

Vivarium Logo Design Brief

Company Details

Name etymology “Vivarium”	<ul style="list-style-type: none"> • Early 17th century: from Latin, literally ‘warren, fishpond’, from <i>vivus</i> ‘living’, from <i>vivere</i> ‘to live’. • An area, usually enclosed, for keeping and raising animals or plants for observation or research • Aquarium or terrarium
What the company does	<ul style="list-style-type: none"> • Vivarium is a corporate venture studio that facilitates a program to help start-ups • The company looks for -and invests in- early-stage start-ups in sectors of, but not limited to, impact and sustainability, Web3/metaverse, digital economy • The company helps start-ups build functional expertise and systems in finance, marketing, HR, etc. and connects them with other investors
Project goal	<ul style="list-style-type: none"> • The goal of the project is to design a logo and brand for Vivarium to use in digital assets such as website and social media
Industry sectors	<ul style="list-style-type: none"> • Web3/metaverse • Digital economy • Carbon markets and plastic credits • Impact & sustainability • Technology, media, and telecom

Target Audience

To start-up founders	<ul style="list-style-type: none"> • We are a team of real entrepreneurs with decades of experience in hyper-scaling businesses • We understand the difficulties of the entrepreneurial journey and are trust-worthy partners of your business
To investors	<ul style="list-style-type: none"> • We are hands-on investors & operators and add critical value to each of our investments • We are forward-looking, with an eye for innovations that will disrupt industries • We are impact oriented with a focus on people, planet, and profit
To employees	<ul style="list-style-type: none"> • We are innovators that will disrupt industries • We are smart risk-takers • We are entrepreneurial



Benchmarks

Venture studios



Aquatic or fish theme



Impact



Logo Requirements

Required design

- Emblem
- Wordmark

Deliverables

- Graphic asset files in vector and rasterized formats
 - Colour, and black & white formats
 - Transparent background option
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