

THIS

Brand Development

BRAND OVERVIEW - TSAWWASSEN HARMONY INITIATIVES SOCIETY

Restoring harmony through arts and culture.

T.H.I.S. Bridges the gap within our community to promote diversity and inclusion by placing a positive value on our differences and what makes us unique.

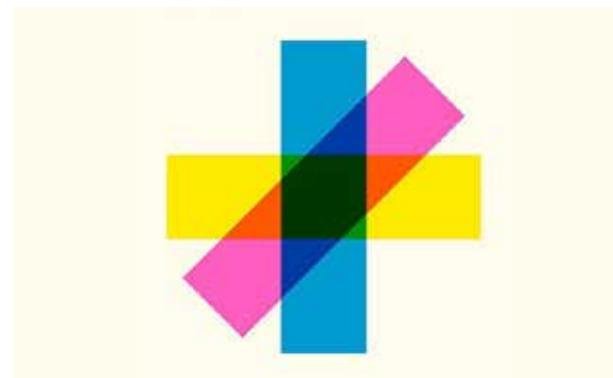
WE ARE
Harmony
Community
Arts
Culture
Unity
Togetherness

WE WANT TO BE SEEN AS
modern
hip
strong
professional
fashion forward
engaging to youth and adults

Point of difference
A focus on inclusion and diversity

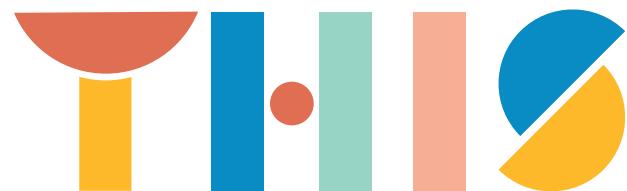
MOODBOARD

Shape and colour are used as bold and playful symbols to represent harmony and diversity. They may be used in the logo itself or as graphic elements in posters, and collateral.



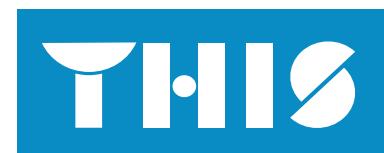
LOGO

Bold and geometric. this logo used basic shapes to build the word THIS. These shapes could be pulled apart and used in various ways in larger brand executions. Shapes symbolise harmony, diversity, coming together.



LOGO - Variations

Logo may be used in single colour,
black and white and with and
without a tagline.



LOGO - Variations

Logo may be used in single colour,
black and white and with and
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Tsawwassen Harmony
Initiative Society



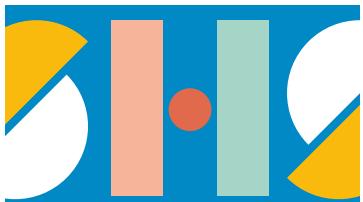
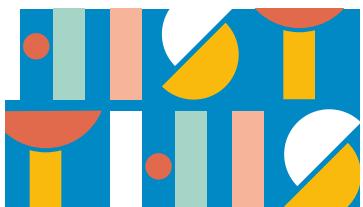
Tsawwassen Harmony Initiative Society

Stationery - Variations

There are 3 versions of the business card back here with varying degrees of logo abstraction. Let's talk about what is working best for you.



Warren Flandez
Founder
604.555.5555
w.flandez@thisinitiative.com
thisinitiative.com



Dear Sir or Madam,

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Sincerely

Warren Flandez

604.555.5555
info@thisinitiative.com
thisinitiative.com

The brand font is Cabin

WHY CABIN?

Cabin is a friendly humanist sans serif font. It will combine nicely with the geometry of the logo. It comes in multiple weights and *italics* and is flexible enough to be used in both headers and body copy. With such an expressive and bold logo, the font plays a supporting role and just using a single font in various weights will help to simplify.

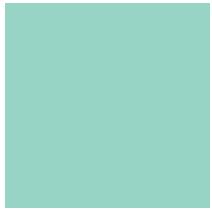
COLOURS



C81M33Y6KO
#088cc3



C7M69Y71K1
#e06e52



C40MOY27KO
#98d4c5



COM30Y93KO
#fdb92a



C1M37Y38KO
#f6af95

TOTE



BANNERS



STATIONERY



SHIRT





H

HELENEADY.COM