

Recommendations on Using the Brand of Local Manufacturers of Ivano-Frankivsk



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Aim

To unite local manufacturers of Ivano-Frankivsk under a single brand reflecting their uniqueness and quality; to make these manufacturers more recognizable among local, national, and foreign audiences.

Vision

To support the economic development of the city by increasing the popularity of Ivano-Frankivsk manufacturers in Ukraine and throughout the world.

Brand positioning

Ivano-Frankivsk Oblast is a region of Ukraine full of ancient legends, Carpathian forest creatures, and exceptional hospitality. Locals are sincere, talented, and filled with inspiration to convey the spirit of their homeland through their own products. The brand creates a mystical aura and gives consumers the opportunity to enjoy the best gifts of this magical city.

Local manufacturers have a deep connection to their home and its cultural heritage, and thus often use traditional recipes, ingredients, and folklore specific to their region. Local producers put love and care into what they make, giving products from Ivano-Frankivsk a special taste and quality that comes from the soul of Ivano-Frankivsk Oblast.



Brand positioning

Target audiences

The brand will target its key messages at consumers of different age groups as well as potential business partners.

TA1	Potential Ukrainian consumers under 18 years of age (children who can influence their parents' decisions to buy certain products)
TA2	Potential Ukrainian consumers aged 18+
TA3	Local brands and manufacturing enterprises
TA4	Ukrainian entrepreneurs – for potential cooperation, partnerships, and sharing experience
TA5	Foreigners and potential foreign investors

Creative concept

Brand name

EN

Frankivsk gifts

UA

Франківські дари

Slogan

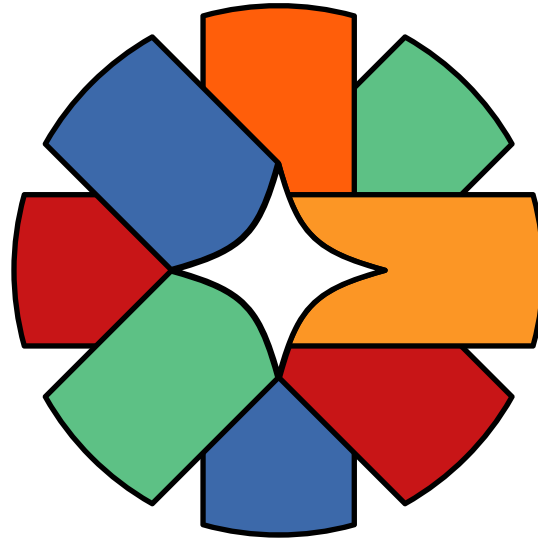
EN

Local products with soul and taste

UA

Локальна продукція з душею
та смаком

Logo



Frankivsk
gifts

The full brand logo consists of a sign and a text component with the brand name. On some branded products, the sign and the brand name can be placed in different parts of the composition on the format.

The slogan will not be used in the logo. It will only be added to those products where there is enough space for its placement.

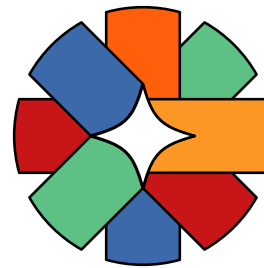
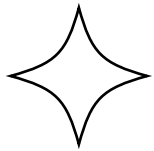
Style-forming idea



An atmosphere of enchantment; a magical spark – the inspiration and effort of the products' creators



A colored windmill, like those used at holiday fairs and festivals. Each "blade" is a reference to different manufacturers and their spheres, combining them into a single mechanism.

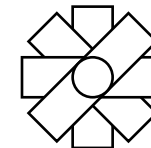


star – a modified rhombus (embroidery pixel) from the city logo

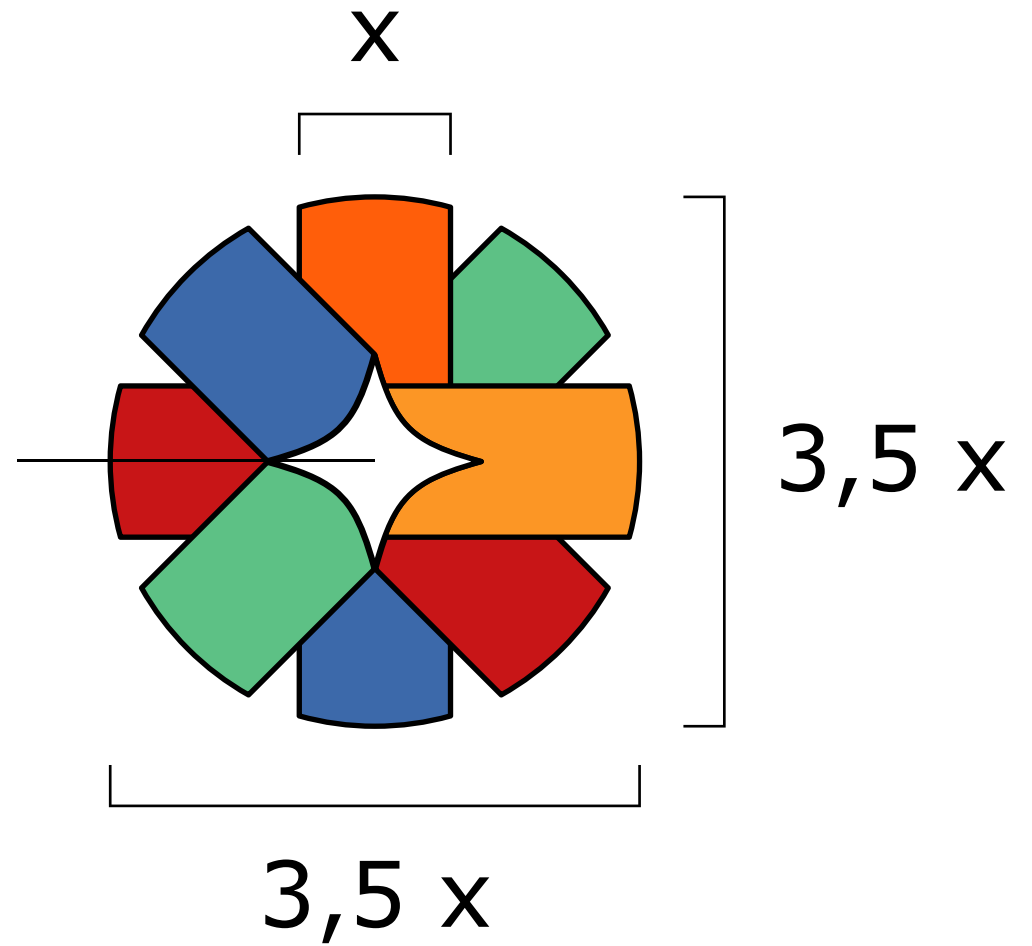
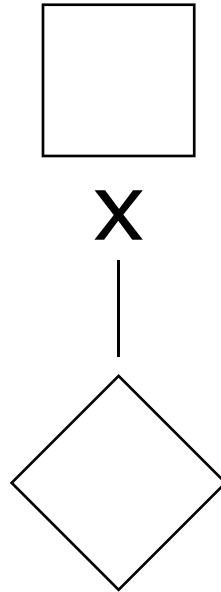
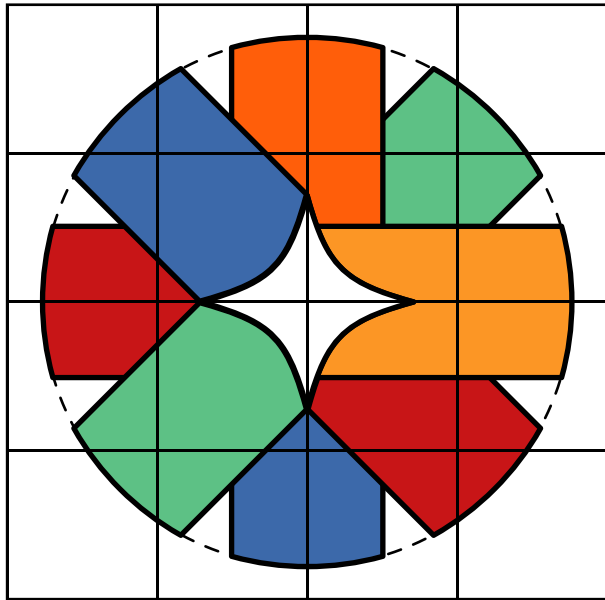


Ivano-Frankivsk
city for life

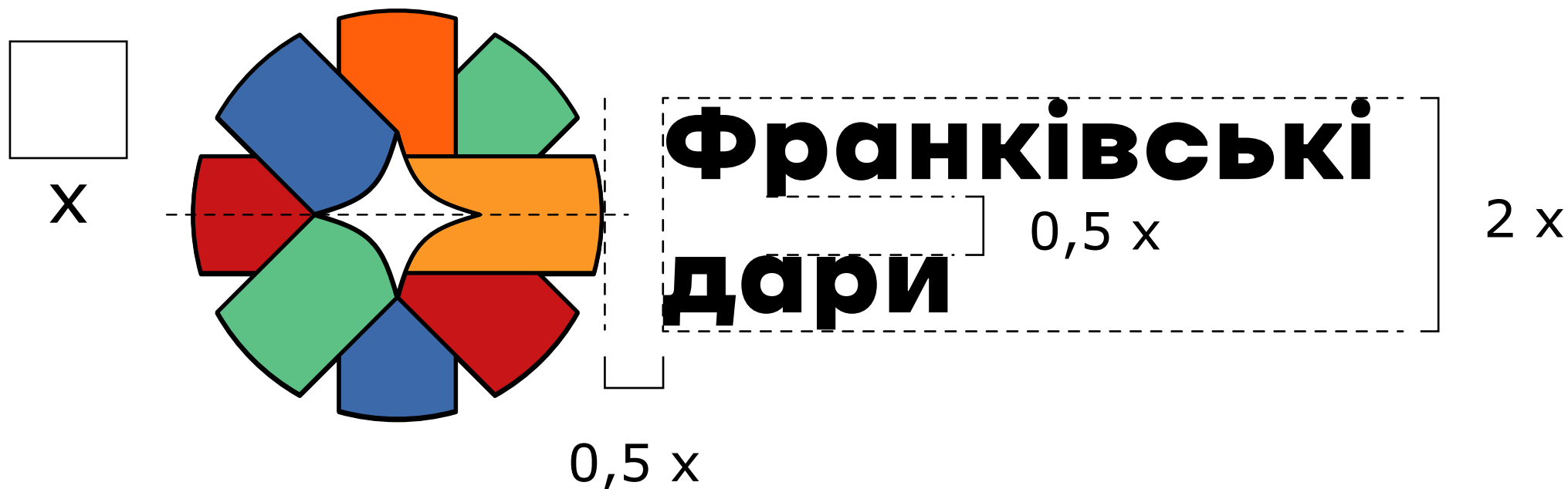
resonates with the shape of the town hall and the city logo



Logo construction. Sign



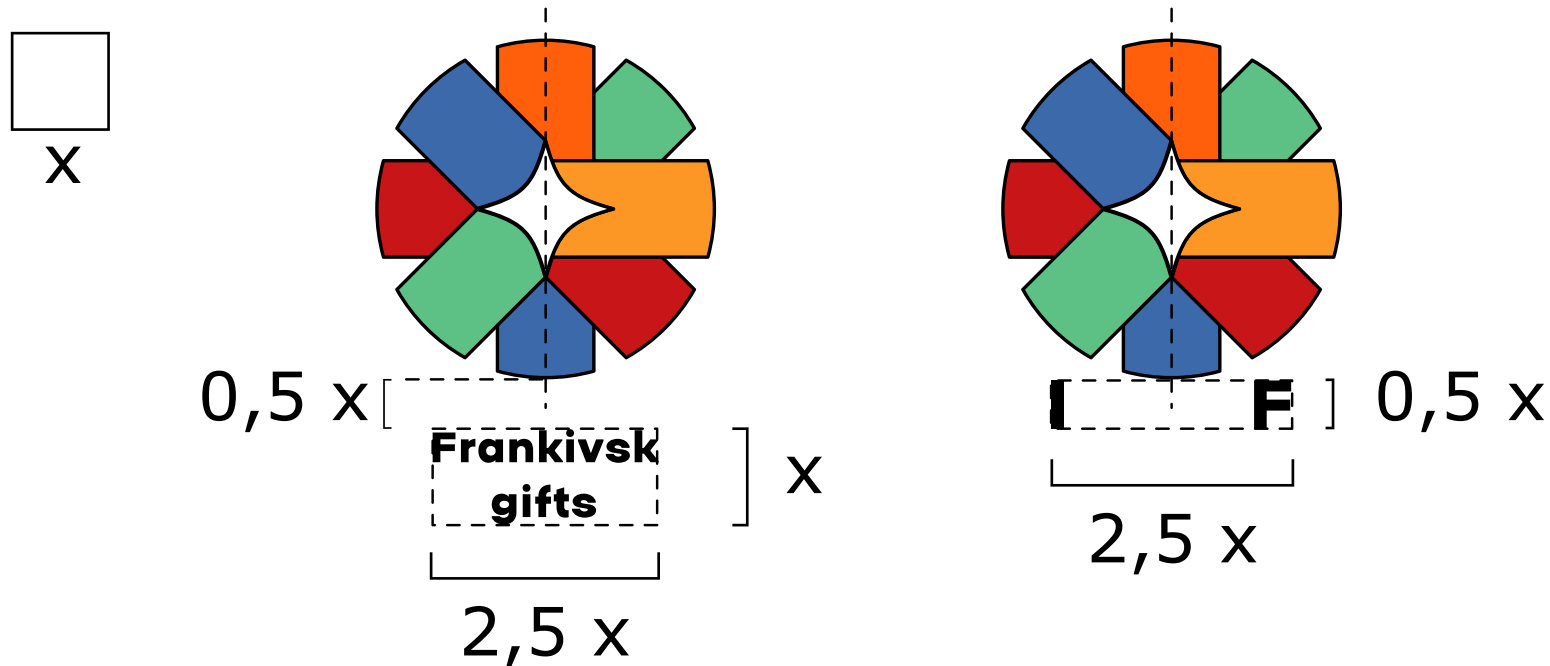
Logo construction. Sign + textual part*



For the horizontal version, the text is to be aligned on the left edge, while the text block itself is to be centered on the right side of the sign.

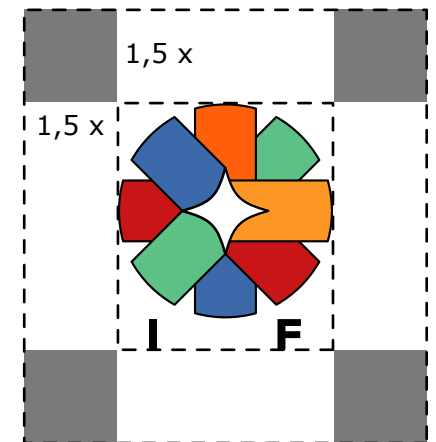
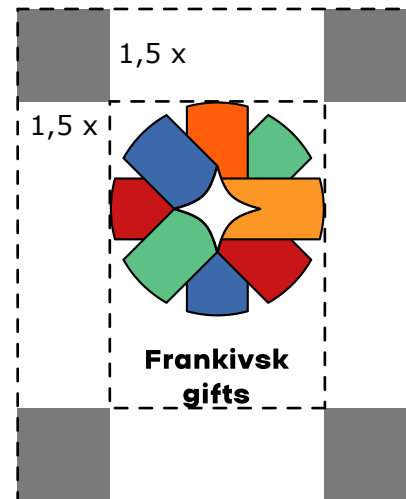
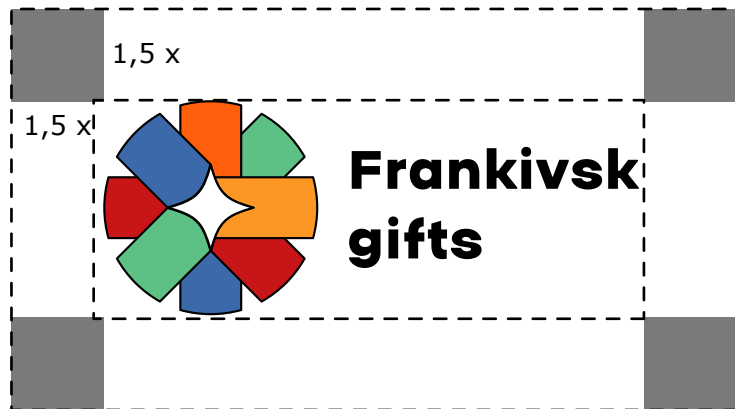
*Find on Page 16

Logo construction. Sign + textual part



For the vertical version of the logo, the text is to be centered below the sign. The abbreviated vertical version with the letters "I" and "F" denotes the city of Ivano-Frankivsk in cases where the brand name is displayed separately from the logo, so as to avoid its duplication. The letters are to be aligned in the corners below the sign.

Logo protection zone



Creative concept. Logo

Acceptable logo sizes



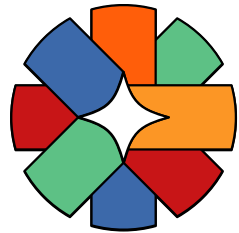
The minimum size for placement on an A4 page size is at least 7 mm height for a horizontal logo and 7 mm width for vertical versions of the logo.

The maximum size of the logo is no more than 30 mm, respectively.

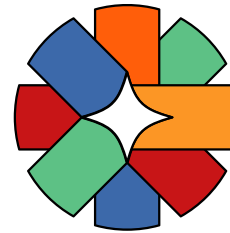
If the logo is used outside of a text document, the maximum size can be adjusted taking into account the medium for placement and its relationship with other composition elements.

Logo versions depending on language

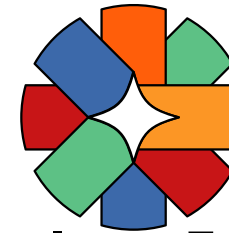
EN



**Frankivsk
gifts**

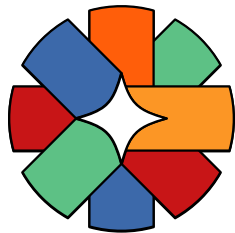


**Frankivsk
gifts**

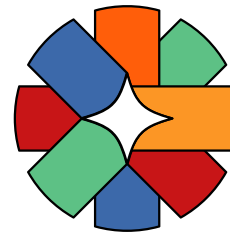


I F

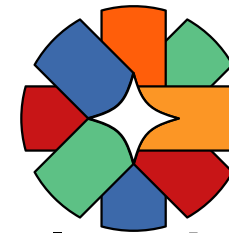
UA



**Франківські
дари**



**Франківські
дари**

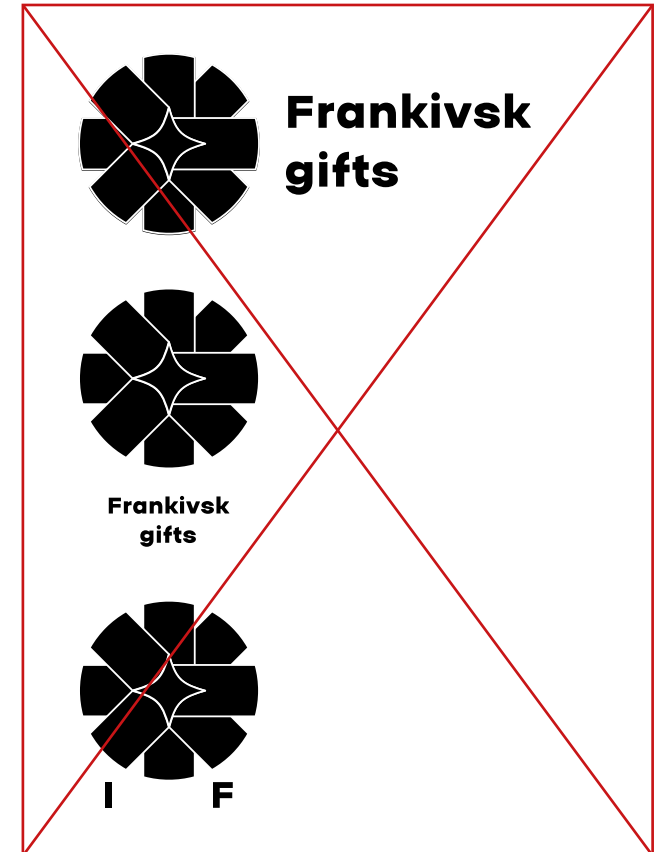
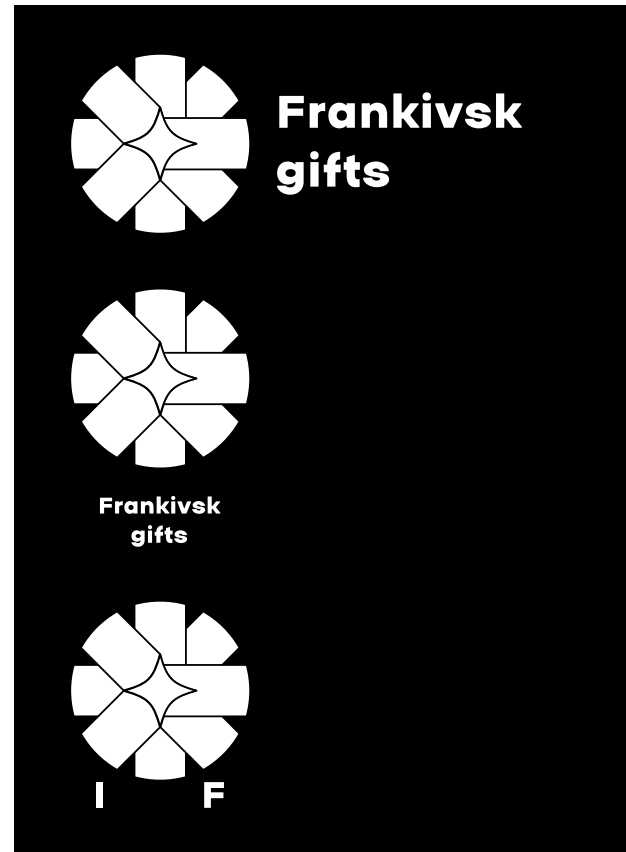
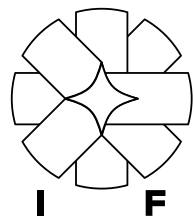
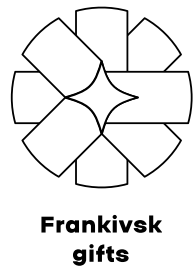


І Ф

In the English-language logo versions, the distance from the sign to the text and the centering relative to the sign are to be preserved. The width and height of the text block may differ from the Ukrainian version, but the font size should remain the same.

[Download the logo](#)

Monochrome version of the logo



A white inscription can also be used with a colored version of the sign for placement on a dark background. There should not be any shades of gray in the monochrome logo.

Unacceptable ways to use the logo

It is prohibited to:



Swap the colors of the logo sign



Make a larger or smaller outline of parts of the sign



Use outlined letters in the logo



Add shadows, glow, blur or other similar effects to the logo and the identity elements



Choose a background color close in tone to that of the textual part of the logo



Place the logo on a face



Place the logo on a non-homogeneous, unreadable, and/or textured background



Place the logo on a multi-colored unreadable background with no underlay

It is recommended to:



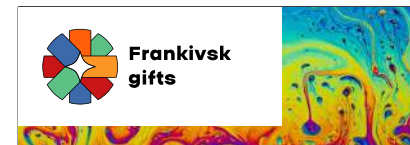
Choose a background color contrasting in tone with that of the text part of the logo



Place the logo on a monotone background (or a gradient one, on a part of a photo not overloaded with elements)



Darken or lighten the background (apply a dull color filter if necessary) for logo readability



Add monotone boxes or ribbons to place the logo on brightly colored images

Creative concept. Logo

System of colors

Color



B/W

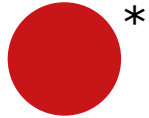


The colors symbolize different areas of production in the region, and thus the multifaceted nature of the brand and the variety of products.

Shades are not fixed to a specific type of goods and can be used in different combinations according to the environment in which the visual products are placed. It is important to maintain the readability of the elements in line with the main laws of color science and of work with tones.

Black and white are the preferred colors for text, outlines, separation of information, technical designations and monochrome images.

Color selection



RGB 200, 21, 23
CMYK 13, 100, 100, 4
#C81517



RGB 60, 105, 170
CMYK 83, 60, 6, 0
#3C69AA



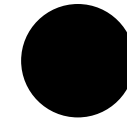
RGB 255, 94, 10
CMYK 0, 78, 100, 0
#FF5E0A



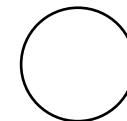
RGB 93, 193, 133
CMYK 63, 0, 64, 0
#5DC185



RGB 252, 150, 37
CMYK 0, 49, 95, 0
#FC9625



RGB 0, 0, 0
CMYK 70, 70, 30, 100
#000000



RGB 255, 255, 255
CMYK 0, 0, 0, 0
#FFFFFF

* color from the Ivano-Frankivsk brand logo

Fonts

Ermilov Bold

For headings, accents, highlights,
section markings.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789

Verdana Regular

For main text, large information
blocks, technical information.

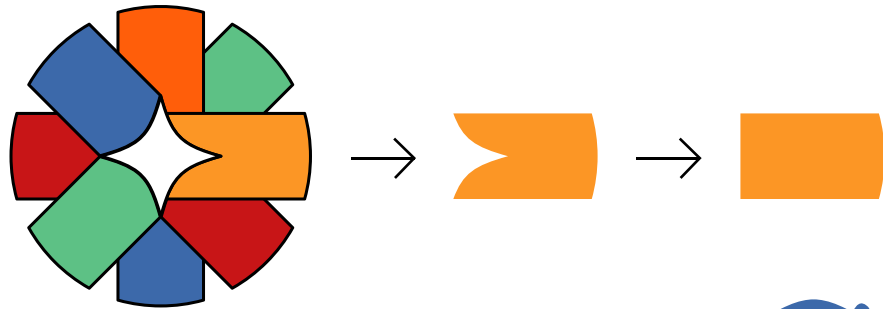
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789

Verdana Bold as an alternative to Ermilov Bold.

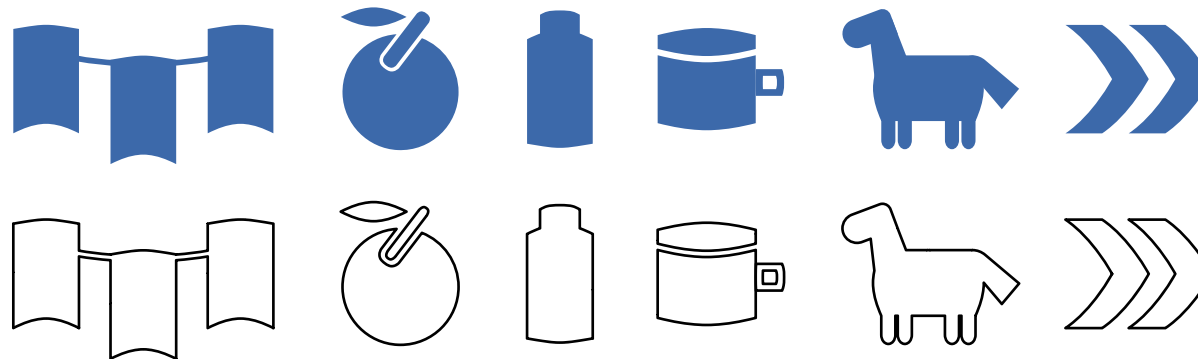
Verdana Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789

System of visual elements



The ribbon-petal should be taken as a module. With its help, identity elements like tinted boxes, patterns, and pictograms are constructed.



Pictograms are used in accordance with the theme of the visual. They are used as icons to indicate areas of production or as an element of a decorative pattern (their size can be changed; they can also be combined or used one at a time). If the shape of a pictogram cannot be built from the module (by adding or subtracting the shape), simple geometric figures should be used, like circles, squares, triangles, or rectangles with or without rounded corners.

[Download pictograms](#)

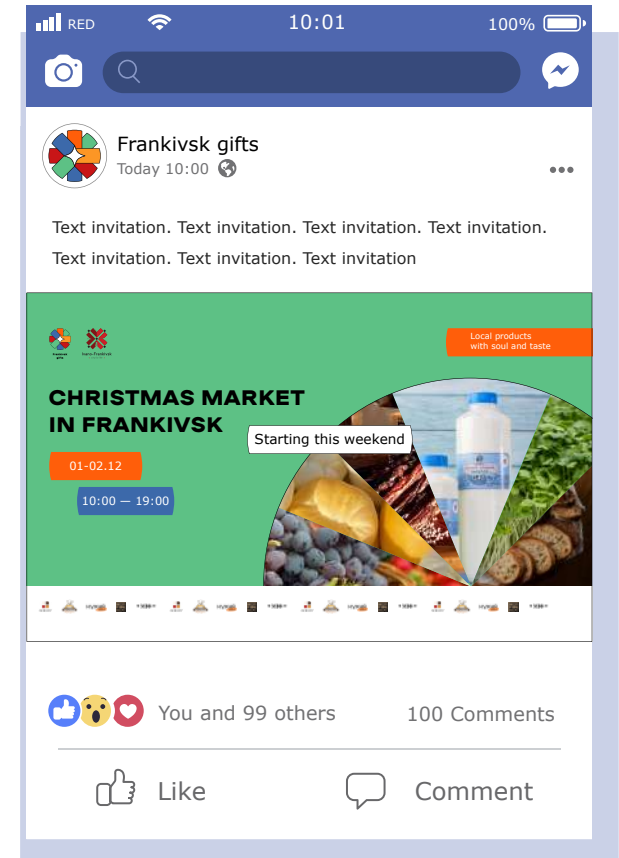
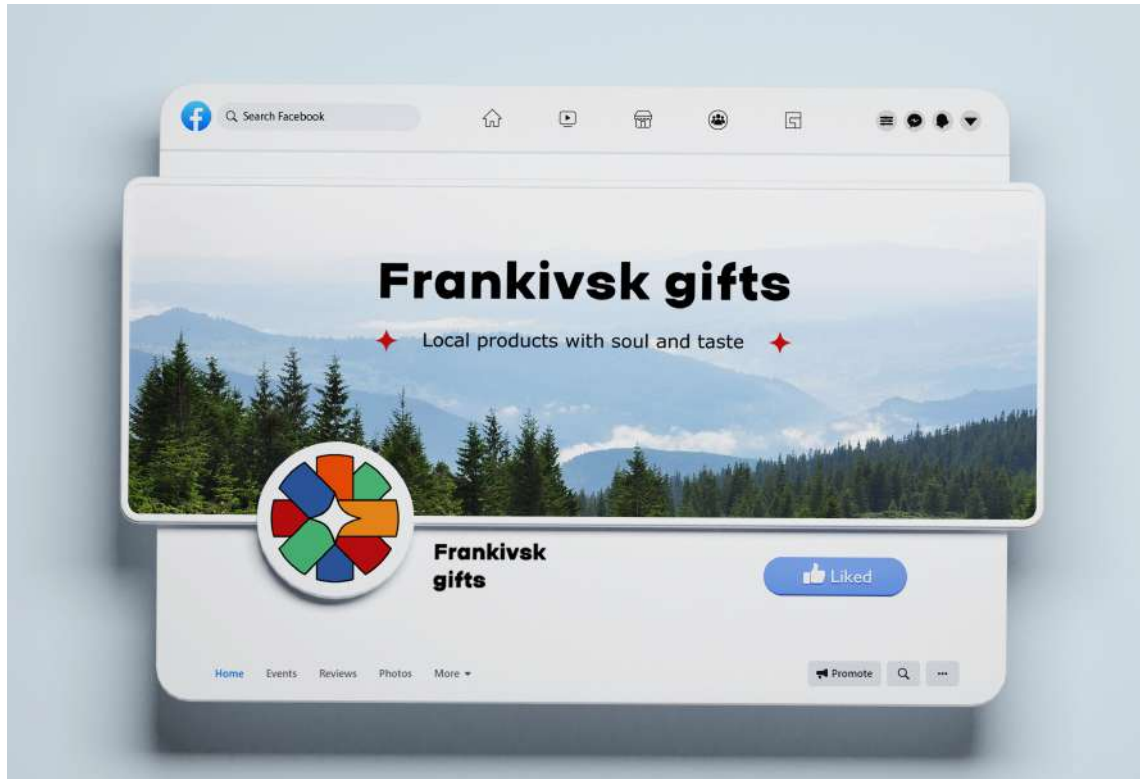
Key Messages

All communication products of the campaign will be developed taking into account the key messages for each target audience.

<p>TA1. Potential Ukrainian consumers under 18 years of age (children who can influence their parents' decisions to buy certain products)</p>	<p>Buying products from local manufacturers is cool!</p>
<p>TA2. Potential consumers from Ukraine aged 18+</p>	<p>It is important to support your own people! Local Frankivsk manufacturers are our local treasures! Protecting and passing on the skills of local manufacturers means nurturing local traditions.</p>
<p>TA3. Local brands and manufacturing enterprises</p>	<p>Your products are appreciated Your products are our pride Thanks for creating high-quality local products</p>
<p>TA4. Ukrainian entrepreneurs – for potential cooperation, partnerships, and sharing experience</p>	<p>Support for local manufacturers means development of the region Developing your own people and businesses is a contribution to our common victory</p>
<p>TA5. Foreigners and potential foreign investors</p>	<p>Ukrainian manufacturers are worth trying Manufacturers from Ivano-Frankivsk deserve your investments</p>

Visual design of pages on social networks

Facebook



Event photos or event announcements can be placed on the cover.

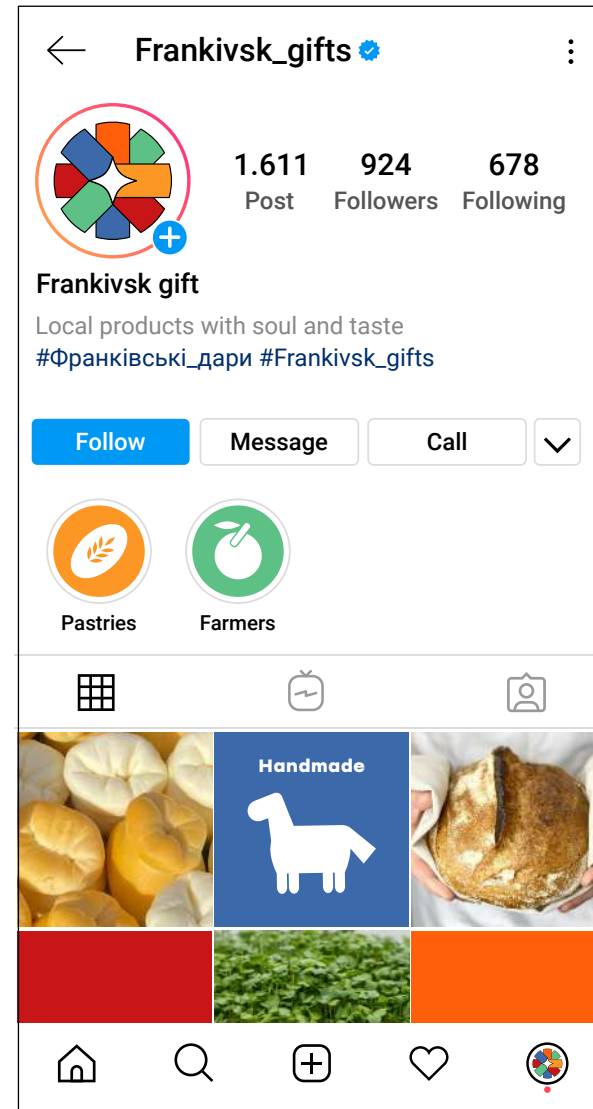
Branding

Visual design of pages on social networks

Instagram, Telegram*

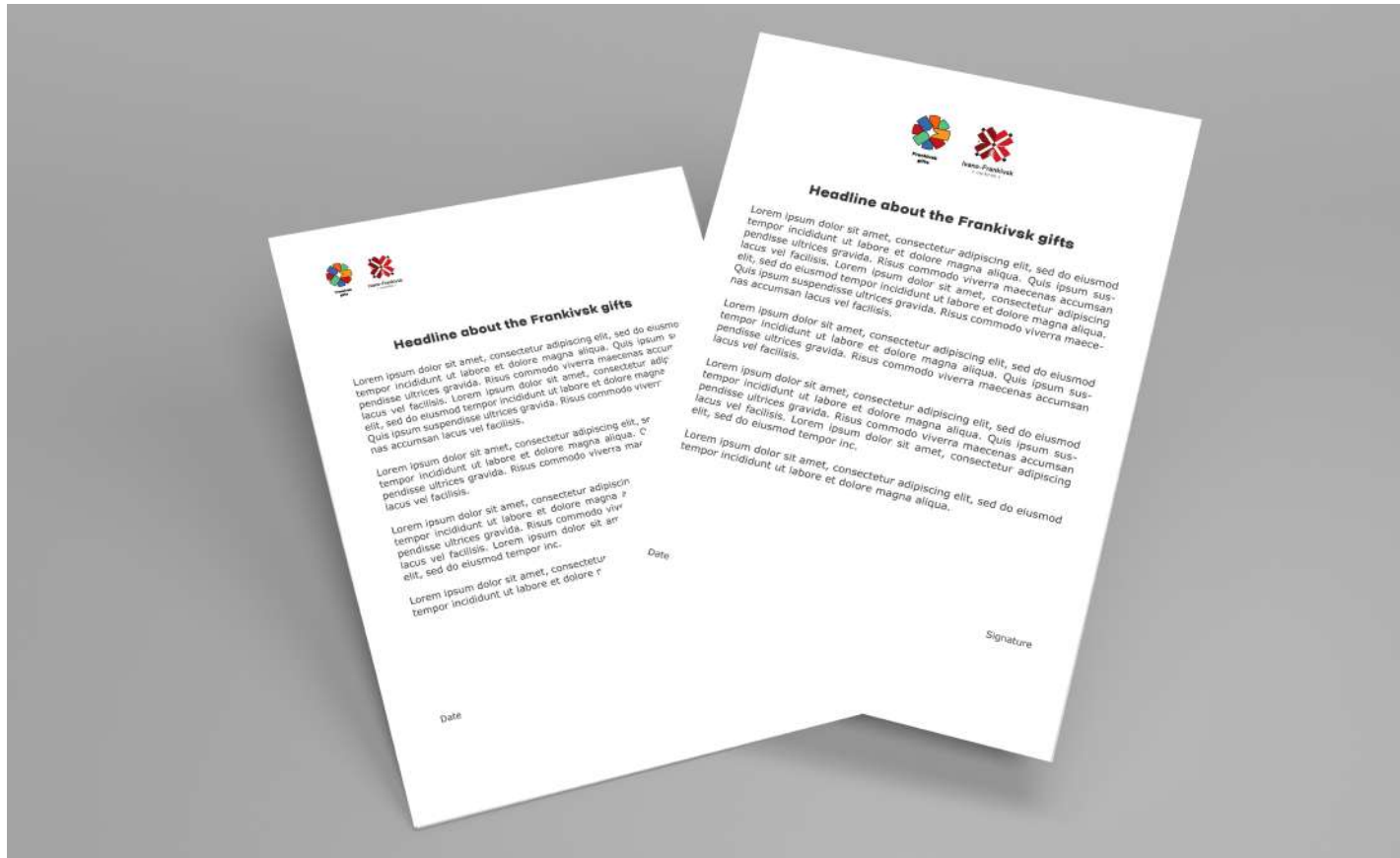
For social networks, photos (with the logo, with or without caption text), pictograms on a colored background, and visuals can be combined or alternated. Each image should reveal the topic of the post and reinforce it. For the convenience of users viewing the page from a phone, images should not contain any very small details.

- * For Telegram, the same principle regarding the use of logos and visual elements as for Instagram should be applied.



Branding

Forms and cards



The logo or logo battery is to be placed on the left or in the center of a document, based on the permissible sizes and protective zones of each logo.

Stickers, tags, wobblers, price tags



For colored tags and stickers, a round underlay can be added under the logo. Tags can be in the form of a petal module or of a standard rectangle. For stickers, the logo without the text component can be used.

Posters and city lights



In printed products, various combinations of elements can be used based on what looks best and is readable in a specific environment: colored and black-and-white patterns with or without outline, photos, colored boxes, and other identity elements.

Billboards



Bags and branded packaging



Patterns can also be used on gift boxes, wrapping paper and other surfaces.

Branding

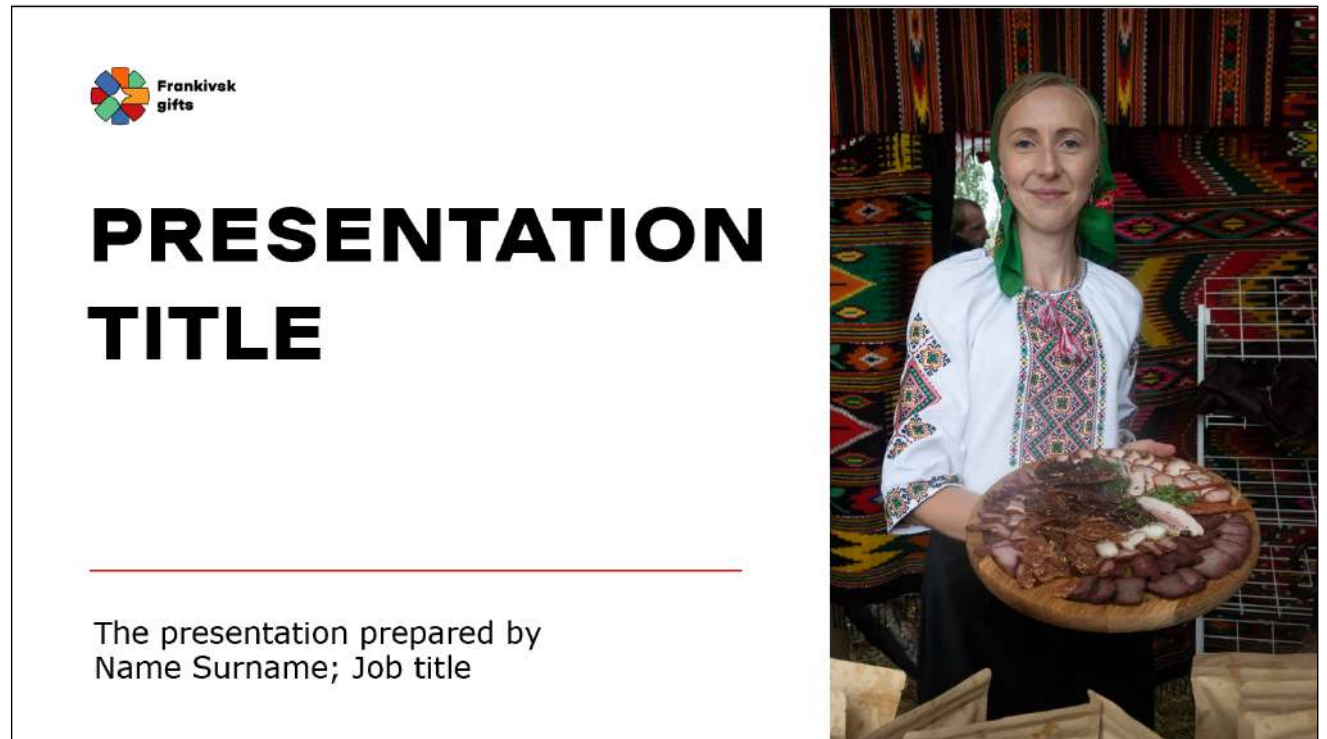
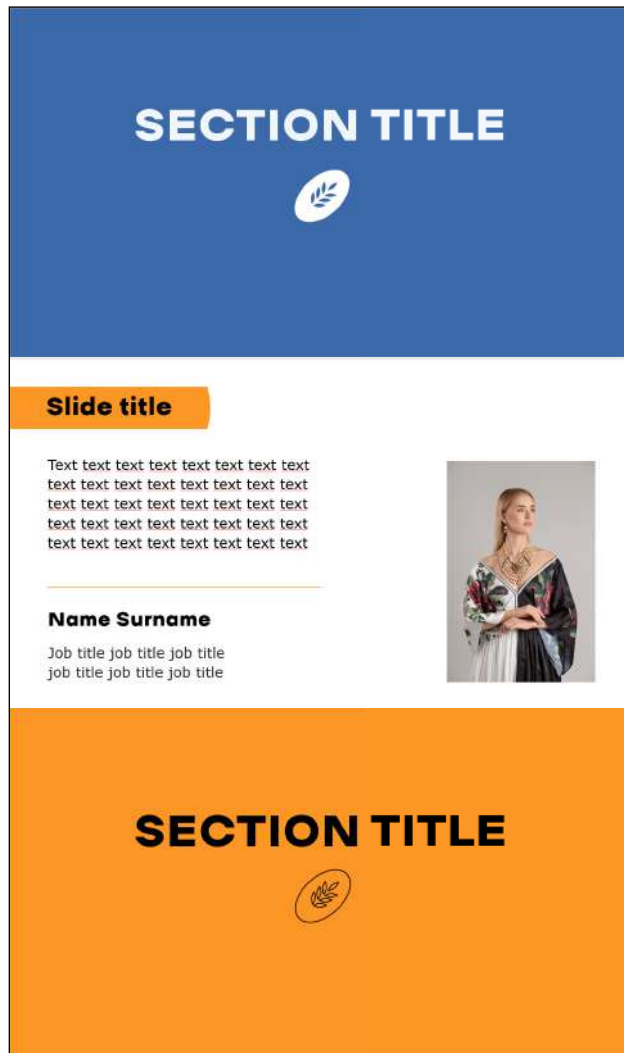
Tasting tables, tents for outdoor markets, fairs, photo zones, and exhibitions



For signboards, decorating tables at fairs, or banners, drawn thematic patterns and photos can be alternated or combined.

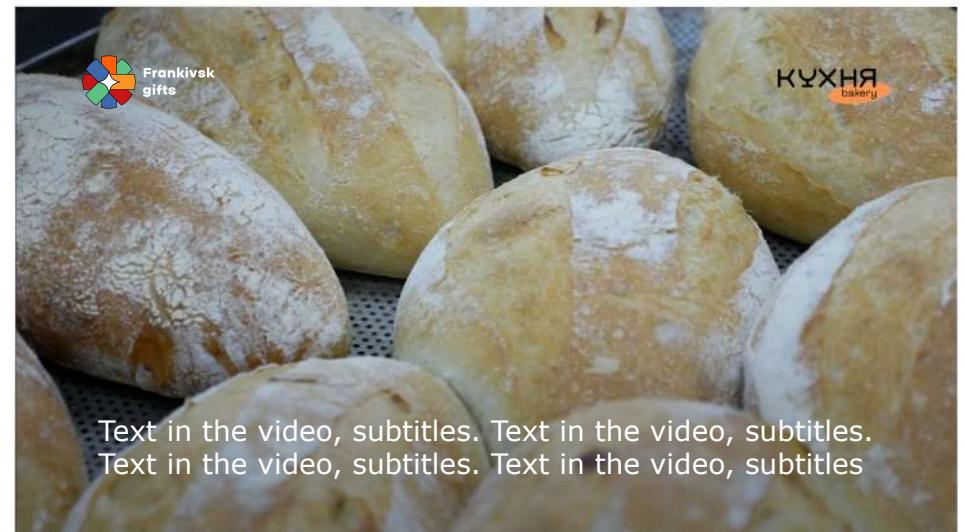
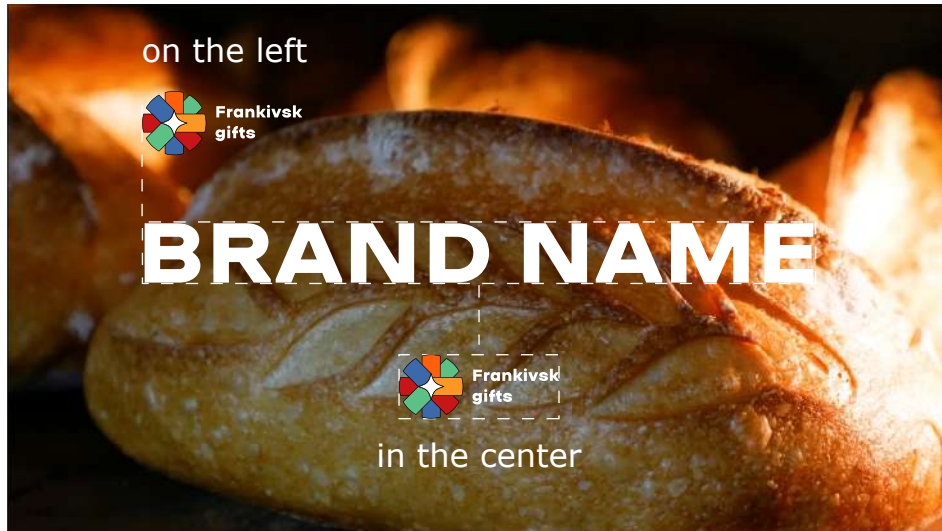


Presentations



[Download presentation template](#)

Video



Potential activities and communication channels

All campaign products will be united by a single hashtag #FrankivskGifts to increase recognizability and systemic impact on target audiences. Moreover, it is recommended that this hashtag be used by local manufacturers in their social media posts to increase the coverage and synergy of communication activities.

- 1 Creation of video reels.** It is advisable to create a general image-building video. Potential scenario: A quick cut shows a man using only items purchased from local manufacturers over the course of a day. In the video, each item will be shown in a still frame and graphically labeled with the brand name and very brief description. At the end of the video, the viewer sees the brand's slogan *Local products with soul and taste*. Additional videos will be created about the brands themselves. The videos can be shared on social media platforms such as Facebook, Instagram, YouTube, Telegram, and Viber.
- 2 Articles for national and regional media.** Articles in national media will provide an understanding of why it is necessary to support local manufacturers and will also ensure higher recognizability for manufacturers from Ivano-Frankivsk Oblast. Articles in the regional Frankivsk media will contain information on the events at which brands will be presented, as well as briefly informing the readers about the various brands and their contacts. Potential media for possible cooperation: national ([Babel](#), [NV](#), [LIGA.net](#), [hromadske](#), [Radio Liberty](#), [RBC](#)); regional ([Suspilne Ivano-Frankivsk](#), [Reporter](#), [Halka](#)).

- 3 **Special project with niche media.** Special projects with lifestyle media ([The Village](#), [PLATFOR.MA](#)) can be developed in the form of a small landing page where brands are discussed in more detail to familiarize readers with brand owners and the manufacturing process. These stories will be warm and offer emotional encouragement to try products from Frankivsk manufacturers.
- 4 **Offline events.** The local manufacturing brand can be presented at offline exhibitions of local products or seasonal fairs (Christmas, Easter, etc.). Manufacturers will be invited to these fairs and present their products there; and the event itself will resemble a marketplace. To promote the event, collaborations can be done with local bloggers, opinion leaders, and other well-known persons to reach larger audiences and invite local residents to participate in these events.
- 5 **Cooperation with influencers.** Influencers from Ivano-Frankivsk as well as other regions can be involved in the cooperation. Boxes with various products from local manufacturers can be sent to them for review. They will describe these products in their stories or posts, explain to audiences why they are of good quality, and why it is appealing to support local manufacturers. Potential influencers for cooperation: [Yaroslava Kravchenko](#), [Oleksandra Tarnavska](#), [Tania Samburska](#), [Dima Varvaruk](#), [Viktoria Ostrovska](#), [Mykola Malchyn](#), [Vadym Kyrylenko](#).

- 6 **Mutual promotion of Ukrainian brands.** Brands of local products can be promoted by better-known Ukrainian brands. For example, the Silpo supermarket chain can post information about local manufacturers on its pages and also sell their products in its supermarkets. Similarly, the Epicenter chain of construction hypermarkets can advertise e.g. for Frankivsk manufacturers of furniture and household items.
- 7 **Outdoor advertising in Ivano-Frankivsk region.** Billboards and city lights can be placed in the oblast and the city, providing information on upcoming events as well as advertising for certain brands.

Brand development strategy

The local manufacturing brand can develop in several directions.

- **Horizontally.** The brand can be joined by even more manufacturers, who will subsequently organize themselves into various unions or represent their region under this brand at national or international events. More famous people can be involved in promoting the brand to increase its recognizability, and work should also be done to increase the amount of so-called UGC (user-generated content, i.e. content created by consumers themselves without direct paid encouragement from the brand). Since people trust other people more than they trust brands, this sort of content from ordinary consumers focusing on local manufacturers is bound to increase their popularity and recognizability.
- **Vertically.** The brand can become all-embracing for Ivano-Frankivsk Oblast manufacturers and be added in the form of a logo to all products from the region. Moreover, due to increased recognizability, local manufacturers will be able to grow into national ones, expand the geography of their production and product sales, and attract foreign investments. Potential platforms in Ukraine for presenting the brands include events at [Kurazh Bazar](#), [Vsi Svoi](#), etc.



Implemented by:



The brandbook is created within the international cooperation programme [“EU4Business: SME Recovery, Competitiveness and Internationalisation”](#), initiated by the European Union and the German Government. The brandbook was made by additional funding from the German Government. The programme aims to support Ukraine’s economic resilience, recovery and growth, create better conditions for the development of Ukrainian small and medium-sized enterprises (SMEs) as well as support innovation and exports. Read more: www.eu4business.org.ua

The strategic implementer of the programme is the German federal company [“Deutsche Gesellschaft für Internationale Zusammenarbeit \(GIZ\) GmbH”](#). The local partner for implementation is [NGO "Internews Ukraine"](#).

The contents are the sole responsibility of [NGO "Internews Ukraine"](#) and do not necessary reflect the views of the European Union and the German Government.

#eu4business, #MovingForwardTogether, #gizSME



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