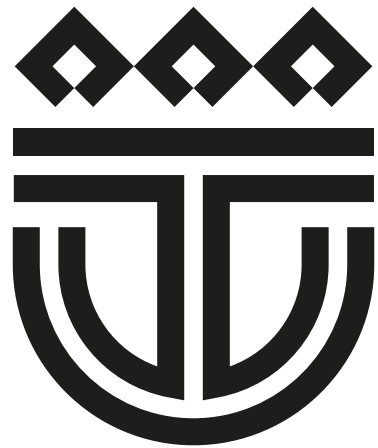


MARIEHAMN

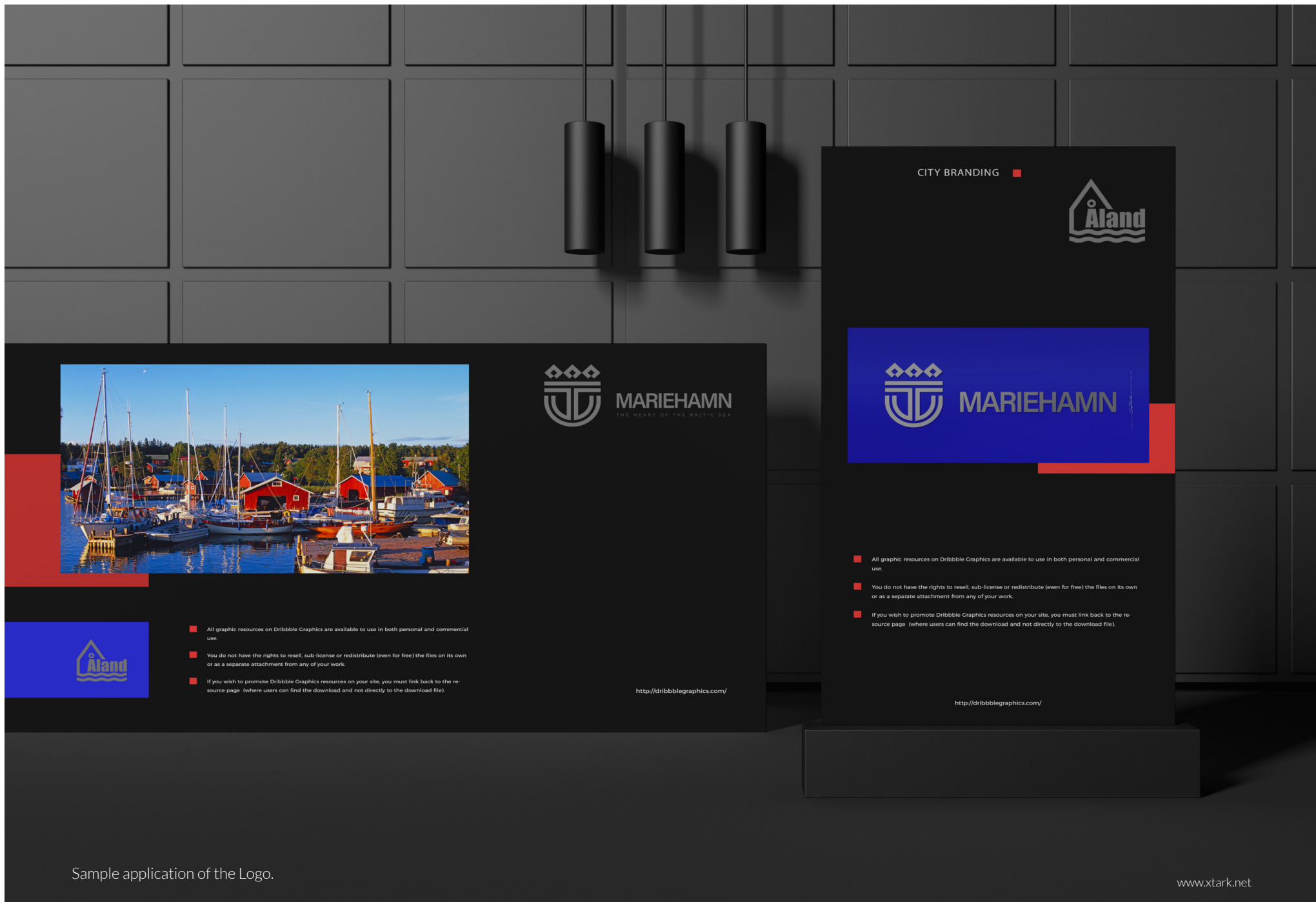
THE HEART OF THE BALTIC SEA



MARIEHAMN

THE HEART OF THE BALTIC SEA

The conceptual idea of the logo of the city, in the classical style, as a tribute to the historical basis of its birth.



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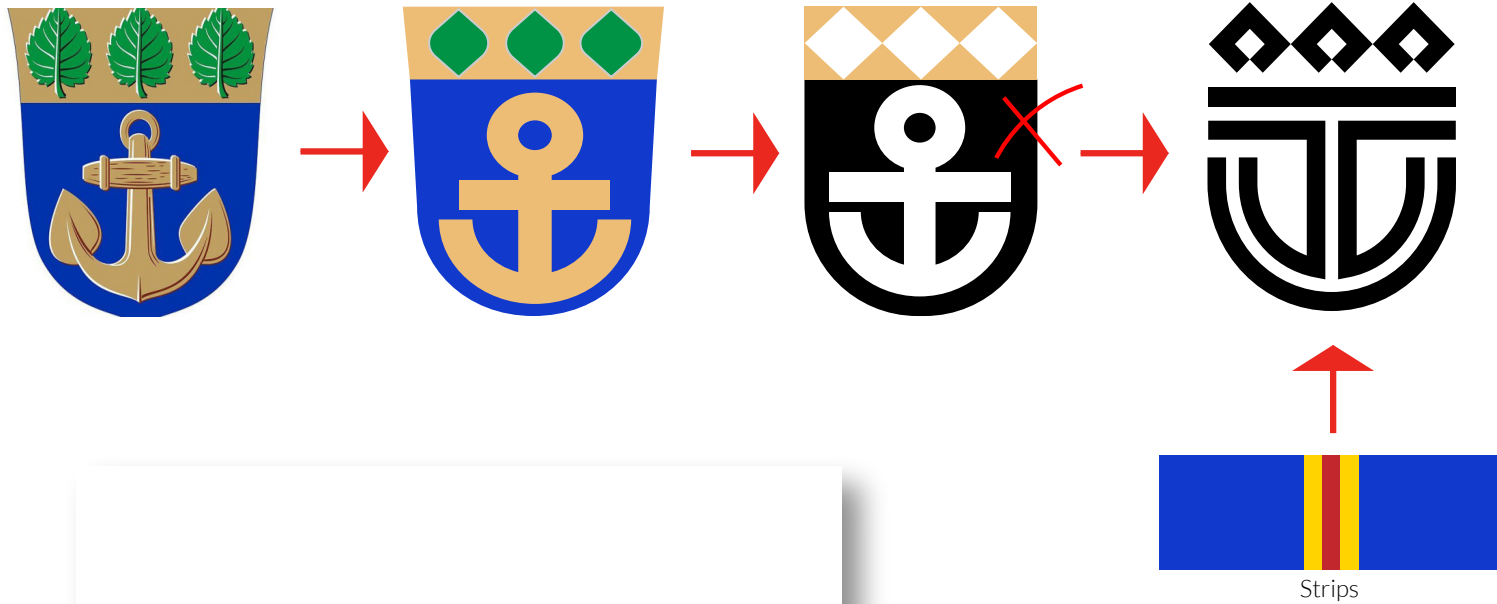
CITY BRANDING ■



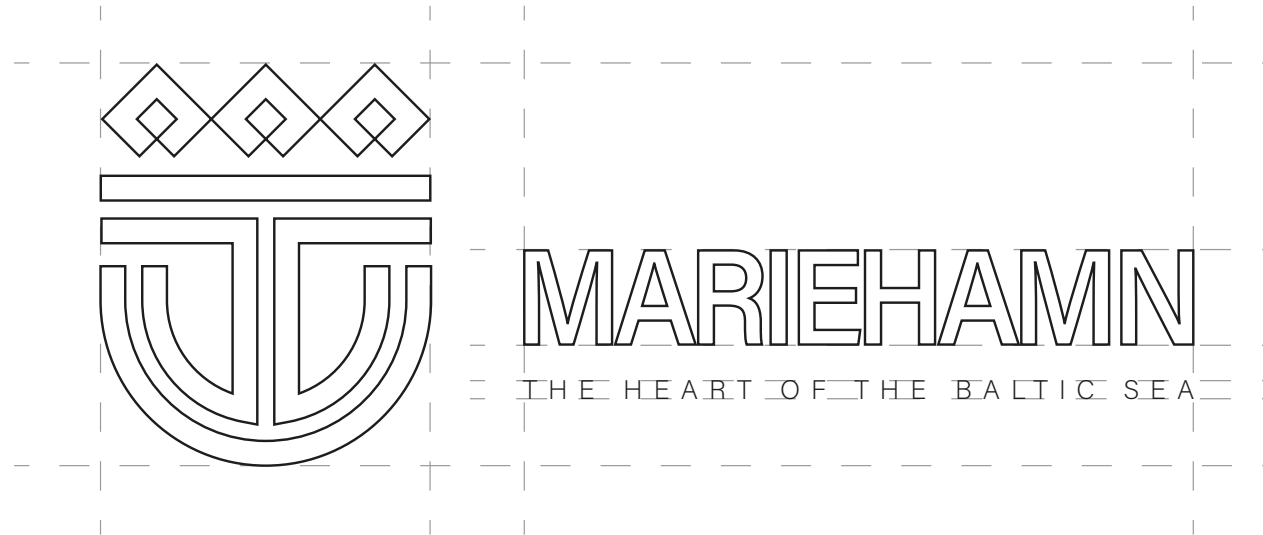
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Simplification of the form



The logo is based on the city's emblem - the Coat of Arm, with its subsequent elaboration to the level of the Ikon Mark.





#c2c2c2



#e41b25



#f79b22



#2d30dd



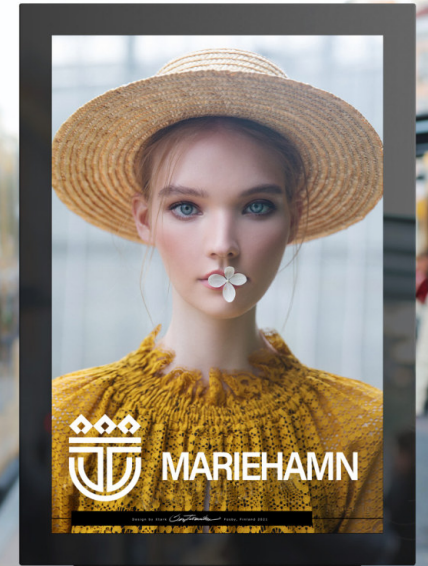
#010d57

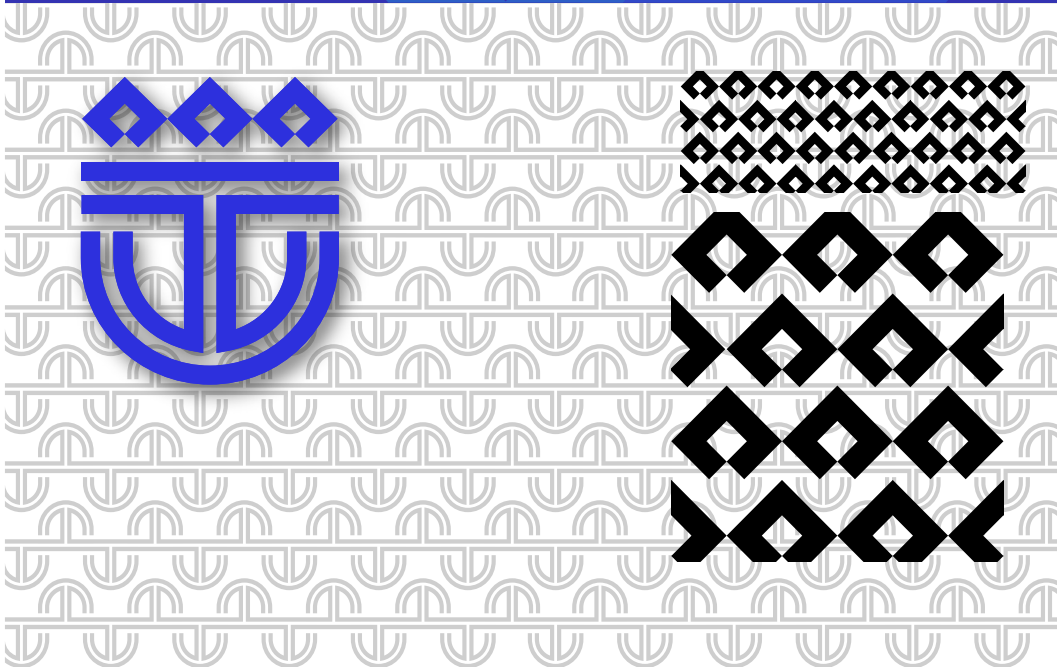


Color combinations. The ability to present the work of the Logo on various colored media.







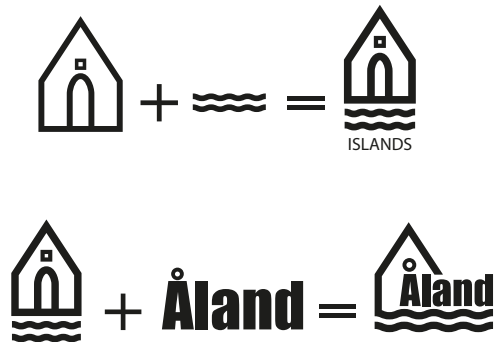


Patterns used to support the brand's corporate identity.





St. George's church Architectural symbol of the city of Mariehamn, Åland.



- FFD301
- 283481
- 1D1D1B
- 4E9FD8
- DB1318

