



LIECHTENSTEIN

01. Brand logotype

That's how a real gem presents itself to the world.

A multi-faceted brand

What characterises a real gem? It is rare, special and shines nobly in the light. The brand logotype expresses a quiet confidence and exciting vibrancy at the same time. The intricate design of the logotype is an invitation for the viewer to look closer and discover the details (05). On close inspection you see the symbols morph from flower (nature) to circle (finance) to sparkle (industry). They have a double meaning: the mutation shows the fast development of

Liechtenstein from an agricultural place to a finance and industry location but also shows the diversity of the country, being natural but at the same time highly developed.

With the communications strategy, that the Stiftung Image Liechtenstein has approved last year, it became clear, what the core messages are for the country, inside and outside. The six core messages will be more memorable if they are expressed by simple graphical shapes (03). Note that the five symbols come together in

a sixth symbol, the crown. This is symbolic of a principality that is close to the people. These express the depth and diverse nature of Liechtenstein.

This new image is not replacing any official heraldic crest and national flag. It complements them. This new look is created so that Liechtenstein has a more engaging public face, a look that will create relationships and excite people, which most state symbols do not provide.

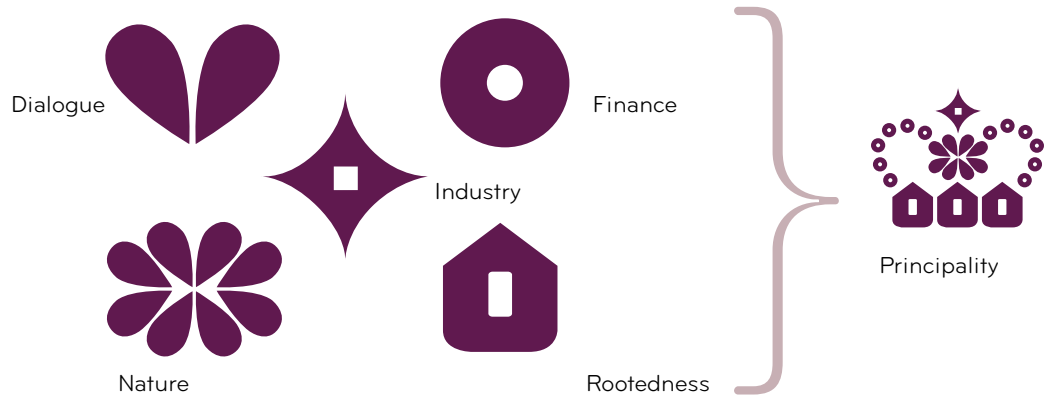
02. Abbreviated logotype



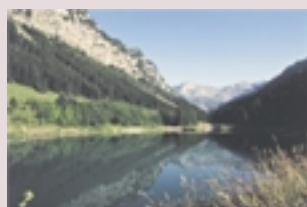
This is the short version of the logotype, to enable us for more flexible use. It is used for Liechtenstein initiatives and to endorse businesses. The LI abbreviation is chosen because it is already in the Internet, .li, it is also used in our postal code. Although arguably we could use FL, too, but the outside world may mistake it for Finland, Florida or Flanders. Hence to build wider consistency we have gone for LI.

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03. Symbols



04. Illustrative motifs



The brand expression comes with other illustrative motifs. All of which are originated from our heritage. For instance the floral pattern is derived from our stamps and the trees and mountains from our natural surrounding. These elements add emotion and color to the core brand identity. Much like in New York where there are many co-existing icons such as Big Apple, Statue of Liberty, Chrysler building, etc which all describe the magic of New York.

05. Close-up

