Creating Impactful Brand Guidelines for JCI Havis Amanda.

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Abstract

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Non-governmental organizations support society by creating opportunities for education, advocacy, and networking. By applying business logic to their strategy, these organizations can increase their impact. One element of this can be brand building.

In this thesis the author discusses the necessity and the methods for brand building in a non-governmental organization. Both considerations for strategy and application are discussed. The study was carried out through a literature review, which enlightens both strategy and design considerations for branding for the case organization, which was JCI Havis Amanda. Additionally quantitative research was conducted with the membership of JCI Havis Amanda to gain insight into how the brand was perceived originally.

A comparison and discussion of branding of organizations higher on the organizational hierarchy was done. This gave insight into what requirements the upper organization poses on the branding efforts. JCI Havis Amanda exists on the third level of hierarchy from the upper organization of JCI World.

Based on the insights gained from the literature review, the qualitative research and the brand comparison, an appealing brand guideline document was created. The content of the guideline discussed the story and the visual identity of the brand. Along with the brand guidelines, to ensure that the visual identity is consistent, the author designed different touchpoint applications including presentation templates, a website and newsletter templates.

Branding guidelines are a tool for the members and the board who do communications on the day to day. For them to be as impactful as possible, the guidelines need to be seen, used and kept up to date. The case organization should educate members who do communications on behalf of the organization to follow the guidelines and use the templates provided.

Keywords
Brand strategy, brand development, visual branding, NGO, brand guidelines

Table of contents

1 Introduction 1
1.1 Thesis objectives and publication 1
1.2 Project Objective 1
1.3 Benefits 4
1.4 Key Concepts 4
1.5 Case company description 5
1.6 Project Management Methods and Report Structure 5
2 Theoretical framework 8
2.1 Brand management 8
2.1.1 Defining a brand 8
2.1.2 Commercial brand management 8
2.1.2.1. Emotional Capital 10
2.1.3. NGO brand management 11
2.1.4. Nonprofit Brand IDEA framework 12
2.1.4.1. Integrity 12
2.1.4.1. Democracy 13
2.1.4.1. Ethics 13
2.1.4.1. Affinity 13
2.2 Visual Branding 13
2.2.1. Logo 13
2.2.2 Color 14
2.2.2.1. How Colors are categorized. 14
2.2.2.2. Color systems 15
2.2.2.3. Associations 15
2.2.3. Shape language 16
2.2.5. Applications 17
3 JCI Havis Amanda identity 18
3.1. JCI Havis Amanda previous branding 18
3.1.1. Logo 18
3.1.2. Colors 20
3.1.2. Products 21
3.2. Questionnaire results 21
3.2.1. Length of Amanda career 22
3.2.2. What is JCI Havis Amanda like 22
3.2.3. Brand Affinity 22
3.2.4. brand development 22
3.2.5. Brand hierarchy 23

3.4. JCI Havis Amanda through Nonprofit Brand IDEA framework 23
3.4.1. Integrity 24
3.4.2. Democracy 24
3.4.3. Ethics 25
3.4.4. Affinity 25
4 Parent Brands 28
4.1. Junior Chamber International 28
4.1.1. Key Activities 28
4.1.2. Branding 29
4.1.2.1. Logo 29
4.1.2.2. Colors 29
4.1.2.3 Shapes 30
4.1.2.4 Additionally 30
4.1.3. Products 31
4.2. JCI Finland 32
4.2.1. Key Activities 32
4.2.2. Branding 32
4.2.2.1. Logo 33
4.2.2.2. Colors 33
4.2.3. Products 34
5 Process of creating JCI Havis Amanda Brand Guidelines 36
5.1. Story 36
5.2. Names 37
5.3. Mission, vision and values 37
5.4. Tone of voice 38
5.5. Logos and elements 38
5.3. Colors 40
5.4. Typography 40
5.5. Brand products 42
5.6. Website 44
5.7. PowerPoint template 45
5.8. Newsletter template 46
6. Discussion 49
6.1. Project outcomes 49
6.2. Project evaluation 49
6.3. Recommendations 50
6.4. Reflection of learning 50
References ..... **Error! Bookmark not defined.**

Appendices 54
Appendix 1. Questionnaires 54
Appendix 2. JCI Havis Amanda brand guidelines 57
Appendix 3. JCI Havis Amanda brand files 76
Virtual meeting background 76
Website demo 77
Newsletter template 79
PowerPoint template 82

1 Introduction

This is a project type of bachelor's thesis for the Degree programme in International Business in the major specialization of Customer Relationship Management & Communication/Marketing at the Haaga-Helia University of Applied Sciences.

This chapter discusses the thesis goals and publication details, project objectives, tasks and details regarding the scope of the project. The chapter goes into the prerequisites for the thesis and the different elements of planning the thesis project.

1.1 Thesis objectives and publication

The result of the thesis project was a brand handbook for JCI Havis Amanda in Finland. The purpose of this was to create branding guidelines to unify the different communication channels. JCI Havis Amanda has many individuals with different levels of expertise creating content, events and communications. Because of the different experience levels, it’s important to have clear guidelines to ensure communications are coherent and recognizable regardless of the person creating the applications.

Creating a unified visual image which also reflects the branding of JCI World and JCI Finland enables higher brand recognition and validity. Collecting the different elements into a guidebook ensures that all JCI Havis Amanda projects and communications responsible individuals can create unified content and understand the brand principles.

Having a unified brand experience throughout gives validity to potential members, current members, other JCI branches and cooperating organizations. This increases the number of applicants and cooperation.

1.2 Project Objective

The project aimed to create a clear guide for the brand of JCI Havis Amanda. The guide enables all individuals creating content related to the brand to create a consistent image of the brand. This thesis can be used by other organizations to plan out their branding guidelines holistically and strategically.

The outcomes of the thesis were firstly a separate publication with clear branding guidelines and applications such as website outline, email signature templates, virtual meeting backgrounds and branded merchandise.

Secondly, there was also the academic thesis report documenting the process of working through the details of the theory and research done to achieve the product.

JCI World as an organization is an international organization and Havis Amanda branch must be visible and recognizable within the whole JCI World umbrella. The international aspect required by the degree programme is covered by analyzing the international organization branding and how it differs from local branding in chapter 4.1. This ensures that the branding created follows the standards of the overarching organization while remaining unique and representing its differentiating elements.

The project objective (PO) was to create a branding handbook for JCI Havis Amanda, which is an organization within JCI World. The project objective was divided into project tasks (PT) as follows:
PO: Developing the brand and visual branding guidelines for JCI Havis Amanda.
PT1: Preparing the theoretical framework (literature review, desktop study – Theoretical framework)
PT2: Establishing the commissioning organization identity through a questionnaire of current members and the current board as well as a literature review of internal and external documents. (Quantitative – Brand concept wishes from the organization)
PT3: Comparing different levels of JCI organizational brands (Qualitative - Brand hierarchy, guidelines)
PT4: Improving the original assets ensuring functionality regardless of application and creating additional assets. (Adobe InDesign, Illustrator, Photoshop – Logo, definition of visual elements for paper and online communication)
PT5: Preparing paper-based and digital templates for communication and marketing. (Adobe InDesign, Illustrator, Photoshop, Canva– Template files)
PT6: Creating the brand handbook.
PT7: Evaluating project management and project outcomes.

Table 1 presents the project tasks, theoretical framework components, project management methods and outcomes for each project task.

Table 1. Overlay matrix

Project Task	**Theoretical framework**	**Project management methods**	**Outcomes (chapter)**
PT1: Preparing the theoretical framework	Brand management, key branding elements, building blocks of a branding	Literature review, desktop study	Theoretical framework

	handbook		
PT2: Establishing commissioning organizations identity through a questionnaire of current members and the current board as well as a literature review of internal and external documents.	Brand management, NGO brand management, nonprofit brand IDEA	Quantitative, ready material	Brand concept from the organization
Pt3: Comparing different levels of JCI organizational brands	Brand management: NGO brand management; Branding elements	Qualitative	Unified branding vision with upper organization
PT4: Improving the original assets ensuring functionality regardless of application, creating additional assets.	Branding elements	Illustrator, Photoshop	Definition of visual elements for paper and online communication
PT5: Preparing paper-based and digital templates for communication and marketing.	Branding elements	Adobe InDesign, Illustrator, Photoshop, Canva, PowerPoint	Template files
PT6: Creating the brand handbook.	Brand management and branding elements	Adobe InDesign, Illustrator, Photoshop, Canva	PO
PT7: Evaluating project management and project outcomes.	Commissioning organization feedback and self-evaluation	Qualitative	Outcomes

This thesis focuses on developing the relevant branding elements and strategies for JCI Havis Amanda and discusses relevant theory regarding the project. There will not be a discussion on every option for chosen branding decision, but some explanation is given for the relevant choices. The goal is to create an understandable and easy-to-apply document since the turnover in managerial roles is high due to the nature of the organization. Considerations for high maintenance, long-term strategies that require consistent review are relevant, but due to the context of the thesis they are excluded.

1.3 Benefits

The organization benefits from consistent branding which increases brand awareness within both the broader JCI organization as well as with the general public.

Ultimately the expectation is that this consistent brand image would validify the role of JCI Havis Amanda as a reliable learning organization and thus a great organization to join. JCI Havis Amanda has a unique edge within the broader JCI umbrella for being the only JCI organization in Finland and the firs in Europe made by women for women. Increasing brand consistency and reliability will improve the potential for membership applications and for gaining partnerships for the organization. This will bring more money and more opportunities for the organization to create events and training for its members.

This thesis benefits the author by providing a publication which can be referenced in their following career within international marketing and business design. The goal is to develop the necessary skills to create a document with branding guidelines that can be understood by individuals with different levels of marketing experience and branding understanding.

1.4 Key Concepts

A **brand** is the sum of knowledge and thoughts that any individual has regarding the subject of the brand. (Mäkinen, Kahri & Kahri 2010, 16.) This subject can be a corporation or a product, but it can also be a person, an event, a country or in the case of this thesis an NGO.

“A **successful brand** is an identifiable product (consumer or industrial), service, person or place, augmented in such a way that the buyer or user perceives relevant and unique added values, which match their needs closely.” (Tuominen 1999, 2.)

“A **non-governmental organization** (NGO) is any non-profit, voluntary citizens’ group which is organized on a local, national or international level.” (The United Nations 2021.)

“A **brand guideline** is a document that provides detailed information about the brand. It highlights the brand values and identities, set out detailed information about the brand identities, set the rule about the composition, design and general use of brand identity and present examples and templates of marketing collaterals.” (Mogaji 2019, 2.)

1.5 Case company description

The commissioning organization is a part of the Junior Chambers International umbrella within Finland. The organization is an educational organization focused on leadership development. Havis Amanda branch of JCI functions under the A-area, which functions under JCI Finland. The operations of Havis Amanda are primarily focused within the metropolitan area of Helsinki.

Havis Amanda began its operations in 2003. It focuses specifically on the development of female leadership. They along with other branches arrange conferences, trainings, projects, and networking events to improve the leadership capabilities of its members. (Havis Amandan Nuorkauppakamari s.a.a.)

1.6 Project Management Methods and Report Structure

This chapter goes into the project management methods decided on for the thesis project. The sources of data, collection and data processing methods and outcomes per project task are defined in table 2.

Table 2. Project management matrix

Project Task	Data source	Data collection method	Data processing method	Task outcome
PT1: Preparing the theoretical framework	Theoretical literature and industry reports	Literature review	Literature review	Chapter 2. Theoretical framework
PT2: Establishing commissioning organizations identity through quantitative analysis as well as a literature review of internal and external documents.	Internal chamber documents, Intranet and teams, google forms	Literature review and questionnaire	Qualitative and quantitative	Chapter 3. JCI Havis Amanda identity framework
Pt3: Comparing different JCI organizational brands	JCI internal files and other organizations presence	Literature review	Qualitative	Chapter 4. Analysis of parent brands
PT4: Improving the original assets ensuring	Theoretical framework and PT2 and PT3	Illustration, design	Canva, Adobe Illustrator, Adobe	Refreshed branding assets

functionality regardless of application, creating additional assets.	application		Photoshop	
PT5: Preparing paper based and digital templates for communication and marketing.	Theoretical framework and PT3 and PT4 application	Illustration, design	Canva, PowerPoint, Mailchimp, Word, illustrator and photoshop	Templates appendix 3.
PT6: Creating the brand handbook.	PT1-PT5	PT1-PT5	Canva, illustrator and photoshop	Chapter 5. Process of creating JCI Havis Amanda Brand Guidelines and Appendix 2. Brand handbook
PT7: Evaluating project management and project outcomes	Project process and outcomes	Feedback and self-assessment	Qualitative	Chapter 6. Analysis of the quality of the project management and outcomes

This project was divided into 7 separate tasks. The division of tasks can be seen on the table 2. The initial task was to create a theoretical framework. The theoretical framework contains details available from external publications on the topics of the following project tasks. Main issues discussed within the theoretical framework are the creation and management of a successful brand and creation and content of a brand handbook. The theoretical framework was conducted by analyzing theoretical literature and industry reports on these subjects as a literature review.

Following this was research regarding the identity of the commissioning organization, Havis Amanda. The research was conducted via a literature review of history of JCI Havis Amanda and a questionnaire to individuals with different roles within the organization to gain a holistic view of the current brand image and vision for the future of the brand.

Following this was an international analysis of different JCI brands. The analysis was an observational study of branding decisions and practices from different levels of JCI organizations. The resources for this could be found in JCI Intranet and JCI Finland

intranet. Goals of this phase were to see what guidelines are to be followed in JCI branding.

PT4 went into depth about the existing visual assets that JCI Havis Amanda already has. This was done by collecting all existing assets and materials into a single content library and ensuring that their formatting was appropriate, and the collected assets were improved, if necessary, for example creating additional formats such as vector assets and making sure that the assets function in both CMYK and RGB color profiles. Also, additional assets were created to ensure that the logos, elements and versions can be used in multiple different contexts. This was done using Canva, Adobe Illustrator and Photoshop.

In PT5 the assets were compiled into usable templates. These templates were both paper based as well as digital, such as a PowerPoint template, Word template, the website, merchandise concepts, newsletter template and a virtual meeting background. The templates were created using PowerPoint, Word, Canva and Mailchimp.

PT6 is to actualize all the information collected and processed thus far in PT1-PT5. In this step the information will be combined into a publication with Canva which will have all the organization specific details, with relevant theory in an easily understandable and applicable format and language.

PT7 is gaining feedback from the commissioning organization. The organization was presented the results of the questionnaire, relevant theory and the brand handbook. The company was interviewed on their opinion on the success of the project.

2 Theoretical framework

In this chapter we will discuss the theoretical framework which is applied in the product of this thesis. The theoretical framework will specifically focus on brand management strategies and the key elements of an effective brand. Specific interest is given to these elements from the perspective of NGO and non-profit sectors.

2.1 Brand management

“Brand management is a process that tries to take control of everything a brand does and says, and the way in which it’s perceived.” (Temporal 2010, 27.)

Where there is communication, there is branding. Branding concerns every industry whether it is intentionally managed or not. Building a brand effectively, however, requires a degree of professional input.

According to Mäkinen, Kahri, & Kahri, Getting the most out of a brand requires focusing on the correct business dimensions, creating a portfolio of offerings that respond to the needs of the customer - or member-, long-term strategy and investing in the correct media- and marketing services. (2010, 74.)

2.1.1 Defining a brand

A brand is the sum of knowledge and ideas that any individual has regarding the subject of the brand (Mäkinen et al. 2010, 16.). This subject can be a corporation or a product, but it can also be a person, an event, a country or in the case of this thesis an NGO.

Brand is an intangible idea, which can be impacted by tools used by an organization. However, the end image is ultimately the subjective perception of the individual. (Mäkinen et al. 2010, 44) This image is formed throughout the timeline of the individual experiencing the brand. Experiencing the brand can be through brand media, paid, owned and earned media or the individual's experiences with the brand product or service. Due to the experiential nature of a brand, different individuals can perceive the same brand very differently from one another.

2.1.2 Commercial brand management

In the commercial sphere a brand strategy is derived from the business strategy. According to Brändi kulmahuoneeseen the function of a company is to increase the value of the investment of its stakeholders. (Mäkinen et al. 2010, 76.)

Figure 1 represents a design management perspective to brand management. The figure outlines well the perspective of commercial brand management with the areas of communications, product management, operations and environmental elements are considered. Going more in depth into the different elements of design management perspective to brand building, we can see that a lot of the considered elements cannot be directly applied to the work that NGO's do.

Figure 1. Elements of a brand. (Adapted from Pohjola 2010, 21.)

Some elements can be applied directly to a brand in a non-commercial sector, but others can't. And what's more significant, is that the core function of the brand cannot be seen from a commercial point of view where the ultimate objective of the brand is to create added value to the investors. The below figure 2 illustrates this more thoroughly. It describes how customers and stakeholders are the target of brand building, which is further divided into brand key activities and marketing functions. Key activities being mission and vision, business objectives, business strategy and action plan. Marketing functions are such as goal image, marketing strategy, annual plan and marketing communications. (Mäkinen et al. 2010, 54)

Figure 2. Brand building (adapted from Mäkinen et al. 2010, 54.)

According to Brändi kulmahuoneeseen (Mäkinen et al. 2010, 54.) The process of building a brand includes clarifying the key activities and the marketing functions of the organization. The heart of the brand is what makes it profitable. However, when we later consider the perspective of the non-profit sector, these concepts can, to an extent, be adapted according to different organizational goals.

According to Paul Temporal effective brand management begins with defining brand strategy. This means differentiating from the competition by utilizing deep customer knowledge. Brand is not only what the company does, but the vision and mission of the organization. As is said in advanced brand management, the key to finding out what kind of branding impacts the customer, it's key to focus on reaching deeply in the psychological world of customer insight. (Temporal 2010, 66.)

2.1.2.1. Emotional Capital

"The really "hot-buttons" that consumer insights unveil are emotional, not rational, and lead to excellent brand performance" (Temporal 2010, 69.)

The key to managing a future proof brand is developing emotional capital. The change has come from brands matching each other more by features and attributes, thus the emotional reasoning behind brand selection is becoming increasingly important. (Temporal 2010, 77.)

According to Paul Temporal (2010, 79-80.) creating emotional capital consists of the following key elements:

- Being personal,

- Evoking emotion,
- Evolution,
- Communication,
- Trust development,
- Loyalty and
- great experiences.

A brand pyramid, depicted in the figure 3, consists of three tiers: Core, style and themes. The highest tier is the fundamental core of the brand. The middle tier is the brand style, which articulates the core through culture, personality and self-image of the brand. The base layer of the pyramid is brand themes, these themes are more fluid and indicate how the brand currently communicates from the brand physique, reflections and its relationships. (Tuominen 1999, 5.) This illustrated well how an individual perceives a brand and how that perception can be impacted with design and strategic management throughout an organizations operations.

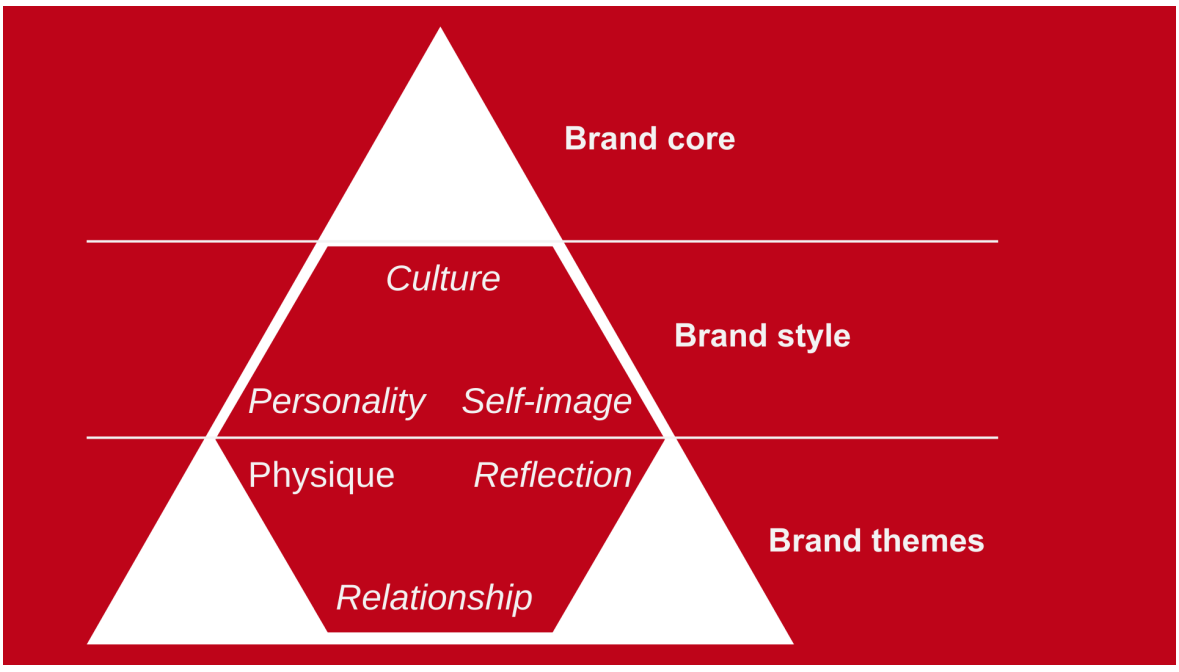

Figure 3. The brand pyramid and the identity prism (Adapted from Tuominen 1999, 6.)

2.1.3. NGO brand management

Why should a non-profit organization prioritize branding? As discussed earlier, much of the literature regarding branding views brand as a tool for increasing profits. Non-profit organizations can't exactly base their operations on profitability. However, there is a lot of benefit a non-profit organization can reap from improving their branding.

“Nonprofit leaders need models that allow their brands to contribute to sustaining their social impact, serving their mission, and staying true to their organization’s values and culture.” (Kylander & Stone 2012, 1.) One of these models can be brand management. Having a concrete and well managed brand can help in decision-making throughout NGO operations.

A well-managed brand can help the organization to achieve their goals and increase their societal impact. By being associated directly with the work a NGO Brand does, they can gain emotional capital in the minds of people who see their work. A brand can both guide decisions and increase operations return whether it be improved affinity with other organizations or an increased number of membership applicants.

2.1.4. Nonprofit Brand IDEA framework

Harvard University’s Hauser Center for Nonprofit Organizations has created the Nonprofit Brand IDEA framework. In this framework “IDEA” stands for brand integrity, brand democracy, brand ethics, and brand affinity. (Kylander & Stone 2012, 1.)

The framework draws from interviews from over 70 organizations. Many of them expressed how a brand plays different roles internally and externally. Internally, the brand encapsulates the organizations mission, values and activities. (Kylander & Stone 2012, 5.) Many NGOs rely on unpaid work and a strong brand can motivate individuals within the organization to volunteer their time to further the organizations goals.

“Externally, the brand reflects the image held in the minds of the organization’s multiple stakeholders, not just its donors and supporters but also those it seeks to influence, assist, or reach.” (Kylander & Stone 2012, 5.)

Individuals from both groups can and often do intermingle and move from one category to another. It’s beneficial for the internal identity and external image to be aligned and reflect the values and mission of the organization. (Kylander & Stone 2012, 5.) For example, a person who volunteers their time for an organization surely hopes that the work they do is reflected externally according to the internal image as well.

2.1.4.1. Integrity

“Brand integrity means that the organization’s internal identity is aligned with its external image and that both are aligned with the mission.” (Kylander & Stone 2012, 6.)

“Internally, a brand with high structural integrity connects the mission to the identity of the organization, giving members, staff, volunteers, and trustees a common sense of why the organization does what it does and why it matters in the world. Externally, a brand with high structural integrity captures the mission in its public image and deploys that image in service of its mission at every step of a clearly articulated strategy” (Kylander & Stone 2012, 6.)

2.1.4.1. Democracy

“Brand democracy means that the organization trusts its members, staff, participants, and volunteers to communicate their own understanding of the organization’s core identity.” (Kylander & Stone 2012, 6.)

Democracy enables different levels of brand communications to exist without high need of policing. This is essential in organizations where people with different levels of involvement do communications.

2.1.4.1. Ethics

“Brand ethics means that the brand itself and the way it is deployed reflect the core values of the organization.” (Kylander & Stone 2012, 7.) The organizations image and behavior must reflect the ethics of the organization in its values and culture. The brand is used in a way that is in line with the organization’s ethics.

2.1.4.1. Affinity

“Brand affinity means that the brand is a good team player, working well alongside other brands, sharing space and credit generously, and promoting collective over individual interests.” (Kylander & Stone 2012, 7.) Strong affinity enables collaboration with other organizations and communities.

2.2 Visual Branding

Brand is much more than just visual element, but the visual elements play a significant role in how the brand is communicated.

2.2.1. Logo

“A brand needs a symbol, an iconic representation of the brand.” (Pohjola 2019, 182.)

Logo has become to mean any type of a symbol representative of a brand, it may be a logotype, an icon or a combination of them. The logo should support the core messaging

of the brand and be recognized as a throughline in brand communications. (Pohjola 2019, 185.)

A logotype means the written form of the brand name in its chosen typeface and layout. An example of a logotype is Coca-Cola shown in figure 4, whose chosen logo is just the brand name written in a cursive font.

Figure 4. Coca-Cola logotype evolution. (coca-cola.fi 2013.)

An optimal situation for a designer would be to be able to create both the name and logo together. Then a designer could reflect the impact of the design to how the name is viewed and the name to how the design may be viewed. (Pohjola 2019, 183.)

2.2.2 Color

Colors live in the context in which they are seen. Good design is enabled by an understanding of color theory. Some color relationships are more successful than others and color theory can help designers understand these relationships (Sherin 2012, 16).

2.2.2.1. How Colors are categorized.

There are different aspects to what is perceived as color. The most common way to describe colors are their hues. Hue is a synonym of color; it also describes the color location on a color wheel. Hues can be divided into color temperatures, cool and warm. The saturation or chroma of a color describes the strength of a color without the addition of black or white. A more saturated color seems more vivid and less saturated is duller. Value of a color tells how light or dark the color is. (Sherin 2012, 10-12.)

2.2.2.2. Color systems

There are two main systems of color used, subtractive and additive systems. Subtractive system is most commonly used by artists and visual designers. Subtractive systems reflect how different pigments present when placed on a surface. Additive systems are used in screen design and mimic how light stimulates the eye. In these different systems colors interact with each other differently. (Sherin 2012, 18.)

Basic color wheel shown in figure 5, is a great reference tool to see the relationships between different colors.

Figure 5. Basic color wheel. (Adapted from Sherin 2012, 18.)

Color harmonies are divided in the following way according to Silent selling by Bell and Ternus (2006) which is referenced by Bändin ilmeen johtaminen by Pohjola

- Complementary: two colors that oppose each other in the color wheel.
- Split Complementary: A main color and two colors that are near the opposing color on the color wheel.
- Double Complementary: Two colors with their opposing colors.
- Triadic: Colors that are found every 120 degrees on the color wheel.
- Analogous: Two or more colors which are close to each other on the color wheel.
- Monochromatic: One color and the different tones of it. (2019, 192.)

2.2.2.3. Associations

Colors have psychological and sometimes even physiological impact on people. (Pohjola 2019, 189.) Well used colors can communicate elements of the brand identity with a single glance. Color tones can portray depth, emotions and other associations. Color exists in relation to surrounding colors and lights. This means that colors can change when their surroundings change. (Pohjola 2019, 190.)

Color associations are different in different cultures, some associations are more globally accepted than others. As a part of visual image colors are tied to the limitations of the context in which the elements are used in. Clarity can be achieved by using one color in addition to black but using more colors can give deeper dimension. (Pohjola 2019, 191.)

2.2.3. Shape language

Shapes have a meaning. An interesting psychological phenomenon that represents how even abstract shapes have shared associations is the Bouba/Kiki effect. In this effect listeners associate certain phonetic sounds with different geometric shapes. (Peiffer-Smadja & Cohen 2019, 679.)

The shape language used by an organization is more important than any individual shape they may use. A recognizable shape language enables a coherent image across different applications. (Pohjola 2019, 193.)

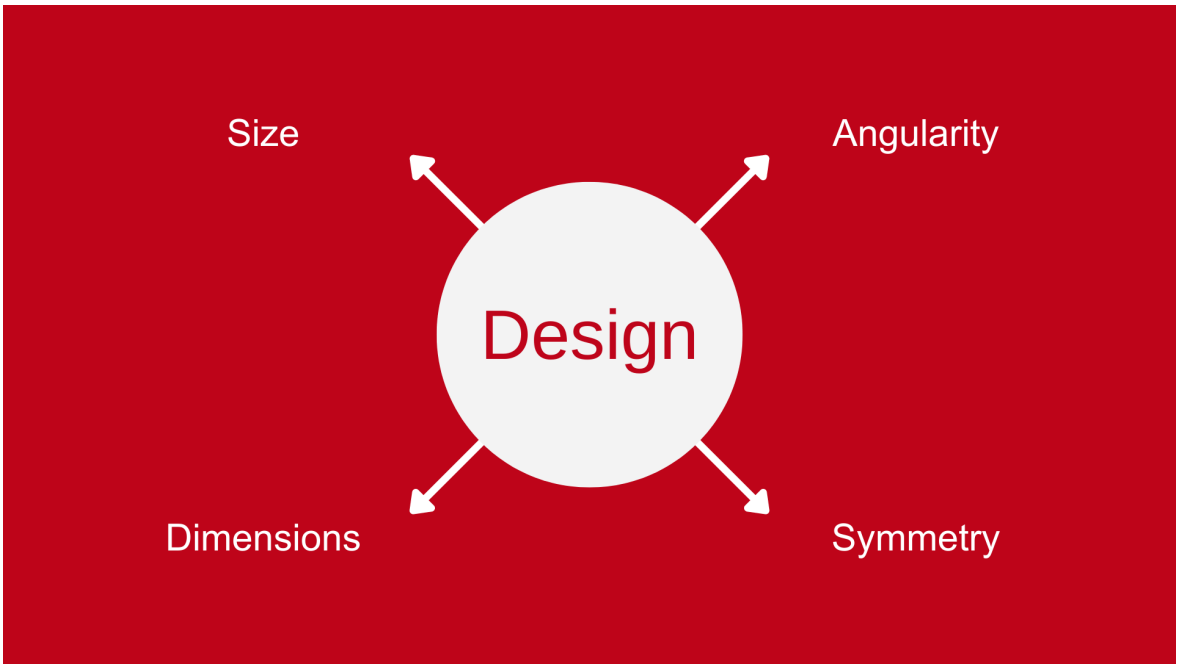

Figure 6. Building blocks of design. (Adapted from Pohjola 2019, 193.)

In the figure 6, the different elements of design are separated into categories of size, dimensions, angularity and symmetry. These elements can define the shape language used by an organization.

2.2.5. Applications

Brand visual image applications are different touchpoints between the brand and stakeholders. These can vary from web design to the employees. Aava&Bang visualize these different levels and relationships of brand applications in figure 7.

Here we can see how the elements in the inner circle; people and actions, style and visual image and leadership and messaging all affect different touchpoints together to different extents.

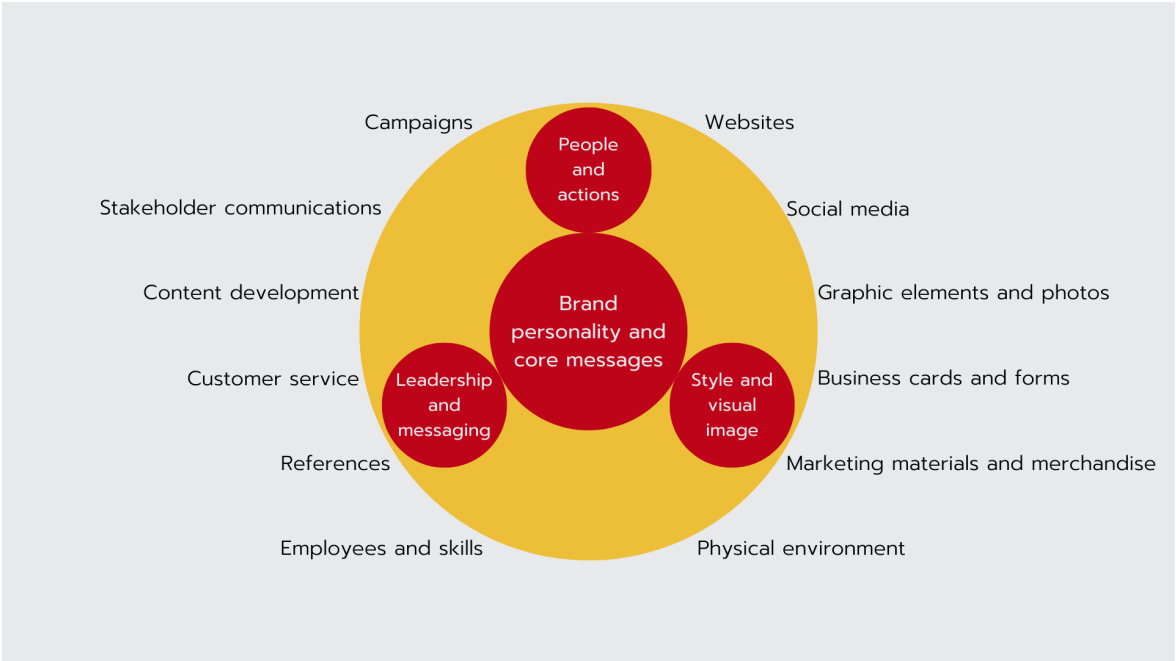

Figure 7. Brand touchpoints (Adapted from Aava&Bang 2022, 10.)

Visual design applications are more weighted on the right side of the figure 7. but it's important to remember that these elements don't exist in a vacuum but are impacted and impact the other elements throughout.

3 JCI Havis Amanda identity

The commissioning organization is a part of the JCI umbrella within Finland. The organization is an educational organization focused on leadership development. Havis Amanda branch of JCI functions under the A-area, which functions under JCI Finland. The operations of Havis Amanda are primarily focused within the metropolitan area of Helsinki.

Havis Amanda began its operations in 2003. It focuses specifically on the development of female leaders of the future. They along with other branches arrange conferences, trainings, projects, and networking events to improve the leadership capabilities of its members. (Havis Amandan Nuorkauppakamari s.a.a.)

3.1. JCI Havis Amanda previous branding

JCI Havis Amanda was established in 2003. The brand was defined in 2010 in collaboration with Pinto design. (Havis Amandan Nuorkauppakamari s.a.a.)

The name Havis Amanda was decided in 2003 when the founders of Havis Amanda were discussing the possibility of creating a JCI branch for women. The discussion was had at Esplanadi in Helsinki where they saw the statue of Havis Amanda. Havis Amanda statue was symbolic of both the city of Helsinki and femininity. Since this the statue has become a patron of the JCI branch and every year the current chairwoman dresses the statue in a wreath. (Havis Amandan Nuorkauppakamari 30. April 2020.)

3.1.1. Logo

The JCI Havis Amanda logo was created with Pinto in 2010. It incorporates a floral element, red coloring and the nickname Amanda. The official version has the official name of the organization which is Havis Amandan Nuorkauppakamari - Helsinki ry as well as the JCI world logo.

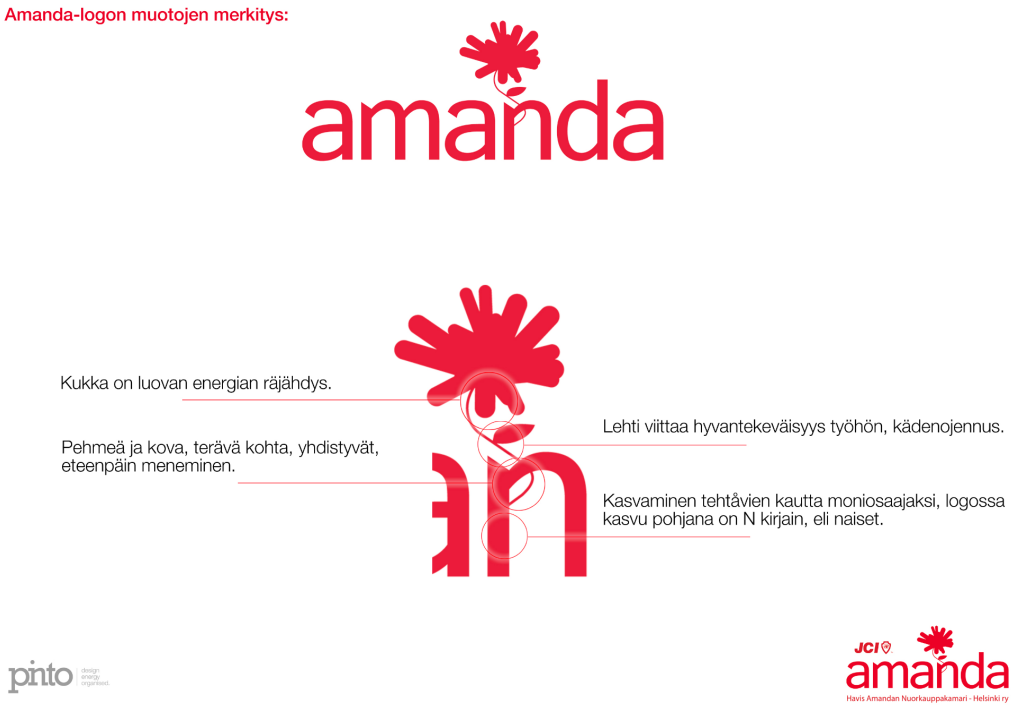

Figure 8. JCI Havis Amanda logo explanation (Havis Amandan Nuorkauppakamari s.a.b.)

Figure 8 describes the different elements of the JCI Havis Amanda logo. The flower being described as an explosion of creative energy, the leaf representing giving a hand through charity work. In the shapes the soft and the hard meet, there is a sharp point on the letter “n” describing a forward momentum. The letter “n” is the base for the growth, “n” for naiset (women). Growth is at the core of JCI Havis Amanda. The sentiment of the logo remains as relevant as ever, but the logo itself shows some age in its design. The scalability, need for the official name of the organization and multiple different typefaces being elements that make the logo difficult to work with in digital contexts.

In figure 9, we can see different historical uses of the Amanda brand and logos. The color tones have varied between the different logos and scalability has not always been considered.

Figure 9. Different branding and logo usage over the years.

3.1.2. Colors

Colors have not been otherwise defined but the brand has had one main color and one additional color which are defined in figure 10. The main color is the Amanda Red HEX: #BE0419 and the additional color is an off-white HEX: #EDF7F5. Otherwise, the color palettes used vary significantly from application to application. Often using grays and pinks in the mix.

Figure 10. Logo usage and colors of JCI Havis Amanda. (Havis Amandan Nuorkauppakamari s.a.b.)

Red has been a brand defining color since 2003. one of the questions asked form everyone wanting to join is whether the applicant objects to wearing red and Havis Amanda members are recognized in JCI events and galas from the red dresses they wear. This makes it a significant part of not just the history but the future of the brand as well.

3.1.2. Products

JCI Havis Amanda has sold some products throughout their operations. The main staple has been the Amanda-shirts which are worn in different JCI events seen in figure 11. Occasionally there have been other products such as pins and scarfs.

Cliquen V-kauluksinen T-paita Amanda-painatuksella

hinta 22,32 €/ kpl
koot 36/S-42/XXL
paidan etuosassa valkoinen Amanda-logo
laadukas ja joustava materiaali
pitkä, vyötäröltä hieman kapeampi malli
materiaali: 95 % puuvilla, 5 % elastaania

Figure 11. Amanda-shirt specifications. (Havis Amandan Nuorkauppakamari s.a.c.)

3.2. Questionnaire results

A questionnaire was sent to both the board of JCI Havis Amanda and the members of JCI Havis Amanda. The questions to the board can be found in appendix 1. The questions were framed slightly differently assuming the experience level of the members of the board versus the general membership. Total number of answers was 8, 6 from the members of the board and 2 from the general membership.

3.2.1. Length of Amanda career

The answerers to the questionnaire to the board had been members of JCI Havis Amanda on average 3.8 years. The longest time being 6 years and shortest less than 1 year. Members who answered had been in Havis Amanda for 9 years and 4 years.

3.2.2. What is JCI Havis Amanda like

The ways the members describe JCI Havis Amanda is mostly with words such as energetic, red and impactful. Female spirit is also an essential part of what Havis Amanda is all about.

Figure 12 shows the ranking of descriptors for JCI Havis Amanda. The Number one word to describe JCI Havis Amanda was brave, which was closely followed by pioneer and charming.

Figure 12. Word cloud of descriptors for JCI Havis Amanda.

3.2.3. Brand Affinity

The question that was chosen to describe brand affinity was whether it is easy for JCI Havis Amanda to get partnerships. This question was not mandatory, because not all members have worked to get new partnerships. The ones who answered this question gave the average value of ⅗. This falls directly in the middle of the range and the variation was from 2 - somewhat difficult to 4 - somewhat easy. The results don't necessarily give significant input to the brand affinity of JCI Havis Amanda, however there are other ways to study this as well. This will be further discussed in chapter 3.4.4.

3.2.4. brand development

The questionnaire had a list of descriptors that opposed each other, and the answerers were asked to assert their desires for the brand on a linear scale between these

descriptors. This scale is shown in figure 13, where the different elements are shown in relation to each other.

Figure 13. Brand descriptors results from the questionnaire of JCI Havis Amanda 2022.

Figure 13 shows how the brand image descriptors and which were preferred. The brand was hoped to be more brave, modern and approachable and significantly more elegant than mundane.

3.2.5. Brand hierarchy

JCI Havis Amanda is on the third level of hierarchy from the JCI World organization, but underneath JCI Havis Amanda there are multiple different sub-brands in the form of projects. These projects have sometimes used JCI Havis Amanda branding and sometimes they have had branding of their own to different extents.

An example of projects is the “mimmit johtaa” translated roughly to “Chicks in leadership” project where there have been multiple educational and networking events throughout 2022. The project has its own logo and visual layouts but uses the red of JCI Havis Amanda.

3.4. JCI Havis Amanda through Nonprofit Brand IDEA framework

JCI Havis Amanda is on the third level of hierarchy. This means that while sharing characteristics with the overarching JCI organization and JCI Finland, they also have unique aspects. In the IDEA framework we analyze primarily the JCI Havis Amanda brand while commenting on the other levels of hierarchy when appropriate.

3.4.1. Integrity

Internal identity relationship with external image. JCI Havis Amanda internally is an organization of brave, intelligent and cheerful women who support each other. In chapter 3.2.2. there are shown the descriptors that the members have chosen to describe JCI Havis Amanda.

One example of how JCI Havis Amanda is presented can be found in their social media. In figure 14, the main feed of JCI Havis Amanda Instagram is shown. Here we can see happy people and women in red both working towards their common goal ad celebrating achievements. Many of the posts on the Instagram feed are also related to the Mimmit johtaa program, which was all about female leadership.

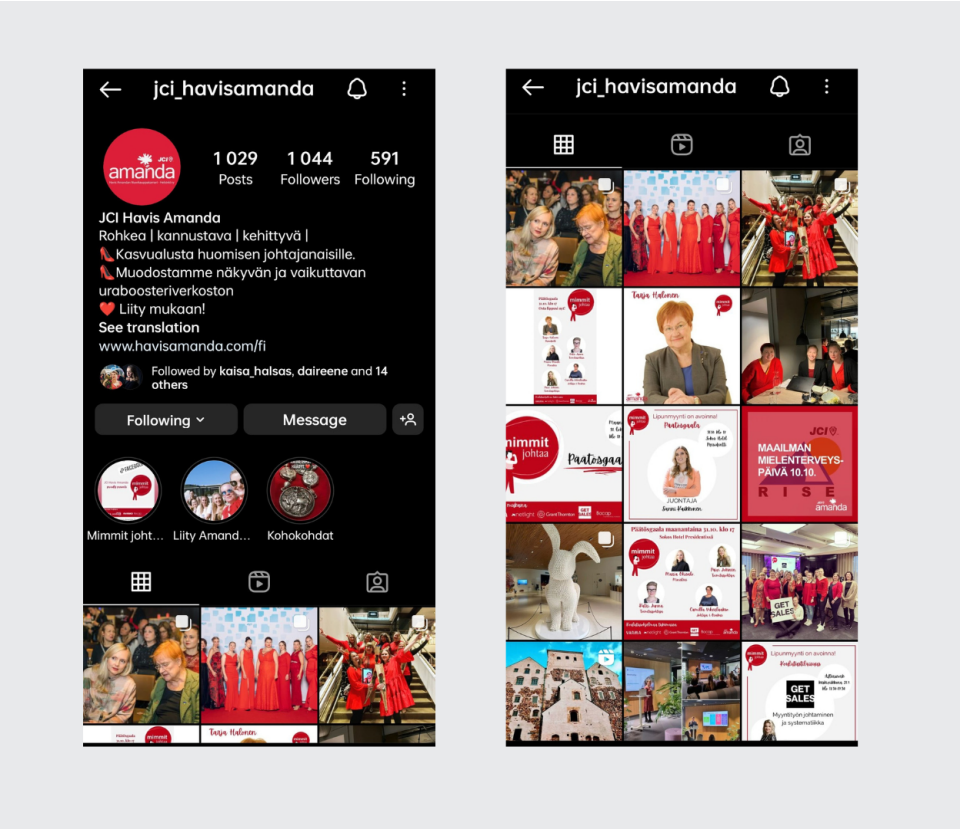

Figure 14. JCI Havis Amanda Instagram presence in November 2022. (JCI_havisamanda s.a.)

The projects that are chosen every year are such that reflect the values of JCI Havis Amanda, thus communications follow the values and strategy well.

3.4.2. Democracy

To have high democracy an organization places trust in its members to communicate the brand values. In an organization that functions as a JCI Organization this is a necessity. A

common throughline in all JCI operations is the philosophy of learning by doing. This means that at the very core of the operations is a certain level of democracy, people are given the tools to act and learn through it. In JCI Havis Amanda the members are regularly given the chance to make an impact in the operations through member questionnaires, projects and both run and vote for the board.

There are members with different levels of involvement, and some can be rather passive. These individuals aren't necessarily as ready and willing to communicate about JCI Havis Amanda at all. This may be because they don't feel as connected to the organization due to a lack of touchpoints. These people could be motivated to participate more throughout the operations if they felt more a part of the community.

3.4.3. Ethics

Brand ethics means that the brand itself and the way it is deployed reflect the core values of the organization. The core values of JCI Havis Amanda are development mindedness, impact, bravery and supportiveness. These ethics are reflected in all projects that JCI Havis Amanda runs. The most recent project being Mimmit johtaa (Chicks in leadership) where members could participate in training events and hear keynote speeches from inspiring women who have built their own careers. These types of events enable personal development and networking. The program also aimed to impact how the participating women viewed leadership.

The project selection process is such that the project applications are always viewed through the strategy and goals of the organization, this means that all projects done by JCI Havis Amanda reflect their ethics.

3.4.4. Affinity

Brand affinity was briefly discussed in the questionnaire. The question about how easy it is for Havis Amanda to create partnerships with different organizations. The question resulted in a 50/50 split between somewhat difficult and somewhat easy.

Brand affinity can also be studied by the way the organization has succeeded previously with getting partnerships. The current partners of JCI Havis Amanda are shown in the figure 15. Many of these brands are large and recognizable. For example, Kalevala Jewelry is one of the best-known jewelry brands in Finland and they have Provided JCI Havis Amanda with the collar (käädyt) worn by the sitting chairwoman.

Figure 15. JCI Havis Amanda current partnerships 2022. (Havis Amandan Nuorkauppakamari s.a.a.)

More recently the project of Mimmit johtaa negotiated for partnerships. The scope of partnerships varied from monetary sponsorship to advertising visibility and event spaces. The number of companies that were asked for sponsorships and partnerships was 16. Out of these 10 progressed to the negotiation phase and out of these 5 became partners. This is an approximate 31% success rate from contact to partnership, which is illustrated in figure 16. This percentage for success is excellent and the monetary value of sponsorships gained exceeded 9000€. (JCI Havis Amanda Teams 2021, JCI Havis Amanda Teams 2022.)

To note, rate of success was not exclusively due to the great perception of the Havis Amanda brand, but also due to both the impact of the project itself and excellent sales negotiators in the project team.

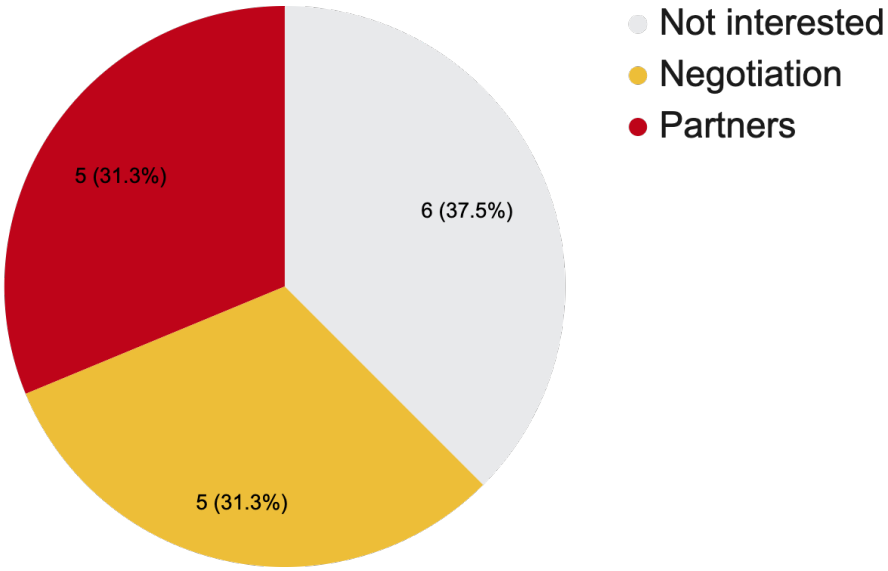

Figure 16. Mimmit Johtaa project partnership negotiation success percentages. (JCI Havis Amanda Teams 2021, JCI Havis Amanda Teams 2022.)

4 Parent Brands

Parent brands means the overarching brands under which JCI Havis Amanda exists. These are JCI World and JCI Finland. JCI is an international organization with branches around the globe.

4.1. Junior Chamber International

Junior Chamber International is the overarching organization that defines the global community of jaycees - jaycee being a casual way of saying a member of JCI.

The first JCI organization was established in 1915 by Henry Giessenbier Jr. in the St. Louis area. After the organization begun growing first nationally, then internationally Giessenbier saw that JCI would give its members “the opportunity to develop as individuals, contribute to the prosperity of economic infrastructure through entrepreneurship, understand and appreciate the social dynamics that enable community problem-solving and promote goodwill, cooperation and understanding amongst all people.” (JCI World s.a.a.)

4.1.1. Key Activities

On the JCI webpage they describe their mission as “To provide development opportunities that empower young people to create positive change.” and their vision as “To be the leading global network of young active citizens.” (JCI World s.a.c.)

“JCI is the premier organization for youth leadership and skills enhancement.” (JCI Intranet 2022b.) The objectives of JCI international are to bring together like-minded individuals of 18-40 years to overcome global challenges. Uniting businesses, governments and civil society through educating members to impacting society and creating powerful networks. (JCI World s.a.b.)

The key activities of the JCI World organization are the following.

1. Holding events, such as the four area conferences and one world congress.
2. Leadership development and problem-solving programs for JCI members.
3. Arranging JCI skills development courses.
4. Arranging other international projects. (JCI World s.a.b.)

4.1.2. Branding

JCI branding is clarified in the JCI intranet where a corporate identity guide can be found. Because the organization is large and international, the guide is very comprehensive and outlines what the JCI brand is all about.

Tagline of JCI is “Developing leaders for a changing world.” (JCI Intranet 2022a.) This is a phrase that defines in one sentence what JCI is all about.

“Because of this youthful energy and professional mindset, the JCI Brand Personality is colorful, vibrant and engaging, yet restrained and polished. Designs done in the JCI Brand name should be bold, but refined, without clutter or extra accessory shapes, lines or graphics.” (JCI Intranet 2022a.)

The JCI brand personality is defined as Confident, Innovative and Professional. These aspects of the JCI brand should come through in all the local branding as well.

4.1.2.1. Logo

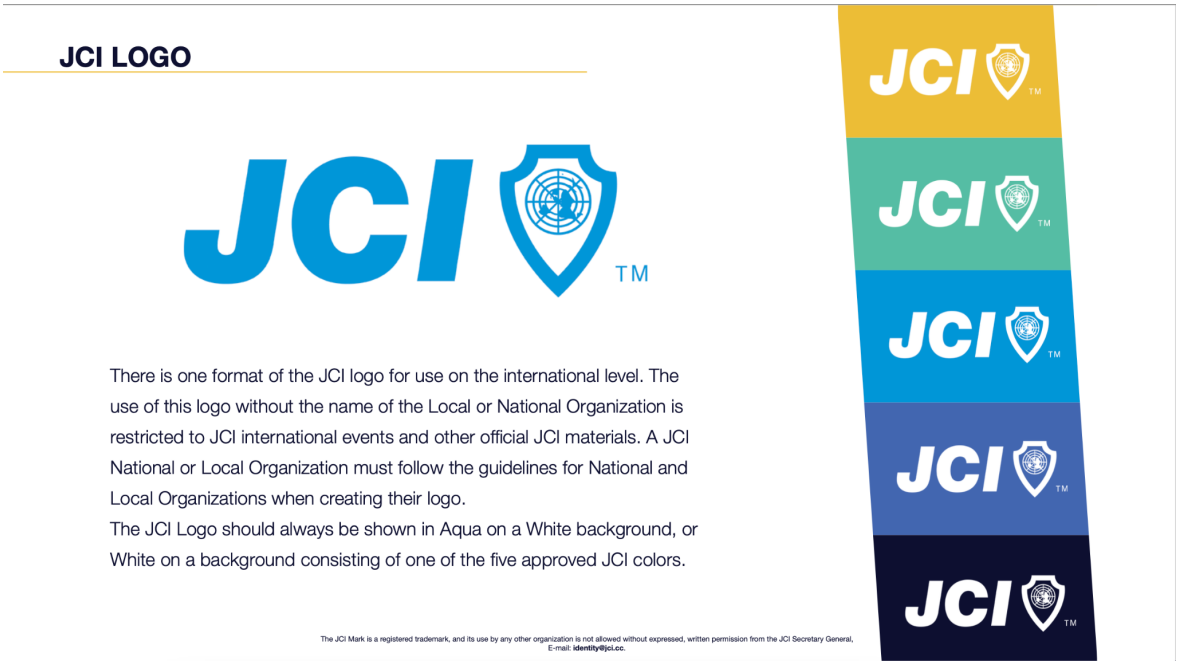

Figure 17. JCI Logo guidelines (JCI Intranet 2022a.)

In figure 17 the logo of the JCI organization is shown, its usage is outlined as well to ensure clarity and brand recognizability throughout different applications.

4.1.2.2. Colors

Brand elements and colors are defined in the JCI Corporate Identity Guide 2022 which can be seen in figure 18, primary colors are Navy and Aqua. Secondary colors are Gold and Seafoam. Colors for typography are 90% black, off black and white. The primary color Navy is meant to be associated with confidence and aqua with innovativeness while the secondary color Gold represents the professional aspect of JCI brand personality. (JCI Intranet 2022a.)

Figure 18. One JCI style defines the colors and their usage. (JCI Intranet 2022a.)

4.1.2.3 Shapes

Shape language is not as clearly defined in the JCI corporate identity guide as other aspects of the brand, however there are some mentions of the use of shapes in designing content.

“Designs done in the JCI Brand name should be bold, but refined, without clutter or extra accessory shapes, lines or graphics.” (JCI Intranet 2022a.)

Overall clarity and professionalism are highlighted in the visual guidelines.

4.1.2.4 Additionally

JCI Corporate identity guide gives a helpful checklist to ensure any JCI branch design is in accordance with the JCI brand guidelines. This checklist can be seen in figure 19. The checklist goes through typefaces, logo usage, colors used, clarity, hashtags and JCI RISE logo use.

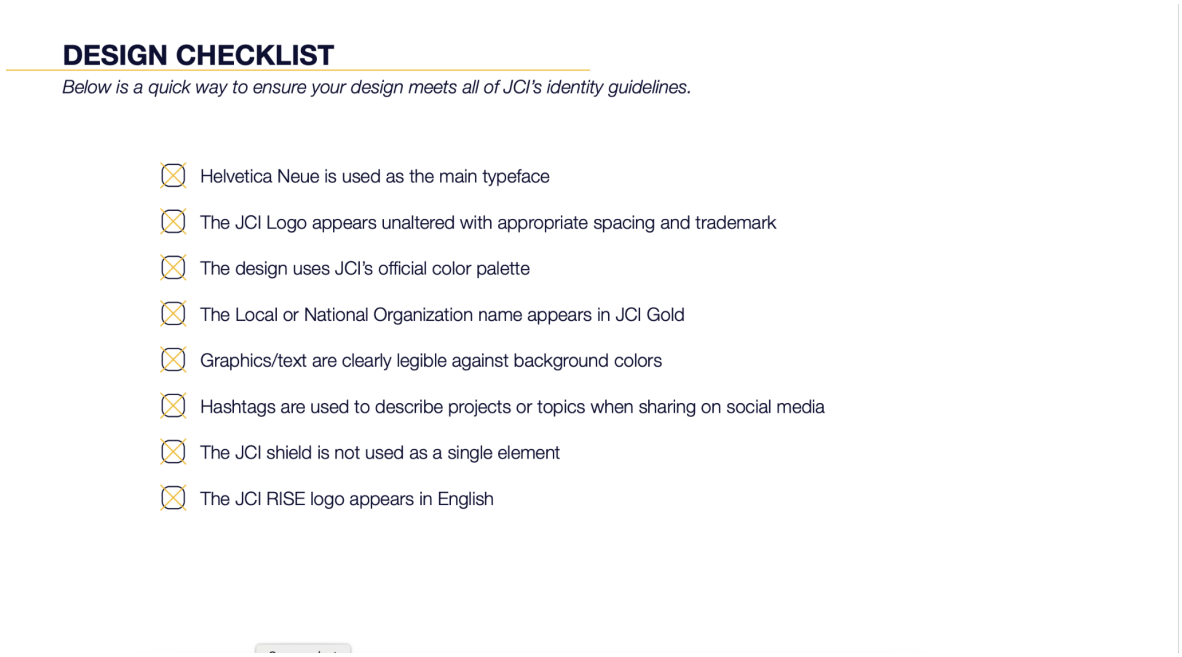

Figure 19. Design checklist (JCI Intranet 2022a.)

4.1.3. Products

JCI sells a variety of branded products. These are to be bought by local branches and members. For example, the JCI Gavel shown in figure 20, is a staple in many local branches board meetings and it is given to the current chairperson. The other items such as neckties, tumblers and wallets are used to mainly signify the status of an individual as a “jaycee” to others outside of the chamber activities.

Figure 20. JCI branded gavel. (JCI Store s.a.)

Other items for sale some of which can be seen in figure 21 are accessories, books, computer accessories, cufflinks, pens, pins, travel accessories, bags and watches. Many of these items are to signify their status as a jaycee.

Figure 21. JCI Merchandise (JCI Store s.a.)

JCI also sells pins and medallions to those members who achieve a senator status.

4.2. JCI Finland

JCI Finland is the Finnish branch of the Junior Chambers International and functions as the overarching umbrella over the local Finnish branches. JCI Finland has 68 local chambers and all together they have over 2000 members. (JCI Finland 2022.)

4.2.1. Key Activities

The key activities of the JCI Finland organization are the following.

1. Leadership development for members around Finland through events,
2. Impactful projects unifying sustainable development and business
3. Active networking within the organization and other stakeholders
4. Individual development which enables members career progression
5. A strong and well-known branding functions which improve the impact of all JCI Finland organizations (JCI Finland 2022.)

The main functions of all the key activities are to enable the members of all local branches to develop in their careers and get recognized for their efforts in JCI activities.

4.2.2. Branding

The competitive edge of members of JCI Finland is outlined in the brand document Meidän brändi in the following way.

- Self-development

- Networking activities and leadership
- Adaptability and capacity for change
- An organization with diverse competency (SNKK M-Files 2018.)

4.2.2.1. Logo

The Logo usage guidelines given in the visual guidelines set forth by JCI Finland in 2020 are not entirely in accordance with the new brand guidelines of JCI World organization. The JCI World brand was updated in 2022 and thus there is a transitionary period for updating all the local guidelines. Main difference is in the local logo coloring which is changing from the navy seen in figure 22 to gold.

Figure 22. JCI Local Logo guidelines by JCI Finland. (SNKK Intranet 2020a.)

4.2.2.2. Colors

The JCI Finland color palette was originally defined in 2018, seen in figure 23. The color scheme had all primary and secondary colors except for yellow, the colors were muted and darkened slightly from their purer versions. This color palette was further expanded in 2022, shown in figure 24, to have accent colors which were brighter versions of the 2018 palette. The function of the accent colors was limited to be used in combination with corresponding additional color.

This color scheme was highly variable and didn't necessarily create a cohesive brand image. However, variability gave the palette increased applications, and the different themes could be color coded with the colors from the palette.

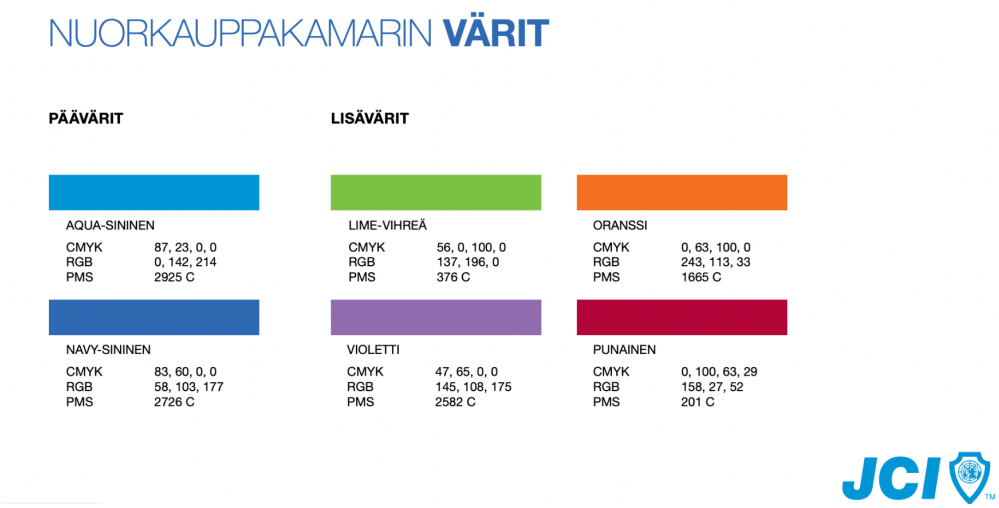

Figure 23. JCI Finland Colors guidelines. (SNKK M-Files 2018a.)

Figure 24. JCI Local Logo guidelines by JCI Finland. (SNKK Intranet 2020a.)

4.2.3. Products

JCI Finland sells a variety of branded products on their website. These are mainly products to show a member status in everyday life. The products for sale are mainly accessories and clothing. Examples of branded products can be seen on figure 25.

Figure 25. JCI Finland branded products. (JCI Finland Verkkokauppa 2022)

5 Process of creating JCI Havis Amanda Brand Guidelines

In a volunteer-based organization with role rotation on a yearly basis, branding is an essential tool to support and inform strategy and operations.

Having a clear understanding of the brand can inform the strategy, created and updated by the board. This strategy enables operations which create touchpoints to the brand and these touchpoints in turn impact how the brand is perceived and understood. Figure 26 illustrates this relationship.

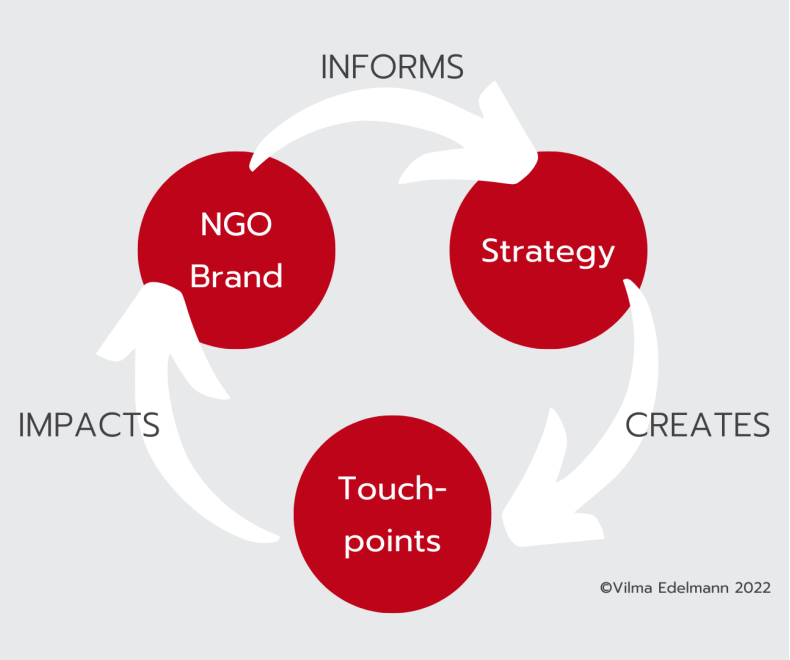

Figure 26. Relationship of an NGO brand to operations.

Because the individuals perceiving the brand through these touchpoints are also the individuals who can participate in the development of the strategy, it's exceedingly important to have solid branding guidelines that ensure a unified vision of the brand.

The process of building the branding guidelines for JCI Havis Amanda is described in this chapter. The building begins from the brand story and continues through the different elements that create the brand like the name, mission, vision, values, logos, elements, colors, typography, products and different applications and templates.

5.1. Story

The brand story defines who the members of JCI Havis Amanda are and what the organization is all about. A brand as old as 20 years cannot be renewed without remembering and referencing its history.

Sources for the history of JCI Havis Amanda were the 5-year diary publication, the online magazines published before the year 2016 and information collected on the intranet, which is no longer in use.

5.2. Names

The questionnaires for members had a space for open answers and one of these brought up defining more how the name of JCI Havis Amanda is used. Generally, there has been a mix of different names and nicknames used for JCI Havis Amanda. From “Amandat” to “Havis Amanda Nuorkauppakamari” and everything in between.

The form has also varied between “Havis Amanda NKK” and the possessive form “Havis Amanda**n** NKK”. The confusion between should the name be in possessive form or not may have come from the international version where the name is “JCI Havis Amanda” not “The JCI of Havis Amanda” or “Havis Amandan JCI”. However, the official name is in the possessive. This is in accordance with how other JCI branches are named in Finland. JCI Finland is named “Suomen nuorkauppakamarit” which is also in possessive form.

The nickname “Amandat” (The Amandas) and “Amanda siskot” (Amanda sisters) are allowed when ensuring the context is understood. Despite having a unique brand that distinguishes JCI Havis Amanda from many other chambers we are still a part of the broader JCI world organization and want to make sure that people who come across any mention of JCI Havis Amanda understand that the organization is a part of a broader network.

These rules were defined in the brand book to ensure that people who communicate about JCI Havis Amanda communicate about it cohesively. Thus, the correct use of the names should over time become more cohesive and correct.

5.3. Mission, vision and values

The mission and vision of JCI Havis Amanda come directly from the organization strategy. The mission being to be a place of growth for the female leaders of tomorrow and vision is to create a visible and impactful career boosting network.

The values of JCI Havis Amanda have been defined throughout the JCI Havis Amanda work and history. The values were defined most recently in the sales pitch document of 2022. These values are bravery, encouragement, evolution and impact.

5.4. Tone of voice

The JCI Havis Amanda tone of voice is defined by the organizations' values: bravery, evolution, encouragement and impact.

Bravery can be reflected in clear communication, where all members can have their say. The organization is not afraid of representing multiple different points of view and letting the members voices be heard. Evolution in messaging can be seen in how JCI Havis Amanda communicates openly and fearlessly. The information provided is factual, however if mistakes are made, they are acknowledged and fixed. Impact can be seen in how the organization brings out its views on current affairs in a solution-oriented way. Encouragement in communication means that members of JCI Havis Amanda thank each other, encourage each other and communicate generally with kindness.

5.5. Logos and elements

The logos used by JCI Havis Amanda have been different throughout time periods and applications. There hasn't been a recorded logic behind the decision-making, since the guidelines have been loose and applied by different people at different levels of knowledge and access to information regarding logo usage.

The overarching JCI Brand has decided in 2022 to create a new set of JCI Official logos for national and local organizations. JCI Havis Amanda received their own versions 30.10.2022. These can be seen on the figure 27. These logos are dictated by JCI World and should be used in official circumstances.

Figure 27. JCI Havis Amanda Official logos.

In figure 28 the JCI Havis Amanda red logos are shown. The first logo is the original Amanda logo with corrected colors. This logo is somewhat aged and will be phased out. There is also a red version of JCI World dictated logo. This version both unifies JCI Havis Amanda with JCI World organization and shows the uniqueness of the branch. This logo version is being brought up as the official version of the JCI Havis Amanda logo.

Figure 228. Amanda brand logos.

In figure 29 are three different brand elements which can be used to accessorize brand documents. The initial flower element is not a logo icon, but a visual element that can be used by itself as a visual throughline. This icon has also been adapted to just the head of the flower which is softer in its visual image. Of this there are the two versions a filled version and an outline. This element was made to be simple and scalable to function in many different contexts and applications, the flower can be used in all the different brand colors.

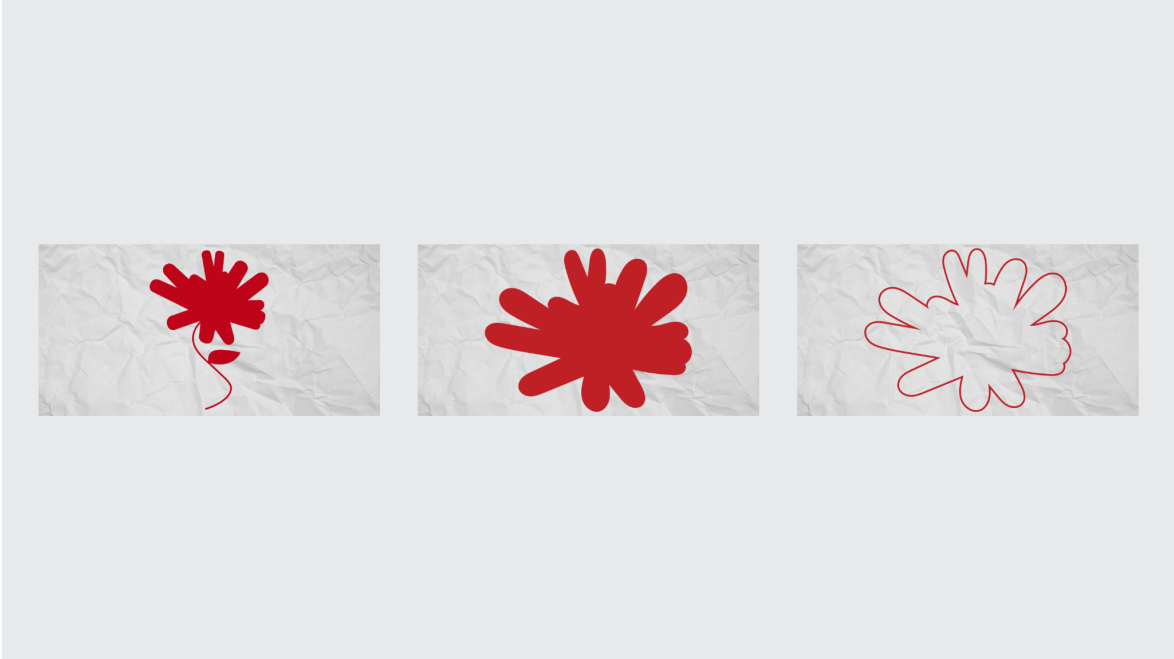

Figure 29. Brand elements.

5.3. Colors

JCI World organization has defined brand colors in 2022 as discussed in 4.1.2.2. They are different to the colors used by JCI Finland and have leeway in applications. The colors chosen for JCI Havis-Amanda use the gold tone taken from JCI World. This directly references the world organization, but is not positioned above of JCI Havis Amanda red. The background off-white tone is also defined and so are the dark grey and off black. This ensures that all colors used are harmonious with each other and different applications stay cohesive.

The red color and yellow color are within an analogous palette of each other and thus are harmonious with each other. From an accessibility point of view these colors have great contrast with selected background tones and each other.

5.4. Typography

The main display and heading typeface used by JCI Havis Amanda is Baker Signet regular seen in figure 30. This typeface unifies harmoniously modern and vintage elements and it’s a nod to JCI Havis Amanda history. The font has been used at least since 2008 on JCI Havis Amanda website and products.

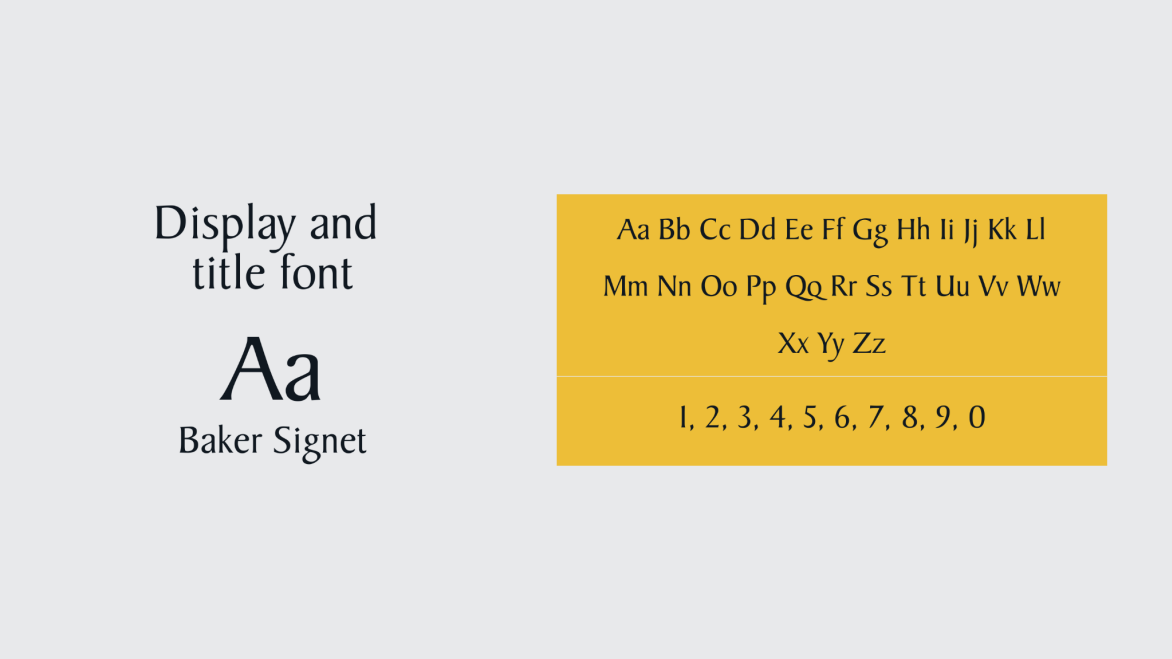

Figure 30. JCI Havis Amanda display and title font.

In combination with the display type the other chosen fonts are cleaner and more modern. The primary body text typeface is prompt seen in figure 31. Prompt is a clear and modern typeface used by JCI Finland. The secondary typeface is arial in figure 32, arial can be used when prompt isn't available. It's also a font recommended by both JCI World and JCI Finland organizations as a secondary typeface.

Figure 31. JCI Havis Amanda primary body text font.

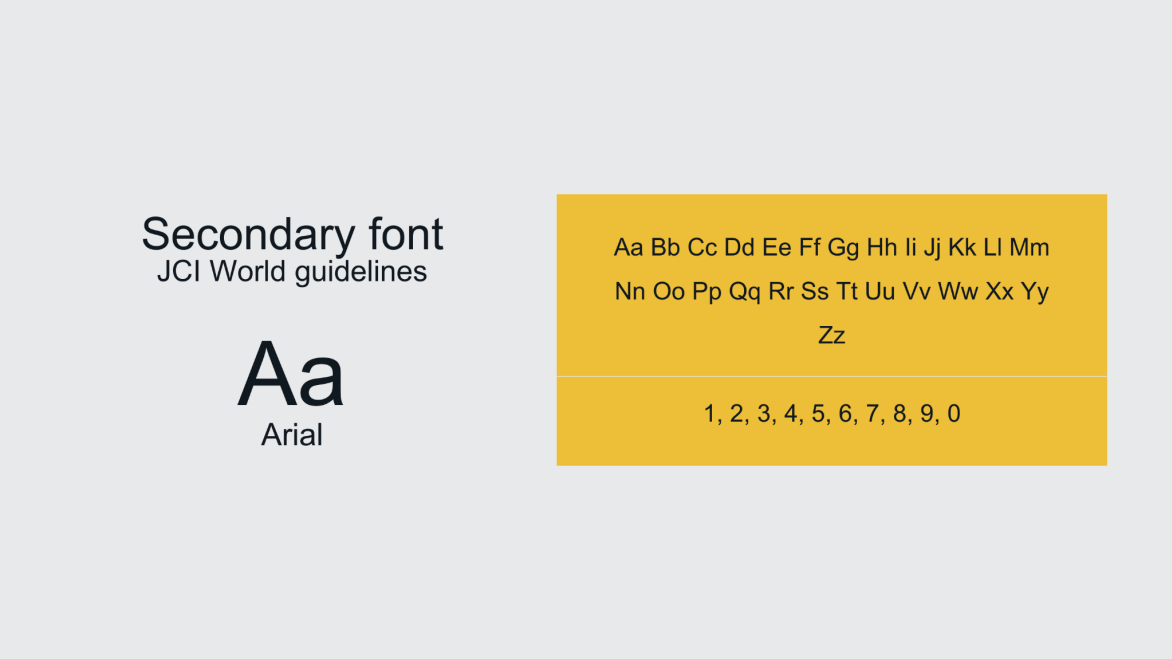

Figure 32. JCI Havis Amanda secondary font.

5.5. Brand products

JCI Havis Amanda has had branded shirts provided to the membership before and in 2022 the organization wishes to provide their members new shirts that can be used in education events and other JCI organization events. These shirts set the members apart in events and public. This helps the JCI Havis Amanda brand gain visibility at events and can spark curiosity in other situations, for example on social media. Member retention is also a part of providing the shirts for the members.

A new version shown in figure 33. of the shirts has a clear and bold look, with appropriate branding of JCI Havis Amanda. Not shown in picture is the JCI Havis Amanda official logo which will be located on the sleeve.

Figure 33. New JCI Havis Amanda shirt.

Another product proposed for sale for the members of JCI Havis Amanda is a lanyard for JCI events. In most JCI events there are event passes that can be worn around the neck, by having custom lanyards the Members of JCI Havis Amanda can find each other easily. A custom lanyard can also work as a conversation starter. The custom lanyard is depicted in figure 34.

Figure 34. Lanyard design for JCI Havis Amanda. Design contains assets from freepik.com

5.6. Website

Recreating the JCI Havis Amanda website is proposed for the year 2023. The new site can be built in accordance with the new brand guidelines. In the proposal, the website's functionality would be changed to better serve a. member acquisition and b. partner acquisition. The pages would be moved to WordPress and built in such a way that updates are easy to make, regardless of experience level.

Design of the main page of the site can be seen in figure 35. The structure of the webpage is shown in table 3.

Figure 35. Layout of JCI Havis Amanda one-scroll, single-page design with additional site structure.

Table 3. Proposed website structure.

Main pages	Content
Current projects	• Current projects • Projects looking for doers
For new members	• Trial membership period checklist • What channels to keep an eye on • Invites to groups like Teams, Facebook and WhatsApp • Next START -training
Training	• Upcoming trainings • Training materials from previous and current trainings and events • Saved webinars and hybrid events
Networking	• Networking events by Havis Amanda

	• Networking events by JCI Finland and Area A • Social medias
Event Calendar	Events in a calendar view

History	• Highlights on a timeline
	• Biggest projects
	• JCI Havis Amanda societal impact
	• Where are they now JCI Havis Amanda senators
	• Archives of HAAVI
	• Archive of newsletters
	• Archive of the boards
	• Archive of prizes won
	  ○ Area
	  ○ Nation
	  ○ International

5.7. PowerPoint template

The most used platform for creating presentations in Microsoft PowerPoint. JCI Havis Amanda uses Microsoft teams for sharing and creating documents, thus it's valuable to create a presentation template on PowerPoint. This template is shown in figures 36-38.

Figure 36. First three pages of JCI Havis Amanda PPT Template.

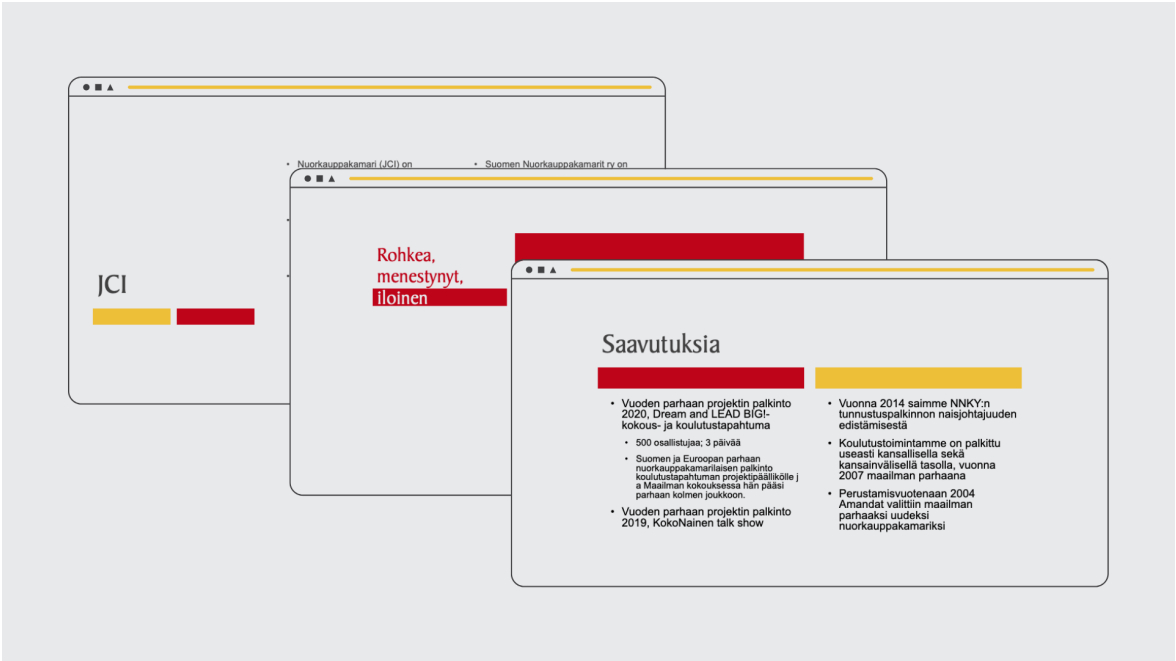

Figure 37. Second pages of JCI Havis Amanda PPT Template.

Figure 38. Last three pages of JCI Havis Amanda PPT Template.

The new template has all relevant functionalities that are needed in basic presentations, they have places for diagrams, photos and illustrations, texts, lists and headers.

5.8. Newsletter template

The platform JCI Havis Amanda uses for their email campaigns and event invitations is Mailchimp. Graphics for the newsletter are made with Canva.com. Thus, it was relevant to create a template to both Mailchimp and Canva.com.

On Mailchimp the template was created for the functionalities needed by the monthly newsletter. This newsletter mainly contains information about upcoming events by JCI Havis Amanda and the area. There may also be invitations to larger events such as events held nationally or internationally.

The best way to present multiple events in a single email, is to have their content be cohesive. This ensures that the one reading the newsletter knows what to expect, what to pay attention to and what information is offered. The newsletter template can be seen in figure 39.

Figure 39. The newsletter template of JCI Havis Amanda.

The visuals shown in the newsletter template are also templates created on Canva.com and can be seen in figure 40. There are four different image templates where information on both events and more diary type greetings can be visualized in a cohesive manner between different newsletters.

Figure 40. Canva templates for the newsletter

6. Discussion

The final chapter evaluates the outcome of this thesis project and process. The chapter discusses whether the thesis achieved the objectives outlined in the beginning and if the theoretical framework aligned to the project. The project outcome is also discussed with the commissioning organization. Additionally, some recommendations for further brand building will be discussed. Lastly there will be a reflection of learning.

6.1. Project outcomes

The author worked on this thesis on and off for approximately seven months. During this time the author has gained deep understanding of the organization by which her work was informed. The product of this thesis was the branding guidebook with brand assets that enable the communications representatives of the organization to create consistent content and marketing.

The commissioning organization has expressed their satisfaction with the product in a meeting where the board of JCI Havis Amanda was introduced to the new branding guidelines. The hope is that after application the branding guidelines create a clean and modern feeling in the branding of JCI Havis Amanda. The web design has been discussed to become a project for the next year and the project group has already been drafted.

From a design point of view the author is rather satisfied with the look. The identity keeps the tradition and history alive while modernizing and unifying the ultimate look. This was a great success, since it reflects the JCI World and JCI Finland branding as well while remaining cohesive and unique.

6.2. Project evaluation

During the time of creating this project, the initial timeline was changed to move the deadline back. During the term of the project the author had gained employment, which took up time that had not been allocated accordingly in the beginning. However, working on the project was otherwise rather straight forward by stretching out the initial timeline.

The communication with the commissioning organization was smooth since the author was a member of the board herself and could keep the board updated on the progress throughout.

6.3. Recommendations

The author recommends providing this guideline as an internal document attached to all communications and projects. This means that the individuals communicating different topics feel enabled to do so within the guidelines and according to the JCI Havis Amanda brand. Having the document alone isn't enough, it needs to also be accessible, seen and used. The author hopes that the document becomes a relevant tool for all individuals within the organization to utilize.

The new brand shirts are being used immediately and the ordering is put in progress as of 7.11.2022.

Additionally, the author recommends that the project of updating the website is completed in 2023. The year 2023 is also the 20th anniversary year of JCI Havis Amanda. This is an excellent time to reflect on the history of the organization while creating something new. Thus, time taken up to create a separate folder in the site for the history of the organization is especially meaningful.

6.4. Reflection of learning

While the author has studied in Haaga-Helia UAS Customer Relationship Management & Communication/Marketing specialization gaining a holistic view of these areas the thesis gave her a chance to dive deeper into brand management from both visual and strategic perspectives. Many of the used tools were not familiar to the author beforehand, such as Adobe Illustrator and Adobe InDesign, but she had an opportunity to learn through doing.

The commissioning organization was an excellent subject to study, since they have a long history that could inform the decision-making process with existing visual elements that could be improved upon since they were rather aged.

The thesis project was both a satisfying and tiring experience. Given the circumstance of working full-time while working on it with an optimistic view on time management the project enabled the author to view her work from a new point of view where time and energy management are elements to take seriously.

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Appendices

Appendix 1. Questionnaires

JCI Havis Amanda brändikartoitus 2022

Tämän kyselyn tuloksia käytetään Havis Amandan nuorkauppakamarin brändikäsikirjan luomisen taustana sekä AMK opinnäytetyön työkaluna. Kysely on suunnattu Havis Amandan nuorkauppakamarin hallituksen jäsenille. Kyselyn vastaukset anonymisoidaan. Kysymyksissä voitte olla yhteydessä: vilma.edelmann@myy.haaga-helia.fi

*Required

Email*

Your email address

Milloin liityit Havis Amandoihin?*

(Valitse vuosi jona liityit koejäseneksi, mikäli koejäsenyys oli liittyessäsi mahdollista)

Choose (2003 - 2022)

Millainen on JCI Havis Amanda?

Kuvaile Havis Amandoja muutamalla sanalla. *

Your answer

Mikä on Havis Amandojen missio? *

Your answer

Mitkä näistä sanoista kuvailevat Havis Amandan Nuorkauppakamaria parhaiten? Valitse Top 3.*

Maanläheinen

Rohkea

Luotettava

Viehättävä

Kova

Lämmin

Rehellinen

Iloinen

Vanhanaikainen

Edelläkävijä

Älykäs

Menestynyt

Herkkä

Kuinka helppoa Amandojen on hankkia yhteistyökumppaneita?

Helppoa 1 2 3 4 5 Mahdotonta

Brändi

Toivoisin, että Havis Amandojen brändi olisi:*

Rohkea 1 2 3 4 5 Konservatiivinen

Klassinen 1 2 3 4 5 Moderni

Leikkisä 1 2 3 4 5 Vakava

Arkinen 1 2 3 4 5 Elegantti

Läheinen 1 2 3 4 5 Etäinen

Hierarkia

Havis Amandoilla on paljon erilaisia tapahtumia ja projekteja, joiden visuaaliset ilmeet voivat poiketa JCI Havis Amandan brändistä.

Kuinka paljon koet nyt projektien brändäyksen erottuvan kamarin muusta brändistä?*

Ei lainkaan 1 2 3 4 5 Täysin

Kuinka paljon haluaisit projektien brändäyksen erottuvan kamarin muusta brändistä?*

Ei lainkaan 1 2 3 4 5 Täysin

JCI Havis Amanda brändikartoitus 2022

Tämän kyselyn tuloksia käytetään Havis Amandan nuorkauppakamarin brändikäsikirjan luomisen taustana sekä AMK opinnäytetyön työkaluna. Kysely on suunnattu Havis Amandan nuorkauppakamarin jäsenille. Kyselyn vastaukset anonymisoidaan. Kysymyksissä voitte olla yhteydessä: vilma.edelmann@myy.haaga-helia.fi

*Required

Email*

Your email address

Milloin liityit Havis Amandoihin?*

(Valitse vuosi jona liityit koejäseneksi, mikäli koejäsenyys oli liittyessäsi mahdollista)

Choose (2003 - 2022)

Millainen on JCI Havis Amanda?

Kuvaile Havis Amandoja muutamalla sanalla.*

Your answer

Kuvaile Havis Amandojen missiota muutamalla sanalla.*

Your answer

Mitkä näistä sanoista kuvailevat Havis Amandan Nuorkauppakamaria parhaiten? Valitse Top 3.*

Maanläheinen

Rohkea

Luotettava

Viehättävä

Kova

Lämmin

Rehellinen

Iloinen

Vanhanaikainen

Edelläkävijä

Älykäs

Menestynyt

Herkkä

Kuinka helppoa Amandojen on hankkia yhteistyökumppaneita?

Jos et ole ollut tekemisissä kumppanien hankkimisen kanssa, jätä tämä tyhjäksi.

Helppoa 1 2 3 4 5 Mahdotonta

Brändi

Toivoisin, että Havis Amandojen brändi olisi:*

Rohkea 1 2 3 4 5 Konservatiivinen

Klassinen 1 2 3 4 5 Moderni

Leikkisä 1 2 3 4 5 Vakava

Arkinen 1 2 3 4 5 Elegantti

Läheinen 1 2 3 4 5 Etäinen

Sana vapaa, kerro toiveistasi Amanda-brändin suhteen

Hierarkia

Havis Amandoilla on paljon erilaisia tapahtumia ja projekteja, joiden visuaaliset ilmeet voivat poiketa JCI Havis Amandan brändistä.

Kuinka paljon koet nyt projektien brändäyksen erottuvan kamarin muusta brändistä?*

Ei lainkaan 1 2 3 4 5 Täysin

Kuinka paljon haluaisit projektien brändäyksen erottuvan kamarin muusta brändistä?*

Ei lainkaan 1 2 3 4 5 Täysin

Appendix 2. JCI Havis Amanda brand guidelines

Amandojen Brändi

Sisältö

ME AMANDAT
- Historiaa
- Havis Amandan nuorkauppakamarin nimien käyttö
- Missio ja visio
- Arvot
- Amandat kuvailevat toisiaan
- Kuvamaailmaa
- Äänensävy

LOGOT JA ELEMENTIT
- JCI logot
- Amanda brändin logot
- Amanda brändin elementtejä
- Muotokieli

VÄRIT
- Amanda brändivärit
- Värien käyttösuhteet

KIRJASIMET

TUOTTEET

DIGITAALISET POHJAT

LÄHTEITÄ JA RESURSSEJA

ME AMANDAT

Me Amandat

Havis Amandan Nuorkauppakamari on Suomen ainoa kokonaan naisjäsenistä koostuva nuorkauppakamari. Kasvatamme tulevaisuuden naisjohtajia ja teemme yhdessä töitä paremman huomisen puolesta.

Tarjoamme mahdollisuuden yhteisölliseen ajanviettoon, osaamisen kasvattamiseen ja verkostoitumiseen. Kanssamme kasvatat kokemusta ja osaamista johtamiseen, yrittäjyyteen ja sosiaaliseen vastuullisuuteen. Nuorkauppakamaritoiminta tarjoaa reitin monipuoliseen kansainväliseen toimintaan.

Historiaa

Havis Amandan Nuorkauppakamari perustettiin 1.11.2003, kun joukko alle 30-vuotiaita naisia päätti perustaa naisille suunnatun nuorkauppakamarin verkostoitumista, johtamiskouluttautumista ja yhteenkuuluvuutta edistämään. Havis Amandan Nuorkauppakamari on Euroopan ensimmäinen ja Suomen ainoa naisten perustama nuorkauppakamari.

Nuorkauppakamarit mahdollistavat tekemisen kansainvälisessä vaikuttavassa verkostossa, jossa Amandat kotikamarina antavat vertaisverkostona tukea ja kannustusta.

"Amandat kantavat tyylillä punaisia iltapukujaan, mutta ovat tunnettuja myös raikkaista ideoistaan, rohkeudestaan, kunnianhimostaan, ahkeruudestaan ja asioiden aikaan saamisesta."
- Petra Vaisalo, 2009. Perustajajäsen

Havis Amandan Nuorkauppakamari

Nimi virallisesti ja virallisissa konteksteissa. Tätä nimeä käytetään jäsenhankinnan yhteydessä ja kun sisältö on suunnattu kamaritoiminnan ulkopuolisille.

Amandat ja Amanda Siskot

Lempinimi sisäisessä käytössä, tai kun virallinen nimi on aiemmin jo esitetty. Käytetään myös kamarin brändituotteissa.

JCI Havis Amanda

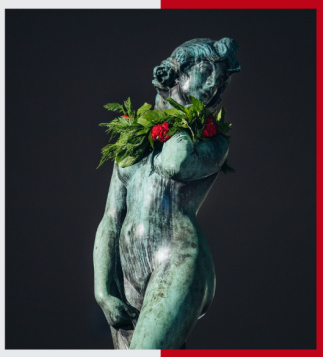
Kansainvälinen versio nimestä, jota käytetään kansainvälisissä konteksteissa ja kun halutaan osoittaa yhteys kansainväliseen JCI organisaatioon.

Missio

Olemme kasvualusta huomisen johtajanaisille

Visio

Muodostamme Näkyvän ja vaikuttavan uraboostiverkoston



Arvot

KEHITTYVÄ
Toimintamme uudistuu jatkuvasti, tukee jäseniä kehittymisessä.

VAIKUTTAVA
Toimintamme näkyy ja muuttaa yhteiskuntaa positiivisesti.

ROHKEA
Amanda kokeilee, unelmoi ja on oma itsensä rohkeudella.

KANNUSTAVA
Amanda tekee yhdessä ilolla, kiittää, kehuu ja tukee Amanda-siskoa.

Äänensävy

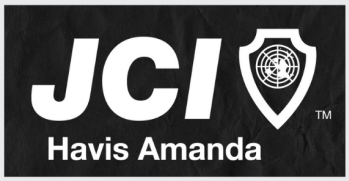
Amandojen äänensävy pohjautuu arvoihimme.
ROHKEA - Viestimme erilaisista näkökulmista pelottomasti, jäsentemme ääni kuuluu ja näkyy.
KEHITTYVÄ - Puhumme faktapohjaisesti ja korjaamme mahdollisesti tekemämme virheet.
VAIKUTTAVA - Tuomme näkemyksemme keskusteluun ratkaisukeskeisesti.
KANNUSTAVA - Viestimme ystävällisesti ja positiivisesti. Kehumme ja kiitämme.

LOGOT JA ELEMENTIT

JCI Brändistandardien 2022 mukainen logo

JCI Organisaatio päivitti graafista ohjeistusta, jonka myötä myös Havis Amanda sai uuden logon. Tätä logoa voidaan käyttää virallisissa dokumenteissa ja konteksteissa.

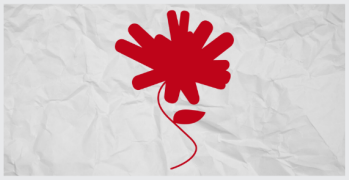
Logon väritys on aquan sininen ja kultainen, versiot on saatavilla myös mustana ja valkoisena versiona.



Virallinen JCI Logon asettelu, päivitetty 2022. Värityksenä käytetään Havis Amandan punaista väriä. Tätä logoa käytetään sisäisissä ja ulkoisissa konteksteissa.

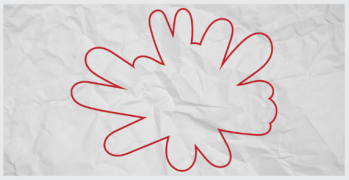
Amandojen alkuperäinen logo, joka on tehty yhteistyössä Pinto designin kanssa.

Tämä logo toimii jatkossa lähinnä inspiraationa elementeille. Logoa saa yhä käyttää sisäisissä dokumenteissa.



Kukkaelementti omanaan referoi Amandojen alkuperäistä logoa, jossa kiteytyy kasvu, luova energia ja käden ojennus.

Pehmitetty versio Amandojen alkuperäisen logon kukkaelementistä. Referoi alkuperäistä logoa modernimmalla ja pehmitetyllä otteella. Tätä on käytetty HAAVI-lehden asettelussa.



Viivapiirrosversio Amandojen kukasta. Tätä voidaan käyttää tuomalla Amanda-brändiä esiin esimerkiksi dokumenttien taustoissa.

Muotokieli

Muutoin käytetty muotokieli on siistiä, melko korutonta. Pohjissa ei käytetä tarpeettomia viivoja tai muotoja.

Amanda-elementtejä voidaan käyttää koriste-elementteinä ja kuviointeina, kunhan se ei aiheuta ongelmia luettavuudessa.

Taustoissa käytetään yksinkertaisia ja yksiuloitteisia neliöitä. Ikoneita käytettäessä hyödynnetään yksinkertaisia muotoja.

Kuvamaailma

Amandojen visuaalinen ilme on täynnä eleganssia, mutta silti lähestyttävä iloisten kasvojen ansiosta. Elegantti ja iloinen ulkoasu on omiaan luomaan uteliaisuutta ja halua tutustua toimintaan.

Haluamme näkyä toimintamme kautta tapahtumissa ja projektityössä. Iloiset kasvot, läheinen tunnelma ja toistemme tukeminen reflektoituu kuvamaailmassa.

VÄRIT

Amandojen Brändivärit + (Pantone lähin sävy)

Havis Amanda on tullut tunnetuksi nuorkauppakamarien keskuuressa punaisesta brändiväristään. Tämä puhtaasta puneisesta tummennettu punainen väri on #BE0419 - Amanda punainen.

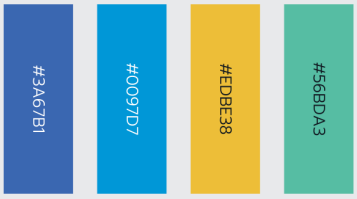
Brändin punaisen lisäksi JCI brändistä on otettu kullan keltainen sävy #EDBE38, joka JCI brändissä edustaa ammattimaisuutta. Kultainen, lämmin keltaisen sävy toimii harmoniassa punaisen kanssa. Näiden lisäksi harmaaseen sävytetty valkoinen #E8E9EB, harmaa #414042 ja musta #000000 ovat värejä joita voi käyttää taustoissa ja teksteissä.

#BE0419
rgb(190,4,25)
cmyk(0,98,87,25)
	#EDBE38
	rgb(237,190,56)
	cmyk(0,20,76,7)
		#E8E9EB
		rgb(232,233,235)
		cmyk(1,1,0,8)
			#414042
			rgb(65,64,66)
			cmyk(2,3,0,74)
				#101820
				rgb(16,24,32)
				cmyk(50,25,0,87)

#C8102E Pantone 186 C	#F1B434 Pantone 143 C	#DBE2E9 Pantone 649 C	#3D3935 Pantone Black 7 C	#101820 Pantone Black 6 C

JCI world 2022 Brändivärit

JCI organisaatio on päivitetyssä graafisessa ohjeistuksessa määrittänyt kaksi pääväriä laivastonsininen ja aqua sininen. Toissijaisia värejä ovat kulta ja merivaahdon vihreä.



JCI Finland 2020 Brändivärit

SNKK brändivärejä laajennettiin vuonna 2020 kuudesta väristä kymmeneen väriin

KIRJASIMET

Display ja otsikoiden fontti
Baker Signet

Sister Fontti on Baker Signet. Tässä fontissa yhdistyy monipuolinen ja tunteikas viivan paksuus. Fontti on erottuva siinä, että se sekoittaa modernia sans serif tyyliä ja vintage henkistä viivan paksuuden variaatiota, jonka voisi kuvitella tulevan mustekynän terästä. Ekspressiivisen luonteensa takia fontin parhaat käyttökohteet ovat otsikot tai korostetut tekstit, esim. sitaatit.

Aa

Leipätekstin fontti
SNKK Suositusten mukaisesti

Aa
Prompt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

Vaihtoehtoinen fontti
JCI Suositusten mukaisesti

Aa
Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

TUOTTEET

Amanda -paita

Amanda -paita on freesattu uuden brändin mukaiseksi pehmeillä elementeillä ja näyttävällä tekstillä.

Virallinen JCI Havis Amanda logo lisätään hihaan.

Avainnauha

Amandojen Amanda sisko - Amanda sister kaulanauhalla voi edustaa Havis Amandan Nuorkauppakamaria Nuorkauppakamarien yhteisissä tapahtumissa.

Kaulanauhaan voi tapahtumissa ripustaa kokouspassin.

*kaulanauhan kuvitus luotu käyttäen elementtejä osoitteesta freepik.com

DIGITAALISET POHJAT

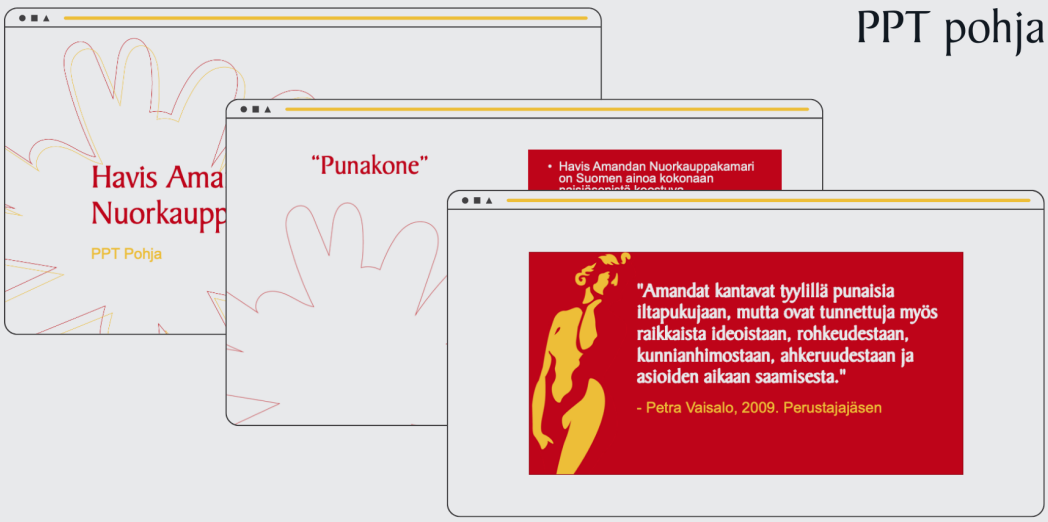
Verkkosivujen uudistus

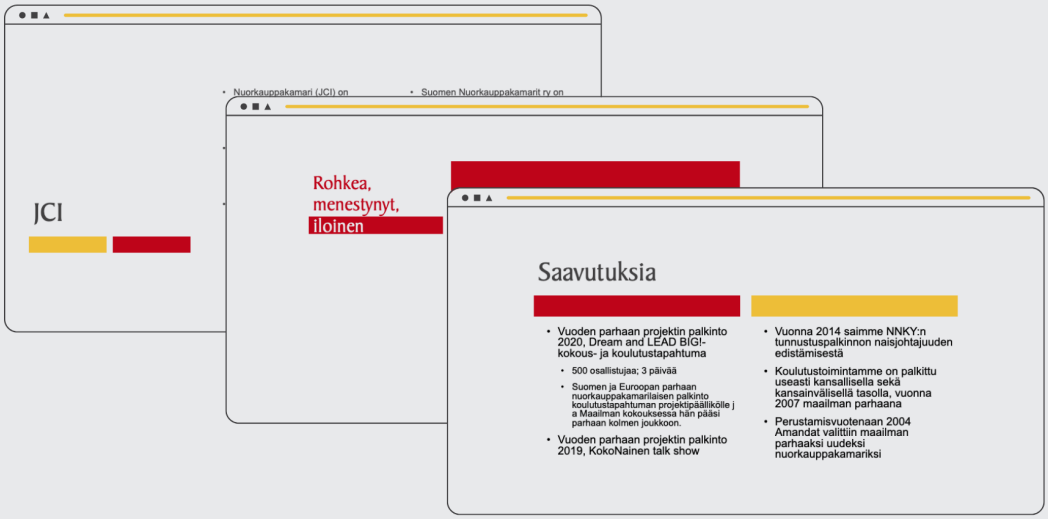
Verkkosivujen uudistusta ehdotetaan vuodelle 2023. Tällöin uusi sivusto voidaan rakentaa uudistettujen brändiohjeiden mukaisesti. Esityksessä verkkosivujen funktionaalisuutta muutettaisiin palvelemaan paremmin a. jäsenhankintaa ja b. kumppaneita. Sivut siirrettäisiin Wordpress-alustalle ja rakennettaisiin siten, että päivitykset on helppo tehdä kokemustasosta riippumatta.

Zoom & Teams Tausta

JCI Havis Amanda | Kasvualusta huomisen johtajanaisille

PPT pohja




JCI
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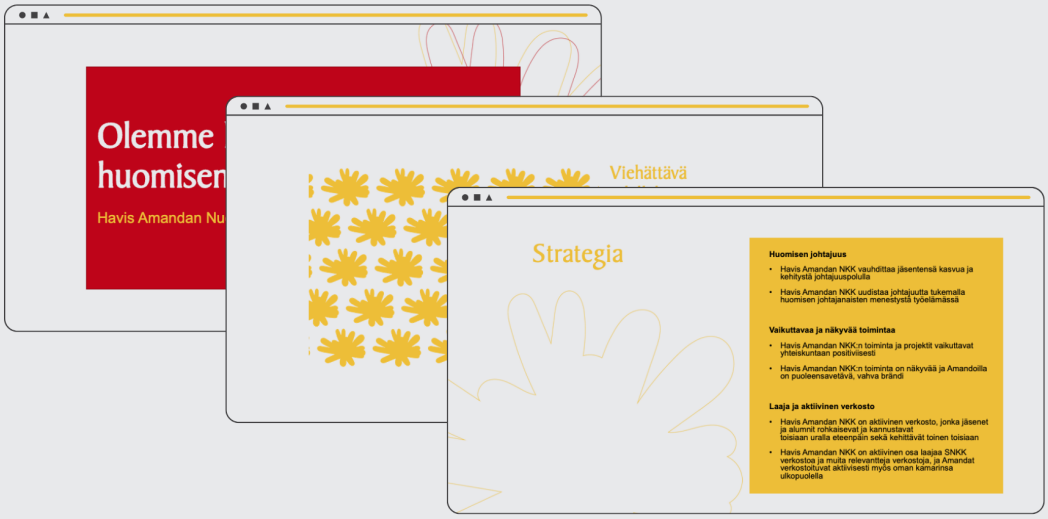
Olemme huomisen
Havis Amandan Nu
Viehättävä
Strategia
Huomisen johtajuus
Havis Amandan NKK vauhdittaa jäsentensä kasvua ja kehitystä johtajuuspolulla
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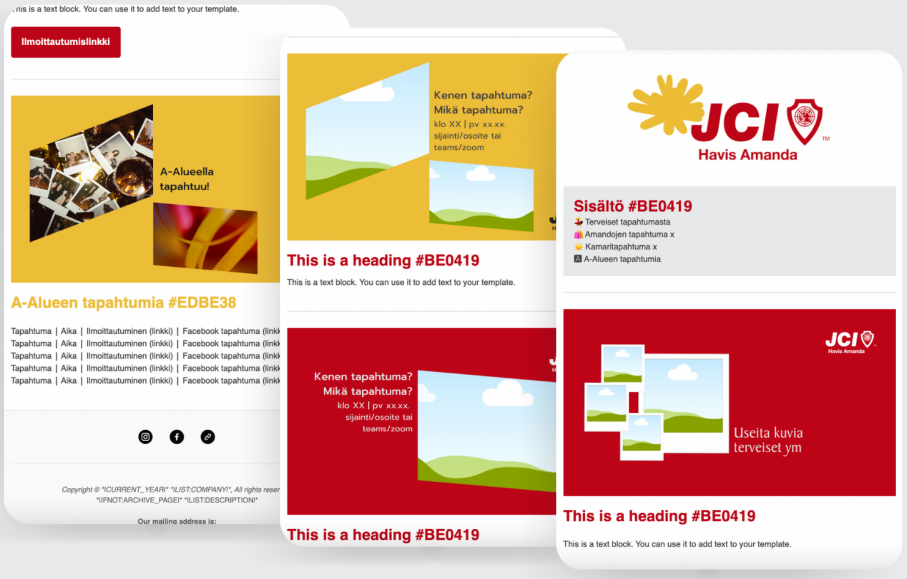

Uutiskirje-pohja

Lähteitä ja resursseja

Havis Amanda Nuorkauppakamari 5-vuotis historiikki
http://www.havisamanda.com/loader.aspx?id=67a87954-6d68-4a22-9l8e-af949ebab9e2

JCI Corporate Identity guide
https://drive.google.com/file/d/122fYel6GAyOPSVxweZMHN7VWIa2hFIsN/view

JCI Style guide
https://drive.google.com/file/d/ITr-E09R3eY2teMNwvIggeUc8aYJtcAwn/view

SNKK Intra - Meidän Brändi
https://jcifinland.sharepoint.com/sites/viestinta/Graafiset%20tuotokset/brandikirja/Bra%E2%95%A0%C3%AAndiopas/JCI_opas.pdf

Checklist

- Otsikointi - kun mahdollista - on tehty Baker Signet fontilla
- Leipätekstissä käytetään Prompt fonttia.
- Jos prompt ei ole käytettävissä, käytetään Arial fonttia.
- Käytetty logo on alkuperäisissä mittasuhteissaan.
  ÄLÄ - Venytä tai leikkaa logoa
- Kontrasti sisällön ja taustan välillä on korkea
- Värityksessä käytetään Amanda-punaista
- Äänensävy on positiivinen ja ratkaisukeskeinen
- Havis Amandan Nuorkauppakamarin nimi on kirjoitettu oikein

Appendix 3. JCI Havis Amanda brand files

Virtual meeting background

Website demo

Amandoista
- keitä olemme

Vahvuutta verkostoista

Viralliset kokoukset, tapahtumat sekä rennot illanvietot ja iltajuhlat ovat erinomaisia tilaisuuksia tutustua Amandoihin ja muihin nuorkauppakamarilaisiin. Vuoden kohokohta on erityisesti Amandojen vuosijuhla, joka huipentuu Havis Amanda patsaan kukitukseen.

Suomen Nuorkauppakamarit

Amandat ovat osa kansainvälistä nuorkauppakamarijärjestöä (JCI). Lue lisää nuorkauppakamaritoiminnasta Suomen nuorkauppakamarien sivuilta, JOHTAJA-digilehdestä sekä JCI:n kansainvälisiltä sivuilta.

Toimintamme
- mitä teemme

Palkittua projektitoimintaa

Järjestämme vuosittain erilaisia tapahtumia ja tempauksia, joilla tehdään positiivista vaikutusta yhteiskuntaan.

Kuukausittaiset tapahtumat

Amandojen jäsenenä pääset osallistumaan Amandojen tai yhteistyökumppaneiden koulutuksiin tai halutessasi kehittää projektinhallintataitojasi osallistumalla koulutuksen järjestämiseen.

Kehittävät koulutukset

Omia säännöllisiä verkostoitumistilaisuuksiamme ovat mm. Amandojen kuukausitapahtumat. Nämä tapahtumat ovat rentoja tapaamisia, joissa Amandat tutustuvat toisiinsa, viettävät aikaa yhdessä ja pitävät hauskaa.

Twinning-toiminta

Twinning- eli ystävyyskamaritoiminta on nuorkauppakamarien välistä yhteistyötä. JCI Marienhamn on ollut ystävyyskamarimme vuodesta 2008 ja vuonna 2014 solmimme multi-twinning sopimuksen JCI St Petersburg ja JCI Randers -kamarien kanssa. Kummikamarimme on Porin Nuorkauppakamari.

Mentorointiohjelma

Amandojen ensimmäinen mentorointiohjelma toteutettiin vuoden 2021 aikana. Tästä opitut kokemukset tulevat käyttöön vuonna 2023 järjestettävässä mentorointiohjelmassa.

Newsletter template

Havis Amanda

Sisältö #BE0419

- 🏍️ Terveiset tapahtumasta
- 👘 Amandojen tapahtuma x
- ☀️ Kamaritapahtuma x
- 🅰️ A-Alueen tapahtumia

This is a heading #BE0419

This is a text block. You can use it to add text to your template.

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This is a text block. You can use it to add text to your template.

This is a heading #BE0419

Ilmoittautumislinkki

A-Alueen tapahtumia #EDBE38

Tapahtuma | Aika | Ilmoittautuminen (linkki) | Facebook tapahtuma (linkki)
Tapahtuma | Aika | Ilmoittautuminen (linkki) | Facebook tapahtuma (linkki)
Tapahtuma | Aika | Ilmoittautuminen (linkki) | Facebook tapahtuma (linkki)
Tapahtuma | Aika | Ilmoittautuminen (linkki) | Facebook tapahtuma (linkki)
Tapahtuma | Aika | Ilmoittautuminen (linkki) | Facebook tapahtuma (linkki)

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|IFNOT:ARCHIVE_PAGE| *|LIST:DESCRIPTION|**

PowerPoint template

Havis Amandan Nuorkauppakamari

PPT Pohja

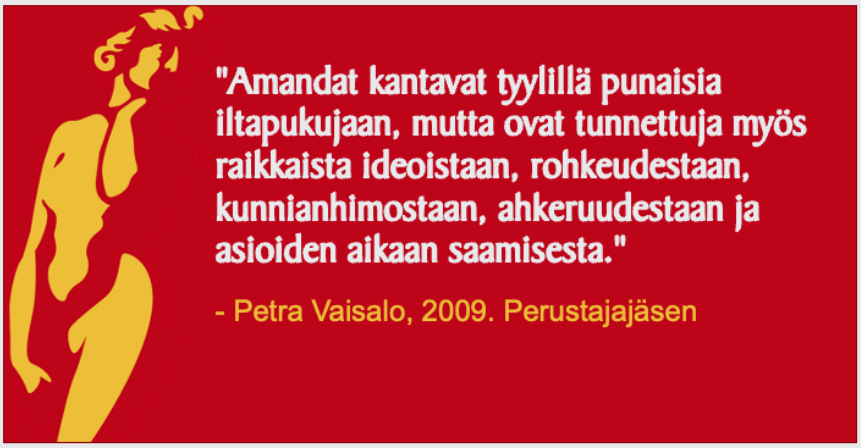
"Punakone"

- Havis Amandan Nuorkauppakamari on Suomen ainoa kokonaan naisjäsenistä koostuva nuorkauppakamari. Kasvatamme tulevaisuuden naisjohtajia ja teemme yhdessä töitä paremman huomisen puolesta.
- Tarjoamme mahdollisuuden yhteisölliseen ajanviettoon, osaamisen kasvattamiseen ja verkostoitumiseen. Kanssamme kasvatat kokemusta ja osaamista johtamiseen, yrittäjyyteen ja sosiaaliseen vastuullisuuteen. Nuorkauppakamaritoiminta tarjoaa reitin monipuoliseen kansainväliseen toimintaan

Historiaa

Havis Amandan Nuorkauppakamari perustettiin 1.11.2003, kun joukko alle 30-vuotiaita naisia päätti perustaa naisille suunnatun nuorkauppakamarin verkostoitumista, johtamiskouluttautumista ja yhteenkuuluvuutta edistämään. Havis Amandan Nuorkauppakamari on Euroopan ensimmäinen ja Suomen ainoa naisten perustama nuorkauppakamari.

Nuorkauppakamarit mahdollistavat tekemisen kansainvälisessä vaikuttavassa verkostossa, jossa Amandat kotikamarina antavat vertaisverkostona tukea ja kannustusta.



JCI

- Nuorkauppakamari (JCI) on kansainvälinen kehittymis- ja johtamiskouluttautumisjärjestö nuoril le aikuisille sekä merkittävä työelämän kontaktiverkosto
- JCI on voittoa tavoittelematon organisaatio
  - Koostuu 200 000 nuoresta, 5000 kamarista, yli 100 maassa
- Jäsenemme ovat 25-40-vuotiaita asiantuntijoita ja yrittäjiä, ympäri maailman
- Suomen Nuorkauppakamarit ry on perustettu vuonna 1957
  - Suomessa nuorkauppakamareita on 70, ja kokonaisjäsenmäärä on lähes 5 000
- Vuonna 2017 Suomen nuorkauppakamarit järjestivät yli 1 500 vaikuttavaa projektia, tapahtumaa ja koulutusta
  - Näihin tapahtumiin osallistui yli 70 000 henkeä
  - Ja niitä tukemassa oli yli 1 900 yhteistyökumppania

Rohkea,
menestynyt,
iloinen

Amanda

Olemme kasvualusta huomisen johtajanaisille

Havis Amandan Nuorkauppakamarin missio

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Viehättävä edelläkävijä