



PLANETARK

As easy as one, two, tree

Planet Ark is an Australia Environmental foundation. It is not only a Non Profit Organisation (NPO) but also a Non Government Organisation (NGO), which works in a non-confrontational way to reduce our impact on the Environment. Working with individuals, communities and businesses, they organise campaigns and educate in an attempt to reduce our impact on the planet. Working in partnership with businesses and organisation they also create revenue through the sale of a range of environmentally responsible products and product endorsement. It has no membership base and instead organises thousands of volunteers, communities and business to give the environment a much needed helping hand.

I tried to avoid traditional symbols of conservation, as these images have connotations attached to them that could pigeon hole Planet Arks public perception. Creating a mark that has a handmade natural feel was an important part of the initial

concept generation. This idea led me on a path that also played with the symbolism of hands, gestures of nurture and care. Fingerprints and hand prints are a harmless and positive representations of humanity. This organisation focuses on nurturing human beings relationship with the environment, but is also a proactive organisation that encourages people to volunteer and get their hands dirty.

Recently there has been a switch in the public perception of environmentalism, from recycling to sustainability. This has been represented by three symbols of sustainability; hydro, solar and recycling in the form of finger prints, a gentle symbol for humanity. Sustainability is a necessity and not simply a lifestyle decision. The fingerprints interweave with the carbon footprint concept, although with a positive connotation. They represent responsibility and carefulness, two qualities that are reflective of Planet Ark.

THE FRONT COVER WAS SILK SCREENED MYSELF. THE UNFINISHED CARDBOARD GIVES THE BOOK A UNTOUCHED NATURAL FEEL.

A FRESH LOGOTYPE HAS BEEN CREATED TO REPRESENT A SHIFT IN THE GREEN MOVEMENTS AGENDAS. THIS MARK HAS BEEN ESTABLISHED AND THEN ADAPTED TO A NUMBER OF DIFFERENT APPLICATIONS.



THIS BOOK TAKES YOU ON A JOURNEY THROUGH THE PROCESSES AND EXERCISES INVOLVED IN BRANDING THE AUSTRALIAN ENVIRONMENTAL ORGANISATION PLANET ARK. THE CORPORATE IDENTITY OF THIS COMPANY HAS BEEN CAREFULLY CONSIDERED SO THAT IT PORTRAYS PLANET ARKS ENDEAVOURS.



USING RECYCLED PAPER WAS A NECESSITY FOR THIS PROJECT. A NUMBER OF DIFFERENT RECYCLED PAPER STOCKS WERE TEST PRINTED BEFORE THE FINAL DECISION WAS MADE.



ID INDESIGN 95%

Ai ILLUSTRATION 75%



TOOLBOX

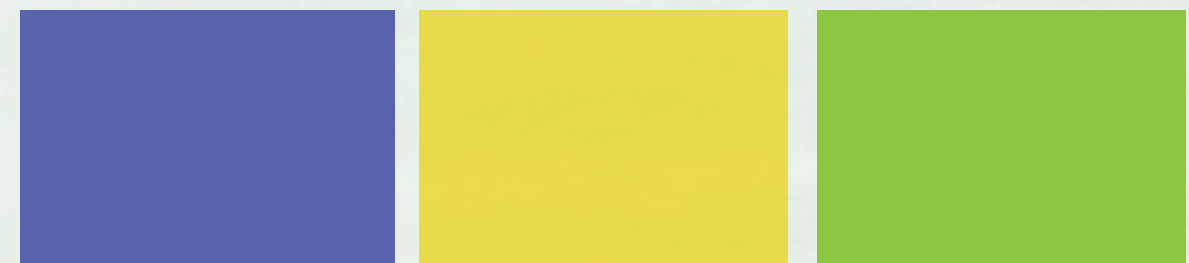
COLOUR PALATE

Creating a sense of nature in these symbols was important to convey Planet Ark's message. For this reason I chose pastel blue and green for a natural look. The yellow is much warmer than these two, though this is because the white space between the fingerprints dulls the colours naturally. The variety of colours represents the different areas of the biosphere and the different ways of being sustainable; hydro, solar and recycling. Using a range of colours means the logo type stands out against a competitive market that is dominated by green.

WATER/HYDRO
SUN/SOLAR
EARTH/RECYCLING



PLANETARK



C 74 R 89
M 67 G 99
Y 0 B 173
K 0

C 7 R 241
M 8 G 219
Y 83 B 75
K 0

C 7 R 241
M 8 G 219
Y 83 B 75
K 0

