

## **3Roots Logo Brief**

### ***Terms of Design Agreement***

*By entering this design contest, you - the “designer” - agree to keep any concepts, submitted designs, sketches, research, and any other information pertaining to this contest completely confidential. No submissions or part of submissions may be shared with any other party, published on an offline or online portfolio, website, or on any search engines. Designs may only be submitted through DesignCrowd and will become the sole property of us, the client. Please do not enter this design contest if these terms cannot be met.*

### **Summary**

**3Roots** is a pioneering company dedicated to bridging the gap between filmmakers and investors, particularly focusing on diverse storytelling. The brand seeks to connect high-net-worth individuals (HNWI), philanthropists, and funders with talented filmmakers through innovative financing models that combine traditional investment with philanthropic support.

The biggest opportunity to support this gap between philanthropists and filmmakers is by connecting resources to talented filmmakers and experts. This involves raising awareness about innovative financing models, using philanthropic capital to support stories, and identifying the community while unifying it too. Over time, building trust within this community will enable effective facilitation.

**3Roots** aims to foster a community of trust, creativity, and inspiration by offering a platform for meaningful connections, exclusive events, and high-quality film projects. The logo design should embody the brand’s minimalist aesthetic while conveying a sense of elegance, creativity, and exclusivity. The ultimate goal is to create a logo that is captivating, thought-provoking, and compelling, reflecting the brand’s mission to inspire and support the power of storytelling.

## Target Audience

- **Philanthropists and Funders:** This group includes high-net-worth individuals (HNWI), philanthropic institutions, and traditional funders who have the resources and desire to support film projects. They are typically looking for long-term, meaningful investments that align with their values and interests.
- **Filmmakers:** The creative professionals who require financial resources to bring their diverse storytelling projects to life. They are experts in their craft but may lack the necessary connections and funding to fully realize their projects.
- **Studio Executives:** These individuals are one of the key partners for 3Roots in organizing exclusive screenings and events. Studio executives are influential figures in the film industry who can help elevate the visibility of supported projects. They are looking for high-quality content and opportunities to collaborate on events that attract significant attention and prestige.
- **Sponsors:** Brands and organizations that wish to reach the 3Roots audience through sponsorship opportunities. These sponsors are interested in associating their brands with the impactful and culturally significant stories that 3Roots supports. They value the connection to an audience of influential philanthropists, filmmakers, and industry professionals.

## Brand Pillars / Personality

We are looking for the logo to communicate one or more of the following:

- *Creative & Visionary:* 3Roots embodies a forward-thinking and creative spirit. The brand is driven by a vision to reshape the way stories are funded and shared, always looking for innovative ways to connect people and resources.
- *Inclusive & Welcoming:* While 3Roots is positioned as an exclusive community, it maintains a welcoming and inclusive tone. The brand's personality is warm and inviting, making everyone feel valued and appreciated, whether they are philanthropists, filmmakers, or industry partners.
- *Elegant & Sophisticated:* The brand carries a sense of quiet luxury and sophistication. It is polished and refined, with a focus on simplicity and elegance in both its visual identity and its interactions

- *Trustworthy & Reliable:* Trust is a cornerstone of the 3Roots brand. The brand is seen as a reliable partner, offering transparent and honest communication. This trustworthiness is crucial in building long-lasting relationships with its community.

## Look and Feel

### Visual Identity:

- *Minimalist Elegance:* The look of 3Roots is grounded in a minimalist approach that emphasizes simplicity and clarity. Clean lines, ample white space, and a restrained use of color create an environment that feels calm, focused, and sophisticated. The design avoids clutter, allowing the brand's message and content to stand out without distractions.
- *Subtle Luxury:* While the brand avoids flamboyant elements, there is an underlying sense of luxury in its design. This is achieved through careful attention to detail, such as the use of premium materials in printed collateral, high-resolution images, and elegant typography. The luxury is subtle, aligning with the brand's preference for "quiet luxury" that speaks to an audience accustomed to refined tastes.

### Color Palette:

- *Soft Neutrals*
- *Avoiding Black & Blush Tones:* In line with the brand's preferences, black and blush tones are avoided. Instead, the palette focuses on colors that feel natural, organic, and timeless.

### Typography:

- *Simple & Refined*

**Other possible inspirations for the logo include:**

- Client currently likes this illustration of a tree:



- Also, the two logos here are a personal favorite of the client:



*Note: Not all inspirations / personality points must be included in one logo. This list is to provide multiple concepts and ideas to select from.*

## **Deliverables**

We are currently only looking for 3 logo designs.

You may also submit a brief written summary of your logo inspiration and how it relates to this brief.

- **Primary Logo Variant:**

This is the main logo that will be used across most brand touchpoints. It will embody the full brand identity, including any icons, wordmarks, or other graphical elements that represent 3Roots.

File formats:

Vector based file formats (AI or EPS)

- **Secondary Logo Variant**

A simplified version of the primary logo that maintains brand recognition but is more versatile for different applications, small spaces or on social media avatars.

File formats:

Vector based file formats (AI or EPS)

- **Icon/Monogram Variant**

A standalone icon or monogram version of the logo, designed for use in small-scale applications like favicons, app icons, or when a minimal brand presence is needed.

File formats:

Vector based file formats (AI or EPS)

## **Due Date**

The final deliverables, including the 3 logo variants in the specified vector file formats, will be completed and delivered by Midnight Tuesday, 27th August 2024. (Pacific Time)

**Please review the PDF mood board to see additional references and “do-nots” for your logo design. For any questions or clarifications, please message using the messaging tool on the platform.**