



Branding guidelines

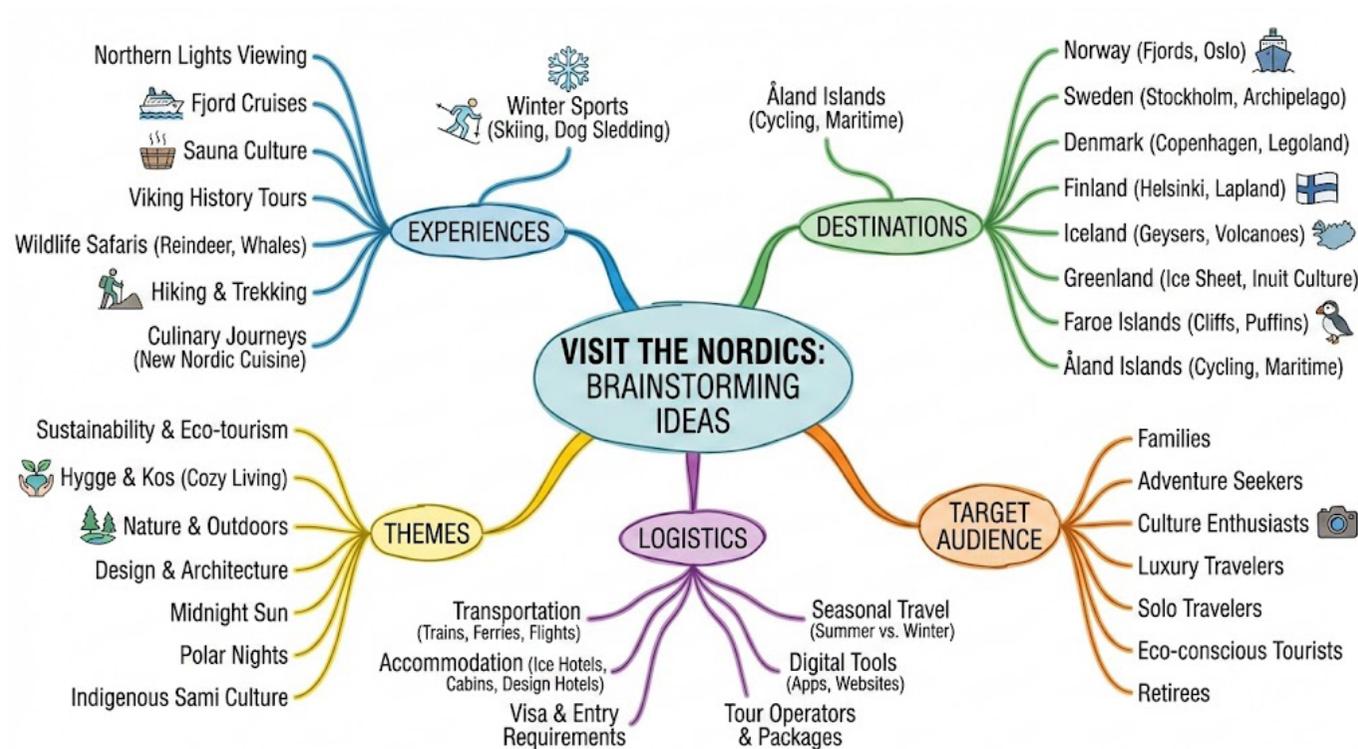
Introduction	3
Mind map + brainstorming	4
Defining adjectives, Naming options	5
Mood board: historical references	6
Mood board: contemporary references	7
Typefaces	8
Logo	9
Color pallete	10
Icon	11
Secondary typefaces	12
Applications	13
Our secret ingredient	15

Visit the Nordics is a travel-tech startup helping global explorers uncover authentic, sustainable experiences across the Nordic region.

Visit the Nordics emerged from a shared ambition to create a smarter, more human-centered way to explore the Nordic countries. The team united around the idea of blending local expertise, immersive digital storytelling, and sustainability-focused travel tools to offer travelers a deeper connection to the North.

Built with a startup mindset, the company focuses on rapid innovation, strong partnerships with local communities, and a commitment to meaningful, responsible tourism experiences.

Mind map + brainstorming



Defining adjectives

Immersive

Sustainable

Trustworthy

Naming options

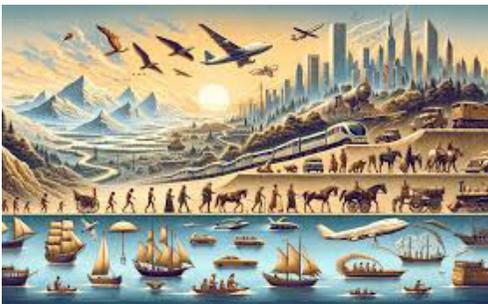
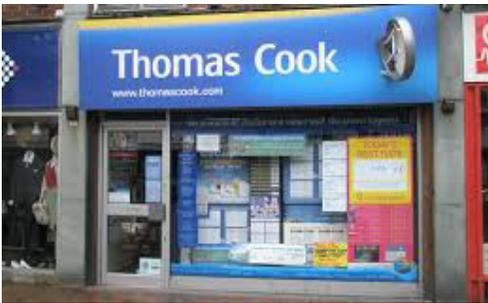
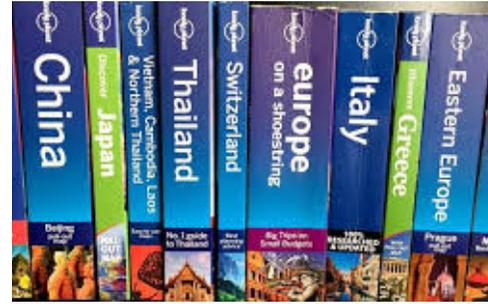
Visit the Nordics (preferred)

Nordic Travel

Nordics Holidays

Mood board

Historical references



Mood board

Contemporary references



Typefaces

Visit the nordics

Visit the Nordics

Visit the
Nordics

Visit the Nordics

Visit the Nordics

Visit the Nordics

Visit the Nordics

Visit the Nordics

Visit the Nordics

Visit the Nordics

Visit the Nordics

VisittheNordics

Visit the Nordics

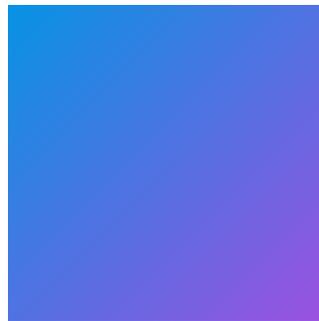
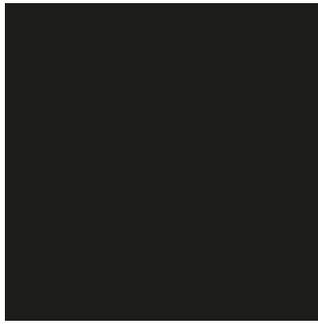
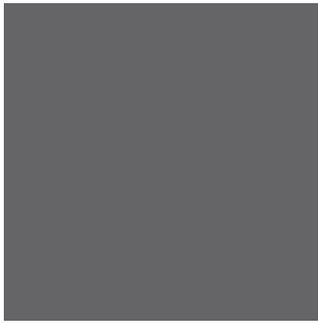
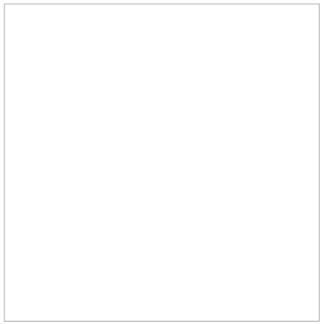
Visit the Nordics

visitthenordics

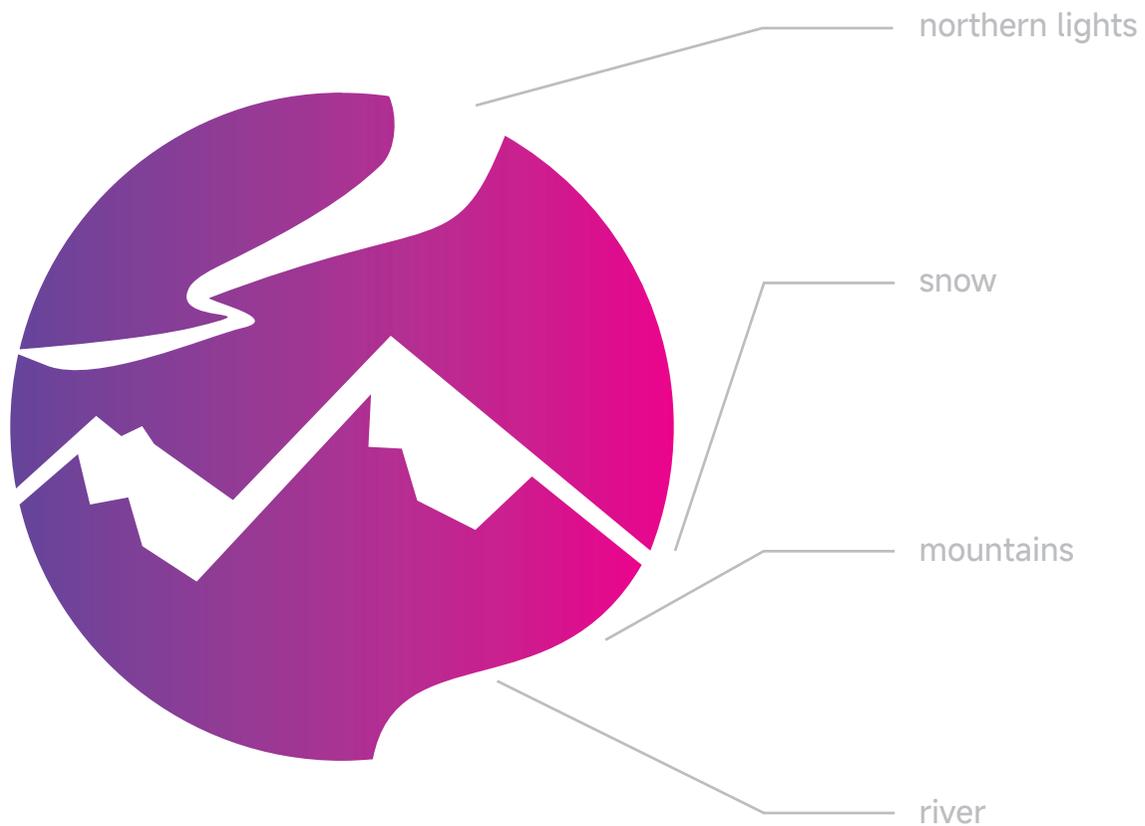
Logo



Color pallete



Icon



Secondary typefaces

Prompt

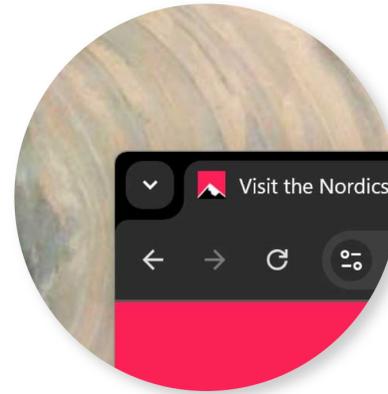
Guided tours

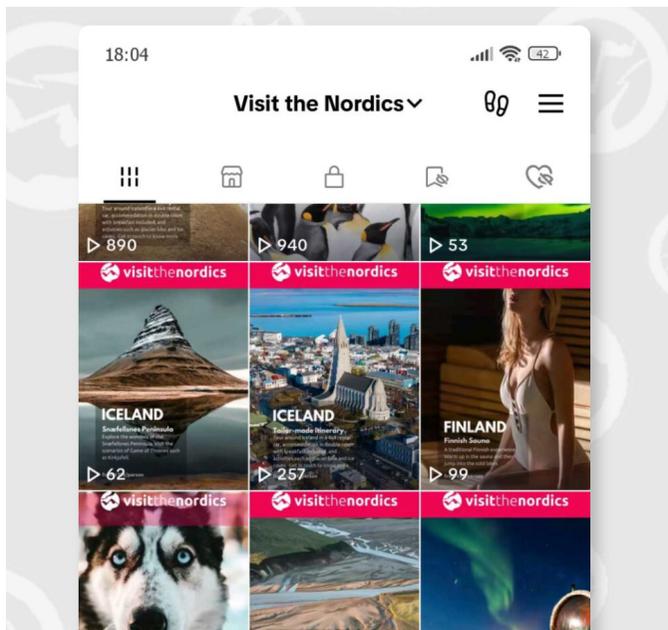
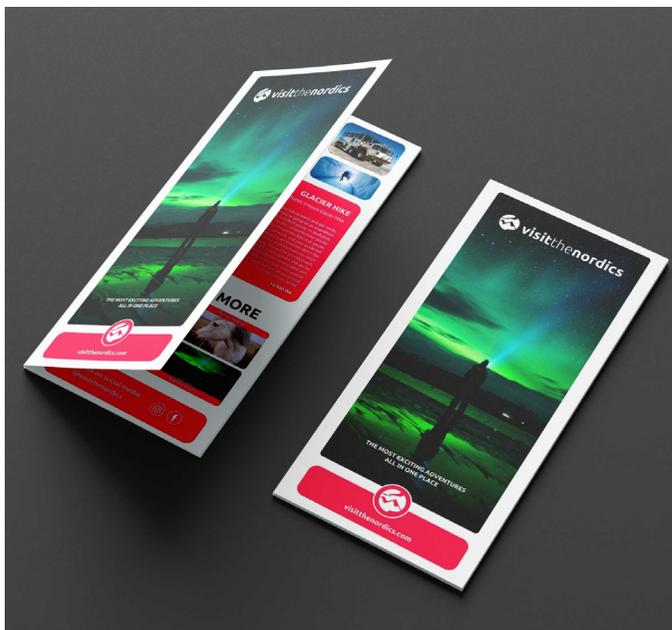
The best activities, in the company of certified expert guides.

Ubuntu

Travel in the company of a professional certified guide.
Fun, safe, and absolutely unforgettable.

Applications





Our secret ingredient

A dynamic logo



Our logo contains all that's best in the Nordics. A bit of Northern lights, the mountains, the snow, and its round shape reflects the globe while the bottom creates the illusion of a river next to the mountains, perfect for all adventurous travelers.





designed by Jaime Mascarenhas • jaimemasc.com • hello@jaimemasc.com