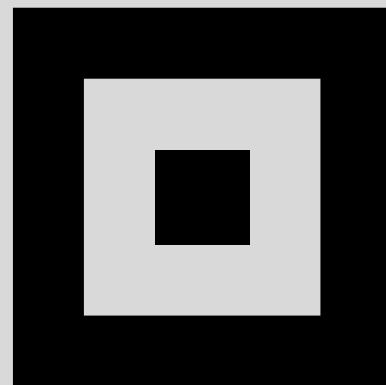


OULLU

CAPITAL OF NORTHERN SCANDINAVIA

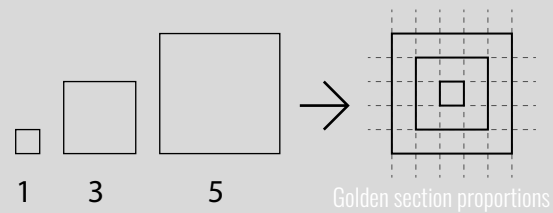
City Logo rebrending (Concept Idea)



OUUU

CAPITAL OF NORTHERN SCANDINAVIA

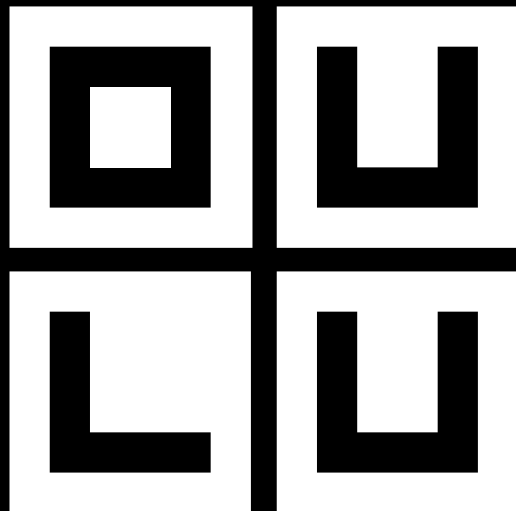
GEOMETRY



LOGO

The concept of the logo is based on the idea of concentric figures - squares, symbolizing both the letter "O" and the particularly strict geometry of the city center quarters.

Concentration, in turn, symbolizes the importance of the city for the entire region as a scientific and technical center.



CAPITAL OF NORTHERN SCANDINAVIA

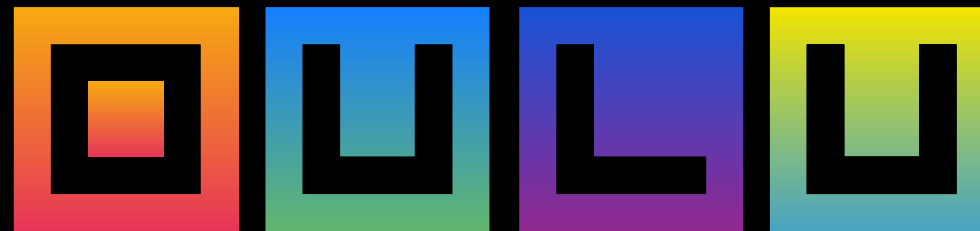


CAPITAL OF NORTHERN SCANDINAVIA

COMBINED BRAND MARK

Here the Author made an attempt to creolize the logo by using the font combination.

The laconic name of the city allows you to block the logo into a block, which itself, in turn, can be used as an additional logo.

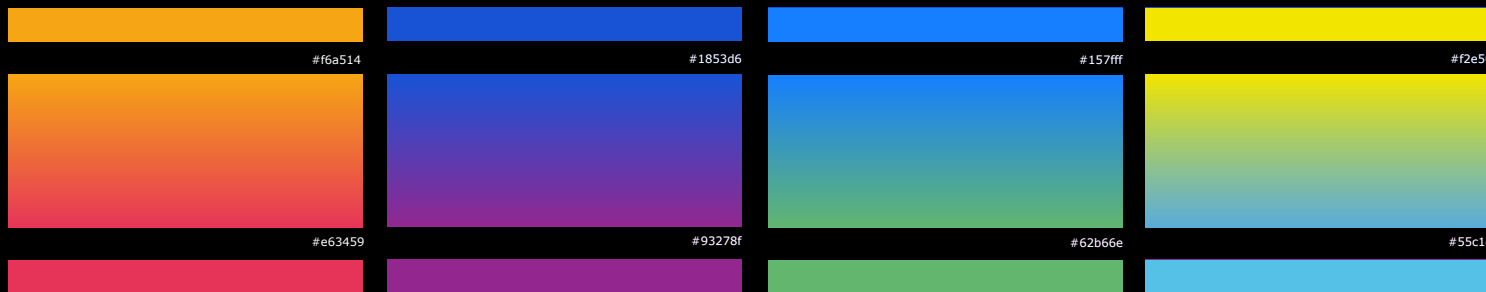


CAPITAL OF NORTHERN SCANDINAVIA

COLOR PALETTE

The color palette is created on the basis of gradients, symbolizing the lights of the evening city and the play of flashes of the northern lights.

One of the spectacular phenomena in this region.



Font

LATO

Light

ABCĆDEFGHIJKLMNOPQRSŠTUVWXYZŽ

abcćdefghijklmnopqrsštuvwxyzž

1234567890

‘?’“!”(%)[#]{@}/&\<-+÷×=>®©\$€£¥¢;:,.*

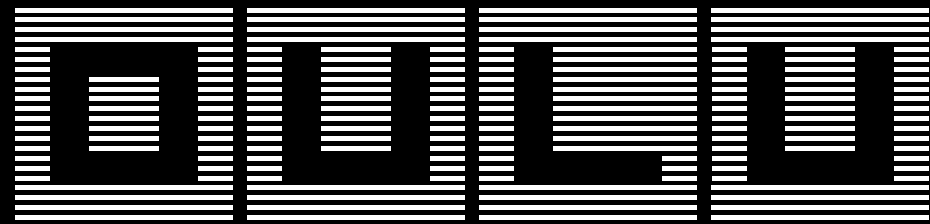
Bold

ABCĆDEFGHIJKLMNOPQRSŠTUVWXYZŽ

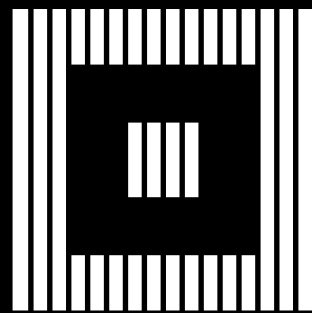
abcćdefghijklmnopqrsštuvwxyzž

1234567890

‘?’“!”(%)[#]{@}/&\<-+÷×=>®©\$€£¥¢;:,.*



Capital of Northern Scandinavia



CAPITAL OF NORTHERN SCANDINAVIA

MONOCHROMATIC OPTION

In some cases, a monochromatic version of the logo is required, which can be easily applied to various surfaces as needed.



BRAND PATTERNS

Based on the idea of the logo, some possible patterns are presented.



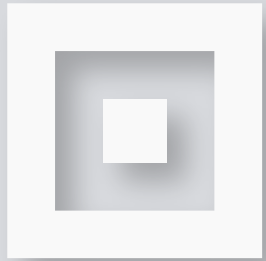
APPLICATION OF THE LOGO ON MEDIA

Various variants of the use of the logo on the media are shown. Additional logo combinations may be used depending on the marketing need.





APPLICATION OF THE LOGO ON MEDIA



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CAPITAL OF NORTHERN SCANDINAVIA



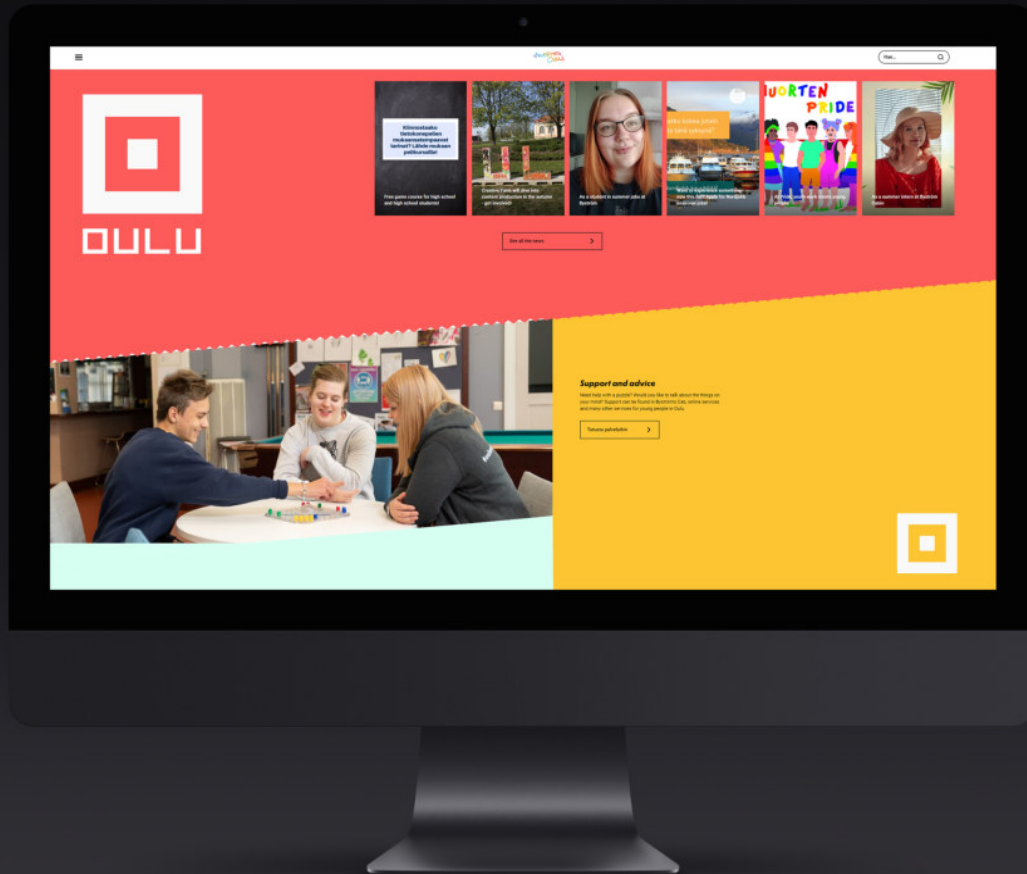
APPLICATION OF THE LOGO ON MEDIA



APPLICATION OF THE LOGO ON MEDIA



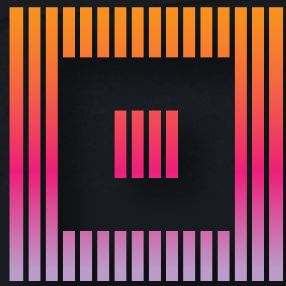
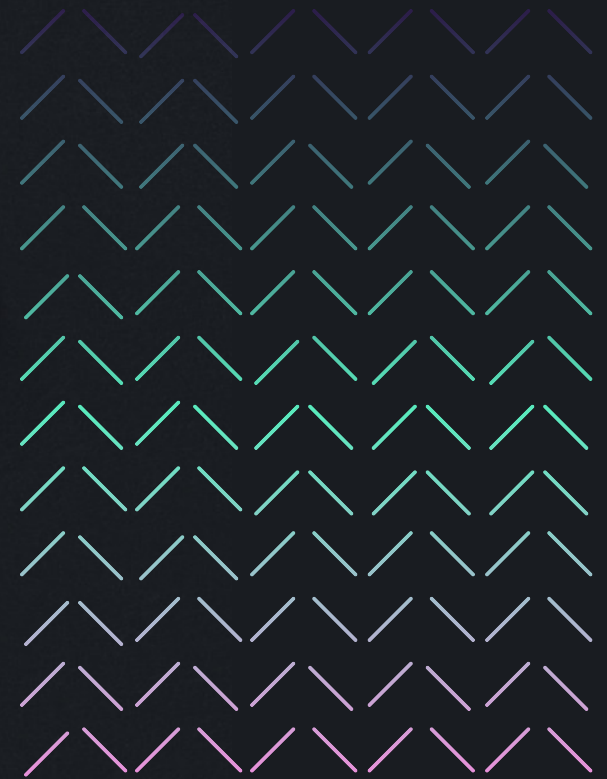
APPLICATION OF THE LOGO ON MEDIA



APPLICATION OF THE LOGO ON MEDIA



APPLICATION OF THE LOGO ON MEDIA



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OF NORTHERN
SCANDINAVIA