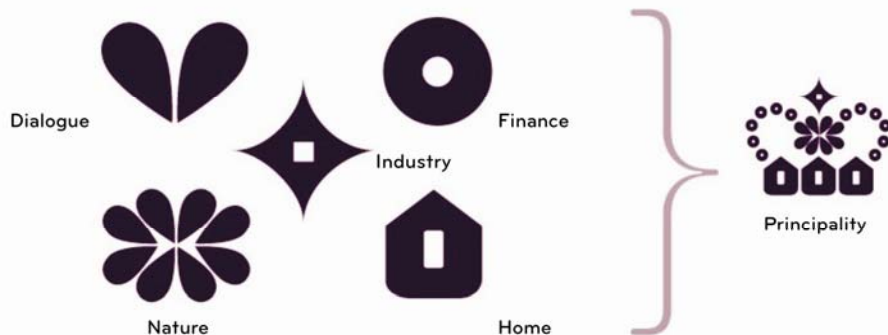


Liechtenstein – The brand

Liechtenstein is an industrial location, a financial center, an educational center with a colorful cultural life – and much more than this. Liechtenstein’s diversity, however, very often is only recognised at a second glance. This is the core message of the new Liechtenstein brand.

<p>We focus our communication efforts on the following key messages:</p> <p>A small state, open to the world, sovereign, internationally connected</p> <p>A competent, secure, personal financial center</p> <p>A highly developed, successful, diversified industrial location</p> <p>Has a diverse and colorful cultural life</p> <p>A varied and welcoming vacation and recreation country</p> <p>A Princely House, rich in tradition, entrepreneurial, close to the people</p>	<p>In short:</p> <p>Dialogue</p> <p>Finance</p> <p>Industry</p> <p>Home</p> <p>Nature</p> <p>Principality</p>
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The new brand color: aubergine.

A mixture of the national colors red and blue. It is unique, elegant, and stands for an innovative and modern Liechtenstein.

The metamorphosis.

The core element of the brand logotype.

Symbol of the rapid development of Liechtenstein from an agricultural place to a finance and industrial location.

Symbol of the diversity of the country being natural and at the same time highly developed.



The brand logotype.



The short version of the brand logotype.



LIECHTENSTEIN