



# Branding System Presentation

## Logo Mark



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.

## Design 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.

## Logo Usage



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.



## Icons



## 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

### Nunito SemiBold

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

## Color Palette



## Brand Essence Statement and Letterhead

### 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.



## Other Stationaries and Mockups



## Web and App Pages



Kailyn Sissom, ART 323A, Spring 2020