

Compassionate Hope Foundation - Logo Brief

Thursday, December 6, 2018 10:12 AM

Task Description:

We need a logo design for a non-profit called Compassionate Hope Foundation. This Christian organization focuses on serving "the least of these" in Southeast Asia. The least of these are primarily children - the poverty stricken, at-risk, invisible children that no one sees or cares about. Through Compassionate Hope, these children are given a home full of love, a good education, and HOPE. Hope for a good future while escaping human trafficking and abuse.

Compassionate Hope Mission Statement:

Compassionate Hope provides hope and a future to victims and potential victims of human trafficking and religious persecution in southeast Asia.

Website:

<https://compassionatehope.org/>

LOGO DETAILS:

Option #1 Wording: Compassionate Hope

We need one version with the wording above for most common use.

Option #2 Wording: Compassionate Hope Foundation

We need a version that adds the word "Foundation" for occasional use.

Style: A logo mark with Wording

- Simple and Clean
- Modern is ok.
- Must be good in Color or Black and white.
- A strong horizontal option - not a tall skinny logo.

Key ideas:

- Compassion
- Children
- Hope
- Serving
- Caring
- Love
- Future

Preferred Colors: Warm Neutrals

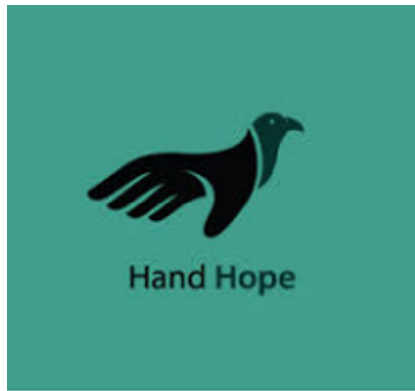
Brown, Green, Gold, Rust,

Designs that appeal to us:





(Negative space design - not the placement or font of the wording)



ACTION NOW