

CREATIVE BRIEF 04/03/19
RAW TRAVEL – RAW FOR THE PLANET LOGO /SYMBOL

SUMMARY – Purpose of brief

This brief seeks the development of a complementary logo/symbol for a global sustainability program being introduced by RAW Travel – 'RAW FOR THE PLANET'. The new logo/symbol will be a powerful identifier for RAW Travel's social and environmental initiatives. For more detail, please refer to section 'DETAILED Purpose of brief' below.

COMPANY INFORMATION

Rawtravel.com

- Australian based tour operator specialising in iconic walks worldwide
- Established 2006
- Tagline: Iconic walks worldwide

RAW's core experiences include:

- Camino de Santiago (Spain)
- Cinque Terre, Dolomites (Italy)
- Mont Blanc (France)
- Kumano Kodo (Japan)
- Other walks on offer and new destinations added over time.

BRAND PROPOSITION

RAW's vision is to "Deliver the world's best, life-changing walks".

RAW Travel's brand positions the company as Australia's leader in the delivery of iconic walks worldwide. Tagline: 'ICONIC WALKS WORLDWIDE'.

MISSION: By providing excellent service and insights, we enrich people's lives and empower them to realise their travel dreams - taking on the challenge of completing some of the world's most iconic walks, while benefiting the places and people they visit.

VALUES:

Authenticity
Adventure & Freedom
Exceptional Service
Integrity
Inspiration & Optimism
Challenge & Achievement
Sense of Community
Positive environmental & social impact

RAW's points of differentiation are:

#1 The RAW Collection: The RAW travel collection is a compilation of some of the world's most iconic walks, carefully selected to offer travellers authentic, life-defining experiences.

#2 Destination experts: RAW travel specialists possess unrivalled local insights and in-depth knowledge in specialised walks, allowing customers to step off the beaten track and benefit from a behind the scenes adventure.

#3 Exceptional service: In a world caught up by speed, we take time to listen. RAW's specialists genuinely care about individual customer needs and always go above and beyond to empower travellers to take extraordinary travel experiences.

#4 One-stop-shop: RAW travel provides customers with a convenient one-stop-shop solution. In a world of complexity, we introduce simplicity; in a world of uncertainty, we provide carefree journeys.

#5 Tailor-made experiences – high attention to detail goes into the design of each customer's experience. RAW offers customised walks designed to suit individual needs and abilities.

#6 RAW's community - with headquarters in Australia and local support teams in our walking destinations, customers feel re-assured dealing with like-minded staff and fellow travellers from the first point of contact through to their return and life-long connection with RAW.

Brand Personality

- Discoverer/Explorer: outgoing, curious, adventurous – incurable wanderlust
- Worldly, knowledgeable
- Tasteful, stylish, outdoorsy
- Energetic, fun loving, passionate
- Friendly, approachable
- Respectful, caring
- Solid, reassuring
- Pragmatic, logical, unpretentious, "keeps it real"
- Mix of female and masculine traits but female audience
- Traditional – but likes bold approaches
- Spiritual but not religious
- Discerning but not high maintenance

TARGET AUDIENCE – WHO ARE WE TALKING TO?

The RAW target audience shares the following demographics:

Avid Australian Walkers

- Age group/life stage: predominantly Baby Boomers (work or retired), average age 55
- Gender: high percentage of females; in couples, female is often key decision maker
- Travel party: guided and self-guided experiences. Couples, singles, groups.

Needs & desires

- Physical challenge: they take moderate, calculated risks. They are not experienced adventurers; rather they are on a spectrum from novice to intermediate adventure seekers. They don't let age get in their way and see themselves as 'forever young'.
- Authenticity: a deep connection/immersion with their destination, getting away from the crowds and under the skin of a place (nature, culture, history, local food & accommodation). They are discerning, experienced travellers looking for value, not luxury.
- Getting away from it all: they want to de-stress and escape from the daily grind/hustle and bustle

- Socialising: not a primary motivation but they are happy to be social on their terms and associate with like-minded people.
- Part of a tribe: they like to be part of a like-minded tribe.
- Green at heart: they are conscientious travellers looking for ways to reduce their environmental footprint and making a positive social impact as part of their trip.

RAW FOR THE PLANET™

Underpinning the RAW brand, we are currently introducing our new sustainability program 'RAW FOR THE PLANET'. The program will see RAW implement a range of projects that contribute to environmental and social impact in Australia and in RAW's travel destinations. The program is underpinned by the following pillars of responsibility:

- Customers
- Team
- Community
- Environment

Sustainability activities include and are not limited to: staff volunteer days; beach cleans; tree planting; carbon offsetting of flights; zero waste initiatives etc..

Importantly, sustainability is at the heart of everything we do. Walking holidays have a very low environmental footprint and we go above and beyond to reduce our impact in all destinations. As such, the roll out of the RAW FOR THE PLANET program is supported by both, RAW staff and RAW customers.

BCorp

RAW is currently also obtaining third party certification under the global BCorp Certification scheme (bcorporation.com.au), providing third party confirmation of RAW's environmental and social impact.

BCorp logo:



DETAILED purpose of the brief

This brief seeks to establish a logo/symbol that will communicate the RAW FOR THE PLANET program outlined above – in a way that is **complementary to RAW's existing logo and the BCorp logo. The logo / symbol must have the ability to 1.) work seamlessly with these two logos AND 2.) have the ability to stand alone.**

The task at hand is to design a logo that engages and captures the RAW audience by firmly positioning RAW FOR THE PLANET in the hearts and minds of the audience as a summary of the program. The logo needs to clearly differentiate RAW Travel's program from other walking companies and other sustainability programs.

Considerations

Please consider these following points:

- Design: the logo must be contemporary, yet ensure longevity and encapsulate the theme 'for the planet'.

- Complementary and stand-alone requirements: a complementary design is required to support RAW's current logo (horizontal and vertical/stacked applications) and work alongside the BCorp logo. Typography and colours must allow all brand applications to easily flow. The logo must also be able to 'stand-alone'.
- RAW: should be spelled with capital letters.
- Sizing: the logo must be able to be easily applied to all communications (from stamp to billboard, from social media to brochures).
- Colours: the RAW colour palette includes blue and white for brand. Different tones, tints or shades of blue are welcome and the introduction of another colour(s) (especially to flow through other brand elements) could work.
- Copyright: full IP/copyright of all graphic elements will rest with RAW Travel following purchase (payment of agreed invoice).
- Appendix: please see examples of visual language that appeals to the RAW brand

DELIVERABLES AND SPECIFICATIONS

RAW FOR THE PLANET Logo creation - in the following order:

- 1-color (black/reversed)
- Color
- Horizontal Orientation
- Vertical or Stacked Orientation
- Editable source files. Vector, PDF and JPG formats

Graphic Representation of current RAW logo (name & tagline) together with 'RAW FOR THE PLANET' and Bcorp logo.

Graphic Representation of current RAW logo (name & tagline with URL rawtravel.com) together with 'RAW for THE PLANET' and Bcorp logo.

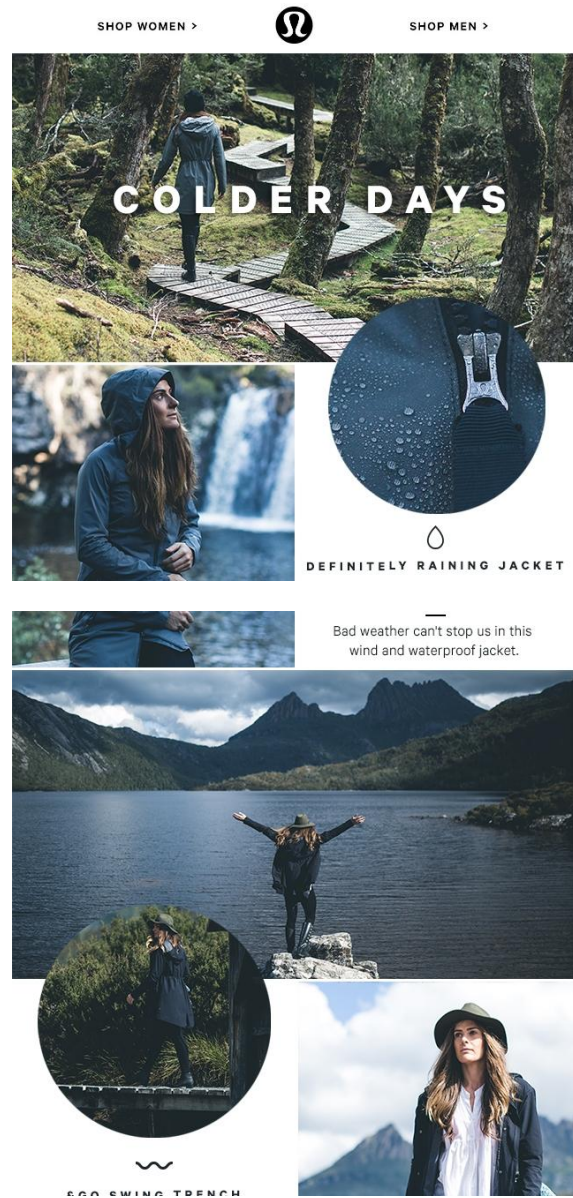
Fonts (Typography)

Icons (optional)

- The RAW FOR THE PLANET logo may include an icon/symbol/graphic element which could be carried through other brand applications as a RAW identifier

APPENDIX - Design example that appeals to the RAW brand.

1. Lululemon: imagery & typography





&go Swing Trench



Definitely Raining Jacket



Ain't No Rain Jacket



Rain For Daze Jacket

SEE ALL >



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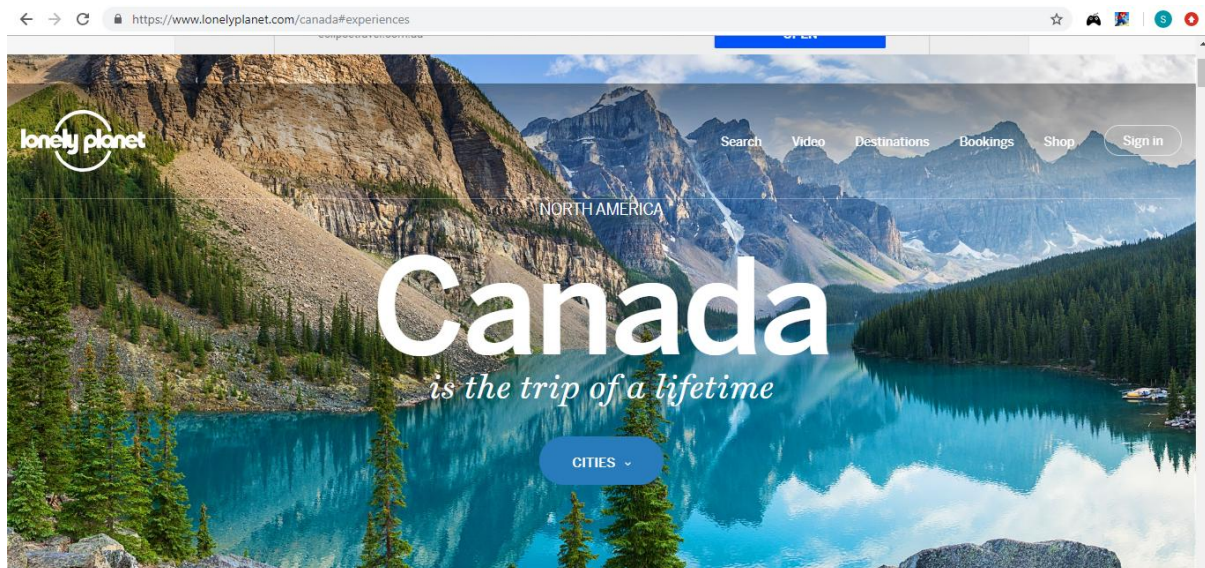
lululemon app

hey! we're here too!



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2. Lonely Planet



3. National Geographic

