

SUPERECOSYSTEM Brand Book

“We cross-pollinate RDI & Business”

SUPERECOSYSTEM
BRAND GUIDE



Regional Council of Pohjois-Savo
supports
a successful region



Brand Overview

*The **SuperEcosystem** means exactly what it says – a combination of clusters and ecosystems reaching a SUPER level. **Super** makes it bigger and better than individual clusters chugging along in their own silos. **Super** encourages public and private organizations to aim high and grow, nationally and internationally.*

*The **SuperEcosystem** believes it all starts with people. People create organizations. Organizations create growth.*

*We teach and we learn together how to be **SUPER**.*



Regional Council of Pohjois-Savo
supports
a successful region



Vision

SuperEcosystem's vision is to be the umbrella organization that supports all cluster and ecosystem development and operations in Savo to enhance the region.

We support clusters and ecosystems and their members to build partnerships nationally and internationally.

We are known as the leading provider of cluster and ecosystem development services, helping establish other SuperEcosystems around the world.



Regional Council of Pohjois-Savo
supports
a successful region



Mission

Describe your brand's mission. What is your goal? What do you want to achieve?

SuperEcosystem's mission is to

Values

Describe your brand's values. They should be easily understood by your employees, customers, partners, and the market. Why were they chosen? How they should be embodied throughout all branding?

- 1. Sharing*
- 2. Courage*

Values

Describe your brand's values. They should be easily understood by your employees, customers, partners, and the market. Why were they chosen? How they should be embodied throughout all branding?

Target audiences and characteristics

1. *Describe your brand's main target audiences*

1. *Describe your target audiences' characteristics*

Brand Soul

Brand promise

A brand promise is the value or experience your customers can expect to receive when they interact with your company. Think back to your target audiences.

Brand personality

Describing the key character traits your brand embodies instantly makes it easier for designers, writers, and other creative contributors to ensure that the message they're communicating on any channel remains on-brand and dials up the appropriate personality trait.

Key words (4-6)

Choose your brand's key words

[Brand words.docx](#)

1. *Humans*
2. *Organizations*
3. *Environment*

Pillars (2-4)

What pillars or cornerstones does your brand stand on? These should be different than the values.

- 1. Knowledge*
- 2. Innovation*
- 3. Business*

Slogan/motto

What is your slogan/motto?

Tone of voice

What is your tone of voice? How does your brand sound?

Written content style

What is your written style? Write a few examples.

Logo usage

Place your logo here. Logos are visual shortcuts for identifying a brand. Consider adding a link to other logo formats (.png, .tiff, etc.).

Logo Size and Spacing

Your logo should include specifications for minimum size, and how much space to include around the logo symbol or wordmark: the 'exclusion zone'.



Logo usage

Primary Logo

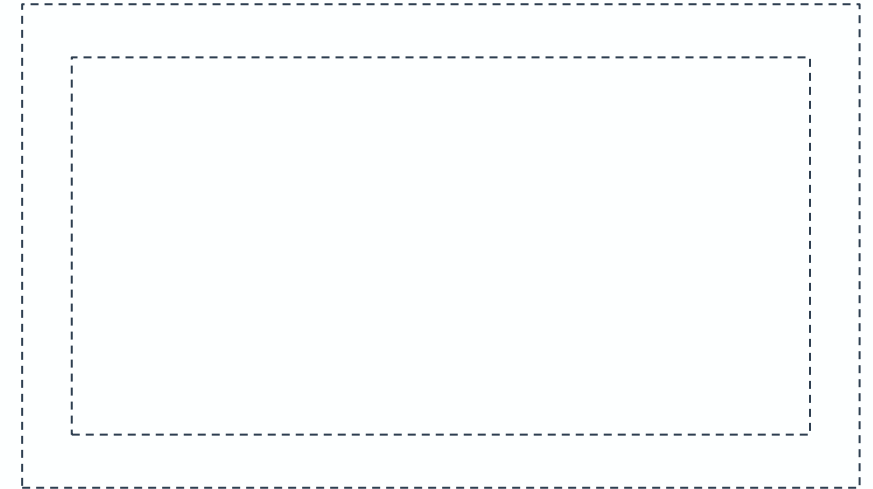
Provide your logo in a variety of sizes and file formats for download and show how it works in a variety of situations – the less you leave to chance, the better for your brand. You'll need different formats for print and digital, and also for designers, developers, and external partners, as well as internal users.



Logo usage

Secondary Logo

Your secondary logo, mark, or symbol can be used in places where your normal brand won't fit – such as the open tabs on your internet browser. Secondary logos should evoke the main brand, repeating some of the shapes, colors or elements. In some cases, you may have a symbol that can be used on its own, or a separate logo to identify your corporate brand identity.



Brand colors

Reproduce the color, along with the RGB, HEX, CMYK, and PMS codes, and be clear about your primary, secondary, accent, and background colors.

Place your main colors here. Write the code inside the box.

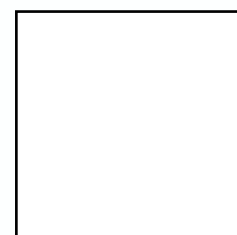
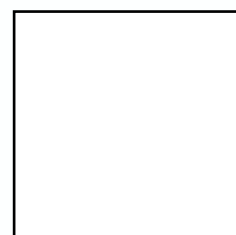
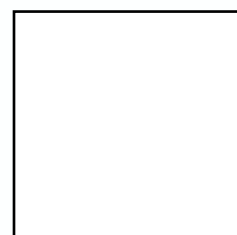
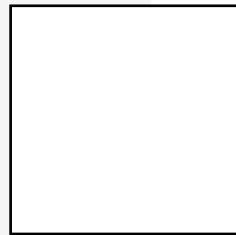
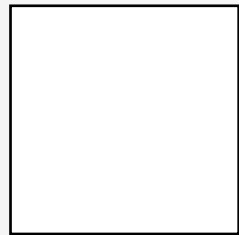
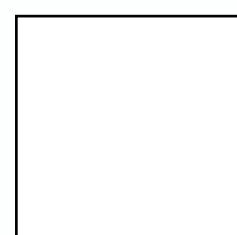
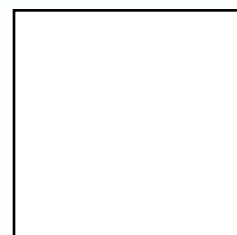
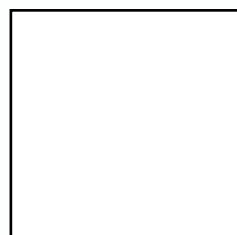
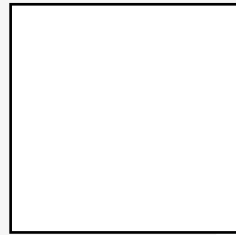
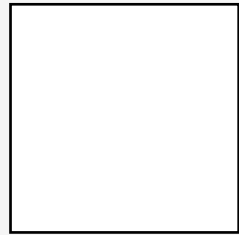
--	--	--

Place your secondary, accent, etc. colors here. Write the code inside the box.

--	--	--

Brand colors

Write how to use the colors more specifically. How, when, in what situations, platforms, etc.



Typography

Show the fonts you use here. While custom fonts can be very distinctive, don't forget to consider how your font choice impacts your online presence. Some channels, web servers, and marketing automation tools will override your custom font with a web standard one.

Mood boards

Choose your brand's visual language

[Brand images.docx](#)

Photography

Write what style of photography fits with your brand. Think back to your mood boards.

Be specific about your photographic style by referencing factors such as:

- *Whether you want to show people looking at the camera or not.*
- *How close-up your photography should be.*
- *How light should be treated.*
- *The mood you're looking to capture or evoke.*
- *Composition.*
- *Color.*

Consider supplying a library of approved images.

Infographics

Write what style of infographics fit with your brand. Think back to your mood boards and logo style. They can be used to explain complex ideas, express your brand personality, and echo your brand values. If you use illustrations, explain the best practices for when and how to use them in this section. Also, if your business has an illustration library, include a link to it here.

Presentation material layouts

Show examples of your presentation materials (website layout, business cards, roll-ups, stands, etc.).

Digital media platforms

Show examples of your digital media platform materials (website layout, business cards, roll-ups, stands, etc.). You can even include the written content style examples you created before.

Logo

Slogan/motto