

Sea Mode

An European Union trademark
owned by Tallink Grupp.

*The act of disconnecting
from your phone at sea and
focussing on what matters
the most – each other*

Tallink Silja Line's brand purpose is to bring people closer through sailing. The creation and trademarking of Sea Mode transforms that mission into a memorable, actionable step, seamlessly integrated into our brand communication.

In just two words, Sea Mode captures the essence of our cruise experience: a shift in mindset, a moment of presence, a break from the digital world. It's more than a phrase—it's an invitation to disconnect and truly connect.



„Hea kaubamärk peab torkama silma, olema meeldejääv ning rääkima lugu ettevõtte toodetest-teenustest. Seda kõike ka Tallinki kaubamärk kindlalt teeb.“

– Mait Palts, Head of the Chamber of Commerce and Industry

„Tallink Silja Line'i kaubamärk Sea Mode pälvis Aasta Kaubamärk 2024 eripreemia”

– turundajateliit.ee

„Tallink Grupp tugevdas oma brändi ebatraditsioonilise kaubamärgi kaitsega”

– turundajateliit.ee