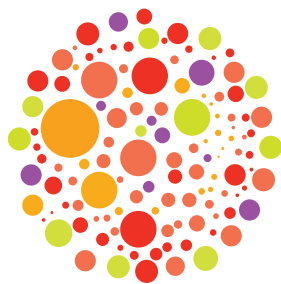


**FITZROY LEGAL**

**BRAND PROPOSAL**

# BRAND PROPOSAL

FITZROY LEGAL



FITZROY LEGAL

Mario Yannakakis  
Student ID: 4084349

Swinburne University of Technology  
Faculty of Health, Arts and Design  
Higher Education Division

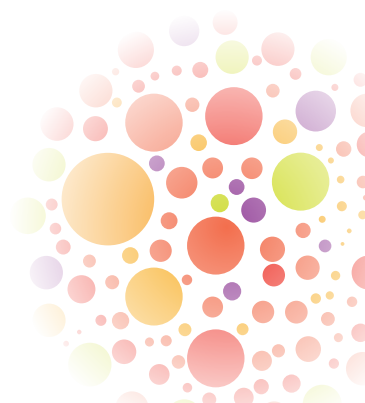
DDD80001  
Brand Identity Design in a  
Multicultural Environment

Convenor: Simone Taffe  
Telephone: 9214 6612  
Email: [staffe@swin.edu.au](mailto:staffe@swin.edu.au)



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# BRAND VALUES

## KEY OBJECTIVES

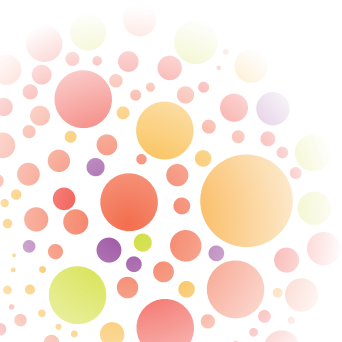
Rebrand an old and tired logo and its four key components that make up the service. Create a logo that is based on the client's needs that would lead to a modern version of their products.

## SERVICE / BRAND NAME

Fitzroy Legal service is a group of 250 legal volunteers that offer their services for free.

## BRAND ESSENCE

With such a variety of legal practitioner's at its disposal, the essence of the service is the variety it can provide to the community.



# BRAND VALUES

## BRAND PROMISE

The brand stands for social justice and human rights.

## TARGET MARKET

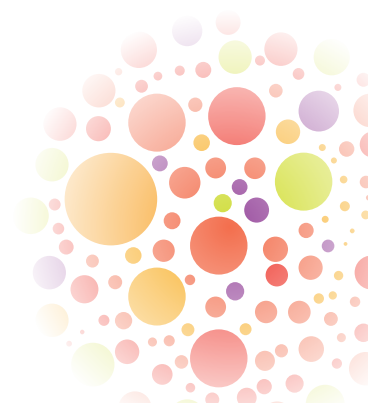
Females and Males including disadvantaged and new citizens that need legal assistance but cannot afford to do so.

## COMPETITORS

Corporate lawyers and other community services related to law within the area.

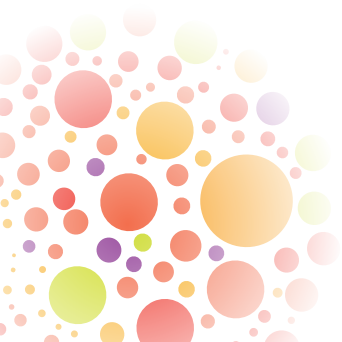
## OPPORTUNITIES

There are definite market opportunities to grow the brand even more and spread its wings via social media platforms with community and advocacy.



# BRAND VALUE PLATFORM

PILLARS	BENEFITS	PERSONALITY AND VALUES	PROOF POINTS
Giving people ammunition	Helps the community feel good about itself.	Emotionally connected to the world around you.	When you win the case.
Helping disadvantaged members of the community	Without a leg to stand on legally, disadvantaged people feel more isolated and vulnerable than they already would in a world gone mad.	Isolation	Socially disadvantaged can get back to worrying about the things which make them disadvantaged in the first place.
Caring for the community	Impacts on health and social stability.	Warm environment for people to feel safe in.	Hopefully there will be less crimes in the area
Integrity of the service	Trust and respect in the legal system	Empowerment	There is two hundred and fifty+ workers and associates volunteering their time and effort to help the community. I.e. They also believe that the system needs their help.



# RESEARCH AND STRATEGY

## INITIAL IDEAS ABOUT FITZROY LEGAL SERVICE



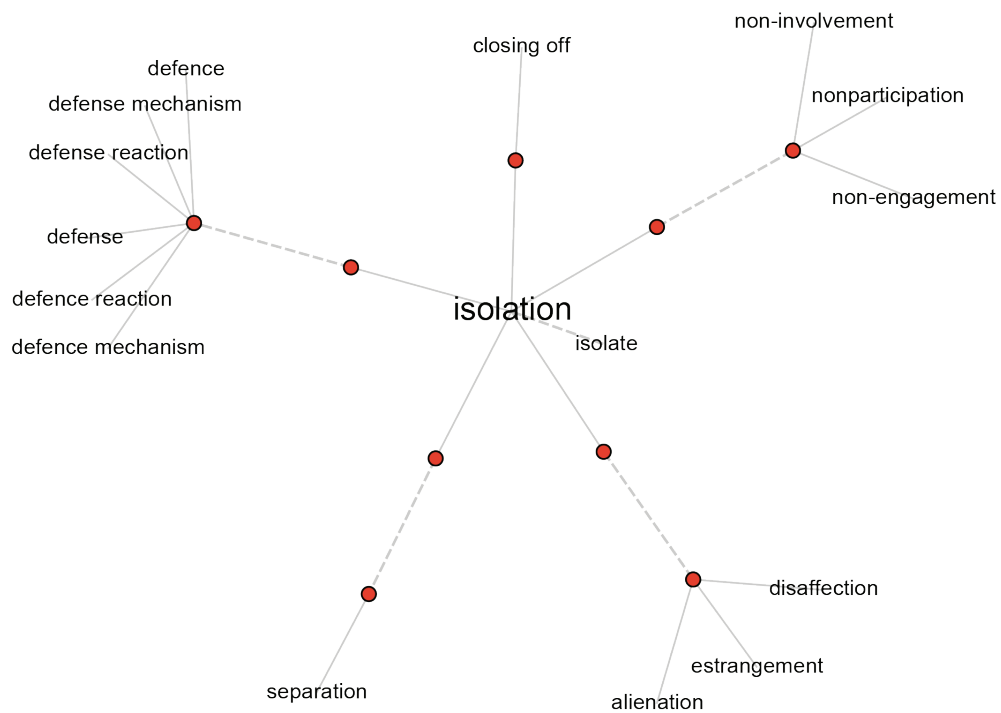
# RESEARCH AND STRATEGY

## 'ISOLATION' AND ITS MEANINGS

---

# isolation

---



# RESEARCH AND STRATEGY

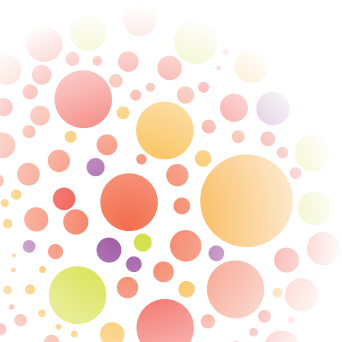
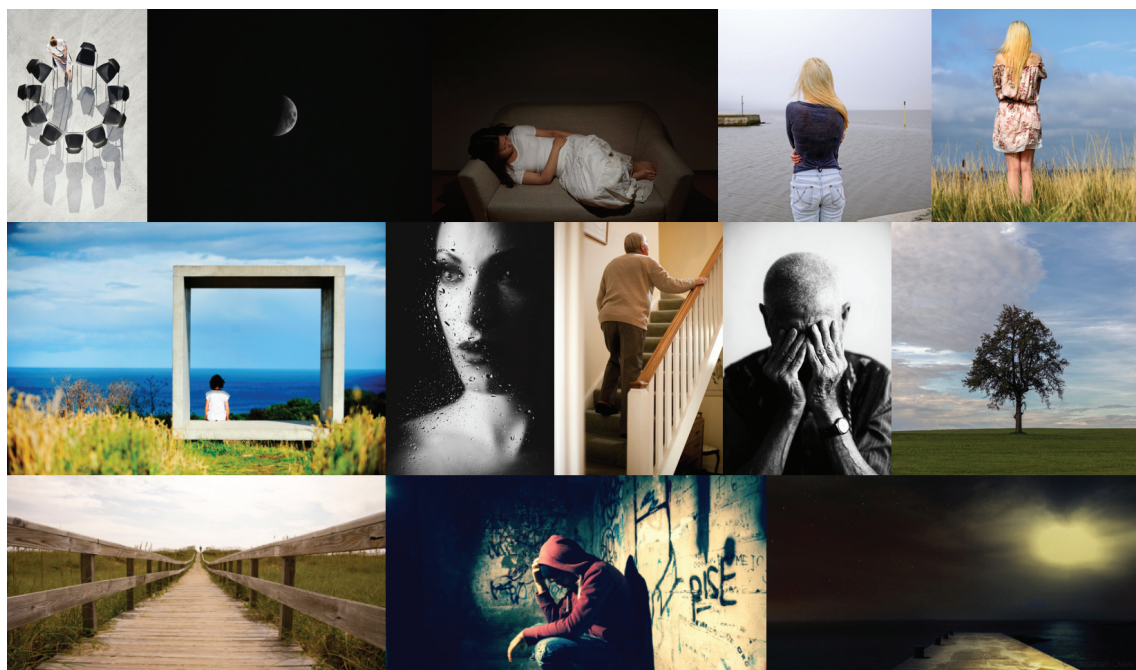
## 'ISOLATION' AND ITS MEANINGS

isolated



# RESEARCH AND STRATEGY

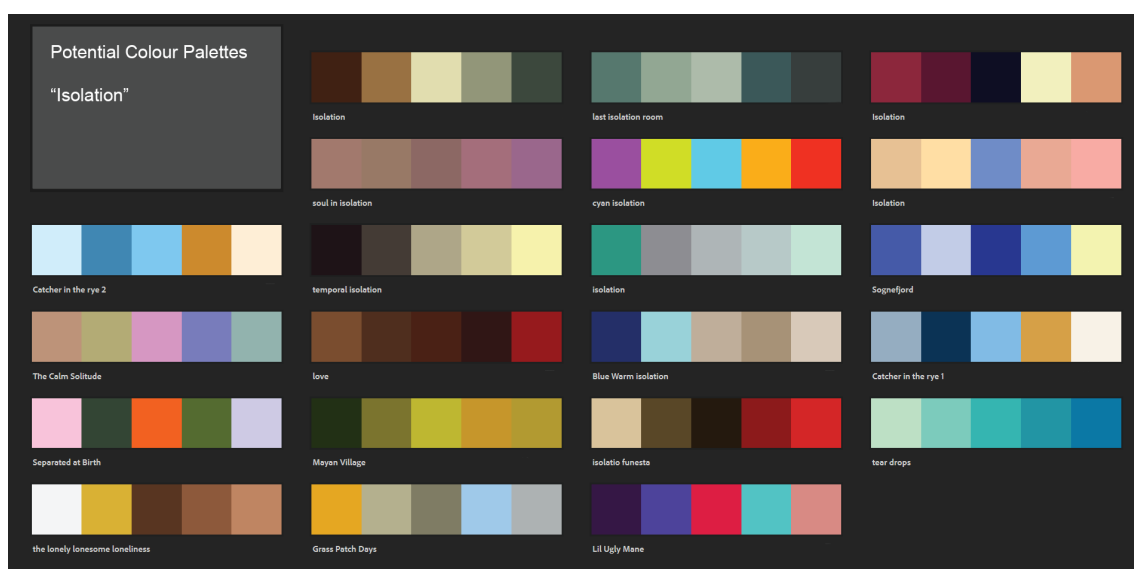
## MOODBOARD FOR "ISOLATION"





## RESEARCH AND STRATEGY

## COLOUR PALETTES FOR "ISOLATION"



# RESEARCH AND STRATEGY

## COMPETITORS' LOGOTYPES

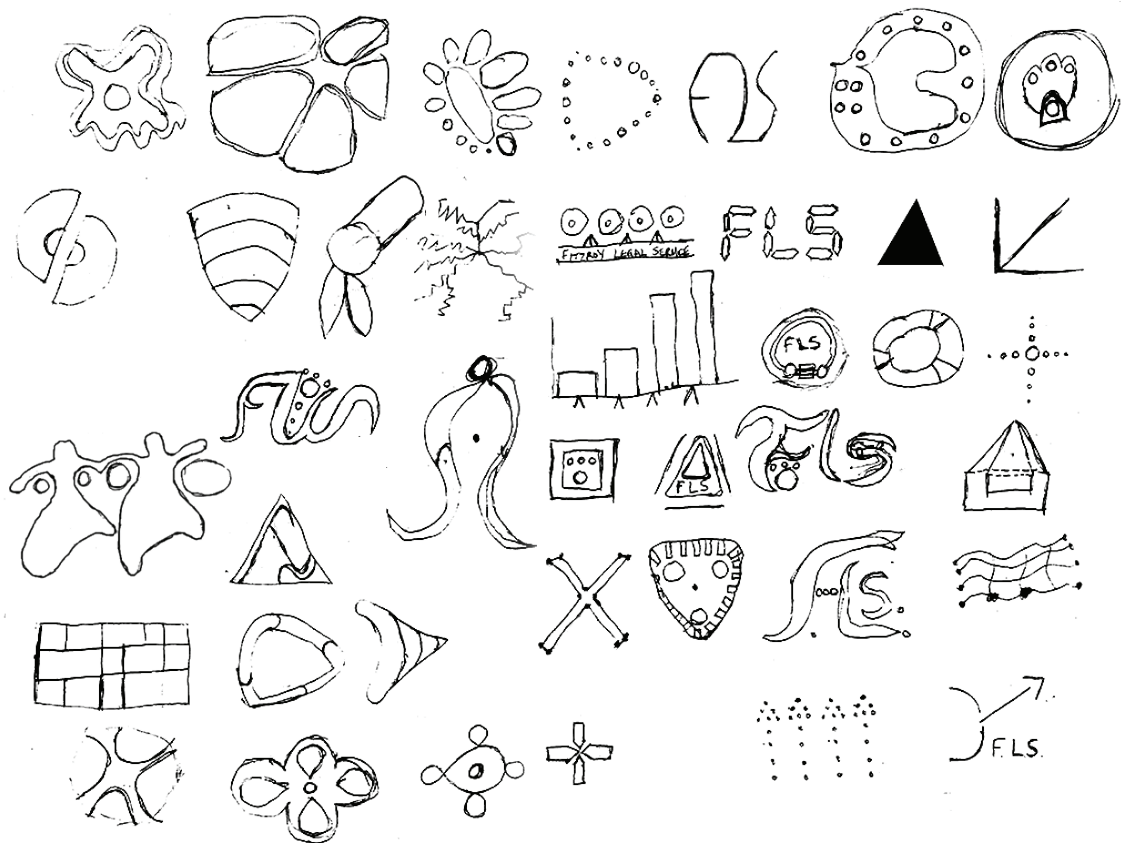


# RESEARCH AND STRATEGY

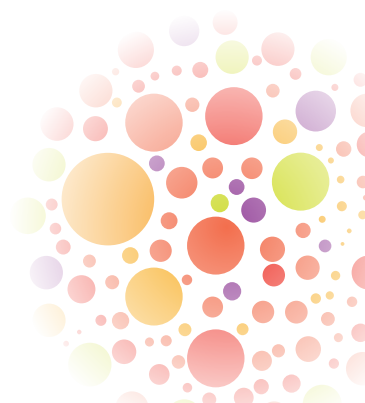
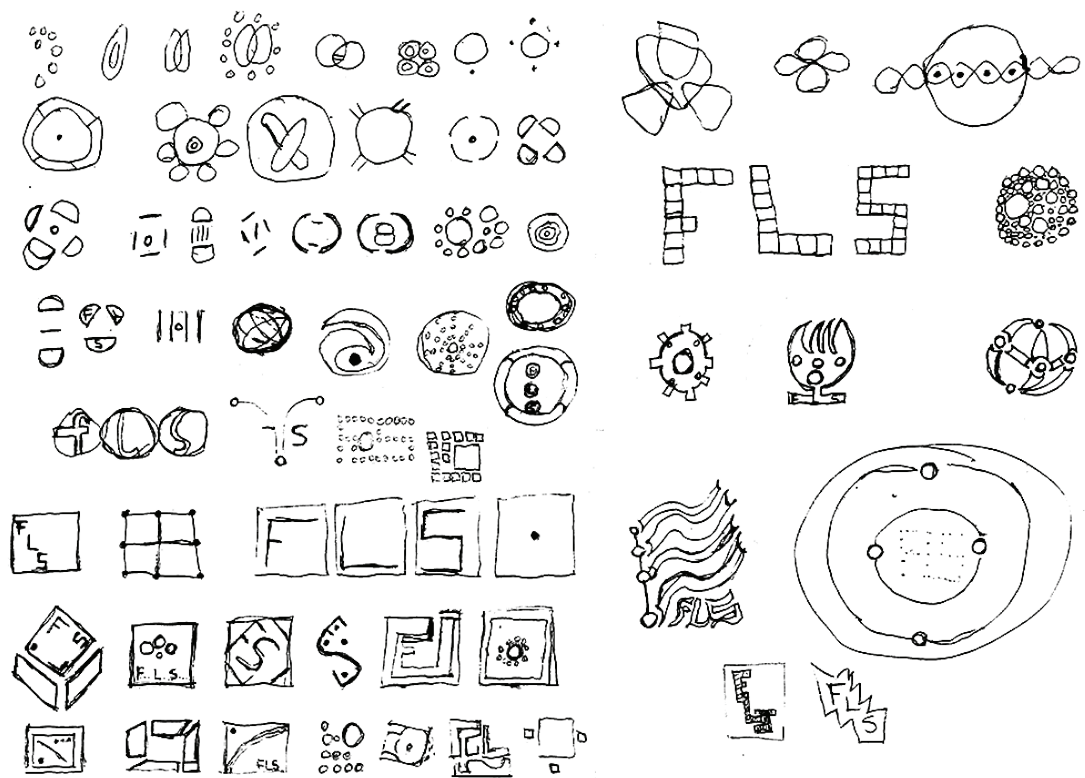
## COMPETITORS' LOGOTYPES



# DESIGN SKETCHES



# DESIGN SKETCHES



# DESIGN SKETCHES – FINAL 3

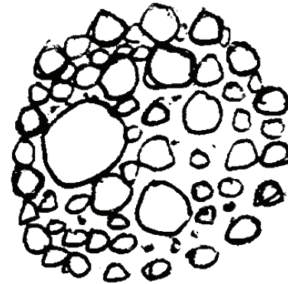
1.



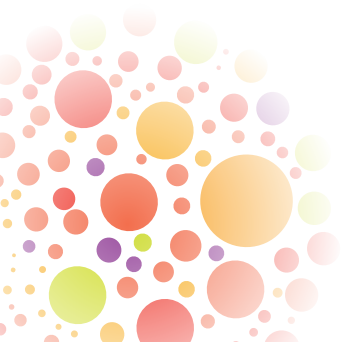
2.



3.



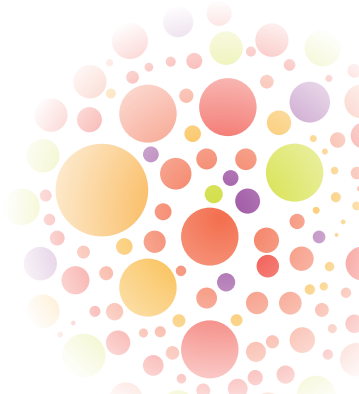
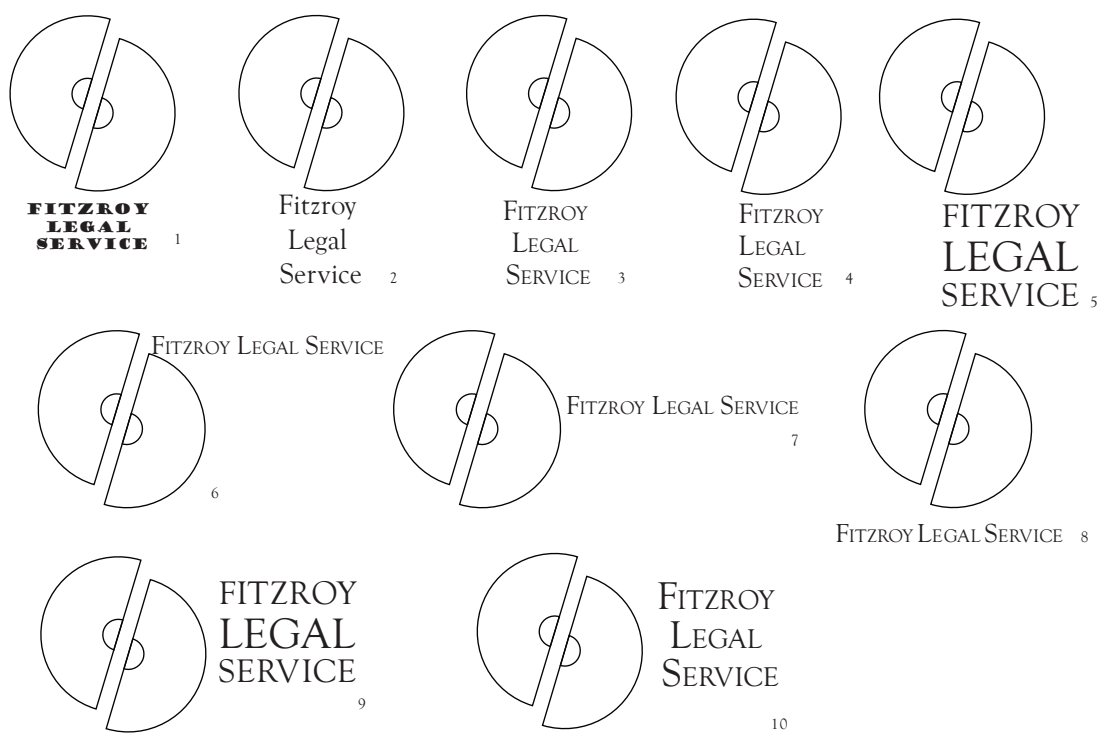
Colour Palette



# DESIGNS STYLISTED – FINAL 3

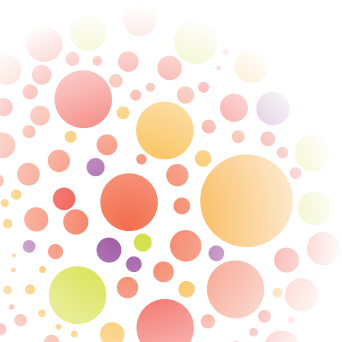
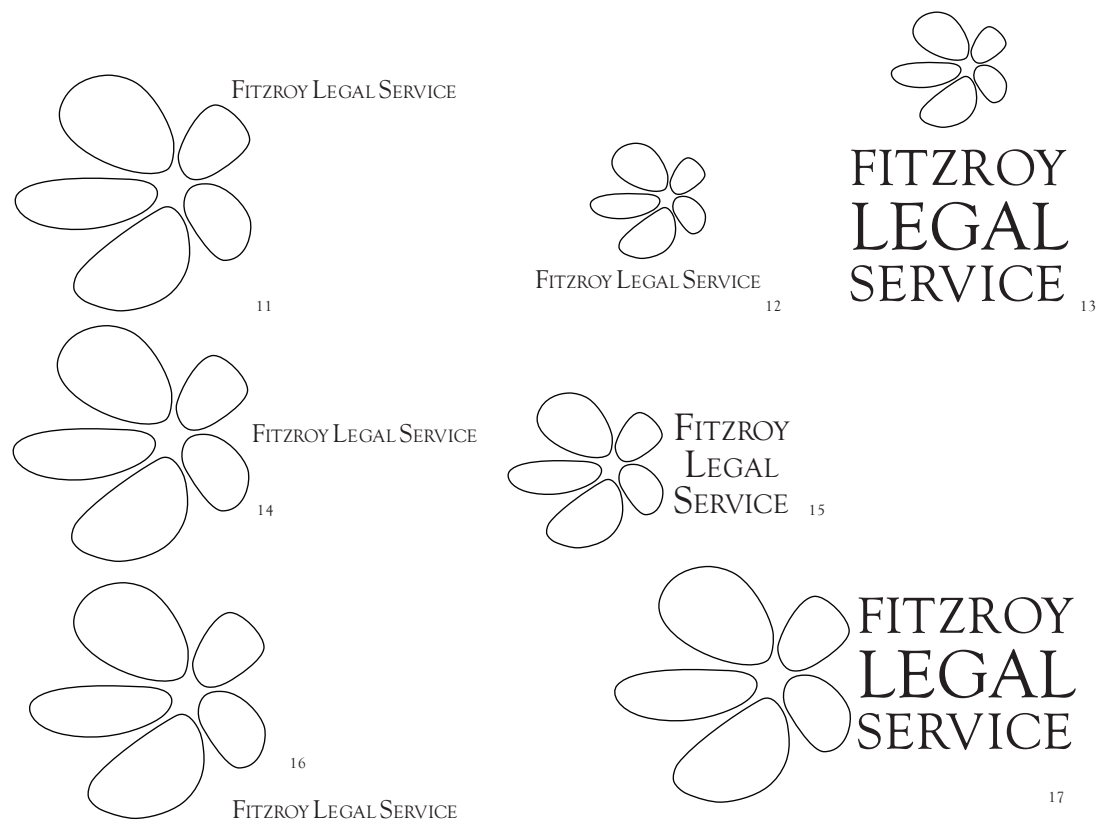
## BLACK AND WHITE

### Black and White Stylised Logo



# DESIGNS STYLISTED – FINAL 3

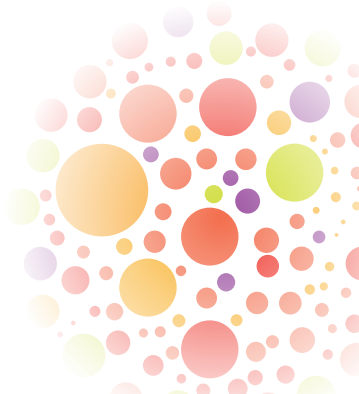
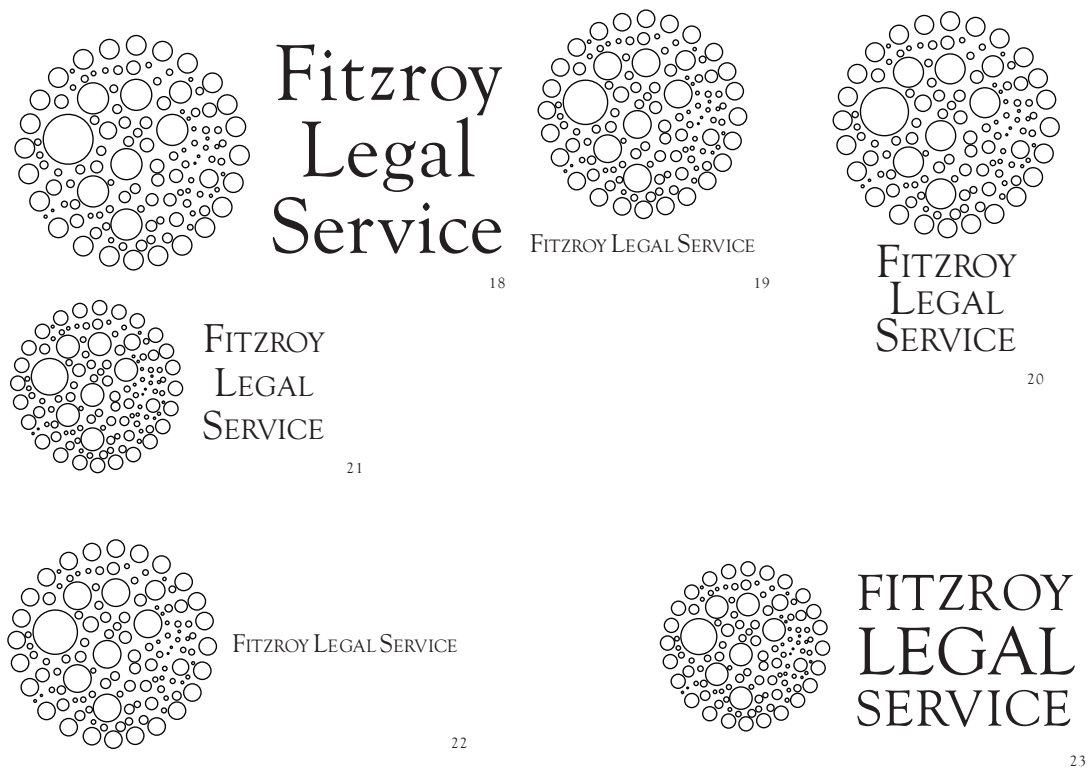
BLACK AND WHITE





# DESIGNS STYLISTED – FINAL 3

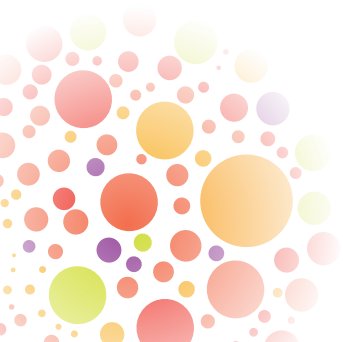
BLACK AND WHITE



# DESIGNS STYLISTED – COLOUR



## The Final 6 Colour



# DESIGNS STYLISTED COLOUR

INITIAL FINAL 3



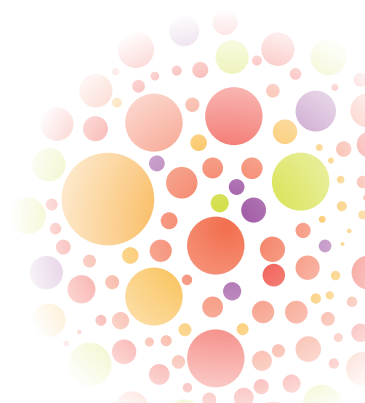
FITZROY  
LEGAL  
SERVICE



FITZROY LEGAL SERVICE



FITZROY LEGAL SERVICE

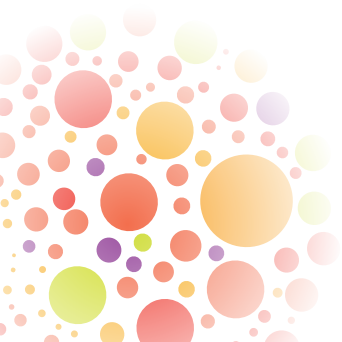


# DESIGNS STYLISTED COLOUR

INITIAL DESIGN CHOSEN



FITZROY LEGAL SERVICE



# DESIGNS STYLISTED COLOUR

## VARIATIONS – FONT AND COLOUR

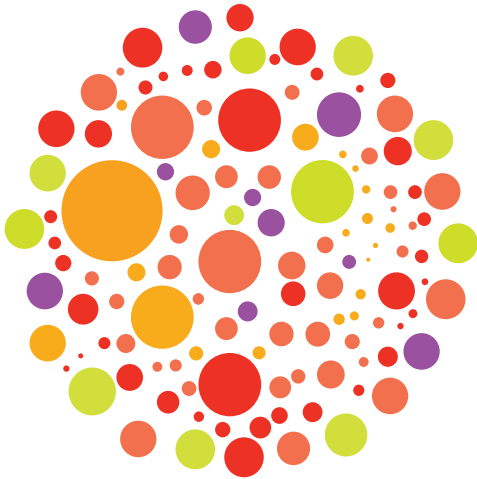


# DESIGNS STYLISTED COLOUR

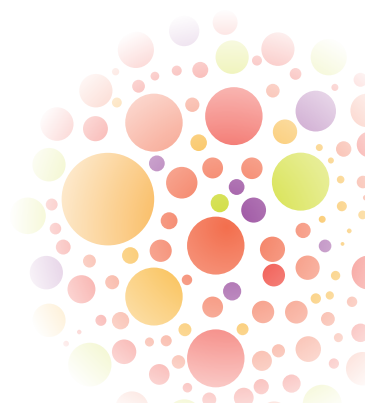
## VARIATIONS – FONT AND COLOUR



# FINAL BRAND MARK



**FITZROY LEGAL**

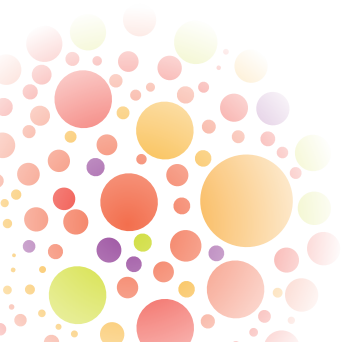


# CREATIVE RATIONALE

The objective is to rebrand an old and tired logotype and its four key components that make up the service, also creating a logotype that is based on the client's needs that would lead to a modern version of their products.

Females and males including disadvantaged and new citizens that need legal assistance but cannot afford to do so would be encouraged to visit the offices of Fitzroy Legal.

With Fitzroy Legal, now is the right time to contact us and seek legal advice. "You are not alone", you can fight through whatever you are going through and your case will be heard.





# CREATIVE RATIONALE

The slogan “You are not alone.” is referring to the initial research done and thoughts conceived by “isolation” which was found within the initial “brand value platform” statement.

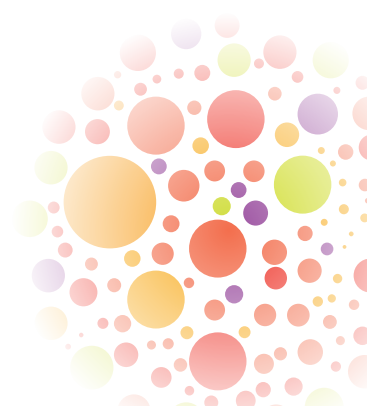
Without a leg to stand on legally, disadvantaged people feel more isolated and vulnerable than they already would in a world gone mad.

With most of the advertising through “Outdoor Advertising”, I have deliberately written the website url as a means of connecting through to the Fitzroy Legal team. Social media campaigning through website, facebook, google+, twitter and Pinterest, just to name a few, could be potential clients connecting to Fitzroy Legal’s database.

## **Why the dots on the logotype?**

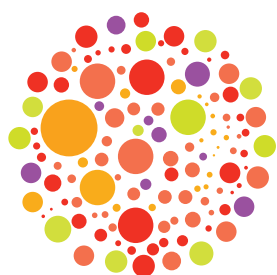
The circles/dots are representing community and family gathering just like clients gather to seek legal advice at Fitzroy Legal. They are also representing the hundreds of volunteers that are aiming to help the community.

The font that I have chosen is called Typograph Pro and is based or carved out of circles, triangles and squares and hence I wanted a typeface that would suit the circular nature of the brandmark as well as dealing with stability in the form of a square and triangle.

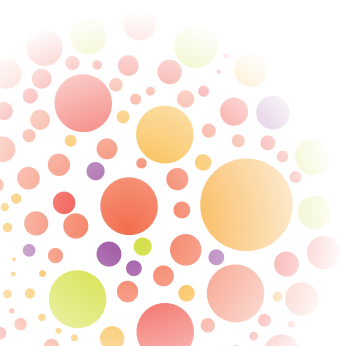
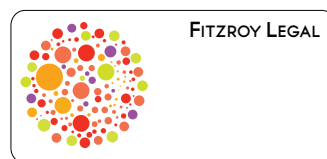


# FINAL BRAND MARK

## LAYOUT AND COMPOSITION



FITZROY LEGAL

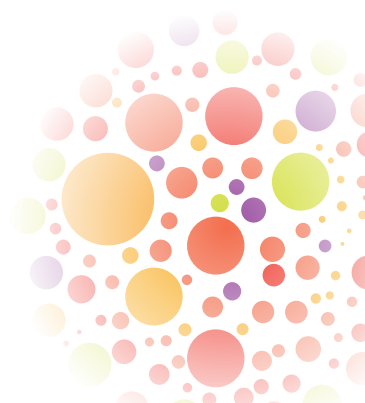


# FINAL BRAND MARK

## LAYOUT AND COMPOSITION



FITZROY LEGAL

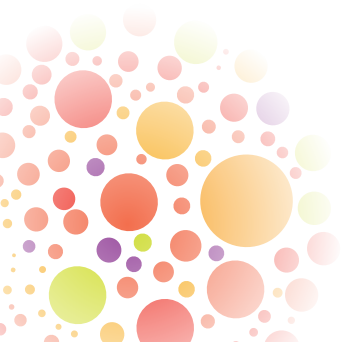


# FINAL BRAND MARK

## LAYOUT AND COMPOSITION



FITZROY LEGAL

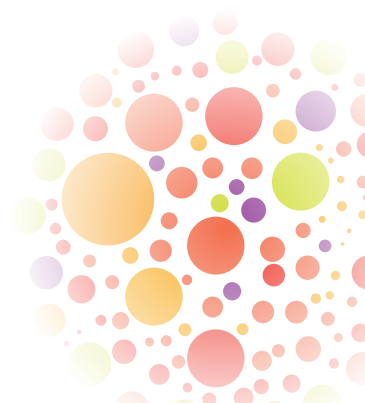


# FINAL BRAND MARK

## LAYOUT AND COMPOSITION

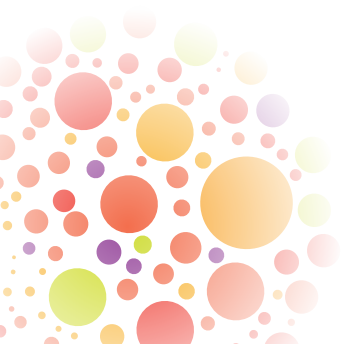


FITZROY LEGAL



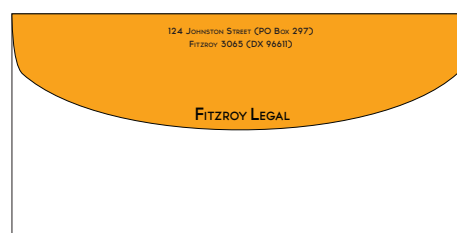
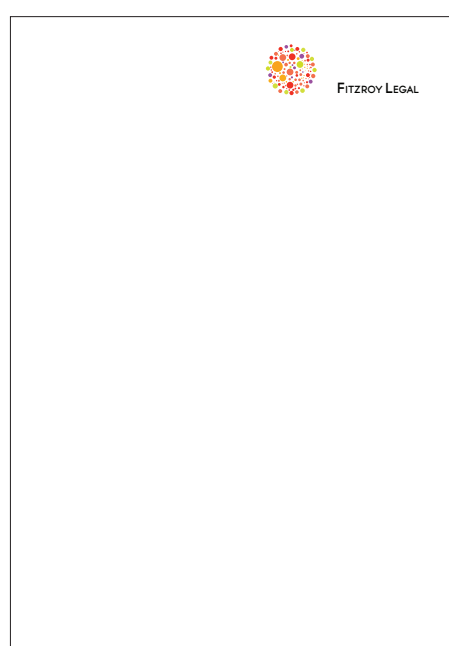
# FINAL BRAND MARK

## LAYOUT AND COMPOSITION



# FINAL BRAND MARK

## LAYOUT AND COMPOSITION



# BRAND MARK – STATIONERY

## B U S I N E S S   L E T T E R



FITZROY LEGAL

May 14, 2014

Mario Yannakakis  
Media Production Officer  
4 Johns Avenue  
Glen Waverley 3150

Dear Mr Yannakakis,

Thank you for choosing Fitzroy Legal for all your legal requirements and needs. We are extremely confident that a positive outcome will be reached and you will be very satisfied with the services that we offer.

The literature we have enclosed will assist you in making the most of our services. If you have any questions, please feel free to contact us. Your account manager, Laura, can be reached at 0400 580 721. Your account number is ZX00012425. When you call, please have it on hand so that we can expedite your requests.

As your needs change, we will be happy to help you evaluate those needs and offer you the services that will help you achieve your new goals. Again, thank you for choosing Marz New Media.

Sincerely,  
Mario Yannakakis

Enclosure.

Fitzroy Legal  
124 Johnston Street (PO Box 297)  
Fitzroy 3065 (DX 96611)



# BRAND MARK – STATIONERY

## BUSINESS CARD



**FITZROY LEGAL**

**CLAUDIA FATONE**

EXECUTIVE OFFICER

124 JOHNSTON STREET (PO Box 297)

FITZROY 3065 (DX 96611)

**TELEPHONE** (03) 9419 3744

**FACSIMILE** (03) 9416 1124

**EMAIL** cfatone@fitzroy-legal.org.au



**FITZROY LEGAL**

**CLAUDIA FATONE**

EXECUTIVE OFFICER

124 JOHNSTON STREET (PO Box 297)

FITZROY 3065 (DX 96611)

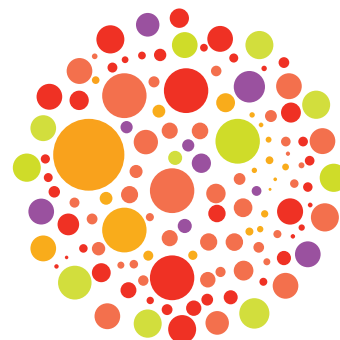
**TELEPHONE** (03) 9419 3744

**FACSIMILE** (03) 9416 1124

**EMAIL** cfatone@fitzroy-legal.org.au

# BRAND MARK – STATIONERY

## BOOKMARK



**FITZROY LEGAL**  
fitzroy-legal.org.au

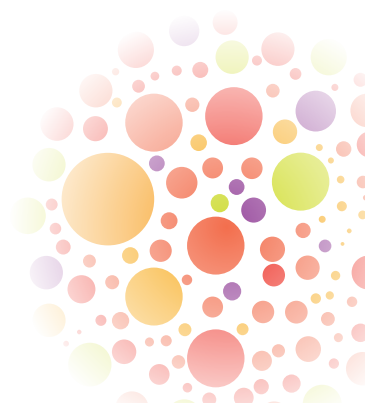
# BRAND MARK – STATIONERY

## ENVELOPE – FRONT



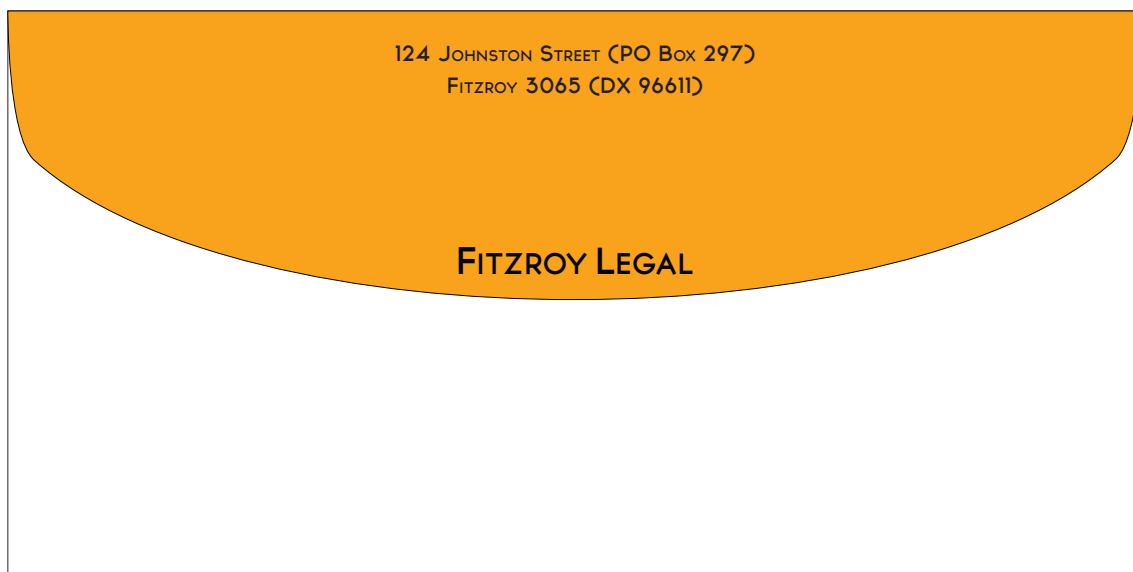
**FITZROY LEGAL**

Mario Yannakakis  
4 Johns Avenue  
Glen Waverley 3150



# BRAND MARK – STATIONERY

## ENVELOPE – BACK



# BRAND MARK – CAMPAIGN

YOU ARE NOT ALONE

## OBJECTIVE

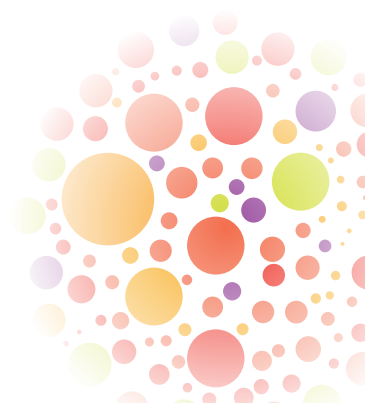
Get more people to look at the website.

Overall increase awareness of fitzroy legal as a brand by 25%.

Outdoor advertising on bus shelters, railway stations (cbd), buses, trams, trains, freeway billboards and freeway underpasses.

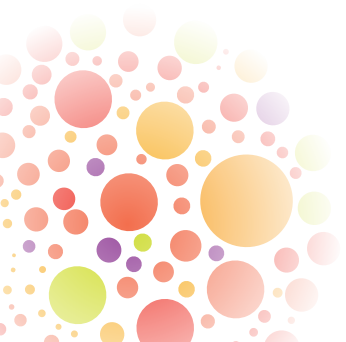
Refit and paint building front signage with the new logo.

Paint whole building with the logo.



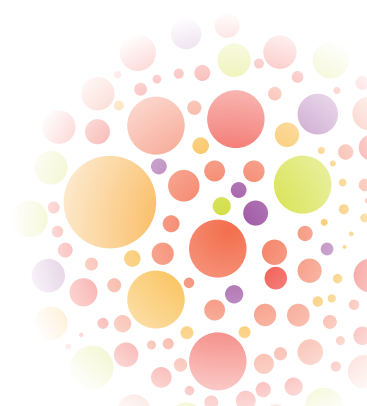
# BRAND MARK – CAMPAIGN

YOU ARE NOT ALONE



# BRAND MARK – CAMPAIGN

## YOU ARE NOT ALONE



# BRAND MARK – CAMPAIGN

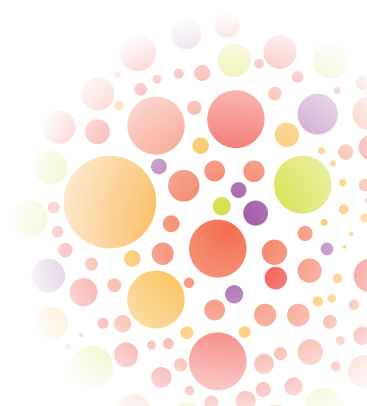
## YOU ARE NOT ALONE





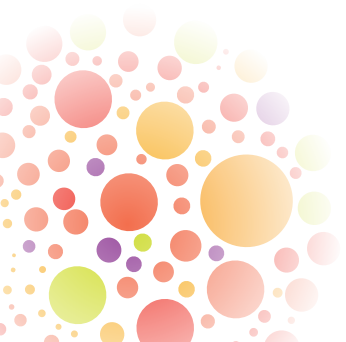
# BRAND MARK – CAMPAIGN

## YOU ARE NOT ALONE



# BRAND MARK – CAMPAIGN

## YOU ARE NOT ALONE



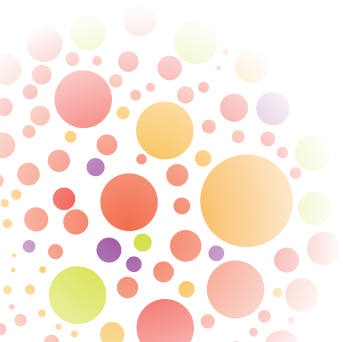
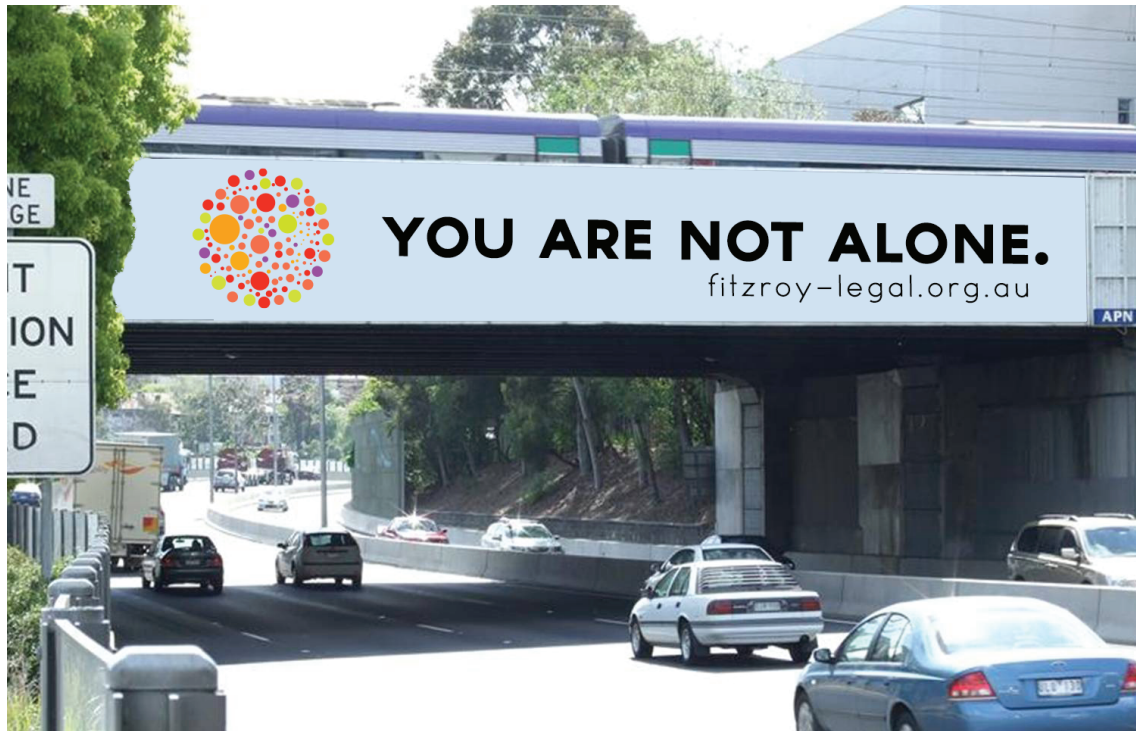
# BRAND MARK – CAMPAIGN

## YOU ARE NOT ALONE



# BRAND MARK – CAMPAIGN

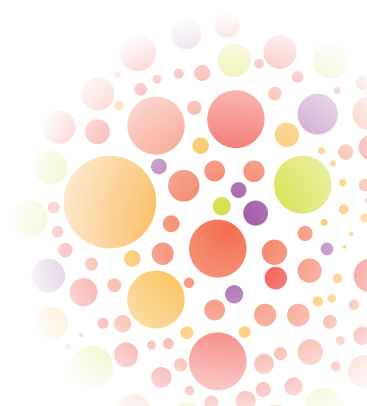
YOU ARE NOT ALONE





# BRAND MARK – CAMPAIGN

## YOU ARE NOT ALONE



# BRAND MARK – CAMPAIGN

## YOU ARE NOT ALONE



# BRAND MARK – CAMPAIGN

YOU ARE NOT ALONE





# BRAND MARK – CAMPAIGN

## WEBSITE MOCKUP





# BRAND MARK – TOOLBOX

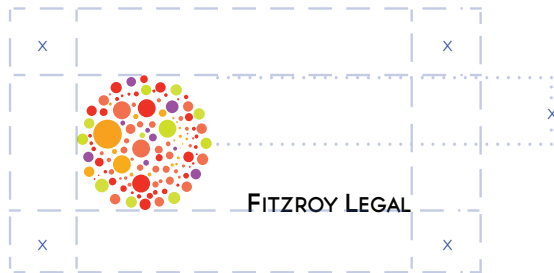
## LOGO CLEARSPACE & MINIMUMS

To ensure the legibility of the logo, it must be surrounded with a minimum amount of clearspace.

This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact.

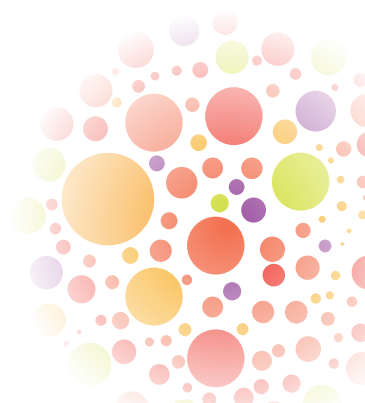
Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the brand.

The provided artwork must be used at all times.



The clearspace minimum is equivalent to half the vertical height of the logo/icon part to the Logotype.(shown here as x), regardless of the size at which the logotype is reproduced. The minimum size the logo should be to be seen clearly on any type of media is 20 mm width by 20 mm height.

The font is called “ Typograph Pro - Semi Bold” and as a bare minimum should be used at 12 pt size for the capital and 8 pt size for the rest of the letters. It should be 4 pt minimum bigger at all sizes.



# BRAND MARK – TOOLBOX

## LOGO USAGE GUIDELINES

To ensure a consistent and appropriate brand identity, a general set of guidelines for logo usage is outlined as follows.

1. No elements of the logo artwork may be recreated, deleted, cropped, or reconfigured. All logo artwork is provided as Adobe Illustrator, based EPS.
2. A minimum clearspace must be maintained on the perimeter surrounding logo artwork as outlined on Logo Clearspace page. Must use the artwork provided.
3. Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork and the relationship between the icons and letterforms.
4. Logo artwork should always appear upright.
5. EPS files are vector artwork and are infinitely scalable, thus eliminating the need to ensure proper resolution for the purpose of reproduction.
6. Logo artwork should appear against a solid background to ensure maximum and proper contrast.
7. Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.
8. Do not put a white box around the logo when placed on a dark background and do not reproduce the logo in colors other than those specified in these guidelines.

# BRAND MARK – TOOLBOX

## LOGO USAGE DON'TS

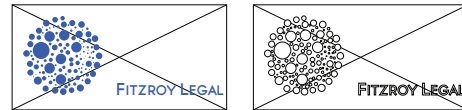
1. Don't change the logo's orientation.

2. Don't bevel or emboss the logo.

3. Don't place the logo on a busy photograph or pattern.

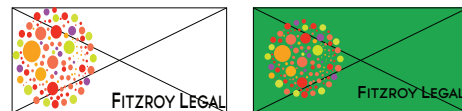


4. Don't change the logo colors.



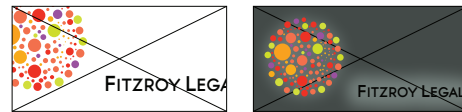
5. Don't crop the logo in any way.

6. Don't add "glow" effects to the logo.



7. Don't present the logo on "vibrating" colored backgrounds.

8. Don't present the logo in "outline only" fashion.



9. Don't place the logo on similarly-colored backgrounds.

10. Don't outline the logo in any color.

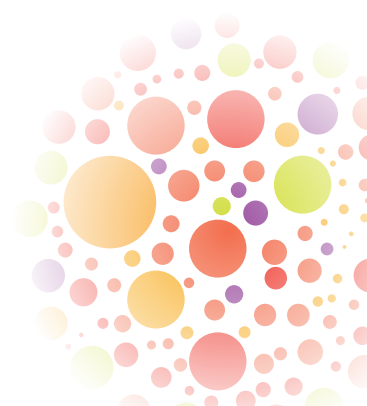
11. Don't add "drop shadow" effects to the logo.

12. Don't put a white box around the logo when placed on a dark or busy background.

13. Don't reconfigure or change the size or placement of any logo elements.

14. Don't stretch or squeeze the logo to distort proportions.

15. Don't recreate elements or replace with something else.



# REFERENCES

## REFERENCES – IMAGES

### MOODBOARD – ISOLATION

PAGE 08 – LEFT TO RIGHT, TOP TO BOTTOM

Martin Barraud

Businesswoman sitting in circle of office chairs

OJO Images

<http://www.gettyimages.com.au/detail/photo/businesswoman-sitting-in-circle-of-office-chairs-royalty-free-image/83266245?esource=linkconn&aid=81959&asid=186397&cid=4157&lid=11>

Yuki Kondo

The woman who lies to a sofa.

Digital Vision

<http://www.gettyimages.com.au/detail/photo/the-woman-who-lies-to-a-sofa-royalty-free-image/174708791?esource=linkconn&aid=81959&asid=186397&cid=4157&lid=11>

Craig Brown

Woman looking out from misty quayside

Photographer's Choice

<http://www.gettyimages.com.au/detail/photo/woman-looking-out-from-misty-quayside-high-res-stock-photography/466050417?esource=linkconn&aid=81959&asid=186397&cid=4157&lid=11>

Craig Brown

Woman staring out to sea

Photographer's Choice

<http://www.gettyimages.com.au/detail/photo/woman-staring-out-to-sea-high-res-stock-photography/463211835?esource=linkconn&aid=81959&asid=186397&cid=4157&lid=11>

Johner Images

Girl sitting in concrete square and looking at sea

Johner Images

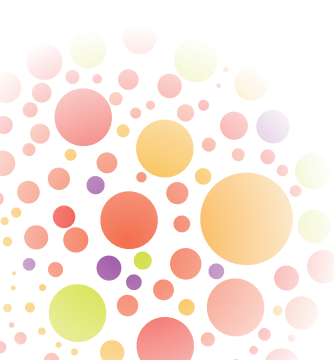
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mauro grigollo

Pensive woman at the window

Vetta

<http://www.gettyimages.com.au/detail/photo/pensive-woman-at-the-window-royalty-free-image/477773169?esource=linkconn&aid=81959&asid=186397&cid=4157&lid=11>



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Lonely senior man

Science Photo Library

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DElight

Grief

Vetta

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Julio Lopez Saguar

Lonely tree

Photographer's Choice

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Stephen St. John

A person at the end of the boardwalk crossing over the sand dunes.

National Geographic

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Andrea Zanchi

Alone in the Dark

Vetta

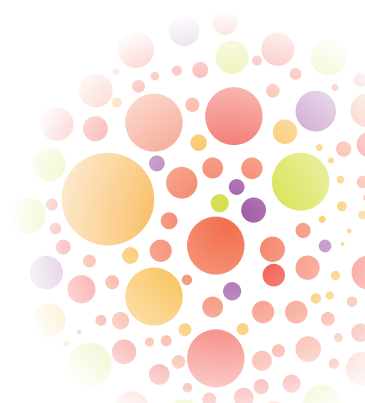
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Multi-bits

Breakwater under the moonlight

Photonica

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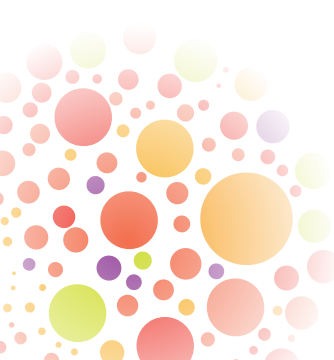
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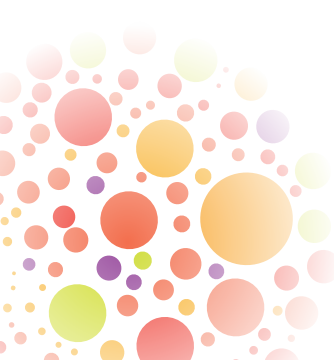
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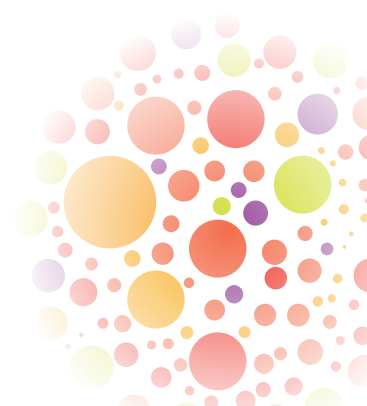
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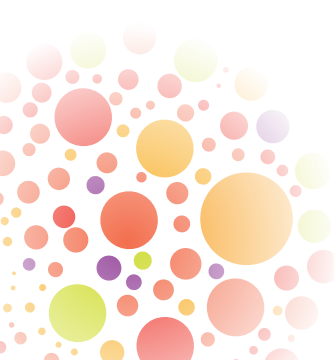
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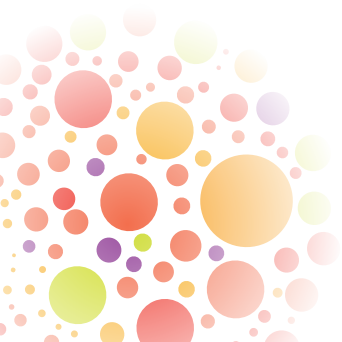
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