

## LOGO / SYMBOL REFINED BRIEF

### 10% FOR THE PLANET

#### 1. Logo wording

Please change from 'RAW FOR THE PLANET' to **10%** FOR THE PLANET.

- Unfortunately having the word 'RAW' in this logo does not work in submitted design as there is too much double up with the company logo (docking strategy not workable).

#### 2. Symbol = circular

Please provide a design in form of a circle, not rectangle, square etc. The circle represents 'planet'. Based on designs submitted, a circular design works best for combination for the RAW Travel company logo and the BCorp logo.

#### 3. Colours:

Please go ahead with a combination of greens (for earth/plants) and blue (for water). We like geometric use of colours (e.g. the 'create health & wellbeing' and 'leaf' logos below) – need to be able to print logos in small stamp size format though, so it cannot be too intricate.

#### 4. Fonts:

Please use a clean, capital font. Examples of font below.



#### 5. Examples

Below are examples of logos we like and explanations of specs we like:

##### a. Green & blue circles (our own design concept)



LIKE: colours. Circles. It is only a concept, amateurish – needs work. Need capital fonts and perhaps the '10% for the planet' inside the circles.

**b. One circle (our own design concept):**



We like this concept a lot: one circle; colours; writing inside the circle. Would need tidying up and including font; perhaps make it look more like yinyang or smooth out the circle on inside.

**c. Leaf:**



We like this leaf as a graphic element. We like the geometric colouring. Would need to add 'water' in blue colour, add circle element and add '10% FOR THE PLANET'

**d. Blue circle:**



We like the simplicity. Good capital font, good blue circle. What's missing is green element representing land/plants. Also writing could perhaps be inside the circle if not too cluttered.

**e. Half circle:**



We like the geometric use of colours, clean font. This would need stronger focus on water. If font cannot sit inside the circle, this example may be a good option = a half circle with font to the right '10% FOR THE PLANET'.

f. Mountain & land:



Very clean design. Would need to bring in colours of land (green) and water (blue) and the words '10% FOR THE PLANET'.

g. 3 leave



Like the colouring, although could be too busy for small size printing. Like the concept, however need to incorporate water. Ideally needs a circle.

h. Hiking shoe

This is the alternative idea to a circular logo symbolising planet.

While this is completely different to a circle, we like this alternative as it is very relevant to us (hiking company) and it symbolises that we only leave footprints – no negative environmental impacts. Colours would need to be green and blue. The actual print should be from a HIKING, not running shoe. 10% FOR THE PLANET to be integrated within the print if that does not look too busy. If too busy, it can go underneath for example.

