



Horses of Iceland

BUILDING THE BRAND

This brochure on the building of the brand The Icelandic Horse, is a guide for those who will be working on marketing the Icelandic horse abroad. The brochure is not meant as promotional material nor is it to be distributed in the common market.



BRAND PILLARS

The pillars of the brand are the basis of the stories we like to tell regarding the Icelandic horse. Each pillar contains a starting point or the highlight of each story.



BRAND PILLARS

THE RIDING HORSE



The Icelandic horse has been a purebred since settlement.

The Icelandic horse is exceptional in that it has five gaits including flying pace and the unique tölt.

The Icelandic horse is gentle, willing, tough, and versatile.

ICELANDIC HISTORY AND CULTURE



The history of the Icelandic horse is interwoven with the history of the Icelandic nation.

For centuries it was “the most indispensable servant”.

The Icelandic horse is celebrated in the Sagas of Icelanders.

ADVENTURE AND GOOD COMPANY



The Icelandic horse grants us freedom.

It encourages outdoor activities and quality time with family and friends.

It is a source of tales, songs, and entertainment.

It is life fulfilling and strengthens the bonds between us.

PROXIMITY TO NATURE



We enjoy the outdoors in a unique way through the Icelandic horse.

We experience the magic of nature and the wilderness, directly.

We experience, peace, freedom and new frontiers.

THE ICELANDIC HORSE COMMUNITY



Being a rider is a way of life.

Professionalism, education, and knowledge characterises activities and work concerning the Icelandic horse.

WorldFengur, The Studbook of Origin for the Icelandic horse, is a unique pedigree database.



BRAND CHARACTER

The character of a brand conveys the tone and manner of speech that is to define all marketing material, in addition to being the guiding light in all activities.

The brand The Icelandic Horse should be understood in broad context and as a common denominator for all the diverse activities related to the Icelandic horse and the community of riders the world over.



BRAND CHARACTER

GENUINE



The Icelandic horse is unpretentious yet charming. The breed is manageable, versatile, and tough. It is welcoming and friendly, and deserves people who are passionate about horses.

AUTHENTIC



The Icelandic horse has been called the most indispensable servant since the island was first settled, and has served that role beautifully through the ages. The horse is the manifestation of Icelandic nature, authentic and free.

ADVENTUROUS



The Icelandic horse opens up a world of adventure that is hidden to many. A world rich in colour and texture, and an endless source of tales and songs.

POWERFUL



The Icelandic horse is a force of nature in itself, pure and powerful. We tap into that force in various ways for vitality and joy.

WELCOMING



The Icelandic horse is the principal driving force of a community that possesses immense knowledge about its nature and spirit; a community that welcomes you with open arms and values friendship, good company and enjoyment of life.

BRAND FRAMEWORK





POSITIONING STATEMENT

Brand positioning defines how the brand fulfills needs and desires differently, or even better, than the competition, thereby carving out a niche for the brand in the mind of the consumer.

The Natural Riding Horse

The Icelandic horse is the manifestation of Icelandic nature; unique, pure, and genuine. The breed is charming but immensely powerful, spirited, and versatile. Its role as the “most indispensable servant” is not what it used to be but the Icelandic horse continues to play a significant part in our lives. The Icelandic horse opens up a magnificent world of adventure. As a riding horse, the Icelandic horse grants access to a community of people where friendship, good company, and enjoyment of life are key. Furthermore, the Icelandic horse provides riders with an intimate link to nature. This new role is perfectly suited to the breed’s original characteristics and nature.



SLOGAN

A sentence or a phrase used in promotional material that encapsulates the brand's appeal as it is defined in the brand positioning.

*Horses of
Iceland*

BRING YOU CLOSER TO NATURE