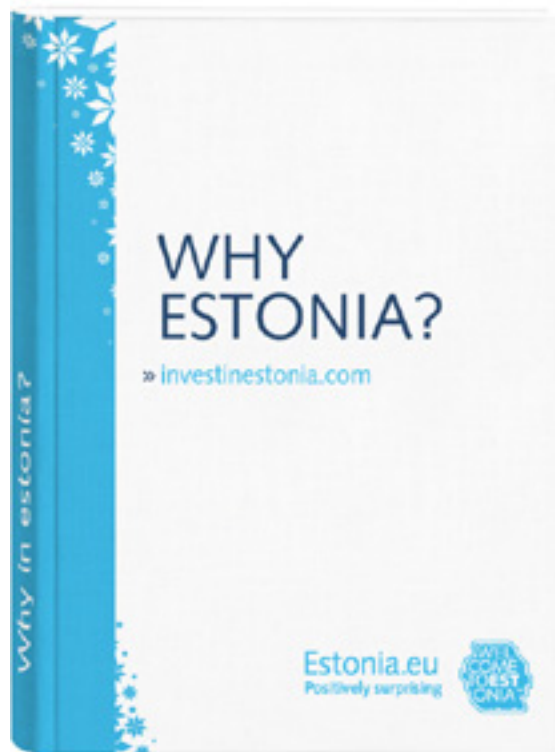


# APPLICATION OF BRANDING

## In Printed Materials

The design of printed materials is to be derived from the design and colour logic of the Estonian brand. When designing printed materials the colours should preferably be selected according to the field. If two photos are used, the design principles of the dividing line and the pattern should be followed.

Regarding graphic design the same principles should be followed, preferably using two complementary colours from the field-specific colour palette instead of photos. The specific design depends on print format and content.



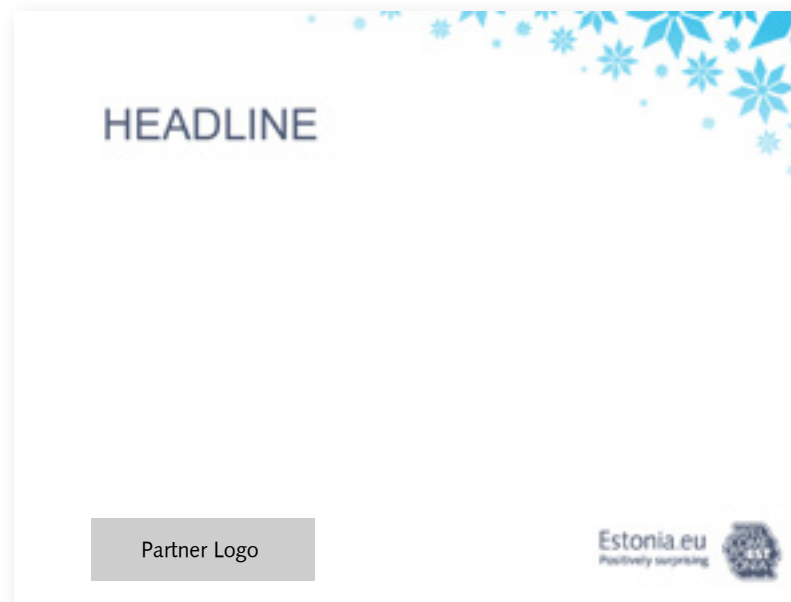
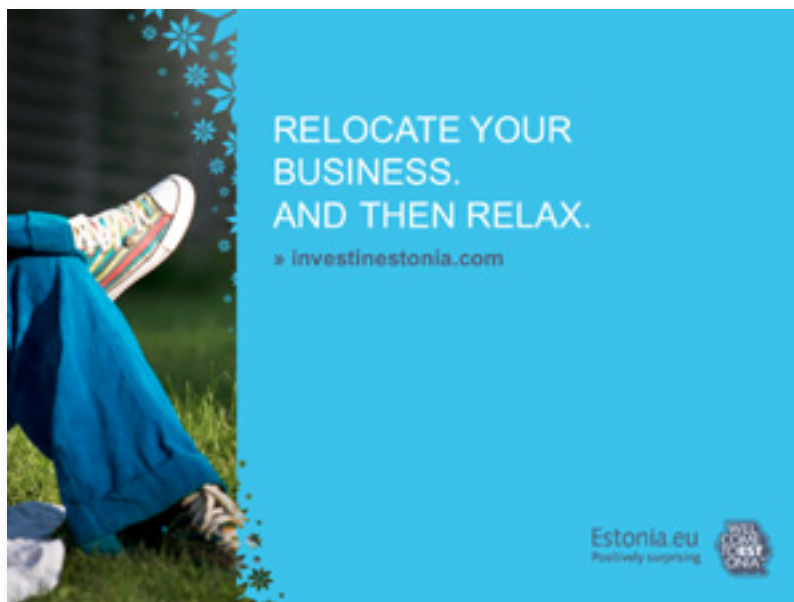


# APPLICATION OF BRANDING

## In Presentations

The design of presentations is to be derived from the design and colour logic of the Estonian brand. When designing a presentation the colours should preferably be picked according to the relevant field. The title page is designed according to two-photo design principles.

The colour of the respective field takes the place of the larger photo. In the upper right corner of the body page will be the pattern in field-specific colours and in the lower right corner will be the logo. With presentations the correct typeface is Arial.



Presentations can be downloaded from the website [brand.estonia.eu](http://brand.estonia.eu)



If you have any questions, please contact us at [brand@estonia.eu](mailto:brand@estonia.eu)