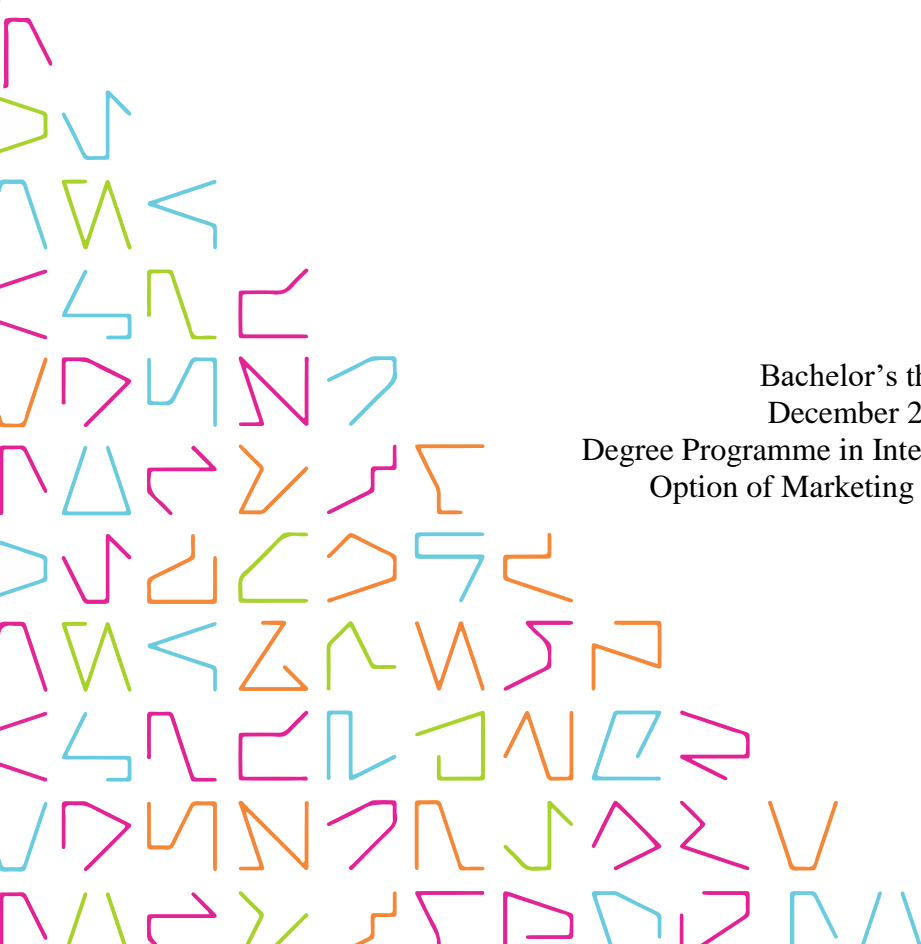


FAST FOOD SHOULD LOOK GOOD

Scanburger's New Corporate Visual Identity

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Bachelor's thesis
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ABSTRACT

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The aim of this thesis is to reflect on the new corporate visual identity which was created for a Finnish fast food hamburger chain Scanburger in late 2016. Scanburger is a Finnish owned fast food chain with 120 restaurants from which 110 are franchisee operated. The chain has operated for 21 years and has had a proper visual identity renewal in the early 2000s followed by some progress in the 2010s. The main reason the renewal was made was due to several researches stating that Scanburger's visual identity along with restaurant design pleasantness was poor in the eyes of consumers.

The thesis explores how the chain has previously looked and visually communicated, what changes were made why these decisions were made. Information concerning fast food corporate visual identities are evaluated, researched and compared.

This thesis concludes by putting all the bits of new visual identity in to a graphic guideline for the use of chain management, franchisees and advertising agencies. A thorough explanation of what a graphic guideline is, how it is formed and what it needs withhold is followed.

The conclusions also state that the chain needs thorough brand book which is tool for the chain management and franchisees for social media activities, verbal and written communication and better explains what are Scanburger's values.

Key words: Corporate visual identity, Fast food, Marketing, graphic design, brand guideline

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1 INTRODUCTION

I had been working as Sales Manager at Finnish fast food chain Scanburger since January 2015 and quickly noticed that one aspect in which the chain was underachieving was its visual identity. Besides seeing it myself, I heard it quite constantly from people I was trying to negotiate to become franchisees for the chain.

I've understood that the visual identity had been quite the same since the early 2000's with some minor adjustments. The restaurant design had changed from 1950's diner style to more fast food type design, with plastic chairs, red and brown colours on the walls but with still some nods to the diner-world. The poster design and photography in my mind was heavily outdated and according to surveys the chain was unappealing from advertising to restaurant coziness in the consumers' minds (Taloustutkimus 2015).

The owners of the chain had received preliminary suggestions for new corporate visual identity to Scanburger from four different agencies specialising in either advertising, marketing or concept design. Somehow the designs were either too retro by one imitating the old logo of Burger King and all together looking like it was from the 1970's or the suggested identity communicated more Pepsi than Scanburger. To me it seemed that all the designs were made solely from the viewpoint that Scanburger could not be more than a menu board at a gas station.

In the fall of 2016 I got to suggest a rough plan for the new visual identity of the chain. Since I started at Scanburger I had been searching the internet for fast food. Whether it was fast food chains, independent restaurants, their menus, advisements, social media accounts and restaurant designs. I already had a plan when I was given the chance.

For the design I knew what I wanted to emphasize, the roots, the origins of the chain. The classic grills, the no-nonsense atmosphere of the north. A chain proud of its origins in the northern Finland instead of originating from the capital. In late 2016 I had designed full visual identity including a new logo, typography, colours, background stories to use as part of marketing and new style for photography and advertisements.

This thesis aims to research what it takes to re-design a new corporate visual identity for an existing chain that has over 100 franchisees. I'm researching the meaning and theory of visual stimuli, colour psychology and visual design. I will be reviewing Taloustutkimus' consumer research on fast food awareness and aim to make Scanburger's marketing more interesting in the eyes of consumers so that the 2018 Taloustutkimus' research conclusions will hopefully be significantly better than previously. I will explain what I did for the visual identity and why and how the new visual identity was taken to a completely new restaurant design and later implemented.

I will conclude this thesis with excerpts from a thorough graphic guideline for the Scanburger brand where the redesigned visual identity is explained and visualized for Scanburger's stakeholders.

2 FAST FOOD IN FINLAND

2.1 History of fast food in Finland

Finland has had a rich fast food culture since the 1970's when UK based Wimpy opened three restaurants in Helsinki (Markkola 2010). The burgers had no mayonnaise or salad and merely featured a patty, mustard and onion. (MTV 2017). Soon after co-op Elanto produced two fast food restaurants called Speedy and the first US-based Carrols opened in Helsinki. Carrols was the pride of Helsinki residents and became the first real modern fast food chain in Finland. Carrols closed its last restaurants in 2012 as Hesburger owner Burger-In decided to replace the remaining Carrols' with Hesburger's after acquisition made by Burger-In from its then owner Kesko.

First big multi-national fast food chain in Finland was Burger King which opened its first establishments in Helsinki and Tampere in 1983. Two years later both were replaced by McDonald's (Tamperelainen 2012) which became the dominant fast food chain in Finland for the following decades. Currently there are 65 McDonald's restaurants in Finland (McDonald's 2017).

2.2 Scanburger

Scanburger is a 21-year old, Finnish fast food franchising chain that focuses on burgers and large, Finnish grill –type dishes. Scanburger currently has 120 restaurants, which most are shop-in-shop and grill-restaurants. There are some five stand-alone restaurants around Finland as well.

Scanburger is owned and operated by M.E.S. Marketing Oy which operates the chain management and Scanburger's whole sale for the food stuffs and other related material relating to Scanburger concept. Scanburger's operation model differs slightly from other franchising chains by not collecting franchise- or marketing fees from its franchisees. The sole requirement finance-wise from franchisees is that all the food stuffs are bought from M.E.S. Marketing's whole sale, Mes-tukku.

Scanburger's roots are in the economic depression years in the 1990's when the chain's founder, Elias Sarajärvi began selling beef and other food stuffs to grills in northern

Finland. The beef was bought from Swedish meat manufacturer Scan, where the name has been adopted to the chain's use. No actual ownership towards M.E.S. Marketing comes from Scan or now HKScan, only the name and the meat. In 1996 Sarajärvi began forming his own burger recipes and created a grill concept around the menus and called it Scan Burger.

The chain began its slow but steady growth from grills and gas service stations, first in northern Finland and sometime after, in the south. In the 2000's the chain opened its first stand-alone restaurants in Kärkkäinen's shopping centers and in Kamppi shopping center in the city center of Helsinki.

Scanburger's visual identity was at first leaning heavily on 1950's diner style and slightly modernized from this in the 2010's after which the chain had stuck in its then form. Since Scanburger has mostly operated with shop-in-shop restaurants, the restaurants have been a flush of variants and there have only been some few shop-in-shop restaurants that have actually used all Scanburger-furnishings instead of, say gas stations' own furnishings. This has made Scanburger a somewhat of a wild card and unknown and uninteresting (Taloustutkimus 2015) as majority of Finnish consumers have only seen Scanburger as a menu board inside a gas station.

M.E.S. Marketing Oy was sold in 2012 to a Finnish private equity firm Fresto Group Oy, after which M.E.S. Marketing began setting goals for the new visual identity which was considered no longer appealing (Taloustutkimus 2015).

2.3 Scanburger's competitive situation

Scanburger operates mostly as shop-in-shop restaurant in gas service stations from which majority are on independent Neste service stations. Scanburger also operates in few dozen stand-alone grill restaurants and has a few shopping centre restaurants.

Similar operators in Finland are Rolls, Sibylla, and a new comer Xmeal. From these competitors Rolls is the most similar and slightly better known when compared to Scanburger (Taloustutkimus 2015). Rolls has around 100 restaurants compared to Scanburger's 120, but has a significant benefit of operating inside several Kotipizza restau-

rants which has given Rolls multiple good locations inside already existing Kotipizza restaurants in popular shopping centres.

Sibylla is a Swedish based (and currently owned by Atria) hot dog & burger chain which is almost entirely operating in service stations in Finland. Sibylla has the majority of restaurants, over 200 which can be explained by its easiness for entrepreneur due to no need for heavy professional kitchen appliances and expensive ventilation and grease separation solutions. Sibylla is the market leader in hot dogs in Finland.

Xmeal is still small operator with some 30 restaurants in smaller gas service stations and bowling alleys. Xmeal was established by former Rolls franchisees and products are quite similar to Rolls'. Xmeal has adopted similar operation model as Scanburger, where the franchisees are required to purchase the food stuffs from the appointed food stock.



PICTURE 1. Image capture Rolls packaging (Rolls 2017).

Out of these three, Scanburger's biggest competitor is Rolls, a well-known smaller fast food chain which has done some CVI updates recently. Rolls is aiming for slightly more American approach by its heavy use of English language in communication and American visual aesthetics.



PICTURE 2. Rolls menuboard (Rolls 2017).

3 CORPORATE VISUAL IDENTITY

3.1 Corporate visual identity theory

A corporate visual identity can be said to be the front of the company. Visual identity of a corporation communicates with the audience through “visible elements of a brand, such as colour, form, and shape, which encapsulate and convey the symbolic meanings that cannot be imparted through words alone (BusinessDictionary).

In general, the elements of a CVI may include a logo, color palette, typefaces (fonts), layout, photography and illustrations, advertising styles and even signs and symbols (van der Bosch). It is a way to “distinct through the image that it presents to the world, through collateral like business cards, letterheads, brochures and other options” (Williscroft 2014).

Most typically CVI’s cornerstone is thought to be the logo, but one easily forgets that typography and color choices are just as important.

Over time the world and target audience changes and it is time to update the corporate identity. Then the design professionals can help, the image should develop trust, sense of value and long lasting connection with the customer base (Williscroft 2014).

3.2 CVI in fast food

Through my work at Scanburger I’ve often heard that all fast food tastes the same. What is important is how the customers see the fast food chain in their minds. I am still half way there. However it can be assumed that through consumer behavior study (Taloustutkimus 2015), an interesting visual identity and comfortable & cozy restaurant draws the longer straw.

In the fast food business the best place to make an impact with CVI along with restaurants is the packaging material. All fast food is packed in disposable wrappings and cups. These are a great place to show what the chain is about, how it communicates with the customer and how it represents itself.

It seems that there are two schools of thought to fast food visual identities. The McDonald's way and the Shake Shack way. The first one expresses warmth, excitement, quick eating and low prices. The latter is according to Shake Shack more about fresh, quality-made and community centered.

3.2.1 Shake Shack

The New York based fast (casual) food chain giant Shake Shack has been known for its simple, lettering based visual identity. It began its operation from a hot dog stand in New York's Central park where it was able to open a permanent kiosk in 2004 (Shake Shack). Now you still see a long queue for burgers if you plan to visit the Central park location. Today Shake Shack has 88 restaurants in the US and 59 restaurants from UK to UEA and is listed in the New York Stock Exchange (Shake Shack 2017).



PICTURE 3. Shake Shack packaging (Morningside Area Alliance 2017).

Shake Shack's identity corresponds with its take on fast food. Functioning in a new, particularly current category of burger chains working to a high level of quality, its clean, modern aesthetic is instantly recognizable and widely imitated (Muraben 2014).

It is no surprise that Shake Shack's CVI is so recognized and popular. When opening the "first Shake Shack kiosk in New York's Madison Square Garden, Pentagram's Pau-

la Scher designed the environmental graphics, striking an admirable balance of Coney Island scale with sophisticated letterforms” (Muraben 2014).

Shake Shack is also known for their green values beyond the visual identity. Most Shake Shack restaurants have green roofs, moss walls and they donate to various benefits depending whether they sold an ice cream or bottled water (Shake Shack 2018).



PICTURE 4. Shake Shack restaurant façade in Houston (Shake Shack 2017).

3.2.2 McDonald's

McDonald's is one of those companies everyone knows and has an opinion on. It was established in the early 1950's by brothers Dick and Mac McDonald in San Bernardino, California (McDonalds). In 1954 man named Ray Kroc began handling the franchisee operations and in 1961 bought exclusive rights to the McDonald's name. The chain began with drive-in establishments with no indoor seating.



PICTURE 5. McDonalds restaurant (McDonalds Finland 2017).

The famous golden arches formed the iconic logo which was adopted from two large yellow arches surrounding the restaurants. These arches made the restaurants into a landmark and gave McDonald's its first identifiable image. McDonald's other recognizable visual element was their first mascot Speedee, "a man with a chef's hat on top of a hamburger shaped head" (McDonalds Wikia). What makes McDonald's iconic visual design-wise is the easily recognizable logo and the use of red and yellow as long time corporate colour-scheme. Yellow is also the most visible colour in daylight, which is why the McDonald's M can be seen from a far distance (Karen Haller).

What is interesting is the current colour-scheme which heavily leans on colour green. As Karen Haller puts it "green elicits the feelings of nature, natural and environmentally friendly. It's no longer about rushing in for a quick bite to eat. You can relax, get comfortable.." This marks a clear change in McDonald's visual message in which one can think Shake Shack has had something to do with.



PICTURE 6. Big Mac meal (McDonalds 2017).

3.3 Scanburger before visual identity renewal

Scanburger's former visual identity had stayed the same throughout the 2000's. The visual image was relying heavily on the colour red which was seen in the logo, POS-material, clothing, restaurant decorations etc. "Red [colour] is an appetite stimulant, especially with yellow. If you think about the fast food industry, you will quickly realize that dozens of restaurants utilize red: Wendy's, McDonalds, Burger King, Denny's, Sonic, KFC, Arby's..." (Fatrabbit creative 2017). This is a natural choice for a fast food chain, but it was concerned by many to be too dominant.

In 2014 Scanburger began collaboration with Pepsi which brought some changes to visual identity ie. more blue colour started to emerge in posters and restaurant decorations. Large wall graphics began featuring more Pepsi –material instead of Scanburger.



PICTURE 7. Scanburger in Kamppi shopping centre 2014 (Scanburger 2014).

It was clear that Scanburger's visual identity was not considered interesting by the audience as Taloustutkimus' fast food image research in 2014, 2015 and 2016 has been a harsh read. Scanburger was the least interesting fast food chain in Finland and had one of the smallest awareness amongst hamburger fast food chains in consumers' minds. Restaurants pleasantness was the second to last and attractiveness of advertising was on the last position among fast food chains (Taloustutkimus 2015). The best grades were given in restaurant's pleasantness to ABC and in fast food restaurants to Subway and Burger King. The best grades on attractiveness of advertising was given to Kotipizza and Hesburger. (Taloustutkimus 2015).

3.3.1 Logo use

Scanburger logo was made in to a 3D-form sometime in the 2000's when 3D logos where popular. The logo became easier to read due to clearer contours. Now in 2017 the “common trend in logo design is the simplified form (Inkbot design 2017)” which makes the old 3D logo heavily out of date. One issue that the logo also has is the large and easy to read “Scan” inside an oval, but the “burger” –word which is written with contours is difficult to read especially if driving past a pylon or a billboard with the logo.

Some criticism had also risen from the boring design of the logo and the fact that some consumers have mixed the logo with car brands such as Scania due to the emphasis of the Scan word on the logo and the fact that majority of the restaurants are located in gas service stations.

LOGO



Logoa käytetään aina kuin mahdollista nelivärilogona (sähköisessä mediassa rgb). Joissain tapauksissa kuten prodeurauksissa voi käyttää valkoista logoa.

Logosta saa käyttää aina vain originaalia tiedostoa, josta saa M.E.S. Markkinointi seuraavissa muodoissa:

.indd / .ai / .indl / .pdf / .tif / .jpg / .png / .eps

PICTURE 8. Excerpt of Scanburger's Graphic guideline 2014 (Scanburger 2014).

The origins of the logo clearly come borrowed from Scan Ab -meat factory's logo where the oval is formed by a fork circling the name of the company after the meat products were bought from Scan. It was assumed that Scan's name would give the fast food chain some credibility and awareness to northern Finland consumers who were familiar with Scan Ab:s products due to heavy shopping of Swedish food stuffs in the 1990s through border crossings in northern Finland.



PICTURE 9. Scan Ab logo (Scan Ab 2017).

3.3.2 Typography

Scanburger's title typography was formed by heavy and slightly comic-styled font Beton Extra bold. The Beton font family originates in 1931 and was designed by Heinrich Jost and the digital font family was released in 2000. Beton is a slab serif typeface which "are often extremely bold, intended to grab the reader's attention on a poster (Wikipedia 2017)". Body text font was Ubuntu font family from which Ubuntu Condensed was the widest in use.



PICTURE 10. Excerpt of Scanburger's Graphic guideline 2014 (Scanburger 2014).

3.3.3 Colors

Scanburger's main colour was red. It was assisted by the uses of white, black and grey but different red gradients were heavily used. The amount of red used in the restaurant design and POS-material was said to be too heavy. Red is the colour of fast food and does draw attention but when used too much it becomes too dominant and slightly aggressive (Color psychology).

3.3.4 POS-material

A point-of-sale display (POS display) is a specialized form of sales promotion that is found near, on, or next to a checkout counter (the "point of sale"). They are intended to draw the customers' attention to products, which may be new products, or on special offer, and are also used to promote special events, e.g. seasonal or holiday-time sales.

POS displays can include shelf edging, dummy packs, display packs, display stands, mobiles, posters, and banners (Wikipedia 2017).

Scanburger's POS-material mainly consists of 700x1000 mm posters, A4-prints and menu boards. The posters communicated of visually unattractive products and somewhat outdated graphics when compared to ie. Kotipizza, McDonald's or Hesburger. Even though Scanburger's biggest competitor is considered to be Rolls, the goal is to have similar level visual credibility as Kotipizza, McDonald's and Hesburger has.



PICTURE 11. Kotipizza Americana –ad (Kotipizza 2014).



PICTURE 12. McDonald's El Maco –ad (McDonald's 2016).



PICTURE 13. Hesburger Salsa ateria–ad (Hesburger 2015).



PICTURE 14. Scanburger Jetsetter –ad (Scanburger 2015).

4 VISUAL IDENTITY RENEWAL

4.1 Color

I began working the new visual identity through colour choices. I knew I wanted to keep red but only as an accent colour. And it was clear from the start that black would be the main colour.

Black is the main colour as it is when rightly used a colour that communicates modern, powerful and edgier design. One of the focuses for the new identity was to modernize Scanburger and make it a contemporary grill-fast food chain. Black represents the grill marks on a beef batty, the rough and raw aesthetics that are targeted to Scanburger's target audience.

Red had always been the main colour of Scanburger and as there had to be some reference to history, red was brought to the colour palette as an accent colour to highlight matters and bring passion, hunger and fast foodness to the equation. A supporting accent comes from various shades of brown: the new packaging material is either recycled or non-bleached brown paper, the restaurant furnishings have different types of light but warm coloured woods ie. oak.



PICTURE 15. New colour guide (Scanburger 2017).

4.2 Typography

It was thought that the typography needed to visually communicate two things: first to highlight the new, bold and raw grill history that would give Scanburger a recognizable typeface. Second was to have a simple sans serif font that is simple, easy to read and would be slightly blunt and not too fancy.

The title font was chosen to be Brush Up font family by Ricardo Marcin and Erica Jung and published by PintassilgoPrints. The font is a hand painted typeface which is perfect to gather attention. The font family is used in two ways: as headlines and as ingress text. The Headline text is the oblique version Brush Up Too slightly tilted to give more angle.

Fjalla One by Sorkin type Co. was chosen to function as the body text font to be used for longer texts, price displays etc. The font is a medium contrast display sans serif with the ability to function also as a headline if needed.



PICTURE 16. New Typography guide (Scanburger 2017).

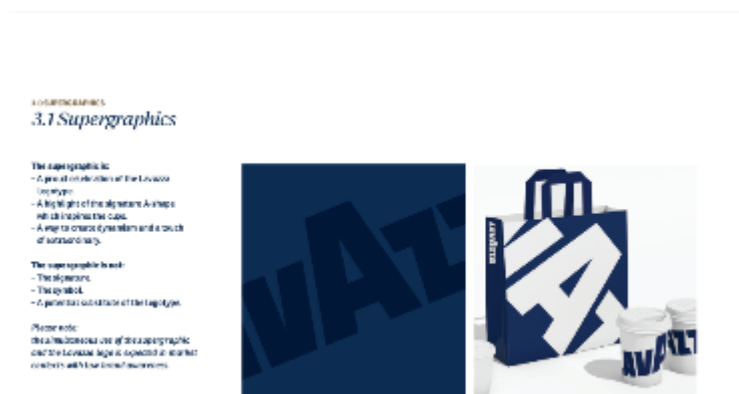
4.3 Logo

I had always admired the effectiveness of how the Viking Line's NgLi -logo was so easily recognizable and simple. I wanted to bring that to Scanburger's logo. I wanted the logo to be recognized from the shape, not the text inside the shapes and I wanted it to be a supergraphic [According to Merriam-Webster supergraphic is billboard-sized graphic shapes usually of bright color and simple design] as a default. What Scanburger

needed in my understanding was attention, recognisability and consumer awareness. I wanted these to begin straight from the logo.



PICTURE 17. Viking Line NgLi –logo (Viking Line 2018).



PICTURE 18. Lavazza Supergraphics guidelines (Lavazza 2017).

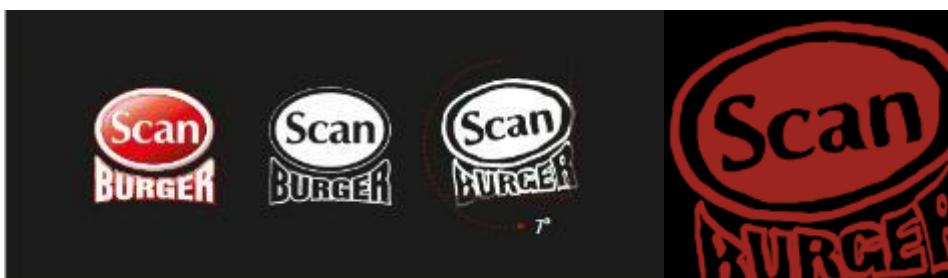
As stated in the previous chapter about current logo trends, simplifying is the current trend, which I wanted to bring in. Below is the evolution of recently redesigned Mastercard logo (99Designs 2016). What is also notable about the Mastercard logo is the fact that Mastercard is written together with small letters and ends with a small trademark looking like a dot as a sort of a statement.



PICTURE 19. Old and new Mastercard logo (Mastercard 1996 & 2016).

The new logo began to take shape by putting the original black and white logo in to a 7 degree angle and positioned to always appear on the lower right corner of each media it

was used. The logo was re-drawn – deliberately poorly to make it seem like a graphic doodle in someone's note book. This would make the logo interesting to look at yet friendly and non-threatening as the logo was meant to be mostly red in use.



PICTURE 20. Evolution of logo re-design (Scanburger 2017).

4.4 POS-material

Scanburger is most notable as a shop-in-shop operator through its posters and menuboards. There are a lot of restaurants where these are the only visible elements of the chain besides the logo on the building's façade. The posters needed to be able to compare besides Kotipizza and McDonald's posters.

First step was to stop taking food photography in-house and look for a professional. We ended up finding a great photographer with lots of experience filming not only models but food for various large corporations. All photography is now filmed in setting instead of previous manner of shooting the burgers in front of a white canvas from where the burgers would be then digitally inserted to another background. Film sets in current use are simple, have slightly dramatic lighting and the pictures are taken with a wider lens just from the same level the bottom burger bun is.

The posters no longer feature written info which would explain what the burger consists of. The Pepsi logo was changed in all material to be the vintage Pepsi-logo in either red, white or black depending on the background. The posters now feature image of a burger with clear price. The smaller posters and menu boards near the cashier then feature the image of a meal – in order to increase the amount of average sales.



PICTURE 21. New POS-poster (Scanburger 2018).

4.5 Restaurant design

New restaurant design was made by Helsinki-based Kokema design agency in the end of 2016. Kokema was given details of the new CVI, rough plans for service counter and window tapes along with some pictures of international restaurants which they would use as a base for new restaurant design. Kokema also made a design for a new flagship restaurant in a restaurant Scanburger had in Levi Spa. Some months before the construction was to begin Levi Spa however informed that they had decided to change Scanburger to Burger King. Despite this, Kokema made a portfolio of everything from service counter to garbage disposals, chairs and lights to wall decorations and floorings.

First shop-in-shop version of the new restaurant design was used in Neste Kuortane when Rolls was changed to Scanburger. The shop-in-shop restaurant features Scanburger window tapes, counter fronts, chairs and tables, garbage disposals, spice station and wall decorations.



PICTURE 22. New restaurant design (Kokema Design 2016).

4.6 Packaging material

All packaging material is made from brown, recycled papers and cardboards if possible. Colours feature only black and red as an accent. Packaging shows the roots the chain has in grills by using larger supergraphic grill griddle marks. The emphasis is in modern design but without forgetting who the target audience is.

4.7 Spelling and slogan

What also needed to be changed was the spelling of Scanburger. The chain's name had been written in two ways: Scan Burger and ScanBurger. Which both seemed a bit off. The emphasis was still on Scan and quite a number of people still referred to the chain simply as Scan instead of Scanburger. It was natural to change the spelling to Scan-burger which makes it also easier to read and to underline that the chain is independent and not part of Scan Ab. By writing the name together I also wanted to pursue the previously mentioned Mastercard spelling where the spelling had changed from MasterCard to Mastercard (lower capitals in the logo).

The former slogan was good as it communicated what the chain was about, rough translation being "when size and taste matter". This still is what the chain was about, tasty and proper sized meals. However size doesn't have to mean extra-large, it can also

mean the right size for you. The slogan was also too long to use effectively as a hashtag in social media. The former slogan does seem fairly long and difficult to say. I actually even heard our own employees saying it wrong or not even remember it word to word. To me this acted as a sign of re-thinking or at least simplifying the slogan.



PICTURE 23. Excerpt of Scanburger's Graphic guideline 2014 (Scanburger 2014).

As a result the slogan was changed to “maku ja koko” (“taste and size” in English). Now the emphasis number one is taste and size is secondary. This was much easier to use as a hashtag and I wanted to bring the hashtag directly to the slogan. Now all print and other uses of the slogan utilize the hashtag automatically.



PICTURE 24. New slogan.

4.8 Menu design

The chain had previously changed menu boards with black background to lighter, ocrea-coloured background. The burgers were sort of floating in the empty space and looked a bit yellow. The visual design of the menus also no longer matched the new visual identity.



PICTURE 25. Former menubords (Scanburger 2016).

It was also the request from the then chain director to change the images to feature meals instead of just burgers. The emphasis in the product description was also on meals instead of just the burgers in order to increase the average sales – just like with the POS-posters.

We had learned through sales reports that the biggest selling items on the menu besides the kerrosburger was the products that had the biggest images.

We then made all the burgers on the menuboard to better show their actual size instead of making one or two items significantly larger than the others. We knew we wanted to increase our kids' burgers sales so we decided to make it have a different typography all together, according to Kliever 2015, "restaurants can make their menus easier to scan by using clear section headings, easy-to-find dish titles, and other visual techniques". The reason why Cheese burger was placed first on menuboard was because "when scanning vertically arranged menus, customers tend to spend the most time looking at the first and last items" (Kliever 2015). This is also finger foods and mayo-dips were placed on the last menu board – to again increase the amount of average sales.

We decided to go with white background for the burgers as it gave good balance to the otherwise black visual identity. The menu would also be easier to notice in shop-in-shop restaurants from the rest of the selection.

I decided early on to stop using the fast food cups instead of glasses to portray soft drinks in meal images. This proved to increase the average sales of soft drinks especially in the summer time.



PICTURE 26. New menuboard (Scanburger 2017).

One more thing we wanted to do was to strip down the menu with a few products. We ended up losing five products based on sales numbers and that way I could narrow the menus down to three separate monitors / LED-frames and were able to use the one extra board for campaign products.



PICTURE 27. New menuboard and service counter at Vaarala restaurant (Scanburger 2017).

5 BRAND GUIDELINE

“One of the most essential documents any business can have is a brand style guide, yet many don’t have one” (Jordan 2017). Brand guidelines are, in essence, your owner’s manual on how to “use” your brand. These guidelines will be referenced by everyone who touches your brand, internally or externally, and will often be partially reused in future brand identity revisions (Andrys 2015).

The last step before utilizing the new CVI was to create a new brand guideline for the use of various stakeholders. According to Jordan 2017 there are seven topics the guideline should communicate to its reader: logo use, colours, typography, iconography, photography, web-elements and brand voice.

I decided to narrow the guideline to focus more on the graphic aspect for Scanburger based on my previous experience on what is needed from the guideline at Scanburger. I decided to narrow it down to the following:

- Logo use
- slogan
- typography
- spelling
- photography
- colours

I carefully read Kotipizza, Beats by Dre, Volvo, Nike Football and other’s brand- & graphic guidelines to make sure my guideline for Scanburger was easily comprehensible, professional and credible enough.

5.1 Creating the graphic guideline

The use of the new Scanburger logo was a bit tricky to write on paper. I knew in my head how to use it, but explaining it comprehensively required some effort. “It’s important that you define enough of the guidelines to keep your brand consistent, but keep them short enough that contributors can actually digest all of the rules” (Andrys 2015).

I ended up dividing the logo use to two pages, first explaining the future use with the old 3D logo and the new doodle-logo. I revised Kotipizza's graphic guideline as it is simple and easily comprehensible.



PICTURE 28. Kotipizza graphic guideline / logo use (Kotipizza 2016).

What I needed to explain the most was how the new doodle logo should be presented and how I could make sure it would be rightfully inserted in various mediums. I ended up making on more variant of the logo with ready clipping marks, so that graphic designers are able to determine how to place the logo.



PICTURE 29. Use of the doodle-logo (Scanburger 2017).

I decided to add two warm materials in to the colour guidelines; brown recycled packing paper and warm coloured oak. These were accompanied by back painted plywood. Adding these materials in the colour guidelines was important to give reader the

understanding of what goes well together in pictures, posters, restaurant design and unifies the visual communication.

The finished product includes the new logo, how to use it and where to use it, typography guide, spelling guide for the Scanburger –name, colour – and texture/material guide and slogan guide including social media hashtag use. The graphic guideline will be assessed by the chain director of Scanburger before it's release in December 2017. As the guideline is ready it is much easier to help franchisees to properly use the Scanburger trademark with same rules from Helsinki to Nuorgam. Many of the franchisees use their own advertising agencies to make websites, administrate social media accounts and make newspaper ads, and by having a graphic guideline, the chain can communicate the same issues more effectively throughout Finland.

6 DISCUSSIONS

Creating a completely new corporate visual image can be overwhelming. It's nowhere enough that one has decided what the logo looks and what colour to use in powerpoint presentations. An actual fast food chain needs everything from logos to typography, letters to business cards, menus to packaging, website to different social media accounts and posters to service counters.

Creating and managing a project this big alone for the most part requires lots of time to research, reflect, design, re-design and present. After that it can be the same all over again. Now a year after the initial plan there are not that many things that should be done differently. Due to costs a majority of things have to be done in steps. It's extremely expensive to destroy old storages of packing material and replace them with new or to remodel 120 restaurants just like that.

Creating this thesis has given valuable insight to future evolution of this new CVI. The way the menus can be made and what to emphasize in them. How to better communicate with colours and how to avoid negative images in colour use. It has been interesting to see how many fast food chains have begun shifting towards the Shake Shack – style CVI and bring freshness and cozyness in to the design.

During the research for this thesis it has become clear that Scanburger still needs a new, thorough brand book besides the graphic guideline. The brand book needs to include guidelines for social media, verbal and written communication. The general population of the title font Brush Up among graphic designers has raised an issue to try to change the font to another, similar brush font.

Time will show if the Taloustutkimus' research next year will give any hints to the possible success the new CVI has had. What has been learned from the entrepreneurs is that the chain has been said to 'finally looks current instead of 2007'. It has to be remembered that Scanburger restaurants can't be renovated with a budget of 2 million euros per restaurant as McDonalds has done, so the changes and progresses in consumer mindsets will be more subtle.

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APPENDICES

Scanburger graphic guideline