

Brand narrative

One foot in Tallinn, another one in Helsinki – and spirit running free in the forest, our shared mental landscape.

Where breathing is light, and thoughts fly. Where the soul finds its peace.

Full of life, yet calm and soothing.

And still: in the heart of Tallinn, right on the seafront.

Coming alive where our paths meet, rising up around The Finnish Square in as much diversity as all that connects us. From the dawn of time, today and tomorrow. As rich as our Baltic Finnic languages.

Quarter that is different and exciting, yet positively familiar – representing what we call Talsinki. Not only being a crossroads, but a crossbreed.

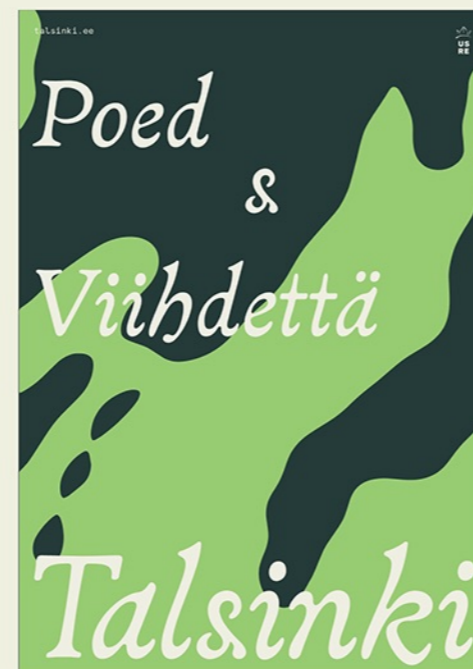
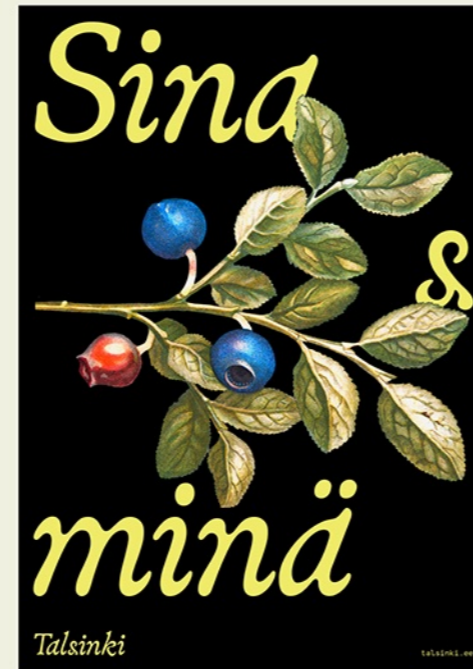
And most of all:

It is a poem about the so-called Finnish Bridge – and a hymn to that. It is a hymn to Finland – and it is a hymn to Estonia.

Ours; to the both of us.

Verbal identity

Play with the connection between Estonia and Finland, and our Baltic Finnic languages mixing them through the use of the symbol (springing from the logo) of Talsinki:



Visual examples

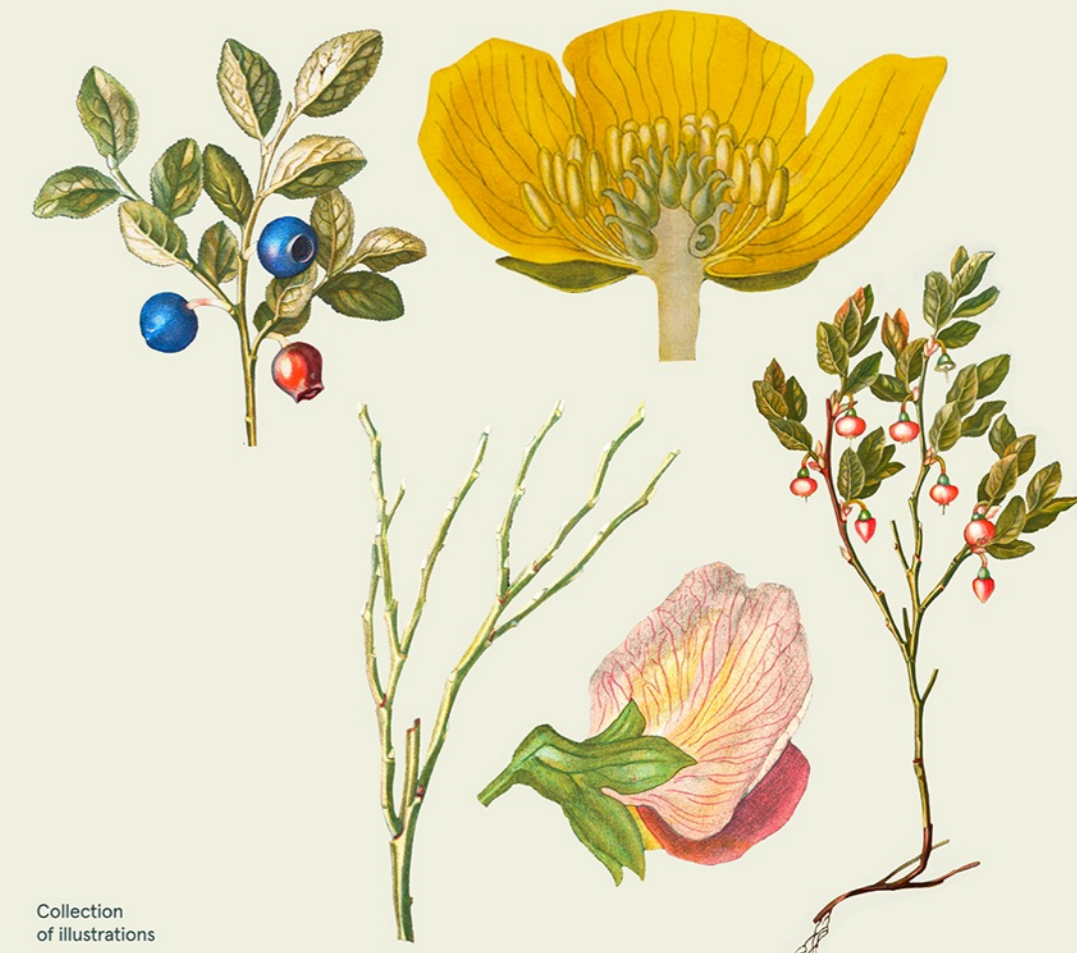
Illustrations & the inspiration

The visual identity is built around the iconic botanical illustrations by late Finnish illustrator Ebba Masalin, that are now in the public domain – giving them a new life as a symbol of Finnish (-Estonian) mental landscape. But furthermore, her educational boards also function as a visual source of inspiration in a greater way:

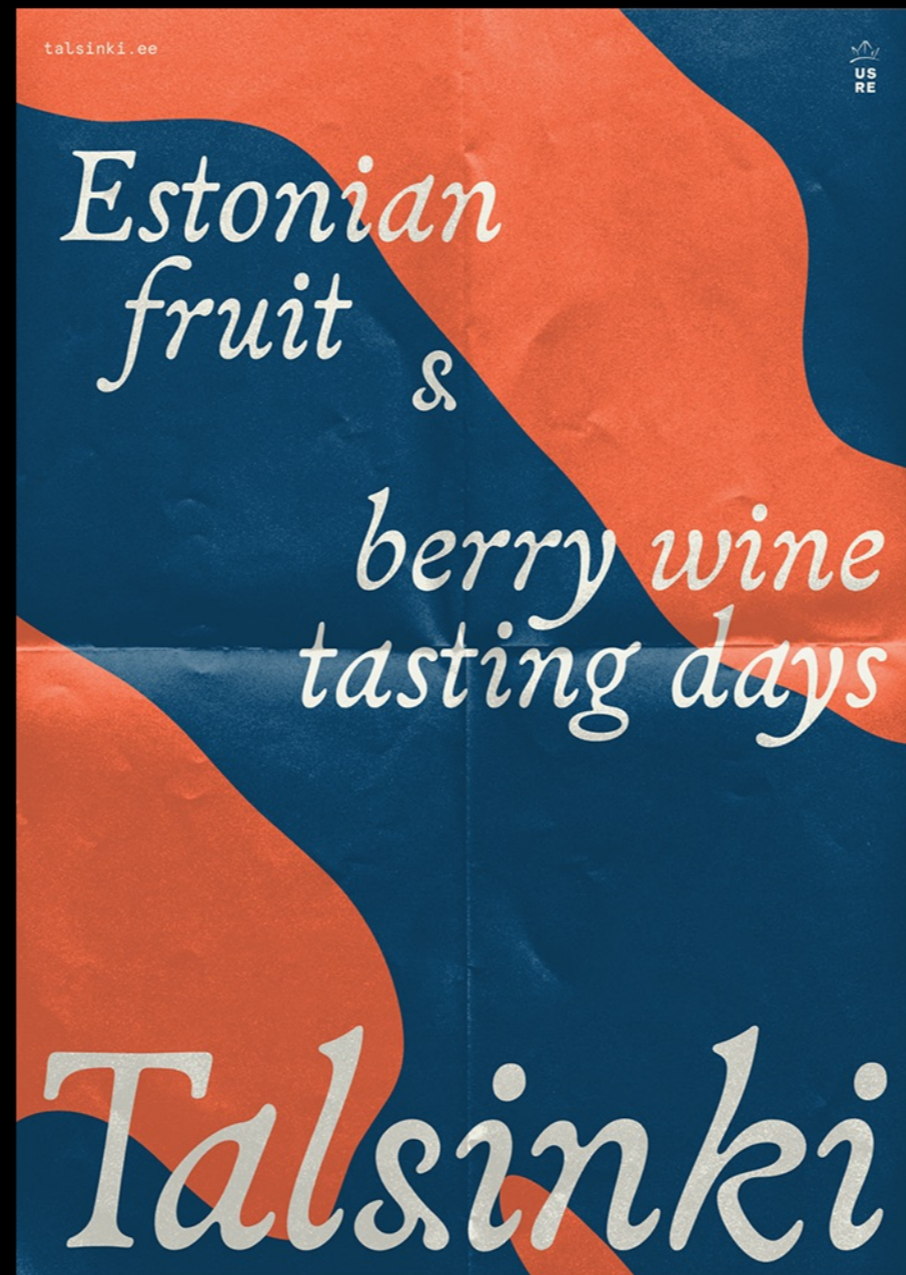


Original schoolboard

Grid example



Collection of illustrations



Ahtri 3

Talsinkki

Opening
29.03.2027





Vahva s
vahva.
Talsinki