

A New Graphic Identity for the City of Saint Petersburg

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Saint Petersburg - Graphic Identity

The Challenge...

Built by Peter the Great on the banks of the Neva River in 1703, Saint Petersburg reflects its founder’s ambition to create a distinctly Russian city that, in its scale and beauty, would rival those of Europe. Three centuries later, Saint Petersburg remains internationally recognised as an architectural and cultural triumph.

The world’s northernmost major city, Saint Petersburg enjoys the special geographical status of being located close to the principal cities of both Russia and Europe, a fact which has resulted in the city becoming known as ‘Russia’s Northern Capital’; and has likewise fuelled a centuries-old rivalry between Saint Petersburg and Moscow.

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A rich, eventful and frequently troubled history has left Saint Petersburg in a state of seemingly perpetual metamorphosis – indeed the city only regained its original name as recently as 1991. Saint Petersburg now faces the challenge of reclaiming her former reputation as Russia’s European gateway. Central to this challenge is the need to define the city with a powerful, confident and unambiguous identity.

1.0 BRAND IDENTITY – AN INTRODUCTION

How does ** define brand identity?**

The brand identity is the audio-visual expression of your product (in this case, the ‘product’ being the city of Saint Petersburg). It articulates the central organising thought: what the ‘brand’ of Saint Petersburg means from an insider’s perspective, expressed in one short sentence.

A successful branding exercise involves defining an original identity and then building on it, layer by layer - beginning with a brand signature and logo and leading to anything from websites, advertising, marketing literature, public transport, clothing, buildings and signage.

We’ll work in partnership with the Saint Petersburg authorities to present the city to the world with maximum impact; we’ll identify key challenges and develop a strategy that will build upon Saint Petersburg’s exceptional cultural and aesthetic strengths to reflect its unique international profile.

Used in all aspects of communication, a successful brand identity must be highly differentiated, and will draw upon the following elements:

The logo

A successful logo will uniquely reflect the core values of the city of Saint Petersburg.

The slogan or ‘strap line’

The slogan or ‘strap line’ is the publicly expressed statement of the brand that translates the central organising thought for the benefit of stimulating trade, tourism and international cultural links.

Personality of the brand

The human character of the brand - in the case of Saint Petersburg, strong historical connections with internationally famous figures, such as Dostoevsky, Tchaikovsky, Peter the Great, et al, all of whom contribute to the personality of the city as a centre of culture.

Values of the brand

What the brand stands for and what it believes in – openness, stability, opportunity, strength, dignity, strategic importance, etc, reflected in a ‘voice’ that reinforces total confidence in these values.

Tastes and appearance of the brand

What it likes, what it 'wears', how it 'speaks'...e. g. uniquely Russian, and yet essentially cosmopolitan, sophisticated.

Brand heritage

The stories told about the brand - the insider's view – cultivating a heritage rich in the arts, political significance and global trade.

Emotional benefits of the brand

What the brand delivers emotionally - avoidance of pain, reduction in pain, promotion of pleasure, confidence to deliver.

Hard benefits of the brand

What the brand delivers rationally - strategic location, international importance, exceptional environment, etc.

Graphical design (based upon the motifs that most strongly reflect the city's heritage – powerful architecture, nautical trade, the Neva River, etc.)

Type face (e.g. modern inspired by Cyrillic)

Use of colour (drawing on a primary palette inspired by Saint Petersburg's unique cityscape – architecture, art, natural environment, civic emblems, etc.)

The more differentiated the identity, the easier it is to protect from infringement. All elements of the identity should be researched for availability and registered as trademarks, as should its slogans. It is then desirable to draw up a series of standards that ensure the consistent look and feel of the Saint Petersburg 'brand' in all situations.

2.0 BRAND PLATFORM

2.1 Brand Mission

Justly famous for its turbulent political history, as well as the home of Dostoevsky's writings and Tchaikovsky's music - among other triumphs - Saint Petersburg has now entered a new era characterised by modernity, stability and growth.

A successful identity, therefore, will reflect Saint Petersburg's rich cultural heritage, rapid economic development and openness to the world. It will emphasise her central European location and her importance as an international hub of commercial, technological and cultural activity; and critically it will play a vital role in the city administration's mission to develop collaboration with foreign investors.

2.2 Brand Values

Saint Petersburg Brand Values - preliminary guidelines:

- Reflect the Saint Petersburg ‘brand’ consistently across all media
- Involve and exploit the logo and brand identity throughout the city’s administration
- Reflect the world-class quality of the city and its facilities
- Reflect the importance of Saint Petersburg’s unique status in Russia and Europe
- Reflect the increasing role of Saint Petersburg as a centre of investment
- Promote the vision of an international city of the arts, trade and finance
- Communicate financial security and political stability
- Reflect the key advantages of investing in Saint Petersburg as a commercial base
- Reflect the value of the Saint Petersburg ‘brand’ as equally valid across international and Russian markets – the ‘voice’ of Russia

3.0 BRAND AESTHETICS

Challenges

The task from an aesthetic perspective is to distil the many elements that contribute to the city’s appeal in a radical new way, while critically retaining the simplicity and timelessness that remain at the heart of all good design.

3.1 Colour palette

Even by the standards of major international cities, Saint Petersburg enjoys an extraordinary wealth of natural and architectural beauty. The motifs of water, myriad islands, expansive vistas, the luminescence of the city’s ‘white nights’; light playing on water; the reds and ochre tones of brick and stone; the gold of the iconic angel sculpture located on top of the central spire of the Peter and Paul Fortress; the domes and mosaics of the many churches and the deep blues and violets of the Neva River – all offer a rich and diverse palette upon which the designer can draw to define the city’s unique identity.

3.2 Visual identity

For the purposes of developing a successful visual identity, it is vital to draw upon elements that evoke an immediate and unambiguous reference to the city – without resorting to cliché - and in particular those emblematic features which lend themselves to graphic interpretation, such as the omnipresent Neva River with its associated heritage of nautical trade, and the quintessentially Russian domes and multifaceted mosaics of the *Church of Our Saviour on Blood*.

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It is recommended that this is achieved without drawing deliberate comparisons with other cities, such as ‘Venice of the North’, ‘Paris of the East’, ‘Palmyra of the North’, etc. For while the sentiments expressed in these labels undoubtedly highlight the city’s aesthetic qualities, by comparing itself with other European cities Saint Petersburg will fail to reflect confidence in a genuinely independent identity.

3.3 The slogan or ‘strap line’

A successful slogan will be easy to remember, while not appearing nondescript. It should be simple to articulate, while not sounding simplistic. A successful slogan will convey a positive resonance as well as the aesthetic, environmental, cultural and commercial benefits of the city of Saint Petersburg to residents, visitors and potential investors with impact and economy.

4.0 TRADEMARK

A note on typeface

**** has developed a series of unique fonts exclusive to this project, based upon diverse contemporary features and elements of Russian Cyrillic. The resulting fusion of traditional and modern broadcasts a powerful subliminal message, positioning Saint Petersburg as a city of both cultural heritage and forward thinking modernity.

‘Saint’ versus ‘St.’

Reflecting the common tendency in English to abbreviate the term ‘Saint’ as ‘St.’, the suggested logos offer versions using both forms. Ultimately the choice is one of aesthetics and preferred usage, and any of the versions may be adapted to employ either term.

4.1 Visual Identity – a new logo for the historic city of Saint Petersburg

Charged with the special responsibility of symbolising one the world’s great cities, a new logo demands painstaking consideration. Functioning in harmony with the slogan or ‘strap line’, it will embody Saint Petersburg’s unique historic personality, while simultaneously reflecting openness, modernity, financial security and political stability. It will work to position the city firmly at the centre of global commerce and culture in the 21st century.

GROUPINGS – paragraphs x 6

PDF ‘St Petersburg Logos’

1 - 6

7 to 9 plus 4 of other PDF

PDF ‘St Petersburg 04’

1 + 3

2

6, 9 and 10

PFD 'SP LOGO'

Cityscape

[Applies to PDF: 'St Petersburg Logos' # 1- 6:]

Series 1 – 'Cardinal Points'

Rationale

Based upon the cardinal points of the compass, this sequence of designs combines elements taken from the city's iconic *Church of Our Saviour on Blood*, with the theme of Saint Petersburg's heritage of nautical trade – seen in the flowing curves of the Neva River and her many islands - and the multifaceted 'onion' domes of the church. The effect is a synthesis of complementary curves and mosaic forms depicted in a palette of blues, greens, ochre, black and gold. The end result is bold, starkly modern and quintessentially Russian.

[Applies to PDF: 'St Petersburg _4' # 1, 3, 5, 6:]

Series 2 – 'Marine Reflections'

Rationale

With visual references to ships and water, the object is to evoke Saint Petersburg's nautical heritage, capturing the interplay of light on the city's many rivers and canals. These are integrated with traditional forms drawn from the domes of the *Church of Our Saviour on Blood*, using a palette of blue, green, ochre and gold and, by way of a bold contrast, two alternative versions in black on white silhouette format.

[Applies to PDF 'St Petersburg Logos' # 7, 8, 9 plus # 4 'St Petersburg_4' PDF:]

Series 3 – 'Prominence'

Rationale

Inspired by the city's profusion of golden domes, these interpretations make use of a powerful, unique and distinctly modern font based on elements of the Cyrillic alphabet, integrating motifs from traditional Russian forms, including the city's numerous rostral columns. Elements of blue are suggestive of the Neva River, a ship's prow or even the wing of a bird.

[PDF: 'St Petersburg_04': Logos #2]

'Sketches in Bronze'

Rationale

Modelled on Saint Petersburg's famous landmark, *The Statue of Peter I* (the Bronze Horseman) mounted on his granite plinth, this stand-alone design is left deliberately 'unfinished'. The sketch-like quality of the interpretation is suggestive of rapid progress, confidence and clarity of vision.

[PDF: 'St Petersburg_04': Logos # 7, 11 and 12]

'Metamorphosis'

Rationale

Returning to the themes of water, ships and transformation, these interpretations draw on images of flow and continuous motion, symbolising the city's long association with the sea and international trade. To add a distinctly Russian flavour, variations on the five-pointed pentagram – 'the Star of Russia' - are also present.

[PDF: 'St Petersburg_04': Logos # 8]

'Iconoclast'

Rationale

Developed around the theme of vision, this striking stand-alone concept embodies Saint Petersburg's identity as a city of insight and forward thinking. The 'eye' motif simultaneously evokes the city's waterways and also hints at its archetypal domes.

[PDF: 'SP LOGOS' # 3, 4 and 5]

'Cityscape'

Rationale

Drawing on colours from the primary palette, this sequence of designs offers a more figurative interpretation of the city, capturing the grandeur and fine lines of its architecture, set against a foreground of the Neva River. The treatment of colour and 'negative' photographic imagery reflect the city's burgeoning modernity.

5.0 BROCHURES AND OTHER MARKETING COLLATERAL

A good brochure should be like any other well-written document: it must generate excitement and interest from the first to the last page. Images and copy should work in powerful harmony to capture attention, create desire and provoke action and commitment.

For a brochure to do its job it must be a model of clarity, both in physical make-up and layout. Accessibility for users is paramount, enabling them easily to infer the core message of the Saint Petersburg 'brand'. From original concept to finished article, **** will produce brochures and marketing collateral of exceptional quality that will function seamlessly with both online and physical marketing activities to broadcast a powerful brand message.

5.1 Photography

A general absence of high-rise buildings lends itself to a boldly panoramic interpretation – a city of spectacular open spaces, canals, sea views and expansive vistas. To this end it is proposed that Saint Petersburg is portrayed in wide-angle, thereby exploiting the dramatic variations in tone, colour and light that characterise the city, while also giving full scope to the richness and variety of her architecture.

5.2 Imagery

In a city where 'every stone is a monument, and every house a museum', the challenge is one of integration. A successful visual identity is therefore best expressed by taking abstract elements drawn from the cityscape and weaving them into a compelling graphic narrative.

5.3 Advertising

An effective advertising campaign will connect with the resident emotions of an international audience. To achieve this effectively it means working to a clearly defined strategy; it demands not only originality but also intelligent marketing research and insight; it means crafting a single-minded idea and delivering it consistently to a carefully targeted marketplace.

**** will develop an advertising strategy that will articulate the Saint Petersburg 'brand's core message and reinforce its unique profile across all media, including print, digital and billboard.

5.4 City Livery

Once defined, Saint Petersburg's new graphic identity may be integrated throughout the city's infrastructure, to include buses, trains, uniforms, signage, government buildings, etc.

The detail of such a project is beyond the scope of this strategy document, and would take the form of a separate proposal following further consultation.

6.0 SCREEN-BASED MEDIA

The website...

...Saint Petersburg's portal onto the world

A dedicated website will be the first point of contact for many potential visitors and investors. What the website reveals about Saint Petersburg, both explicitly and obliquely, is central to the city's international image. Relevance, functionality, design, usability and 'feel' of a website all combine to have a profound influence on 'buying' behaviour and future action.

For marketing to be effective, the Saint Petersburg 'brand' values need to be communicated throughout its online activities. Although a website cannot be literally personified it can have attributes that will allow it to represent Saint Petersburg's distinct personality as a city of openness, sophistication, commerce and culture.

To develop a successful web strategy the brand, its values and ethos - i.e. the logo, navigational style, font, colours, etc - need to be at the core of the marketing effort. They will influence the information architecture, interface design and content to deliver a user experience that will engender assurance and trust. No other medium offers this level of relationship complexity or the potential, at comparatively low cost, to develop deep, long lasting brand confidence.

From co-ordinating, planning, strategy, design, branding and technical resource, **** delivers an outstanding and cost effective web development service. Drawing on our extensive experience, we will tailor a solution to suit the exact needs of the project.

7.0 ARTICULATING THE SAINT PETERSBURG 'BRAND'

7.1 Timeframe

The following is a breakdown of the proposed sequence of delivery. At this stage in the decision making process, it is not possible to provide key dates for implementation due to an absence of information. A detailed timetable will, however, be implemented following further discussion.

7.2 Creative Process

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- Produce initial concepts for client consideration based on the agreed brief.
- Development of the initial concepts following client feedback to include a review of existing collateral.
- Present final designs covering all aspects of usage from brand signature, stationery, brochures, internal communication, web design through to signage, transport, uniforms, external graphics, exhibitions and events.
- Create finished artwork for each element and provide full brand guidelines and usage toolkit for local consultancies and external agencies to follow without diminishing the brand identity.
- A dedicated team of design implementation and project managers will be appointed to oversee the smooth running of the roll out from concept to completion.

7.3 Implementation

As the concepts and guidelines take shape, **** will work simultaneously on an implementation strategy. This will outline the steps that we feel should be taken to start the process of enhancing the historic city of Saint Petersburg's unique appeal as an instantly recognisable international brand.

The strategy will include:

- Timescale for brand roll-out.
- Examples of how the brand should be expressed within each sub-division, for example vehicle / train liveries, clothing, etc.
- Detailed agreement on marketing mix, together with targets and timeframes.
- Suggested events and examples of how the brand should be implemented into the event /exhibit context.

7.4 Where and when to launch the new brand

It is important to launch the new brand in a way that benefits the city's communication to all of its audiences. As yet, discussions with stakeholders on this subject have been minimal. Below are just a few suggestions for further consideration:

- Comprehensive global announcement in relevant press and digital media via press release
- High profile international launch
- Targeted marketing and advertising campaign, to include strong online and physical media presence, both in Russia and internationally

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- Attendance at relevant international shows
- Senior management to present to all key personnel and stakeholders the brand and its values

The overall campaign will comprise all or many of the following elements, dependent upon further consultation with the client:

- Scenario planning
- Identification of customer issues – tourism, cultural, commercial, etc
- Screening of ideas internally
- Development of potential concepts
- Testing of performance against concepts
- Optimisation of the marketing mix
- Assess alignment to the brand
- Track conversion post-launch
- Train and motivate all personnel, including the sales force
- Train and motivate distribution channels and other external agents who can build and deliver on the Saint Petersburg 'brand'.
- Develop a plan for formal communications
- Advertising
- Direct marketing/mail
- Events/exhibitions/fairs
- Literature/brochures/data sheets
- Promotions
- Public relations
- Sponsorships/joint ventures

8.0 COST SUMMARY

[insert details]

9.0 PROJECT MANAGEMENT & CREATIVE CONCEPT & DESIGN

[amend as appropriate]

Below is a list of some of the deliverables we would recommend and some that would be critical to the success of the project.

**** recommends there are two key members of the team that work closely with the client stakeholders to ensure the project matches your objectives and delivers on its promise.

Account Manager / Project Manager @ a day rate of
£***.00

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Creative Director @ a day rate of
£***.00

Senior Designer @ a day rate of
£***.00

ENDS