



love1more

Brand Identity

October 2, 2017

"The law of love could be best
understood and learned through
little children"

MAHATMA GANDHI

CREATIVE BRIEF

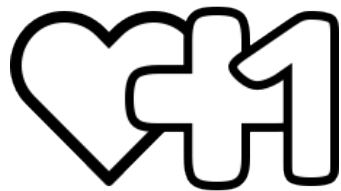
Our goal was to create a loving, clean, engaging, yet playful brand image that is flexible and easy to use across multiple global channels. An image who's design and excution should challenge the current industry standard. To do this, we will be thorough in our research and discovery, colorful in our execution and above all, remember that the success of Love1More will mean the opportunity for a better life for thousands of in need children across the world.

01

BRAND MARK

A journey into Your brand mark discovery

EARLY IDEAS



love**1**more



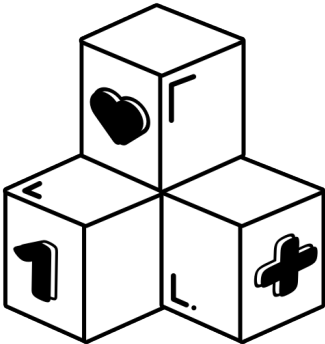
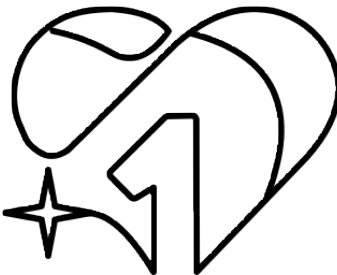
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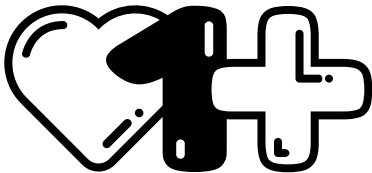
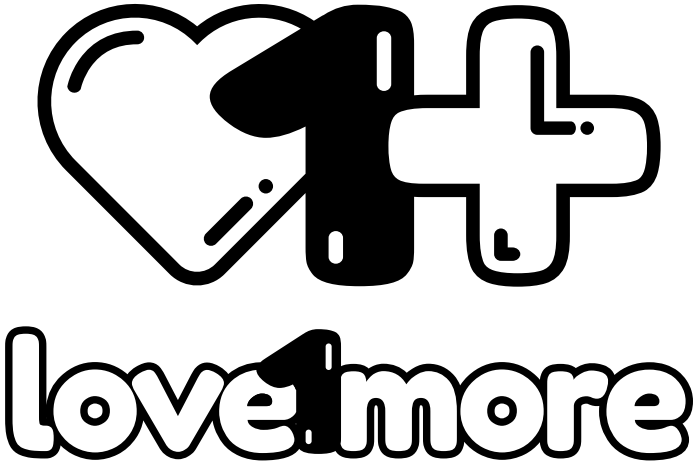
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CONCEPT EXPLORATION



EXECUTION



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You hold in your hand the power to write the history of not only the child you sponsor but of the family and the community at large. When you sponsor a child you give him/her the promise of a childhood, in its entirety – food, clothing, health, education, security, love, hope and a chance to move him or her from existing to living a life!



Love a child, transform a community

COLLATERAL



Garrett McLeod
Creative Talent

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- anthony@love1more.com
- www.love1more.com

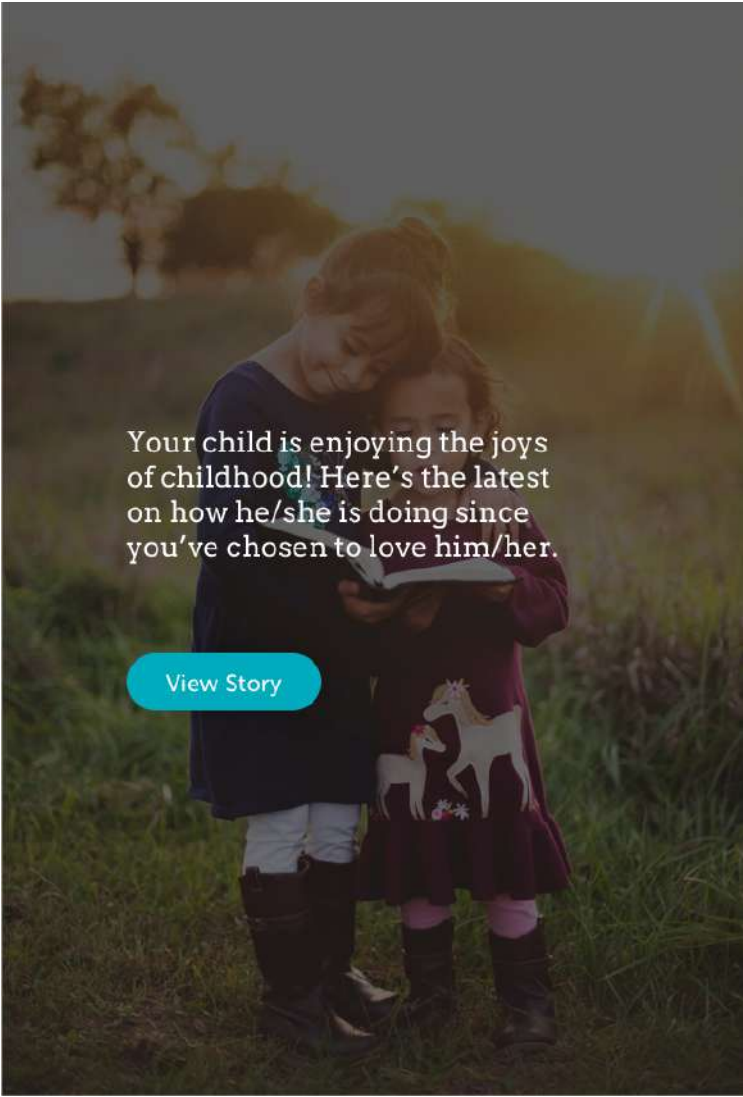


Love a child, transform a community



- www.love1more.com
- 1234 Kids Rd. #567 Jacksonville, FL 32205





To sponsor a child means to write
the history of a child
in your handwriting!

Visit us to learn how you can
change the life of child in need



love1more.org



02

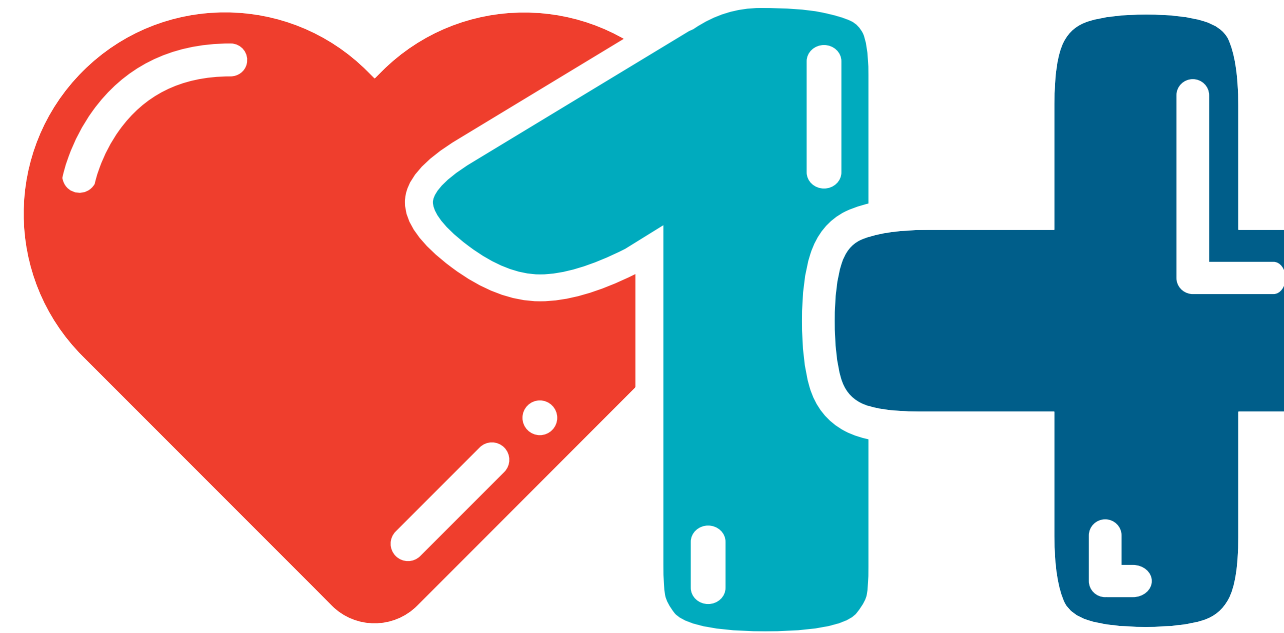
LOGOTYPE

A journey into the logotype and tagline discovery

THE DIRECTION

Our discovery process lead us to search for a beacon that would allow the brand to move forward as a symbol of hope and love for children in need. We focused heavily on the cadence and verbiage of the name Love One More. We then broke this down into it's simplest form the heart, the number 1 and the plus symbol. We iterated and sketched on these symbols to create concepts that would be recognizable around the world without the need for an in-depth explanation.

For the typeface, we wanted to explore headline fonts that would be readable and clean. In Arvo we found a slab serif font that we felt was simple, readable, yet refined. We complimented Arvo with Chalkduster to add a human touch.



FULL LOCKUP



LOGO MARK



03

TYPOGRAPHY

A journey into the typography discovery process

TYPE PAIRINGS

Heading

Arvo Bold

Sub Heading

ARVO BOLD

Body copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Arvo Regular

Action items

DONATE TODAY

Donate Today

MAIN TYPEFACE

ARVO

It’s always important in today’s digital world to leverage a good clean legible typeface. It’s important that the typeface be clean and easy to read. Our goal was to find a readable slab serif font family that supported multiple line weights.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Glyphs

□ a b □ c D d □ Ë e ß Ê g Æ h □ j □ □

Tabular Numerals

0 1 2 3 4 5 6 7 8 9 % ! @ # \$ % ^ & * ? +

SUPPORTING TYPEFACE CHALKDUSTER

To support the character of the brand, we wanted to find a typeface that would feel fun and return a human element to the brand. We chose CHALKUSTER because it's taller x-height and clean kerning provides a fun 'call out' font for the Love1More logo, as well as our headline and paragraph typeface, Arvo.

AaBbCcDdEeFfGgHhIiJjKk

Glyphs

ÀáâĈćĐđĚěËëÛûŒœ

Tabular Numerals

0123456789%!.@#&%^&*?+

04

COLOR

A Journey into the color discovery process

COLOR THEORY

Out of the gate, our art direction has always been guided by the word children. We explored the the use of primary colors due to their association with education and elementary learning. We tried mutiple variations of reds, greens and blues to try to capture the loving and caring nature of the brand as well as a distinguishing pop color to add some energy.

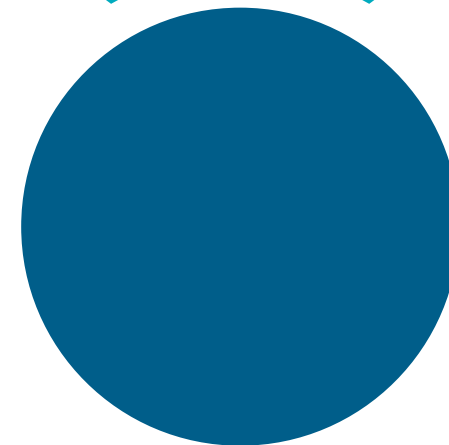
Facts about the color blue. Blue symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven. Blue is considered beneficial to the mind and body.



Love Red
Pantone P 45-8 U
#EF3E2D



Turquoise
Pantone P 121-8 U
#00ABBE



Trust Blue
Pantone P 114-8 U
#005E8A

INSPIRATION

Love, Hope, Empathy

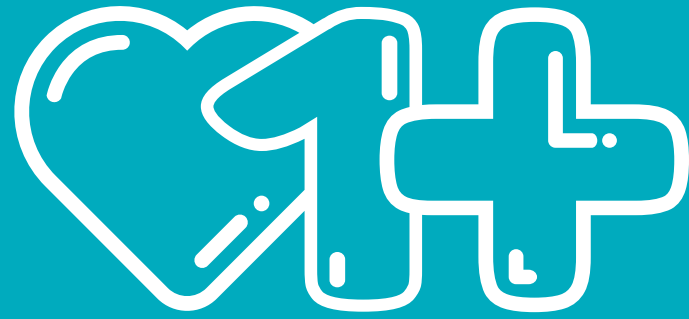


COLOR PALETTE

Once we narrowed down our primary blue, we worked to create a color palette that allowed all colors to stand on their own. We wanted a simple color palette, leveraging only a few key complimentary colors



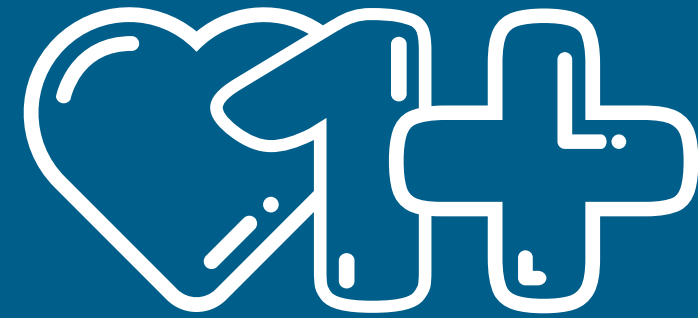
TURQUOISE
#00ABBE



LOVE RED
#EF3E2D



TRUST BLUE
#005E8A



05

FINAL THOUGHTS

Wrapping it all up



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FIND A CHILD TO LOVE

The revealing statistics of India, Nepal and Sri Lanka speak volumes of the truth that these children, who have an inherent ability to bring out the tenderest characteristics in any individual, have unfortunately, traded their own tender lives to the prevalent social evils. To see the bliss and joy of childhood being painfully erased from their lives moved us to strive towards restoring their childhood back to them. But what we know is that we cannot do this without YOU. While we have put our hands to the task, we need your heart of love to reach out to the children in need and your hand to hold ours! There has never been anything easier and more instantaneous than falling in love with a child. So, we invite YOU to Love One More!



Thank you for letting us take you on this journey and allowing us to do what we love. We are very excited for you and your future efforts. This document represents the brand delivery. With it, you will receive all your logo assets, and supporting print assets as well as a basic email template design. We wish you the best, and if at anytime you need anything from the Netrocon Digital team, please reach out.

The Hammock Creative Design Team,

