HELLO!



Lovisa Aronsson



Makda Gebre



Victoria Gladkiy



Ronny Kinuthia



Adam Landberg

AGENDA

- DEBRIEF
- PROCESS
- BACKGROUND
- VALUES
- NAME
- BRANDING

Regarding Questions

DEBRIEF

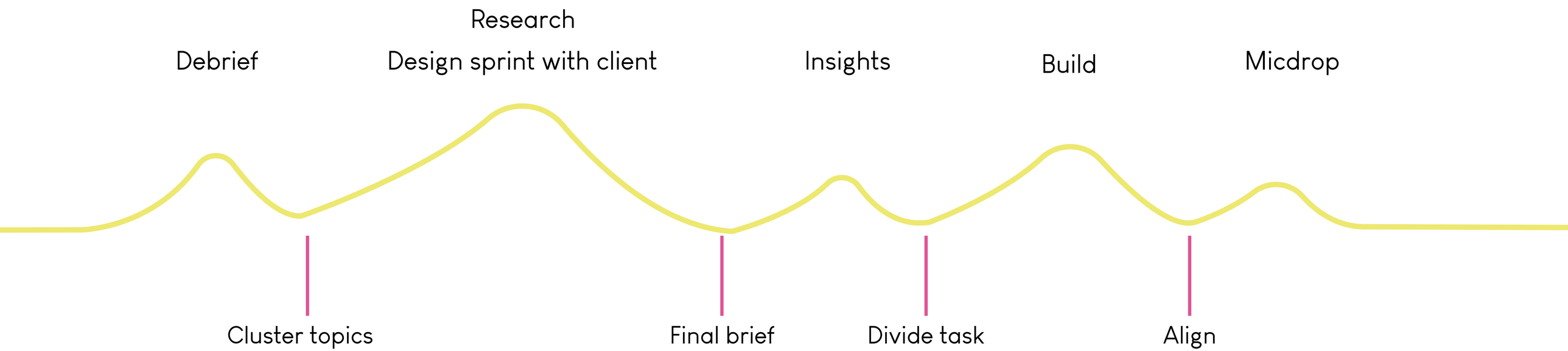
How may we create a brand and an associated branding strategy for a platform which should connect the different innovation ecosystems in Sweden and Israel?

THINGS TO CONSIDER

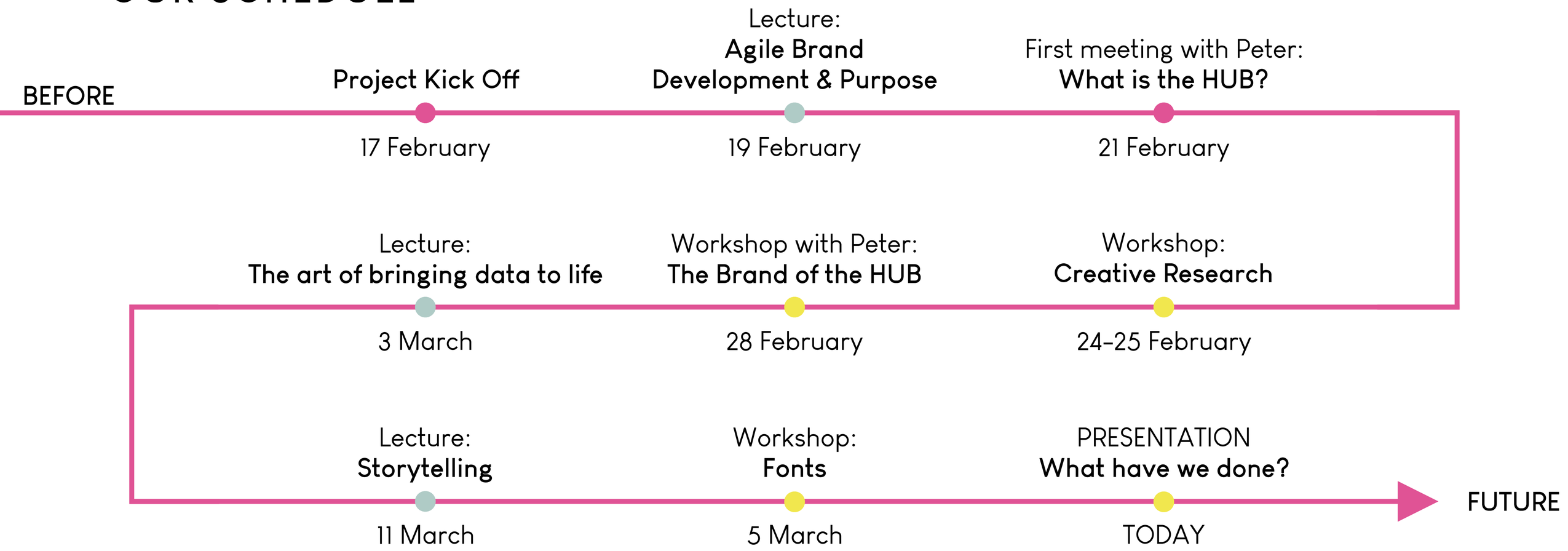
The proposed solution should consist of a branding strategy (around 2 pages) and power point template. The solution should also be tailored for the Sweden-Israeli platform, but take into consideration that the concept is based on a scalable model where there will be possibilities adding other prominent innovation ecosystems within the same framework.

PROCESS

OUR WORKING PROCESS



OUR SCHEDULE

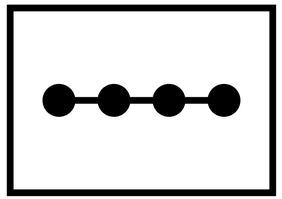


WORKSHOP WITH PETER

The Brand of the HUB

Purpose: make the abstract idea of the hub into something concrete

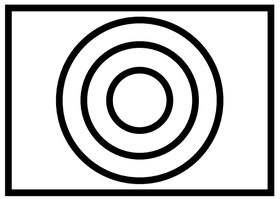
1



20 Year Roadmap

15 min

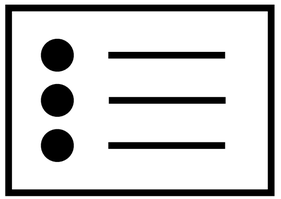
2



What, How, Why

15 min

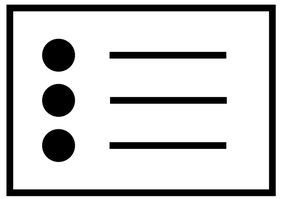
3



Top Three Values

15 min

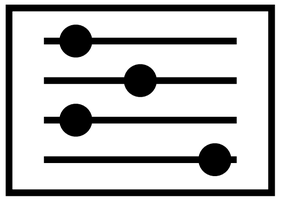
4



Top Three Audiences

15 min

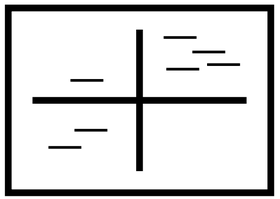
5



Personality Sliders

15 min

6



Competitive Landscape

15 min

Source: https://library.gv.com/the-three-hour-brand-sprint-3ccabf4b768a


Essentia
mutial
Sumbia
Accord
Jevila
Potra
Phdresy













BACKGROUND

AN OVERVIEW | DESKTOP/INTERVIEWS

- Start-ups
- Investors
- Hubs

Between 1100 and 1400 start-ups establish every year

Source:Startup nation finder

INVESTORS

Venture capitals

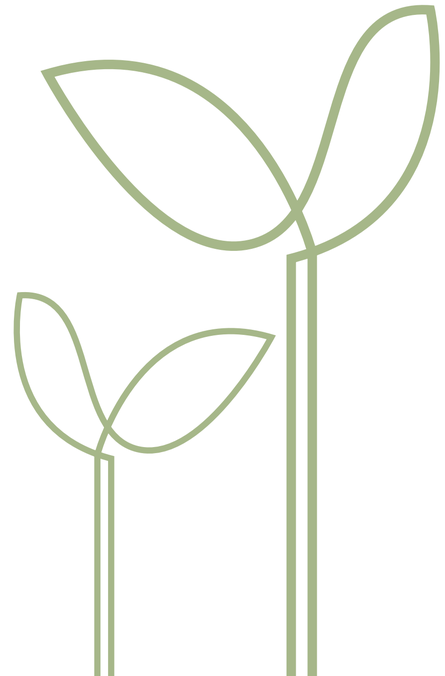
Crowdfunding communities

Israeli innovation authority

267 HUBS

The different Hubs in israel

- Co-working space
- Accelerator for Startups
- Accelerator for Corporate
- Enreprenuership program
- Community



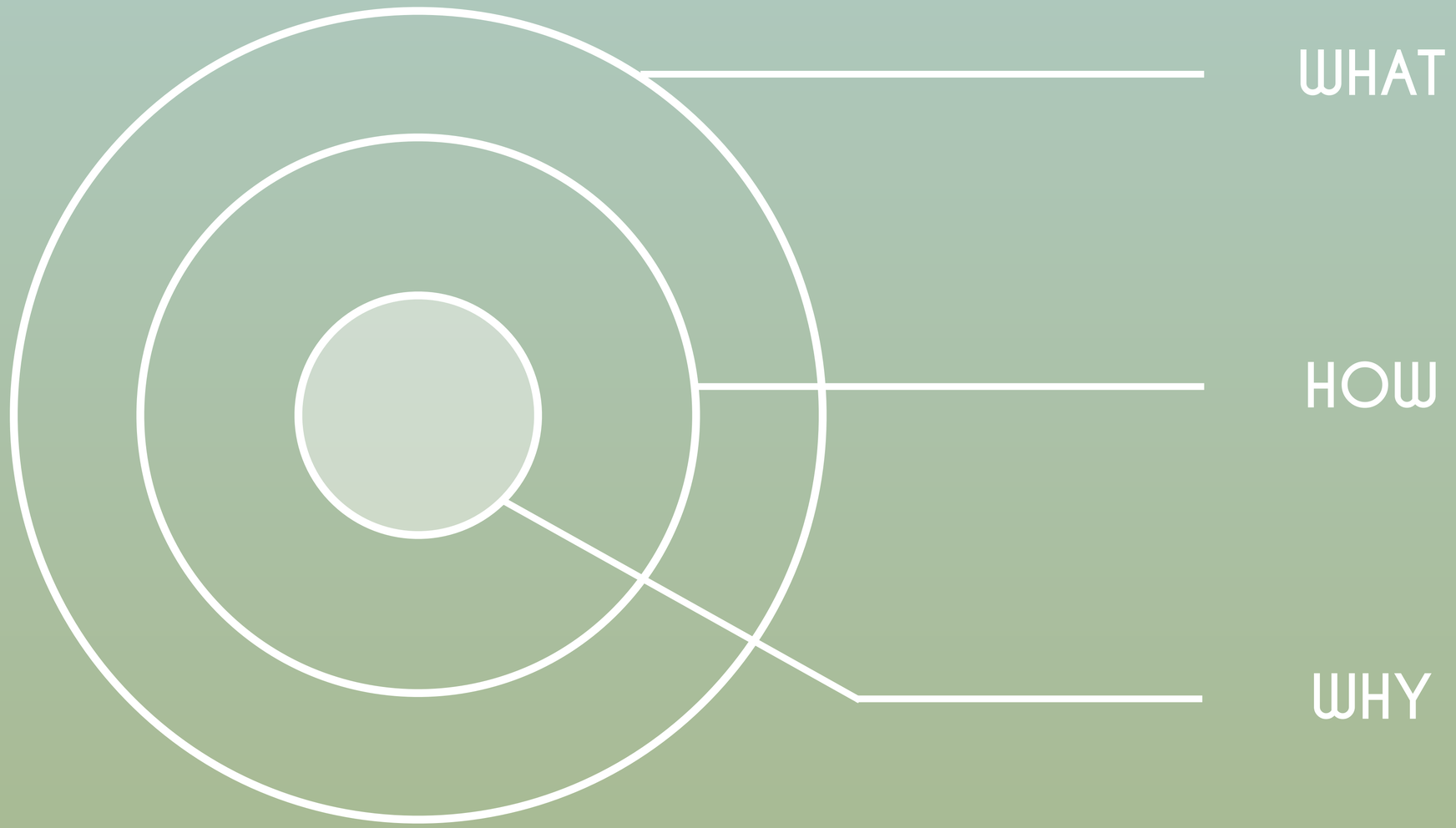
QUOTES

”What do Israeli start-ups need to get global exponential growth?
- Funding & clients”

- Nili Shalev | Israel innovation authority

”What does Israeli start-up consider high-value from an innovation Hub?
Access to potential multinational clients and pilot projects
- Why?
Validate their product and have a first reputable customer.”

- Nili Shalev | Israel innovation authority


WHAT
HOW
WHY

WHY ?

Everything we do, we believe is encouraging **transparent** and **inclusive** collaborations, we believe that **symbiosis** creates innovation.

INCLUSIVE

Strength lies in differences, not in similarities

TRANSPARENT

Exposing your weaknesses to gain strengths

SYMBIOTIC

Valuable exchange leading to mutual benefit

WHAT ?

We create **sustainable**, **trustworthy** and **impactful** business.

SUSTAINABILITY

Building long-lasting and future-proof businesses

TRUST

Creating valuable relationships

IMPACT

A conscious choice to lead the change

HOW ?

We are **facilitating** change by creating a **portal** that **connects** businesses.

CONNECTION

Creating a circuit

FACILITATION

Guiding and stimulating innovation

PORTAL

Providing quick access to vital resources

WHY, WHAT, HOW



BRAND COMING TO LIFE

NAME

SYMBIOTIC TRANSPARENT INCLUSIVE

NAME

SYMBIOTIC —— LIQUID

TRANSPARENT —— WATER

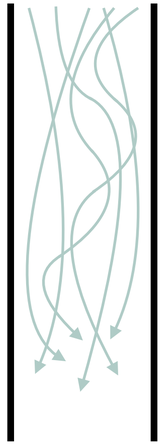
INCLUSIVE —— FLOW

} = ?

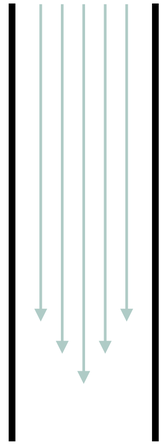
HOW LMNR WAS BORN

WHYS

LIQUID + WATER + FLOW = LAMINAR



NOT LAMNIAR FLOW

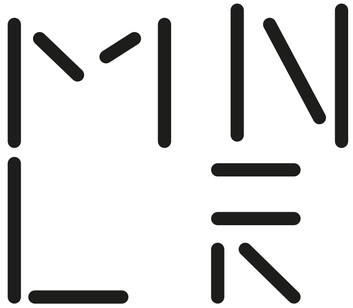


LAMINAR FLOW

LOGOTYPE PROTOTYPES

















TYPOGRAPHY

PRIMARY HEADING

Comfortaa I size: 44 I should be capitalized & bold, could be strokes

SECONDARY HEADING

Louis George Café I size: 33 I should be capitalized

Subheading

Caviar dreams I size: 22 I should be colored

Liam nonse doloreperum aligend iciasime voluptatem sanimilicati nullatemquo maximus et alibustrum verchilit ad ullaccae sus et mossus sum hilibus, que idus utat.

Tem cust, ipsa velibus ipiendi reius reium unto mod magnatur sit qui occabor aligent landaes qui dolorio occumqui blam facernat es is auta ne aped eos adit ant.

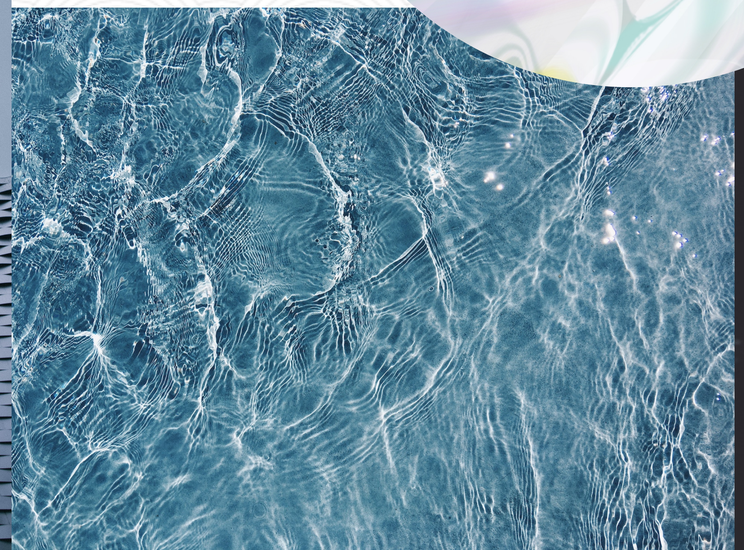
Tur aliciam liatiunt alicipsus de sim ent voluptur? Qui ommos verios andenda estia eiciliti conseriam fugiam del molorescid etus ea dunt.

Louis George Café I size: 14 I when sufficient amount of text – columns should be used.

LMNR

branding | HI x RISE

IMAGERY & TEXTURES



COLORS

Primary color palette



Secondary color palette



FEELING

Open mind, Open heart

RESPECT CREATIVITY RESPONSIBILITY

Teamwork makes the dream work.


b254-2
P. ALBERIUS
Co-founder
LMAR


let's discuss
tomorrow
LMAR

THANK YOU!



Lovisa Aronsson



Makda Gebre



Victoria Gladkiy



Ronny Kinuthia



Adam Landberg