

# Brand:



# more than just a logo



L'ORÉAL





- 1. What brand is**
- 2. Why brand matters**
- 3. How to develop and strengthen your brand**



## Clear space (keep it clean!)

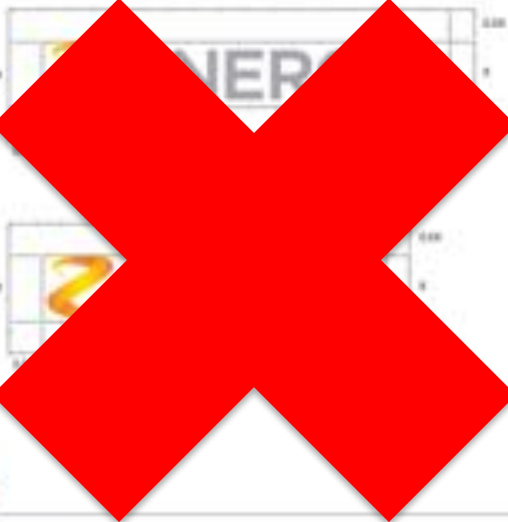
### Vertical logo

The minimum clear space surrounding the vertical logo is 'X'. 'X' is equal to the height of the distance between the Z symbol and the ENERGY wordmark. This clear space must be free from typography, illustrations or any other graphic.



### Horizontal logo

The minimum clear space surrounding the horizontal logo is '0.5X'. 'X' is equal to the height of the Z symbol. This clear space must be free from typography, illustrations or any other graphic.



## Minimum size (keep it as big as you can)

Here are the minimum sizes for each version of the logo — smaller than this and we're just not doing it to do the logo justice, or allow our colour gradients to look energetic and Z-like.



## Colours

Z colours lift the spirits and help us celebrate our fun-loving and courageous personality. We love orange with a passion, so much so we have three of them — Orange, Mid-Orange and Sunrise. If it's not fitting hand with orange, then it's just not Z!

Our secondary colours are a refreshing Bach Blue (with a gradient option, too), and Indigo for accent and impact.

Last but by no means least, we use plenty of white to keep things clean and fresh, like white sheet flapping on a summer's day!



### Orange

CMYK: 0, 75, 100, 0  
RGB: 242, 101, 34  
PMS 1279



### Mid-Orange

CMYK: 0, 50, 100, 0  
RGB: 247, 148, 30  
PMS 1275



CMYK: 0, 50, 100, 0  
RGB: 247, 148, 30  
PMS 1275

CMYK: 0, 20, 100, 0  
RGB: 235, 103, 8  
PMS 123



### White

CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
PMS 100



### Bach Blue

CMYK: 90, 0, 0, 0  
RGB: 0, 179, 230  
PMS 306



### Indigo

CMYK: 100, 100, 0, 0  
RGB: 30, 20, 108  
PMS 2708

CMYK: 90, 0, 0, 0  
RGB: 0, 145, 208  
PMS 2841

CMYK: 90, 0, 0, 0  
RGB: 106, 207, 248  
PMS 287



**A brand is simply a person's  
gut feeling about a product,  
service, or organisation.**

**- Marty Neumeier**



**It's not what *you* say it is**



**It's what *they* say it is**



**People don't buy **what** you  
do, they buy **why** you do it**  
**- Simon Sinek**





## **1. Brand strategy**

- **Know your ‘why’**
- **Work out what differentiates you**
- **Identify your values**
- **Discover your personality**
- **Get to know your audience**

## **2. Brand identity**

- **Key messages**
- **Visual identity**
- **Tools**

## **3. Brand integration**

- **Training**



**Know your 'why'**





**Our not-for-profit is the  
only \_\_\_\_\_ that \_\_\_\_\_**



**Identify your values**



- 1. Start with a verb**
- 2. Keep them short & sweet**
- 3. Avoid corporate buzz-words**
- 4. No more than five**



**Share everything**



**Have the passion**



**Be bold**



**Be straight up**



**Back our people and  
help them grow**



## We have a strong furry green heart

We love and care for animals, the environment and each other. We're here to protect the environment for animals and the future by bringing our community with us. We're loyal to the cause!



## We punch above our weight

At Wellington Zoo, we're ambitious, daring and we're successful. We like to challenge the status quo by aiming high and trying new things.



## We're a voice to be heard

At Wellington Zoo, we're good at what we do – we're capable, smart, and we love to share our passion with others and inspire them to join us to create a better future for wildlife.



## Welcome to our wild party!

Wellington Zoo is a fun and exciting place, full of helpful, creative and energetic people! We create a sense of belonging for visitors, staff and stakeholders and we want everyone to join our wild party.







**Discover your personality**



**Down to earth**

**Refreshing**

**Fun loving**

**Courageous**





**Get to know your audience**



## **2. Visual identity**

- **Look and feel**
- **Tools**



**Look and feel**

## Introducing the four key elements

There are four main design elements that make our brand identity stand out from the crowd. Our logo, our signature font **Macmillan Headline**, our green paint and our secondary font **Futura BT**. They all work together and support each other, fitting together like a jigsaw puzzle. If you get these four right, you're on to a good thing.

### 1 Macmillan Cancer Support logo

It always fits snugly into the shape made by the paint that holds **Macmillan Headline** font.  
[Download our logo](#)

### 2 Macmillan Headline font

It's handmade and full of character but on the page less is definitely more. Our listed designers working on specific Macmillan projects can request our **Headline** font.

### 3 Green paint

It should always be as expressive and dynamic as real paint. Each stroke is unique.

### 4 Futura BT font

This is the font we use for all secondary information.





- 1. Logo**
- 2. Colours**
- 3. Font**
- 4. Imagery**
- 5. Personality**
- 6. Tone of voice**



**Templates *make it easy* for  
staff and volunteers**





### **3. Brand integration**

- **Training**



**Brand doesn't just belong  
to marketing**





**Q & A**