

Campaign 2 - Project 02

BRAND TOOLKIT:

Wildlife Conservation Society

Agustin Monge

New Logo

Primary Logo



Logo Mark



Logo with full name



Colour Variations

Green



Black

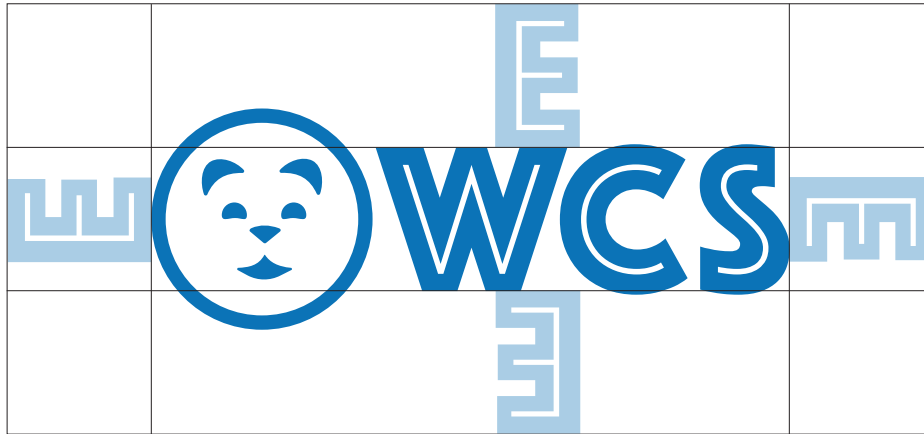


White (knocked out)

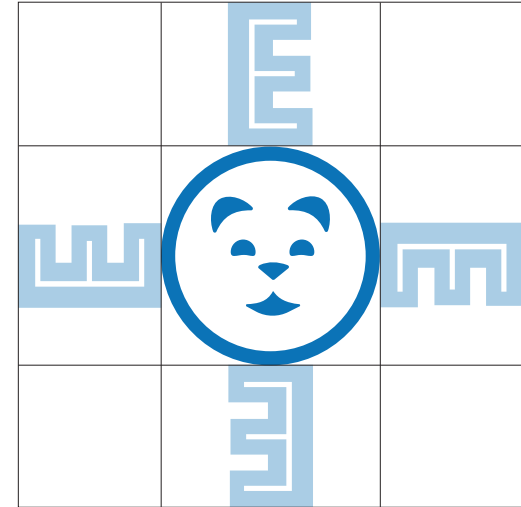


Clear Space

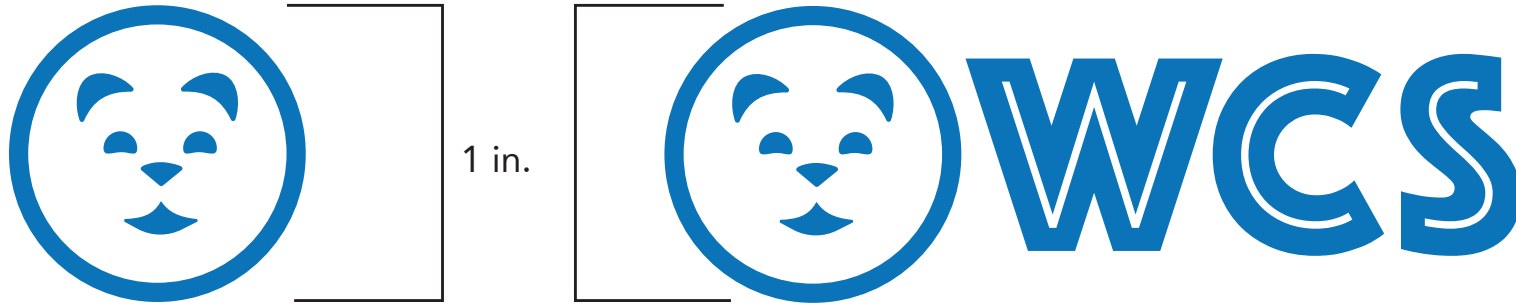
With text



Logo mark only



Minimum Size



Use the logo mark as the size reference for all variations of the logo. They must be the same across all styles, with a minimum size of 1 inch.



Misuses



Do not stretch and distort the logo in any way



Do not place logo on low contrast backgrounds



Do not rotate



Do not change to non-brand colours



Do not crop



Do not place over busy images/bad photography



Do not add shadows



Do not rearrange elements



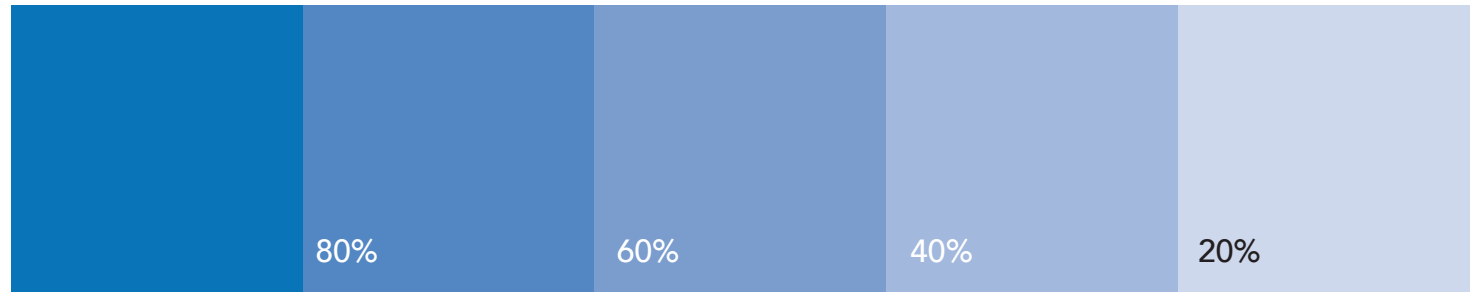
Primary Colours

Ocean Blue

Hex #: 0e75b7

CMYK: 87, 50, 3, 0

RGB: 14, 117, 183

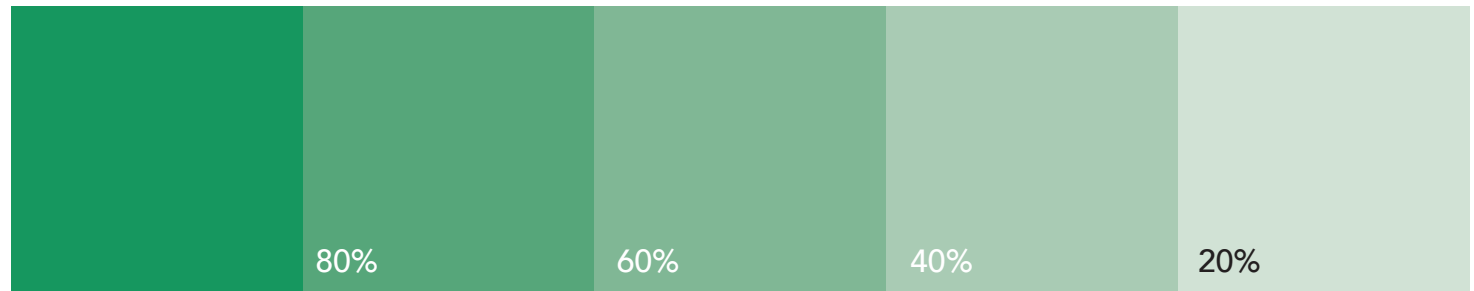


Meadow Green

Hex #: 0a975f

CMYK: 84, 16, 32, 3

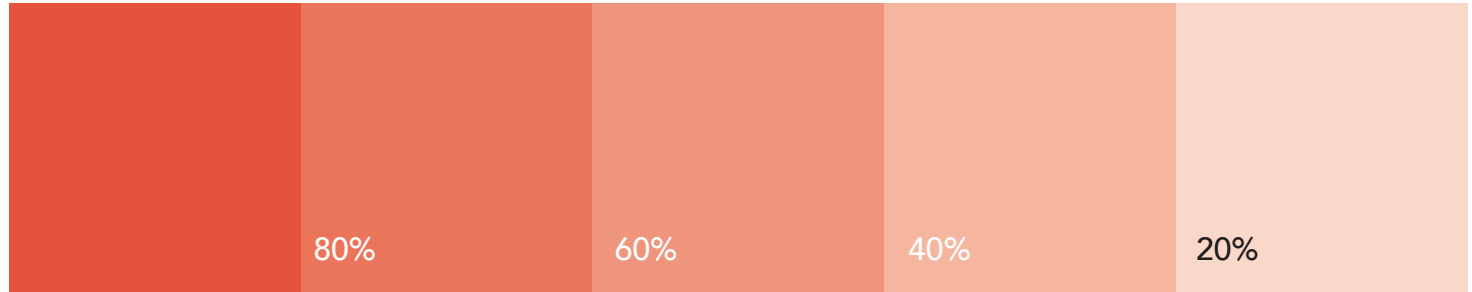
RGB: 10, 151, 95



Secondary Colours

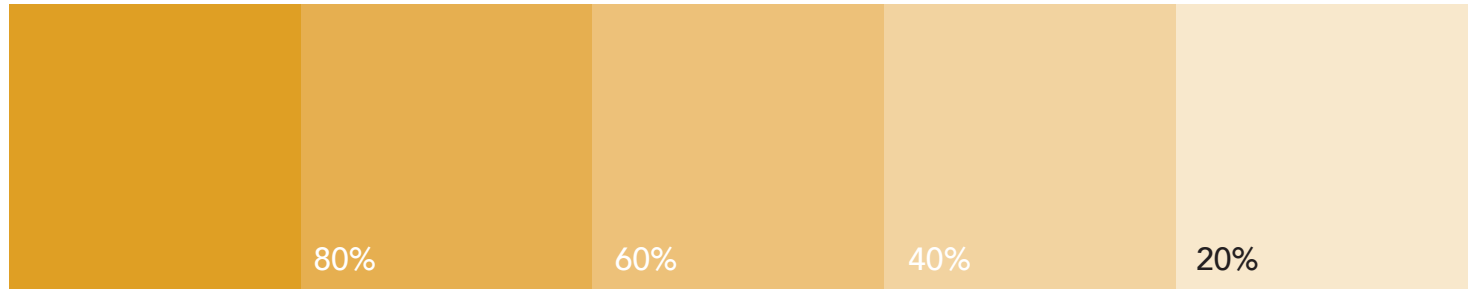
Autumn Red

Hex #: e5533f
CMYK: 5, 83, 81, 0
RGB: 229, 83, 62



Honey Gold

Hex #: e09f26
CMYK: 12, 40, 100, 0
RGB: 224, 159, 38



Colour Combinations

Primary Pairings



Secondary Pairings

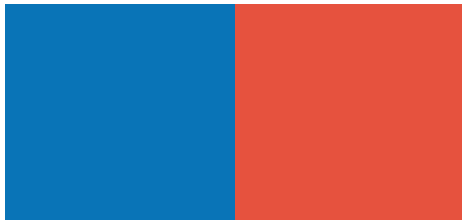


Ensure that there is enough contrast between colours for each combination. Use tints of each colour to add variety to different pairings.

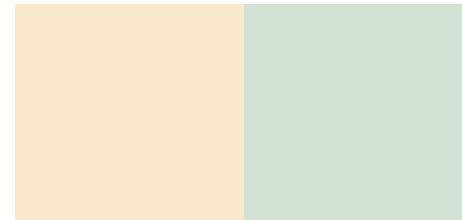
Colour Misuses



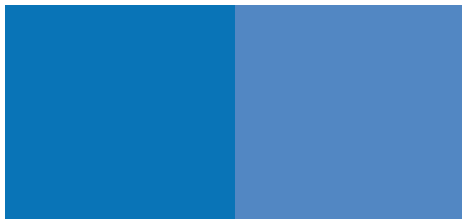
Do not use vibrating colours



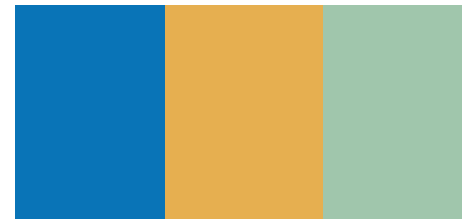
Do not use tints with insufficient contrast



Do not use one colour with a low-contrast tint



Do not use more than 2 colours



Do not use only secondary colours



Do not use only tints



Typography

Primary Typeface

Phosphate is the primary typeface for the brand and should be used for headlines and title pages. It is a bold and eye-catching font that grabs the viewers attention.

It has two styles: Solid and Inline and is only in all caps. Inline style used for the primary logo.

PHOSPHATE

PHOSPHATE

A B C D E F G H I

A B C D E F G H I

J K L M N O P Q

J K L M N O P Q

R S T U V W X Y Z

R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

Typography

Secondary Typeface

Futura is the secondary typeface for the brand and should be used subheadings or supporting texts. The different weights helps create hierarchy that helps viewers move across large bodies of text

Body Text

Futura PT is primary typeface for all the body copy. It has a variety styles and is easy to read across large paragraphs

Futura

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

Futura PT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Typography

Title

Phosphate
Solid
All Caps
Use brand colours
Left-aligned

WE STAND FOR WILDLIFE

Heading

Futura
Bold
Use tint of Title
Left-aligned

Please Donate to Help Save Wildlife

Exhibits and Conservation

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Subheading

Futura
Medium
Left-aligned
Black

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

Body

Futura PT
Book
Left-aligned
Black

Photography

Images should be professionally photographed and clearly reflect WCS's mission and goals in helping wildlife. The photos should feel natural and unstaged to ensure that the work is authentic and taken seriously.

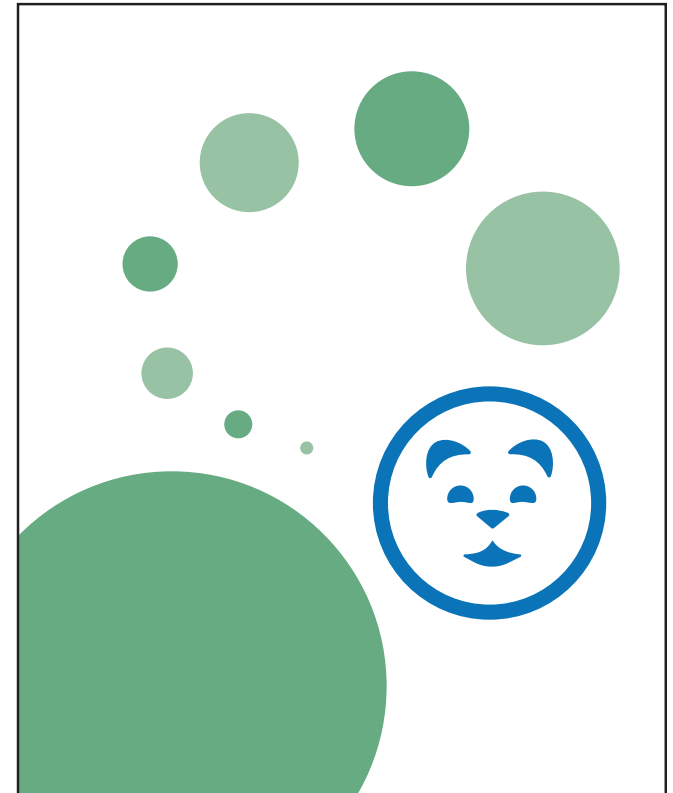
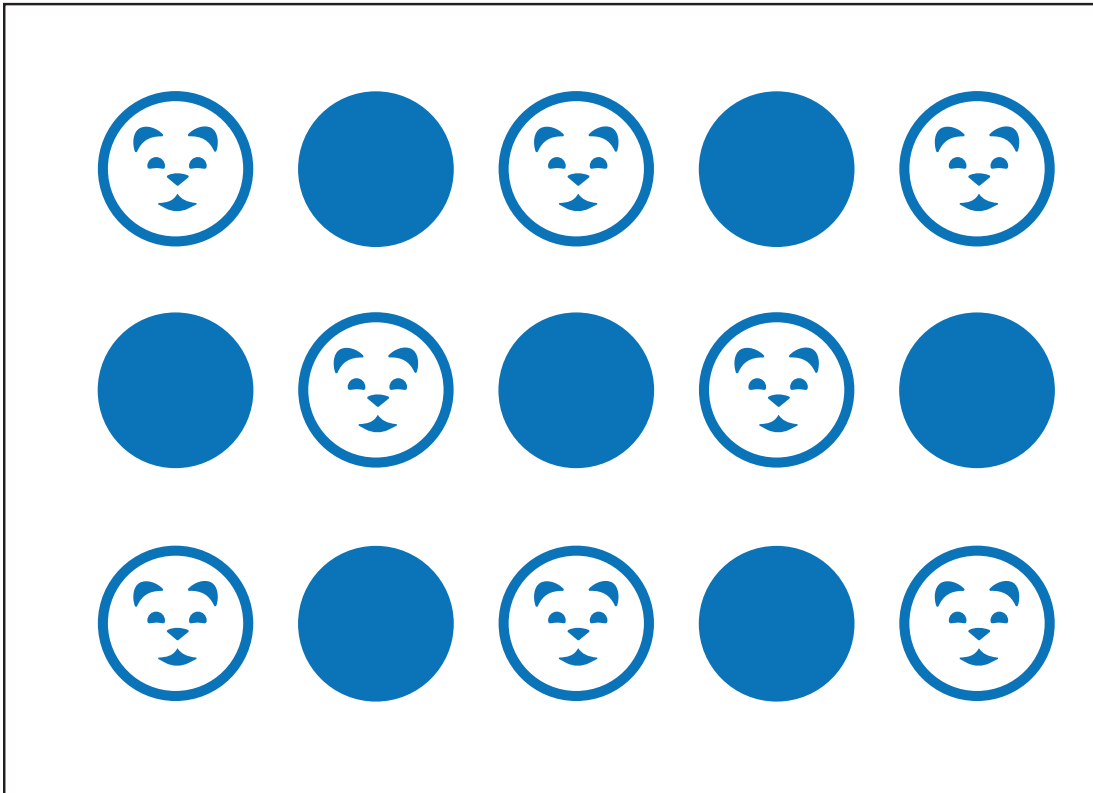
Avoid using images of animals behind a fence or visibly in captivity, as it may suggest that WCS is not supporting them in their natural environments.

When including the logo, ensure it is placed in areas of the image with minimal distraction and use colours with high contrast and clear visibility.



Patterns

Examples of patterns to use for design enhancement



Expressions

T-shirt



Expressions

Button



Expressions

Lanyard



Expressions

Water Bottle



Expressions

Backpack



Expressions

