

LOGO / SYMBOL REFINED BRIEF**10% FOR THE PLANET****1. Logo wording**

Please change from 'RAW FOR THE PLANET' to **10%** FOR THE PLANET.

- Unfortunately having the word 'RAW' in this logo does not work in submitted design as there is too much double up with the company logo (docking strategy not workable).

2. Symbol = circular

Please provide a design in form of a circle, not rectangle, square etc. The circle represents 'planet'. Based on designs submitted, a circular design works best for combination for the RAW Travel company logo and the BCorp logo.

3. Colours:

Please go ahead with a combination of greens (for earth/plants) and blue (for water). We like geometric use of colours (e.g. the 'create health & wellbeing' and 'leaf' logos below) – need to be able to print logos in small stamp size format though, so it cannot be too intricate.

4. Fonts:

Please use a clean, capital font. Examples of font below.

**5. Examples**

Below are examples of logos we like and explanations of specs we like:

a. Green & blue circles (our own design concept)

LIKE: colours. Circles. It is only a concept, amateurish – needs work. Need capital fonts and perhaps the '10% for the planet' inside the circles.

b. One circle (our own design concept):



We like this concept a lot: one circle; colours; writing inside the circle. Would need tidying up and including font; perhaps make it look more like yinyang or smooth out the circle on inside.

c. Leaf:



We like this leaf as a graphic element. We like the geometric colouring. Would need to add 'water' in blue colour, add circle element and add '10% FOR THE PLANET'

d. Blue circle:



We like the simplicity. Good capital font, good blue circle. What's missing is green element representing land/plants. Also writing could perhaps be inside the circle if not too cluttered.

e. Half circle:



We like the geometric use of colours, clean font. This would need stronger focus on water. If font cannot sit inside the circle, this example may be a good option = a half circle with font to the right '10% FOR THE PLANET'.

f. Mountain & land:



Very clean design. Would need to bring in colours of land (green) and water (blue) and the words '10% FOR THE PLANET'.

g. 3 leave



Like the colouring, although could be too busy for small size printing. Like the concept, however need to incorporate water. Ideally needs a circle.

h. Hiking shoe

This is the alternative idea to a circular logo symbolising planet.

While this is completely different to a circle, we like this alternative as it is very relevant to us (hiking company) and it symbolises that we only leave footprints – no negative environmental impacts. Colours would need to be green and blue. The actual print should be from a HIKING, not running shoe. 10% FOR THE PLANET to be integrated within the print if that does not look too busy. If too busy, it can go underneath for example.

