THE CIRCLE OF LIFE FOUNDATION BRAND BRIEF

Key Beliefs:
Respect for the animals we try to protect
Cooperation to create a better world for all
Showing people what it means to care for the animals

Market:
The company is first launched in Cleveland, then it progressively is launched in other places within the United States of America – and possibly the world.

Vision: Being able to help raise endangered animal awareness

Mission: Allowing face–to–face interactions with the animals to have better understanding on protecting these fascinating creatures

VALUE PROPOSITION

Our company provides the chance for our customers and company family to experience face–to–face interactions with various kinds of endangered species as a way of increasing endangered animal awareness and supporting the animal population.

WHO ARE OUR STAKEHOLDERS?

Communities – our actions and decisions make and leave highly positive impacts on the communities around us
Governments – they may be able to contribute funds to our company, thus allowing the Circle of Life Foundation to expand its company
Employees – they are the reasons why we make certain decisions, which in turn affects the company as a whole

BIG IDEA

Saving the world... one paw at a time!

WHO'S OUR TARGET AUDIENCE?

The Circle of Life Foundation is targeted for generation Gen X and Y because of how they can give their support to the company via social media, and how employees of these two generations would be fully engaged in the workspace, thus helping to make a positive impact for the company and community. In addition, Gen X people find activism as something of high importance, which is another driving force for the company.

Gen Y Gen X

ATTRIBUTES:
Community
Engaging
Interactive
Must–See
Passionate
Colorful

KEY SERVICES:
Special animal interaction tours
Animal care
Video camera access to the animals in their enclosures, even via the company website

SIMILAR LOCATIONS/COMPANIES:

African Wildlife Foundation
mission: ensure the wildlife and wild lands of Africa will endure forever

World Wildlife Fund
mission: to conserve nature and reduce the most pressing threats to the diversity of life on Earth.

Wildlife Conservation Society
mission: to save wildlife and wild places worldwide through science, conservation action, education, and inspiring people to value nature

San Diego Zoo
mission: saving species around the world

Singapore Zoo
mission: provide meaningful and memorable wildlife experiences with a focus on protecting biodiversity in Singapore and the region

Wildlife Conservation Society

WWF

AFRICAN WILDLIFE FOUNDATION

SAN DIEGO ZOO

Singapore ZOO

ONLY STATEMENT

We are the only endangered animal awareness that allows face–to–face interactions with the animals we're helping to give a better future.
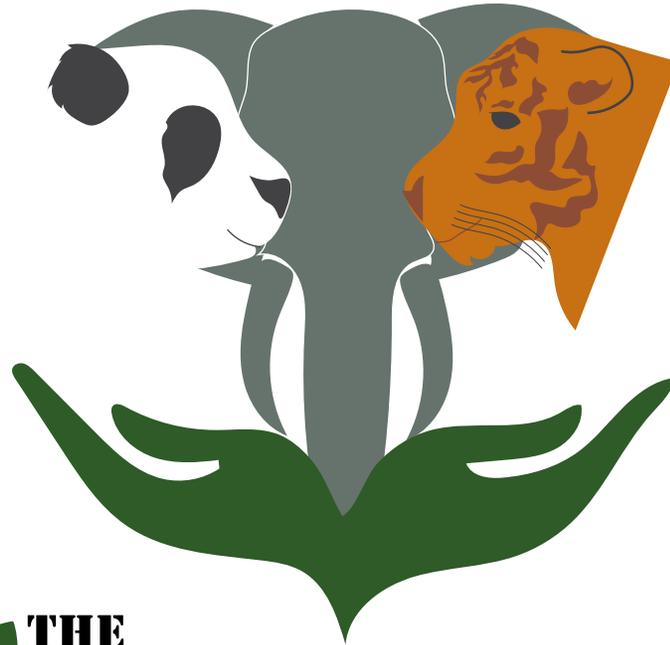
THE CIRCLE OF LIFE
Foundation

GRAPHIC DESIGN STANDARDS MANUAL DEVELOPMENT

EVAN HARTONO
CORP ID AND BRANDING
PROF. JODI STANUINAS-HOPPER
MERCYHURST UNIVERSITY

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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 it's 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!

re-typeset

reconfigured or altered in any way

distorted in any way

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! palatte (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!

SAND
RGB: 178, 111, 36
CYMK: 18, 61, 100, 7
PANTONE: 723C
HEXIDEMICAL: #b26f24
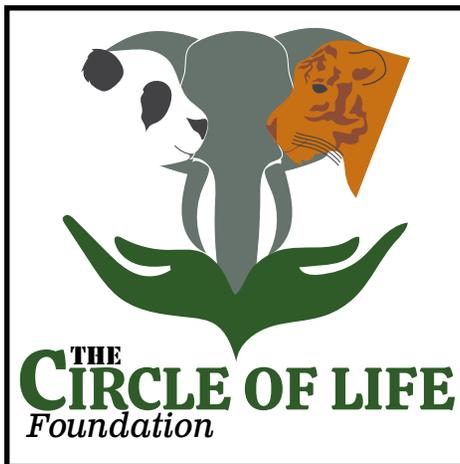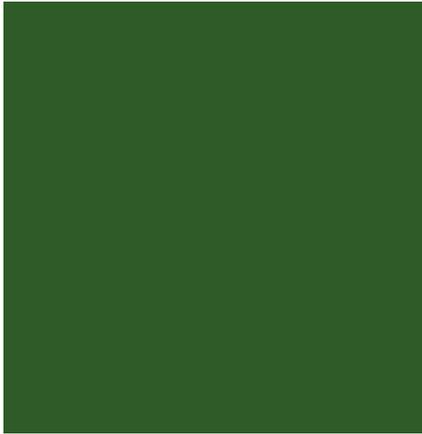
FLORA
RGB: 65, 91, 47
CYMK: 82, 39, 100, 37
PANTONE: 7743C
HEXIDEMICAL: #415b2f

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

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

Color Palette
USING COLOR

Color is a strong and emotional component to any brand identity. With the name Circle of Llife 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.

PANDA
RGB: 68, 67, 70
CYMK: 67, 59, 51, 53
PANTONE: 446C
HEXIDEMICAL: #444346
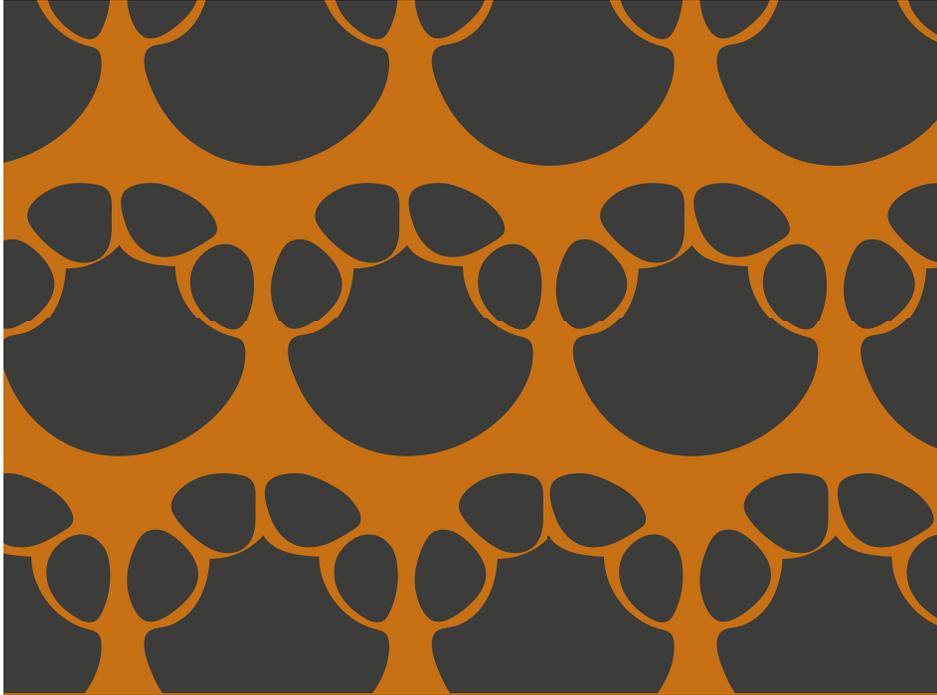
CORPORATE PATTERN
GRADIENT
The Circle of Life Foundation pattern is a pictorial pattern that showcases elephant footprints.

CALISTOGA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
{(.,:;!¿?&$¢)[]}

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

ABCDEFGHIJKLMNOPQRSTU-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.