It's your idea, we help you make it happen.
As most of you know, on October 1st, 2003 we announced a fundamental change in Siminn. A change in the way we think, in the way we behave, in the way we do business, and in the way we interact with our customers. On that day we charted a completely new course for the company that, if we do not stray, will take us through privatization to our new destination. A destination that amounts to nothing less than total success in our increasingly challenging, technologically exciting, ever more deregulated and competitive world.

As you will see from the following pages, what we are embarked on is not so much about technology, but about attitude. The changes are not concerned with how we do our jobs, but about how we approach what we do.

Let me give some examples of what I mean:

- We don't only sell products, we provide experiences.
- We must stop thinking of our customers as consumers, and start remembering that they are people.
- We must shift away from providing a service and towards establishing a relationship.

It represents the distillation of all of the thinking that has gone into creating the new Siminn. It is our "bible", and as such it contains the essence of our brand. So let's all use it as a guide to the way we want to live the brand. In fact, make our brand, and everything it stands for, part of your daily lives. Not just when dealing with customers, but in everything you do.

So, what's this book all about?
Most people think a brand is simply a brand name. But it is much more. Because in the same way that the mention of a familiar name immediately brings to mind your connection with that person, so a brand also implies a relationship. To be successful, of course, this relationship must be a good one, based on a guarantee that the brand can be trusted to deliver what it promises.
Successful brands are like people – to know them is to like them, to like them is to prefer them, and to prefer them is to return to them over time, because you can trust them.

And remember, once a brand achieves market leadership, it is difficult for others to dislodge it.

SUCCESSFUL BRANDS

Successful brands also tend to be timeless. For example, here is a list of the world's 10 best-known brands:

- Coca Cola
- IBM
- GE
- Nokia
- Disney
- McDonald's
- Marlboro
- Mercedes
- Toyota
- Nokia

Whether you personally love them or hate them, one thing is for sure: you know them all, and you also know they deliver what they promise. Consistently. And although over the years one or two may come and go, the list remains remarkably unchanged from one decade to the next.

This kind of brand loyalty or preference is a key step towards establishing a strong presence in the market, as well as protecting your company against the threats from new comers. Brand equity and brand value are critical to your company's success.

SUCCESSFUL BRANDS

Successful brands are those that continue to be leaders. For example, these are the world's 10 best-known brands:
LIVING OUR BRAND

Now it is up to every one of us to live our brand, every day, in every aspect of our business. We must make it central to our corporate culture. It must become the heart of our marketing plans, the core of our communications; and it must dictate the way in which we interact with our customers. For if we do this correctly and wholeheartedly, our goals of market leadership and consumer preference will surely be reached. We will become a successful and timeless brand.

To make it easier to understand the many aspects of this task, we have divided our brand into several key components - think of the brand as an octagon, with each side contributing equally to the strength and integrity of the whole.

OUR VISION
OUR MISSION
OUR VALUES
OUR CUSTOMERS
OUR PERSONALITY
OUR PROMISE
OUR OFFERING
OUR POSITIONING

Powerful choice to fulfil and enjoy your lives
IV. Our Customers

To get closer to our customers we must know them better. In our market most people have all the technology they want, so it is important to know, not which devices they own, but why and how they use them. To do this we use psychographics as a tool to segment them in terms of their goals, motivation and values. To help us understand these better, we have divided our customers into 5 psychographic profiles which range from the thrill-seeking, risk-taking Explorers, through Reformers, Aspirers and Succeeders, to the wholesome, conventional, security-minded Establishment.

III. Our Values

There are five core values that help define what we are, and guide us in becoming what we want to be:

- **Trust:** Already strongly present in our customers' minds, it implies reliability, quality, responsibility and concern for their needs.
- **Integrity:** This is also an important part of our heritage. It means an honest approach to the business we are in, a commitment to our country and a respect for each other.
- **Agility:** To stay ahead in our industry we have to think sharp and be fast on our feet. We must not only be responsive to our customers' needs, but predict and act on them.
- **Simplicity:** In an industry that grows more complex every day, our job is to make the lives of our customers clearer, simpler, easier and more straightforward.
- **Passion:** We have much to be proud of: expertise, know-how, commitment. So instead of subduing our enthusiasm, let our passion for the jobs we do and the people we work with show.

II. Our Mission

Simply put, our mission is to get closer to our customers – to be customer-focused and service-minded.

This involves educating them, guiding them, advising them, and generally helping in every way we can to get the most out of our products and services.

I. Our Vision

To become known as “the guide to tomorrow’s boundary-less society”. This means knowing where the industry is heading, and helping our customers be ahead of the curve, as a whole and the dismantling of social and economic barriers, as well as the merging of different technologies to the point where communication and interaction are considered basic human needs.
Henceforward Siminn is a trustworthy and reliable family man/woman, with a 35-year-old’s attitude to the modern world. Fit and healthy, cheerful and straightforward, caring and moulded. Respectful of tradition, but by no means old-fashioned, he/she is aware of the latest trends, and as a world-traveller, knowledgeable. As a 35-year-old, Siminn is a trustworthy and reliable family man/woman, with a 35-year-old’s attitude to the modern world.

V. Our Personality

If brands are indeed like people, what kind of person is Siminn?
VI. Our Promise

Only we are able to provide a complete range of products and services. We are not just providers of mobile phones, or internet, or fixed lines. Rather we are a One Stop Shop – a single source of expertise and technology. Customers expect us, as the experts, to recommend and guide them as to what best meets their needs. They trust our counsel because we are the ones responsible for creating the products and services, and the ones who are best positioned to explain how they can be best utilized. We are uniquely qualified to help customers make sense of their complex world. Our added value is our comprehensive understanding of the marketplace and the cutting edge technologies we bring to the table. What differentiates us from the rest is our expertise, knowledge, and skills, and our ability to deliver added value to our customers. Our role is not only to sell products and services, but to provide a rich and comprehensive understanding of the world of technology and how it can be used to improve the way people live and work. We are not just sellers of products, but guides and mentors.

VII. Our Offering

We are no longer “the phone company”, simply concerned with person-to-person communication. Rather we are a connection, interaction and communications company that provides a full range of high quality solutions tailored to the needs of individuals – and this means everything from talking to accessing information, playing games or paying bills.

VIII. Our Positioning

So what business is Siminn in? What do we really stand for? Remember, we are not only selling products or services – we are also selling a philosophy. We are uniquely qualified to offer our customers choices that deliver personal and professional fulfillment. How? By learning their needs, and then helping to meet them.

What do we really stand for?

Remember, we are not only selling products or services that connect people or enable them to communicate – we are uniquely qualified to offer our customers choices that deliver personal and professional fulfillment. How? By learning their needs, and then helping to meet them.
If we are to achieve the goal outlined by (CEO) in his introduction, of “total success in our increasingly challenging, technologically exciting, ever more deregulated and competitive world”, we must not only live the brand, but recognize the responsibilities we have to support it:

- Be proud of ourselves and our company
- Be a guide
- Be consistent
- Be willing to go the extra mile
- Live our values: Team, Integrity, Agility, Simplicity, Passion
- Deliver on the promise of the One Stop Shop.

Our Responsibilities to the Siminn Brand
Let’s all make it work.

Siminn belongs to us all.

So let’s all pitch in and show them what we can do:

Be proud of ourselves and of our company. We have a strong heritage, a reputation for honesty and quality, and are one of Iceland’s respected institutions. We are highly skilled, good at what we do. Already the best in our market, we aim to be an example to the world.

Be a guide.

We are not just sales people, and not bureaucrats. We are experts and counsellors, and our customers come to us for advice. So our job is not to sell them something but to offer them solutions that meet their own special needs.

Be consistent.

The spirit of change and renewal that is under way is no short-term phenomenon, but fundamental to our future success 5, 10 and 20 years from now. It means that we must be consistent in our efforts, and have the stamina to sustain them without dilution or letup in all the years to come.

Be willing to go the extra mile.

Promise yourself that “good enough” will never again be good enough. Remember, it actually takes very little extra effort to make an extra effort – but its effect is disproportionately great. If we all do it, all go that extra mile, no competitor will ever be able to keep up with us, or seriously challenge our lead.

Live our values.

Trust. Integrity. Agility. Simplicity. Passion. These are the values that we stand for, the values embodied in the Siminn Brand. If we remember these five qualities, and live by them every day, we will earn the loyalty, and thus the favour and preference, of our customers.

Deliver on the promise of the One Stop Shop.

If we are to succeed in becoming Iceland’s single source of expertise and technology, we must consistently deliver what we promise – not connection, not communication, but personal fulfilment and enjoyment. Remember, the One Stop Shop offers customer satisfaction, not hardware.

There is no doubt that this entity, this Siminn that binds us all together, is really something special. And becoming more special every day – we are already at the leading edge among telecoms, and are determined to draw further away from the pack.

Indeed, we aim to become a leading telecom brand, not just in this island of ours, but one whose special qualities are recognized and respected throughout Europe and the world.

Because, make no mistake, the way we go about tackling the changes that lie ahead will be discussed, examined and, we hope, emulated. We are an example to the world, and the world is watching us.

So let’s all pitch in and show them what we can do!
COMMUNICATING OUR BRAND

Our New Identity

Simpler, lighter and more human, it confirms that Siminn is a company that adds fun to life, and helps people achieve their goals at home, at work or anywhere. Our new identity reinforces the fact that communications are indeed an essential part of today’s borderless society. Where once communications were merely a means of exchanging information, today’s communications are an integral part of life, enriching people’s daily experiences. For Siminn, these communications are the lifeblood of the company, which is why we are committed to providing high quality, integrated communication solutions tailored to different life styles and business needs.
Siminn’s new logo consists of soft and simple lines that form the letter “S”. It also conveys an international feel by reminding us of a globe. The two main elements swirl around each other like the arms of a galaxy, subtly confirming what Siminn is all about: communications. The overall effect is both modern and organic, which helps to underline Siminn’s new image. The logo, “Sari”, is soft, simple and friendly, and is thus an excellent expression of what Siminn now stands for.
Siminn's logo has three colors. The font is black but the sign has two blue colors. Here you can see the colors in pantone, cmyk, rgb and hex.

**Pantone 2995**
- **C**: 85%
- **M**: 3%
- **Y**: 0%
- **K**: 0%

**Pantone 2905**
- **C**: 36%
- **M**: 0%
- **Y**: 0%
- **K**: 0%

**Web colors**
- **R**: 0
- **G**: 165
- **B**: 219
- **HEX**: #00A5DB

- **R**: 147
- **G**: 198
- **B**: 224
- **HEX**: #93C6E0

**Process colors**
- **C**: 0%
- **M**: 0%
- **Y**: 0%
- **K**: 100%

**Supporting colors**
- **Pantone 382**
  - **C**: 34%
  - **M**: 0%
  - **Y**: 85%
  - **K**: 0%

**Font usage**

Verdana is the font that will be used in all printed material written by Síminn's employees. Verdana is the system font in PC computers.

**Supporting the main colors of Síminn**

we use the three colors shown on the side. The use of these colors will always be minimal though, comparing to the main colors.

When the Síminn logo is placed on a dark background the font must always be white but the blue colors remain unchanged. Under no circumstances can there be outlining or shadow on the logo.

**Colors**

**Use of the logo**

In a black/white version of the logo the forms in the logo are toned down in the black color, as shown below.

40% black

20% black

100% black

Here are some examples of logo placement that is not permissible. Change in placement of font and logo is not allowed or using the logo in different colors.

On black background the font should always be white. The logo and the font may not be in the same tone.

It is very important that Síminn's logo is correctly used. Below you see the correct ways to use it.
NEW BRAND ARCHITECTURE

From now on Siminn will be based on a new brand architecture and be marketed as a megabrand based on the One Stop Shop concept. Siminn is now one company. It has one name, one contact, one bill, one graphic identity, one logo, one technology, one customer service, can put together multiple packages of products and services that deliver exactly what they promise.

THE CAMPAIGN

The main message:

It's your idea. We just provide the services and technology to help your make it happen.

We will acknowledge that consumers have their own individual lifestyles and desires, and that it is they who have the ideas that make things happen for themselves. Indeed, we will give them credit by simply showing the relevance of our ideas and the ideas? innovations. We will also show how our technology and services can help those ideas ve come reality. We point out in a subtle way Siminn's role in helping people achieve certain goals.