

## The Liechtenstein brand – a country discovers itself New encounters with the unique diversity of Liechtenstein

Vaduz, 2 July – “The future, especially of small countries, is heavily determined by their global presentation and their presence in the world” is the core message of the communications strategy for the country of Liechtenstein, a strategy that was introduced a year ago. The six core messages on the presentation of the country to the rest of the world are now being explicitly incorporated into a Liechtenstein brand. With this brand, the core values and messages of Liechtenstein will be communicated in a memorable way, since the real Liechtenstein is far ahead of the rather vague perception of the country.

### Keeping things the world has lost

Because of and in spite of its unparalleled economic history, Liechtenstein has kept things the world has lost. Since the Second World War, Liechtenstein has developed into a regional economic centre. Only 80 years ago, the people lived off of agriculture. Much has changed, however, much has been kept that has shaped generations. In the world of global competition, the time has therefore come for Liechtenstein to discover itself as a brand. “Liechtenstein is more than an economic location, a financial center, an educational location, a cultural location. The goal is to stake out a position, to move from a location to a standpoint”, Prime Minister Hasler said today at a press conference.

### Three qualities

The people of Liechtenstein always have two sides: They are international and local, world-wise and rooted at home, curious and careful, modern and traditional. The tension runs between a highly developed economy and natural charisma. What distinguishes Liechtenstein from others? The initiative to take steps into the future, the focus on goals, and the personal way of interacting. Three important qualities therefore indicate what is to be found behind the façade of Liechtenstein: the people of Liechtenstein take the initiative, are focused, and are personal. The Liechtenstein brand combines all of this into a single image.

### Liechtenstein – a real gem

Liechtenstein has certainly not been written off by the world – despite many prejudices – since the world doesn't really know the small country. It is the unique mixture of diversity that makes the country unmistakable and into a real gem.

The Liechtenstein brand now lies between tradition and innovation. It is meant to engender curiosity and trigger a discussion – with neighbors, with Europe, with the world. The clear and simple brand signals an image that let people understand the country. People who understand more have more trust. And trust is the key for encounters: new encounters with Liechtenstein. “Brands are images – the stronger the image, the stronger the perception and the recall. This is why brands are so important – for industry as well as for the State, since the State also depends on perception and differentiation”, says Michael Hilti, President of the Liechtenstein Chamber of Commerce and Industry, underscoring the importance of the Liechtenstein brand.

The brand logotype: natural – highly developed

The new Liechtenstein brand consists of lettering (long form or short form) and a stylized crown composed of six elements, which in turn symbolize the six core messages. The core element of the lettering is a constellation of further symbols that stands for the development of the country from an agrarian state into a successful financial center and a highly developed industrial location. The lettering immediately signals familiarity and is easy to read. At second glance, however, it is also full of suspense and energy. The structure is an invitation to the viewer to look more closely and to discover details. A closer look reveals that the symbols metamorphose from a flower (nature) into a circle (finance) into a rhombus (industry). This transformation is not only a symbol of the rapid development of Liechtenstein, but also of the diversity of the country. Liechtenstein is full of natural beauty and, at the same time, is also highly developed.

Symbols as an expression of the core messages

With the communications strategy that the Image Liechtenstein Foundation published a year ago, the core messages became apparent that the country will and wants to project externally as well as internally. The six core messages will be easier to remember if they are symbolized by simple graphical shapes. The first five symbols – which stand for dialogue, finance, industry, commonality/nature, and home – are unified into the form of the sixth symbol, the crown. This is the symbol for the

Principality that is close to the people. All the symbols together stand for the identity and diversity of the country of Liechtenstein.

The new presentation in no way replaces the official coat of arms of the State or the national flag. It complements them. It has been designed to give Liechtenstein a greater impact of perception and recognition. An image that appeals to people at a personal level and that builds up relationships, something most official symbols of State cannot do.

#### Short version of the brand logotype

In addition to the long version of the word brand, there is also a short version that aims to achieve a more flexible application. It will be used for Liechtenstein initiatives and to give enterprises the opportunity to identify themselves with this country – their location – and to demonstrate this connection. The abbreviation LI has been chosen because it is already used as the official URL domain on the Internet, as .li, and because it increasingly also appears as a national postal code. LI is preferred over FL, since outside the German-language region, FL is usually misunderstood as Finland, Florida, or Flanders. A further benefit of LI is that it is pronounced the same in all languages.

#### Illustrative motifs

In individual cases, the Liechtenstein brand also uses illustrative motifs (decorative elements), all of which have been developed out of Liechtenstein's tradition and cultural heritage. The floral pattern and Castle, for example, have been derived from old postal stamps, while the mountains and trees have been taken from nature in Liechtenstein. These elements demonstrate emotions and give the core elements – and therefore the brand identity – more color.

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