

# URBAN RESILIENCE TV

## LOGO CREATION

### Project summary

**URBAN RESILIENCE TV** is a production company that creates uplifting and inspiring content showcasing resilient initiatives of citizens and organizations who find solutions to any form of ecological, economical and social issues that our cities are facing.

Our main media outlet is a Youtube channel. The logo we want you to create will be used on the YT channel, in the videos and on the website of URBAN RESILIENCE TV.

The tone of the brand is inspiring and optimistic.

**Example of topics covered:** social justice, sustainability, social equality, urban farming, permaculture, integration, community-building, sharing economy, degrowth, green living, slow living etc.

### Target audience

**URBAN RESILIENCE TV** targets urbanites between 25 and 45 years old with social and/or environmental awareness. They are 50% single, 50% with families, all very urban and interested in lifestyle and green living. They are sensitive to a stylish, sleek and modern aesthetics with touches of colors.

### Specs for logo creation

#### Mood + atmosphere

##### Preamble: Definition of urban resilience

Urban Resilience is the capacity of individuals, communities, institutions, businesses, and systems within a city to survive, adapt, and grow no matter what kinds of **stresses** or **shocks** they experience (unemployment, violence, inefficient public transportation system, poverty, food or water shortages, natural disasters, diseases, attacks, etc.).

##### Keywords for mood and atmosphere

Design, modern, sleek, urban, clean, beautiful aesthetics.

Through the logo, the goal is to make the concept of “urban resilience” ATTRACTIVE!!

PLEASE AVOID the “community” hippie look!!!!

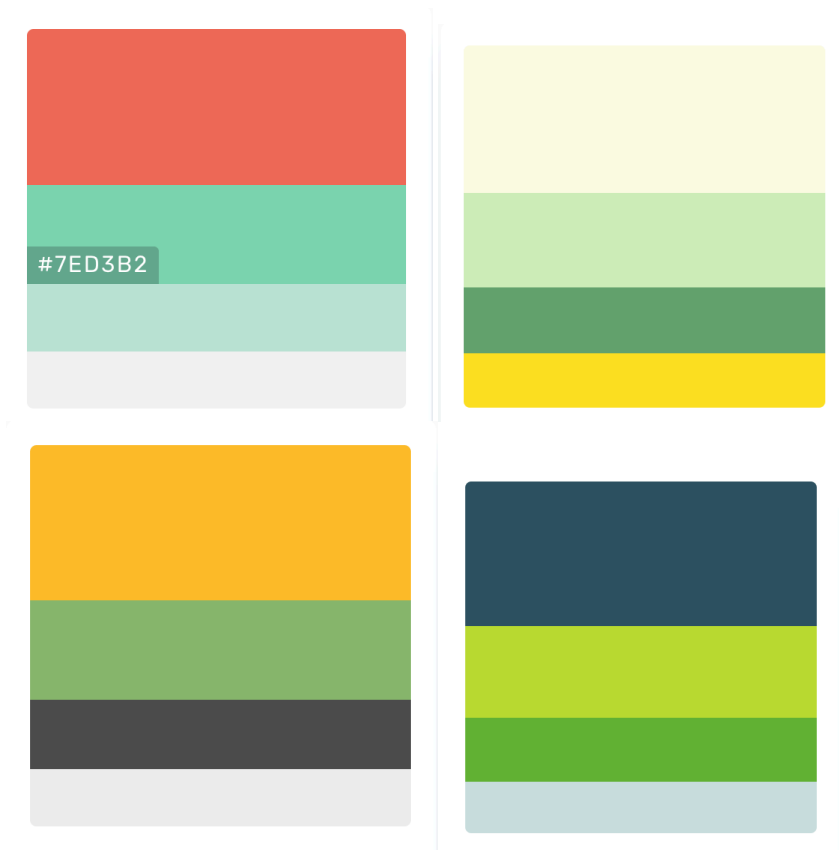
We are looking for the opposite. Our goal is to make urban resilience TRENDY and COOL!

## Color palettes

**Grey + green + another color that pops out:** grey symbolizes the concrete and the city buildings, green symbolizes the environment. The third color should make it “happier” and visually attract viewers on YT.

A few color palettes we like:

(Note that these are just examples! If you have other ideas, we are open to see them!)



## Logo composition

An icon / picto that symbolizes the above mentioned topics we cover + the name of our brand in a modern font.

### Writing of our brand name:

Our brand name is Urban Resilience TV. We have not yet decided on how to write it, since it can play a role in the look of the logo.

We leave you the creative freedom of how you see our name written. The only thing: please avoid any dots in the brand name! Thanks!

*Possible examples: Urban Resilience TV, UrbanResilienceTV, urbanresillientv URBAN RESILIENCE TV, etc.*

### Font considerations:

The font needs to be thick enough to be readable on small Youtube thumbnails (so please, not too slim/thin!)

### Examples of combination of illustration + fonts

