



MI **MENTAL**
HEALTH
FINLAND

IELI

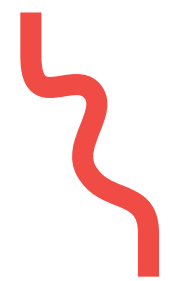
RENEWED BRAND IDENTITY

Even if recent studies have repeatedly suggested Finland to be the "happiest country in the world", we can't rest on our laurels. An individual never represents the entirety of a nation. Working for mental health is a fight to save lives one person at a time.

A citizen of the happiest nation on earth can still be sad, troubled and mentally unstable. No mask can hide that fact. We want to show that reality **to everyone in Finland and to the world as well.**

There's no shame in emotion. Quite on the contrary.

Mieli is THE organization to champion this valiant cause, reminding people of the importance of seeing people as individuals with their distinct hopes, fears, troubles and triumphs despite easy clickbait headlines and easy answers.

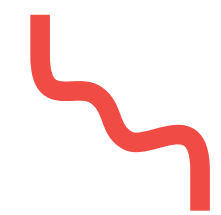
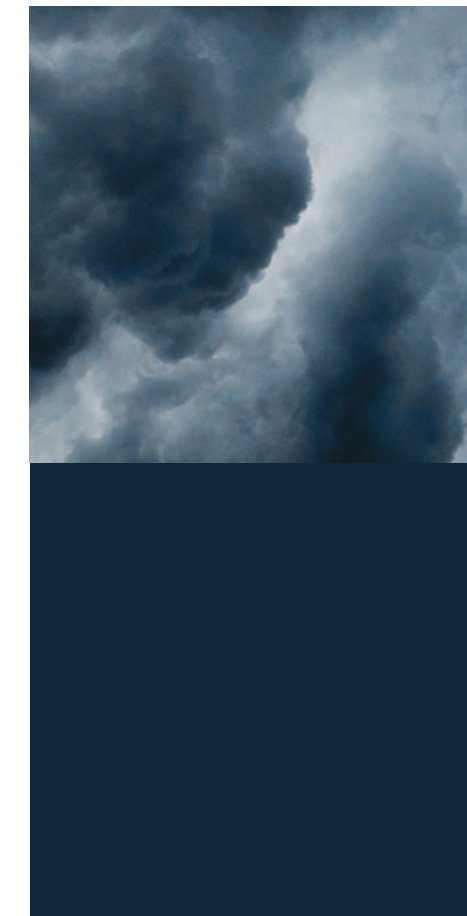
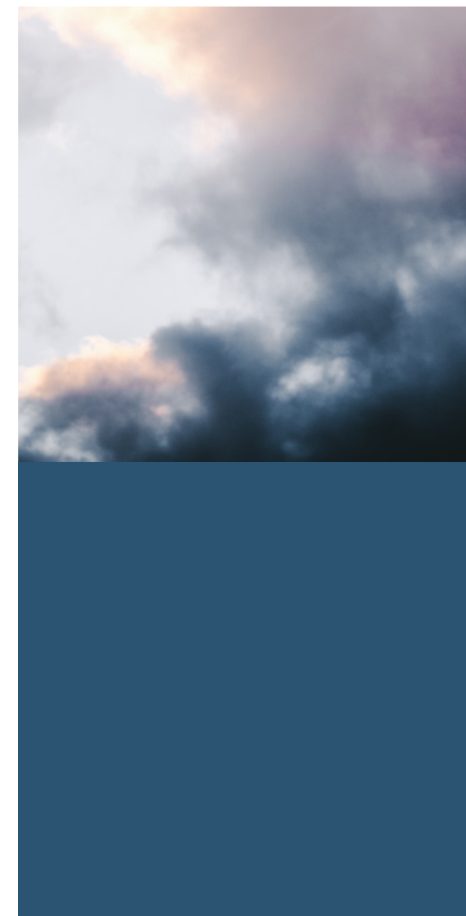
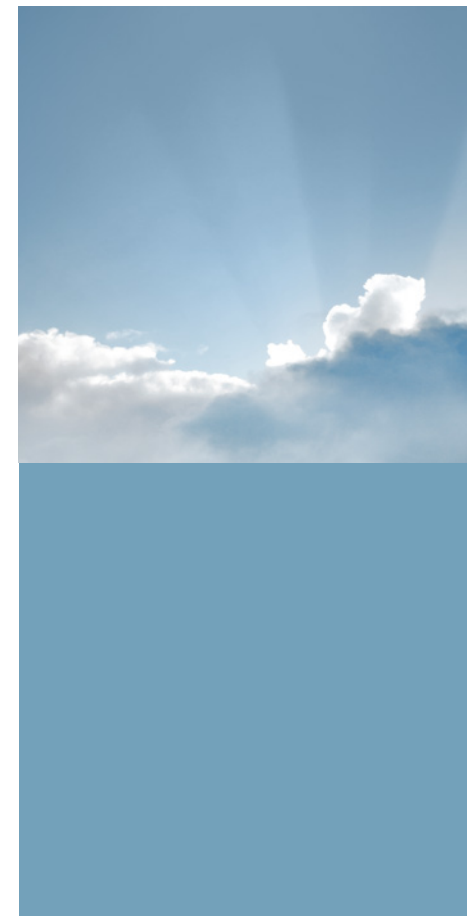
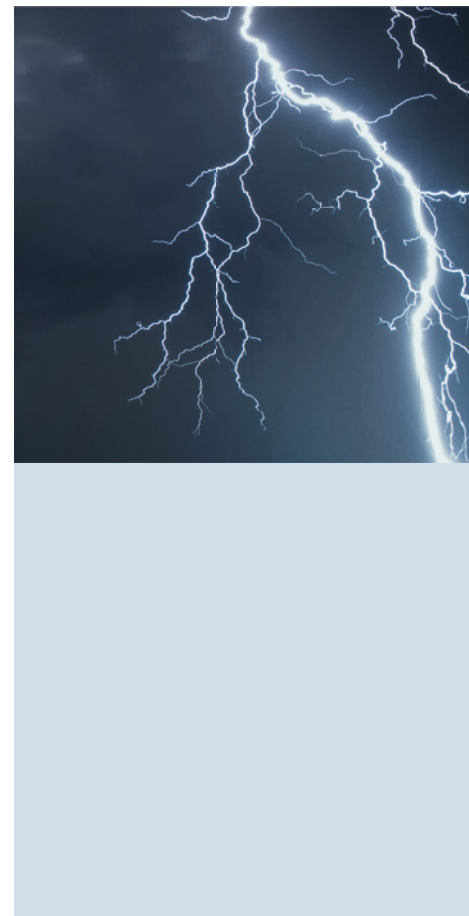


LOGO



A dynamic, animated logo that illustrates the ever-changing nature of your mind.

COLORS



The colors are based on the sky; from sunny to stormy. It's a palette as diverse as your mind.

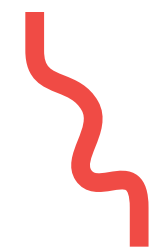
SIGNO

**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 Å Ä Ö**

**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 å ä ö**

1 2 3 4 5 6 7 8 9 0 & ! ?

**EVEN THE WORLD'S
HAPPIEST NATION
CAN HAVE THE
BLUES.**



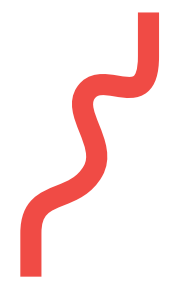
A strong font with a relaxed tone to make a hard subject more approachable.

HOW THE BRAND WOULD EVOLVE

We're taking the existing Mieli brand into 2020 with a tasteful overhaul, that also has a clear message and core idea behind it; **the sometimes unpredictable nature of the human mind.**

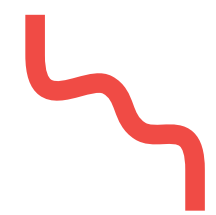
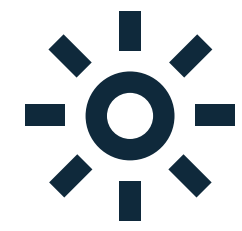
Also we want the brand to **interact with the audience** more, as that is a current well-recognized megatrend. This is why Mieli will keep track of the Finnish mood climate through an online tool called "Mood forecast".

The dominant brand color will now be blue, as it has a scientifically proven soothing and calming effect, and the current greyscale makes a complicated issue seem too "black and white".



ICONOGRAPHY

MOOD FORECAST

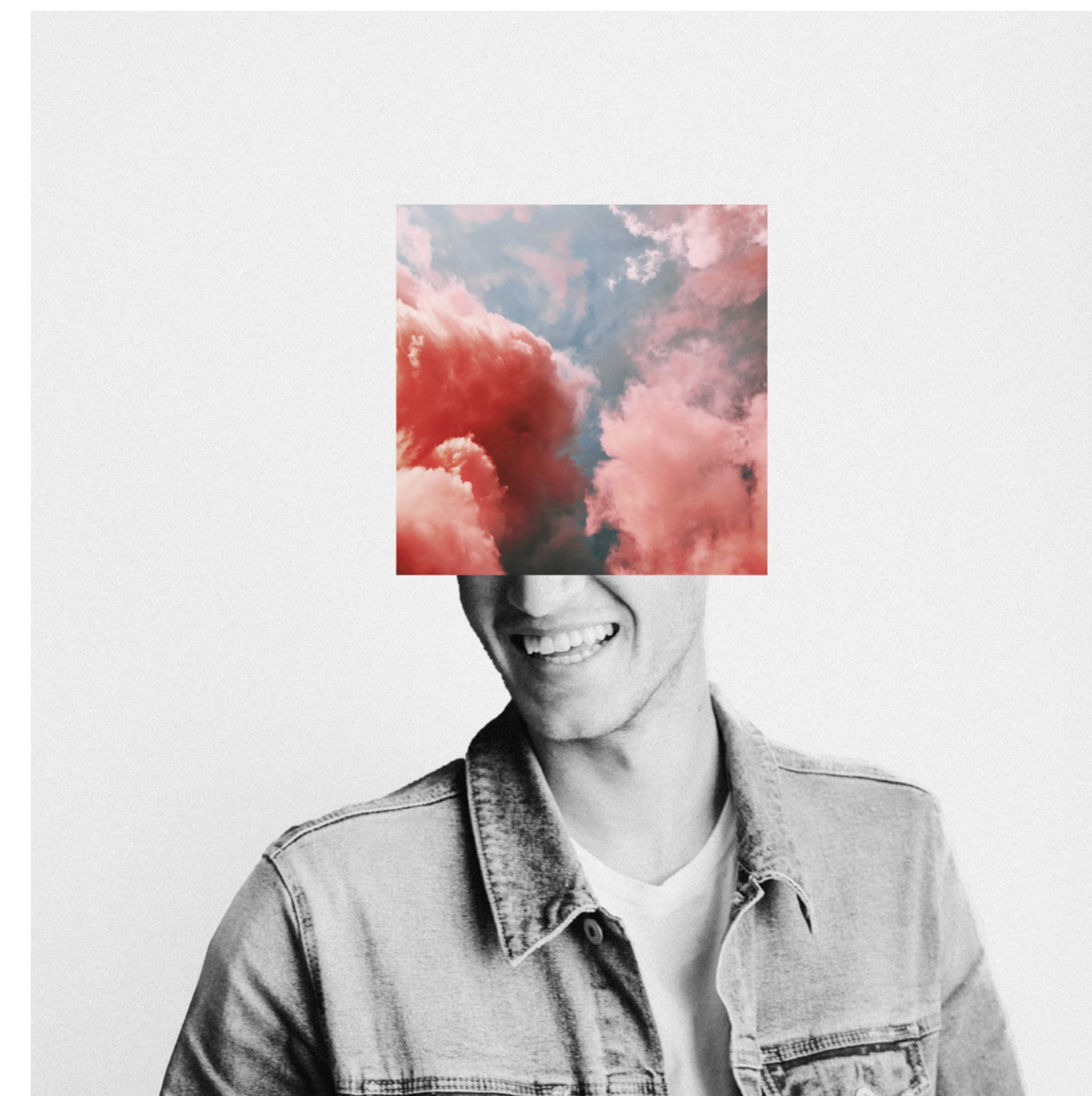


**YOU ARE NOT ALONE.
THIS IS HOW THE REST
OF FINLAND IS FEELING.**



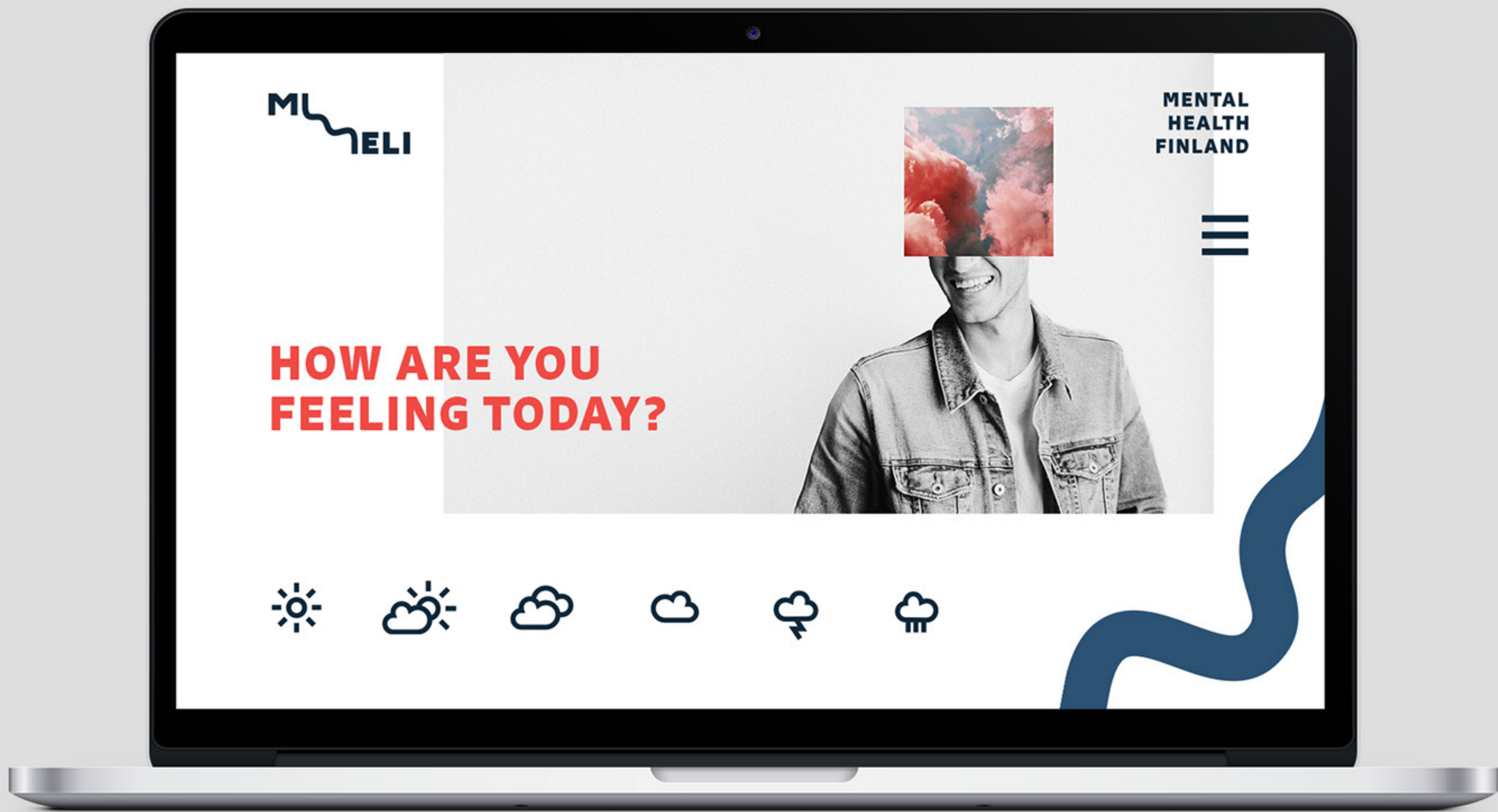
Mood forecast based on user input.

IMAGERY



We illustrate feelings through weather and other phenomena for dramatic impact.

WEBSITE



MTEL I

MENTAL
HEALTH
FINLAND

HOW ARE YOU
FEELING TODAY?



OOH

MUWELI

**EVEN THE HAPPIEST
NATION WON'T
ALWAYS BE SMILING.**



**HOTLINE
09 2525 011**

**MENTAL
HEALTH
FINLAND**

Mental health is not set in stone.
It's molded by time, experience
and life in general. Whenever
you feel like talking, we're here.
Please take your time.

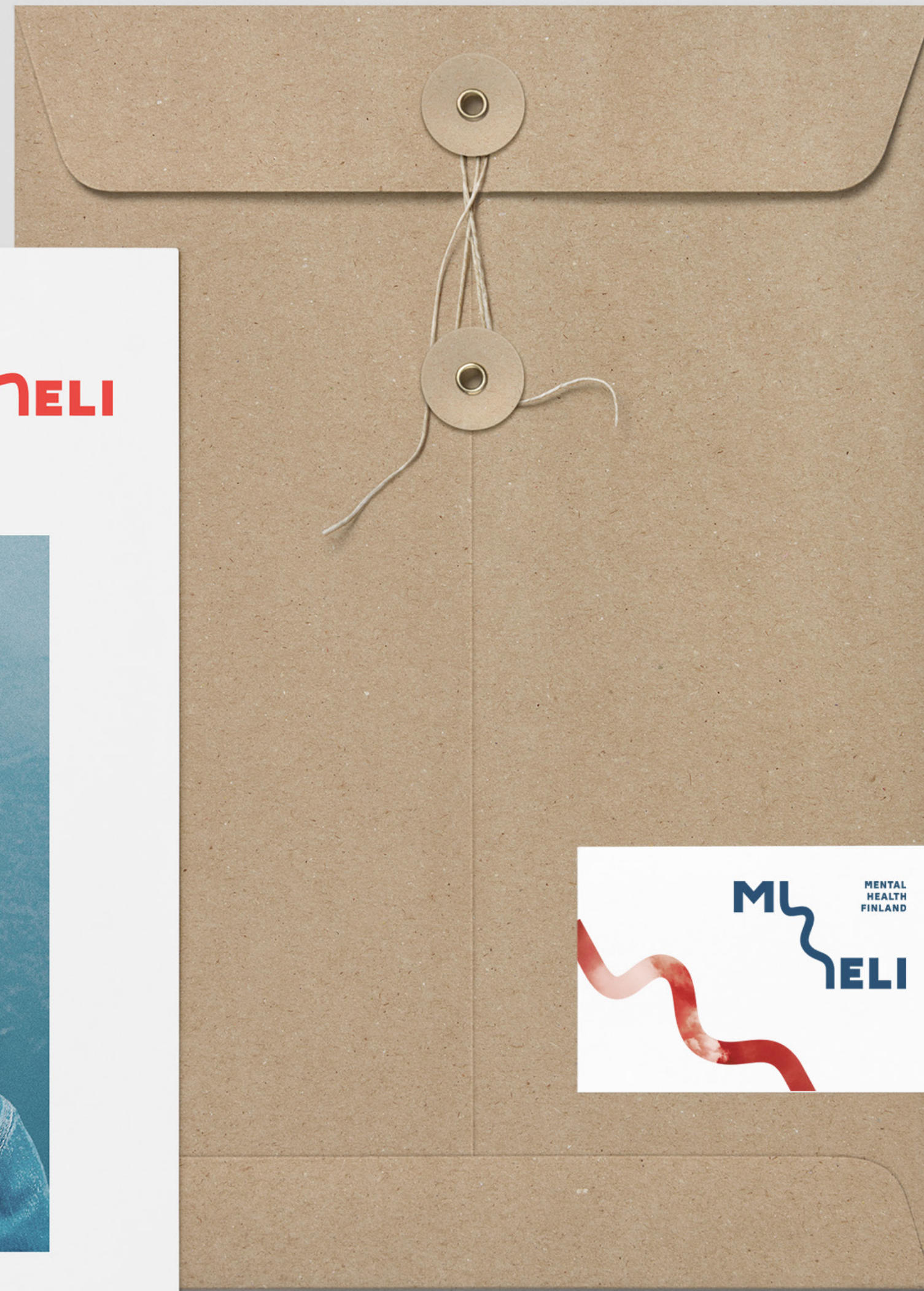
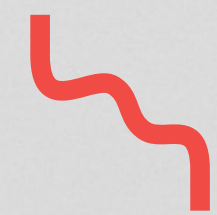


**EVEN THE
HAPPIEST
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SMILING.**



ML  **IELI**

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**ADDITIONAL
MATERIALS**



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