

BRAND
BOOK
2025

VISIT NUUK

Visit our home, visit Nuuk

visitnuuk.com

This is our brand...

Welcome!

This is our brand presented in a brandbook. Our intention with the brandbook is that you will learn about our brand, and use the brandbook as inspiration and for guidance when you are working with us, or are representing Nuuk in other contexts.

Ultimately, this brandbook provides a set of tools for everyone to use when developing content for Nuuk. Use the brandbook as a filter when evaluating development of communication, experiences, services, built environment and more.

The perception of our brand is not only depending on our visual presence and communication, but also on how we act, and who we are. The lasting impression, the story told about us, is based upon the sum of all impressions.

Visit Nuuk has the responsibility to coordinate our destination, its development, marketing and management.

Our brandbook helps us to create a strong brand. A brand that is communicative, clear and distinct. We hope our brandbook will inspire and encourage the creation of new, exciting and intriguing content for Nuuk.

Thank you for joining our path.

/Visit Nuuk



We are Nuuk!

When we say our brand, we mean it. Literally. We have developed our brand through profound, collective efforts where all of us have been invited to contribute. The local tourist industry, residents, associations, and more. And we keep moving forward together.

The collective focus is crucial. This is because we are developing a brand, representing both our destination, as well as our place and our region of Nuuk. It means that it must be a brand cherished by our local community, at the same time as it attracts potential guests and investors.

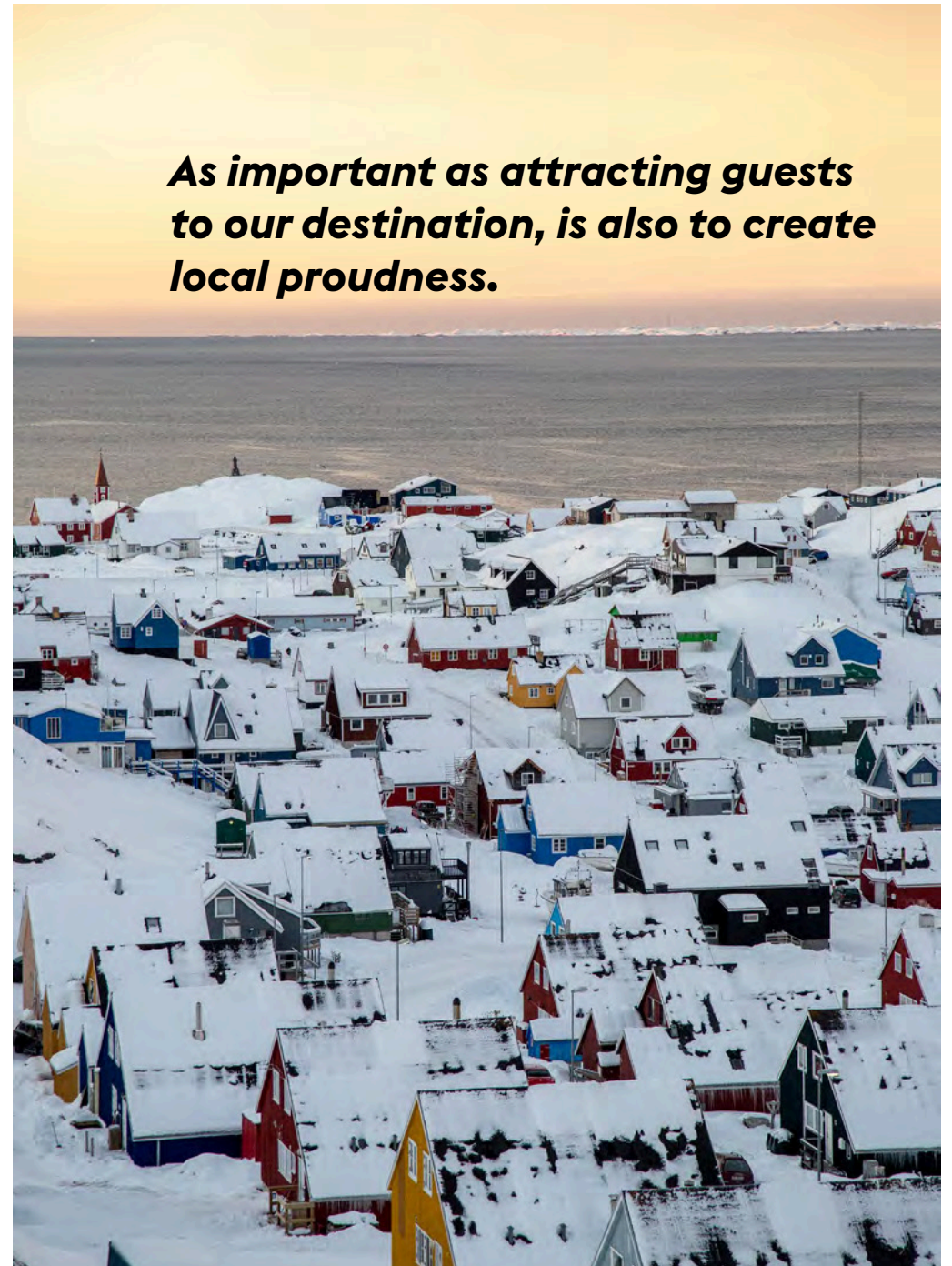
In other words. Our brand has a crucial role to play within the ongoing destination development, within marketing, and the management of Nuuk as a flourishing community and a vibrant living environment based upon a strong local connection.

As important as attracting guests to our destination, is also to create local pride. Therefore, it has been essential to connect to, and build upon, the identity of Nuuk in alignment to the local everyday life and the heritage when developing our brand.

Our brand and development should preferably be supported from, and co-owned by, the local stakeholders. It aims to emerge from a deep understanding of the value of tourism, and also from how tourism can benefit the local and regional community with a regenerative approach.

This requires knowledge about our history, insights about the desires from our residents, and a development based upon shared visions. It is essential to identify *'the soul of our community'*, and use that as a foundation in the storytelling and the narrative of Nuuk.

As important as attracting guests to our destination, is also to create local pride.



Instructions

This brandbook provides a comprehensive summary of our brand. It is impossible to cover everything. However, the purpose of our brandbook is to provide an introduction to our brand, together with helpful guidelines to be used when creating new content for Nuuk.

Here are some instructions on how to use our brandbook:

1. Our Brand platform

Make sure you read this first. This is the filter, the lens, that all our content should relate to. Evaluate every new creation made for our brand, and make sure it tunes along with our brand platform.

2. Our Visual identity & graphic manual

Specific instructions concerning our visual identity. Defining the use of our logotype, graphic symbols, typography, colors and guidelines on implementation.

3. Our Brand communication guide

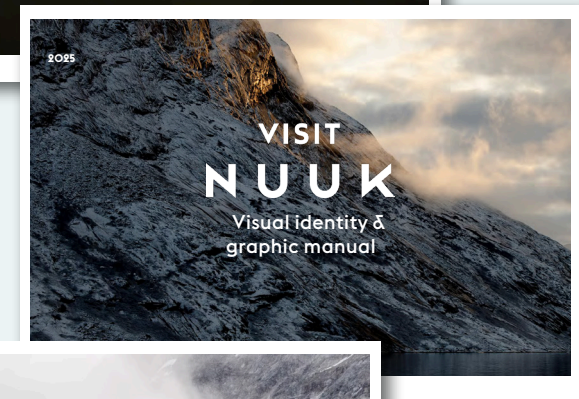
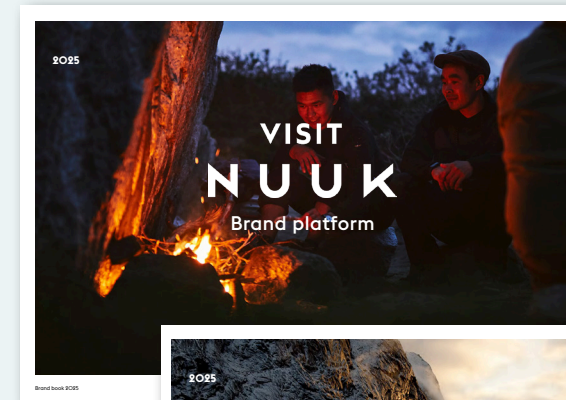
Instructions for how we communicate in text and imagery depending on context, receiver and purpose.

4. Implementation examples

Various examples on implementation of our brand, graphic content and communication. Aiming to inspire and provide ideas and proposals on how to put it all together.

It is our ambition for our brandbook to be inspiring rather than constricting, that it provides an understanding of our brand, and that it opens up for creativity, at the same time as it ensures consistency in how our brand is presented visually and in tone.

In case of any concerns and needs of further instructions, don't hesitate to contact us at Visit Nuuk.



2025

VISIT NUUK

Brand platform

Our brand story

Nuuk is unique. Not only because we are the northernmost capital on the globe. But also, because of our modern Arctic lifestyle rooted in the wild and spectacular nature that surrounds us. And because of our traditions and unique stories connected to the nature. Our life condition goes hand in hand with the state of the environment, meaning sustainable lifestyle and regenerative development are essential focuses.

Our mindset must always be grounded in an ongoing sense of circularity. We need to care for our habitat, and our planet, to flourish and prosper along with us. As a population living on the top of the world, we have an utmost highlighted position, and a rare opportunity to inspire people globally by showcasing our daily life built upon an appealing symbiosis between nature and society.

Our brand story is based upon who we are. It is real rather than labelled. We believe in telling authentic, straightforward and honest stories about our destination. Stories that awake the curiosity of our potential guests. Stories that encourage a spirit within our community, inspiring us and pushing us towards progress.

We feel blessed living in a society where everything is possible. The opportunities in Nuuk, and from the nature surrounding us, are endless. We are curious, different and quirky. We are a flourishing community where it is good to grow up and live, and where the adventure always awaits around the corner.

This is what we want to share. This is what we want our guests to become aware of, and respect, when we are welcoming them as temporary locals.



"Our brand story is based upon who we are. It is real rather than labelled."

Our brand vision and mission



Our vision

Our guiding star! - What we strive for every day

As the northernmost capital on the globe, we want to share our modern Arctic way of life, and make our guests curious into experiencing the endless opportunities we have to offer, while joining our mission of a regenerative development of our region.

Our mission

The activities conducted to reach our brand vision.

We are telling real stories about real people, focusing on encouraging and ongoing sense of development and progression, that inspires and invites to innovation, cultural initiatives and entrepreneurship based upon, and in symbiosis with, our spectacular nature, history and traditions.



Our promises

Rational promises:

*What do we have that we can promise our audience?
Existing content that we do not have to create ourselves.
Specific arguments and selling points.*

Spectacular nature and wilderness

Unique authentic heritage and culture

Everyday Arctic lifestyle Unique stories

like no other place

Emotional promises:

*Connects to our values and gives power and energy to the brand.
Promises for us to strive for, and that enables us to make decisions and
choices. Contributes to differentiation and makes us less copyable.*

Sense of feeling included and involved

Intrigued by experiences for all senses

Feeling of taken care of and respected

in every aspect



Our attributes

Our values

What we feel, and what is most important to us. What our brand should stand for over time. Values that set us apart from other destinations.

Regenerative sustainability

Arctic life quality

Freedom

Togetherness

Our personality

How we choose to express ourselves in communications and how we want the audience to think about our brand

Open-minded and honest

Warm and welcoming

Proud and happy

Appreciative

Experienced



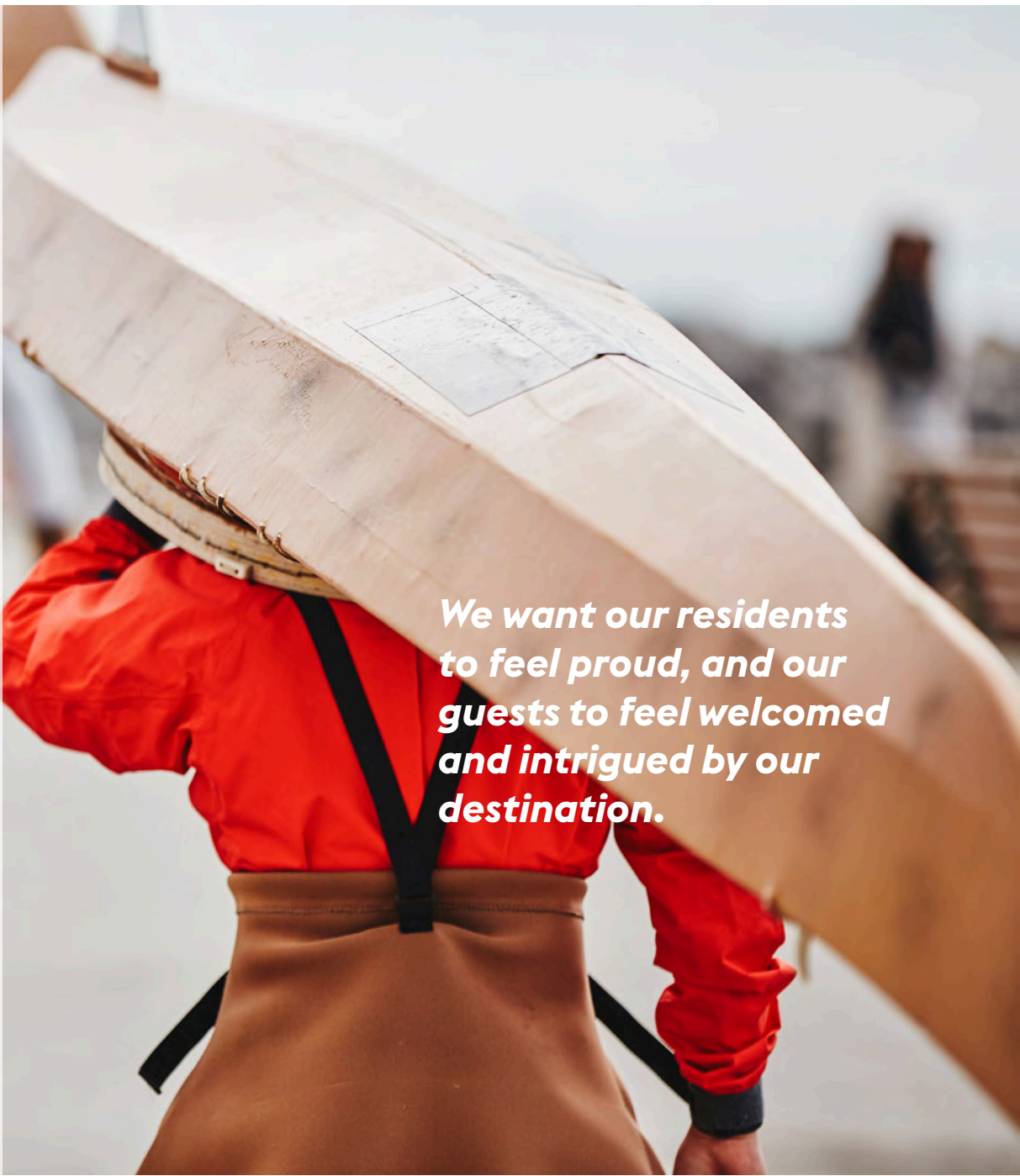
Our brand trigger

What you can expect from a visit to Nuuk. From our brand trigger, that explains it all, we are able to evaluate all of our touchpoints. Our products, places, activities and services and how they are experienced. It is a lens to assess all our communications through.

Visit our home, visit Nuuk.

We want our residents to feel proud, and our guests to feel welcomed and intrigued by our destination. We want to share our way of living, and convey an understanding of who we are.

Our ambition is to make our guests positively surprised and included into our community, making them feel that they want to tell stories from their visit to family and friends, and a desire to come back.

A person wearing a bright red jacket and a brown apron is carrying a large, rectangular cardboard box on their back. The box is secured with black straps. The person is seen from the back, and the background is a blurred outdoor setting. The text 'We want our residents to feel proud, and our guests to feel welcomed and intrigued by our destination.' is overlaid on the right side of the image in white, bold, italicized font.

We want our residents to feel proud, and our guests to feel welcomed and intrigued by our destination.

Our target audiences

Our target audiences consist of mainly three groups; our residents, new or home moving settlers, and our guests.

Who we are speaking to, and how, depends on the context and aim. However, it should be obvious to always consider ourselves as the most important of all target audiences, based on who we are and who we want to be. One simple key to evaluate our communication or marketing, is to ask ourselves if it is making our residents proud. If not, it is probably not good communication or marketing.

When we are telling real stories about our destination, as a place where people live and with an aim for our community to flourish, we also attract visitors and settlers.

Greenlanders abroad, we want them to cherish their home turf, and if possible attract them to move back. We aim for everyone to have happy memories from Nuuk, from visiting or from growing up here.

Our visitors we refer to as our guests, rather than tourists or travelers. This is an important perspective on how we are building a relationship with our guests, and how our guests are feeling invited to join our community. We want our guests to feel welcomed, as temporary locals, valuing and respecting our destination as we do, and at the same time we have to reflect on our hostmanship, on how we understand our guests, how we are flexible and capable of answering their various needs.

When segmenting our target audiences for Nuuk, they should not only be divided into demographically defined market segments. We also have to understand our target audiences from their lifestyles and behaviors.

Our guests target audience profiles for Nuuk are based on the Visit Greenland market segment model. Among the market segments that Visit Greenland has defined, we can find our guest profiles for Nuuk within all of the segments.

Visit Greenland's market segment map was first devised in 2012. The model classifies tourists according to two criteria: their interest focus and their engagement level (or level of immersion). The model has over the years been simplified along the engagement level spectrum, and originally 11 market segments are now divided into 3 segments. These are:

Ultimate adventurers

*The ultimate adventure segment encompasses the personas **Ethnophile, Authenticity Seeker, Extreme Adventurer** and **Wilderness Seeker**. This segment comprises tourists who really like to immerse themselves in Greenland for days at a time – be that via a multi-day solo hike in the wilderness, a heli-ski adventure in the pristine Eternity Fjord, or a homestay with a local family in a small settlement.*

Immersive adventurers

*The immersive adventure segment comprises the personas **Globetrotter, Nature Lover, Culture Lover** and **Special Interest Adventurer**. This segment includes tourists who like to get actively involved in Greenland's nature and/or culture (through, for example, day hikes into the wilderness or helping to cook a Greenlandic barbecue on rocks at the edge of the fjord), but who like to come back to a nice hot meal and comfortable accommodation at the end of the day.*

Soft adventurers

*The soft adventure segment encompasses the personas **Sightseer, Nature Appreciator** and **Culture Appreciator**. This segment applies to tourists who do not like to engage in much physical activity, but who like to learn about and engage with the nature of Greenland, the culture of Greenland, or both, from a safe and comfortable distance.*

2025

VISIT NUUK

Visual identity
& graphic manual

Our visual identity & graphic manual

Our visual identity consists of our logo, pictograms, imagery, colors, typography and further communicative ingredients. It is based upon our destination brand platform, representing our core values, personality and story.

Proximity to spectacular arctic nature, outdoor, wilderness, cultural heritage, authenticity, sustainability, quality of life, togetherness, welcoming and happiness are some of the lead words our visual identity aim to transmit.

When developing our visual identity for Nuuk, we have focused on building up a system for effective and recognizable communication.

In the following pages you will get our graphic elements presented together with instructions and recommendations for how to use them. This includes guidelines for the use of our logotype, graphic symbols, typography, colors and and more.

For any concerns that may occur out from reading our visual identity and graphic manual, please contact us at Visit Nuuk.

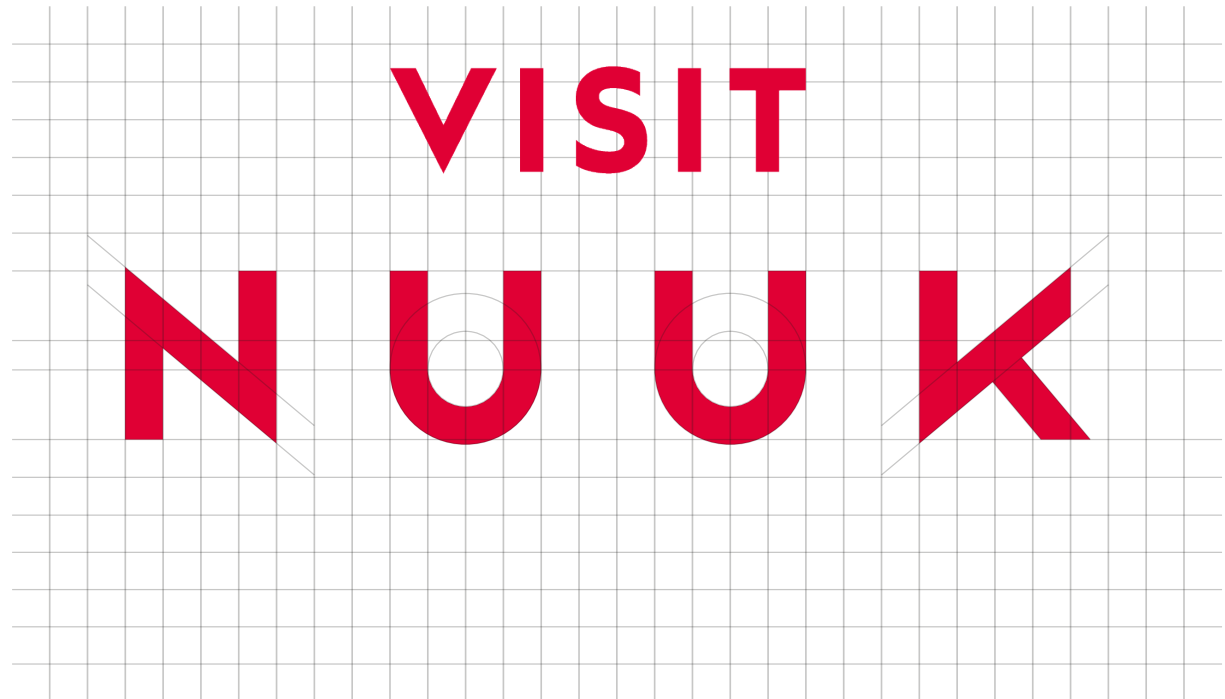
Our logo

Our logotype is our name. It is a wordmark based on the letters in 'Nuuk'.

The font used in our logotype is designed exclusively for our destination. It is inspired from the graphic appearance of the letters themselves, on the arctic nature, on the outdoors and on old traditional expressions of our place brand with a modern twist.

Our logo has been crafted to be well balanced and visible from small to large sizes. It should work in many contexts. In marketing, on the business card and onsite applications as sign posts, information and other branded content.

As of mid 2025, we added the word "Visit" to our logo, which was previously only "Nuuk".



Versions of our logo

The red colored version of our logo is the main version. This should be used at all times when it is applicable and legible.

When the conditions for using the red colored version are limited, or when it looks better, the white version should be used.

The black version is only to be used as an exception, for example in black and white printing or where monochrome is being requested.

No other color versions than described herein are allowed.

Our logo must always be reproduced consistently and accurately to maintain the integrity and strength of the brand. Do not redraw, stretch, squeeze or distort the logo in any way.

Primary version
Red on white or light backgrounds

VISIT
NUUK

Secondary version
White on various colored backgrounds

VISIT
NUUK

Monochrome
Black on white or light backgrounds

VISIT
NUUK

Clearspace

To protect the visual integrity of the Nuuk logo, it must always be surrounded by a clearspace.

The clearspace around the logo ensures that the experience of Nuuk logo becomes consistent.

The clearspace shown here is an absolute minimum and must not be exceeded. The logo shall at least surrounded by a space corresponding to that indicated in the illustration, the height and width of the letter "V" in the Visit Nuuk logo.

When a associated text should be included belonging to the logo, it is ok put it inside the clearspace. Ensure good legibility, and balance the distance to surrounding graphics to make it look good.



Co-branding

One of our aims is that our place and destination brand should be used extensively. We encourage that our logo is used by everyone representing Nuuk in various contexts, for marketing and promoting the image of our place.

In those cases when our logo is used together with one or more other brands, we need to evaluate how the co-branding should be.

Do not stack the logos too tight, but respect the clearspace.

Here are some cases of co-branding.

ENDORSEMENT

When the request for use of the Nuuk logo comes from an organization or event, wanting to benefit from being associated with our brand.

PARTNERSHIP

When two or more actors come together to jointly sponsor an event. Nuuk is not lead organizer of the event, but is one of the supporters.

CO-OPERATIVE

When Nuuk is in co-operative support. It could be an event, an offering or a campaign, where Nuuk is not the lead partner, but has an active role.

In partnership with

VISIT
N U U K

In partnership with

VISIT
N U U K



VISIT

N U U K

Official Partner

Visit Nuuk

In addition to our logo, our web address visitnuuk.com is being used as a graphic element. Sometimes separated from the logo, and sometimes as a unit.

The font to be used when writing our web address as addition to our logo is Euclid Flex Medium. Our logo is also available as a graphic file where our web address is included.

Our visit website visitnuuk.com contains information about Nuuk, planning tools, maps, stories and more.

VISIT
NUUK
visitnuuk.com

VISIT
NUUK
visitnuuk.com

Colors

Our primary color, the signal color, for our brand is red.

Always control the red color to be sure the specific hue is achieved in print and on screen.

Besides our primary color, we have a set of secondary colors that can be used for graphic content, charts, texts and more. It is also allowed to tint the colors to lighter versions of the base color.

The complementary colors can also be used when needed. That could be the case when more colors are required for example in diagrams, statistics and data charts. That could be the case for example in our annual reports.

The choice of color can also depend on specific context, color combinations, contrast, legibility, symbolic meaning or other communicative reasons. In those cases, please get approval from Visit Nuuk, before implementing.

Primary Color Logo color		Pantone 185 CMYK 0, 94, 78, 0 RGB 224, 0, 52 HTML #E00034		Pantone 630 CMYK 48, 0, 10, 0 RGB 133, 205, 219 HTML #85CDD8		Pantone Cool Grey I CMYK 4, 2, 4, 8 RGB 224, 225, 221 HTML #E0E1DD
Secondary Colors		Pantone 169 CMYK 0, 31, 25, 0 RGB 255, 183, 174 HTML #FFB7AE		Pantone 631 CMYK 74, 0, 13, 0 RGB 60, 182, 206 HTML #3CB6CE		Pantone Cool Grey II CMYK 44, 34, 22, 78 RGB 77, 79, 83 HTML #4D4F53
		Pantone 184 CMYK 0, 73, 32, 0 RGB 244, 88, 122 HTML #F4587A		Pantone 633 CMYK 98, 6, 10, 28 RGB 0, 126, 163 HTML #007EA3		Pantone Black 6 CMYK 0, 0, 0, 100 RGB 0, 0, 0 HTML #000000
Complementary Colors		Pantone 1205 CMYK 0, 3, 43, 0 RGB 248, 228, 152 HTML #F8E498		Pantone 552 CMYK 24, 3, 7, 2 RGB 190, 214, 219 HTML #BED6DB		Pantone 580 CMYK 20, 0, 34, 0 RGB 204, 219, 174 HTML #CCDBAE
		Pantone 1215 CMYK 0, 6, 53, 0 RGB 250, 221, 128 HTML #FADD80		Pantone 5503 CMYK 40, 2, 14, 9 RGB 153, 191, 194 HTML #99BFC2		Pantone 578 CMYK 31, 0, 48, 1 RGB 184, 207, 149 HTML #B8CF95
		Pantone 1225 CMYK 0, 19, 79, 0 RGB 255, 203, 79 HTML #FFCB4F		Pantone 5483 CMYK 65, 11, 25, 27 RGB 88, 145, 153 HTML #589199		Pantone 577 CMYK 40, 0, 58, 0 RGB 171, 199, 133 HTML #ABC785
		Pantone 1235 CMYK 0, 36, 98, 0 RGB 255, 182, 18 HTML #FFB612		Pantone 5473 CMYK 86, 20, 32, 53 RGB 21, 101, 112 HTML #156570		Pantone 576 CMYK 59, 5, 94, 26 RGB 105, 146, 58 HTML #69923A

Typeface

Our primary font, Euclid Flex, is a geometric typeface by Swiss Typefaces. It is functional, and has a modern twist, that goes very well together with our logo.

Euclid flex should be used mainly for headings, and in shorter messages in advertising. The typeface comes in many weights and variations.

For complementary messages in advertising and in body text, we use Roboto. For longer texts, in printed material, we mainly go with Roboto Serif for better legibility. For digital body texts we use Roboto sanserif version.

Primary typeface
Headings
Body text
Ads

Euclid Flex Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z à á â ã æ è é ê ì í î ð ò ó ô ö ø ù ú û ü ý þ
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z À Á Â Ã Ä Å Æ È É Ê Ì Í Î Ï Ð Ò Ó Ô Ö Ø Ù Ú Û Ü Ý Þ
0 1 2 3 4 5 6 7 8 9 ! ? " # \$ % & () * /

Euclid Flex Italic

a b c d e f g h i j k l m n o p q r s t u v w x y z à á â ã æ è é ê ì í î ð ò ó ô ö ø ù ú û ü ý þ
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z À Á Â Ã Ä Å Æ È É Ê Ì Í Î Ï Ð Ò Ó Ô Ö Ø Ù Ú Û Ü Ý Þ
0 1 2 3 4 5 6 7 8 9 ! ? " # \$ % & () * /

Euclid Flex Semibold

a b c d e f g h i j k l m n o p q r s t u v w x y z à á â ã æ è é ê ì í î ð ò ó ô ö ø ù ú û ü ý þ
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z À Á Â Ã Ä Å Æ È É Ê Ì Í Î Ï Ð Ò Ó Ô Ö Ø Ù Ú Û Ü Ý Þ
0 1 2 3 4 5 6 7 8 9 ! ? " # \$ % & () * /

Secondary typeface
Serif
Body text

Roboto Serif Light

a b c d e f g h i j k l m n o p q r s t u v w x y z à á â ã æ è é ê ì í î ð ò ó ô ö ø ù ú û ü ý þ
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z À Á Â Ã Ä Å Æ È É Ê Ì Í Î Ï Ð Ò Ó Ô Ö Ø Ù Ú Û Ü Ý Þ
0 1 2 3 4 5 6 7 8 9 ! ? " # \$ % & () * /

Roboto Serif Light Italic

a b c d e f g h i j k l m n o p q r s t u v w x y z à á â ã æ è é ê ì í î ð ò ó ô ö ø ù ú û ü ý þ
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z À Á Â Ã Ä Å Æ È É Ê Ì Í Î Ï Ð Ò Ó Ô Ö Ø Ù Ú Û Ü Ý Þ
0 1 2 3 4 5 6 7 8 9 ! ? " # \$ % & () * /

Roboto Serif Bold Italic

a b c d e f g h i j k l m n o p q r s t u v w x y z à á â ã æ è é ê ì í î ð ò ó ô ö ø ù ú û ü ý þ
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z À Á Â Ã Ä Å Æ È É Ê Ì Í Î Ï Ð Ò Ó Ô Ö Ø Ù Ú Û Ü Ý Þ
0 1 2 3 4 5 6 7 8 9 ! ? " # \$ % & () * /

Secondary typeface
Sanserif
Body text

Roboto Light

a b c d e f g h i j k l m n o p q r s t u v w x y z à á â ã æ è é ê ì í î ð ò ó ô ö ø ù ú û ü ý þ
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z À Á Â Ã Ä Å Æ È É Ê Ì Í Î Ï Ð Ò Ó Ô Ö Ø Ù Ú Û Ü Ý Þ
0 1 2 3 4 5 6 7 8 9 ! ? " # \$ % & () * /

Roboto Light Italic

a b c d e f g h i j k l m n o p q r s t u v w x y z à á â ã æ è é ê ì í î ð ò ó ô ö ø ù ú û ü ý þ
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z À Á Â Ã Ä Å Æ È É Ê Ì Í Î Ï Ð Ò Ó Ô Ö Ø Ù Ú Û Ü Ý Þ
0 1 2 3 4 5 6 7 8 9 ! ? " # \$ % & () * /

Roboto Bold Italic

a b c d e f g h i j k l m n o p q r s t u v w x y z à á â ã æ è é ê ì í î ð ò ó ô ö ø ù ú û ü ý þ
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z À Á Â Ã Ä Å Æ È É Ê Ì Í Î Ï Ð Ò Ó Ô Ö Ø Ù Ú Û Ü Ý Þ
0 1 2 3 4 5 6 7 8 9 ! ? " # \$ % & () * /

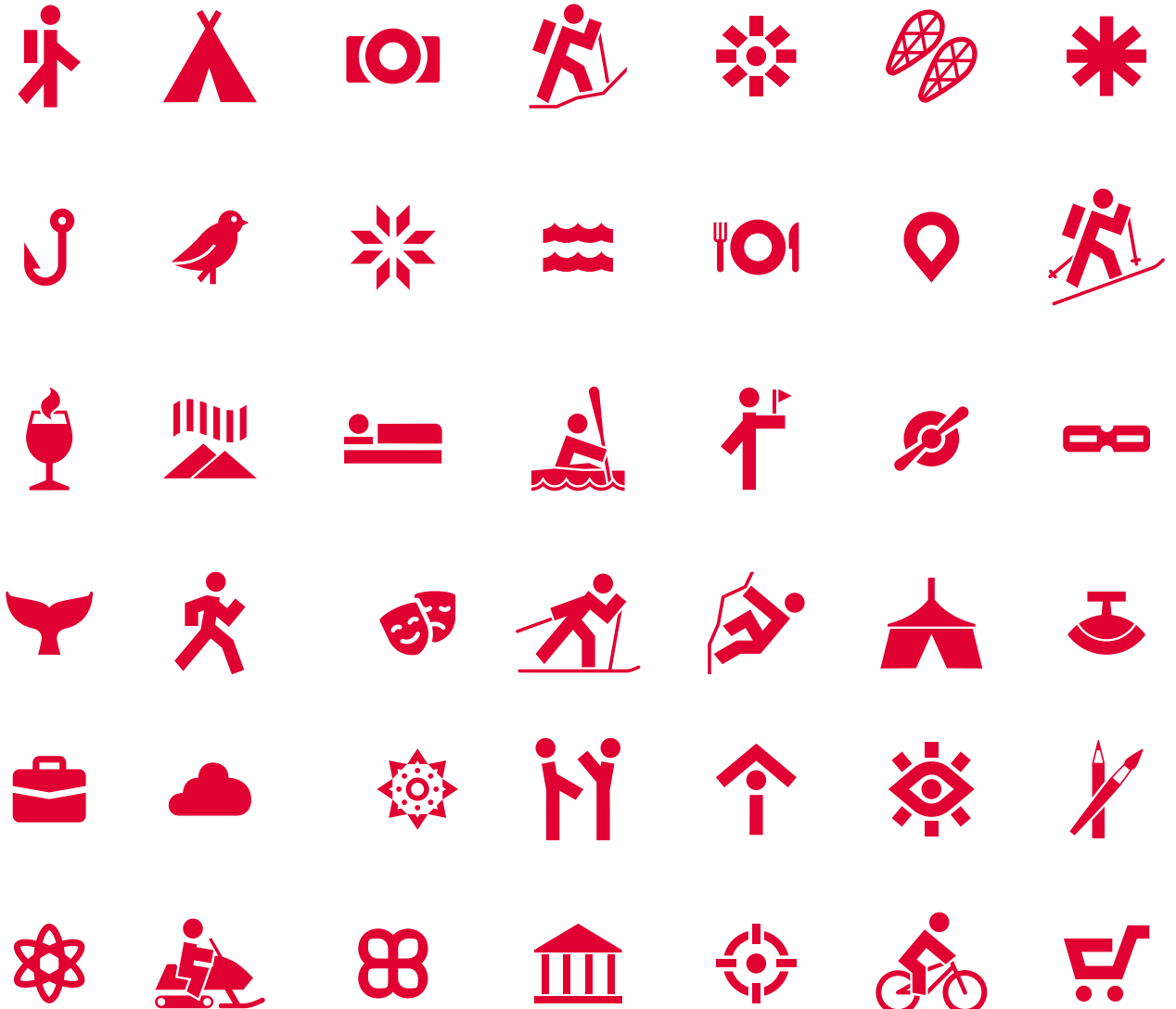
Pictograms

Derived from the graphic appearance of our logo we have also designed a set of pictograms.

Our pictograms are to be used mainly for informative purposes. Examples for areas of usage are on categories on our website, or when communicating what our destination has to offer, in a brochure or similar cases.

The main purpose for the pictograms however, is to function as symbols on direction markers and sign posts. Generally, the legends have been designed based on international standards for pictograms, meaning they should be understandable by most people. At the same time, we have also picked up some specific shapes and symbols inspired from local culture and traditions.

Having our own set of pictograms help us to increase the presence and recognition of our visual identity.



2025

VISIT NUUK

Brand communication guide



The voice of our destination

Our brand communication guide provides guidelines to be used in our communication. It is based upon our brand platform, and it describes how we want to express Visit Nuuk in written text and visual language. It helps us create a good and efficient communication, and at the same time ensure it is closely connected to our brand.

We are constantly communicating. And through our communication, all together, we are sharing the story of Nuuk to the outside world, and to ourselves. The voice of our destination, is the sum of all voices our audience listen to when interacting with Nuuk. The 'tone of voice' we choose to follow, is the one that will affect how we are perceived, but it also reflects on who we are.

We are communicating through all our information material, in brochures and on signages, on the web, in our ads, through social media, in images and graphics. But also, through ourselves, based on how we act as hosts, how we talk to, and meet our guests.

We always focus on the collective expression from all our communication, and that the essence from it all aligns with how we want Nuuk to be described.

There is indeed a lot to think about. We have gathered some guidelines and highlighted a few specific strategies that we are adopting in our communication for Nuuk.



Our tone of voice

To start with - It is not just about what we say, it is the way we say it.

The tone of voice is how the character of our destination comes through in our communication. It is about the impression we make on everyone in our audience. Through images and through words, both written and spoken.

In this section we are trying to set the tone of voice, based upon our brand platform, translated into guidelines for text and visual communication.

Our ambition is that the soul and the personality of Nuuk should shine through, and that our brand should have a consistent and a distinctive tone of voice, making it recognizable and memorable.

When putting together text and photos from, and of, our destination we aim, at all times, to communicate from our heart.

Our ambition is to communicate, and transmit, a feeling. A taste from the soul of our community.

We are not afraid to be personal, but we encourage it. Our imagery is based on photos from the reality, taken in the moment. They are not staged or polished, but have a sense of a documentary aura.

What we communicate, and the specific tone of voice, depends on the context. We use different levels of communication tones, delineating to different objectives, either it is to mainly inform, or engage or bring attention.

The following words summarize in general our tone of voice:

RESPECTFUL

We are respectful, both towards our target audience, our society depicted, and our nature that surrounds us.

REAL

No one is better at telling the story of a destination than the people who live and breathe it. That's why we tell stories with local voices and perspectives. We present a great diversity of stories, from cultural portraits to tales of traditional hunting.

OPEN

We are communicating a diverse and open community where people have the opportunity to fulfill their dreams.

QUIRKY

We are not afraid of being seen as different, and we welcome fun and alternative twist to our communication.

PROUD

We are proud of who we are and where we come from, and an important part of our communication is showing that to both locals and our guests.

Our communication strategy

Where should we start?

Ok, so now we have set a frame on the impression we want our communication to make. It is time to start communicating. Where do we start?

Our strategy when communicating Nuuk is to start on site – at home. We provide a platform where locals feel heard and seen, and where tourists can learn about and be inspired by Nuuk as a destination. We create content that locals can relate to while offering valuable insights to guests. Our communication is not only about marketing Nuuk to the outside world, but it is also in fact about our common voice. We need to get our communication accepted and supported by our stakeholders. Not only guests, but putting ourselves first.

Great storytelling drives Visit Nuuk's communication. Everyone responds to a good story, and in our marketing of Nuuk, we give our audience access to the city's many exciting, unique, and unexpected narratives.

Who do we talk to, where and why?

Who is it for? What is the purpose? In what context?

The answers to these questions determine what specific voice we should use. Is the purpose to create attention? Is the purpose to engage? Or is the purpose to inform?

Consider our target audiences; including our **guests, ourselves** and potentially **new residents**. We want our communication to be attractive towards the specific target audience defined, but also to bring proudness to ourselves and the place we live in.

Our communication takes place across multiple platforms:

- *Social Media: Facebook and Instagram*
- *Website: visitnuuk.com*
- *Articles in various newspapers and magazines*
- *Advertisements*
- *Collaborations with influencers and photographers*
- *Real-world communication: Engaging with local residents and key players in the tourism industry, including tourism networks, tour operators, cultural operators, and the community at large and lastly of course our guests.*

What should we say?

As our tone of voice describes, we want to emphasize on our unique local qualities and authenticity, from different perspectives, that make our destination interesting and alive, and communicate our diversity.

We tell true and genuine stories. The stories can be based in everything from what Nuuk has to offer not only from a tourist perspective, but also in connection to everyday life of people who live and work in and around Nuuk.

Most often the stories we want to tell are connected to people. A key word is passion. We aim to find exciting stories to tell. We communicate what we have, and what exists. We provide stories from all seasons and from different perspectives.

Levels of communication

How we communicate depends on the context. We use basically three different levels of communication, delineating to different objectives.

When and how we use the different levels depends on the medium; if it is an informative sign, a post on social media, an article on our website or in printed material.

ATTEND:

Our signature voice intends to create attention, and make the communication concept memorable. This level of communication is often used in marketing and advertises. It includes an edge to the communication concept that makes it cut through the clutter, and relates to the receiver. Never describe in text what you see on the image, but focus on thoughtful and smart connections combined to the visual message, communicative contrasts or other approaches.

ENGAGE:

The second communication level intends to engage the reader. It may be an editorial copy that includes imaginative phrasings, bringing understanding of the experience communicated. The aim is to place the reader in the experience, and feel the passion. The ambition is to inspire the receiver to read further. A marketing copy on this level invites to take action.

INFORM:

This level is more specific to the content. It intends to bring clarity and information. It may be to provide contact information, or practical information that the reader needs. A marketing copy on this level directs the reader on how to take action. Even if the text is more based on information, the tone of voice is still important. We still have the opportunity to influence the text to be perceived in different ways.

A.I.D.A.

When putting together an ad, consider not trying to bring too many messages in there. Think about what is the most important message right now, or what fits into the context. What can attract traffic into our website where we can tell more?

We are using the concept of **AIDA - Attention, Interest, Desire, Action.**

First, what brings **attention**? In an ad it can be a photo together with a text that strengthens the message.

Secondly, increase the **interest** by writing a good informative and engaging text.

This leads to a **desire** for more information that can be obtained on our website.

Our logo is strategically positioned in our ads, in the lower right corner together with our website address. This leads to further information and **action** through the booking option.

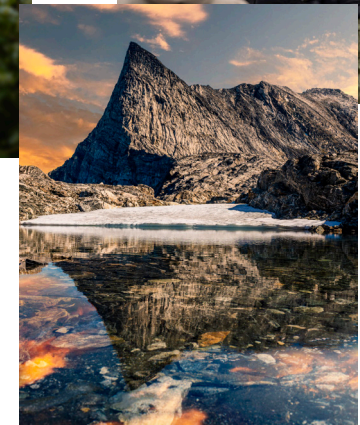
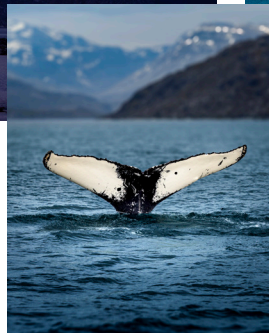
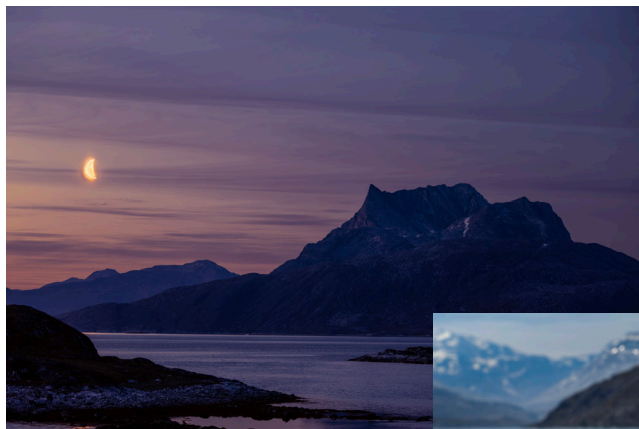
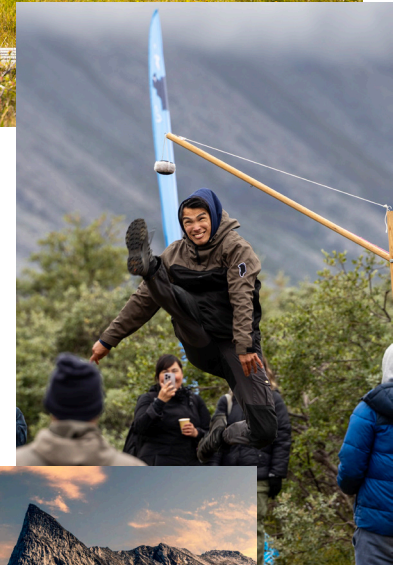


Our photo language

Visit Nuuk's photography captures reality as it unfolds in front of us. The images are atmospheric and personal, showcasing the city and its surroundings in a beautiful and authentic way. They range from closeup shots of people at events to stunning landscape photography, always taken with respect for the subjects.

Photographs are taken without interference from the photographer (except for portraits, which are directed). For events and city scenes, it is essential that the photographer moves physically closer rather than relying on camera zoom. This approach enhances the sense of intimacy (often shot with a 28-70mm lens).

Visit Nuuk's visual style embraces creativity and playfulness. Here are some examples of different types of visual communication created by Visit Nuuk:



Our photo language

Video Example:

<https://www.instagram.com/p/DDcKNBludPS/>

This video portrays Kim Kleist Eriksen and his work as an artist. It is effective because the narration adds an extra layer to the highly visual footage. Rather than focusing on factual details, the narration delves into the spark that drives the artist. This creates two parallel narratives: one visual, showcasing an artist working with intricate details, and one conceptual, exploring the deeper motivation behind his art. A video doesn't need to be long to tell a compelling story.

Portrait Example:

<https://visitnuuk.com/nuukstories/naja-ps-musical-journey/>

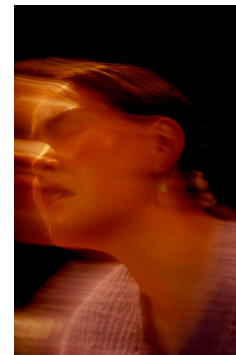
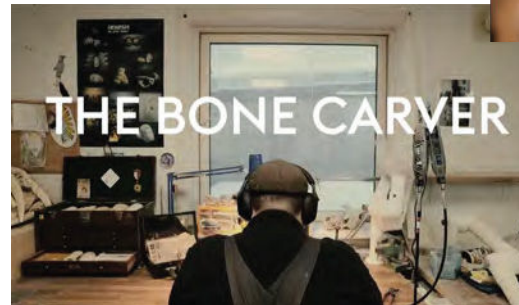
Visit Nuuk's visual style embraces creativity and playfulness, and these portraits are a great example. They experiment with distance, expression, movement, and atmosphere—always with the story in mind.

Event Photography:

https://www.instagram.com/p/C7wqI3_OM2n/?img_index=1

https://www.instagram.com/p/COaMHPTuKla/?img_index=8

Visit Nuuk captures and showcases the events happening around the city. These examples highlight how the photographer is present at eye level, preserving and conveying the atmosphere of the day. The images are dynamic and immersive, reflecting an active and vibrant city. After all, a great place to live is also a great place to visit.



Our approach to AI

At Visit Nuuk, authenticity is at the core of everything we do. All our images are true reflections of the real-life experiences and stories that Nuuk offers. We firmly believe in transparency and integrity, which is why we never use artificial intelligence (AI) to create or alter our visual communication.

The rise of AI technology presents ethical considerations regarding openness and honesty, and we are committed to addressing these concerns. Our images are documentary in nature. They capture the genuine beauty, culture, and atmosphere of Nuuk as they truly exist. By avoiding AI generated imagery, we ensure that the stories we tell and the visuals we share remain deeply rooted in reality.

This policy reinforces our commitment to trust and credibility. When you see an image from Visit Nuuk, you can be confident that it represents the real Nuuk untouched by artificial creation. We want viewers to connect with our city authentically and to feel inspired to experience it firsthand.

Visit Nuuk: Real people. Real places. Real stories.

“What people take back home are the stories being told”



A night-time photograph of a snowy town nestled in a valley, with the Aurora Borealis (Northern Lights) glowing in shades of green and blue in the dark, starry sky above. The town's lights are reflected in a body of water in the foreground.

VISIT NUUK

visitnuuk.com