

SB  WELL



European  
Regional  
Development  
Fund

# BRANDING WELLBEING TOURISM

– The South Baltic  
as Home of Wellbeing



# Branding wellbeing tourism

Wellbeing Tourism is a sustainable tourism that supports harmony and balance for body, mind, and soul. This booklet inspires you to develop your brand in line with your wellbeing offers and invites you to join the brand, Home of Wellbeing, around the southern Baltic Sea.



## WHO

This booklet is for you who are providing wellbeing offers to tourists and want to incorporate wellbeing in your branding.

## WHAT

You will find information on how to develop your brand and how to be part of Home of Wellbeing which is a brand for the South Baltic area that has been developed by the project SB WELL. You can be inspired by the SB WELL values, colours, wellbeing glossary, and photos.

## WHY

Wellbeing tourism offers are in increasing demand. Brand your company and offers so that you will be noticed and perceived positively by relevant wellbeing customer segments.

# Contents

- Home of wellbeing ..... 4
- Developing your wellbeing brand ..... 5
- Brand values ..... 7
- Visual brand ..... 8
- Brand narration ..... 12
- Branding the South Baltic countries ..... 16
- Colophon & SB WELL ..... 23





# Home of Wellbeing

The regions around the Baltic Sea in Sweden, Denmark, Germany, Poland, and Lithuania are united by history and nature. Incredible landscapes that are clean, peaceful, and accessible is part of any visit to the South Baltic region. An increasing number of tourism businesses here are considering their impact on the environment and society and make sustainability a priority. Tourism offers are designed to support a healthy lifestyle, joyful encounters, peace of mind, and slow living. Together this forms the uniqueness of the South Baltic destination as a Home of Wellbeing.

## **A brand for the South Baltic**

Through collaboration in the South Baltic area, we brand destinations, companies and products that are in line with wellbeing, 'Home of Wellbeing'. It makes us distinctive and memorable and stand out as a responsible and preferred destination in the eyes of the growing number of travellers who care about sustainability, health, and wellbeing.

## **You are Home of Wellbeing**

If you share our values of wellbeing, you may be a Home of Wellbeing. If you are a tourism agency, a restaurant, a hotel, a spa, a gym, or a seasonal small business; If you care about the environment; If you work towards a prosperous local community and think about how to contribute to the wellbeing of others – then you are a component of the brand. Home of Wellbeing is also YOU. And together we can make a difference.

## **Attracting wellbeing travellers**

The brand signals a unique kind of travel experience. It guides expectations of what travellers will see and do, and – importantly – how they will feel, and what impact their travel has on the destination.

Wellbeing tourism is a sustainable tourism that supports harmony and balance of body, mind, and soul. It is right here, around the Baltic Sea, with its long, varied coastline and peaceful, accessible, and preserved nature and cultural heritage.

A photograph of a cow grazing in a field at sunset, with the text "DEVELOPING YOUR WELLBEING BRAND - FINDING THE CORE" overlaid in white.

DEVELOPING YOUR WELLBEING BRAND  
— FINDING THE CORE

## Developing your wellbeing brand – finding the core

A brand builds the reputation of a product, service, place, person, or organization. It creates awareness and identity and distinguishes your company and offers from others.

A brand is a summary of the feelings and thoughts you want your potential and actual customer to connect your company with. You can express it using a logo, symbol, slogan, and through your choice of colours, images, and words.

Make sure that your brand is an honest reflection of your business and its values so that you can keep your brand promise to the customers. In this way, customers will trust your brand which is key to its success.

To build a strong brand, it is therefore important that you are aware of the core of your company. At least once a year, answer the below questions. This will help you identify the core and help determine and refine your brand.

- *What is the mission of my business?*
- *What is the most important experience I want my customers to have? / How do my services make my customers feel?*
- *What is the story of my business?*
- *What is most important for me while providing services?*
- *What is the strength of my business?*
- *How do I interact with my customers?*

Does the way you currently brand your business reflect these answers? Otherwise, you may want to reconsider adjusting your brand. And perhaps you also feel inspired to adjust your products, services, values, or customer relation. Branding is a continuous process so keep your answers for later and in the future, you can see how your business has developed over time.



DEVELOPING YOUR WELLBEING BRAND  
— VALUES, VISUALS, AND NARRATION

# Developing your wellbeing brand – values, visuals, and narration

If your brand is well-defined and well communicated, customers will have a clear and positive understanding of your business and what they can expect to experience when buying your products and services.

In developing your brand, you can work with your brand values, visual brand identity, and brand narration. Together, these three components create the comprehensive feel, look, and tone of your company to your customers.

## **Brand values**

Through your brand values, you can connect to your customers on a deeper level. To define your values, you can ask yourself: What matters to me? What do I stand for? Customers who share your values are more likely to have a positive relationship with your brand.

## **Visual brand**

Your visual brand consists of your logotype, the colours you use in any kind of communication, and photos you use to illustrate your services and products. It can also include the appearance of your facilities, products, and people in the organisation. Consider how the various visual elements can express your values and the core of your business. Make sure that your visual identification system is uniform, consistent, and authentic.

## **Brand narration**

The use of storytelling can help customers connect emotionally to your brand. Storytelling is a narrative that weaves together facts and the emotions that your brand evokes. Use it to communicate the authenticity and values of your business. Use positive wording to create positive emotions in the customer.





# Brand values – values for Home of Wellbeing

To build a strong brand, you must be aware of the core and values of your company. Your brand should be an honest reflection of your business and its values.

Focus on the value which is most important to you. Tourists will remember and choose your company because of the way you stand out. If, for example, you care about the environment in a certain way, you can build your brand around this value. Make it understandable and memorable. Customers will notice and remember you as the eco-friendly place.

The SB WELL concept for wellbeing tourism is based on the values presented here to the right. As a provider of wellbeing offers for tourists you will probably find that you share some. But which are particularly relevant for your business? And are there other things that matter to you?

To join the Home of Wellbeing brand, you need to have some focus on all the aspects of wellbeing tourism. Take the self-evaluation test on [wellbeingtourism.com](http://wellbeingtourism.com) to find the wellbeing level of your company. It will also assist you in identifying where you stand out and what you can use in your brand.



**Intention:** We have an intention to do good, to have a positive impact on people, on the surroundings, on the planet, in the present, and in the future.



**Environment:** We limit waste, avoid pollution, use clean transport, and support conservation of natural heritage and biodiversity.



**Social:** We collaborate and interact positively with others, provide good working conditions, and treat everyone equally.



**Economy:** We co-create and share resources. We consider our activities' economic impact on everyone.



**Body:** We support physical health and pleasure for both guests and hosts.



**Mind:** We support peace of mind, clarity, and creativity with our activities, behaviour, and communication.



**Soul:** We support people in their being – free, joyful and present, in feeling connected to something greater than themselves, and in having a purpose.



**Personal interaction:** We are aware, kind, caring, honest, and joyful towards other people.

# Visual brand – logo

Your logo is a central element of your visual branding. It should be appropriate, distinctive, simple, and easy to perceive and remember. It should convey the message you intend to send. Your logo should be able to be printed at any size and usable in black and white.

The wellbeing logos shown, developed by SB WELL, sends the message, that we are providing wellbeing tourism in the sense that offers are sustainable and supporting harmony and balance for the body, mind, and soul. The orange colour radiates warmth, joy, enthusiasm, and energy. The word “Wellbeing” tells the essential message. The W is shaped as a lotus which brings a holistic and spiritual dimension and makes the expression softer and more natural.

The SB WELL logos for wellbeing tourism can be used as an addition to your own brand as long, as you meet the basic requirements in the SB WELL guidelines for wellbeing tourism actors. These are called wellbeing criteria and there is a specific set of criteria for accommodation, food and beverage, services, and activities. You can find more information on the criteria and requirements on [wellbeingtourism.com](http://wellbeingtourism.com).

## The SB WELL logos

When meeting the wellbeing guidelines defined by the SB WELL project, you can use either of these logos in any communication to show that you are a wellbeing company and that your product or service is wellbeing. Use “Home of Wellbeing” to show your belongingness to the wellbeing community.



The “Place of Wellbeing” logo can be used by approved companies and other organisations for wellbeing sites, trails, beaches and pristine places and environments that are in line with the wellbeing concept.



# Visual brand – colours

The colours you use in any kind of communication is part of your branding and reflects the core and values of your business. You are welcome to use the colours that SB WELL has selected to support expressing the concept of wellbeing tourism.

The colours are natural, warm, soft, and slightly dimmed. Colours that represent natural elements like water, sand, bark, or soil.
















## SB WELL base colour palette

These colours are our base colours and supportive to achieve harmony and balance. It is recommended to use a mix of three colours to create a feeling of wellbeing since using only one singular colour will create a harsh and rigid appearance.

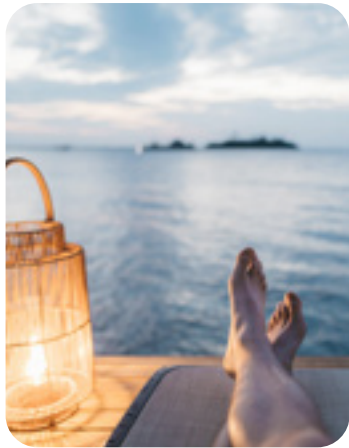
## SB WELL accent colour palette

These colours can be used in combination with the base colours to highlight messages, intentions, quotes or facts.

				
<b>Sandy beige</b> CMYK 7   13   31   0 RGB 241   222   117 HEX #f3e0bc	<b>Seashell pink</b> CMYK 4   7   7   2 RGB 243   236   233 HEX #F3ECE9	<b>Kindly brown</b> CMYK 18   23   23   2 RGB 213   196   190 HEX #D5C4BE	<b>Honestly nude</b> CMYK 17   32   29   11 RGB 200   196   161 HEX #C8A9A1	<b>Cocoa brown</b> CMYK 26   48   44   16 RGB 176   131   120 HEX #B08378
				
<b>Archipelago coast</b> CMYK 38   36   30   11 RGB 160   150   154 HEX #9f9599	<b>Forest blue</b> CMYK 52   25   31   6 RGB 133   162   166 HEX #85A2A6	<b>Mint green</b> CMYK 28   0   23   0 RGB 196   226   210 HEX #C4E2D2	<b>Ice blue</b> CMYK 16   7   6   0 RGB 220   228   237 HEX #DCE4ED	<b>Lavender purple</b> CMYK 26   28   0   0 RGB 196   187   222 HEX #C5BBDE

				
<b>Peachy pink</b> CMYK 2   31   42   0 RGB 246   196   153 HEX #F6C099	<b>Nut brown</b> CMYK 31   73   100   35 RGB 136   68   20 HEX #884414	<b>Earthy brown</b> CMYK 28   48   58   22 RGB 163   122   94 HEX #A37A5E	<b>Terracotta red</b> CMYK 26   69   68   12 RGB 178   93   75 HEX #b15d4a	<b>Warm yellow</b> CMYK 0   33   92   0 RGB 250   180   22 HEX #FAB416
				
<b>Forest green</b> CMYK 59   26   50   8 RGB 115   151   131 HEX #739783	<b>Soothing blue</b> CMYK 23   17   0   0 RGB 204   208   234 HEX #CCD0EA	<b>Blueberry blue</b> CMYK 94   88   28   19 RGB 49   50   102 HEX #313266		

Visual brand – photos body / mind / soul



Visual brand – photos sustainability





## Brand narration

Through your brand narrative you can establish an emotional connection to your potential and actual customers. The language you use can be playful or inspiring. The tone of the sentences can be direct or scientific. You can use serious or fun wording. Let the language of your company be coherent in all the materials you produce – and while providing the service. Above all, keep the language you use simple and understandable. Simple communication is inviting.

Let your storytelling express wellbeing. Use positive words that brings focus to what is positive. Choose words that are supportive and uplifting. By using positive and empowering words you will evoke positive feelings in the receiver. (See the wellbeing glossary on the next page). Be personal, express values, and let your story be easy to read and understand. You can find further information on wellbeing communication in the SB WELL booklet “How to promote Wellbeing Tourism”.

You can use this narration of the brand Home of Wellbeing for inspiration:

*We walked towards the beach in silence in Denmark. The sun warmed the chilly autumn air as we arrived at the shoreline in Poland. We enjoyed organic locally produced meals in a spa in Lithuania. We had an amazing time doing yoga in a rural yoga studio listening to the sound of birds in Germany. And while passing the birches, ants, mushrooms, and lingonberries together with a local tour guide in Sweden, we imagined the impact of developing tourism that enhances wellbeing. Wellbeing for people: guests (tourists), tourism entrepreneurs and service providers. Wellbeing for communities and nature.*

*We felt an urge to re-envision alternative paradigms in tourism. And through cross border collaboration we developed the idea to brand the South Baltic region the “Home of Wellbeing”. Home of Wellbeing is where together we can reduce the negative impact of tourism, and increase the benefits of meeting others, care for nature and protect our cultural heritage. It is where we can find harmony and balance and joy.*



## Brand narration – Wellbeing glossary

When communicating wellbeing, use words that are positive and empowering. You can use the below selection of words or get inspired to define your own wellbeing glossary.

Accepting	Collaborate	Enrich	Inclusive	Peaceful	Support
Actions	Commit	Experience	Inspiring	Playful	Sustainable
Air	Compassion	Extraordinary	Inviting	Pleasurable	Thoughtful
Assisting	Compelling	Eye-opening	Journey	Prosperous	Together
Authentic	Conscious	Feel	Joyful	Protected	Treasure
Aware	Considerate	Fortunate	Kind	Reliable	Trust
Balance	Contemplate	Freedom	Liberating	Rest	Truth
Be	Cozy	Genuine	Light	Revitalizing	Understanding
Beautiful	Creative	Gift	Long-lived	Safety	Vitalizing
Being	Curious	Grateful	Love	Silent	Warm
Breath	Delight	Happy	Lucid	Sky	Welcoming
Breathing	Dynamic	Harmony	Magic	Smart	Wellbeing
Bright	Earth	Heart	Mindful	Soft	Wisdom
Caring	Ease	Helping	Moments	Space	Within
Certified	Elements	Hold	Natural	Spark	
Circular	Embrace	Homefulness	Nourishing	Spiritual	
Clever	Empower	Honest	Nurturing	Stillness	
Closeness	Enchanting	Humble	Passionate	Strong	
Co-create	Engage	Improving	Pause	Sun	



BRANDING  
NATURAL AND CULTURAL WELLBEING  
OF THE SOUTH BALTIC COUNTRIES



# Branding natural and cultural wellbeing of the South Baltic countries

**The regions around the Baltic Sea in Sweden, Denmark, Germany, Poland, and Lithuania are united by history and nature. Together this forms the uniqueness of the South Baltic destination as a Home of Wellbeing.**

Incredible landscapes that are clean, peaceful, and accessible is part of any visit to the South Baltic region, and thus a central element in the branding. You are always close to the sea, the Baltic Sea, with its diverse coastline including maritime forests, white sand beaches, and amber – a 100-300 million of years old ‘gemstone’ used in jewellery and as a healing agent. Long summer days with light nights provides plenty of time for outdoor activities. Numerous safe and well described routes for hiking and biking runs through the landscape and passes along the sea. The beauty and colours of the various seasons

are astonishing, and the darkness of the winter nights is perfect for stargazing.

On the following pages you can be inspired of how to visually brand the South Baltic countries through photographs of nature and culture. By including this in your branding, you can both present the characteristics of your destination, and you can express values and assets such as freedom, protection of nature, joy of physical movement, creativity, and local produce.

You can express wellbeing by using the uniqueness of your own area in your branding: Nature, cultural heritage, and traditions. Show your guests what they can experience only in your region. This could be special kinds of handicraft or events. Let your brand support the local heritage.

# Sweden



# Denmark



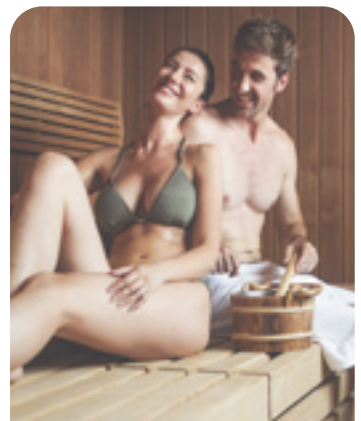
# Germany



Poland



# Lithuania



# Colophon

Produced by: Danish Tourism Innovation & Linnaeus University.

Editor: Karin Melbye (velvaereturisme.dk)

Authors: Karin Melbye, Kasia Kucharek, Joanna Kohnen, Setayesh Sattari.

Acknowledgements: Thank you to SB WELL project partners for contributions & review.

Wellbeing concept based on: Lindell et al., 2021. DOI: 10.1080/24721735.2021.1961077.

Layout: Joanna Kohnen, Administrative Board of Kalmar County & F.H.U. Arkada.

Language versions: English, Swedish, Danish, German, Polish, Lithuanian.

Photo credits:

Getty Images; Joanna Kohnen – Länsstyrelsen Kalmar Län; Kasia Kucharek; Pomorska Regionalna Organizacja Turystyczna; Unsplash: Simon Migaj, Arthur Poulin, Marten Bjork, Toa Heftiba, Yoann Boyer, Chris Blonk, Bethany Laird, Oscar Nord, Juliet Furst, Artur Rutkowski, Adam Jaime; Most Photos – Länsstyrelsen Kalmar län; photopolis.lt – EUCC; Geran-de-klerk; joy@Helena Lopes; open@Nathan Anderson; Tony Forsberg; Danish Tourism Innovation.

Copyright: SB WELL / Danish Tourism Innovation, Version 1, 2021.

Available on: Wellbeingtourism.com

## Project



This booklet is produced in the project SB WELL – *Wellbeing Tourism in the South Baltic Region – Guidelines for Good Practices & Promotion* – with support from the EU Interreg South Baltic Programme. Project period 2018-2021. [www.wellbeingtourism.com](http://www.wellbeingtourism.com)

The main goal of the project is to increase the awareness about wellbeing, create wellbeing in the tourism sector and promote the South Baltic Region as an attractive wellbeing destination. The project defines wellbeing tourism as tourism that supports harmony and balance of body, mind, and soul for guests and hosts in a sustainable interaction with the local community and environment.

*The contents of this booklet are the sole responsibility of the authors and can in no way be taken to reflect the views of the European Union, the Managing Authority or the Joint Secretariat of the Interreg South Baltic Programme 2014-2020.*

Lead Partner



Partners

