

BRANDBOOK

Communication Strategy of
Local Manufacturers of Uzhhorod 2023



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Rules for working with style

This document is a guide to using the visual style of the brand of local manufacturers from Uzhhorod.

The guide, like any other collection of rules, aims to preserve a coherent visual brand identity. Failure to comply with the recommendations below will result in disintegration of the style into individual components and elements. Take care not to let that happen.

The document includes links to elements and usage examples that can be applied to create new style media.

General concept of branding

Uzhhorod is a city protected by the Carpathian Mountains. Its location is extremely favorable, as it has been at the crossroads of trade routes since ancient times. The city's multiculturalism is a key element of its identity in all senses. One of the most iconic symbols of Uzhhorod is the cherry blossom tree, which has been inspiring inhabitants and attracting visitors to the city since the 17th century. The beauty of cherry blossoms reflects the spirit of the city and its hardworking and resourceful residents. Though diverse in background, they are all united into one bright Uzhhorod flower.

On this fertile background, the brand of the city of Uzhhorod was formed and is sustained. We aim to highlight one of its important components: its authentic local wares.

General concept of branding

BRAND NAME, SLOGAN

Name: Made in Uzhhorod

Slogan: Creating things of our own

GENERAL CONCEPT OF BRANDING

Love for diversity and a confident desire to develop local production can be felt in every word and symbol of Uzhhorod. The city's values are constant creation of new things, improvement of age-old traditions, and unceasing movement in unison with the world.

The logo is based on the current logo of Uzhhorod. The shape of the seal emphasizes that the production belongs to a certain place. Made in Uzhhorod speaks literally of the localization of tradition. At the center of the composition is the main symbol of the city's brand book – the stylized letter U. Around it, inside the outer circle, there are symbolic images referring to manufacturers in particular industries.

Brand positioning concept

BRANDING VISION AND TARGET AUDIENCES

The main vision of the project is to make the products of Uzhhorod manufacturers popular among local residents as well as guests from Ukraine and all over the world. Everyone can name hundreds of international and Ukrainian brands, but how many local Uzhhorod brands can a resident of the city recall? And how many would be recognized by visitors, especially foreigners? To support and promote local manufacturers, a branding plan for local products has been developed in cooperation with the Uzhhorod municipality.

Local businesses are the backbone of every city. They demonstrate the embodied talent of its inhabitants. Manufacturers support the city's economy and provide jobs. They inspire the local people to be proud of what is their own. Business owners become the face and ambassadors of the city, contribute to its development, and represent Uzhhorod beyond its city limits. The wealth and prosperity of the city literally depends on successful businesses within it.

With the presence of strong business players in various sectors, new opportunities are opening up for the city. These include the strengthening of tourism appeal, exports within the country and abroad, economic stability, and the potential for holding large-scale business events. Business is a magnet attracting and drawing people to the city.

Brand positioning concept

Uzhhorod is already associated with various types of products, including cakes, wine, brandy, tea, gingerbread, coffee, beer, designer clothes and jewelry, and designer furniture and decorative items. But do general audiences know enough about these businesses, their background, their techniques, and their range of products? The objective of the proposed branding is for every resident and guest of the city to be able to easily talk about at least 20 local brands that Uzhhorod is famous for.

PRIMARY TARGET AUDIENCES

Uzhhorod residents. They are the first connoisseurs and the most loyal ambassadors of their local products.

Guests from other cities of Ukraine. They visit the city to explore a different part of Ukraine. They buy local products in order to get to know local traditions better and compare them with the customs of other regions. They buy products for themselves or as a gift.

Guests from other countries. They would like to get acquainted with Ukrainian culture and traditions. They are looking for enjoyable experiences and are ready to buy the city's wares as gifts.

Residents from all over Ukraine. It is important for them to support quality Ukrainian products and the country's economy as a whole. They are already familiar with the local brands of their cities and are looking for something new.

Donors and investors. They can see the potential in local brands and business development in Uzhhorod and are ready to invest resources in scaling them up.

Brand positioning concept

SECONDARY TARGET AUDIENCES

Other businesses. They are interested in cooperation and a favorable business climate in Uzhhorod (retailers, contractors, competitors, etc.).

Media. They are constantly in search of exclusive materials and novelties on the market that Uzhhorod residents and guests of the city should know about.

State and local authorities. They support decentralization and autonomous development of the region, and can provide financial or other subsidies for business development in Uzhhorod.

BRAND POSITIONING CONCEPT

Consumers: People who appreciate authenticity, deep roots, and local traditions. They are tired of characterless products from mass market stores. These are people who are ready to experiment and discover unexpected combinations.

Category: Local business.

Benefits for consumers: Limited series of frequently handmade products. All products are made with the soul and character of the manufacturer. Details have been well-thought-out – from product ingredients to packaging elements. Each product item has its own unique story, with the buyer becoming a part of it. An opportunity for the buyers and their loved ones to get a delightful surprise. Local manufacturers focus on using environmentally friendly raw materials (often of local origin) so consumers can be sure of the naturalness of products and of compliance with quality standards.

Brand positioning concept

Why us? The market of Uzhhorod manufacturers is quite diverse. This means that people have the ability to select from options that are both numerous and local. As you choose among local brands, you will literally be able to feel the spirit of Uzhhorod and take a piece of it with you.

People tired of the monotony of the mass market feel that they no longer have any interest in what seems to be reaching out to them from most shop windows and advertising banners. The products we consume can also tell a lot about ourselves. Authentic products are most appropriate for those who want to express themselves in a special way. People can express their local identity through the local products they consume.

Local manufacturers often have the advantage of using specific techniques passed down through generations. Buying local means being a part of that history and receiving a product that will only increase in value over time.

Uzhhorod has always been a center of attraction; that is why the city is able to combine local traditions, Ukrainian energy and understanding of European trends. The city's proximity to the European Union provides access to the best raw materials not only from Ukraine but also from abroad.

Communication with target audiences

PLAN FOR COMMUNICATION WITH TARGET AUDIENCES

Aim: to increase the recognizability of Uzhhorod's local brands among city residents and guests from Ukraine and abroad.

Objectives:

1. To increase audiences' awareness of the diversity of Uzhhorod products.
2. To promote regional tourism to get acquainted with Uzhhorod's local brands.
3. To form a positive attitude towards products manufactured in Uzhhorod.

Communication with target audiences

PRIMARY TARGET AUDIENCE	
Audience segment	Characteristics
Uzhhorod residents	Maria, aged 53, a native of Uzhhorod, works as an accountant in a local organization. She is proud to come from Uzhhorod, as her ancestors did. She knows a lot about the history and culture of her city, and enjoys learning and trying new things.
Guests from other cities of Ukraine	Oleksandra, aged 27, currently living in Kyiv. She has already been to Uzhhorod and is familiar with its tourist routes and attractions. Now she is interested in getting to know the city more deeply, and learning about what makes the region special. She is looking for an original gift for her female friend.
Guests from other countries	Adam, aged 33, from Budapest. His distant relatives include Ukrainians. Once in a while, he goes to the Ukrainian Carpathians for recreation and so he is looking for enjoyable experiences while getting to know Ukrainian traditions better.
Residents from all over Ukraine	Kateryna, aged 31, a new mother. She is a coffee lover; and so before the birth of her child she traveled to coffee festivals and to her favorite coffee-growing regions abroad. Due to motherhood and the war in Ukraine, she no longer travels much and would like to know more about Ukraine's coffee culture.

Communication with target audiences

Internally displaced persons	Hanna, aged 45, mother of two children from Zaporizhzhya. In the spring of 2022, she was forced to leave her home due to the full-scale Russian invasion. At first she lived in Kyiv, but has been living in Uzhhorod with her children, parents, and dog for almost a year now. She recently found a job in her specialty. At this time, she is not sure if she will return home.
Donors and investors	Oleksii, aged 42, a resident of Lviv, has a network of health food restaurants and is considering expanding business to other cities of Ukraine. His key points are access to organic ingredients and the favorable business environment of the region.
SECONDARY TARGET AUDIENCE	
Other businesses	Olena, aged 29, has been developing a logistics company for transporting groceries and other goods in Uzhhorod. She is constantly looking for new customers, since she plans to expand her business to all of Zakarpattia Oblast.
Media	Kostiantyn, aged 23, a resident of Uzhhorod, is a freelance journalist. He writes materials for local and regional media and is constantly looking for contacts with local business owners to prepare exclusive interviews.

Communication with target audiences

State and local self-government bodies	Anastasia, aged 35, from the city of Khust, is currently working as a leading specialist at the Department of Economic Development of the Uzhhorod City Council. She is responsible for cooperation with local business and for improving city policies regarding the organization of entrepreneurship within Uzhhorod.
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KEY MESSAGES FOR THE PRIMARY TARGET AUDIENCE

Target audience	Key messages
Uzhhorod residents	<ul style="list-style-type: none"> • Local manufacturers are the pride of Uzhhorod • Become an ambassador of Uzhhorod products • Try products from elsewhere, but don't avoid what is your own • Emphasize your own identity
Guests from other cities of Ukraine	<ul style="list-style-type: none"> • Get to know the taste of Uzhhorod from local products • Explore Uzhhorod through the history and traditions of local manufacturers • Natural Uzhhorod products inspired by the nature of Zakarpattia
Guests from other countries	<ul style="list-style-type: none"> • You are not familiar with Ukrainian manufacturers unless you know Uzhhorod ones • Uzhhorod products are a unique delight • Past the Carpathian Mountains and among the cherry blossoms, a city is making real, authentic products

Communication with target audiences

Residents from all over Ukraine	<ul style="list-style-type: none"> • To be a Ukrainian means knowing about what is made in the different regions • Local products are the pride of the rich Ukrainian land
Internally displaced persons	<ul style="list-style-type: none"> • Get to know better the true spirit of the city of Uzhhorod • In Uzhhorod, every Ukrainian can feel at home
Grantors and investors	<ul style="list-style-type: none"> • More than 20 sustainable manufacturers operate in Uzhhorod • Uzhhorod is one of the most favorable cities for creating and scaling a business

KEY MESSAGES FOR SECONDARY TARGET AUDIENCE

Target audience	Key messages
Other entrepreneurs	<ul style="list-style-type: none"> • Support for the local business environment is more important today than ever • Cooperating with local partners means finding mutual understanding from a half-word
Media	<ul style="list-style-type: none"> • New challenges keep prompting local business to change and develop, which means a constant stream of newsworthy events and live stories that are easy to access • Promotion of Uzhhorod brands by local media is the key to attracting high audience engagement

Communication with target audiences

<p>State and local self-government bodies (LSGBs)</p>	<ul style="list-style-type: none"> • Support and development of local Uzhhorod business is the way boosting the economy of the entire region • The wealth and prosperity of Ukraine depend on strong and well-developed local businesses
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COMMUNICATION CHANNELS AND FORMATS FOR CONVEYING THE KEY MESSAGES

Communication channels	Communication formats	Target audiences
<p>Social networks</p>	<p>Posts, infographics, short videos and in-depth video interviews, podcasts, online entrepreneur communities, cross-posting on LSGBs' pages and in the media of other regions, newsletters for the general public and partners, etc.</p>	<p>Uzhhorod residents, guests of the city from Ukraine and abroad, residents from all over Ukraine, grantors, other entrepreneurs, media, LSGBs</p>

Communication with target audiences

Outdoor advertising	Social advertising on billboards and city lights, construction banners, notice boards, on public transport, brochures, and flyers in tourist information centers, food and culture establishments, etc.	Uzhhorod residents, guests of the city from Ukraine and abroad, other businesses
Media	Reviews, interviews with manufacturers, videos from production facilities, etc.	Uzhhorod residents, guests of the city from Ukraine and abroad, other entrepreneurs, grantors and investors
Special promotional projects	Involvement of local and national-level opinion leaders, hashtag campaigns, raffles of gifts from manufacturers, tours of production facilities for adults and children, career orientation events in schools and universities, tourist routes through local production facilities, etc.	Uzhhorod residents, guests of the city from Ukraine and abroad, residents from all over Ukraine, grantors, other entrepreneurs, media, LSGBs

Communication with target audiences

INDICATORS FOR EVALUATING THE EFFECTIVENESS OF THE PROMOTION STRATEGY FOR UZHGOROD'S LOCAL BRANDS

Communication channel	Indicators
Social networks	<ul style="list-style-type: none"> • Increase in the number of subscribers to manufacturers' pages within a specified period • Organic reach of manufacturers' pages • Level of audience engagement (reactions, comments, sharing, saving) • Tone of comments on publications
Outdoor advertising	<ul style="list-style-type: none"> • Number of contacts with audiences • Audiences' level of awareness of the brand of Uzhgorod's local manufacturers
Media	<ul style="list-style-type: none"> • Organic number of views of materials • Number of shares of materials on social networks • Tone of comments on materials
Special promotional projects	<ul style="list-style-type: none"> • Number of events held, number of attendees • Feedback from audiences (number of user posts mentioning the manufacturers)
All channels	<ul style="list-style-type: none"> • Increased recognizability of local manufacturers (residents and guests of the city are aware of at least 20 Uzhgorod manufacturers) • Number of visits to local manufacturers' websites • Number of online orders and offline purchases within a specified period

Creative ideas for developing the brand

POP-UP (UNEXPECTED, SPONTANEOUS, SPECTACULAR EVENT) OF LOCAL MANUFACTURERS

Objective: to increase local manufacturers' recognizability

Duration: 1–3 days

Location: central part of the city or a place with high target audience traffic

Participants: 20+ local manufacturers presenting their best products. The products can be sampled (if possible) and purchased immediately at the fair.

Additional events: accompanying events during the fair, such as lectures from manufacturers and business owners, raffles of gifts from manufacturers, holding a competition among businesses, etc.

TEST BASKET RAFFLE

Objective: to increase local manufacturers' recognizability and form loyalty towards them

Duration: 1–4 weeks

Location: online or a place with high target audience traffic

Participants: 20+ local manufacturers, who will offer a set of their best products if certain conditions are met

Possible conditions: subscription to brands' page(s), publication of a post or shooting of a video explaining why it is important to support local manufacturers, etc.

Creative ideas for developing the brand

COLLABORATIONS OF MANUFACTURERS

Objective: to increase local manufacturers' recognizability through collaboration of brands from different niches

Duration: indefinite

Location: not limited to a particular location

Participants: representing 2 local manufacturers who are ready to collaborate and create a joint new product that will be distributed to a cross-audience

Benefits: limited nature of the collection, limited duration of production, good newsworthy event for the media

EXCURSION ROUTES THROUGH PRODUCTION FACILITIES

Objective: to increase local manufacturers' recognizability as a result of greater customer familiarization

Duration: indefinite

Location: manufacturers' facilities, their shops or museums, or online

Participants: representing a local manufacturer who is ready to let visitors tour their production facilities, spend time with the visitors during the tour, and organize a tasting (if possible). Virtual tours can also be conducted

Creative ideas for developing the brand

INVOLVEMENT OF OPINION LEADERS

Objective: formation of loyalty towards local manufacturers

Duration: indefinite

Location: online

Conditions: advertising cooperation with local and/or national-level opinion leaders who will spread a series of stories, posts, or video reels about the importance of supporting local manufacturers, recommend several Uzhhorod brands, or unpack a test kit from a manufacturer

Main elements

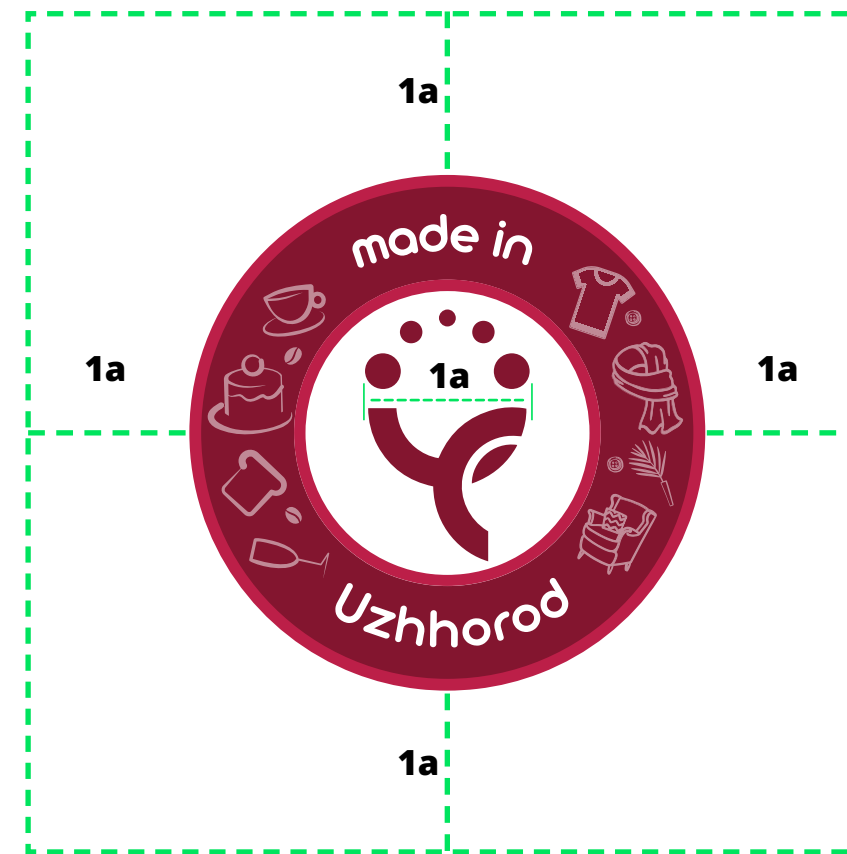
Rules for using the visual style
of Uzhhorod's local manufacturers

Main version of the logo



The main version of the logo is in Ukrainian, with white text on a burgundy background. [Download.](#)

Protective fields



Protective fields are the minimum space around the logo which must not contain extraneous visual elements.

Violation of the protective fields leads to an imbalance in the perception of the logo; the lack of sufficient space between visual objects causes congestion in the middle of the composition.

Slogan

Slogan: create things of our own

It is important to place the slogan correctly in relation to the logo. If the logo is used independently, for example on a brand wall or in a pack shot.

[Download.](#)



Create things
of our own



Create things
of our own

Black-and-white version



If necessary, use in black-and-white media. [Download.](#)

Logo on a burgundy background



On a burgundy background, use the white version of the logo. [Download.](#)

Simplified version



Used for product branding.
Use a cleaner silhouette if needed.

[Download.](#)

It is prohibited to:

Change the color of the logo or of its elements.

This will have a considerable adverse effect on the aesthetic and communication quality of the logo and the brand's recognizability in general.



It is prohibited to:

Change the font or the font composition.

This will have a considerable adverse effect on the aesthetic and communication quality of the logo and the brand's recognizability in general.



It is prohibited to:

Change the spatial relationships of the

This will have a considerable adverse effect on the aesthetic and communication quality of the logo and the brand's recognizability in general.



Font

Open Sans ExtraBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # № & * () « »

Use the font Open Sans ExtraBold
for headings and accents.

[Download.](#)

Open Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # № & * () « »

Use the font Open Sans Regular
for large text arrays.

[Download.](#)

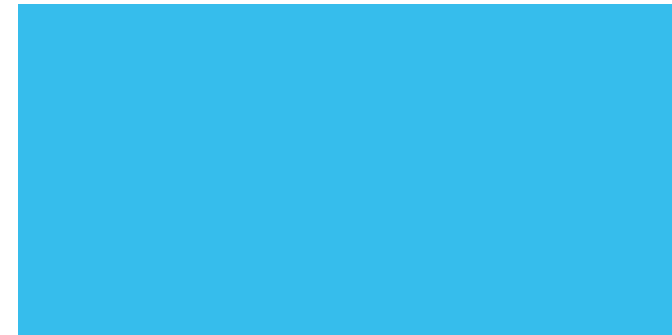
Colors

The colors specified in this section must be used on any media, printed or electronic.

BLUE

R — 54
G — 189
B — 236

C — 64
M — 4
Y — 1
K — 0



PINK

R — 179
G — 96
B — 122

C — 29
M — 73
Y — 35
K — 3



RED

R — 188
G — 10
B — 68

C — 19
M — 100
Y — 67
K — 7



BURGUNDY

R — 133
G — 9
B — 45

C — 30
M — 100
Y — 74
K — 33



Gradient

It is allowed to use gradient combinations together with the colors specified in this brand book, as well as with black and white.



Electronic media

User profile picture:

The logo can be used as a profile picture on social media to increase brand recognizability.



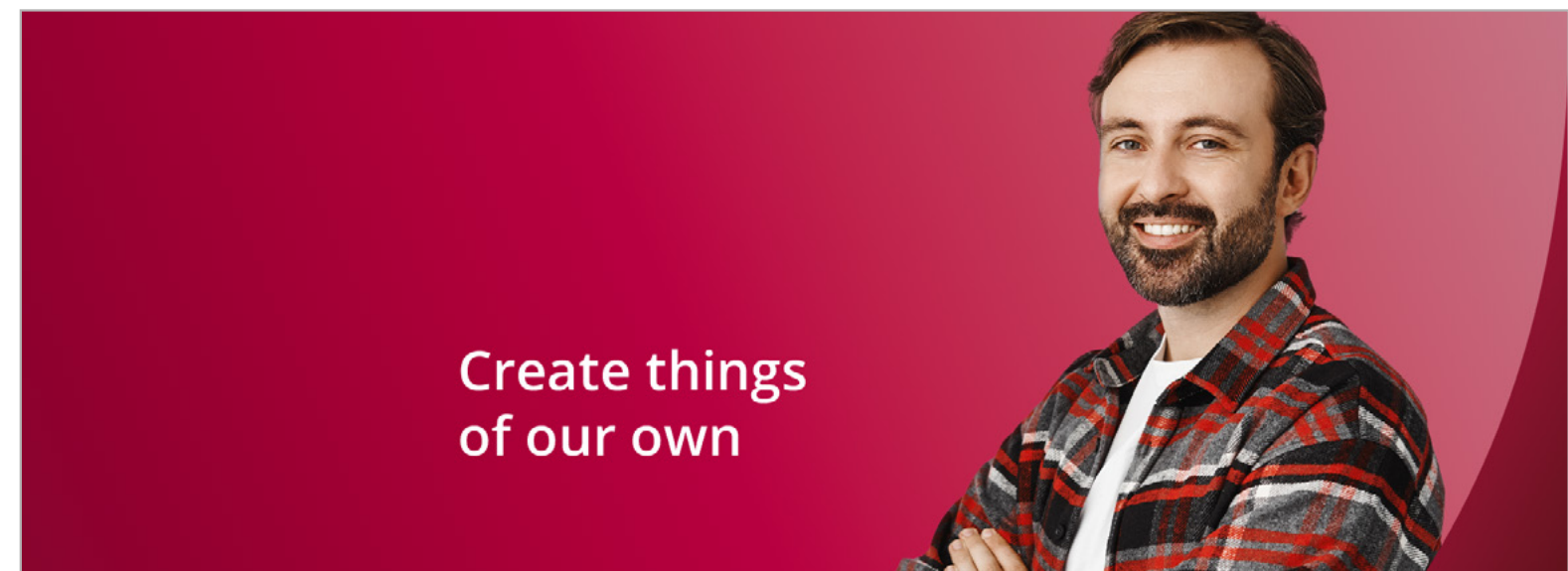
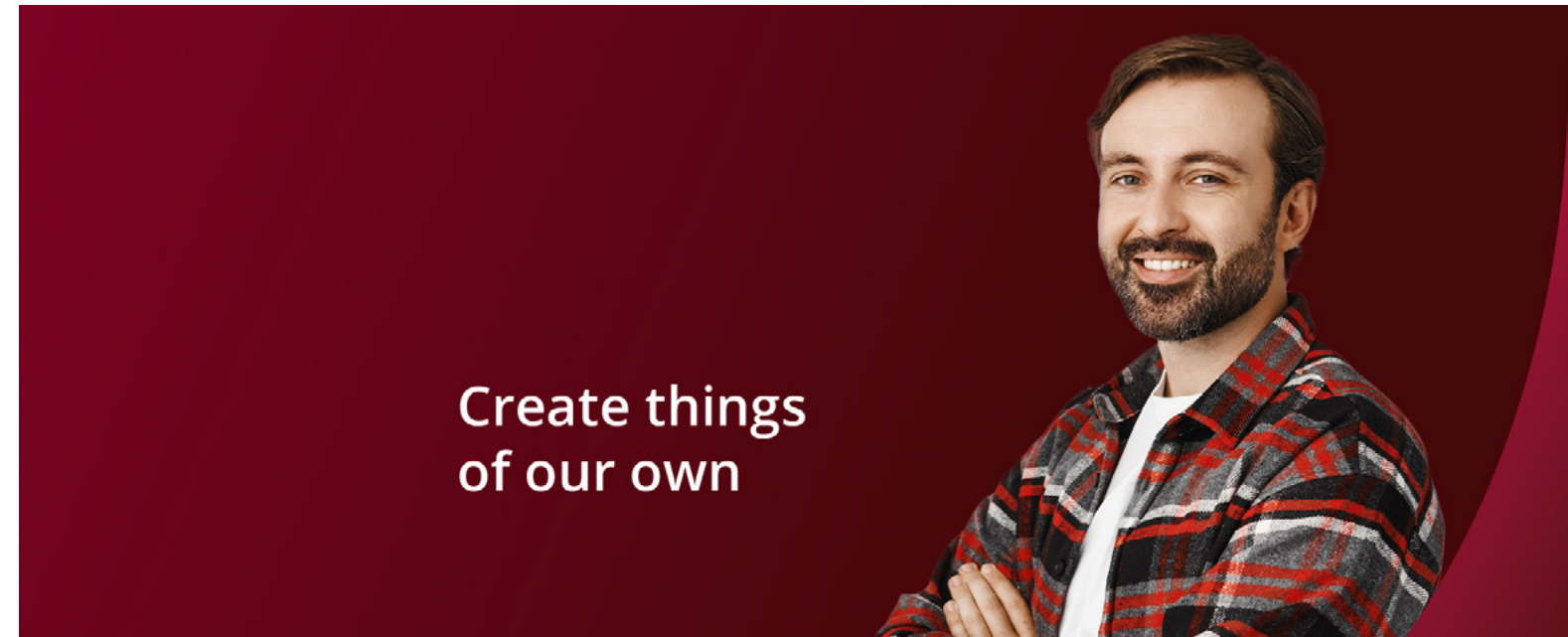
Post

Graphics for social media posts should retain the visual style cues. To make the product photo look more stylish, use a burgundy overlay over the photo.

[Download.](#)



Facebook cover



Presentation

Adhere to simplicity and brevity in the design of presentations.

The text should occupy no more than 30% of the slide composition.

The presentation should help the target audience perceive the information, so visualize it.

[Download.](#)

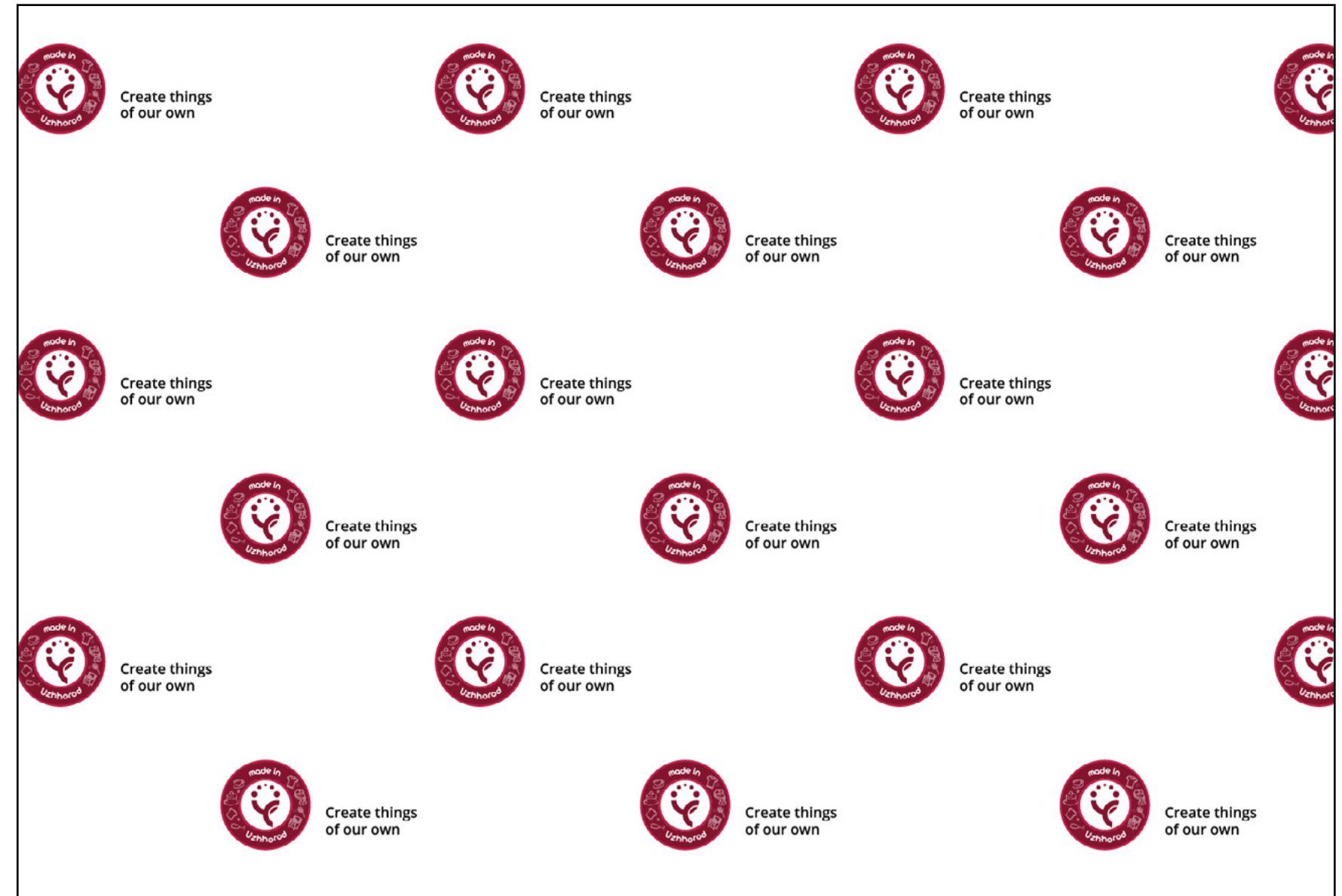


Printed products



Brand wall

A brand wall with the main identity elements can be used as part of communications and other events.



Posters



COMMUNICATION STRATEGY OF
LOCAL MANUFACTURERS OF UZHGOROD

made in
Uzhhorod

Create things
of our own

We gathered
the best for
you here:

Cover for video

















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"](#).

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#eu4business, #MovingForwardTogether, #gizSME



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