

SUMMARY

The title of my thesis is “Creating a Visual Identity for Rõuge Municipality.” The purpose of the thesis is to develop a visual identity for Rõuge Municipality that provides a cohesive image, highlights the municipality's unique elements, brings out advertised activities in social media, and ensures the visual identity's consistency with a style guide.

The thesis began with a theoretical part, where I researched the symbols of the municipalities that merged to become one Rõuge Municipality in 2017. I examined the coats of arms and flags of these municipalities and the stories behind them. Additionally, I explored the symbolism and digital identity of Rõuge Municipality after the administrative reform.

The practical part started with preparatory work, where I identified keywords from Rõuge Municipality's values and vision. I also reviewed two recently created style guides for an Estonian city and municipality to understand the essential elements of a style guide. I investigated how the rules in these style guides have been maintained and whether a consistent visual image is presented in digital environments. In the second stage of the practical part, I began the design process by creating the style guide. This included designing a logo for the municipality, symbols, creating place name designs and icons, establishing a color palette, selecting a typeface, designing background graphics and elements, and developing layouts for various formats.

Rõuge Municipality uses various outlets where its visual identity must stand out. Demonstrating the visual identity across different outlets makes the previously established rules clear. I compiled all the rules and information into the style guide. This ensures a consistent style even when municipality employees create designs. From meeting with municipality employees, I learned that they use a platform called Canva for design. Considering this, I created Canva templates for various formats. The templates adapt to different designs and purposes, considering the varying amounts of text and images in a design. This solution guarantees consistency and speeds up the design process.

Rõuge Municipality's visual identity is crafted to match its unique characteristics, providing each former municipality with a symbol to stand behind and use illustratively in

designs. With this thesis, I achieved my goals and hope the result will be well-utilized in Rōuge.