

Visual Branding Book



Safari Ltd
Spring 2020
Kailyn Sissom

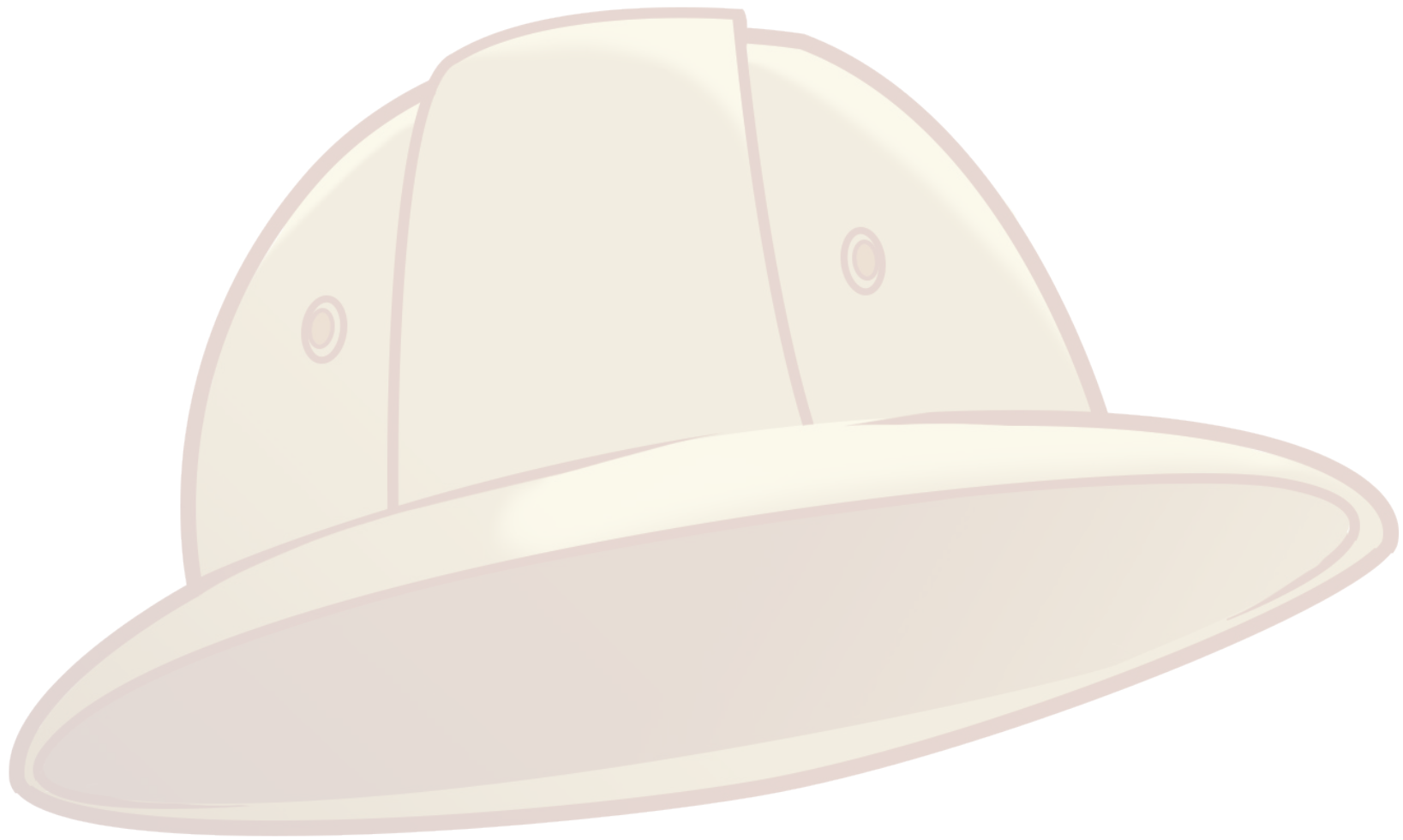
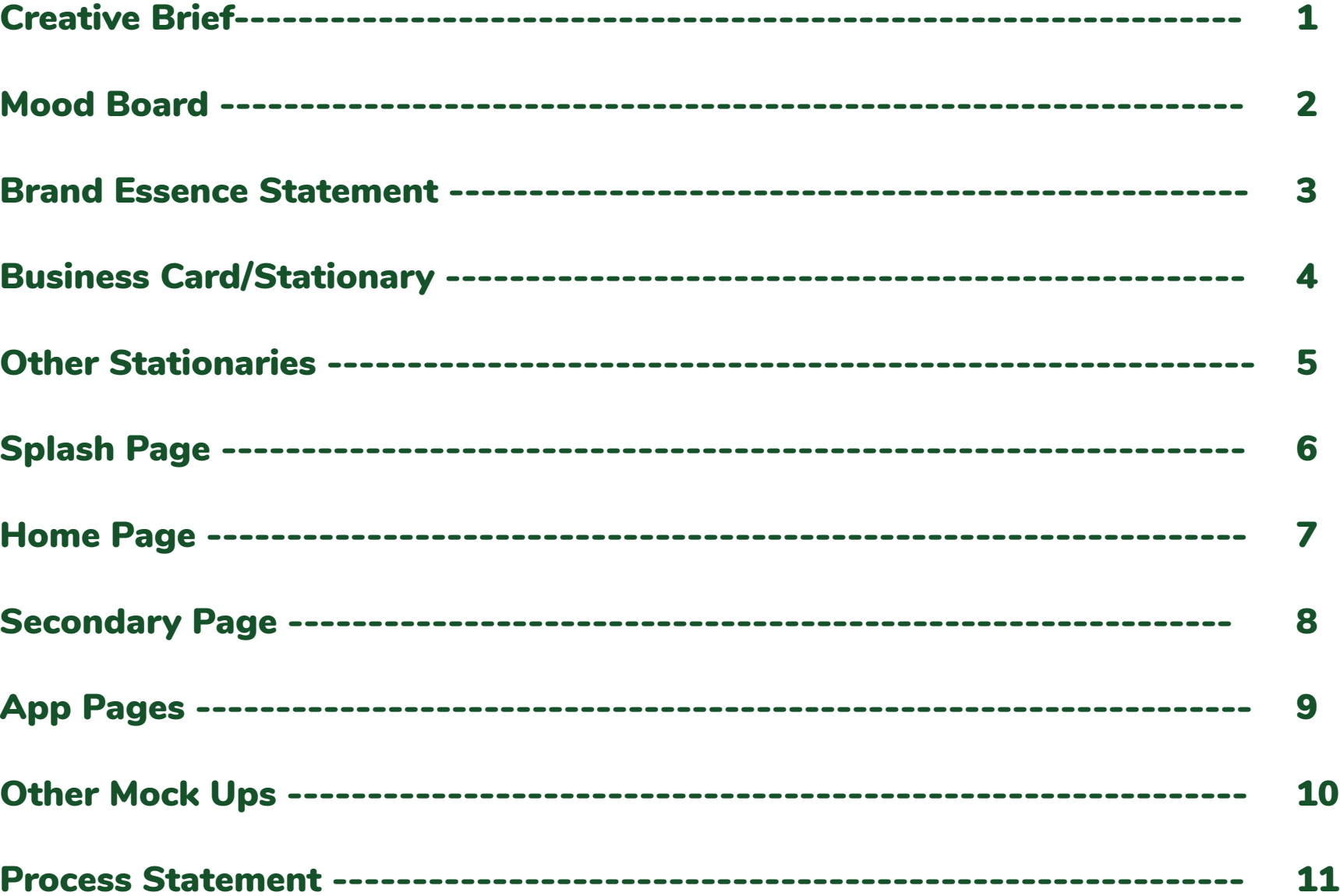


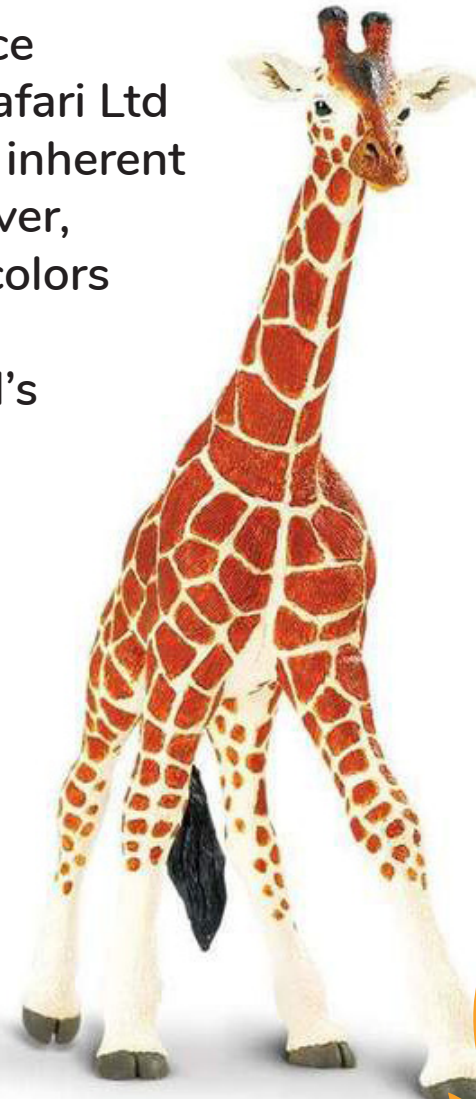
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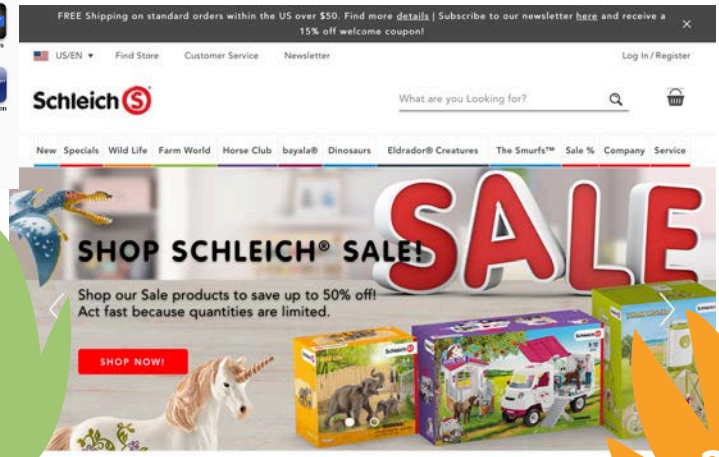
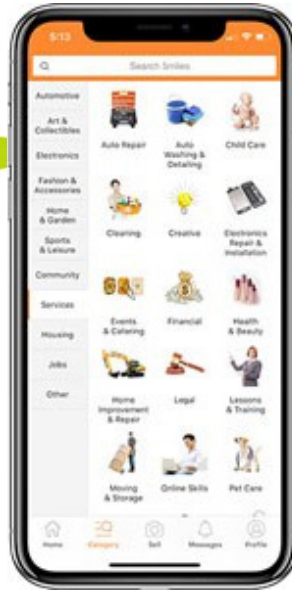
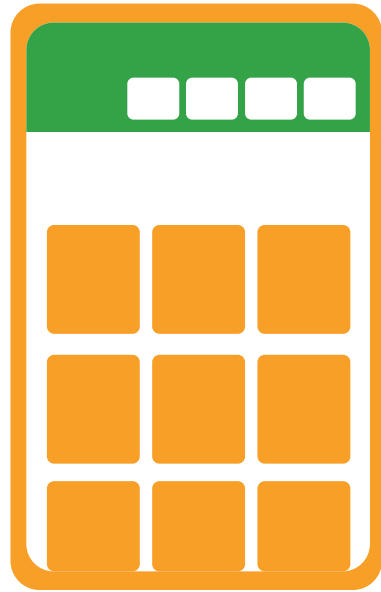
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Creative Brief

The branding for Safari Ltd must strike a delicate balance between playfulness and professionalism. At its core, Safari Ltd is a company that produces products for children, so an inherent playfulness will always be present in its imagery. However, this must be contained to a manageable degree so the colors and cartoonish nature of the mascot don't completely overwhelm the business side of the company. Safari Ltd's stationary should still be functional and sleek while still providing a clear indication of the company's main purpose as a toy company.



Mood Board



Brand Essence Statement

Adventure

Safari Ltd strives to spark imagination and wonder in children everywhere, inciting a deep love of adventure and discovery as they learn about the wide world around them.

Learning

Through discovery and play, Safari Ltd's products are designed to be educational as well as fun, so children may learn about animals and the fragile ecosystems they live in.

Play

Through discovery and play, Safari Ltd's products are designed to be educational as well as fun, so children may learn about animals and the fragile ecosystems they live in.

Safety

Safari Ltd is dedicated to the safety of its products, ensuring that children will not come into contact with harmful chemicals or potentially damaging portions of the figurines. All Safari Ltd toys are rigorously tested and made phthalate free to ensure the safety of children.

Environment

In addition to providing environmental education for children, Safari Ltd. also offers a selection of products made from natural resources to provide the most eco-friendly products possible.

Business Card/Stationary Letter Head



Other Stationeries



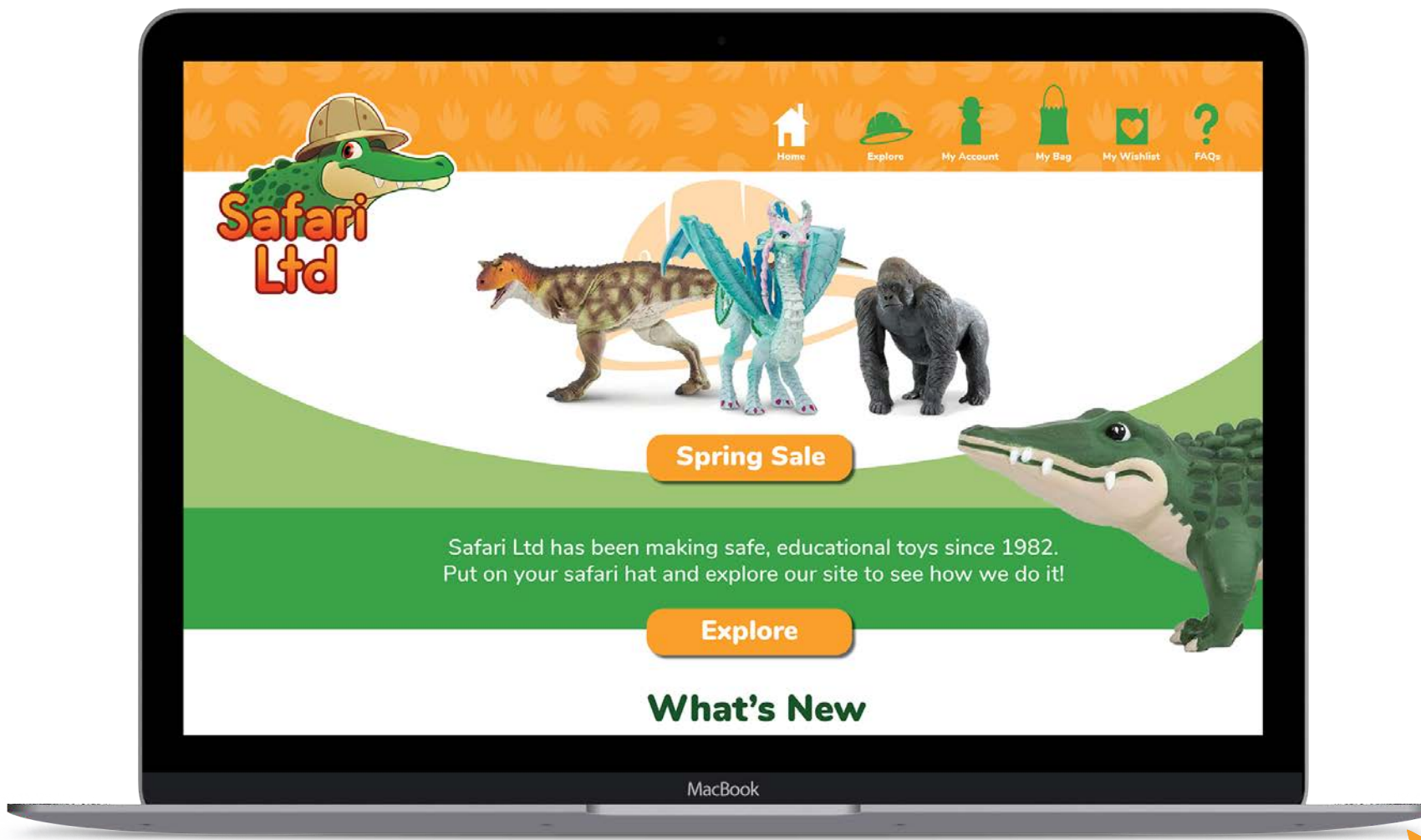
Website Pages

Splash Page



Website Pages Continued

Home Page

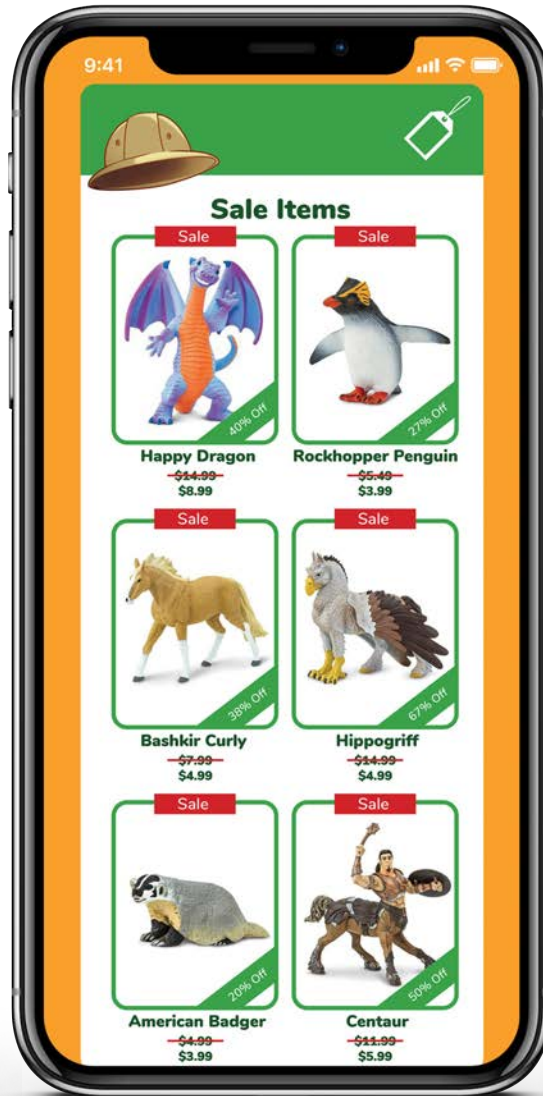
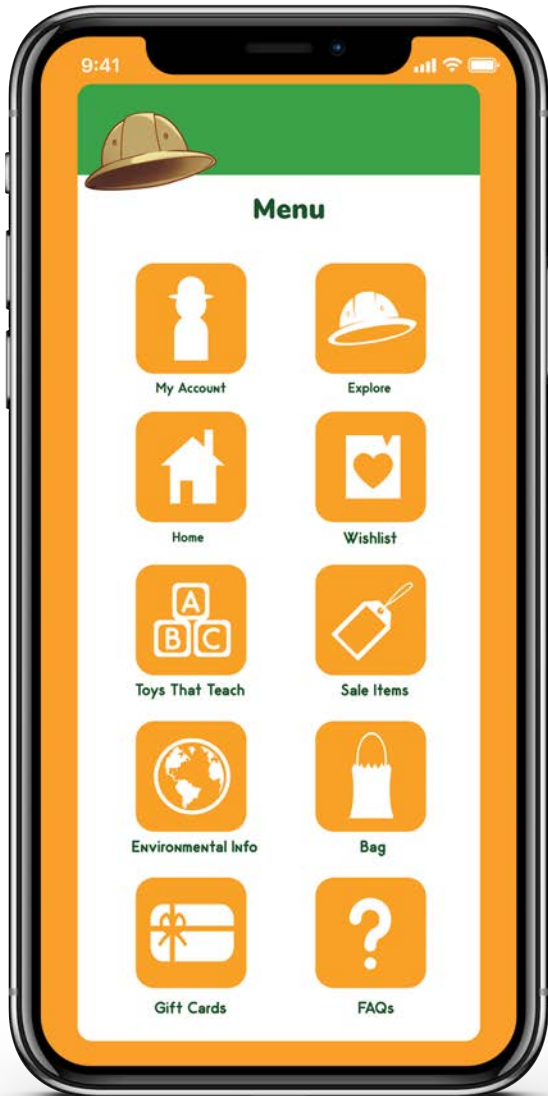


Website Pages Continued

Secondary Page



App Pages



Other Mock Ups



Process Statement

Throughout the process of developing the visual branding for Safari Ltd, I have tried my best to maintain the playful nature of the company's products. In order to achieve this, I have used the company's bright colors wherever possible and incorporated symbols and shapes that allude to the mascot, Bernie, even when he isn't included. I have kept the various designs as simple as possible to reflect this playfulness while also making sure to not let the imagery or design get too childish or unprofessional.

The merchandise that I have chosen is primarily meant for the parents of the target demographic but can still be enjoyed by children. This way, the adults that are paying for their children's toys can find merchandise that appeals to them as well. Overall, I have striven for a fun, accessible design scheme that appeals to both the target demographic and their parents.



