

Brand Development

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
without a tagline.



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
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w.flandez@thisinitiative.com
thisinitiative.com



Dear Sir or Madam,

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Sincerely

Warren Flandez

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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



C81M33Y6K0
#088cc3



C7M69Y71K1
#e06e52



C40M0Y27K0
#98d4c5



COM30Y93K0
#fdb92a



C1M37Y38K0
#f6af95

TOTE



BANNERS



STATIONERY



SHIRT





HELENEADY.COM