



KOOBIE – CREATIVE LOGO BRIEF

Brief:	Logo Design
Background:	<p><i>Koobi's purpose is to help people become more environmentally conscious. We provide scientifically accurate information on how individuals can minimize and offset their carbon footprints.</i></p> <p><i>A million years ago the first humans walked the earth in Koobi-Fora, Northern Kenya. Initially, we functioned as full participants in the earth's sustainable life cycles. Over the last few hundred years we have not.</i></p> <p><i>Humanity has never faced as formidable a threat as that posed by climate change. We're a company seeking to tackle climate change through the collective action of individuals.</i></p> <p><i>When enough individuals change their behavior, governments and businesses are forced to follow suit. We seek to drive that change!</i></p>
Task:	<p><i>We're a challenger brand that needs a challenger logo. Something distinctive and unique that can become a key visual asset for us as we grow.</i></p> <p><i>Two of our Founders grew up near Koobi-Fora, and as we're trying to erase our individual footprints, it makes sense for a footprint to form the basis of our logo and identity.</i></p> <p><i>We're a human company run by passionate people who value science and are providing a premium product. We're not looking for cartoony gimmicky style, we're after elegance.</i></p> <p><i>Below, screengrabs of our own attempts. These are purely to serve as inspiration. We are looking for people to take the footprint as a concept and run with it.</i></p> <p><i>We are not bedded down to a particular color scheme, although as we're pushing people to be more green, green seems a logical choice. We will use the final logo design and colors to inform our brand style guide. You have creative license to come up with your own color schemes.</i></p> <div data-bbox="619 1749 1137 1977"></div>

	
Target audience:	<i>Anyone who believes climate change is an existential threat and wants to know what they could be doing to help.</i>
Key Proposition:	<i>Erase our footprint from the earth so people, wildlife and the planet thrive in balance</i>
What we're making and where it will be?	<p><i>The logo needs to be flexible enough to appear in different forms and on multiple mediums.</i></p> <p><i>Initial mediums: LinkedIn, Social, Website, Pitch Decks, Presentations, Newsletters etc...</i></p> <p><i>We'll need a couple of different variations: Square, portrait, horizontal. Able to be used in powerpoint.</i></p>
How will we know if we've succeeded?	<p><i>Golden boxes: Simple, distinctive, visually striking</i></p> <p><i>If we look at it and think it could become our key visual asset and what people think of when they hear the name "Koobi", then we're onto a winner.</i></p>