Design Guidelines

For Ecosystem Maps

LUNA MAPS



LUNA MAPS.AI

www.lunamaps.ai

Introduction

A living template for **clarity, creativity, consistency, and discovery in ecosystem mapping**



Ecosystem maps are more than visual directories—they are **storytelling tools t**hat reveal connections, patterns, and opportunities across innovation landscapes. These guidelines provide a shared framework to ensure that every map is clear, consistent, and engaging while honoring the complexity of the ecosystems they represent.

By aligning on **design principles, visual language, and user experience**, we create maps that not only inform but also i**nspire discovery, collaboration, and strategic insight.**

Understanding the Target Audience

01

Understanding your User Base & Ecosystem Partners

A successful ecosystem map begins with a **clear understanding of who will use it** and who it represents. Defining your user base—whether founders, VCs, entrepreneurs, or policymakers —ensures the map is fit and relevant to their needs. Just as important, is recognizing ecosystem partners i.e. accelerators, universities, corporations, and community organizations. They shape the relationships and dynamics of the system creating a map to foster trust, clarity, and engagement across the ecosystem.

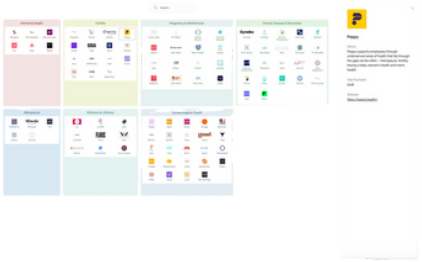
02

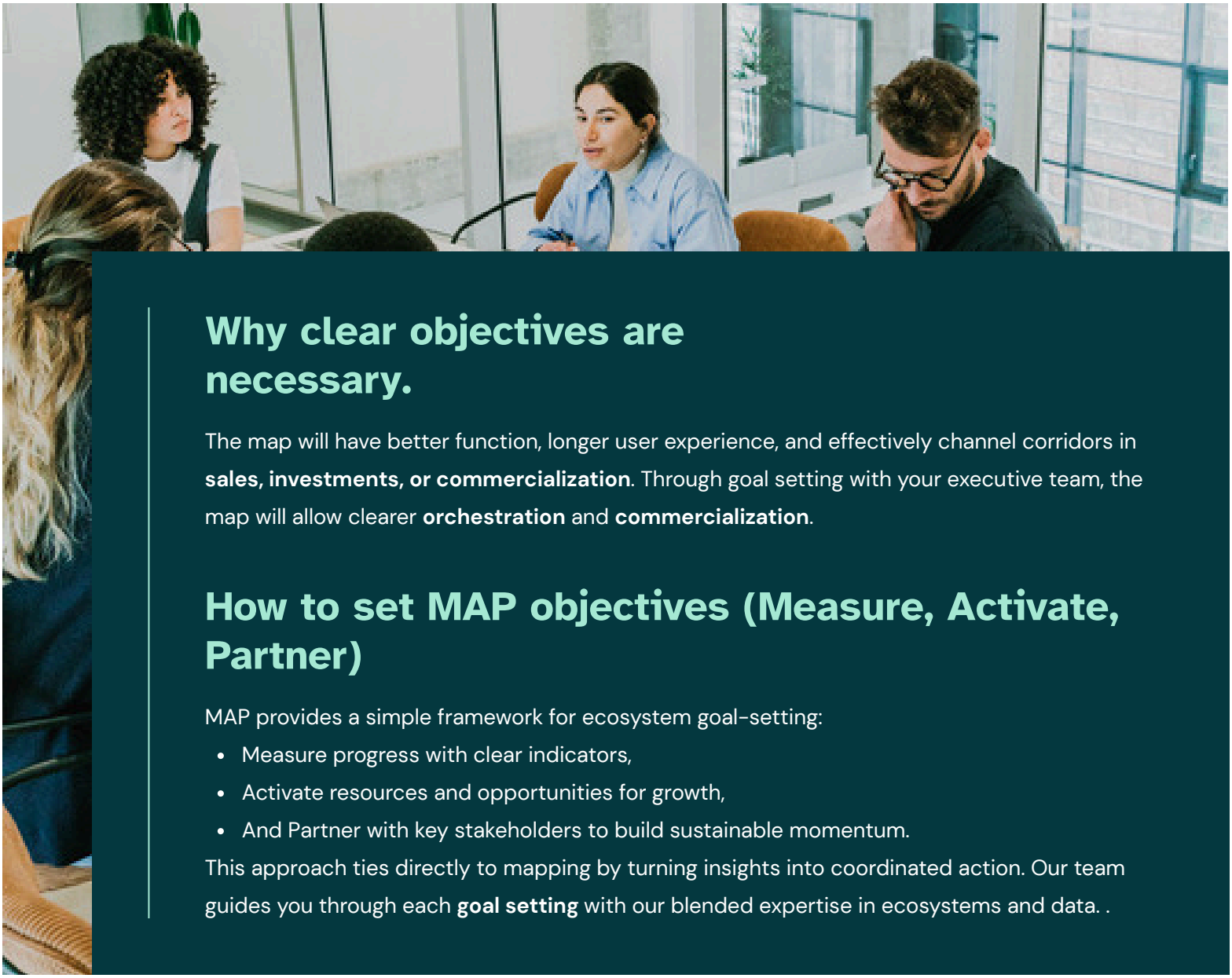
Data Set Segmentation

Segmentation ensures that complex ecosystems are organized into meaningful categories. For insights. By grouping actors by sector, technology, geography, or growth stage, the map becomes easier to navigate and interpret. Clear segmentation highlights patterns, reveals gaps, and supports deeper insights for decision-making. This also relates to your users.



Setting Map Objectives





Why clear objectives are necessary.

The map will have better function, longer user experience, and effectively channel corridors in **sales, investments, or commercialization**. Through goal setting with your executive team, the map will allow clearer **orchestration** and **commercialization**.

How to set MAP objectives (Measure, Activate, Partner)

MAP provides a simple framework for ecosystem goal-setting:

- Measure progress with clear indicators,
- Activate resources and opportunities for growth,
- And Partner with key stakeholders to build sustainable momentum.

This approach ties directly to mapping by turning insights into coordinated action. Our team guides you through each **goal setting** with our blended expertise in ecosystems and data. .

Design Guidelines



A Human-Centered Approach to Visualizing Innovation and Clusters-- Principles for Mapping Innovation Ecosystems with **Clarity, Growth, and Discovery**

DESIGN Guidelines

Purpose & Principles

P

- Objective: Define why the map exists (e.g., discovery, strategy, storytelling, investment insights) | Principles
- Clarity → information should be instantly understandable.
- Playfulness → encourage exploration and engagement.
- Accuracy → rely on verified datasets and clear categories.
- Relational Intelligence → emphasize connections, not just nodes.

Scope and Audience

- Target Users: (e.g., policymakers, investors, entrepreneurs, researchers).
- Map Scale: Local, regional, national, or global.
- Intended Use Cases: Strategic planning, discovery, storytelling, benchmarking.

S

Data & Categorization

O

- Sources: Identify datasets (public-private organizations, directories, survey data).
- Segmentation: Define clusters (e.g., by technology, sector, funding stage, geography).
- Metadata Standards: Organization name, Category/sector. Year founded, Key metrics (funding, team size, impact), Relationships/affiliations

Visual Language

- Color Palette: Neutral, distinct hues for sectors/clusters, gradiaent or intensity
- Layers of Data: Start ups, early adopters, enabled extended ecosystem
- Typography: Headings, Labels
- Hierarchy: Scales on importance of size, opacity or outline

V

Layout & Navigation

L

- Cluster Logic: Biological, geographic, thematic, or relational maps.
- Connections: Lines or arcs show relationships (investments, partnerships).
- Zoom & Layers: Macro view = ecosystems & clusters | Micro view = actors within clusters
- Discovery Tools: Filters, search, highlights, tooltips.

User Experience

UX

- Interactivity: Hover = metadata preview; click = full profile.
- Playfulness: Easter eggs, dynamic animations, smooth transitions.
- Responsive for web/mobile
- Multi-language support (if global)

Consistency & Branding

B

- Brand Elements: Luna Maps logo, moonlight-inspired gradients.
- Tone of Voice: Insightful, inviting, dynamic.
- Watermark & Credits: Acknowledge data partners and collaborators.

Quality & Maintenance

Q

- Update Frequency: Monthly/ live feed.
- Version Control: Maintain historical snapshots.
- Accuracy Checks: Data validation workflow with EDs (bi-weekly)
- Feedback Loop: Allow users to suggest edits or additions.

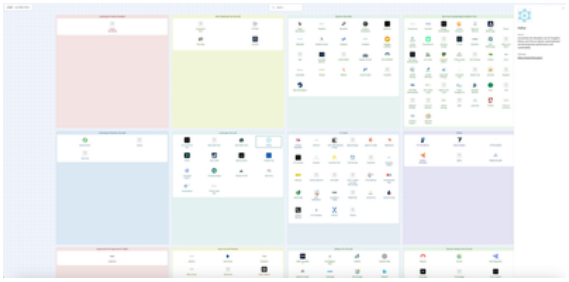
Export & Sharing

E

- Formats: Interactive webmap, Static PDF, snapshot images
- Embed Options: For Partner Websites, Presentations, and Ecosystem Reports
- Attribution: Consistent branding and citation guidelines

Color Wheel

Palette A



Palette B

Palette C

Visual Language

We choose colors that will resonate the best on the digital platform. We can customize certain palettes, yet have recommendations of existing maps and best practices for **visual excellence**.

V

LUNA MAPS

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MAP

- Define Business Goals
- Create a Content Calendar
- Know Your Target Audience
- Produce Quality Content
- Keywords Research
- Distribute Content
- Choose Content Types

Design Guidelines



SEO (Search Engine Optimization) and Social Media Marketing

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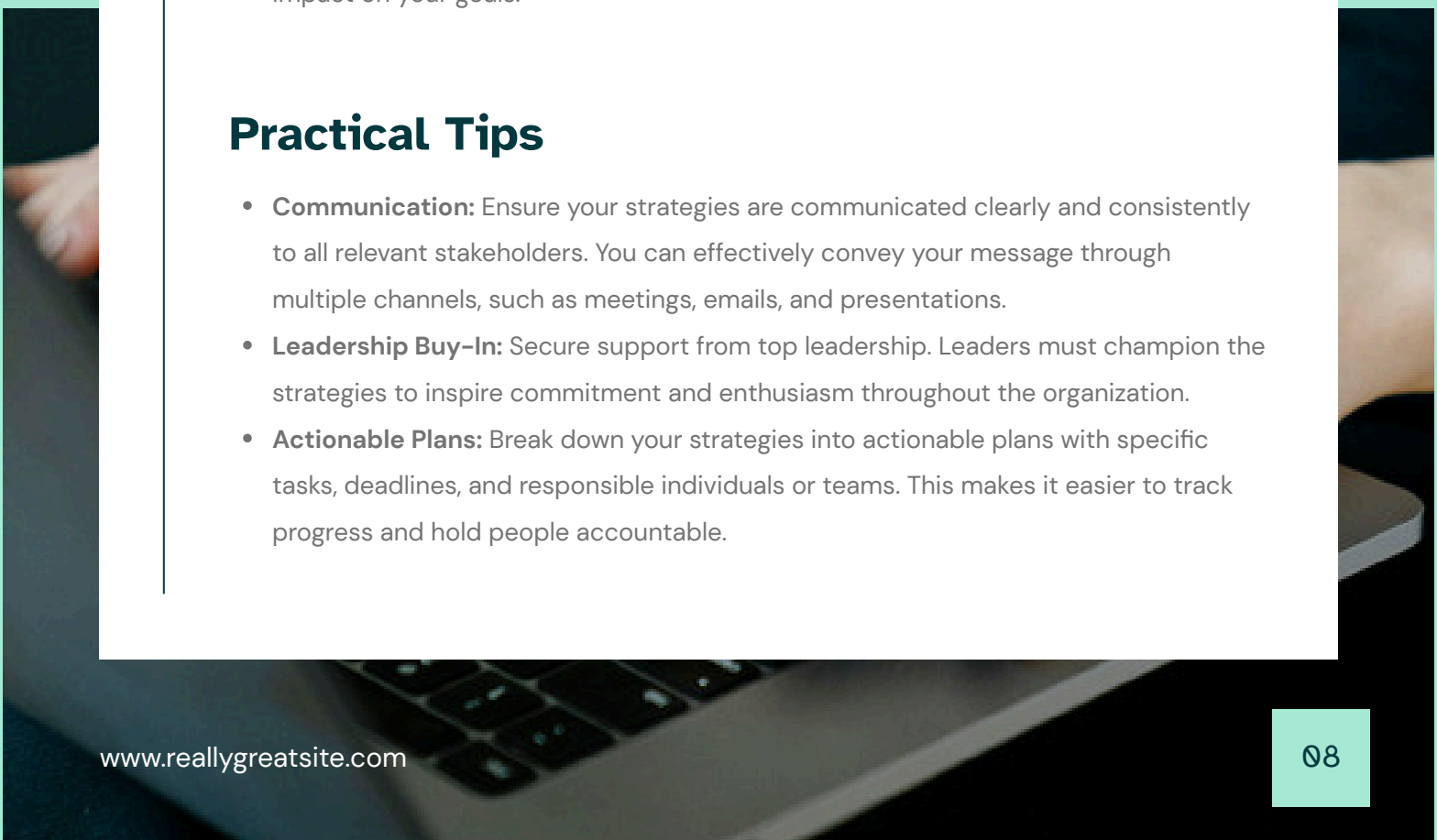
Basic Principles and Practical Tips for Implementing These Strategies.

Basic Principle

- **Clear Goals and Objectives:** Define clear, specific, and measurable goals that align with your overall vision and mission. Without clear objectives, it's challenging to measure success or progress.
- **Alignment:** Ensure that your strategies are aligned with your organization's values, mission, and long-term vision. This alignment helps maintain focus and consistency.
- **Resource Allocation:** Allocate resources (financial, human, and time) strategically to support your chosen strategies. Prioritize investments that have the most significant impact on your goals.

Practical Tips

- **Communication:** Ensure your strategies are communicated clearly and consistently to all relevant stakeholders. You can effectively convey your message through multiple channels, such as meetings, emails, and presentations.
- **Leadership Buy-In:** Secure support from top leadership. Leaders must champion the strategies to inspire commitment and enthusiasm throughout the organization.
- **Actionable Plans:** Break down your strategies into actionable plans with specific tasks, deadlines, and responsible individuals or teams. This makes it easier to track progress and hold people accountable.



Influencer Marketing and Partnerships



Influencer Marketing

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Partnership Agreement

Successful partnerships should be mutually beneficial.

Partners should have shared objectives and a clear understanding of what they want to achieve through the partnership.

Partners often collaborate on marketing initiatives such as joint advertising campaigns

Co-branded products or services combine elements of both partners' branding, allowing them to leverage each other's reputation.

In affiliate marketing partnerships, one business promotes another's products or services