SUMMARY

“Creating a Visual Identity for “Aunaku Polo” Club”

The polo club of Aunaku Polo is the first polo club in Estonia. The aim of this project was to create a visual identity for Aunaku Polo that gives enough visual clues about polo for people who aren’t familiar with the sport. The aim was also to create a visual identity that reflects their brand values like professionalism, friendliness and connection to nature.

The thesis began with the research, where I researched and analyzed topics relevant to the design process. I analyzed the logos of polo clubs nearest to Estonia, which gave me an overview of the competitors. Many of the competitors’ logos looked traditional and were emblem logos contained within a circle shape. Analyzing the competitors revealed which direction to take, how to stand out, and which solutions to avoid or implement in my project. I also researched the types of logos, which helped me to choose a type for my project, and the meanings of recurring symbols observed among the competitors. It was important to me to also research the origins of polo and the characteristics of polo ponies in order to create a logo mark that is distinctive to the sport. I learned that polo ponies are nimble, have a shaved mane and a braided tail. Finally, I researched and analyzed style guides from various fields, which gave me a clear understanding of the essential elements of a brand guide and how it should be structured.

The practical part started with the preparatory work, where I identified the brand values of Aunaku Polo. Then I began with the design process. I designed a logo, created a color palette, chose a fitting typeface, and designed the background elements. I combined all the parts of the visual identity into various applications. Finally, I created a presentation template in PowerPoint and several social media templates in various formats using the Canva platform. The templates were divided into three categories based on their purpose. The first group of posts had more space for text and less for photos; the second more space for photos and less for text; and the third group used text and background elements instead of photos. The objective of these templates is to make designing new posts simple and fast for the people of Aunaku Polo.

Throughout the design process, I compiled all the components of the visual identity into a style guide with descriptions and design examples. The visual identity captures the unique

characteristics and values of Aunaku Polo and introduces polo to the people of Estonia through the logo mark.

Keywords (4):

1. Graphic design
2. Corporate style
3. Equestrian sport
4. Hiiu County