



PELICAN HARBOR Seabird Station

Dunya Bulut

Brand Guide

Brand Overview

Pelican Harbor Seabird Station is a non-profit 501(c)(3) charity and operate solely on donations. They seek to conserve our area's wildlife through rehabilitation, education and research. Pelican Harbor Seabird Station is a wildlife rehabilitation facility. Their goal is to heal animals impacted by mankind and return them to their ecosystem. The charity specialize in brown pelicans and serve the greater Miami metropolitan area.

Old Logo



New Logo

Brainstorming about the design ideas for the new logo made one thing clear; the old logo was not representing the location of the charity.

Colors that represent Miami area were used in the new logo order to add a location aspect to the logo.

The colors also represent the marvellous Miami sunset over the ocean.



PELICAN HARBOR
Seabird Station

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COLOR PALATTE

The hues of color blue and pink were selected, inspired by the representative colors of Miami's sunset. Even though the charity specialized in brown pelicans, the pelican on the logo is not only uses one color in order to represent a broader sense.

	#72CCD6	C:51% M: 0% Y:16% K:0%
	#B2E1E9	C:29% M:0% Y:7% K:0%
	#DCF1F5	C:13% M: 0% Y:3% K:0%
	#EE8FBB	C:2% M: 55% Y:0% K:0%

TYPOGRAPHY

While the old version uses a sans serif font, Iowan Old Style, a serif font, was chosen to represent the charity's both body paragraph and the name in the new logo.

The reason that the typeface was changed to a serif is because it illustrates the age, which is almost four decades. It also adds a traditional embellishment.

For the body paragraph, totally three options were considered: Charter, Kefa and again Iowan Old Style was chosen.

Downer, the designer, has described the design as influenced by painted signs he saw or has painted himself in eastern Iowa.

Iowan Old Style- Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9
! % & @ # \$

Iowan Old Style- Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9
! % & @ # \$

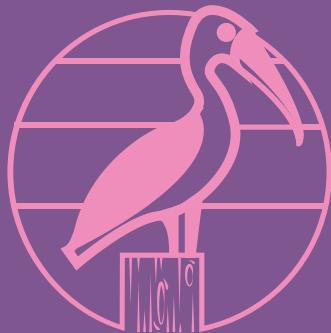
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COLOR VARIATIONS - Full color



Since the idea of the representation of the colors is sunset, the number one choice would be this one. However, if the client would like to use more bright colors the middle column would be the recommended.

One Color- Reversed- Black&White



SOCIAL MEDIA ICONS

Facebook is one of the most common used social media platform. Considering the age range of people who are reaching out to this non-profit, it would be a good choice to target the potential volunteers.



Instagram is very popular among the other social media platforms. It is good for sharing and engaging with the people who might be interested and putting the logo itself as an icon will gain recognition to the non-profit.

PROHIBITED LOGO USAGE

When creating a logo, the dimensions and proportions will be taken under consideration. In addition to that, distortion of the mentioned aspects may lead to an incorrect usage of the logo. In order to prevent that from happening, here are some examples of how not to use the logo.



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Do not distort



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Do not rotate



Do not rearrange

PATTERNS

Patterns can be applied to many places such as promotional pieces, business cards, stationaries, t-shirts etc.

The main idea of the patterns is to symbolize the brand with icons and include movement and energy to the brand. In this case, for Pelican Harbor “Seabird” Station, patterns with birds would be a good fit.





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APPEAL

To give a more modern look to the tshirts, a sketch-like drawing was considered as the design. Also being one color is cheaper for manufacture which is an important financial aspect for the charity that runs only with donations.



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APPEAL



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PROMOTIONAL PIECES

Items such as notebooks could be useful in offices and could be distributed to schools or to volunteers.



PROMOTIONAL PIECES

Since the charity is only run by the donations, they might join the local exhibitions to promote and raise awareness about the charity.



PROMOTIONAL PIECES

