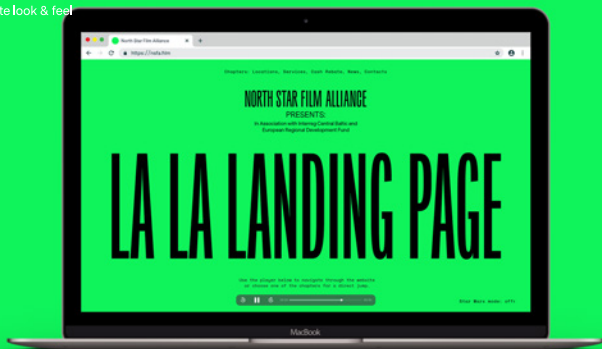


NORTH STAR FILM ALLIANCE

Brochures



Website look & feel



Stapler



Stationary



Identity guidelines cover



North Star Film Alliance (NSFA) is a joint venture between Estonia, Latvia & Finland, forming one joint film region, servicing global film and TV productions. A unique setup with one entry point and one cash rebate system, launched in 2019. After creating a teaser identity in 2018, we got a chance to develop it into a full visual brand identity, creating thorough guidelines for everything from TOV to print communication.

North Star Film Alliance is not the lead character, but plays a supporting role, creating the backdrop for the primary action. This idea was transformed into the most simple visual solution — the green screen, which is familiar to everyone within the industry and beyond. Green color, supported by film-related typography, visuals & messaging, became one of the most prominent assets of the identity that managed to capture the core idea of the business in the simplest visual form.

The identity not only helps the client to stand out from a fierce competition, but also engage with people on a very human level by using relatable language and recognisable cues.