**About all the logos**

**Unity and Identity**

The logos are all made up of dots in different sizes. This way, we achieve a visual unity and a strong brand identity for the group of companies. It helps create a recognizable look that makes it easier for customers to identify each of our companies as part of the same group.

**Simplicity and Versatility**

Dots are simple elements that can be easily adapted to different contexts and formats. They are particularly well-suited for animation.

**Our Country’s Colors**

All the logos are red and white – the same colors as our country’s flag. In a subtle way, this underlines our broader ambition of lifting Greenland, as well as the fact that we are owned by the people of Greenland.

**Air Greenland Group**

Our logo is the midnight sun.

**A Place Called Home**

The midnight sun is a natural phenomenon experienced in the Arctic during the summer months. By using it as the group’s logo, we show where we live. We also reference our country’s flag, which is an illustration of the sun rising above the ice.

**Connection to Nature and Environment**

The midnight sun is a natural phenomenon tied to the Earth's tilt and orbit around the sun. Thus, our logo signals the group's commitment to a sustainable environment.

**Unity and Diversity**

This is the most abstract of all the logos. But the open-ended shape is meant to suggest unity and diversity among the companies within the group.

**Air Greenland**

Our logo is an ice crystal.

**Arctic Identity**

The ice crystal symbolizes the cold and icy climate of our country and its Arctic surroundings. It shows the unique nature of our home.

**Symbol of Safety**

The ice crystal symbolizes our commitment to safety and reliability in challenging weather conditions. The logo suggests that our airline has the expertise to navigate the Arctic climate.

**Journeys and Destinations**

The dots of the ice crystal may represent destinations, and the lines they create can be seen as departures and arrivals. That way, the logo represents what we do.

**Greenland Travel**

Our logo is the northern lights.

**A Greenlandic Experience**

The northern lights are an iconic part of our country’s natural attractions. By using them as our logo, we signal that we are experts in Greenland. We provide travel and tours for locals, tourists, and businesspeople to every corner of our country.

**A Connection to Our Culture**

The northern lights are woven into our folklore and mythology. Our logo's use of the northern lights celebrates this cultural connection.

**Sustainable Travel**

The northern lights symbolize the pristine and untouched Arctic landscape. Thereby they signal our commitment to sustainable travel experiences.

**World of Greenland**

Our logo is an iceberg.

**Arctic Landscape**

Our country is known for its Arctic landscape, characterized by vast ice sheets, glaciers, and icebergs. The iceberg in our logo symbolizes the natural beauty of the place we call home.

**Adventure and Exploration**

Icebergs are often associated with adventure and exploration. By using an iceberg in our logo, we aim to create a sense of excitement and curiosity, appealing to travelers who seek off-the-beaten-track experiences in a pristine environment.

**Climate and Sustainability**

The iceberg also symbolizes the impact of climate change and the need for environmental sustainability. By using it in our logo, we want to show our commitment to responsible tourism, and to the preservation of our fragile ecosystem.

**Hotel Arctic**

Our logo is an igloo.

**Cultural Relevance**

Igloos have strong cultural significance in our country. They are traditional Inuit dwellings made of snow blocks or ice, historically used as winter shelters. The igloo in our logo honors this cultural heritage while signaling that we provide our guests with a temporary home.

**Arctic Location**

Our country is known for its Arctic landscape, icebergs, and snow-covered terrain. The igloo symbolizes this harsh yet stunning environment, thereby showcasing our hotel's unique location.

**Uniqueness and Exclusivity**

The igloo logo sets our hotel apart from other accommodations worldwide, emphasizing to our guests that we offer an exclusive Arctic experience.

**Arctic Excursions**

Our logo is a whale fin.

**Nature and Wilderness**

The whale fin is a symbol of the vast wilderness of our country. Our logo is meant to create a sense of adventure and exploration, appealing to travelers who seek unique experiences in natural settings.

**Cultural Significance**

Whales have cultural significance for our people. They are a part of our traditional hunting practices and hold spiritual importance. Our logo pays tribute to this cultural heritage.

**Conservation and Sustainability**

The whale fin also symbolizes our dedication to nature conservation and environmental sustainability. It signals that we are committed to protecting the ecosystem and its inhabitants.