



LU

**The Little Book
of Brand Image
Promotion**

XEM

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RG

CONCEPTS

APPLICATIONS

LMIH



This little book aims to present, in a simple and synthetic way, the main concepts and tools* available for the promotion of Luxembourg's brand image.

For more information, please visit the website:

[LMIH.lu](https://lmih.lu)

* from the Brand Image Promotion strategy, validated on 2 June 2021 by the Government Council.

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Luxembourg is an unknown country for some people, while for others it is a preconceived idea.

However, when one knows the history of Luxembourg, when one knows its progressive commitment at both European and international level, when one realises the responsibility and solidarity it shows in terms of development aid and migration, when one reads the current strategies of its different sectors and sees the efforts that are made every day in terms of sustainable initiatives and societal commitments, it becomes clear that Luxembourg is a multicultural country, extremely open, dynamic, attentive to the needs of the world, and determined to move forward within ecological limits and social equity, for a more sustainable world.

**You can know how to do something.
And you can show others how to do it.**

INTERNATIONAL



All sectors have a role to play
in promoting Luxembourg.

AGRICULTURE
LAND USE PLANNING
CULTURE
CLIMATE
SUSTAINABLE DEVELOPMENT
DIGITALISATION
ECONOMY
SOCIAL AND SOLIDARITY ECONOMY
EDUCATION
EQUALITY BETWEEN WOMEN AND MEN
SOLIDARITY EMPLOYMENT
ENVIRONMENT
GREATER REGION
FINANCES
PUBLIC SERVICE

INTEGRATION
INTERIOR
JUSTICE
HOUSING
MOBILITY
FOREIGN AND SECURITY POLICY
CONSUMER PROTECTION
RESEARCH & INNOVATION
HEALTH
INTERNAL SECURITY
SOCIAL SECURITY
SPORTS
TOURISM
WORK
PUBLIC WORKS
VITICULTURE

CONCEPTS 01

The following pages present the main concepts developed for an authentic, coherent and engaging promotion of Luxembourg.



OBJECTIVE

To promote and appreciate the values and faces of Luxembourg.

To strengthen a positive perception, overcome preconceived ideas, or introduce the country to someone for the first time, let's delve deeper into its essence. Let's explore Luxembourg further, discovering its authenticity, depth, historical significance, cultural heritage, values, and the individuals and initiatives that represent them.



VISION

The Brand Image Promotion strategy highlights what Luxembourg can bring to the world beyond its own interests.

Our vision is to establish Luxembourg as a committed player on the international scene, a strong ally in the context of sustainable growth, a facilitator of innovative ideas that can contribute to a better world.



VALUES

WHAT WE ARE

Before you can communicate about your qualities, you must first know how to recognise and formulate them.

Through a broad participatory process that took place between 2014 and 2015, a reflection on Luxembourg's assets led us to determine the qualities of our country – which have become our reference values.

They can be summarised in three words: dynamic, open and reliable.



DY

Throughout its history, Luxembourg has constantly reinvented itself. From an agricultural country, it became an industrial power, and then a centre for services.

Today, it is committed to future sectors such as research, digital technologies and the space sector.

NA

MIC

It shows the same dynamism in culture, creative industries, solidarity economy initiatives as well as in the circular economy.

Openness to the outside world is a key element of the Luxembourg social model. Luxembourg has always been committed to a united and open Europe, characterised by tolerance and solidarity.

OP

EN

Development cooperation is one of the pillars of its foreign policy. As a cosmopolitan crossroads at the heart of Europe, Luxembourg is an international meeting place, a real melting pot of nationalities, cultures and languages.

RE

Luxembourg is a country
you can count on:

LIABLE

Economically and politically stable, it has a calm environment and is a good place to live. This is reflected in the quality of its public infrastructure, health and social security systems and environmental heritage. This stability is reflected in the mentality of its citizens. They take care of their traditions, cultivate consensus and favour solutions that are sustainable.

THE

These three reference
values constitute the
very essence of our
country, personified
by the figure of

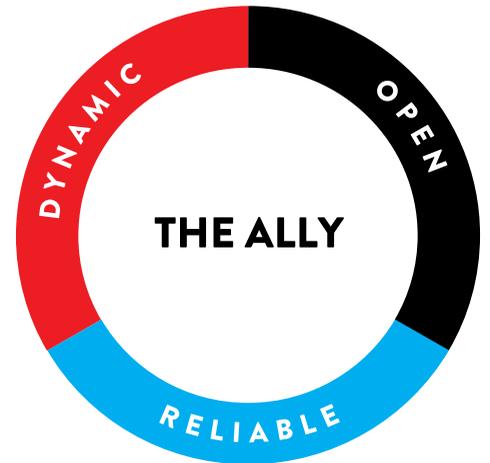
ALLY.

WORLD

BETTER

FOR A

TOGETHER





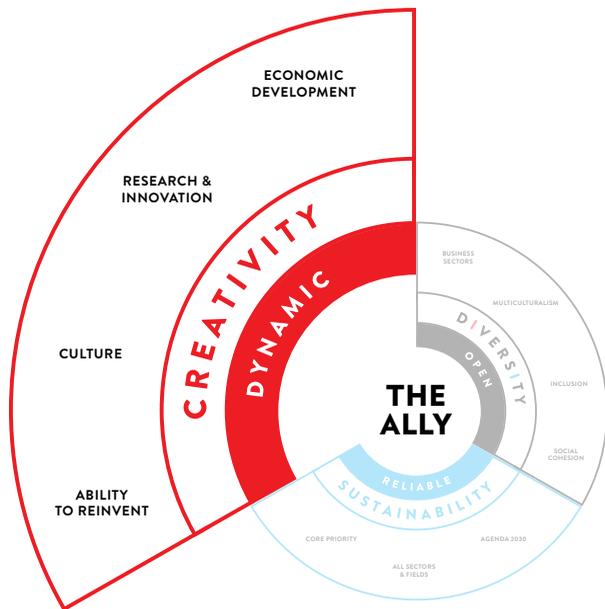
PRIORITIES

WHAT WE WANT

On the basis of these reference values – what we are – three priorities – what we want – were defined in 2021 to make it clear to the world the path that Luxembourg wishes to take and the resources it is committed to investing in for the future...

To put it simply, the LET'S MAKE IT HAPPEN invitation is about what Luxembourg understands primarily by the word IT.

These priorities are creativity, diversity and sustainability.



CREATIVITY

Based on the “dynamic” value, creativity illustrates, firstly, the dynamic development of our economy and society, the growth of new sectors such as research and innovation and, secondly, Luxembourg’s ability to constantly reinvent itself.

Moreover, creativity includes an important sector that represents a real potential for promoting Luxembourg abroad – the culture and creative industries.



CREATIVITY

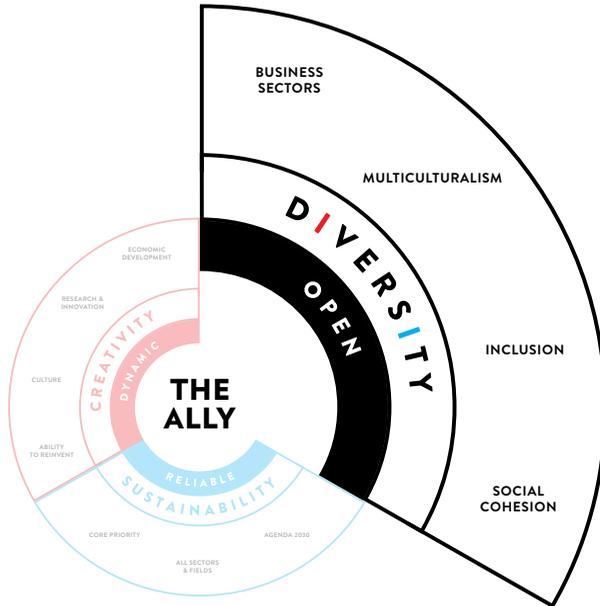


© Sabino Parente

- CULTURE**
- DIGITAL**
- DISCOVERY**
- NEW TECHNOLOGIES**
- ECONOMY**
- STRATEGY**
- COMPANY**
- TRAINING**
- GASTRONOMY**
- CREATIVE INDUSTRIES**
- INITIATIVE**
- INNOVATION**
- DYNAMISM**
- SPACE**
- RESEARCH**
- ORGANISATION**

Are you looking for examples, illustrations and current arguments?

Go to LMIH.lu



DIVERSITY

Based on the “open” value, diversity is found in two characteristic aspects of the evolution of Luxembourg. Firstly, the economic and financial aspect through the diversification of its business sectors, services and products. In this sense, it is closely linked to the creativity of Luxembourg.

Secondly, it is found in the diversity of the population, the notion of living together, social cohesion and the principle of inclusion aiming to link individuals with others and to help ensure equal opportunities and rights - regardless of ethnic origin, cultural or religious affiliation, social status, age, sexual orientation, health or disability.



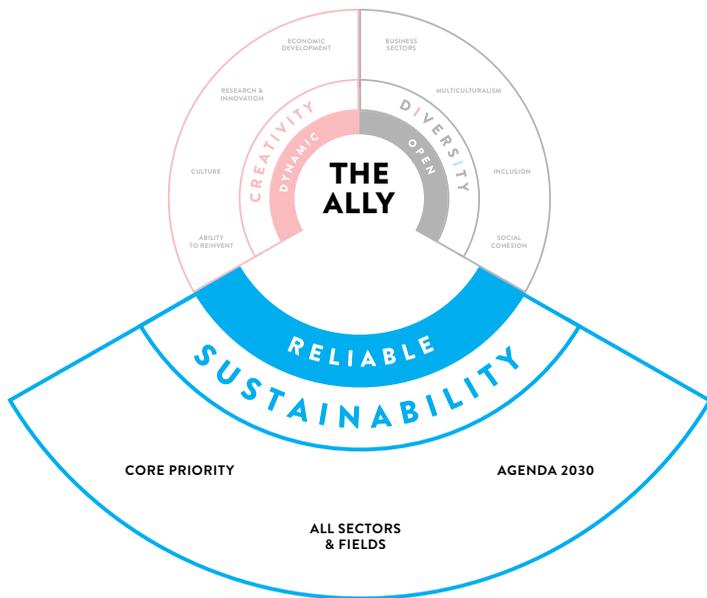
DIVERSITY



- INCLUSION**
- COHESION**
- EUROPE**
- HAPPINESS INDEX**
- INTEGRATION**
- COOPERATION**
- LIVING TOGETHER**
- SOLIDARITY**
- RESPECT**
- EXCHANGE**
- MULTICULTURALISM**
- DISCOVERY**
- DIVERSIFICATION**
- MULTILINGUALISM**
- TOLERANCE**
- DEVELOPMENT**
- OPENNESS**

Are you looking for examples, illustrations and current arguments?

Go to LMIH.lu



SUSTAINABILITY

Based on the “reliable” value, sustainability is the core priority of Luxembourg. It covers all sectors, from cooperation to finance to defence. It also reflects our country’s commitment to tangibly contribute to the achievement of the 17 sustainable development goals established by the 193 member states of the United Nations and included in Agenda 2030.



SUSTAINABILITY

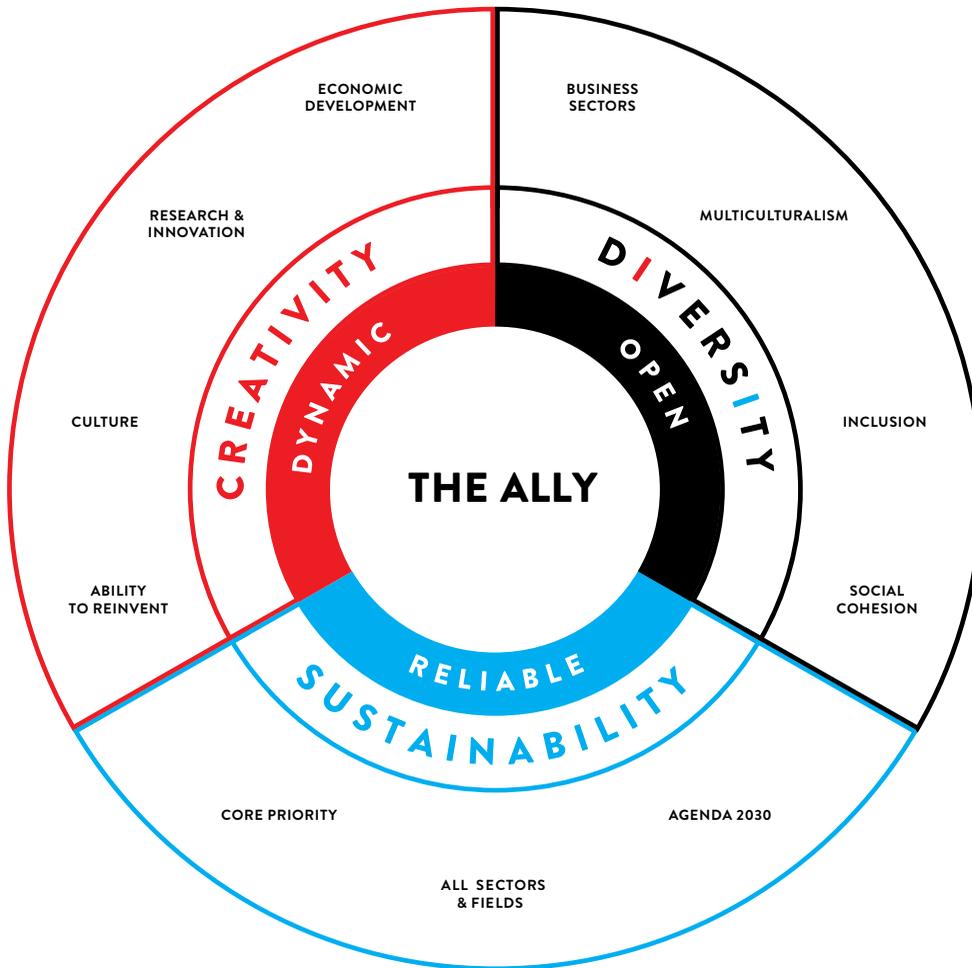


© Alfonso Salgueiro

CIRCULARITY
ECOLOGICAL TRANSITION
EDUCATION
GDP WELL-BEING
ENVIRONMENT
HERITAGE
QUALITY OF LIFE
NATURE
HUMAN RIGHTS
RELIABILITY
RESILIENCE
STABILITY
GREEN FINANCE
RESEARCH
INVESTMENT
MOBILITY

Are you looking for examples,
illustrations and current arguments?

Go to [LMIH.lu](https://www.lmiH.lu)





NARRATIVE

HOW SHOULD OUR STORY BE TOLD?

Designed as a presentation to link all those involved in promoting Luxembourg, while leaving each enough space to describe their own sectorial specificities, the narrative tells the story of the country in the light of its values and its priorities.

A link between yesterday and tomorrow, it takes root in our culture, connects the different characteristics of our identity and lets us express our vision of the future.

It is based directly on our three priorities:
creativity – diversity – sustainability



The need for authentic positioning, the importance of soft factors (connectivity, languages, schools, activities, etc.), the imprint of history on the development of our identity and the major societal and environmental issues of the present day let us draw this narrative from the origins of the Luxembourg population. However, it is the grower's mindset that has always characterised Luxembourg's relationship with the land...

THE GROWER'S MINDSET characterises

LUXEMBOURG **LAND OF CULTURE(S)**

For a long time, Luxembourg was mainly made up of farmers and livestock breeders. Managing their farms in difficult, often insecure conditions, these workers developed a very specific approach, a mixture of pragmatism and adaptability, which we call **the grower's mindset**. It is thanks to this approach that the country, being responsive and flexible, has been able to reinvent itself several times throughout its history and has not hesitated in being open to immigration in order to develop and strengthen itself, thus becoming a land of culture and of cultures.



The grower's mindset,
which still applies
in Luxembourg today,
can be summarised in
one main idea:

**LUXEMBOURG:
WHERE PEOPLE,
PROJECTS AND
COMPANIES FIND
FERTILE GROUND
TO TAKE ROOT
AND DEVELOP
SUSTAINABLY.**



Similarly, this narrative can be used in a modular way, through a perspective focused on the past, another on the present and a third on the future, according to the needs defined by the sectors. As an indication, here are some aspects that can be developed according to the desired temporal emphasis:

PAST

The land of culture
History and heritage
The country of farmers

The place of common culture
Soil, steel, finance, diversification
The ability to always reinvent oneself
The land of migration

PRESENT

The common ground
The creativity of sectors and services
The spirit of enterprise
The diversity of the country's actors

A responsible and supportive player
on the international scene
The transition to a more sustainable world
Multiculturalism and social cohesion

FUTURE

Innovation at the service of
collective well-being
The model of an inclusive
and egalitarian society
The facilitator of innovative
ideas for a better world

RE



APP

02

In this section, we provide you with sample messages, graphics and tips to help you create promotional content for your sector.

LLICA TIONS



MESSAGES

Here you will find examples of storytelling, expressions and slogans to use as they are or to rework according to your needs.

STORY

A narrative designed to promote an idea, attract attention and convince primarily through emotion, “storytelling”, proposed here through a series of examples, shows you how **the narrative of the grower’s mindset** can be adapted to your sector of activity.

TELLING

For Luxembourg, growth is a mindset, not a measure of more. Luxembourg’s grower’s spirit derives from the farmers who first cultivated the country.

That mindset translates into a welcoming ground for innovators to dig in and grow out.

Built by diversity, Luxembourg is busy reimagining a today that sustains us tomorrow.



SOCIETY

The people of the Luxembourg region lived off their resources with great difficulty in the early days. Over the years, the country's prosperity has been due primarily to its spirit...

By embracing the importance of adaptability, agility and foresight, these farmers set the foundation of the emerging Luxembourg population in a fast-changing world.

Pushing the boundaries of what was possible, seizing new opportunities to learn and innovate, they succeeded in reinventing their society to overcome adversity and achieve new peaks of progress.

Today, this grower's mindset is still alive and characteristic of Luxembourg. Its legacy is enriched by a unique diversity of cultures that have taken root here and perpetually keep this country in motion, creating a good life for everyone.

ECONOMY

At the origin of our economic landscape, the first Luxembourg farmers, faced with changing climatic conditions and irregular harvests, understood the importance of foresight.

Reinventing and adapting their practices, they succeeded not only in expanding their fields of activity but also in developing a very specific approach, a mixture of foresight, pragmatism and flexibility. This mindset, which has lasted through the ages, from the steel era to the service era, is what we call the "grower's mindset".

Today, the diversification of our economy requires a policy of "multi-specialisation" in industry, environmental technologies, including the circular economy and smart mobility, health technologies, space technologies, financial services and FinTech, and logistics, relying on information and communication technologies as horizontal drivers of innovation.

As facilitators of innovative ideas for a better world, we cultivate tomorrow, here and now. With you.



RESEARCH

As the driving force of Luxembourg in the past, growers have given Luxembourg society the ingenuity and adaptability that still governs its fields of action today.

A facilitator of encounters at the centre of Europe, the country has become a living testbed where students, researchers and entrepreneurs rub shoulders in a human-sized ecosystem.

With the fastest growing public research budget in Europe, our research organisations provide cutting-edge infrastructures to carry out high-level research, in an ever-stronger cooperative mindset with the private sector and public administrations.

For us, research is a powerful engine contributing to the 2050 vision of a resilient world, thanks to targeted investments in 4 major priority research areas: industrial and service transformation, sustainable and responsible development, personalised health and 21st century education.

More than ever, Luxembourg is embracing the unlimited source of innovation that is open to it. In this way, the grower's mindset persists and allows us to constantly move forward.

ENVIRONMENT

Luxembourg's history is rooted in its natural beauty. Faced with the fickleness of the weather and the inconsistency of the harvest, our farming ancestors understood the importance of foresight and moderation. They were caretakers of the land.

Reinventing and adapting their activities to an ever-changing world, these farmers became workers, entrepreneurs and decision-makers. They all contributed to the incredible success story that is Luxembourg today. They all perpetuated the "grower's mindset" that makes us proud.

Today, we are not only the first country to have introduced free climate-neutral public transport or the world's first sustainable bond exchange. We are also the highest per capita contributor to international climate finance, assisting other countries in making the transition to a more sustainable future. From spatial planning to clean-tech innovation to green finance, through smarter growth, we want to lead the way to a net-zero society and move progressively towards a one planet footprint.

Even if we are not there yet, this is the horizon that drives us as caretakers of the land. Since we protect what we love.



EX PR

Here, you can discover expressions intended to reveal the different facets of Luxembourg according to your requirements.

Would you like to know about the use or exclusivity of one of these expressions?
Contact us via LMIH.lu

ESSI ONS

The verbs **GROW** or **CULTIVATE** illustrate the grower's mindset narrative, and allow for variations covering the entire spectrum of arguments in the diverse sectors of Luxembourg's promotion.



It should be emphasised that this is always rational and sustainable growth, in accordance with the precepts developed in the OBJECTIVE chapter.

GROWING IDEAS CULTIVATE IMAGINATION / INNOVATION

start-up incubator / research & innovation /
social progress

GROWING PROJECTS CULTIVATE SUSTAINABILITY / RESILIENCE

economic, societal, humanitarian,
sustainable development



GROWING FROM
CULTIVATE NETWORKS /
FIELDS OF ACTION / FIELDS OF
POSSIBILITIES

Luxembourg as a base for development in Europe or in
the world

GROWING TOGETHER
CULTIVATE LINKS / DIVERSITY /
LIVING TOGETHER

inclusion, integration, development, social cohesion,
living together



**GROWING UP /
GROWING A FAMILY**
CULTIVATE A LIFESTYLE /
A WAY OF LIFE / HAPPINESS

quality of life / schools and universities / quality of
infrastructure / activities, nature, security, stability

GROWING BETTER
CULTIVATE VALUES /
A BETTER WORLD

committed player on the international scene / strong ally
in sustainable growth / facilitator of innovative ideas that
can contribute to a better world (vision)



LET'S
GROW
TOGETHER



SL O GAN

S

Here, you can find slogans for your most diverse promotional projects: publications, videos, objects or events.

Do you want to know about the use or exclusivity of one of these slogans?

Contact us via LMIH.lu

Based on the verbs **GROW** and **CULTIVATE**, the following slogans in English aim to draw attention to Luxembourg's potential through the prism of the grower's mindset narrative.



**LUXEMBOURG.
WHERE GOOD
THINGS GROW.**

all sectors combined

**FRESH AIR.
FRESH IDEAS.
FRESH START.
LUXEMBOURG.**

all sectors combined



----- **GROWS HERE.**
IMAGINE IT.
CULTIVATE IT.
LUXEMBOURG.

all sectors combined

LUXEMBOURG.
WHERE WILL YOU
GROW FROM HERE?

economy
finance
research



**FARMERS THEN.
INNOVATORS NOW.
GROWERS ALWAYS.
LUXEMBOURG.**

economy
finance
research

**LUXEMBOURG.
CULTIVATING
TODAY.
CARING FOR
TOMORROW.**

economy
finance
research



**LUXEMBOURG.
GROWN WITH CARE.**

all sectors combined

**GROWN BY YOU.
SUSTAINED BY
LUXEMBOURG.**

all sectors combined

More slogans on [LMIH.lu](https://www.lmiH.lu)



GRA PH ICS

Looking for visuals for your promotional materials as well as guidelines for the proper use of LuXembourg brand elements?

[Go to LMIH.lu](https://www.lmi.lu)



PHOTOS



[LMIH.LU/EN
/TOOLS
/PHOTOS](https://lmi.h.lu/en/tools/photos)



© Natasa Pavlovic



© Sabino Parente



© Veronique Kolber



© Dan Castiglia



SIGNATURE

Find out more about the principles governing the use of the Luxembourg Signature and its elements here. Remember that these are protected and that their use is subject to conditions.

[Go to LMIH.lu](https://lmih.lu)

The Luxembourg Signature consists of the “LuXembourg” logo with the X symbol and the invitation “Let’s make it happen”.



LET’S MAKE IT HAPPEN

The X symbol is the most important element of our country’s graphic signature.

It highlights Luxembourg’s values and priorities: the dynamism with which it initiates projects, accelerates the creativity of sectors and encourages innovation by constantly renewing itself; the openness with which it brings together and unites people from all backgrounds, promotes diversity and is committed to a humanistic Europe; and finally, the reliability of the relationships and alliances that result, the sustainability of its actions and its vision, beyond its national interests, for a better world.

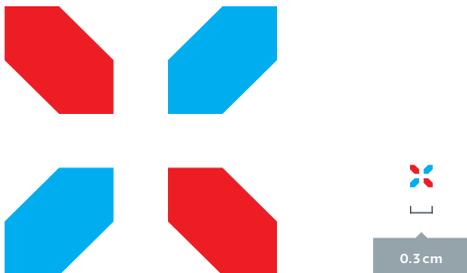


THE X SYMBOL

How to use the X symbol?

The X symbol is made up of four bi-directional arrows: two red and two blue, which create balance, visual harmony and positioning for stability. For this reason, their orientation cannot be changed. The blue arrow always starts at the bottom left and ends at the top right, while the red arrow always starts at the top left and ends at the bottom right.

The X symbol may be used on its own, without the logo and invitation, as long as they are found elsewhere on the same medium.



THE INVITATION “LET’S MAKE IT HAPPEN”

It sums up our country’s vision: that of a committed player on the international scene, a strong ally in the context of sustainable growth, a facilitator of innovative ideas that can contribute to a better world.

The word “IT” evokes everything that Luxembourg aspires to bring to the world: more creativity, more diversity, more sustainability.

LET’S MAKE IT HAPPEN

Go to [LMIH.lu](https://www.lmih.lu)

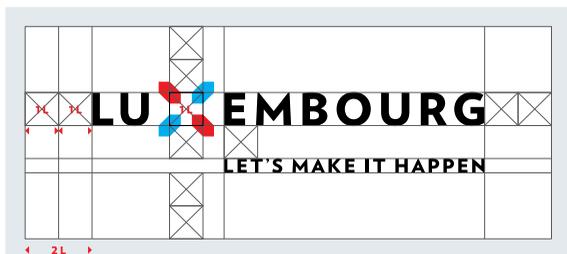


TECHNICAL DETAILS TO PAY ATTENTION TO

How to use the exclusion zone?

The exclusion zone is the minimum distance between the Signature on the one hand and other visual elements and the edge of the usable space on the other.

It corresponds to a gap of “2L” on each side, a gap of “1L” being the gap of the X symbol in the middle. This minimum distance must be respected so that the Signature remains clear and legible and retains its overall effect.



What is the minimum size allowed?

The logo with the invitation cannot be less than 2 cm wide. There is no size limitation upwards. The logo without the invitation can only be used if the width is less than 2 cm.



How to use the Luxembourg Signature with the government's logotype?



When used in conjunction with the logotype of the government, it should be noted that the Luxembourg Signature and the logotype of the government may never appear on the same visible surface of the same communication or promotional medium: The two elements must always be presented on separate surfaces of the same medium (such as the front and back of a business card or brochure).



What are the basic colours?

The Signature is tricolored. The red and blue in the X symbol represent the national colours and are complemented by black for the text elements.

Here are the exact colour codes:

CMYK	0 100 100 0
PMS	485
RGB	227 006 019
WEB	#E30613
RAL	3020 TRAFFIC RED

CMYK	100 0 0 0
PMS	PROCESS CYAN
RGB	000 153 255
WEB	#0099FF
RAL	5015 SKY BLUE

CMYK	0 0 0 100
PMS	PROCESS BLACK
RGB	000 000 000
WEB	#000000
RAL	9005 JET BLACK

What colour to use in the background?

Whenever possible, the colour version of the Signature on a white background is preferred.



Is it possible to use a monochrome variant?

Yes. There are officially two monochrome variants: a black monochrome on white background and a white monochrome on black background. However, other colours can be agreed for monochrome use, depending on your communication medium – any use of the Signature being subject to prior authorisation.



Go to LMIH.lu



The basic elements

1. Logo with and without invitation
2. X symbol
3. Colours
4. Typography
5. Invitation

Additional elements

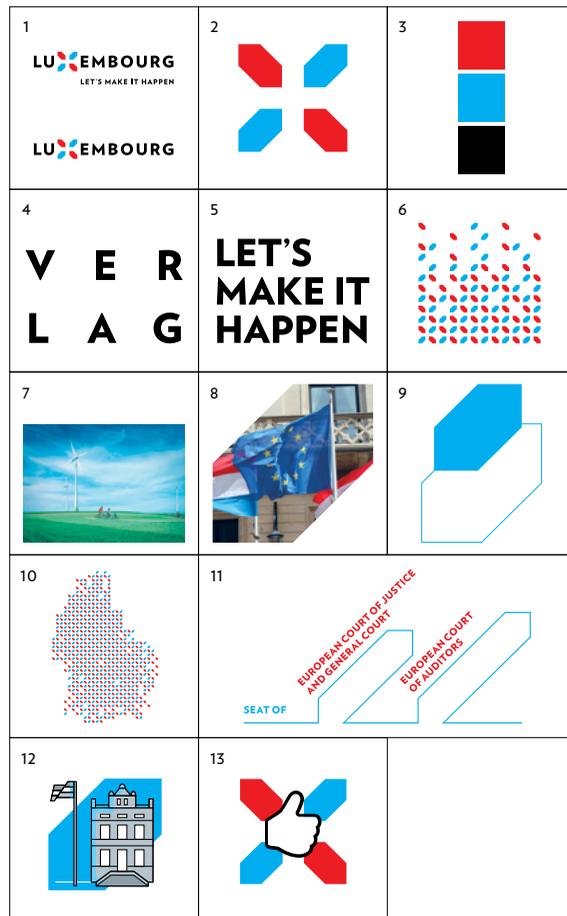
6. Arrow matrix
7. Visual universe
8. Formatting system; image cutting
9. The arrow (surface and contour)
10. Symbols
11. Infographics
12. Pictograms
13. Emoxies

Did you know that depending on your status and degree of belonging to the State of Luxembourg, you are assigned a choice of specific items?

Discover them on our I AM / I WANT tool on our website



[LMIH.LU/EN](https://lmih.lu/en)





Would you like to discover
other examples of use?

Go to [LMIH.lu](https://www.lmi.lu)



SOC

IALME

DIA

Do you want to follow and relay day-to-day news about the promotion of Luxembourg?

Join us on our social networks!



ACCOUNTS

The promotion of Luxembourg is present on the following social networks:



Facebook

/LuxembourgLetsMakeItHappen



Instagram

/luxembourg_lets_make_it_happen



LinkedIn

/company/luxembourg-let-s-make-it-happen



Twitter*

/LuxembourgLU

* The Twitter account of the Information and Press Service (SIP) provides you with promotional information about Luxembourg.

HASHTAGS

The hashtags to use in all posts are:

#LuXembourg

#LetsMakeItHappen

Where applicable, for the sake of consistency, we also mention the priorities:

#Diversity

#Creativity

#Sustainability

These hashtags can of course be complemented with hashtags specific to your own industry.



RESSOURCES

Are you looking for photos or videos for your publications?

Multimedia resources (photos, videos, infographics, emoxies, etc.) are available in the TOOLS section of our website www.lmih.lu, which includes content produced by LuXembourg – Let's Make It Happen as well as some content shared by stakeholders.



LMIH.LU/EN/TOOLS

COORDINATION

We have set up a group of social media managers to promote Luxembourg to facilitate the communication and sharing of digital content between different stakeholders.

Are you interested in participating?

Go to LMIH.lu or contact us:
info.imagedemarque@mae.etat.lu



MEDIA ADVICE

To convey the image of the Luxembourg you promote, are you looking for ideas for your media, whether digital or paper, that will help you make your communication more creative more inclusive and sustainable?



[LMIH.LU/EN
/TOOLS
/COMMUNICATION-ADVICE](https://lmih.lu/en/tools/communication-advice)



EVENTS

Find ideas on our site that will help you organise events that embody the Luxembourg you are promoting.



[LMIH.LU/EN
/TOOLS
/COMMUNICATION-ADVICE](https://lmi.h.lu/en/tools/communication-advice)



PRO DUCTIONS TOOLS

LUXEMBOURG COLLECTION

Do you know the
LuXembourg Collection?
Discover the principles
and apply them to your
own production of
promotional items.



[LMIH.LU/EN](https://lmi.h.lu/en)
/TOOLS
/COMMUNICATION-ADVICE



Are you a **producer** who wants to offer us a product that meets the criteria listed?

Do you manage a **point of sale** and would like to be a reseller of the LuXembourg Collection?

Or would you like to **purchase** items to give away or use at your events?



LMIH.LU/EN
/PARTNERSHIPS/PARTICIPATE-IN-THE-
LUXEMBOURG-COLLECTION

In Luxembourg, visit the **LuXembourg House**, where a selection of products from the LuXembourg Collection and many local products are waiting for you.
2 Rue de l'Eau, 1449 Luxembourg City,
T. (+352) 26 26 26 27, luxembourghouse.lu





LMMH

03

Because we are a participatory initiative, we grow with you.

COMMUNITY



**JOIN
US**

LMIH.LU/EN

Our mission is to make the values and faces of Luxembourg known and appreciated.

Whether as an individual or as a company, association or federation, whatever your size and your sector of activity, your ideas, your initiatives, your achievements matter to us.

These are all authentic testimonials that illustrate and enhance our country's aspirations for creativity, diversity and sustainability.

IMPRINT

© **LMIH 2023**

Brand Image Promotion,
Ministry of Foreign and European Affairs, Luxembourg

Conception & design binsfeld

LET'S
MAKE

The Little Book of Brand Image Promotion
provides you with the main concepts
and tools to make the values and faces
of Luxembourg known and appreciated.

IT

HAPPEN