

Branding Identity Process Book



Safari Ltd
Spring 2020
Kailyn Sissom

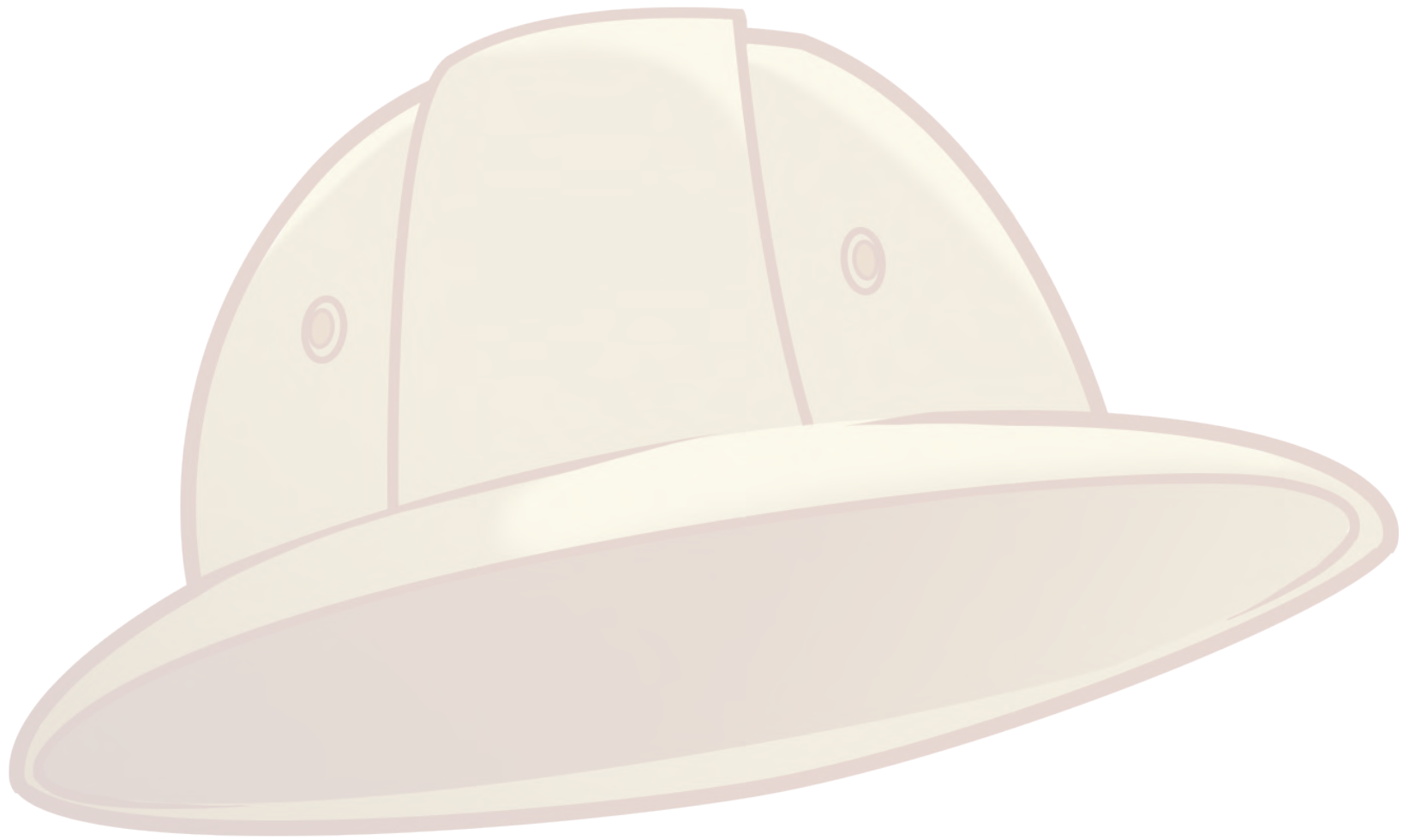


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Creative Brief

What is Safari Ltd?

Safari Ltd is a toy company that specializes in plastic animal figurines ranging from wildlife to fantastical creatures. Their aim is to educate children about animals, conservation and environmental consciousness. Schleich and other plastic figurine manufacturers are potential competitors.

Purpose

In this project, I will redesign Safari Ltd's brand to be even more appealing to children as well as convince parents that they are buying from a reputable source.

Target Audience

The target audience for Safari Ltd is children 3 and up. This audience also includes the parents of children that want to purchase toys from an environmentally conscious company that manufactures safe, BPA-free toys.

Desired Tone

Safari Ltd should exude a playful, imaginative tone that reminds the customer of childhood fun and adventure! The company's environmental outlook should also be very apparent in the logo. Most importantly, the logo should appeal to children!

Goals for the Logo

The current logo appeals to children with the alligator mascot, Bernie, but the font does nothing to match that playful attitude. The new logo should incorporate rounder, more bolded fonts and potentially brighter colors, especially in the greens. The alligator in the current logo should either be redesigned or omitted to appeal to other aspects of the company, such as adventure and curiosity.



Logo Thumbnails



These are the original ideas for the logo design. The final design incorporates ideas from two of these thumbnails, which are marked with Bernie's stamp of approval!

Logo Creation



Old Logo



Full Logo



Vertical/Mobile
Logo



Icon



Logo Description

The new logo encapsulates all that Safari Ltd is by incorporating colors and themes that are familiar to the company while still taking them in new directions. Bernie the Gator features a prominent role, as all company mascots should, but he also sports new headgear that ties him into themes of exploration and Safari. The colors of the font itself reflect the original orange used in the first logo, but with a slightly warmer and redder tone to emphasize playfulness and excitement. The rich green of Bernie's scales also serves as a direct parallel to Safari Ltd's policy for creating sustainable, environmentally friendly products that are meant to last and be safe for children.



Logo Usage



a The safe zone for the logo should be approximately the same height as the center of the “a” at these four key points.

Text may encroach on the logo below Bernie’s chin as long as it maintains the appropriate safe zone guidelines. The same rule may be applied for the back of the neck if necessary.



If the logo is displayed on a colored background, use a white stroke to help it stand out.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse a ipsum eu massa efficitur elementum ac quis ex. Nulla lobortis cursus mi, eget porttitor ipsum bibendum eget. Proin sit amet commodo dolor. Proin id eros eleifend velit consequat semper ut at quam. Nulla facilisi. Nullam interdum nisi vulputate risus consectetur, at elementum tortor vestibulum. Nunc eleifend lacinia varius. Vivamus volutpat odio ac tincidunt. ultrices.

Logo Usage (Continued)



Safari
Ltd



Removing the gradient on the standalone logo is acceptable. However, removal of the gradient on the full logo is not.



The main color of the logo may be changed, but must remain within the Safari Ltd color palette. The stroke may be changed to match or to help the logo stand out from a colored background.



Safari
Ltd



Removing the stroke entirely is unacceptable.



Safari
Ltd



Making the stroke and the type the same color is unacceptable.

Icons



My Account



Explore/Search



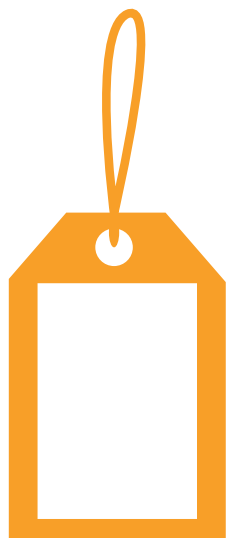
Home Page



Wishlist



Toys That Teach



Sale Items



ENVIRONMENTAL INFO



Bag It



Gift Cards



FAQs

Color Palette



#f99f2a

Outrageous Orange

C: 0% R: 160
M: 44% G: 198
Y: 94% B: 116
K: 0%



#38a248

Gator Green

C: 78% R: 56
M: 11% G: 162
Y: 100% B: 72
K: 1%



#1a522a

Gator Green (Dark)

C: 86% R: 26
M: 41% G: 82
Y: 98% B: 42
K: 42%



#a0c674

Gator Green (Light)

C: 41% R: 160
M: 5% G: 198
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Outrageous Orange may be used for accent colors, such as banners and headers.

Gator Green should be used sparingly so it doesn't compete with the green of the logo.

Gator Green (Dark) may be used for headings.

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Font Family

Nunito Black

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

The Nunito font family is perfect for Safari Ltd's playful nature! It's bold and eye-catching, but remains approachable with its soft, rounded edges.

For titles and headlines, use **Nunito Black** to attract attention and keep it there!

Nunito SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
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 Ss Tt Uu Vv Ww Xx Yy Zz
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For body paragraphs, use **Nunito SemiBold** for a happy medium between boldness and legibility.

Process Statement

The new logo improves on the original by making the personality of the company shine through. The old version featured Bernie the Gator, but he was so small that it was difficult to read his expression or make any emotional connection with him. By making Bernie play a more central role in the logo, his friendly, playful personality can better reflect Safari Ltd as a whole. Like the friendly personality of the company, he is up close, personable and ready to play! His cartoon features are exaggerated in the new logo to add to his appeal and make him more approachable for a young audience. The color of his scales have also been adjusted to be a more saturated, playful green. To make him appear a little more anthropomorphosized, his eyes have been given a red iris that contrasts nicely against his green scales. This red color also ties in with the red gradient that is used in the type.

The addition of the safari hat also ties Bernie into the name of the company, since the company's choice to use an alligator for their mascot may be a little obscure for newcomers. With his new hat, he captures the spirit of exploration, play and most importantly, safari!

Unlike the font from the old logo, the new type eliminates harsh angles and is rounded and playful all throughout the logo. The slight red gradient applied to the original orange adds a new level of dimensionality to the type and expands the color palette to include more warm, happy tones so that the green of Bernie's scales don't overwhelm the design.

Safari  Ltd[®]
 Est. 1982
 safariltd.com





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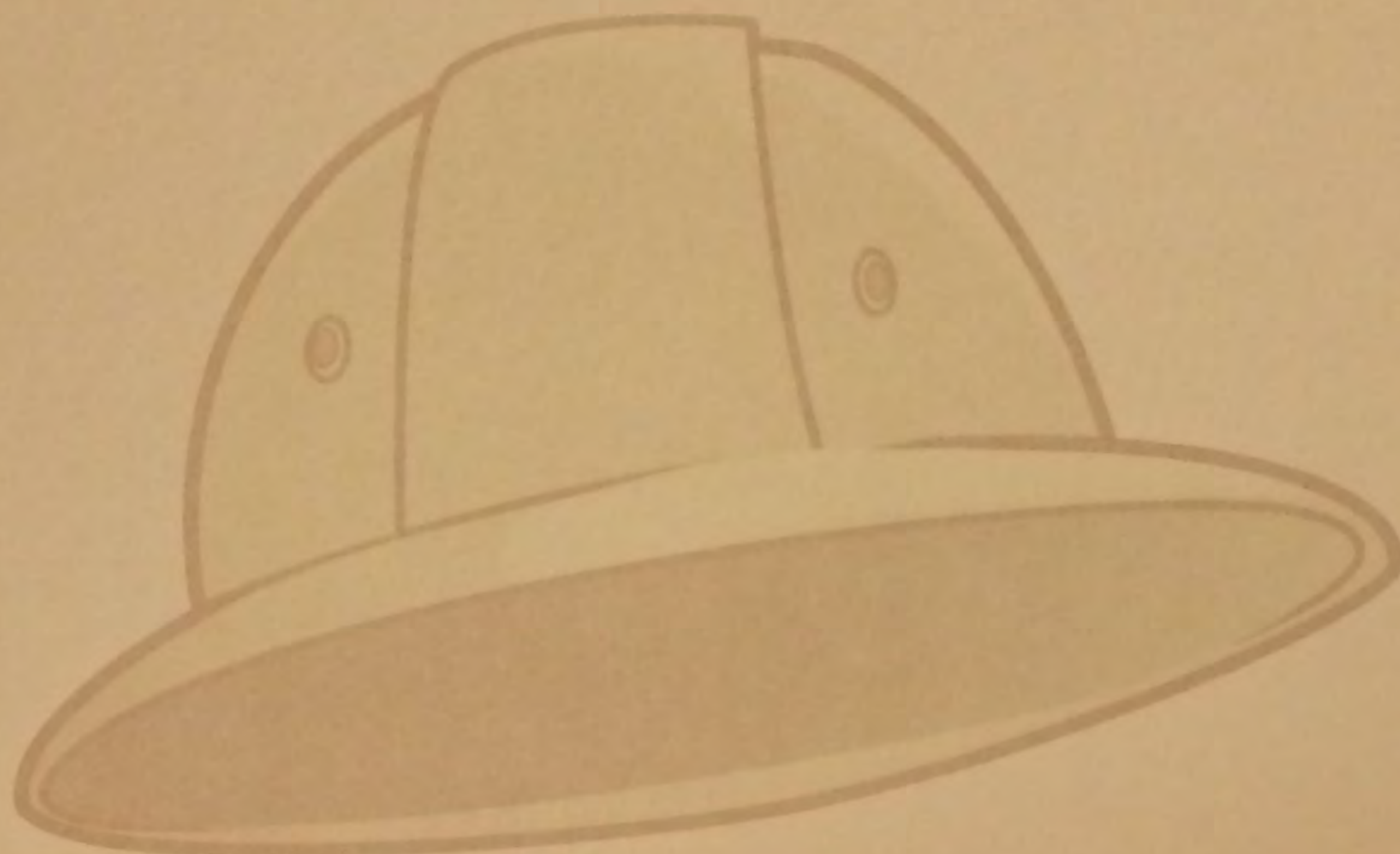


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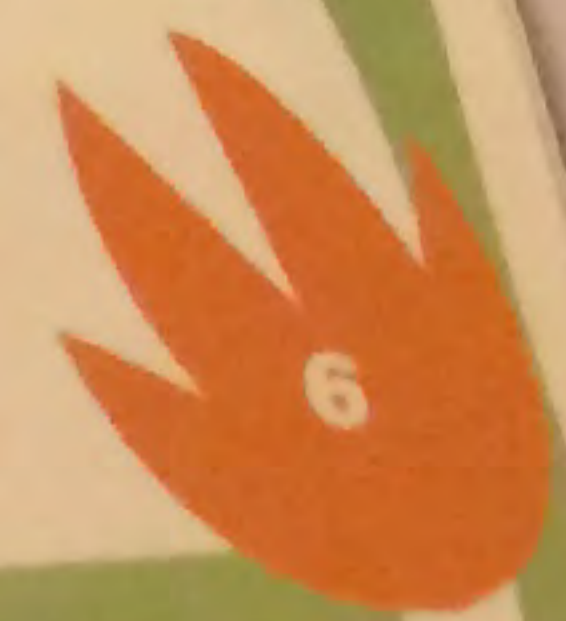
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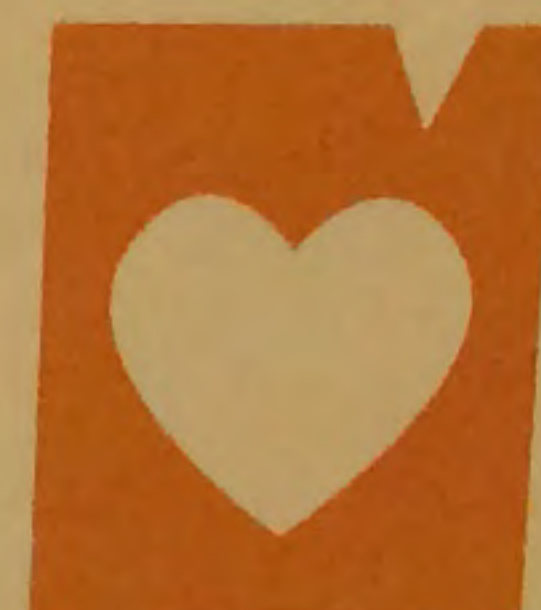
My Account



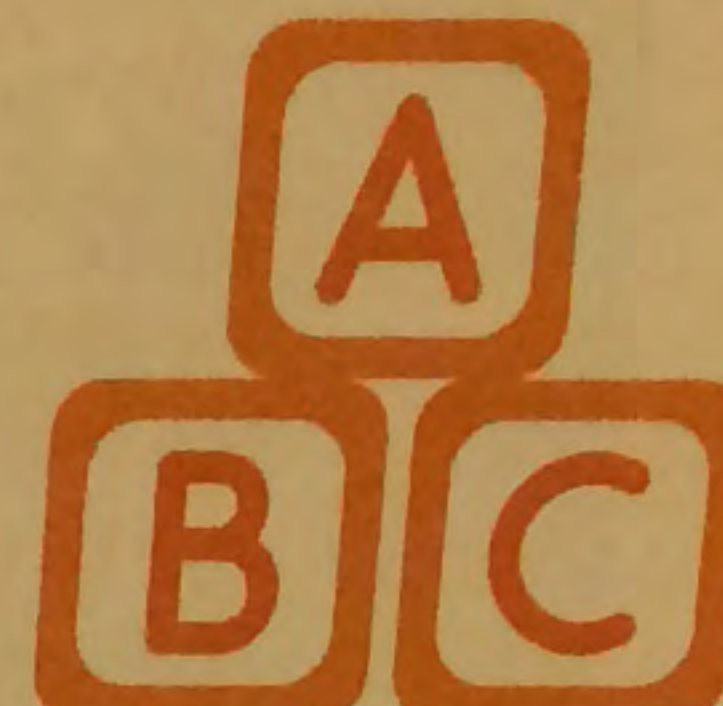
Explore/Search



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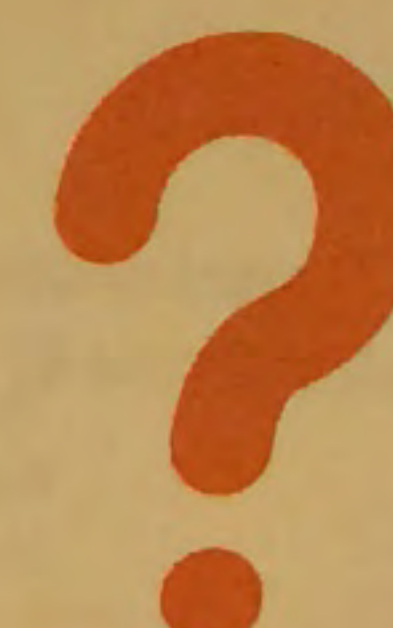
Environmental Info



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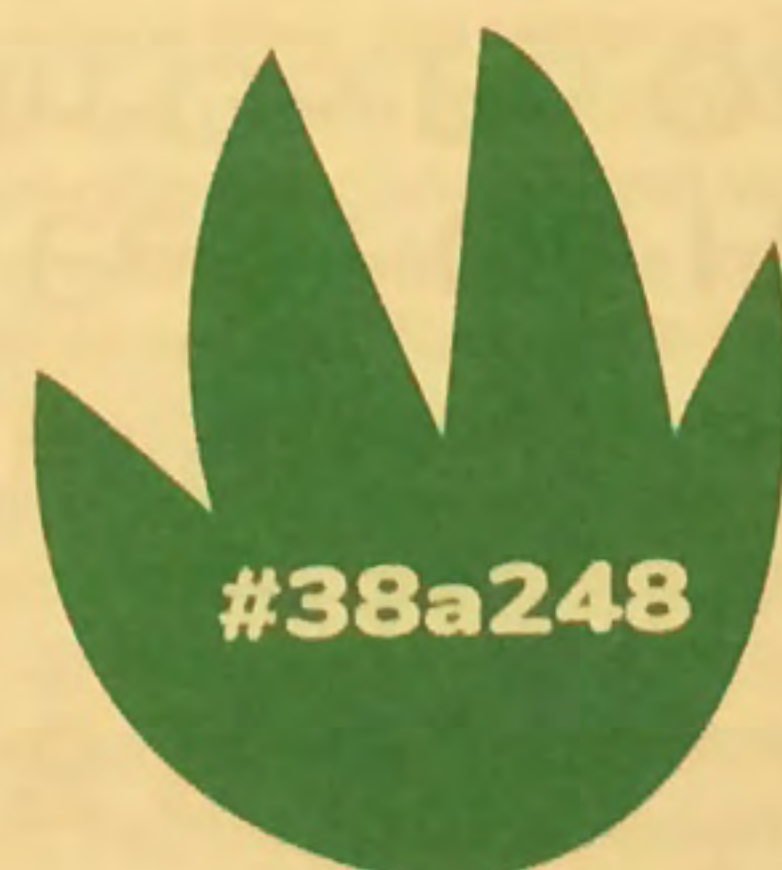
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#f99f2a

Outrageous Orange

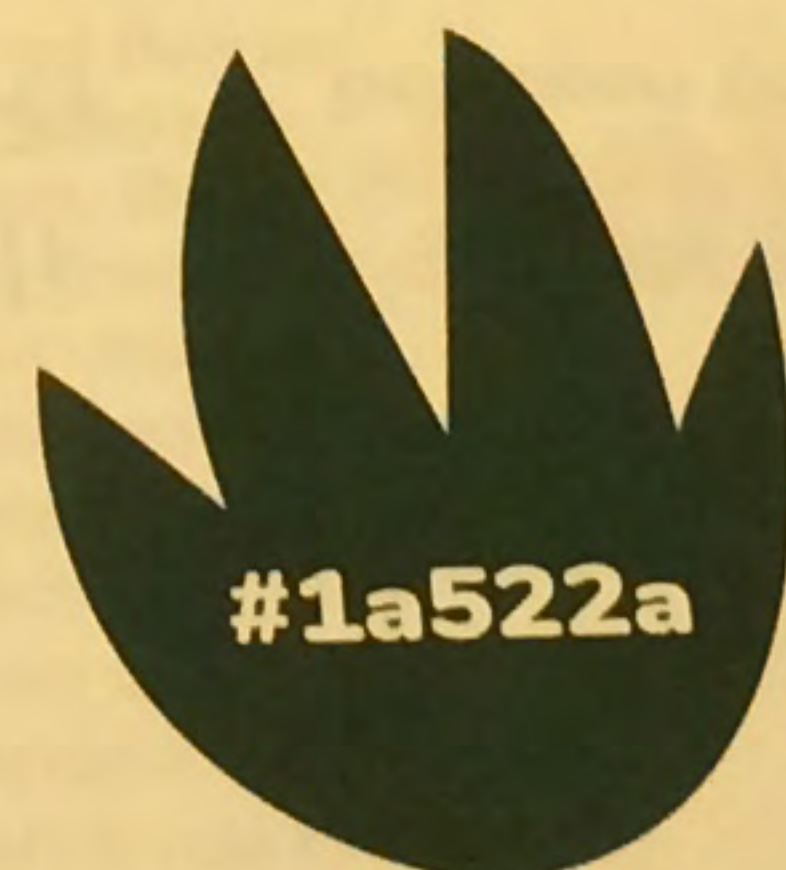
C: 0% R: 160
M: 44% G: 198
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#38a248

Gator Green

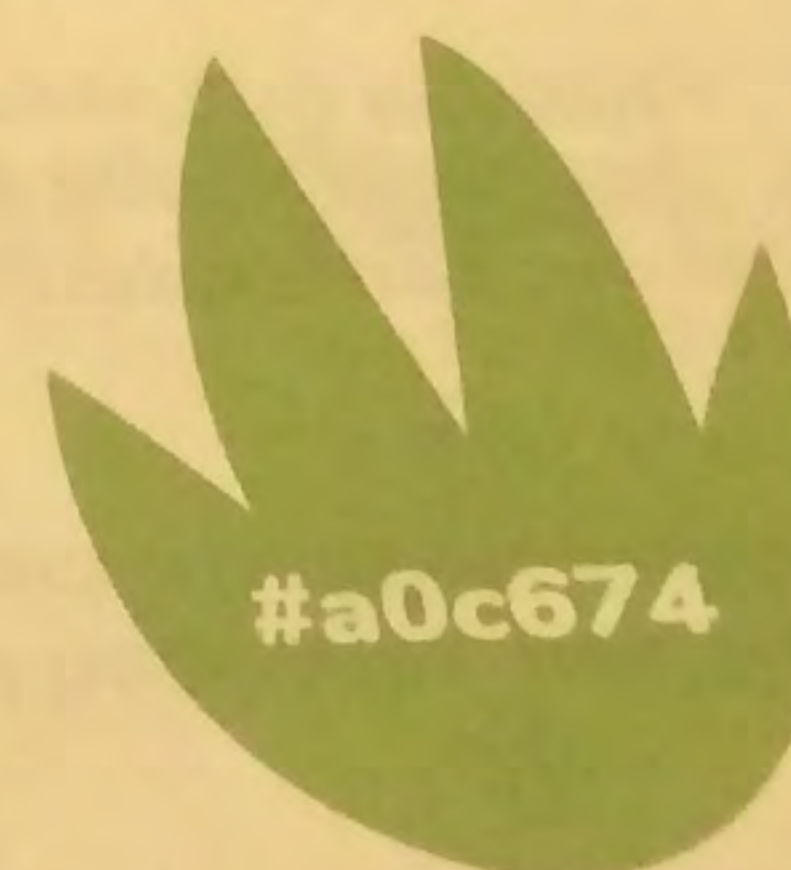
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Safari Ltd.
safariLtd.com



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