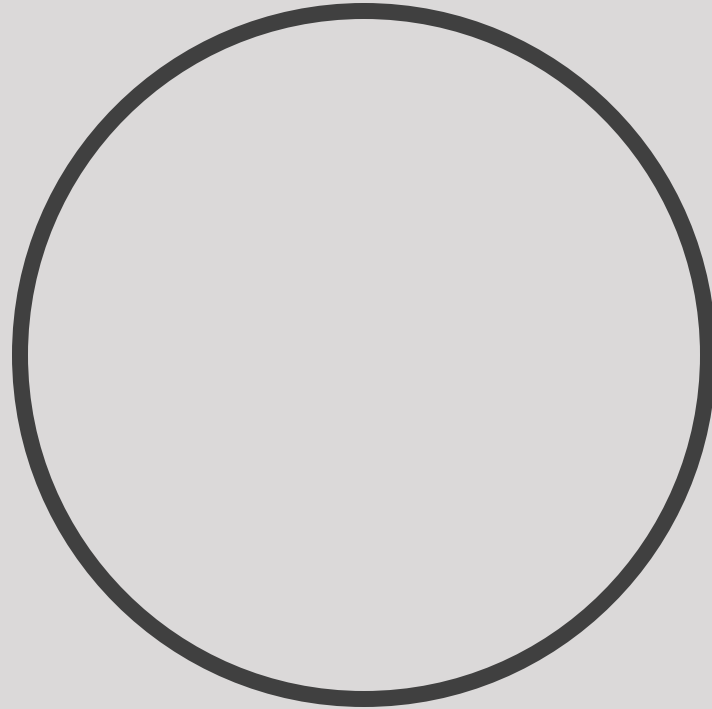
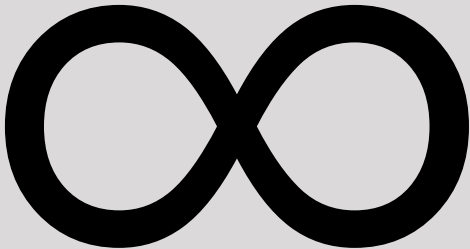


Diamond Circle









Oscar Reutersvärd



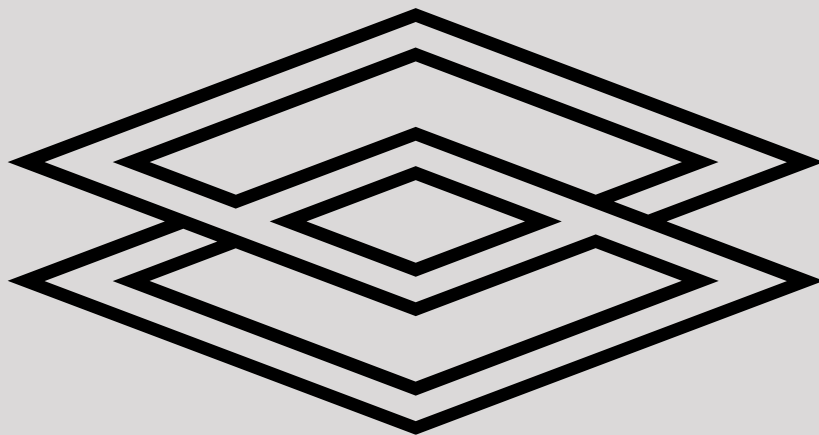
Oscar Reutersvärd

DEFINITIONS AND INSPIRATIONS: We started with defining what a circle really is and how it is linked to a diamond and how we could find the common denominator, which we determined to be „eternity“.

This led the creative team to **Oscar Reutersvärd** – His philosophy mirrors the eternal characteristics of the Diamond Circle, both the forever lasting diamond and the eternal circle of life and nature.

THE ICON

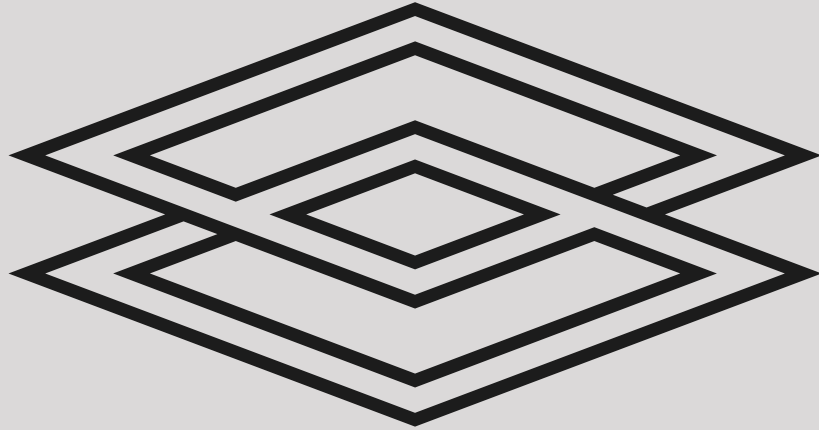
I am the diamond in the rough in Iceland. Uncut, unpolished, raw,
strong and beautiful for you to explore and discover



THE LOGOTYPE

As the Diamond Circle logo is very simple the font must not distract from the logo. It is therefore very simple, modern and fresh. The logotype furthermore mirrors the blue/green tones of the logo, or the black/white versions.

LOGO-FONT: **Aux ProMedium**



**DIAMOND
CIRCLE**

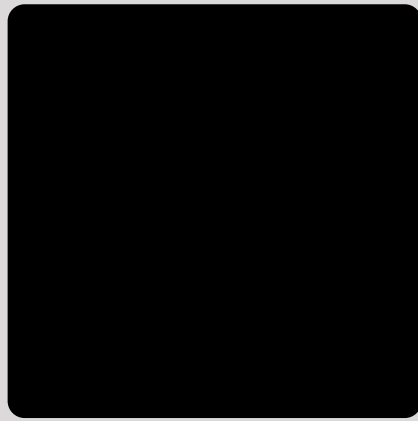
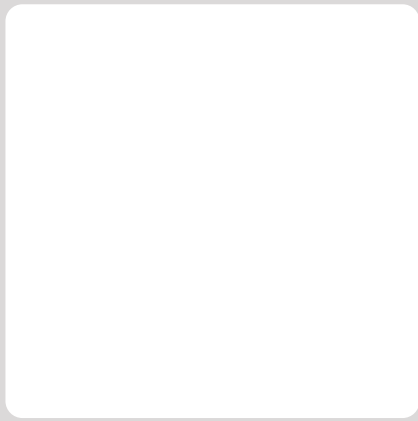
THE COLOUR PALETTE

Is derived from the water in the North in its various forms, where the deep blue fresh water meets glacier water in canyons, the white in the snow and the ice diamond blue from the mountain waters to the ocean and the Northern Lights.









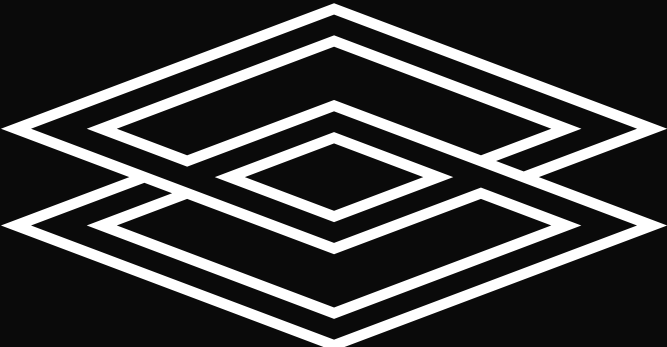
GRAPHIC PROFILE



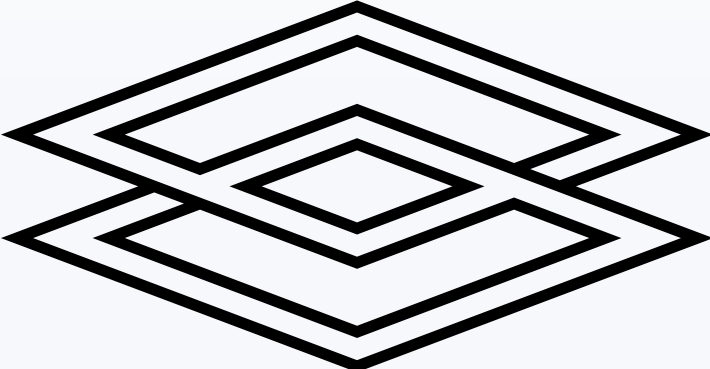
DIAMOND
CIRCLE



DIAMOND
CIRCLE



**DIAMOND
CIRCLE**



**DIAMOND
CIRCLE**

GRAPHIC PROFILE | Colour and background



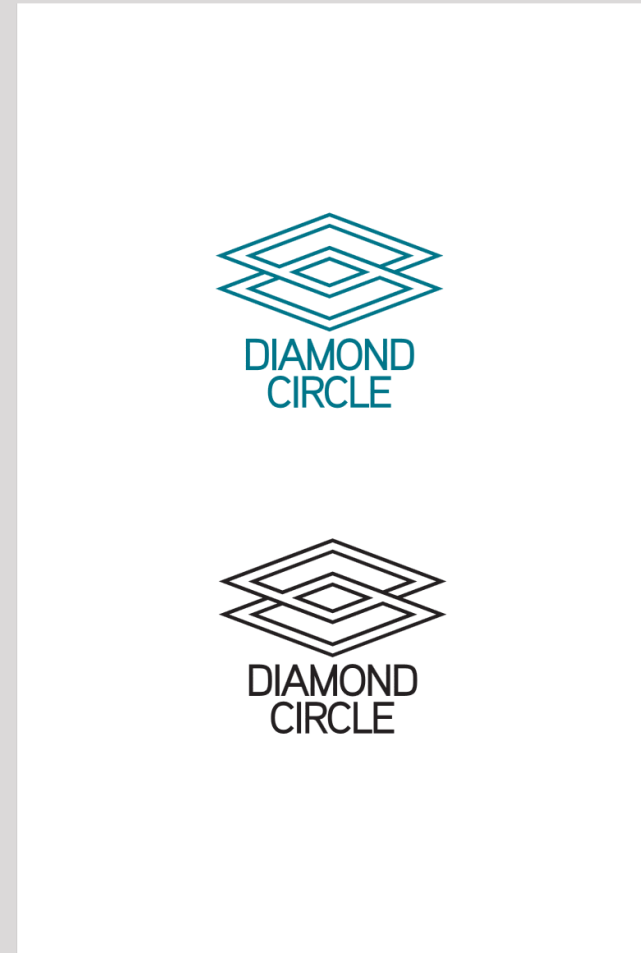
GRAPHIC PROFILE | Colour and background

The logo can be displayed on a white, black or brand colours background. For other background colours or photo, use the logo in a box, version-A.

PANTONE 3145 u/c
C=85, M=35, Y=35, K=16
R 008 G 118 B 135
HEX #007788

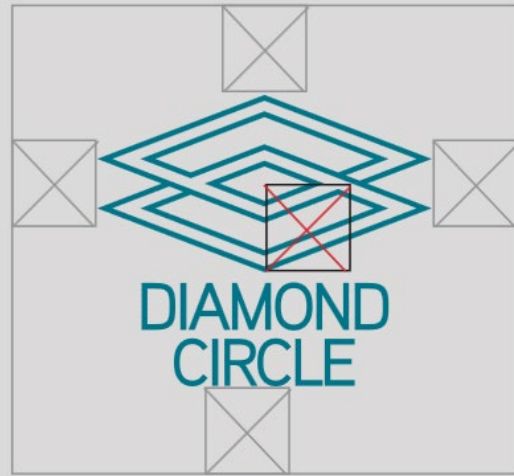


PANTONE Black u/c
C=0, M=0, Y=0, K=100
R 016 G 016 B 016
HEX #101010



GRAPHIC PROFILE | X-Dimensions, Size and Margin: Version-A

The logo can be displayed on a white, black or brand colours background.
For other background colours or photo, use the logo in a box.



MIN: 15mm/80pix

[X] NO FRAME

The x-height is 1/2 the height of the symbol.
The logo must always have free zone, at least the X-height, from other graphics and text messages.

[X] ÁN RAMMA

X-hæðin er 1/2 af hæð táknsins. Merkinu skal ávallt gefa að minnsta kosti x-hæð í frísvæði frá annari grafík eða textaskilaboðum.

MINIMUM SIZE, NO FRAME

Logo should never be smaller than 15mm in print and not less than 80pix on screen. - See more about size in ads!

LÁGMARKSSTÆRÐ ÁN RAMMA

Merkið skal aldrei vera notað smærra en 15 mm á prenti og ekki minna en 80pix á skjá. - Sjá nánar um stærð í auglýsingum!



MIN: 20mm/90pix

[X] IN FRAME

The x-height is 1/2 the height of the symbol.
The logo must always have free zone, at least the X-height, from other graphics and text messages.

[X] Í RAMMA

X-hæðin er 1/2 af hæð táknsins. Merkinu skal ávallt gefa að minnsta kosti x-hæð í frísvæði frá annari grafík eða textaskilaboðum.

MINIMUM SIZE IN FRAME

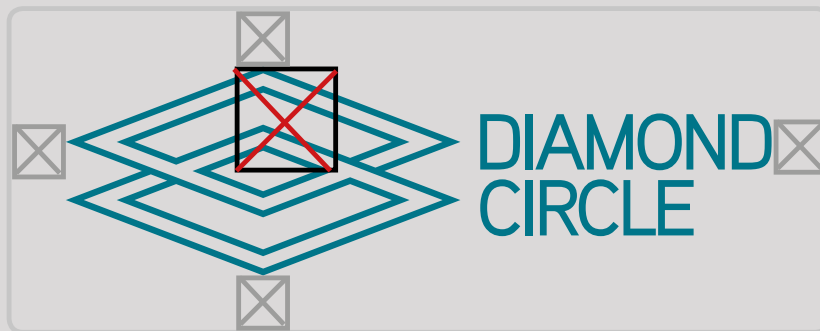
Logo should never be smaller than 20mm in print and not less than 90pix on screen. - See more about size in ads!

LÁGMARKSSTÆRÐ Í RAMMA

Merkið skal aldrei vera notað smærra en 15 mm á prenti og ekki minna en 80pix á skjá. - Sjá nánar um stærð í auglýsingum!

GRAPHIC PROFILE | Specials: version-B

A special edition for environmental graphics and advertising products, e.g. signs outside the house or pen printing.
Sérstök útgáfa fyrir umhverfisgrafík og auglýsingavörur, t.d. skilti utan á hús eða prentun á penna.



- Version-B, Free Zone inside frame (margin) is $\frac{1}{2}$ X-height.
- X-height does not apply outside the frame in these cases.
- Not for use in Ads. (Google's smallest banner exception)
- Útgáfa-B, helgunarsvæði innan ramma er $\frac{1}{2}$ X hæð.
- X-hæð gildir ekki utan ramma í þessum tilvikum.
- Ekki til að nota í auglýsingar (undantekning er minnstu Google borðar)

VERSION-B

Display in an environment is different from graphics in advertising.
This landscape version-B can be used on signs or advertising products and only in those circumstances where the version-A of the logo will not be applicable. X-height does not apply outside the frame in these cases.

ÚTGÁFA-B

Skilti í umhverfi eru frábrugðin grafík í auglýsingum. Lárétta útgáfu-B er hægt að nota á skiltum eða auglýsingavörum og aðeins við þær kringumstæður þar sem útgáfu-A merkisins mun ekki komast fyrir svo vel fari. X-hæð gildir ekki utan ramma í þessum tilvikum.

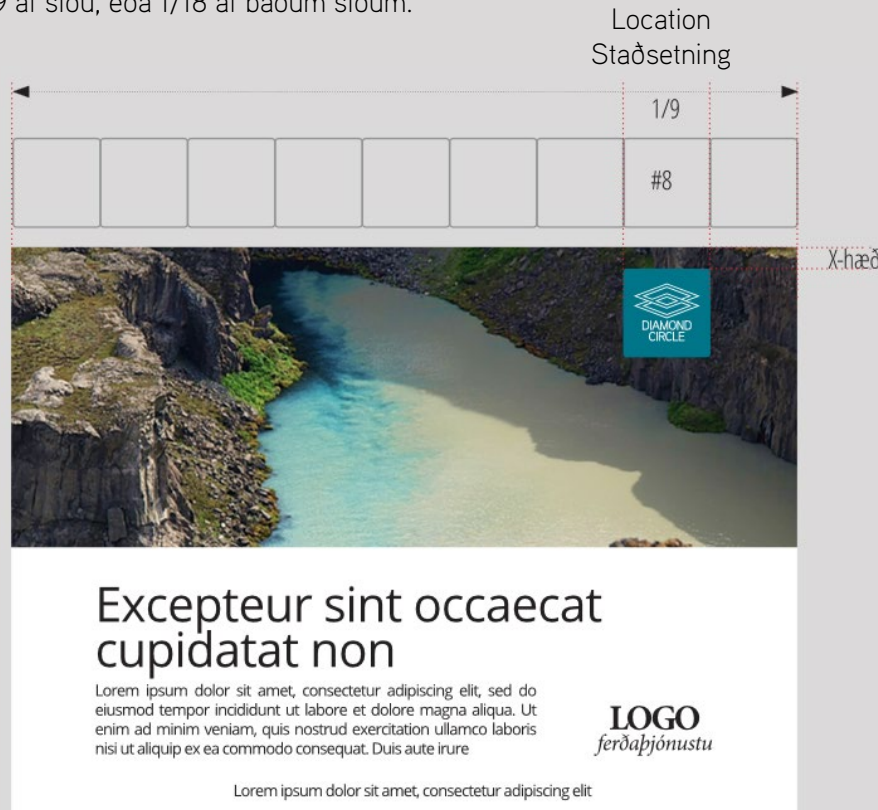
GRAPHIC PROFILE | In Ads

In Ads in magazines (A4) and newspapers (A3) or similar print media should use only version-A in a frame. The scale is same for an Ad that covers 2 pages, 1/9 of a page, or 1/18 of both pages.

Í auglýsingum sem birtast í tímaritum (A4) og dagblöðum (A3) eða svipuðum prentmiðlum skal eingöngu nota útgáfu-A í ramma. Hlutföllin eru þau sömu fyrir auglýsingu sem nær yfir tvær síður, 1/9 af síðu, eða 1/18 af báðum síðum.



Version-A
Útgáfa-A



Excepteur sint occaecat cupidatat non

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure

dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

LOMO
ferðapjónustu

Lorem ipsum dolor sit amet, consectetur adipiscing elit

GRAPHIC PROFILE | In Online Ads

In Ads on internet, use Version-A (see exception on page)
Fyrir auglýsingar á internetinu skal nota útgáfu-A (sjá undantekningu hér á síðunni)

MINIMUM SIZE IN FRAME

Logo should never be smaller than 90pix on screen.

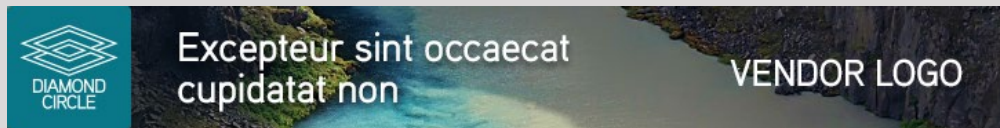
LÁGMARKSSTÆRÐ Í RAMMA

Logo should never be smaller than 90pix on screen.

Exception from X-high, free zone, in Online Ads is when the ad is smaller than 130pix. The rule is: LOGO will be 90pix and the margin (free zone) will increase amount.

Undantekning frá X-hæð, frísvæði, í vefauglýsingum er þegar auglýsingin er minni en 130pix. Þá er reglan: Merkið skal vera 90pix og frísvæðið ræðst þá af stærðinni sem eftir er af banner.

728x90pix | logo size 90pix



Exception when Ads is smaller than 90 pix use version-B:
468x60pix | logo high 60pix

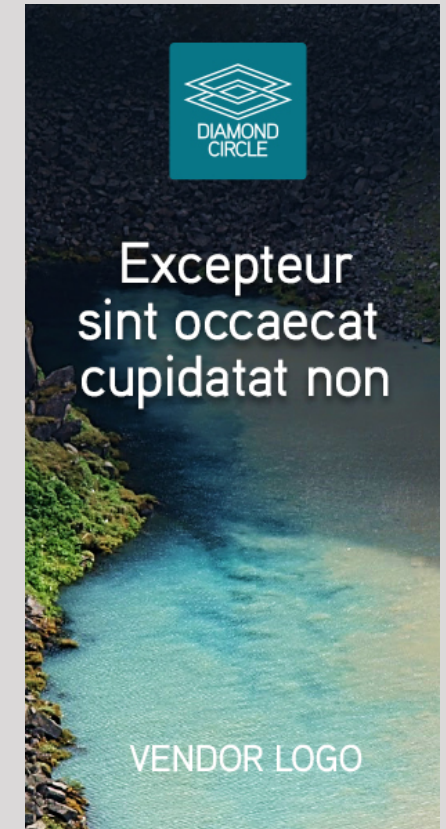


336x280pix | logo size 90pix



Version-A

300x600pix | logo size 100pix





Aux ProMedium

Aux ProLight

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu.

LOGO
ferðapjónustu

SYMBOLS REPRESENT THE BUSINESS

THE LOGOMARK: The receivers of imagery and communication based on the Diamond Circle brand are mostly tourists visiting Iceland which necessitates an external approach to the design. We have therefore departed from local trends, analysed 565 worldwide mentions on the Golden Circle, Diamond Circle and the five key locations of the Diamond Circle in North Iceland for adjectives and buzz words. We formed this into our consideration for formal rules for logo designs that are familiar across Europe and the Americas.

DEFINITIONS AND INSPIRATIONS: We started with defining what a circle really is and how it is linked to a diamond and how we could find the common denominator, which we determined to be „eternity“. This led the creative team to **Oscar Reutersvärd** – His philosophy mirrors the eternal characteristics of the Diamond Circle, both the forever lasting diamond and the eternal circle of life and nature. Notice the lines are hard edged and squared, like a diamond, but still the eternal circular element is maintained by the pathway through **Reutersvärd** illusion. The double large diamond also represents the eternal form of the figure eight and the circle as one of the key elements of North Iceland, the water. Finally, the third diamond (the small one) represents the figure 3, a holy and eternal number with significance throughout history (if you split the image in two you will see the figure 3).

THE LOGOTYPE: As the Diamond Circle logo is very simple the font must not distract from the logo. It is therefore very simple, modern and fresh. The logotype furthermore mirrors the blue/green tones of the logo, or the black/white versions.

THE COLOUR PALETTE: Is derived from the water in the North in its various forms, where the deep blue fresh water meets glacier water in canyons, the white in the snow and the ice diamond blue from the mountain waters to the ocean and the Northern Lights.

CULTURAL SIGNIFICANCE OF COLOURS: Colours have different cultural connotations across the world's peoples. Every one of us relates to colours where some trouble us and others are our favourites. Colours represent feelings, people, countries and culture. Black and white in logo is only intended for practical use and in itself does not represent most of the above. Black or white are not colours. In its simplest form white is only a reflection of light and black is the lack of that reflection. Nevertheless, we associate black and white with feelings such as mystery or purity.

The green/blue colour signifies pure nature, environment, health, renewal, spring, good service, good luck and Godspeed.

BRAND PROMISE: The Diamond Circle is the uncut diamond of North Iceland where you beat the crowds and enjoy incredible natural sights and eye-popping landscapes over a circle of 251 kilometres (161 miles). It is off the beaten track with intimate experiences of bizarre beauty and warm and welcoming culture. It is the place to explore and tell stories from. A place to spot the difference. It is powerful, fresh and eternal.

BRAND VOICE/PERSONALITY: Hip, warm, friendly, powerful, quirky, ecological

CALL TO ACTION: Spot how different the natural and cultural phenomena of North Iceland is.

BRAND CHARACTER: I am the diamond in the rough in Iceland. Uncut, unpolished, raw, strong and beautiful for you to explore and discover. I am the warmth in the cold, hip and a little quirky and friendly towards nature and my guests. You have a soft spot for unearthly landscapes and the raw forces of nature and want to beat the crowds and go your own way to discover and to tell stories. You want to spot something different.

I am the North to the South. I am the sheer power of the Divine Goðafoss, the unearthly blue and green landscapes of lake Mývatn nature paradise, the uncontrollable white energy of Dettifoss the most powerful waterfall of Europe, the crescent-shaped wonder of Ásbyrgi canyon and Húsavík the buzzing whale watching capital of Iceland with the deep blue seas ahead.

I am the Arctic, the northern lights, the star lit sky and the winter fun and the midnight summer sun. It is no wonder I am the Diamond Circle. Spot how different the Diamond Circle is.

KEY ATTRIBUTES: Fresh, everlasting, natural force, bright, cool, marvel, always on

BRAND TONE: VOICE=PERSONAL, TONE=MOOD: FRESH/ATTITUDE: LIGHT

BRAND PHOTOGRAPHY: The Diamond Circle's look and feel is an important part of a visual identity. Imagery should visually communicate the key attributes and brand voice as well as adopting elements of the colour palette. Images with people should portray them in a safe environment and be respectful of nature.

DESIGN GUIDELINES AND SUGGESTIONS: Try simple designs and avoid busy structures. Texts are very important to deliver the message as imagery alone says too much without a text focusing the message. Use white space for a contemporary look and to draw attention to the colour palette of the Diamond Circle.

Use the primary colour for headlines and to add highlighting touches in and around messages. Be careful with font size and weights and use simple fonts for broad texts and never use more than two weights of fonts in the same layout and strike for a balance between font size and imagery.

Following these guidelines will make the Diamond Circle identifiable



HÚSAVÍK



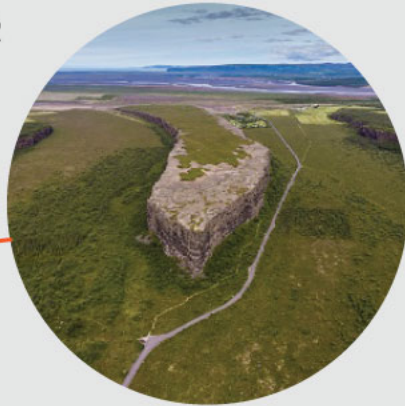
GODAFOSS



MÝVATN



DETTIFOSS



ÁSBYRGI

AKUREYRI
30 km

1

85

50 km

85

64 km

Hringsbjarg

85

KÓPASKER
[870]
36 km

38 km

Hljóðaklettar

862

Hólmatungur

862

1

49 km

1

50 km

Stóra Víti
Krafla

Námaskarð
Grjótagjá
Hverfjall

Dimmuborgir

Höfði - Kálfaströnd

848

Skútustaðagígar

EGILSTAÐIR
138 km

1



251 km



MAP OF DIAMOND CIRCLE NORTH ICELAND



cohn&wolfe

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DIAMOND
CIRCLE