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CITY BRANDING

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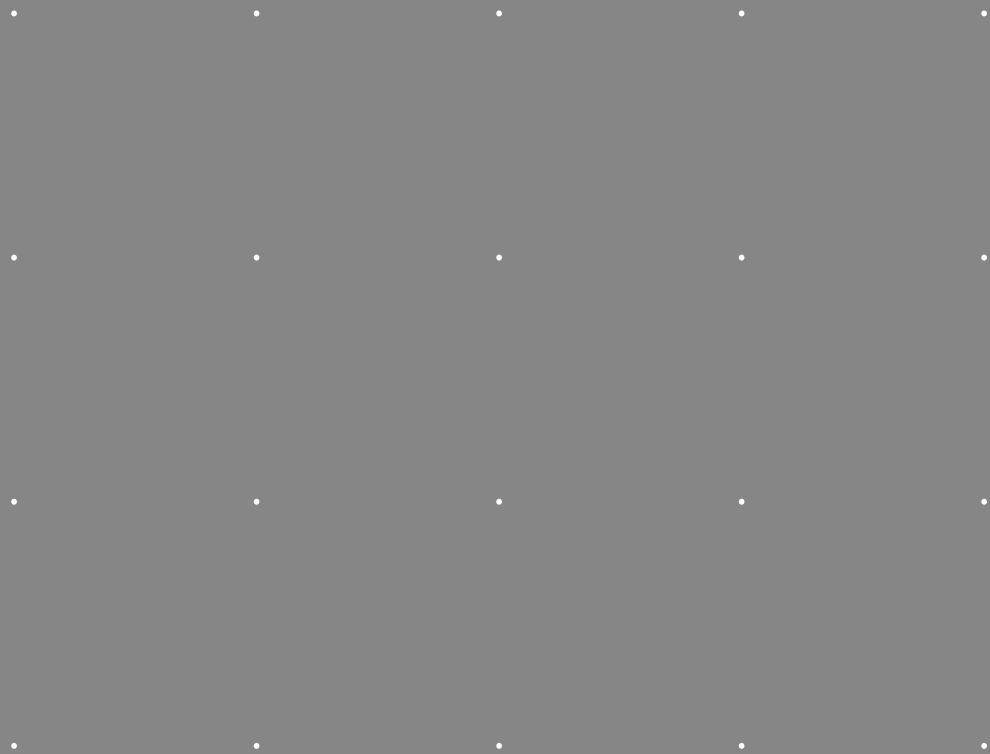
S

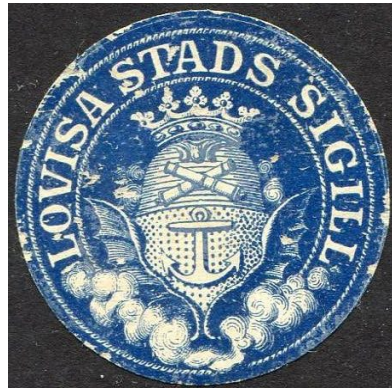
I

G

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LOVIISA | LOVISA





Old city stamp



Coat of arms of the city



Used city logo today



Etusivu Sosiaali- ja terveyspalvelut Varhaiskasvatus ja koulutus Asuminen ja ympäristö Kulttuuri ja vapaa-aika Työ ja elinkeino Kaupunki ja päätöksenteko

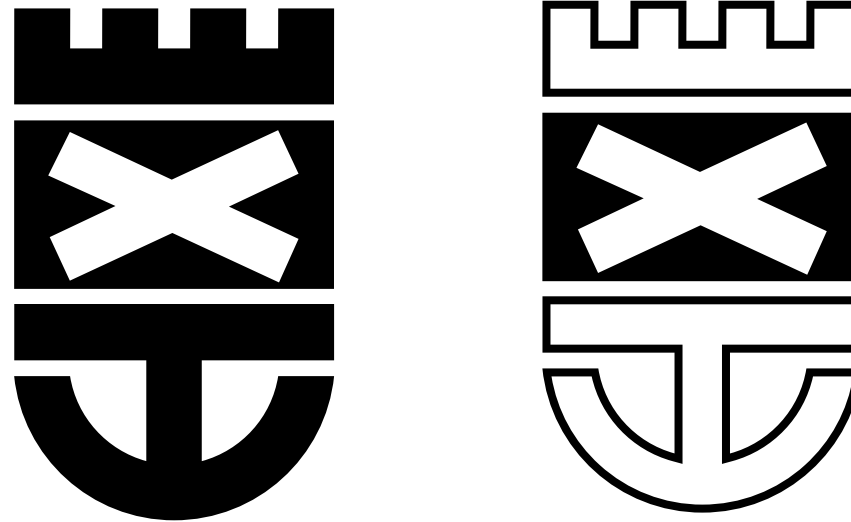


Place branding (includes place marketing and place promotion) is a term based on the idea that "cities and regions can be branded," whereby branding techniques and other marketing strategies are applied to "the economic, political and cultural development of cities, regions and countries."

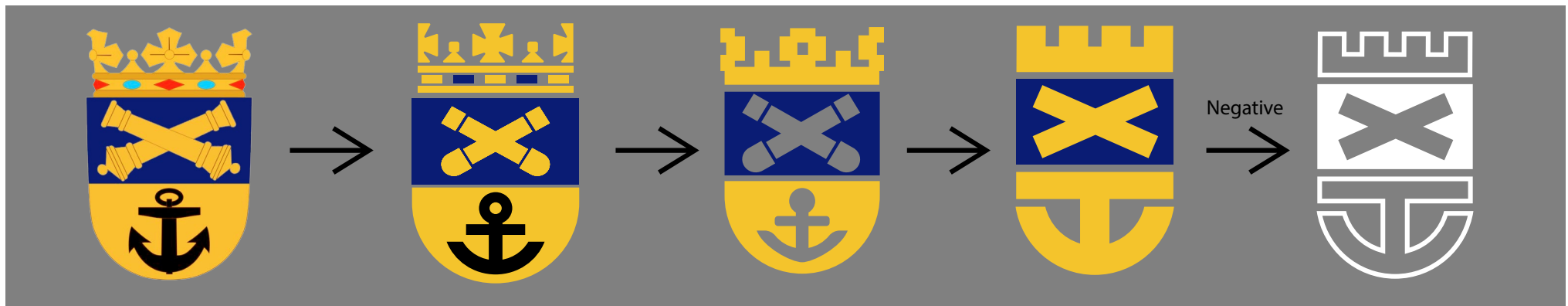
Kemp, Elyria; Childers, Carla Y.; Williams, Kim H. (2012). "Place branding: creating self-brand connections and brand advocacy". Journal of Product & Brand Management. Emerald.

Concept: oficial Coat of arm as a new Logotip

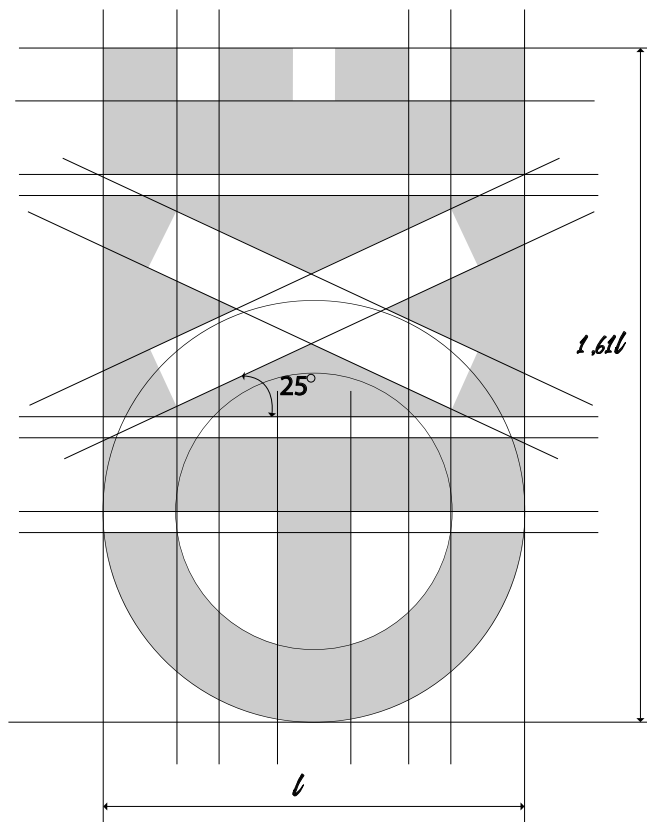
The emblem can be used as a City trademark for various fields of activity



Simplification of the form



Brand Identity



Brand mark

LOVIISA
SUOMEN PARAS PIKKUKAUPUNKI

Logo combinations: Positive/Negative



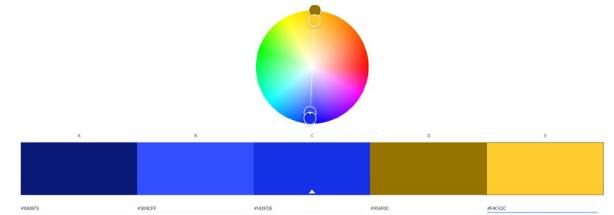
Monochrome combination



FONT: NEXT ART 1234567890

FOR TAG LINE SET TRAKING - 220

Color combination



#b3b3b3



#f4c42c



#916f00



#142fde



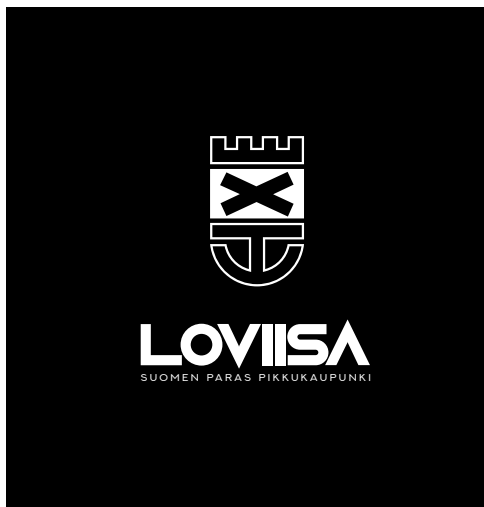
#304cff



#0a1873



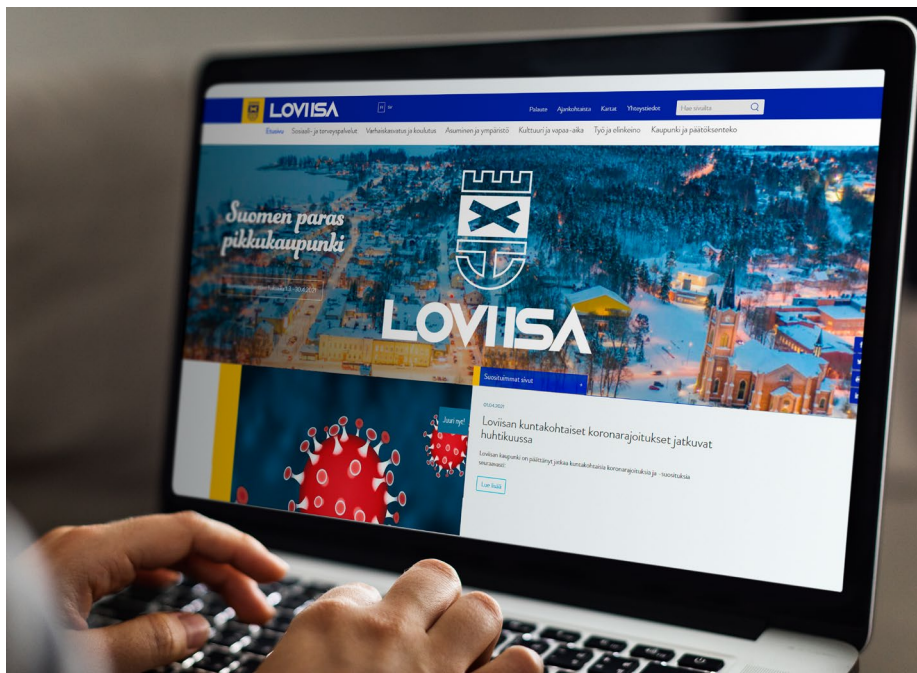
#ed1c24



Single color variants



Examples of variants on various media



Examples of variants on various media



Examples of variants on various media

