

HOW TO COMMUNICATE ABOUT THE ARCTIC COAST WAY – NORÐURSTRANDARLEIÐ BRAND GUIDELINES 2019



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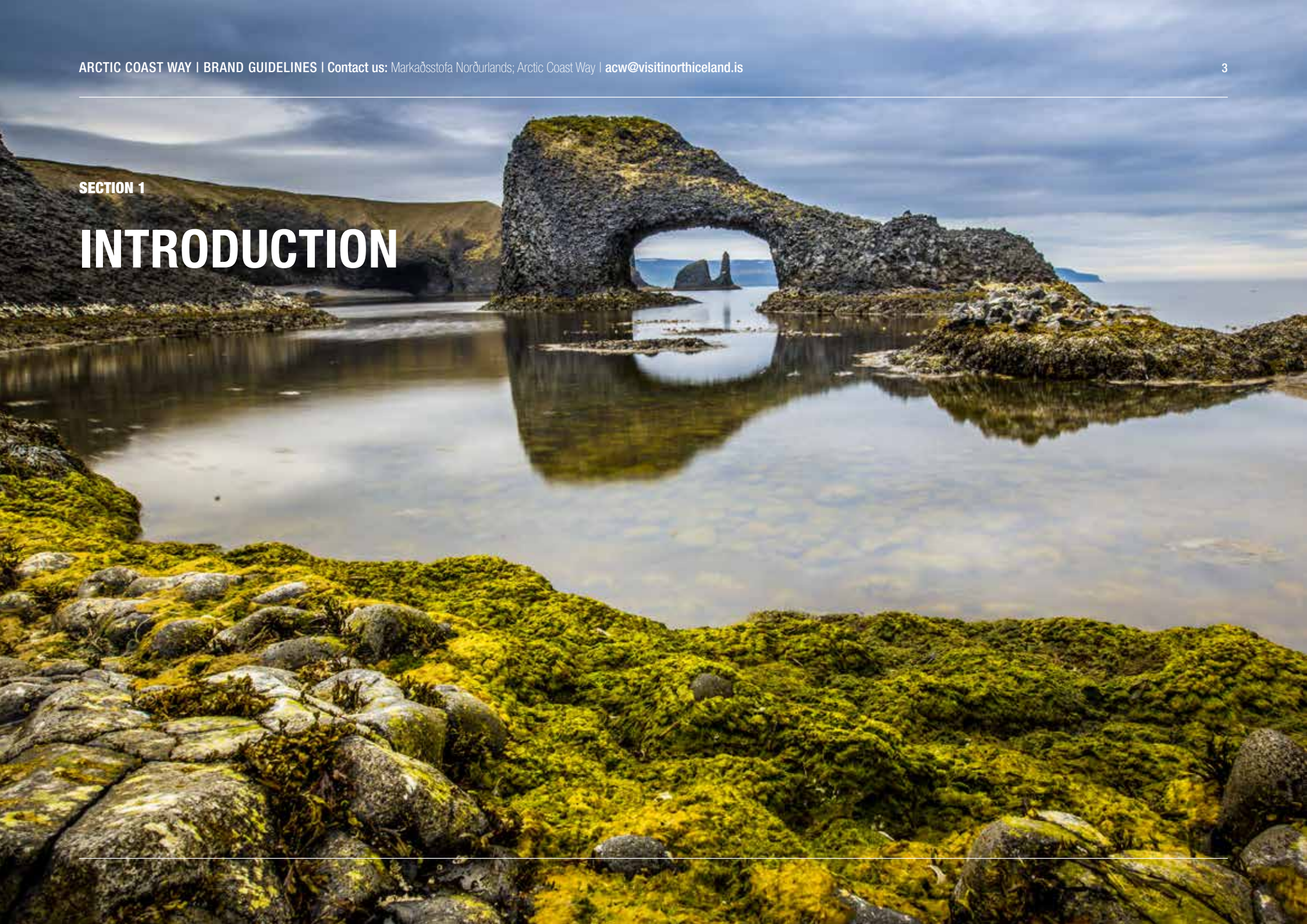


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SECTION 1

INTRODUCTION



INTRODUCTION

The Arctic Coast Way guides its visitors about 900 km along the coastline of North Iceland. As various as its landscapes are the faces behind the Arctic Coast Way as it combines 17 municipalities, 21 villages and some hundred local businesses.

The Arctic Coast Way Brand Manual is a guideline to communicate a visual statement about the Arctic Coast Way. This means creating a singular face and a singular voice to portray a clear brand identity and consistency for a unique Arctic Coast Way, which is strong enough to be recognized around the world. A strong brand generates a halo effect and guides visitors along the Arctic Coast Way to meet the individual faces on their locations.

Here's what the Arctic Coast Way Guidelines intend to accomplish:

- 1. Provide directions for providers and agencies on the national and international market about use and trade under the brand**
 - 2. Present an overview of our brand positioning, our brand personality and our target audience. This knowledge will help to inform the way we shape, present, and deliver our marketing materials.**
 - 3. Provide support for creating individual marketing materials that fall under the umbrella of the Arctic Coast Way and help members and partners identify with the brand.**
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SECTION 2

STATEMENT OF USE



HOW TO TRADE UNDER THE UMBRELLA OF THE ARCTIC COAST WAY BRAND

Trade guidelines have been established to help you understand the usage of the Arctic Coast Way brand. In order to preserve the quality of the brand for the benefit of all who trade under it, the Arctic Coast Way and its logo is a registered trademark. The Arctic Coast Way may be used by qualifying industry partners in their individual marketing materials. For further information about the Arctic Coast Way please contact:

Visit North Iceland/Markaðsstofa Norðurlands
info@northiceland.is
00354 462 3300

Trade Guidelines

All trades using the name of the Arctic Coast Way have to respect the trade guidelines, which aim to guarantee the credibility of the Arctic Coast Way brand and guarantee the quality of the promise (see. Chapter 3) that we send out to our visitors.

1. Membership for qualifying industry partners along the Arctic Coast Way

The membership is open to tourism providers on the Arctic Coast Way, who fulfil the membership criteria.

Only members are allowed to trade under the registered trademark Arctic Coast Way.

Qualifying members are:

- a. Operators
- b. Accommodation
- c. Restaurants, Cafés
- d. Museums and Exhibitions
- e. Festival and Events
- f. Municipalities and Towns

Please read the membership guidelines and how to take part in the project on the homepage of Visit North Iceland!

2. Operation rules for tourism businesses apart from the Arctic Coast Way (national and overseas)

Operation rules are set up for Icelandic operators, incoming agencies and overseas operators who are not located along the Arctic Coast Way.

Please ask for the Operation Rules and Operation Manual and contact us under: info@northiceland.is

SECTION 3

THE ICELANDIC PLEDGE



THE ICELANDIC PLEDGE

The Arctic Coast Way welcomes its visitors on an unforgettable journey in the spirit of adventure and exploration and takes them through an unspoiled natural environment along the coast of North Iceland. In order to maintain the integrity of the route as adventure, but not as a danger and to preserve the unspoiled natural beauty, we encourage our visitors, our partners and each business trading under the Arctic Coast Way logo to inform their customers about the Icelandic Pledge from Inspired by Iceland.

Please take the Icelandic Pledge:

www.inspiredbyiceland.com/icelandicpledge/



I PLEDGE TO BE A RESPONSIBLE TOURIST.

**WHEN I EXPLORE NEW PLACES,
I WILL LEAVE THEM AS I FOUND THEM.**

**I WILL TAKE PHOTOS TO DIE FOR,
WITHOUT DYING FOR THEM.**

**I WILL FOLLOW THE ROAD INTO THE UNKNOWN,
BUT NEVER VENTURE OFF THE ROAD.**

AND I WILL ONLY PARK WHERE I AM SUPPOSED TO.

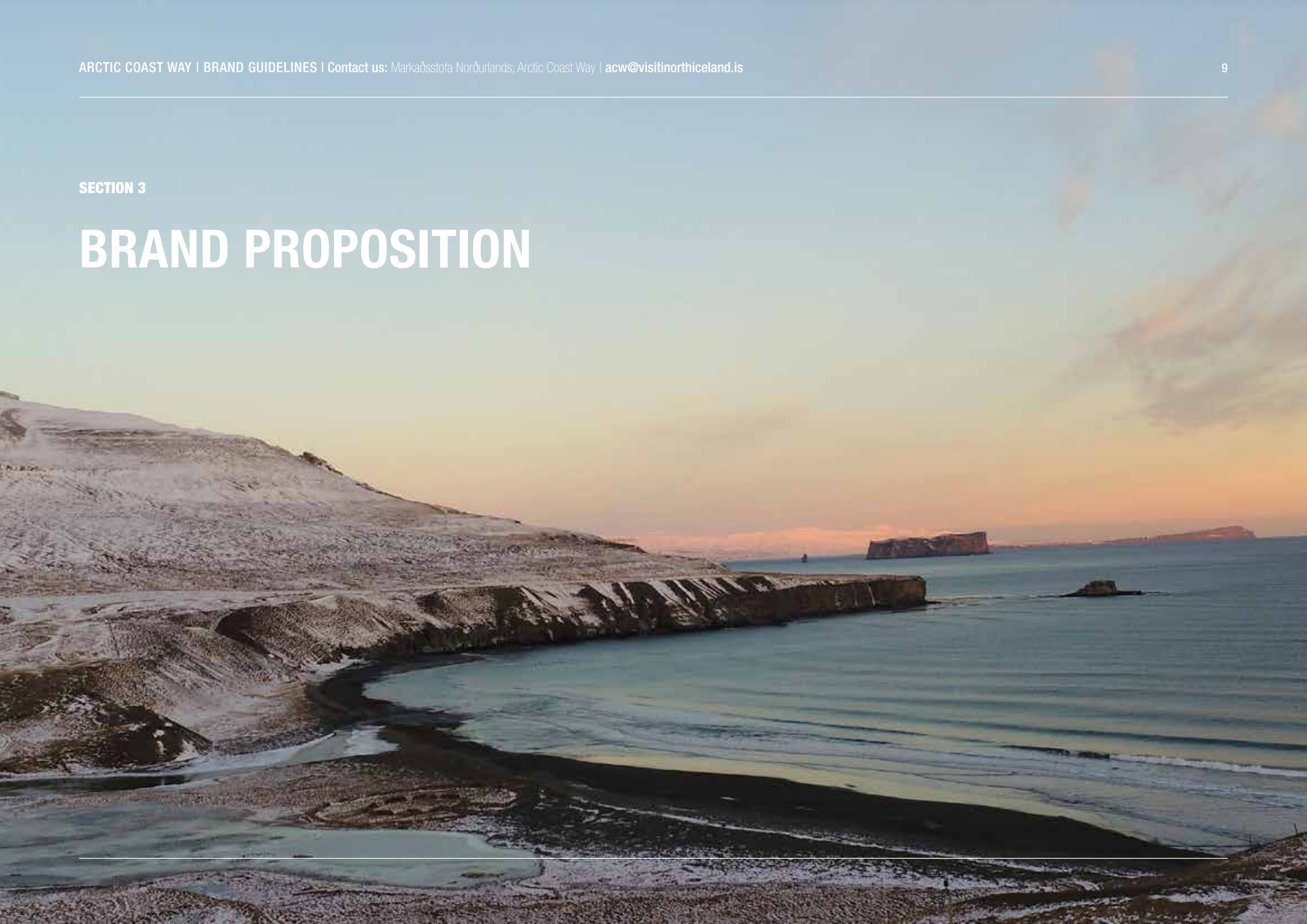
**WHEN I SLEEP OUT UNDER THE STARS,
I'LL STAY WITHIN A CAMPSITE.**

**AND WHEN NATURE CALLS,
I WON'T ANSWER THE CALL ON NATURE.**

**I WILL BE PREPARED FOR ALL WEATHERS,
ALL POSSIBILITIES AND ALL ADVENTURES.**

SECTION 3

BRAND PROPOSITION



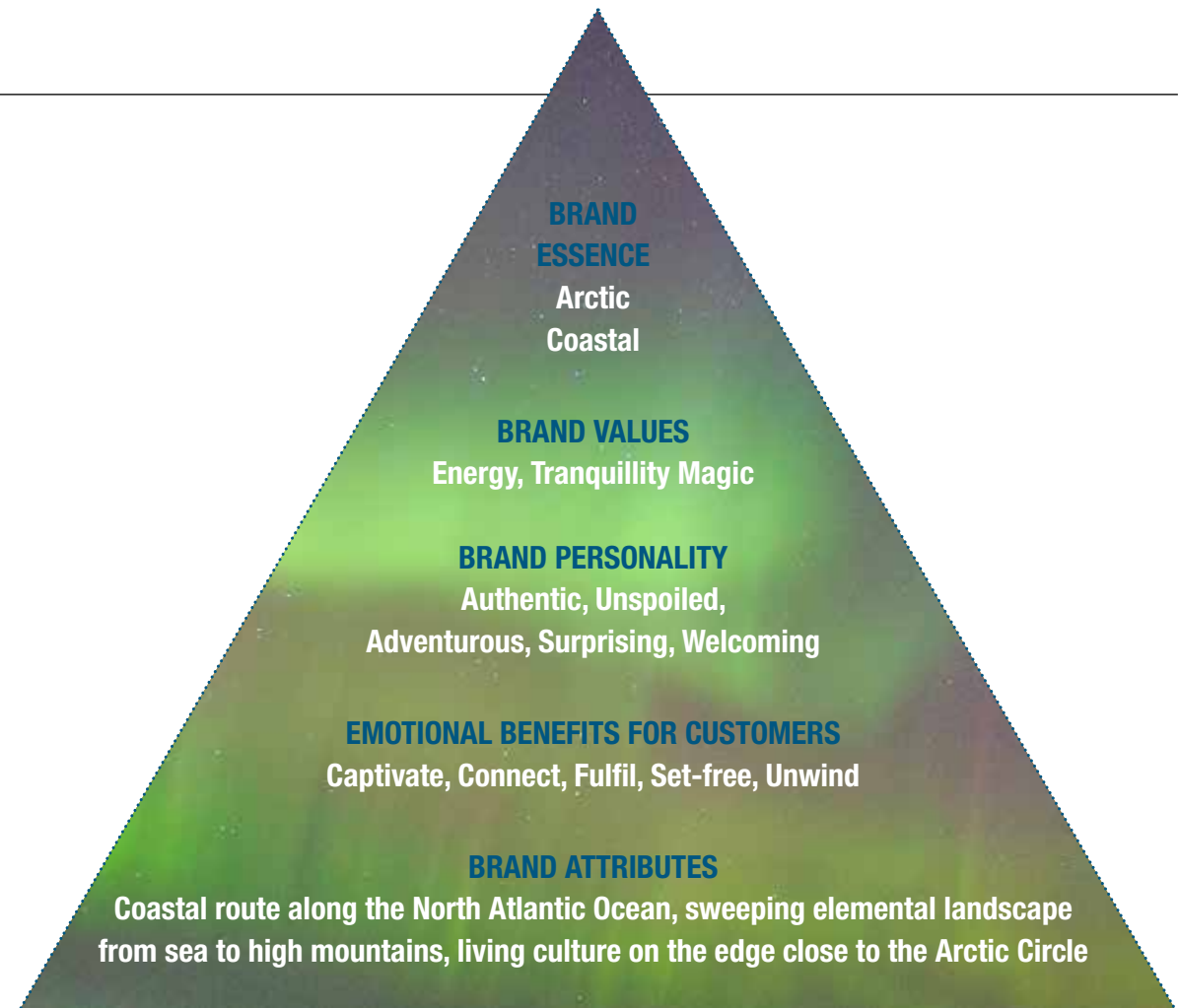
ARCTIC COAST WAY – NORÐURSTRANDARLEIÐ

BRAND PROPOSITION

The Arctic Coast Way was developed with the specific objective to be a unifying proposition for the North Coast of Iceland. Being part of North Iceland it equates the brand values “magic, energy, tranquillity” which were determined in the „Image of North Iceland“.

The brand is developed as an experience brand and the proposition (pyramid to the right) serves as guide for consistent and credible communication and helps to develop Arctic Coast Way Experiences which will bring the brand to life (see also section 4).

The Brand Pyramid lists the elements of the brand proposition of the Arctic Coast Way which are summarised in the brand promise, focusing on emotional benefits for our visitors (see page 13).



OUR PROMISE TO VISITORS

THE ARCTIC COAST WAY IN ICELAND'S FAR NORTH

captivates you with its rugged, untouched nature and takes you through vast otherworldly landscapes between sea and mountains.

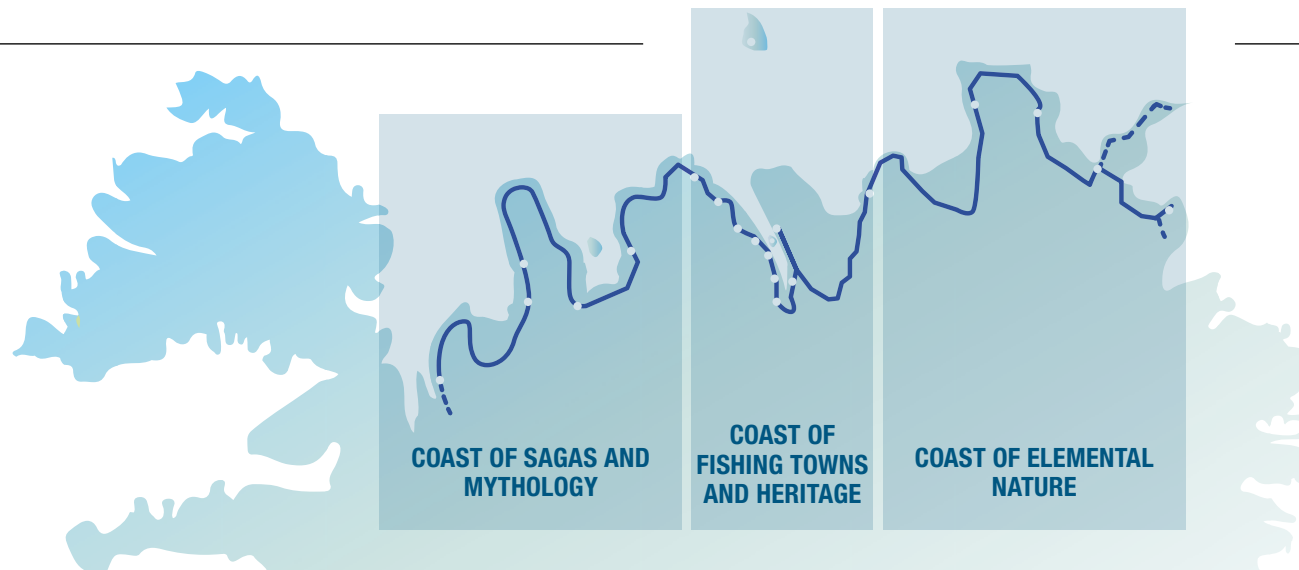
It connects you to its authentic coastal villages and people, whose stories and culture are shaped by life on the edge, so close to the Arctic Circle.

It surprises you with its ever-changing moods of remote tranquillity, vibrant energy and magical light all year round.

You are set free to slow down, to discover a different way of life.

And you will leave uplifted, refreshed, fulfilled – with unique memories of this awe-inspiring place.

SECTIONS OF ARCTIC COAST WAY



COAST OF SAGAS AND MYTHOLOGY The western part of the Arctic Coast Way is an area with an atmospheric coast and high mountains offering excellent habitats to discover Arctic Wildlife with seals and birds. Here Icelandic horses roam in a fertile land of stories, sagas, myths and histories. You follow footprints of ages and experience collective memories generations deep.

COAST OF FISHING TOWNS AND HERITAGE At the heart of the Arctic Coast Way is a coastline rich with culture and activities – the capital of North Iceland and a string of fishing towns, harbours and ports are linked by a breathtaking route of cliff roads, mountain tunnels, glacial river, ferries and bridges across fjords. This is the gateway to Grimsey Island and the Arctic Circle.

COAST OF ELEMENTAL NATURE Leave the tourists behind and become a traveller through this compelling, mysterious landscape that changes dramatically with the seasons – from its summer residents and millions of birds to the emptiness, darkest skies and absolute silence of winter. Whenever you come you'll find deep peace, solitude and contemplation inspired by distant views and the echoes and footprints of Nature and history.

BRAND POSITIONING

The brand positioning is built on the USPs of the Arctic Coast Way and the question “what sets us apart” and differentiates the Arctic Coast Way from competing routes and destinations.

The Arctic Coast Way leaves the much travelled routes behind and guides visitors off the beaten track to explore the northern edge of Iceland so close to the Arctic Circle. **The Arctic Coast Way invites tourists to become travellers** and takes them on a journey in a spirit of adventure and exploration. Arctic Coast Way travellers will go further than most other tourists by leaving the ring road. Narrow and often gravelled roads ring six peninsulas; one is uninhabited, three with only a few farms and small settlements, offering endless space to set-free and to go “off the grid”.

The Arctic Coast Way is not just about driving but welcomes you to a route with stories and experiences around every curve and over every hill. It inspires visitors to immerse themselves in elemental nature and its energy and to fill their days with all kinds of activities, ranging from soft adventure to personal challenges and observing outstanding wildlife habitat.

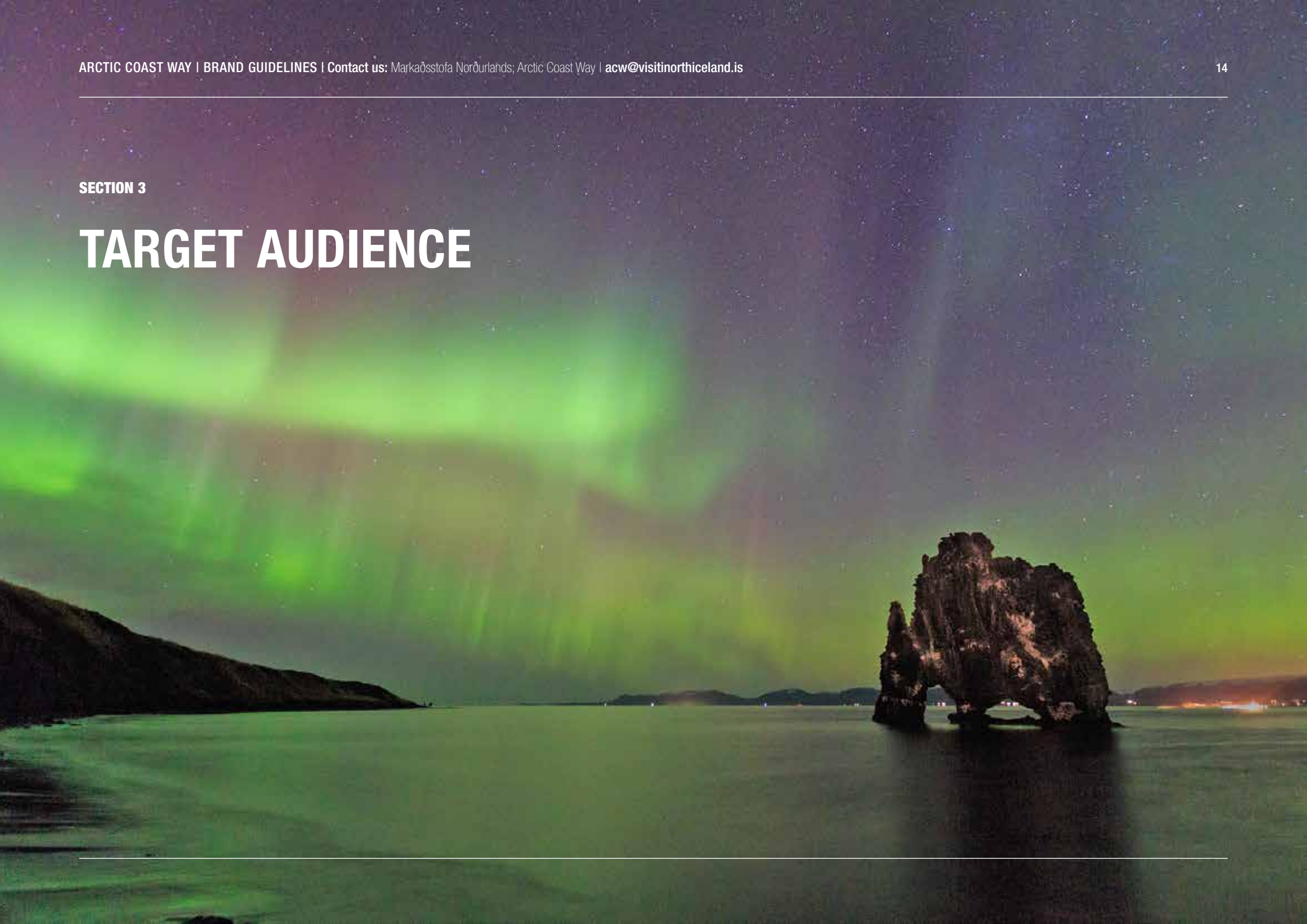
The Arctic Coast Way connects to a different way of life dominated by the relationship to the sea and the position far North – from the early Viking period to present day fisheries and villages dotted along the coastline. It shows contrasts of daily life, from remote fishing villages to the Capital of the North and connects visitors to the spirit of people who value traditions while living with the pulse of modern times.

The Arctic Coast Way invites to slow down and unwind. It is wide open to those who come alive when they go outside and feel elation at the stops in between their destinations – or unexpected breaks dictated by the weather, which is such a powerful element of the region where the icy ocean meets volcanic land. They feel the freedom of breathing with the rhythm of waves and wind while listening to stories of the locals.

The Arctic Coast Way is never the same! Here are about 900 km waiting to be explored, the journey, however, is not measured in milestones but in unexpected moments that will make visitors wish to return again and again. The dramatic change in luminosity from midnight sun to northern lights and the seasonal palette of colours from pristine winter white to autumn's blaze of hues offers visitors a new route every time with new adventures and a new story waiting for them.

SECTION 3

TARGET AUDIENCE



TARGET AUDIENCE

The choice of target visitors for the Arctic Coast Way is guided by the research of Íslandsstofa on target groups for Iceland and adapted to the specific nooks and crannies of the Northern Coast of Iceland.

THE ARCTIC COAST WAY IS NOT FOR EVERYONE!

It's for those who feel good about striking out from the confines of common routes and becoming travellers in a spirit of adventure and exploration.

It's for those who are open to the challenges of elemental nature and remote areas in the far North of Iceland

It's for those who appreciate slowing down to connect with nature, culture and people

It's for those who love to travel independently or in the company of small groups

It's for those who travel the world to experience something different

Íslandsstofa describes 3 target groups for Iceland:

- The Independent Explorer
- The Fun-Loving Globetrotter
- The Cultural Comfort Seeker

(Find more information here: www.islandsstofa.is/media/1/grunnstodir-enska-sept-2018.pdf)

TARGET AUDIENCE

The Arctic Coast Way, with its diverse regions, is already a destination ready to welcome all of these target groups, but not all on the same level.



THEREFORE, STARTING WITH OUR PRIMARY TARGET GROUP:

The Independent Explorer

- People aged between 35 – 65
- have a rural profile and average income and education
- They are steadfast, responsible and rational.
- They seek authentic experiences and want to travel off the beaten track.
- They love the outdoors and learning about the local culture.
- They are more introverted and don't have a special need to engage with people on social media.
- They prefer to travel in smaller groups and want to go on vacation at any time of the year.

The initial primary markets are based on market research from Íslandsstofa and are:

- United States
- Great Britain
- Germany
- Netherlands
- France
- Iceland

SECTION 4

THEMES & EXPERIENCES



THEMES & EXPERIENCES

International tourism is undergoing a transformation and visitors are no longer satisfied by simply visiting places. Instead, they want to connect, to engage and search for something unique – in short, they are looking for memorable experiences.

Designed as a touring route the Arctic Coast Way takes visitors to the coast of North Iceland, but the Arctic Coast Way Experiences make them stopping and discovering the wonders by spending more time out than in the car.

The Arctic Coast Way makes a promise to its visitors and evokes myriad emotions. Experiences along the route bring all these together for the visitors and involve local people creating the stories the travellers will want to take back to their families and friends.

The „Themes“ represent the Arctic Coast Way’s unique and authentic strengths. They serve as guides for new experiences bringing to life the spirit of the Arctic Coast Way. The four themes are:

1. By the Arctic Circle
2. Active Outdoors
3. Arctic Wildlife
4. Coastal Culture

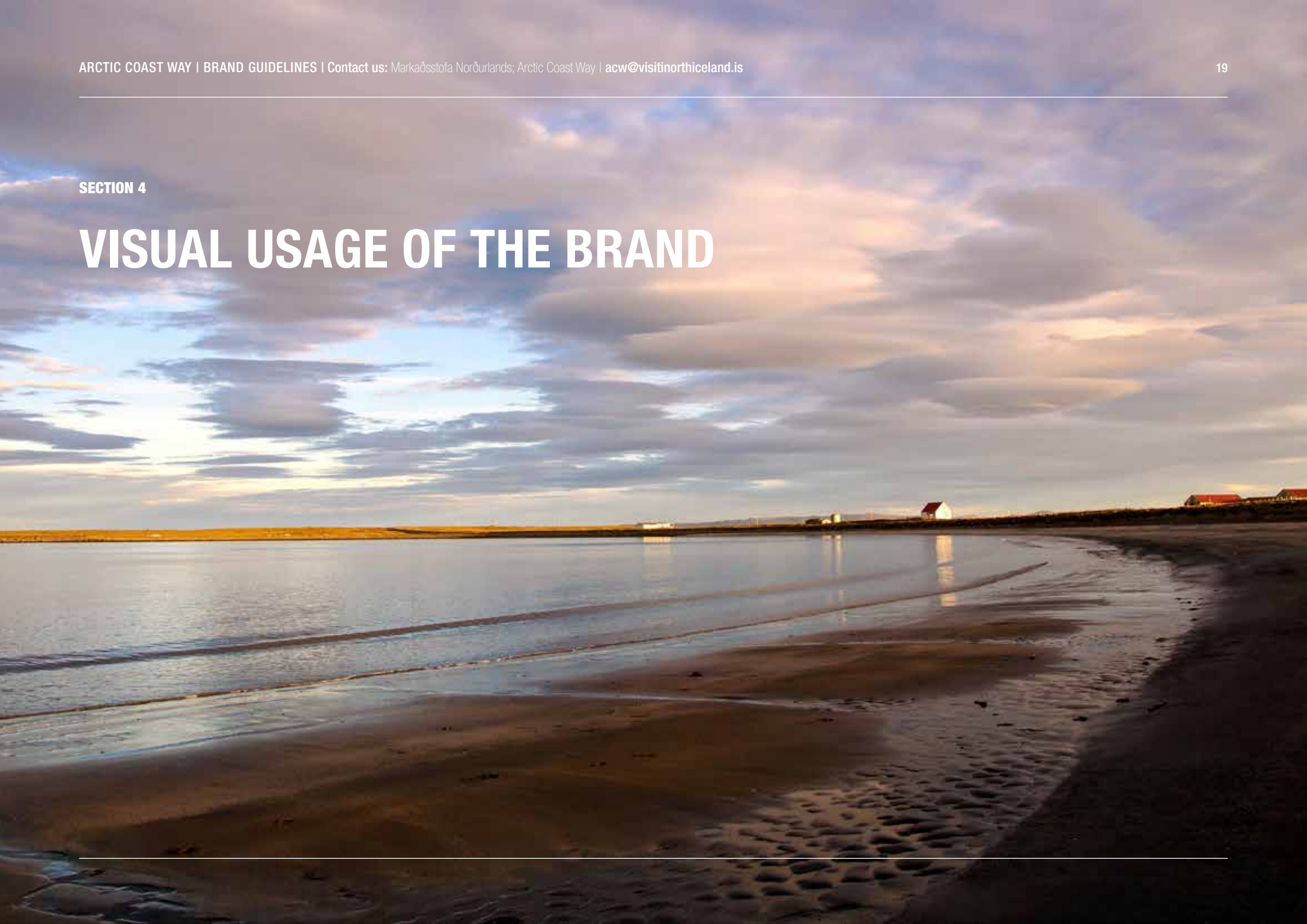
In the wide range of all Arctic Coast Way Experiences the Hero experiences are a set of outstanding adventures which respond to target demand, appeal to new visitors and offer extraordinary ways to become acquainted with the wonders of the Arctic Coast Way.

Arctic Coast Way Hero Experiences have to go through an application process and are developed in cooperation with Visit North Iceland.

Please ask for the Tool Kit for providers to develop Arctic Coast Way Experiences and contact us under: info@northiceland.is

SECTION 4

VISUAL USAGE OF THE BRAND



WHO IS ALLOWED TO USE THE LOGO?

1. Members are allowed to use the logo to demonstrate membership of the Arctic Coast Way for their individual business marketing. But only tours/products/experiences that highlight the coast earn the right to display the logo. (please see membership criteria)

If you require usage of the Arctic Coast Way logo, please contact us under: info@northiceland.is

2. The logo for "Arctic Coast Way Hero Experience" is exclusively intended for single experiences of businesses that were selected from Visit North Iceland and became eligible through the Hero experience development process.

3. Tour operators (national and international) are welcome to use the Arctic Coast Way logo, if they follow the operational rules for Arctic Coast Way tours

LOGO TREATMENT



LOGO LANGUAGE VERSIONS

The Arctic Coast Way logo exists in two languages. Norðurstrandarleið is the Icelandic language version for Arctic Coast Way and represents the place of origin of the route. **An application of the logo should always give preference to the bilingual versions.** The monolingual versions, English or Icelandic, are only for applications, when sizing requires a version smaller 19 mm width. (See next chapter).

ACW_Logo_2lang_eng_cmyk
ACW_Logo_2lang_eng_rgb

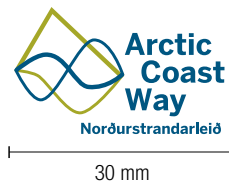


ACW_Logo_2lang_isl_cmyk
ACW_Logo_2lang_isl_rgb

LOGO TREATMENT: SIZING

Normal logo versions

The minimum size for the logo is 3 cm in width.



ACW_Logo_2lang_eng_cmyk



ACW_Logo_2lang_isl_cmyk

Small logo versions

The logo versions “small” are designed for smaller applications than 3 cm in width. The monolingual versions can be used up to a minimum size of 14 mm in width and the bilingual versions to a minimum size of 19 mm. The graphic files for these logos include “small” in the file name.



ACW_Logo_2lang_eng_cmyk_small



ACW_Logo_2lang_isl_cmyk_small



ACW_Logo_eng_cmyk_small



ACW_Logo_isl_cmyk_small

LOGO LANGUAGE VERSIONS IN GREYSCALE

Normal logo versions

The minimum size for the logo is 3 cm in width.



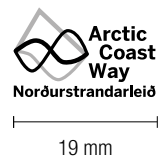
ACW_Logo_2lang_eng_greyscale



ACW_Logo_2lang_isl_greyscale

Small logo versions

The logo versions “small” are designed for smaller applications than 3 cm in width. The monolingual versions can be used up to a minimum size of 14 mm in width and the bilingual versions to a minimum size of 19 mm. The graphic files for these logos include “small” in the file name.



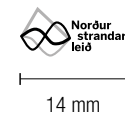
ACW_Logo_2lang_eng_greyscale_small



ACW_Logo_2lang_isl_greyscale_small



ACW_Logo_eng_greyscale_small



ACW_Logo_isl_greyscale_small

LOGO LANGUAGE VERSIONS 1C NEGATIVE

Normal logo versions

The minimum size for the logo is 3 cm in width.



ACW_Logo_2lang_eng_neg



ACW_Logo_2lang_isl_neg

Small logo versions

The logo versions “small” are designed for smaller applications than 3 cm in width. The monolingual versions can be used up to a minimum size of 14 mm in width and the bilingual versions to a minimum size of 19 mm. The graphic files for these logos include “small” in the file name.



ACW_Logo_2lang_eng_neg_small



ACW_Logo_2lang_isl_neg_small



ACW_Logo_eng_neg_small



ACW_Logo_isl_neg_small

FREE SPACE AROUND THE LOGO

The placing of the logo is key to its impact and effectiveness. All logo versions should always have a minimum of one A-letter height and two A-letter widths of free space on the sides. The grey area refers to space that should be kept free of any text or graphic elements.



LOGO TREATMENT: COMBINATION OF LOGOS

1. The Arctic Coast Way logo is always the first logo in a series.
2. The free space around the logo has to be maintained (see page before)
3. The upper edges of a logo series are of the same height.
4. None of the logos occupy a dominant position and all logos are visually equivalent.



LOGO TREATMENT: COMBINATION OF LOGOS



INCORRECT USAGE



THE LOGO FOR HERO EXPERIENCES

The logo for “Arctic Coast Way Hero Experience” is exclusively intended for particular experiences of businesses selected from Visit North Iceland and became eligible through cooperation in the Hero experience development process.



COLOUR PALETTES – PRIMARY COLOURS

The primary colours are determined by the colours of the Arctic Coast Way logo. They represent the essence of the Arctic Coast Way (see Brand Pyramid, chapter 3) as the route follows the border where the icy ocean meets land in the High North with its typical vegetation of moss, lichen and grass.



CMYK 100,20,0,50
RGB 0,86,129
#005681



CMYK 20,0,87,33
RGB 129,146,5
#819105

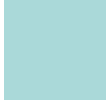




COLOUR PALETTES – SECONDARY COLOURS

The secondary colours are drawn from the colour's palette which North Iceland's coastal landscapes offer through the year.

#At the edge of the Arctic

A range of blues represents the ever-changing colours of the Arctic Ocean and the icy cold atmosphere of winter days.



	CMYK 38,0,18,0 RGB 170,217,217 #aad9d9
	CMYK 70,40,25,10 RGB 83,125,153 #537d99
	CMYK 80,20,20,0 RGB 0,153,188 #0098bc
	CMYK 80,28,40,12 RGB 39,129,138 #27818a
	CMYK 100,70,50,55 RGB 9,46,64 #092e40



SECONDARY COLOURS

The secondary colours are drawn from the colour's palette which North Iceland's coastal landscapes offer through the year.

#Sea meets land

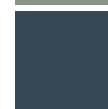
Ocean and volcanic land merge at the shoreline, offering colours from sandy beaches, cliffs and rocks, sometimes covered with driftwood, seaweed and lichen.



CMYK 68,30,40,10
RGB 85,140,140
#56898d



CMYK 50,30,45,10
RGB 131,151,136
#839788



CMYK 80,60,45,40
RGB 60,73,89
#3c4959



CMYK 26,30,30,6
RGB 190,177,168
#beb1a8



CMYK 6,10,15,0
RGB 241,231,221
#f1e7dd



SECONDARY COLOURS

The secondary colours are drawn from the colour's palette which North Iceland's coastal landscapes offer through the year.

#A soft coat

Thick layers of mosses, various types of lichen, grasses and small bushes dominate the colours of the vegetation in regions close to the Arctic Circle.



CMYK 28,10,70,0
RGB 203,204,102
#cbcc66



CMYK 50,40,70,30
RGB 115,111,78
#736f4e



CMYK 50,30,45,10
RGB 131,151,136
#839788



CMYK 65,55,80,60
RGB 59,57,35
#3b3923



CMYK 20,53,76,40
RGB 152,111,91
#8a5c31



SECONDARY COLOURS

The secondary colours are drawn from the colour's palette which North Iceland's coastal landscapes offer through the year.

#A warm touch

The warm tones of the midnight sun and autumn colours set a contrast to cold visions conjured up by arctic regions.



CMYK 10,30,100,0
RGB 225,180,27
#e1b41b



CMYK 3,83,85,42
RGB 153,51,26
#99321a



CMYK 0,73,100,17
RGB 205,85,6
#cc5406



CMYK 15,15,60,0
RGB 221,202,125
#ddca7d



CMYK 50,50,60,50
RGB 94,80,63
#5e503f



GRAPHIC ELEMENTS

If you require usage of the Arctic Coast Way graphic elements, please contact us under: info@northiceland.is



TYPE

ADDITIONAL HEADLINE TYPE

Helvetica Neue Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,-;:+#!“%&/()?=

Helvetica Neue Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,-;:+#!“%&/()?=

Jenna Sue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,-;:+#!“%&/()?=

Helvetica Neue Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,-;:+#!“%&/()?=

Helvetica Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,-;:+#!“%&/()?=

PHOTOGRAPHY



PHOTOGRAPHY – EMOTIONAL IMAGERY

The photographs used for the Arctic Coast Way should, ideally, create mental images from the words of the brand pyramid. They highlight the brand values and brand personality that inspires the viewer's mind about the Arctic Coast Way and evokes the right emotions (see brand pyramid in section 3)

1. Magic, tranquillity and energy – Landscape Photography

- Highlights the coastal landscapes all year round, focusing on spring, summer and autumn
- Creates an atmosphere of magic, tranquillity and energy
- Shows incredible and powerful aspects of elemental nature
- Embraces the magic of light and darkness all year round
- Shows vibrant wildlife
- Shows human coastal elements such as villages, piers and fish racks as part of the landscape
- Shows typical roads which guide you into endless landscapes with the character of “off-the-beaten track” and “set free”

Take a wide-open perspective to show the vast and unspoiled character of the scenery and takes the onlooker on a journey inside the picture.

Close-ups to „hidden secrets“ which one only experience when connecting to nature, like flowers or patterns in the sand.

TYPE 1: MAGIC, TRANQUILLITY, ENERGY – LANDSCAPE PHOTOGRAPHY



PHOTOGRAPHY – EMOTIONAL IMAGERY

2. Connection – Visitors active in nature and together with locals

- Travellers appear as an active part of the landscape, neither dominating, nor disturbing
 - People in the photos convey the emotions of captivated, connected, inspired, fulfilled, set-free, unwind
 - Shots are from a traveller's point of view so that people can easily imagine themselves in the scene.
 - Photos show connection to the locals and interaction with them, preferred as close-ups to create emotions
 - Photos show real circumstances inspired by the character's own experience character, not posing or selfie situations
 - People in the photographs must connect to the target groups
-

TYPE 2: CONNECTION – VISITORS ACTIVE IN NATURE AND WITH LOCALS



PHOTOGRAPHY – EMOTIONAL IMAGERY

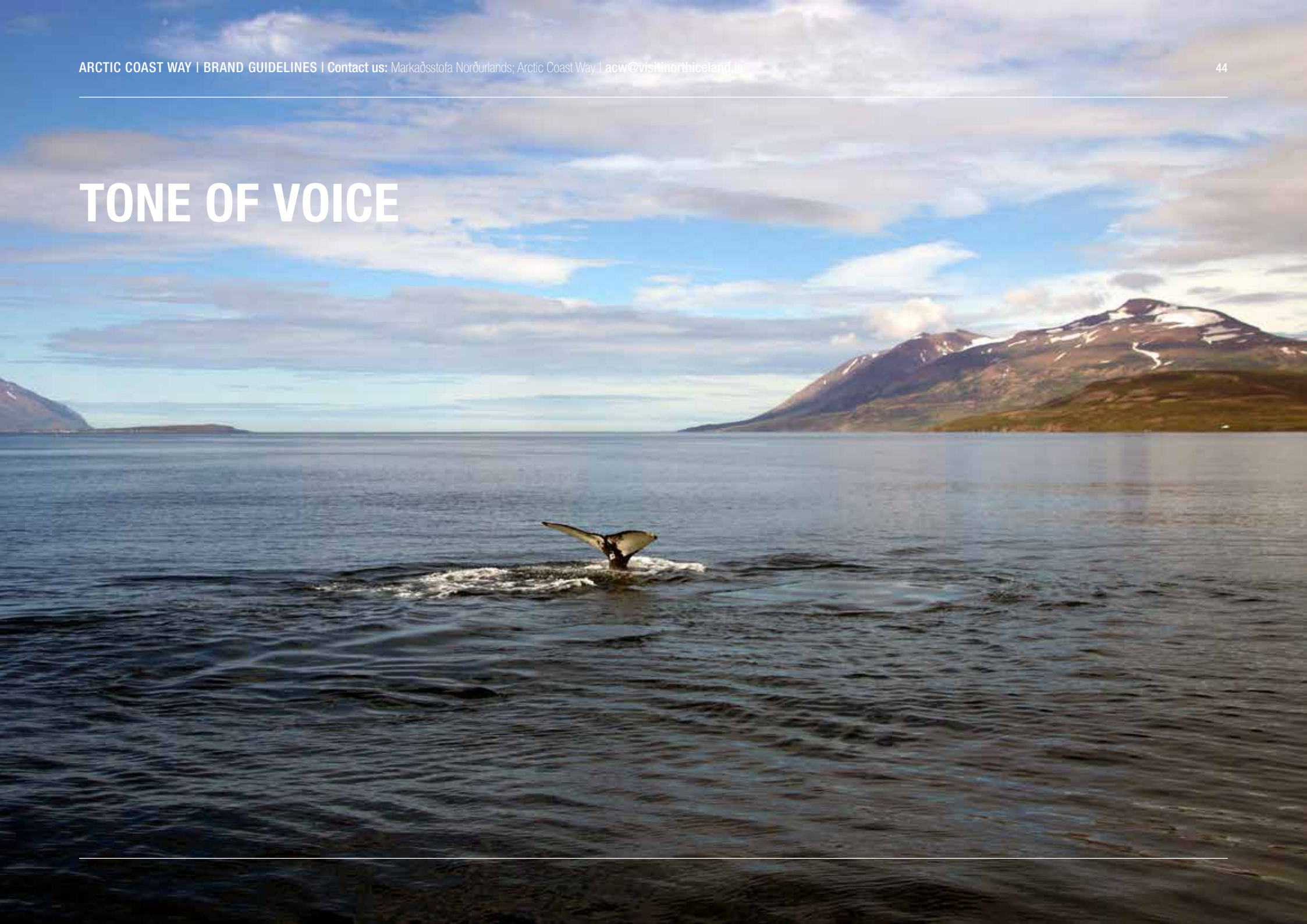
Banned

- Photos that show travellers in wrong or risky behaving and/or with wrong equipment
- Photos that show people standing on the shore near dangerous waves and high surf
- Photos that show off-road driving and vehicles parked off the road
- Small cars in rough terrain
- Campers parked outside camping areas

If you need support with images, please contact us for access to the Arctic Coast Way photography pool.

Please ask for the Tool Kit for providers, if you need further help with choosing right images for marketing purposes and contact us under: info@northiceland.is

tone of voice



TONE OF VOICE

Words create mental images and the language we use is as important as the visual choices we make when communicating the Arctic Coast Way brand personality. As with individuals a brand has an idiosyncratic way of expressing itself, as unique as a face or fingerprint and often replaces a missing opportunity of face-to-face talks.

THE ARCTIC COAST WAY IS:

AUTHENTIC:

- Words and writing need no exaggeration as the beauty and uniqueness mirrors the truth.
- Words and writing do not stage but give a real sense of place with regard to daily life, lived culture, friendly people and true stories.

ADVENTUROUS:

- Words and writing inspire visitors to be a traveller, not a tourist and reflect the spirit of exploring a route by leaving common routes behind
- Words and writing embrace spontaneity due to the rhythm and power of elemental nature, and the pulse of time in remoter areas
- Words and writing encourage visitors to fill the day with wide-ranging memorable experiences from hiking to whale watching, horseback tours ... and many, many, more

SURPRISING:

- Words and writing enhance the feeling that one can expect the unexpected as each curve offers a new view, each day maybe different weather and each season a new journey
- Words and writing inspire new plans to preserve the magic moments just by being at those places in between the iconic sites

WELCOMING:

- Words and writing convey a traditional hospitality which hasn't lost its warmth and helpfulness in modern times
 - Words and writing underline that in the Far North there is still time to connect with people and listen to their stories.
-

TONE OF VOICE

WORDING

- delivers a true sense of being on the Arctic Coast Way
- reflects the brand personality
- sends a message fitting the target groups, and the focus should be on the spellbinding benefits open to our visitors
- speaks directly to the reader in a conversational tone
- describes the experience as one would to a friend
- has a welcoming tone, warm, relaxed, inspiring but not staged or exaggerated
- has a motivating tone, verbs are active not passive
- avoids common phrases but imbued with real feeling

OUR SLOGAN SUMMARIES IN SHORT WORDS THE CHARACTER OF THE ARCTIC COAST WAY:

MEASURED BY MOMENTS

It is not about how many kilometres one travel, it is about the countless moments one experience while travelling the Arctic Coast Way. It is not about gathering all well-known highlights, but it is about the unexpected surprises and wonders that appear in between. It is not about driving through otherworldly landscapes, but about immersing oneself to nature, the locals and a different way of life. It is about collecting lasting memories for a lifetime.

**IF YOU NEED SUPPORT WITH ANY QUESTIONS ABOUT THE BRAND ARCTIC
COAST WAY PLEASE CONTACT US:**

**ARCTIC COAST WAY
MARKAÐSSTOFA NORÐURLANDS
INFO@NORTHICELAND.IS**

