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Creating a Brand for a Startup: Case

Pelikasvatus Kainuu Oy (Stars of the North)

Pelintä elämä



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Abstract

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The thesis was commissioned by a local startup company called Pelikasvatus Kainuu Oy, a company that specializes in game education and afternoon hobby activities for children. The purpose of this thesis was to create credible and recognizable branding and brand guidelines for the company.

The study was based on theories around branding such as color theory, brand equity, and analysis of other successful brand guidelines. Additionally, it included creating a logo, color palette, and typography before the brand guidelines could be completed.

The result of the study is a comprehensive set of branding that successfully communicates the company's values and personality to their target audience. The guidelines cover logo, color, and typography usage for future employees of the company. The study concludes that well-defined brand identity is essential for the success of any business and recommends continuous monitoring and adaptation of the brand guidelines to keep abreast of the changing market trends.

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1 Introduction

This thesis focuses on developing a brand identity for Pelikasvatus Kainuu Oy, a startup company located in Kajaani. The thesis aims to create brand guidelines and logos that reflect the company's values, personality, tone of voice, and visual style. As stated by Kotler and Keller (2021), a brand is one of a firm's most beneficial intangible features. It is even more critical for a startup such as Pelikasvatus Kainuu Oy because the company does not have an established customer base. Therefore, building recognition for the brand begins with designing a brand.

As a student, this research is beneficial because it helps me improve my knowledge and understanding of best practices for branding in the industry. Knowledge acquired from this project can be valuable for my future marketing or entrepreneur career. Furthermore, creating a brand and brand guideline for the company can help me develop my practical brand design and strategy development skills. This type of experience can be valuable for future job opportunities. Working for a startup company is exciting and gives excellent insight into how companies start running, how they discover their brand identity, and how it contributes to their success. The whole project may also help me gain more confidence and trust in my abilities to create logos and branding in general.

1.1 Company and Background

As stated before, this thesis is conducted to benefit a new start-up company named Pelikasvatus Kainuu Oy as a commission. The company is fresh and has yet to have its branding designed. Therefore my task is to create compelling and attractive overall branding. This includes mainly logo and brand guidelines that will make it easier for future company employees to make content that aligns with the company values and graphic outlook.

The company in question focuses on the importance of gaming education and hobby activities related to gaming. Therefore, the company's offerings include a hybrid business model that aims to give its customers a combination of education and entertainment. The emphasis is on increasing health and wellness locally in Kainuu, offering parents and children personalized services, but also includes a fun factor with games and playing together in a group.

According to an article by Magnetic Magazine (2023), gaming in education has several benefits. It helps in developing problem-solving and technical skills and promotes social activities. By introducing games into the education world, learners will develop the competence they need to succeed. Furthermore, games also improve creative thinking and problem-solving. When learners make mistakes, they can quickly discover what they did wrong and learn valuable lessons.

Furthermore, the gaming-related activities are accompanied by physical activity so that the children also get information regarding the importance of exercise through playing and spending time together outside the gaming room. Moreover, the company wants to contribute to the company's social responsibility to positively impact the community of Kainuu by aiming to offer affordable service for even the less wealthy people in the area. In order to lower the prices of the company services, it is crucial to establish partnerships with other local organizations or schools. A visually appealing brand may help with those goals.

Because I did not envision this company idea, I needed to work closely with the company owner (Jenna Hirvelä) to ensure that the brand represents her company's mission, vision, and values. Furthermore, it is essential to consider the client's opinions when creating a logo so that they will be happy with the results, as with any other client. Moreover, the logo must accurately depict the company's identity and appeal to the target audience.

Gaming is essential in the company because the core operations revolve around afternoon club hobby activities where children can play games together on a computer. Meriläinen (n.d.-a) writes on the website Mannerheim League for Child Welfare that digital gaming has several benefits. The skills acquired during gaming are transferable to other aspects of life, such as improving language skills (English most often), spatial perception, attention, and observation skills. Furthermore, gaming may improve emotional skills related to motivation because games often revolve around success or failure.

However, Meriläinen (n.d.-b) also writes that gaming may not be a risk-free hobby. These risks include e.g. physical harm from bad posture and wrist pain from excessive gaming. Young children may suffer from nightmares or otherwise scary imaginary that may cause anxiety. Therefore, parents must follow the content ratings of games. However, the author emphasizes that most of the harm coming from digital gaming is mild and preventable.

Pelikasvatus Kainuu Oy wants to offer an afternoon club that emphasizes the importance of giving the body a break from excessive sitting at the computer and seeing the benefits and impact of

exercise to succeed in games while also providing a place where youth can practice and have fun together. While gaming hobby activities are targeted at children, the parents are the leading target group because they are the ones making decisions about the hobbies of their minor children. Pelikasvatus Kainuu Oy is not the name brand that was chosen for marketing the company's operations. During the thesis, the branding name was chosen to be Stars of the North, and the visual identity should depict the Nordic nature and beauty.

1.2 Research Questions

The starting point is that the client has a problem or questions that require answers. The research questions of the thesis involve branding and how the branding guidelines will look. Therefore, the research questions are:

(RQ1) Brand guidelines: what will the brand look like?

Brand guidelines establish how the brand will be used and what it will look like. The question itself is very large, and the following questions will help with developing brand guidelines book.

(RQ2) What does the Stars of North -logo look like?

This research question will focus on exploring the visual elements of the logo and how it can be developed to represent the company's brand identity effectively. The logo design will focus on the brand's visual aspect and aims to investigate how it can be made visually appealing and recognizable. Moreover, the process will involve several steps, including sketches, and concepts, exploring the color schemes and theory, and typography. Furthermore, by answering this research question, the company can create a solid visual representation of the brand, which will help with attracting customers. According to Wheeler (2012), the most frequent and visible reminder of the brand is the logo.

(RQ3) What does the visual look of the brand include?

The brand's visual look includes the logo, color scheme, typography, and other visual elements. The question aims to answer the key visual elements that will be used to communicate the message the company wants to give to its target audience. Because the company is new and has yet to build a brand, this needs to be done through a process that builds the brand from the ground up. Furthermore, the research will develop a comprehensive brand style guide that outlines the

visual elements consistently across all platforms, online and in traditional media. The brand's mission, vision, and values must also resonate with the target audience.

The qualitative questions will be answered and worked on with the client's help to ensure that the end results are suitable for the final product. Furthermore, mission, vision, values, and other business tools will be utilized to determine the branding goals. While two-way communications will be open with the client, most of the work, such as logo design, typography, and other design choices, will be the researcher's responsibility. However, I have noticed that working closely with a client on design-based work usually provides better and more personalized results rather than a designer working alone without getting feedback during the progress.

2 Theoretical Background

The methodology of this research aims to outline the look and feel of the brand and support the development of branding for the commissioning company. Furthermore, the methods help with understanding how to answer the research questions. Some key concepts need to be understood before the design process can begin. Moreover, defining what the brand guidelines comprise of and defining the needs of the company are important in creating a brand strategy.

2.1 Literature review

As described by Snyder (2019), a literature review is a research methodology that offers a way to identify, evaluate and synthesize existing research related to a specific topic, in this case, branding. Moreover, the literature review is helpful because it can provide insights into the best practices and theories. By reviewing existing literature and discussions with the company employees and owner, I may identify key concepts, methodologies and approaches helpful in my thesis. A literary review will be used in this thesis as a method to gather background information and additional perspectives in creating a brand and a logo. Industry professionals who have made multiple brands may help review what I could do to improve my output. The review also includes interviews and discussions with the owner of the company, articles, books, and reports. Furthermore, the goal is to clearly describe the development items and terms, such as “brand”, “brand guidelines”, and so on. Furthermore, the literary review provides a foundation for the project to build on.

The literary review helps validate the effectiveness of chosen strategies and decisions during the design process. An excellent resource for this thesis is a book by Alina Wheeler (2012) called *Designing brand identity: An essential guide for the whole branding team*. The book describes sound practices for creating and managing brand identity. Furthermore, it covers brand strategy, brand architecture, naming, logo design, typography, colors, and implementations. Moreover, the book also includes case studies and examples from well-known brands. The final point is especially useful in the benchmarking process and when seeking and designing the answers for the research questions that were established earlier. Finally, using the literary review, we can establish what is needed to make objectively practical brand guidelines so that the company can keep a uniform look across all platforms.

2.2 Benchmarking

In order to create an industry standard and meaningful results, benchmarking can be a valuable tool in this research on creating a functional brand for a company. Dattakumar and Jagadeesh (2014) describe benchmarking as a tool that can be used in various fields of business. Consequently, benchmarking is used to identify best practices used by, e.g., a company's competitors and other businesses. In branding, benchmarking may be utilized to assess the visual identity, messaging, and overall branding strategies of similar companies. However, Dattakumar and Jagadeesh emphasize that while benchmarking is a valuable tool, avoiding the risk of copying from other brands is vital. A beneficial way to approach benchmarking is to gain inspiration and innovate rather than imitate other companies' brands. Because the aim is to create branding guidelines, benchmarking will focus on other brands' guidelines. In my thesis, I will use benchmarking as a guide to create brand guidelines that meet industry standards. The primary purpose is to look at the contents of different companies' guidelines and compile a list of items that I think are important for this company's branding. Benchmarking may be limited to certain companies that have public brand guidelines. For example, direct competing companies do not have these publicly available. Therefore, I will investigate the companies' available brand guidelines.

2.3 SWOT

SWOT analysis is a tool used to analyze the company's (internal) strengths, weaknesses, (external) opportunities, and threats in the market (Lundin, 2022). By investigating these factors, a company can more accurately develop an understanding of its internal and external environment. Furthermore, SWOT helps with evaluating the company's current position and assessing competition, which helps identify areas of improvement and potential. In conclusion, the SWOT tool is valuable for creating a successful branding strategy. With the SWOT-tool, Pelikasvatus Kainuu Oy can evaluate its present situation and prepare for threats and challenges. All the tools I provide will be given to the company, and they may use them for future planning.

2.4 Moodboard

Another valuable tool for creating a fresh brand is mood boards. A mood board is a collection of visual aspects representing a brand's identity. It can be built with examples of photos, colors, typography, quotes, patterns, and shapes that give a direction of the brand's visual direction on one page. The mood board will serve as a reference and inspiration when choosing typography and the visual identity for the logo. (Arnett, 2018)

2.5 Mind Map

A mind map is a helpful tool for analyzing and organizing ideas and connecting key themes with related topics. Effective mind maps are created by starting with a central topic and branches that help group related ideas together. (Mind Map in Research - Uses, Examples, Tutorials, n.d.)

In this topic of the creation of branding for the specific company, a mind map helps with structuring the contents and the main ideas of the brand. Furthermore, it will help with visualizing the most important parts of the branding for Pelikasvatus Kainuu Oy.

2.6 What Is a Brand?

American Marketing Association (2023) states that branding is defined by a unique name, term, design, or symbol for a product or service. The brand sets the product apart from the competitors and should be recognizable by its customers. Furthermore, a brand is an intangible asset that creates value for its stakeholders. A strong brand is essential in building trust and loyalty with customers and increasing the company's overall value and reputation. In conclusion, with a unique and consistent brand, a company can create a strong market presence, and it helps connect with the target audience in an impactful way. Branding is supposed to create loyalty and long-term relationships with the target audience. In many cases and industries, the products do not differ much, but their branding sets them apart and gives them a competitive edge. Customers are more likely to purchase from a company that has an established and trustworthy branding.

2.6.1 Brand Equity

The company logo is related to brand equity by being an essential element of a brand's visual identity. It contributes to building credible brand equity by making the brand recognizable and memorable for the customers. However, brand equity is a much broader concept than just the logo.

As Keller (2001) explained, brand equity (see Figure 1) indicates the brand's identity in addition to its value and strength in the marketplace. Brand equity measures the brand's worth to its customers beyond tangible assets, such as products, services, or intellectual property. Brand equity is the sum of factors that include brand awareness, brand associations, perceived quality, brand loyalty and other brand assets such as trademarks and patents. Stronger brand equity leads to higher brand awareness, customer loyalty, and, finally, greater financial success for the company if everything lines up. Vice versa, weak brand equity can lead to customers avoiding the brand, lower sales, and weak brand value. As Keller emphasizes, every company's goal should be to have substantial brand equity.

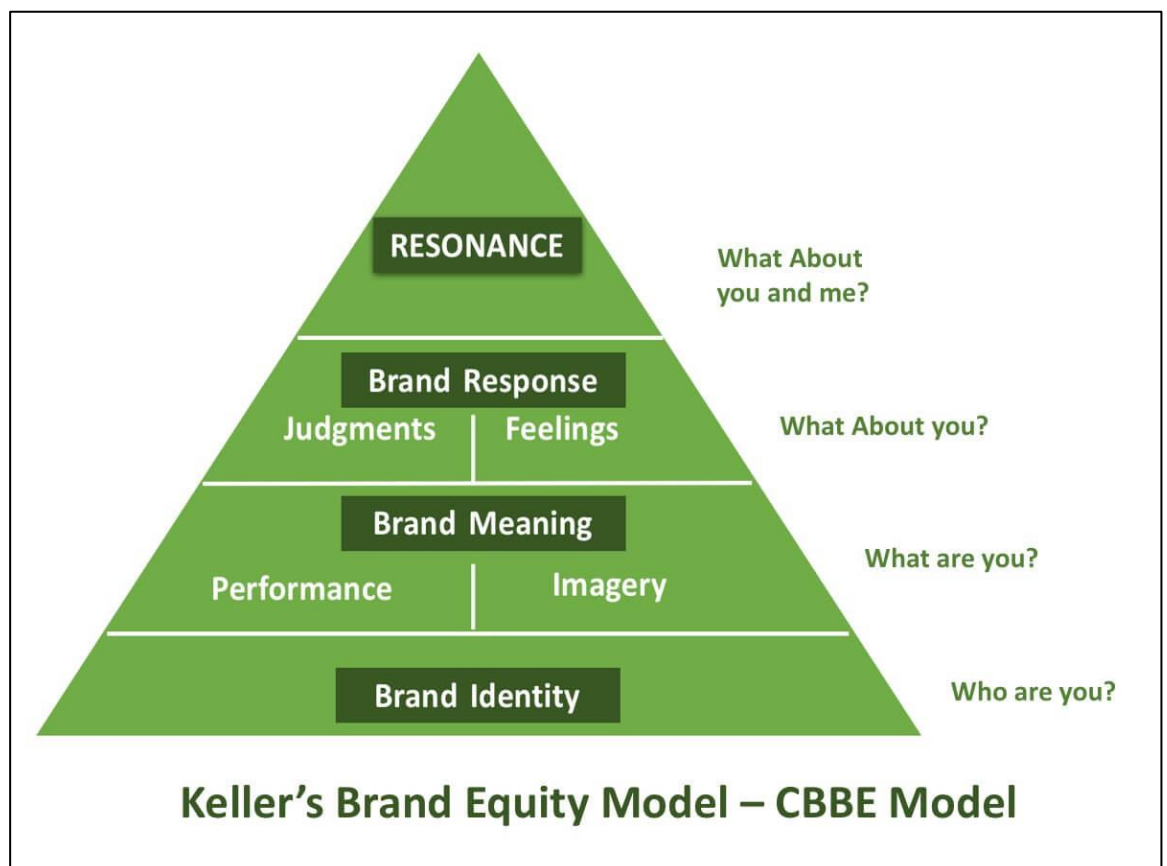


Figure 1: Keller's Brand Equity Model – CBBE Model (*Brand Equity Models: Keller Vs. Aaker, 2022*)

A brand can build substantial brand equity by using the CBBE model. First, the company must establish a clear and unique identity that differentiates itself from the competitors' services. This includes developing a memorable name, logo and visual elements that support the brand. Next, the company must create a brand meaning and message that resonates with the target group. Furthermore, the brand image should reflect the brand's core values and benefits. Brand responses mean that the brand should evoke positive emotional responses and feelings with the brand and that the brand delivers what it promises. Finally, brand resonance is the ultimate level of brand loyalty, and it is created by building long-term relationships with the customers that happily act as the company's brand ambassadors who market the company's services to their friends and family via word-of-mouth marketing. (Keller 2001)

2.6.2 Visual Identity

As Levanier (2020) states in his article, visual identity refers to all the visual elements and design that communicate the essence and uniqueness of a brand, differentiating it from the competitors. This includes all the visual components that create a brand that customers perceive, such as the logo and appearance of a website. Typically, visual identity is formalized in a brand guideline that outlines how the brand should be presented visually on all platforms and marketing.

Levanier emphasizes that the primary objective of visual identity is to elicit an emotional response in the viewer. Furthermore, it is essential to inform them about the brand's products and services and provide a cohesive look and feel to its various elements through a consistent visual appearance. Visual identity is vital for this company because the branding must be memorable and recognizable.

The visual image of the branding is part of the company's graphic design. Furthermore, visual identity is one way of gaining a competitive advantage over competitors in the market. The company's visual identity should align with the message it wants to communicate to its customers. The internet is saturated with companies with colorful content, so it is exhaustive, and visual elements must be chosen carefully. Furthermore, a solid visual identity helps tell a story to the target audience. Continued exposure to the visual identity of the brand will eventually foster associations and emotional responses from customers. (Goldstein, 2023)

3 Developing and Designing a Logo and Brand Guidelines

The project begins with talking with the client and getting a general idea of what they want from the brand because we are starting from an idea. Jenna described that she wanted to include northern aspects in the branding due to the company's location (northern Finland). Furthermore, defining the message and values that the brand has is vital in order to establish the foundation for the brand and provide clarity and communication on what it stands for. We know that the target audience is the parents, but the brand must also be balanced to please the children using the services. The first step is to develop a brand name that is memorable and relatable for the target audience. After the name is established, a logo should represent the branding. Brand tone of voice and messaging used to communicate with the audience should align with the brand's personality and values. The combined elements of the branding then will help with implementing brand guidelines that include information about the brand and how it should be used to communicate its message to the target audience correctly.

3.1 Name

The case company for this thesis will be branded with the name "Stars of North". The name was developed with the help of a crowdsourcing competition that was sent as a survey email to KAMK staff and students before this research was started. The winner was given a prize (a gift card), and while the name suggested by the winner was not the same as the final brand, inspiration for the name was taken from there. The name has several interpretations that will be included in the branding. While the name Pelikasvatus Kainuu Oy is the official name of the company, Stars of the North is a brand name.

The "North" in the name visualizes that the company is located in the northern region of Finland (and the world). Furthermore, the north is associated with strengths, resilience, and independence and can be linked with the Finnish "sisu" mentality. It was also the wish of the company owner to incorporate Nordic themes in the branding, such as northern lights and darker colors. Northern lights in the branding can represent the company's connection to the northern region of Finland and its commitment to providing unique and memorable experiences to its customers. Furthermore, the "Stars" can often be seen more clearly in the northern regions of the world with less light pollution. Additionally, stars represent a company's offerings that should be considered

as high quality and the customers (the children) stars of the future – and perhaps even future esports stars.

Therefore, the naming of the branding is not random and will guide the client's visual style, logo, coloring themes and personal wishes. The logo will be created using themes and symbols (stars, northern lights) and cool colors representing trustworthiness. It must be stated that I did not develop the name myself but with the help of the company owner (Jenna) and the crowdsourcing effort. We devised several ideas together, but the choice is ultimately on the client.

3.2 Tagline

As a Finnish company, the brand has chosen the tagline "Pelinä elämä" or "Life as a game, " highlighting that gaming is more than just a leisure activity but an important part of people's lifestyle. This message reflects that games can provide entertainment, socialization, education, and personal development that can even lead to a career. Moreover, the tagline is memorable and engaging, making it easier for customers to associate it with the brand. Furthermore, the tagline reinforces the brand's identity, which is to create a community that recognizes the positive impact of gaming on people's lives rather than shun it. The concept of gamification, which involves using game design elements in non-game contexts, is popular in various fields, such as education and health, to motivate individuals to achieve their goals. By framing life as a game, the brand appeals to individuals motivated by competition and a sense of achievement. Additionally, the brand can encourage healthy habits to "level up" in the game of life, promoting self-improvement and personal growth. Ultimately, the tagline "life as a game" aligns with the brand's focus on gaming and healthy habits while also providing a relatable and inspiring message to its target audience.

Slogans and taglines are sometimes confused with each other, and people often call taglines slogans or the other way around. The main difference between the two is that a slogan is meant for a marketing campaign or a product to differentiate it from its competitors, whereas a tagline is meant for long-term use and gives the customers an explanation of what the company is about. (Surbhi, 2020)

3.3 Mission, Vision, and Values

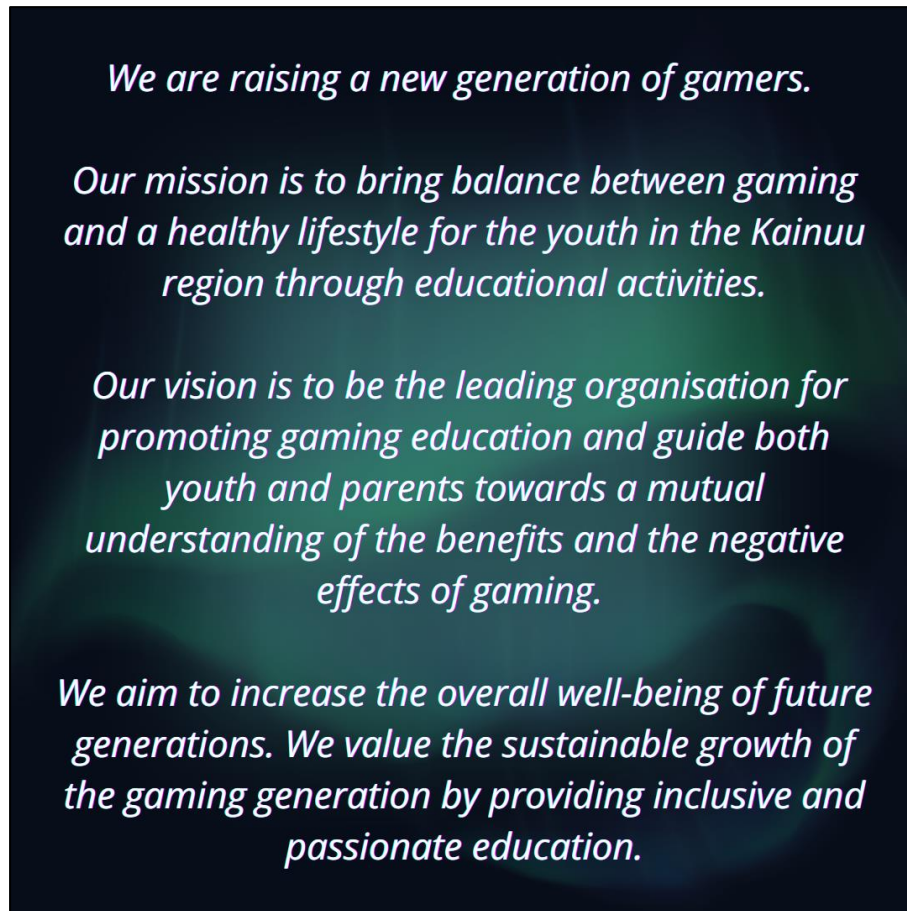


Figure 2: Mission, Vision, and Values. Stars of the North, 2023.

Mission, vision, and values are essential for any organization, including a brand, because they provide a clear sense of purpose and direction for the brand (figure 2). A mission statement describes why a company was founded, its primary objective, and its target audience. Moreover, a vision statement outlines the brand's aspirations for the future and what it hopes to be or achieve. Finally, values are the principles and beliefs that guide a brand's decision-making and behavior. (Lumen Learning, n.d.)

Establishing a clear mission, vision, and values is vital for Stars of North because it assists with the company's decisions, actions, and overall strategy. Furthermore, the company can focus on the most critical priorities by clearly understanding what the brand represents and wants to achieve. Moreover, it helps with brand loyalty and trust among the customers because it is crucial for them to know the company's commitments and values. Additionally, having a clear mission, vision, and

value statement helps attract and retain employees who share the same values and interests as the company. In conclusion, the statements help create a purpose-driven brand that is more likely to succeed in the long run.

The company has a clear mission, vision and value statements defined in its business plan, which is helpful when working on the logo and other parts of the brand (see Figure 2). The company's main driving force is to balance gaming and health in children and youth.

In 2019, the WHO (World Health Organization) classified gaming disorder as a behavioral addiction (Gaming disorder, n.d.) and filed it as ICD-11 (International Classification of Diseases). Gaming disorder is specified as difficulty in controlling gaming habits and prioritizing gaming over other activities, and continuing so long that it has negative consequences in a person's life. Furthermore, Harvard Health (2020) stated that excessive gaming might lead to issues such as poor sleep, obesity in teens and adults, carpal tunnel syndrome, eye strain, headaches, and stress injuries. Furthermore, sometimes it is implied that violent video games cause aggression and increase violent behavior, but there is scientific proof to counter this argument. According to Coyne and Stockdale (2021), video games are not directly linked with real-life aggression. Furthermore, Coyne and Stockdale suggest that violent video games attract specifically aggressive adolescents but do not inherently make an individual aggressive.

In 2021, Johannes, Vuorre and Przybylski found in their study that video games can positively correlate with happiness and well-being. Furthermore, the data was gathered during the pandemic, when people were forced to stay mostly inside without interactions with other people or hobbies. Johannes et al. state that players who played more during two weeks reported a higher well-being, and video games were seen as a beneficial leisure activity. The researchers also refer to experts saying that gaming disorder definitions and diagnostic tools do not meet the clinical standards. There is much criticism for including gaming disorders in the international classification of diseases. However, while the results of the Johannes et al. study had a slight correlation to prolonged well-being in a person's life, more research is needed in the industry to establish a link between mental health and video games. Especially more competitive video games because the study focused on more casual games that do not have a competitive aspect.

3.4 SWOT

Inspecting the company's strengths (see Figure 3), we can state that the company has a unique

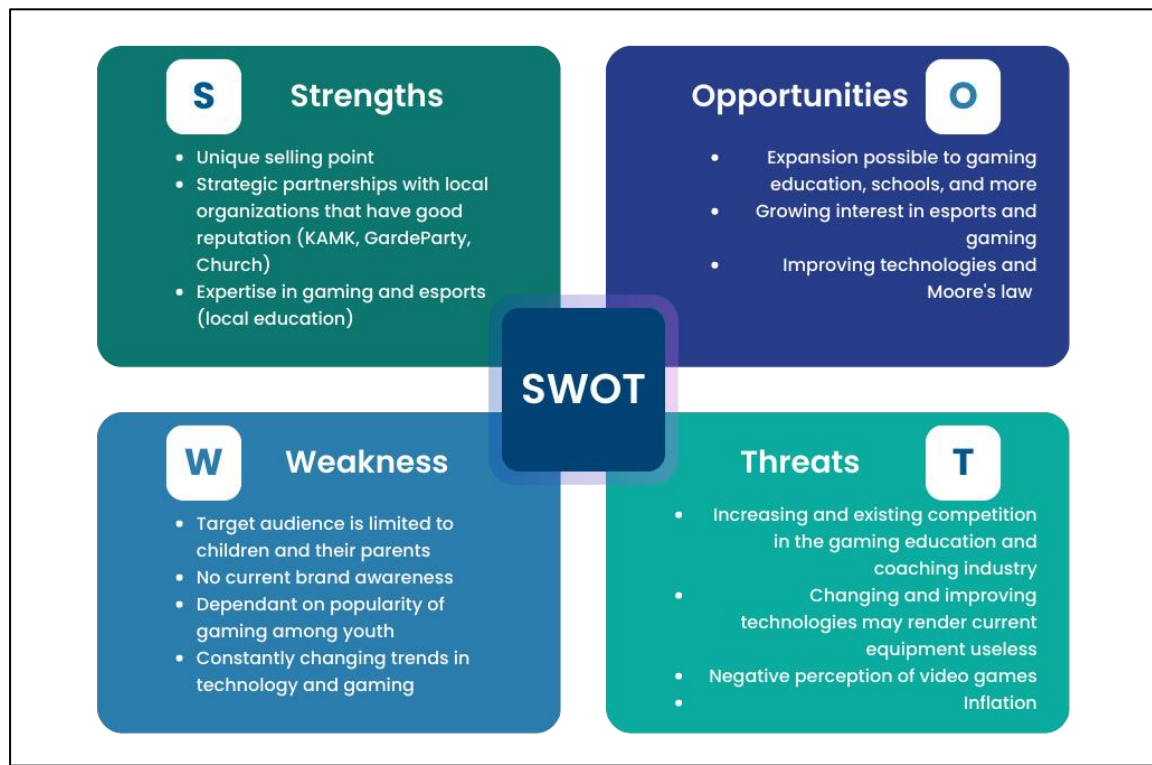


Figure 3: SWOT analysis of Stars of the North

focus on gaming education combined with wellness and health in coaching children; therefore an untapped market in the gaming and hobby industry. Furthermore, emphasizing healthy habits and personal growth follows current trends in esports and gaming (*Game on: Why Gamers Are Getting Serious About Physical Fitness*, 2022). Moreover, partnering with locally known entities, such as KAMK, youth organizations, and church (with their many activities) benefits the brand. Associating with companies that seek health and wellness for local youth helps establish a brand that can be trusted from the start. Additionally, getting partners that can give monetary or tangible assets is helpful during the building phase of the company. The company also has employees that have experience and knowledge about gaming and games that are popular among youth.

As a new business, Stars of the North needs brand recognition. Marketing efforts are needed to establish a strong presence in the Kainuu area. Furthermore, the company must develop an online presence like social media and a website. It must be mentioned that parents can also be concerned that children spend too much time gaming. Therefore, the brand must communicate to parents that the hobby includes more than gaming. Furthermore, technology and gaming trends

are ever-changing, so the company must follow the news and stay up to date with new shifts in the industry, including regulations and popular games.

Opportunities for the brand include the growing popularity of gaming and esports. While some parents are concerned with the negative aspects of gaming, an increasing number of adults accept the hobby for their children. For example, Finnish media has made multiple positive news articles regarding the benefits of gaming that may reinforce that perception. One of these articles is written by Niiniaho (2022), who cites a few scientific articles that have established that gaming has proven positive benefits. Furthermore, esports is a growing and trendy industry (Statista, 2023a). Therefore it is beneficial for the brand to use the term esports in marketing and creates a strong potential for expanding operations beyond the current market.

Threats to the company include existing companies in the market, and increasing competition from existing and new entrants may lead to a price war or reduction of market share. A local sports club has established a customer base, and they are expanding into esports. Additionally, as technology advances, investment in computers may be risky. Furthermore, negative perceptions of video games persist due to negative aspects of the hobby, such as addiction, waste of time, and online gambling. Moreover, inflation may increase the costs of running the operations and create a challenge to becoming profitable business.

3.5 Mind Map

The mind map demonstrates some of the ideas, concepts, and information necessary for the brand to become recognizable and distinguishable (figure 4). The mind map identifies the key items I must have created before developing brand guidelines. It can also be considered a frame of reference for brand development.

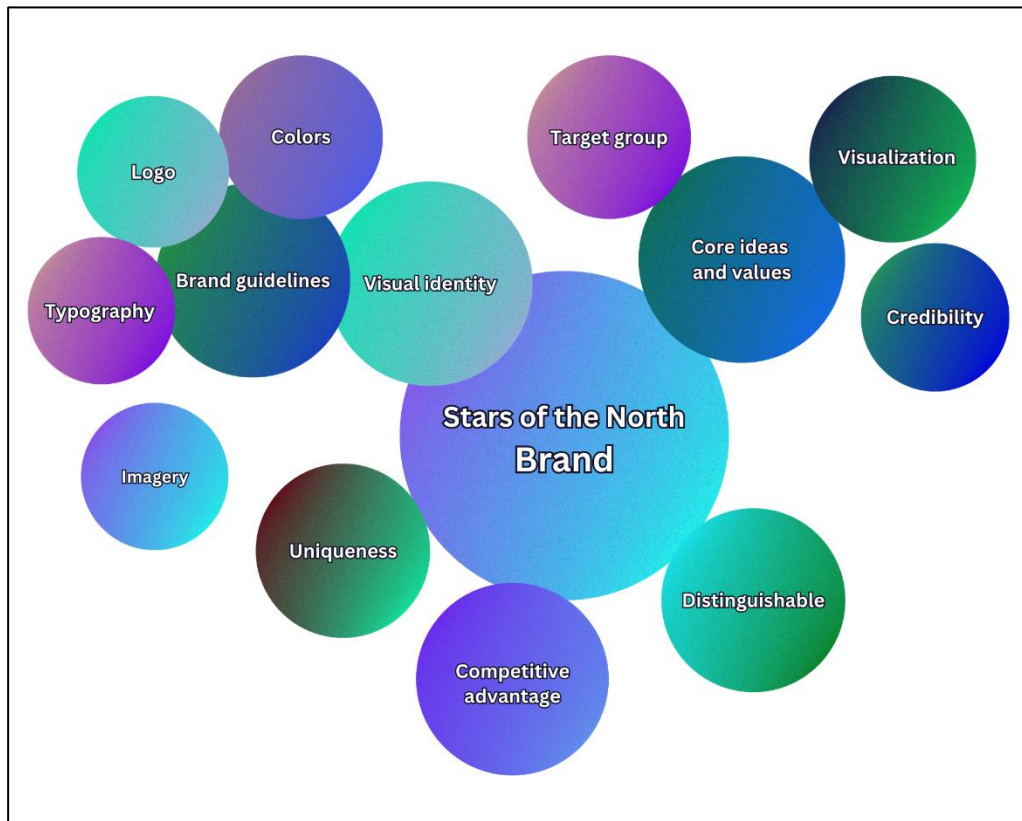


Figure 4: Mind map

Brand guidelines include logo, colors, imagery, and typography. These elements form a brand's visual identity. A solid visual identity helps with communicating the brand's ideas and values to its customers, and when the visual identity is successful, the brand will be recognizable, credible, and unique in the eyes of its customers.

3.6 Brand Guideline Structure

Brand guidelines are standards that define how a company's brand should be depicted across all its channels, such as social media and marketing materials. Furthermore, the brand guidelines help create cohesive material through standardized color and font usage, logo application, tone of voice, image styles, and imagery. Moreover, brand guidelines are not meant to limit creativity but rather give a team a framework of what they can or cannot do. Typical brand guidelines include logo usage, brand essence and characteristics, tone of voice, visual expression guidelines, typography rules, style overview, color palettes, grid templates, and white space rules around the logo. Brand guidelines define a brand's identity and create a cohesive experience across all

touchpoints. Having consistent documented brand guidelines can protect a brand from misinterpretation and clarify any uncertainties. (Templeton, 2022)

After looking through several Finnish companies' brand guidelines via search engines during the benchmarking process, I can see similarities between them. Therefore, we can establish what the brand guidelines for Stars of the North should include. As a small startup, it is not necessary to have extensive guidelines that would cover more than what is needed for the company.

3.6.1 Moodboard

As described before, a moodboard is created by using a collage of images and colors that support the desired outlook and feel of the brand. Moodboard helps me to visualize the personality and aesthetic for the visual identity of the brand.

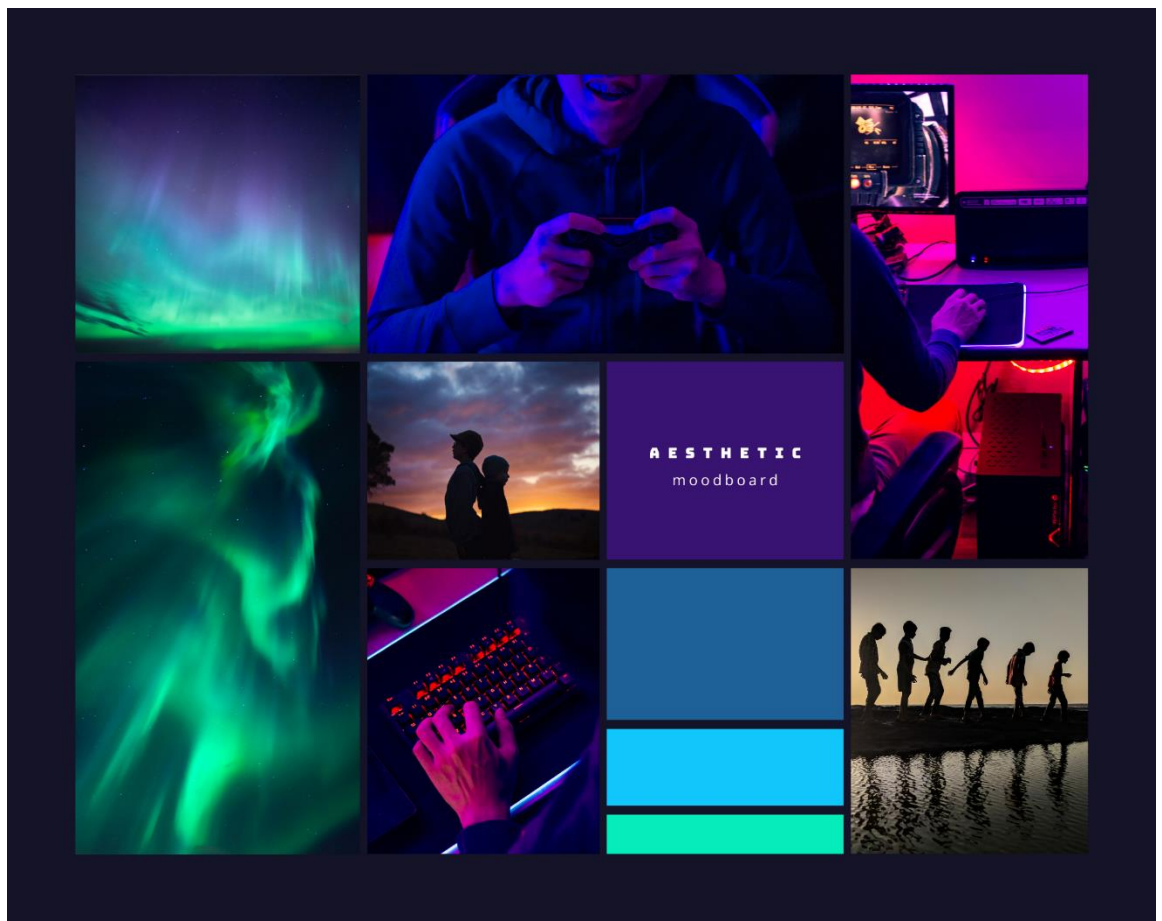


Figure 5: Stars of the North moodboard

The moodboard (figure 5) gives a general idea of the colors for the branding. The northern lights are often greenish or turquoise, with a tint of blue and purple colors. Furthermore, gamer peripherals are often strongly associated with RGB, and it is speculated that RGB lights give gamers a more immersive gaming experience, according to Halliday (2023). However, the real reasons still need to be clarified. Nevertheless, RGB colors could be used in the brand to associate with the gaming “aesthetic”. The dark background color highlights the bright solid colors such as turquoise and blue.

3.6.2 Logo

Workerbee (2023) describes logos as a visual symbol that businesses, organizations and even individuals use to promote themselves. A well-made logo shows the company’s values and what the company does. Furthermore, logos often consist of a symbol or a landmark, sometimes with a typeface and a tagline. Workerbee says a good logo is simplistic, versatile, and memorable.

The brand guidelines should include a section where the logo is presented. The logo section should include a guide on how a logo is used and what color variations are acceptable when using the logo in different contexts or with different colored backgrounds. Furthermore, the guidelines demonstrate the minimum acceptable size when using the logo to ensure that the logo is visible. In addition, guidelines specify a protected area around the logo to stand out from other elements. Similarly, guidelines could include instructions on how to place the logo in materials. The main goal is to maintain consistency in visual identity and help establish a strong brand image.

We wanted to create a logo before establishing brand colors, typography, or other brand items. Therefore, I started with a few sketches and ideas. I used a maximum time of 15 minutes on each sketch on Procreate and made several for the company owner to pick. The logo concepts are only directive and possible to develop further. The sketches were made during the development of the name; therefore, the name appears different than in the final logo.



Figure 6: First logo sketch

I wanted to play with the idea of “progress” (see figure 6) and have a slope symbolize that. Furthermore, Kainuu has many slopes and hills, which would accurately be presented in the logo.



Figure 7: Second logo sketch

With this logo (see figure 7) I wanted to experiment playful colors and mountains along with northern lights. I had a circular icon in mind from the start.



Figure 8: Third sketch

In case the company wanted to have extremely simple logo with a star on it, I sketched a simple circle with a star in it (figure 8). We considered this logo to be too simplistic and lifeless.



Figure 9: Fourth sketch

Another circular logo (figure 9) with only the initials inside a circle that has northern lights in the background and a forest in the front. Again the idea is to create a feeling of north. Nature is often considered to be a strength of Kainuu region, therefore a forest represents the beautiful nature of northern Finland.

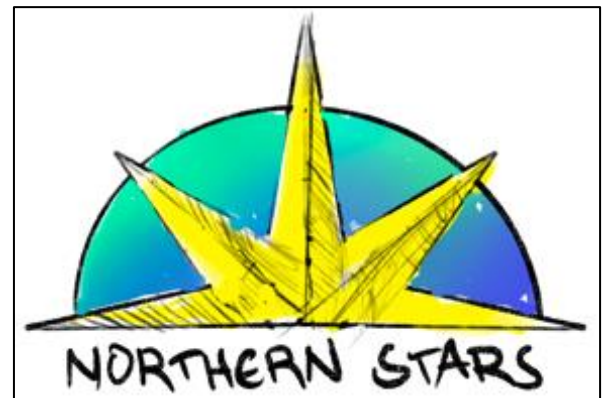


Figure 10: Fifth sketch

The idea behind this logo sketch (see figure 10) is that a compass points toward north and perhaps towards the right path for youth who are seeking to become better at gaming. Furthermore, compass looks a little bit like a star. However, compass as a logo is already a cliché we didn't want to delve in further.



Figure 11: Sixth sketch

In many esports teams there is an animal representing the team as a logo. I wanted to play with the idea (figure 11). However, I did not consider this a good choice as the main company logo. However, the idea could be developed further if the company expands and starts their own esports team.



Figure 12: Seventh sketch

Finally, I sketched one square icon and placed the text on the right side of the logo (figure 9). Similarly to the first sketch (see Figure 12) mountains symbolize gradual progress and turquoise color represents the northern lights to drive in the idea of north location. This logo was the one we chose to develop further.

However, the owner did want a wavy northern light incorporated in the logo. Therefore, I sketched a few ideas and played around the shapes and tried to fit in both mountains and northern lights (Figure 13). That did not work out well because the logo felt too crowded, therefore I ended up only leaving only the northern lights in the logo.



Figure 13: Developing stage of the logo

The silhouette of northern lights pleased us enough to finalize our choice on the logo (figure 10). I imported the sketch in Photoshop to create a clean version of the icon and started to think about fitting colors for the logo and branding (figure 14).

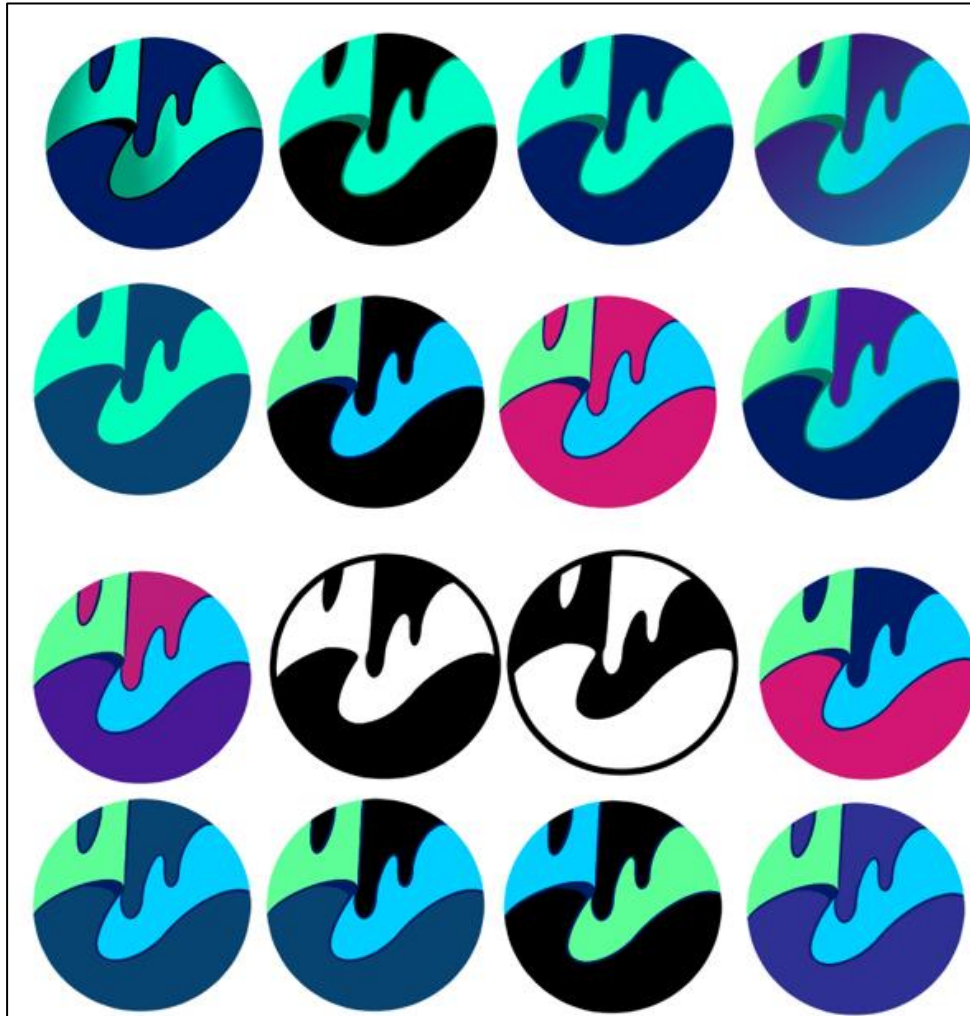


Figure 14: Color variation concepts

Finally, we had a logo with colors we were happy with. However, the logo had no stars even though the company name is “Stars of the North”. I was sceptical about adding more objects to the logo because I feared it would look crowded. However, the logo was decided to incorporate stars within the icon (figure 15). However, icon without stars could be used in some specific cases. Gradient color is not always a good choice for a logo, but we agreed that it gives it more flair. Furthermore, if the gradient looks bad in printing, the color could be adjusted or changed to a solid color.



Figure 15: Final icon for the logo

The icon in the logo represents the northern lights and stars in the sky. Northern lights are considered a natural light display in the northern regions of the Earth. Furthermore, the northern lights symbolize the unique experiences the company services offer its customers. Moreover, the stars were added to the logo to represent the guiding lights for the youth to better themselves and become stars of their own life. Additionally, the elements of the logo are supposed to represent the core values of the company (balance, well-being, unique experiences) and evoke a sense of adventure and exploration in the target audience.

3.6.3 Colors

A brand's color communicates a message to the audience about the business. Different colors are associated with different things, such as red being perceived with energy, passion, and excitement. Studies have stated that product color influences 60% to 80% of customers' purchasing decisions. Furthermore, colors can help communicate the right message to the target audience, and the colors should be integrated across all brand platforms, most notably the website. Blue is the most popular color globally, used by 33% of the top 100 brands. Furthermore, blue is associated with trust, security, and confidence. (*What Brand Colors Can Reveal About Your Business*, n.d.)

Stars of the North colors consist mostly of a combination of blues and greens and a tint of purple (figure 16). Blue color reflects the trustworthiness and confidence of the brand. Furthermore, green brings balance and safety, while purple is often associated with creativity and ambition. The combination of these colors is intended to communicate a sense of innovation and

sophistication with a playful and energetic edge. The colors can also be utilized to mimic northern lights on a deep dark blue sky, which represents the unique experiences that the company services offer.



Figure 16: Brand main colors

From the beginning, it was a wish from the company owner that a northern light color palette would be used. I utilized those colors during the sketching process, and these colors were included in the logo. The main channels and materials should include these colors, mainly on a dark background. However, it is essential to note that brand colors should not be limited to only these four colors, and for example, red could be used for highlighting important text when necessary, as the color pops out when paired with cold and dark colors.

3.6.4 Typography

As stated by Wheeler (2012), typography is a fundamental part of developing a compelling identity for a brand. Big company brands such as Mercedes-Benz and Apple are easily and immediately recognizable due to their consistent and distinct use of typography across all the platforms they use. Furthermore, a consistent brand image can only be achieved with typography that has a unique personality and is easily legible. Wheeler emphasizes that typography must be chosen by sustainability, not current trends.

Google Fonts is an excellent place to get fonts from. According to the website Google Fonts (n.d.), the fonts are open source, freely editable, and free for all commercial use. Furthermore, the website has many different fonts to choose from.

After some experimentation and assessing a few fonts paired with the logo icon, we ended up picking three different fonts for the branding; two fonts for the logo and one for body text to be used on various media, such as the website.

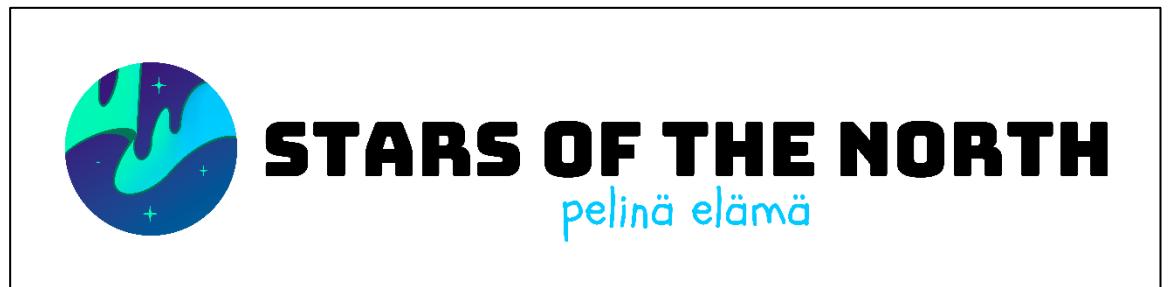


Figure 17: Final logo

We chose Bungee as the logotype and Schoolbell-font as the tagline (figure 17). Bungee has a clear, readable form that is visible even when the logo is small. While it is a clear and bold font, it retains some playful features. Similarly, we chose Schoolbell for the tagline because of the playfulness and adding some fun to the big picture. The tagline can be omitted when presenting the logo in more serious material or when it fits otherwise. Bungee font can be used in material as a header font, and we chose Open Sans as body text font (figure 18).



Figure 18: Example of font usage with a header and body text.

3.7 Website

In addition to branding, I was assigned to create a website. We started by comparing the prices of website builders, such as Wix, Weebly, and WordPress. We thought Weebly was the best choice, but after experimenting, it felt too limiting, and we could not customize it as much as we wanted. Therefore, we ended up creating a website with Wix instead.

I have little experience with website building outside of old-school html coded websites. Therefore this was a new experience in creating a business website. Daniel and Hardy (2023) state that a good business website has a good-looking homepage and low loading speed. It is optimized for mobile because half of the visitors use mobile instead of a desktop. Before creating the website layout, I performed an additional small benchmarking process by visiting several websites to note down what I liked and did not want on the website. I aimed to create an easy-to-use website with immediate important information available when a client comes on the website. Furthermore, it was important that the commissioning party would be happy with the site's look.

Creating a website following the branding (figure 19) I had created was easy because we had established the mood and visual identity.

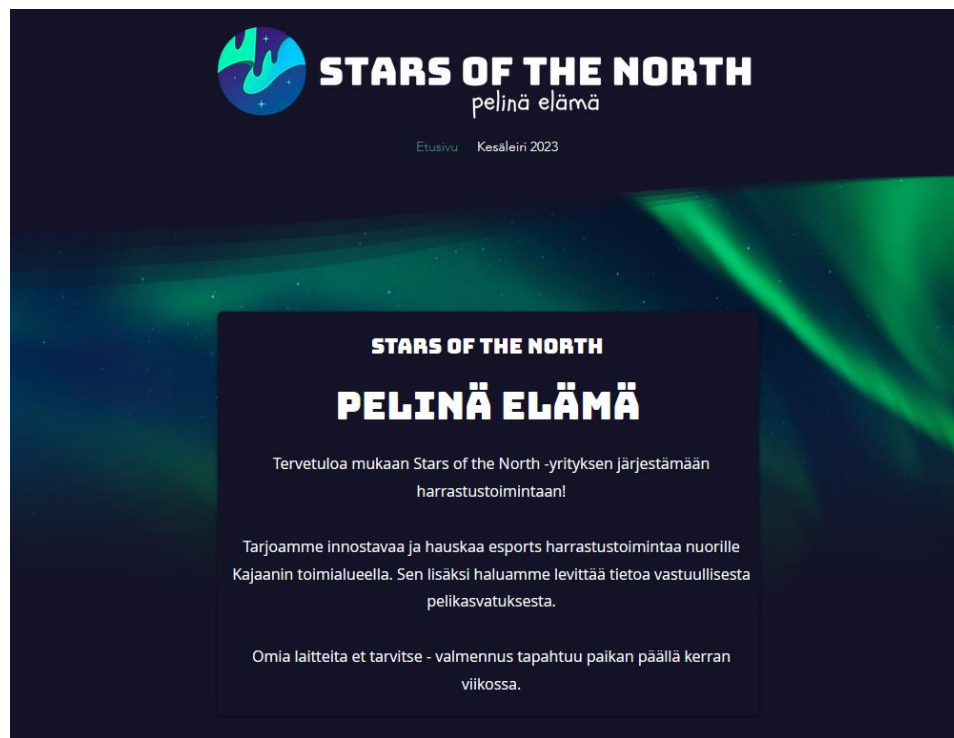


Figure 19: Website layout

Due to the lack of time, I only had time to create and copywrite two pages of text for the essential current operations of the business. However, the website was created as a platform for clients to register in the pilot phase of the business. Therefore there was no need to add more menu items at the time. In the future, it is vital that more content and information about the company is included on the website, and it could be beneficial to start a blog and otherwise improve the SEO (Search Engine Optimization) for the website.

3.8 The Final Product

As a result of this thesis project, brand guidelines were created (appendix 1). Brand guidelines are meant to help the company to visualize the brand identity and ensure that the company's branding stays consistent and memorable. Stars of the North brand guidelines start with a table of contents that shows the subjects of each part of the document. Next, the guidelines introduce the logo, consisting of the logo icon, text, and tagline. Information in this part goes deeper to explain the symbolism with the northern lights, the stars in the icon, and the tagline. After the logo, it was essential to establish the protected area around the logo (figure 20) to ensure that the logo would be readable and stand out in any media that it will be used. I used the letter R of the logo in all directions to outline the protected area. No other elements should be placed within that zone.



Figure 20: Protected area around the logo

On the same page, I have explained the minimum allowed size for the logo. To maintain the legibility of the logo, the minimum size of the logo must be no smaller than 20mm in height. A smaller logo will need to be legible enough. In the next part, it is explained that the white or black version of the logo is primarily used to guarantee distinctiveness (figure 21).



Figure 21: Different versions of the logo

The black version of the logo should never be used on a dark colored background, and simultaneously the white version should not be used on a light background. For the sake of variability, it is allowed to change the typeface color into some other main color from the brand's color palette. If it is necessary or justified, it is possible to use a logo without the tagline. It is especially important that the logo icon color is never changed.

The black version of the logo should never be used on a dark-colored background, and simultaneously the white version should not be used on a light background. For the sake of variability, it can change the typeface color into another primary color from the brand's color palette. It is possible to use a logo without the tagline if it is necessary or justified. The logo icon color must never be changed.

The next page explains that using the logo icon without the text is possible, but only if it is justified. This kind of usage should always be avoided. Examples of acceptable logo icon usage without the text logo are profile pictures in social media channels, discord channel pictures, or copyright watermarks in videos or documents. On the next page, I explain that the choice of colors always depends on the intended use. I have categorized the colors into main and supporting colors, and included HEX, CMYK, RGB and HSL color formats to ensure no confusion about the color. With Stars of the North branding, strong color contrasts should be favored, and red color can be used to highlight something important, when necessary because it stands out among the cooler colors. Dark background color (characteristic of this branding) usually requires a white body text, but

other main colors can be used in the text, too, as long as the text is legible. Different shades of the northern lights could be utilized if the brand mood is preserved.

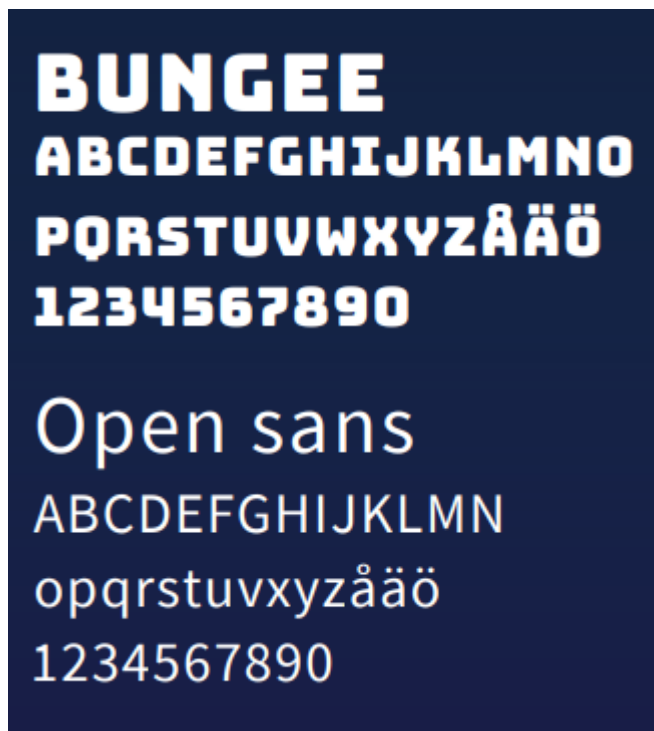


Figure 22: Brand fonts

The typography page explains the typefaces used with the branding (figure 22). I have left out Schoolbell font because it is only used with the tagline and should not be included in other parts of the branding. I have also explained that the main brand colors may be used in text, requiring extra viewer attention. Ultimately, I have included the imagery for inspiration and to guide what kind of photography should be used in branding. All the images used are free-to-use stock photos that are free for commercial and other use.

4 Discussion

In this discussion part of the thesis, I will present the timeline of the branding process, which includes the different stages of the project. Furthermore, I will discuss what I personally went through to make this project happen and what I learned during the process, including the challenges and my analysis regarding the branding process. I will provide suggestions and recommendations for the company, and what I think the company can do to increase its brand awareness and equity in the future. Finally, I have a section where I present the feedback I received from the client.

4.1 Progression



Figure 23: timeline of the thesis

The thesis took place over three months (figure 23). I had started to plan my thesis in early January, but because my plans changed, I shifted my thesis topic to creating branding for Stars of the North -company instead. Therefore, the first meetings began in February, where I went through the company's needs with the company owner. After the goals and business ideas were clear, I began the design process and finished the logo and color design in March. The planning took most of the time, along with compiling all the elements into the brand guidelines. During the process, I documented my thought process during concept phases, which I could then apply in the theoretical part of the thesis in writing in April. I continued to work for the company throughout the spring, but I planned to leave Kajaani in May. Therefore it was vital for me to finish everything before my departure so that the company would have a functional branding and foundation.

4.2 Thesis Process Evaluation

Initially, I struggled with a thesis idea, even though I had one in the back of my mind that I had started planning already. After having planned my original thesis idea, I felt disconnected from it, and it was not related to anything I would like to do in the future. Eventually, I wanted a branding-related thesis topic, but I was unsure what kind of company I should contact, and many companies I did ask for did not have many ideas. The commissioning company Pelikasvatus Kainuu Oy was established in early 2023. When I became more involved with the project through an internship, I suggested focusing on creating branding for the company. The company owner agreed.

The beginning of the brand development mainly consisted of intensive meetings. First, we had to decide on the name, which was difficult because the name is an essential part of the brand identity. There were many readily available and great options through crowdsourcing that the company had done before, but we needed some help picking a fitting one. Initially, we wanted to go with Northern Stars, but to our disappointment, there were gaming-related companies with that name, which could have needed clarification with our brand. The Nordic theme was still desired, so after weeks of throwing around ideas, we stuck with Stars of North. As mentioned before, the Nordic theme included northern lights, stars, and dark colors contrasted with bright cool colors.

I have a media degree and am already reasonably versed in the graphic design industry, which helped me review related literature during the design process. Furthermore, gaming is enjoyable, and the company's business model was unique in aiming to help children and offer services even to those with low income. I can empathize with troubled youth who get stuck in video gaming

and develop addiction and bad habits. The company's ethics and morals align with my own. Furthermore, the company would bring more value and attraction to Kajaani with more hobby options for children.

When I reviewed the literature, I searched English and Finnish sources. Throughout the process, I went through many books explaining the basic and more advanced theories about color, typography and other items the brand is compiled of. Moreover, while aesthetics are subjective, the goal was to objectively create a credible and good-looking logo and work from there.

I focused on reading background information, sketching, and designing during the process. Therefore, writing the theory and thesis part was left as the last step in the project based on the documentation I had done during the development phase. The process started with creating rough sketches and presenting them to the company owner for feedback while thinking about the name. The theme was still clear; therefore, we did not need to create new sketches for a new name we chose. For me it is essential that the receiving party is happy with the output that I give them, which is why I had continuous feedback and opinions from the company owner. Therefore, this brand was a collaboration between the company and me through countless meetings and planning sessions. I used roughly 50 hours of work on the logo alone during this process. The 50 hours include meetings and ideation sessions with the company.

Initially, I was supposed only to create a logo and graphic brand guidelines. However, it became more than that, and I started to create and manage a website and other management operations for the company to get it running. Furthermore, because branding was finished at this point, it was easy to build a website and other materials that closely followed the brand's color palette and general feel.

In my personal experience, I learned a lot about brand creation and the startup company processes. Branding is a crucial part of any business, and I have more insight into how much time it can take to create memorable and pleasing branding. Furthermore, I learned more about creating a functional and straightforward website that meets the needs of a particular target audience and the importance of a sound color palette. Moreover, I got a better idea of how long it takes to create a logo and branding; therefore, it will be easier for me to give an estimate to future customers or companies. I think the company has the potential to make a difference in some youth's and children's lives and create a more balanced and healthy generation of gamers.

Additionally, I think Kainuu needs more hobbies and activities that people can participate in. The company can provide accessible gaming hobbies for even those with lower incomes. It was

exciting and enlightening to see the process of starting up a limited company from scratch, and I am happy to have been there to get it started.

4.3 Future Recommendations

While a strong brand is an essential foundation for a company, the company must develop a marketing strategy supporting future operations. Stars of the North should invest time in market research and understand the needs and preferences of their target audience in order to give them a service they will be delighted with.

Some recommended activities should be considered, such as investing in social media. According to Statista (2023b), most Facebook users are older than 24-year-olds, the majority of users being 25–34 years old. Therefore, it could be beneficial to target the parents through Facebook. The company could focus on creating engaging content related to gaming education and creating awareness about the benefits of gaming for children. The content could include regular blog posts, videos, and other interactive content related to gaming education and coaching.

Furthermore, the company should consider using paid advertising to reach clients locally. Another suggestion for Stars of the North is to partner with schools, local organizations, and gaming events. While the company has partnered and networked with local organizations, continuing these activities is beneficial. KAMK has the potential to offer future esports and coach experts that can become future employees and create more value for the customers. Moreover, encouraging or giving incentives to recommend the service to current clients' friends and family through word-of-mouth marketing can help with acquiring more customers easily.

Optimizing SEO for the website should be considered a high priority. According to Autiero (2023), SEO is crucial for businesses that offer services online. Furthermore, Autiero explains that SEO helps to increase the quantity and quality of website traffic through organic search engine results. Autiero emphasizes that most online experiences begin with a search engine, and users tend to trust the top results that appear on the search engine. Coincidentally, optimizing a website's SEO increases the business' visibility and credibility, leading to more visitors to the website and potential customers. Additionally, SEO is considered a cost-effective marketing strategy that helps small businesses compete with larger ones. Autiero continues by saying that SEO is not a one-time task but a process that continues over time and requires regular updating to maintain the effectiveness of SEO.

4.4 Comments from the Client

After the final product (brand guidelines) was created, I asked the client for feedback and asked if they thought that the branding was successful in her opinion (Appendice 2). The client stated that she is happy with the branding concept. Furthermore, she feels that her knowledge was not sufficient to build a brand style guide even though they had seen some in other contexts. She emphasizes that she felt it was necessary for the company she was building. She states that the final brand guidelines guidebook succeeded in being clear and has instructions for anyone who needs to create marketing content for the company. She wanted the fonts and colors to be playful and trustworthy to attract both youth and parents, and in her opinion the branding was successful in that regard. In addition, the quality meets the standards of presenting a reliable organization that holds the values of customers in high regard.

She stated that working on the branding was challenging, because it required a great deal of effort. However, she said that communication and brainstorming with me was easy, and that she was happy how I managed to bring her ideas to life even better than she had expected. Furthermore, she recommended that every company should build a brand guideline because it made her think more about the mission, vision, and value statements of her company. The process helped her significantly to summarize the company's operations and principles.

5 Conclusion

The thesis topic was to create brand guidelines and a logo for Stars of the North (Pelikasvatus Kainuu Oy) that work in every communication channel and company marketing material. Furthermore, the main goal was to create a brand that had a uniform look and would be memorable. Brand guidelines ensure that future employees or marketers working with the company know how to apply the brand on various marketing channels in a consistent manner. Creating a consistent brand helps with the company's goal of establishing brand equity and being recognized as a local gaming education and coaching leader, eventually expanding its operations.

"Brand guidelines: What does brand look like" is an extensive question that is not easy to answer, especially when the company has no established colors or logo. Therefore, I had the assignment to create all that from scratch and scattered ideas. The process included many stages of concepts, sketches, and feedback sessions. Furthermore, there was the pressure of ensuring that the branding did not fit my biased ideas of what it should represent or look like, but it should firstly serve and be relatable to the target audience.

The thesis answered the research questions and the company's wishes that were established at the start of the project. Branding does not include only a logo, but it is a broad concept. Branding is an essential part and core of every company. The thesis project helped materialize and conclude those ideas into functional branding that the company will use to create brand awareness and value for their customers.

My degree is not focused on graphic design or logo creation. However, marketing and branding are tightly related, and marketers need to know what it takes to create a working branding. Furthermore, I used many tools taught during some courses, such as SWOT, mind mapping, social media marketing, and website creation with a website builder. Marketing requires a broad range of activities, including market research, advertising, sales, and promotions. All of that is also part of the branding. Effective branding is an integral part of a successful marketing strategy, and it helps create a competitive advantage, especially in a saturated market. Gaming education is a relatively fresh and new service, but gaming has become more popular in the past few years, and competitors will undoubtedly emerge. Effective marketing promotes and reinforces a strong brand image and identity, and I hope I have given the company some helpful tools to help it prosper in the future. I have no doubts that this experience has given me a great deal of new knowledge and skills that I will be able to use in my future career.

During this thesis, I had countless new experiences where I could improve my professional branding skills and bring someone else's ideas to life. Branding includes countless terms, and I had to study each of them to nail down everything necessary for this branding. I have a graphic design degree, but I rarely think about the theory behind my choice of colors or typography, but I go with what "feels" and "looks" right. However, with this thesis, I have learned that some choices should be made carefully because different colors and branding choices are not as simple as "it looks good". It must deliver a clear message to the customers about what the company offers them. The process is unlike what I had done before because this time, I had to report every tiny detail as a thesis and justify the theory behind my choices. While I have created branding for the company, brand equity is not something that magically appears after the brand guidelines are created, but it requires continuous effort and marketing.

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GRAAFINEN OHJEISTO



STARS OF THE NORTH
pelinä elämä

SISÄLLYSLUETTELO

1. Yrityksen tunnusmerkki
2. Logon suoja-alue ja minimikoko
3. Logon eri versiot
4. Tekstitön tunnus
5. Väripaletti
6. Typografia
7. Kuvamaailma



Merkki

STARS OF THE NORTH

pelinä elämä

Iskulause

Logoteksti

YRITYKSEN TUNNUSMERKKI

Tunnus muodostuu kahdesta eri osasta, joista toinen on tunnusmerkin, eli logon merkki. Logon merkki kuvaa revontulia ja tähtiä, jotka kuvastavat yrityksen yhteyttä Pohjois-Suomeen ja sitoutumista tarjoamaan asiakkaille ainutlaatuisia ja ikimuistoisia elämyksiä. Lisäksi tähdet edustavat yrityksen laadukasta tarjontaa ja asiakkaitaan tulevaisuuden tähtinä. Viileät värit edustavat yrityksen luotettavuutta.

Nimi Stars of the North muodostuu logotekstistä jonka fonttina on käytetty Bungeeta.

Yrityksen iskulause "Pelinä Elämä" on kirjoitettu fontilla Schoolbell, ja se edustaa ajatusta että pelit voivat tarjota viihdettä, sosiaalisuutta, koulutusta ja henkilökohtaista kehitystä, joka voi jopa johtaa uraan. Lisäksi tunnuslause vahvistaa brändin identiteettiä joka tunnistaa pelaamisen positiivisen vaikutuksen ihmisten elämään. Kehystämällä elämän peliksi brändi vetoaa yksilöihin joita motivoi kilpailu ja saavutuksen tunne. Brändi myös kannustaa terveitä tapoja elämän pelissä, mikä edistää itsensä kehittämistä ja henkilökohtaista kasvua.

LOGON SUOJA-ALUE JA MINIMIKOKO

Logon ympärille on määritelty suoja-alue, ja on tärkeää että sitä noudatetaan jotta tunnuksen erottuvuus kaikissa käyttökohteissa toteutuu.

Tunnuksen suoja-alueen hahmottamiseksi voi käyttää tunnuksen R-kirjaimen korkeutta joka suunnassa. Suoja-alueelle ei saa sijoittaa muita elementtejä.

Logon luettavuuden säilyvyyden toteutumiseksi on tärkeää että logon minimikoko on korkeudeltaan 20mm. Pienempänä logoa ei tule käyttää.

02



LOGON ERI VERSIOT

03



Lähtökohtaisesti tunnuksen valkoista tai mustaa versiota käytetään ensisijaisesti erottuvuuden takaamiseksi. Tunnuksen mustaa versiota ei saa käyttää tummalla värillisellä pohjalla, ja valkoista versiota ei saa käyttää vaalealla pohjalla. Tekstin väriä voi vaihtelevuuden vuoksi vaihtaa johonkin muuhun brändin väripaletin pääväriin. Iskulauseen voi tarvittaessa jättää pois jos sille on perusteet. Tunnuksen merkin väriä ei saa vaihtaa.



LOGON MERKKI

Tunnuksen merkkiä on mahdollista käyttää ilman logotekstiä, mutta vain silloin kun se on perusteltua.

Esim. some-kanavien profiilikuvat, discord kanavan kuva, videoiden tai dokumenttien vesileima

VÄRIPALETTI

05

PERSIAN INDIGO



#381372

C51% M83% Y0% K55%
R30 G10 B60
H263 S83 L45

LAPIS LAZULI



#1e6199

C80% M37% Y0% K40%
R30 G97 B153
H207 S80 L60

SEA GREEN



#F4D394

C0% M13% Y38% K4%
R244 G211 B148
H39.38 S0.81 L0.77

SPIRO DISCO BALL



#10C6FA

C94% M21% Y0% K2%
R16 G198 B250
H193 S94 L94

EERIE BLACK



#13102f

C60% M66% Y0% K82%
R19 G16 B47
H246 S66 L18

ROSE RED



#bb1752

C0% M88% Y56% K27%
R187 G23 B82
H338 S88 L73

PÄÄVÄRIT

TUKIVÄRIT

Värien valinta riippuu käyttökohteesta. Voimakkaat värikontrastit ovat suositeltuja. Punaista väriä voi käyttää silloin jos halutaan herättää johonkin erityistä huomiota. Tumma taustaväri vaatii usein valkoisen tekstin. Tekstin täytyy aina olla luettavissa. Eri sävyjä on mahdollista käyttää, kunhan brändin luonne säilyy.

TYPOGRAGIA

06

Stars of the North käyttää kahta eri kirjasintyyppiä.

Markkinoinnissa tekstin värinä käytetään yleensä valkoista tummalla pohjalla.

Päävärejä hyödynnetään väliotsikoissa tai muissa huomiota vaativissa teksteissä.

BUNGEE
ABCDEFGHIJKLMNO
PQRSTUVWXYZÅÄÖ
1234567890

Open sans

ABCDEFGHIJKLMN
 opqrstuvwxyzääö
 1234567890

OTSIKKO

Väliotsikko tukee otsikkoa

Huomioi että leipätekstin on oltava luettavaa ja selkeää.

Jos teksti sitä vaatii luettavuudeltaan, voi tekstin lihavoittaa

Kuvateksteissä voidaan hyödyntää kursiiivia

Kirjasintyytit ovat ladattavissa osoitteissa

<https://fonts.google.com/specimen/Bungee?query=bungee>

<https://fonts.google.com/specimen/Open+Sans?query=open+sans>

KUVAMAAILMA

07





STARS OF THE NORTH
pelinä elämä

YHTEYSTIEDOT

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Y-tunnus: 3343721-7

Pelikasvatus Kainuu Oy

What are your thoughts on the overall branding concept? Do you feel that branding accurately represents the organization's values?

I am happy with the branding concept. I had no knowledge of how to build a brand style guide, but as I have seen some guides in another context, therefore I knew my company had to have one. This guide provides simple and clear instructions for future marketing. This guide is easy to read and understand for whoever will be working with this. Our goal was to create a brand that attracts both youth and parents, which has been successful with this brand design. The colours and fonts are playful yet trustworthy, and with quality graphics and design, we present a reliable organization that values its customers' experience.

Even if reaching the final design was a long and difficult journey, communication and brainstorming felt natural. I had trouble putting my thoughts and ideas into words, but Riikka created a design that was even better than what I had in mind. Sometimes I felt that the little knowledge I had about graphic design, was an obstacle since my knowledge was less than basic, and my view was so narrow-minded. I would recommend that all organisations build a brand style guide because that made me think about our core values as well as vision and mission statements. I had to carefully review my thoughts about what I want my company to represent and how we offer our services. It helped me to summarise our company's operations and principles.