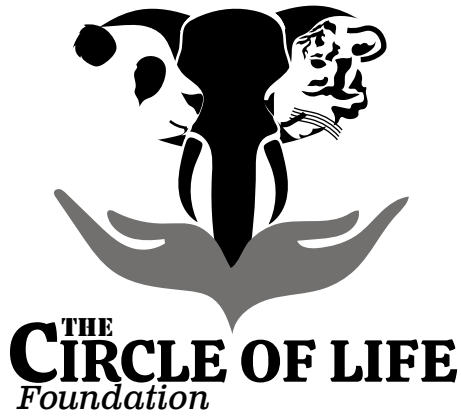


THE
CIRCLE OF LIFE
Foundation

GRAPHIC DESIGN STANDARDS MANUAL DEVELOPMENT

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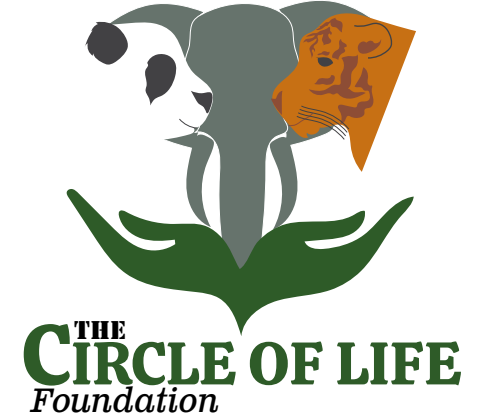
BLACK & WHITE



ONE COLOR



TWO COLOR



FOUR COLOR

About the Mark

The Circle of Life Foundation logo consists of the logotype and the mark. The mark represents what the Circle of Life Foundation is about... allowing face-to-face interactions with endangered animals as a way to help increase endangered animal awareness. This logo has been developed to promote high visibility of the mark balanced with clear legibility of the name. The relationship (size, positioning, etc.) of these elements should never be altered in any way.

Whenever possible, the logo should appear in its full color horizontal gel version.

When the 4-color version cannot be used, a solid color version is available.

BLACK AND WHITE

For black and white publications, or when color is not an option, there is a one-color version of the logo available for use in black.

ONE COLOR LOGO

For use when only one color is available for print.

TWO COLOR LOGO

For use when only two colors are available for print.

4-COLOR LOGO

The four-color logo is the preferred version. It may only be reproduced in the colors listed in this manual. For all color conversions including PANTONE, four-color process, video, and web.



Knock-out

FULL KNOCK-OUT LOGO

The logo is also available in a full knock-out version. The full knock-out version should be used in place of the original black and white logo when background color or photographic backgrounds make the original black and white logo illegible.

If using the full knock-out version of the logo on a solid color, it is only possible to use one of the colors in the Joomla! palette or black.

If using the full knock-out version of the logo on a photographic background, please be sure that the area behind the logo is visually even and that its value is equal to 75% black or greater for best legibility.

COLOR KNOCK-OUT LOGO

The logo is also available in a color knock-out version. The knock-out version should be used in place of the original logo when background color or photographic backgrounds make the original logo illegible.

If using the color knock-out version of the logo on a solid color, it is only possible to use one of the colors in the Joomla! palette or black.

If using the color knock-out version of the logo on a photographic background, please be sure that the area behind the logo is visually even and that its value is equal to 75% black or greater for best legibility.

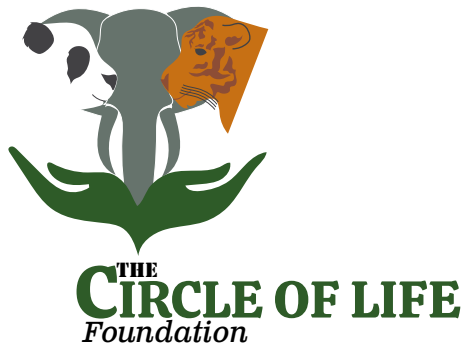
The Logotype Should Never

LOGO PROTECTION

Presentation of our logo consistently is important and helps to promote recognition of the Circle of Life Foundation brand. These examples and the examples on the following page help to avoid misuses of the logo.

Show 6 examples of Bad Logotype Treatment!

reconfigured or altered in any way



THE
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re-typeset



THE
CIRCLE OF LIFE
Foundation



THE
CIRCLE OF LIFE
Foundation

distorted in any way



THE
CIRCLE OF LIFE
Foundation



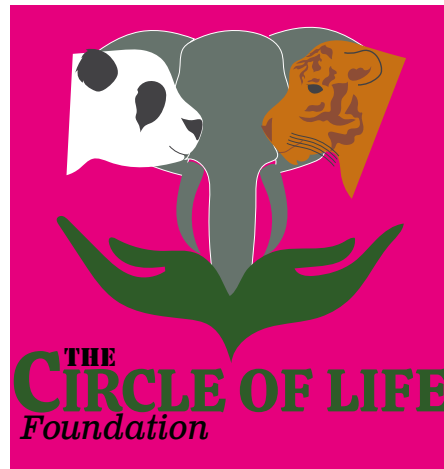
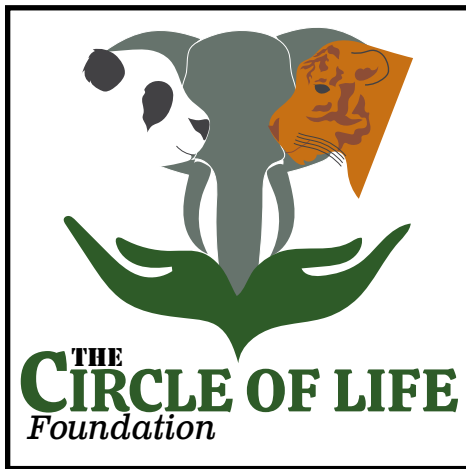
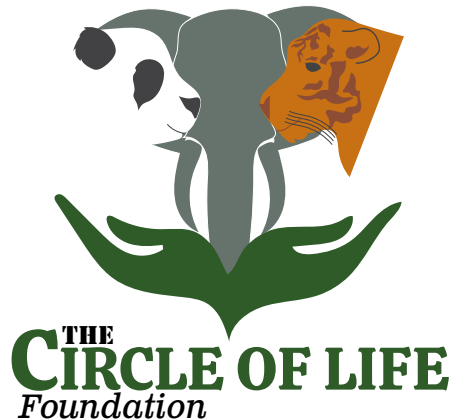
THE
CIRCLE OF LIFE
Foundation

The Signature Should Never

THE LOGO SHOULD NEVER BE...

- missing the trademark symbol
- screened or tinted
- placed inside a shape which is smaller than the minimum protected space
- placed on any color background that is different from the allowed colors in the Joomla! palette (exceptions may be made in advertising collateral)
- reversed out of a photographic background that doesn't provide adequate contrast
- reproduced on an overly busy background

Show 6 examples of Bad Signature Treatment!





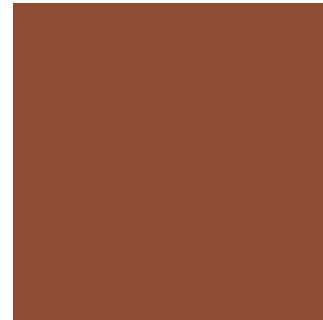
FLORA
 RGB: 65, 91, 47
 CYMK: 82, 39, 100, 37
 PANTONE: 7743C
 HEXIDEMICAL: #415b2f



ELEPHANT
 RGB: 106, 115, 108
 CYMK: 59, 39, 49, 26
 PANTONE: 424C
 HEXIDEMICAL: #6a736c



SAND
 RGB: 178, 111, 36
 CYMK: 18, 61, 100, 7
 PANTONE: 723C
 HEXIDEMICAL: #b26f24



EARTH
 RGB: 125, 78, 57
 CYMK: 31, 69, 75, 33
 PANTONE: 7588C
 HEXIDEMICAL: #7d4e39



PANDA
 RGB: 68, 67, 70
 CYMK: 67, 59, 51, 53
 PANTONE: 446C
 HEXIDEMICAL: #444346

Color Palette

USING COLOR

Color is a strong and emotional component to any brand identity. With the name Circle of Life Foundation, consumers will expect to see an attractive conservation-themed color palette on all company materials. The primary color of the Circle of Life Foundation palette is Flora with a secondary Elephant. The secondary colors include Sand, Earth, and Panda. The range of colors provided is meant to allow for the greatest flexibility in design while producing a harmonious brand color scheme. When used regularly, both palettes will work together to establish strong association with the brand and create visually impactful materials that reflect the brand name.



CORPORATE PATTERN

GRADIENT

The Circle of Life Foundation pattern is a pictorial pattern that showcases elephant footprints.

CALISTOGA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

{(.,:;!;?&\$ç)[]}

Primary Typeface

CALISTOGA

Typography is critical when creating clear and consistent brand communications. These typefaces, when used regularly across all our graphic communications, will provide a clear and recognizable brand voice. The primary typeface chosen to communicate the Circle of Life Foundation voice is Calistoga. This font represents the Circle of Life Foundation brand because of its easy readability. This font should be used in all graphic communications.

Calistoga offers one weight available to you which offers tremendous design flexibility in style and application. From headlines to bullet points to body copy, this typeface will cover all design needs.

CLARENDON TEXT PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

{(.,:;!¿?&\$¢)[]}

CLARENDON TEXT PRO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

{(.,:;!¿?&\$¢)[]}

CLARENDON TEXT PRO BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ**

abcdefghijklmnopqrstuvwxyz

1234567890

{(.,:;!¿?&\$¢)[]}

Secondary Typeface

CLARENDON TEXT PRO

In a more limited fashion, a secondary typeface, Clarendon Text Pro, is available for use. This typeface can be used for lengthy blocks of body copy where a serif typeface may be preferred for readability. This typeface will work well with Helvetica headlines and subheads.