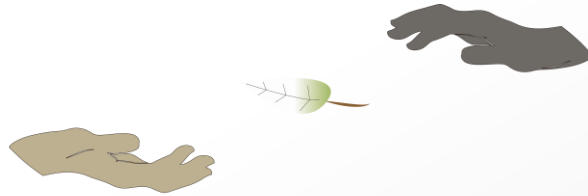# Volunteering at Greenpeace

Loading…

czha0511
Jackman

Contents

- ➢ **Brand's vison & Inspiration**
- ➢ **Logo**
- ➢ **Colour palette & Typeface**
- ➢ **Enclosure**
- ➢ **Website**

Brand's vison

Gathering

Tack action

Volunteering at Greenpeace aims to gather people who have confidence to solve environmental issues, such as overfishing, climate change , deforestation etc. Also encouraging volunteers work with different people and establishing specialized groups to solve real-world problems.

Inspiration

Hands

Connecting

Search "volunteer" on Google, 80% of results are hands images that means hands representing volunteer in people subconscious felt.

Our logo
Primary logo

Other logo visions

Protect, Everyone
Symmetry & Contrast

Different colour of hands: help from everyone

Leaf: environment

Font: V,G make more attentions on volunteering and Greenpeace

The logo based on a symmetry composition (Timothy, 2010), and colour contrast (Kevin (2010) proposed that contrast makes logos distinguishable.).

Volunteering at Greenpeace

Typeface

Verdana — *relaxed*
— *balanced*

Georgia — *slim*
— *beautiful*

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

3: 5: text with image 8: normal 13: subtitle 21: title 34 as a golden rate of text can present integrated meaning in the design work *(Bo, 2008/2017, p201).*

Colour palette

GREEN
HEX: #96AE56
RGB: (150,174,86)
CMYK: (48%,20%,78%,0%)

White
HEX: #FFFFFF
RGB: (255,255,255)
CMYK: (0%,0%,0%,0%)

Gray
HEX: #D8D8CB
RGB: (216,216,203)
CMYK: (18%,13%,21%,0%)

Dark Gray
HEX: #6B6861
RGB: (107,104,97)
CMYK: (65%,58%,60%,6%)

Primary Colour

Green : natural and environment
White : virtue   *(Adamsmorioka, 2008)*

Secondary Colour

Gray : rehabilitation
Dark Gray : balance   *(Adamsmorioka, 2008)*

Volunteering at Greenpeace

Enclosure

Symmetry & Contrast

A unified the design composition

Saving material

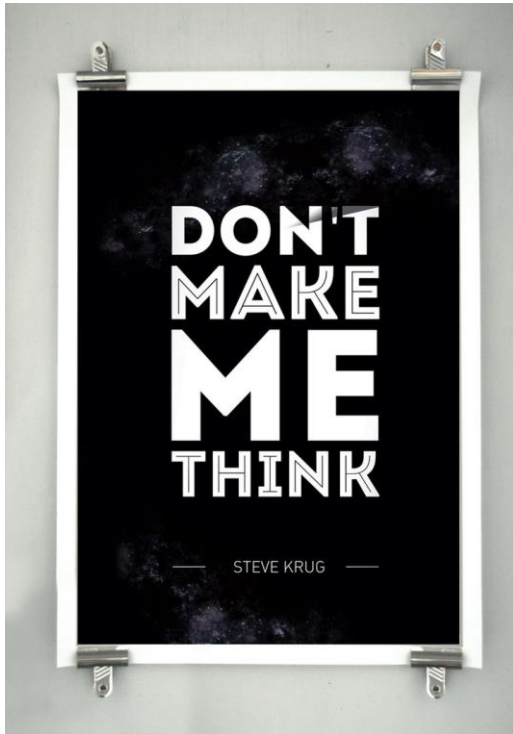Some parts can be torn off and have different purposes.

(coaster, bookmark)

Using logo on front

Because logos always represent the goods, people who see the trademark can imagine some kind of commodities in nature and shape. (Weili Gao&Guan Yang, 2008)

Volunteering at Greenpeace

Website

Design concept

"Don't make me think" is the main design concept of this platform. That means it has to be humanized, users want to straightly know "how to use", "what should I do next" without any thinking (Steve, 2005).

How to do?

-Clear framework

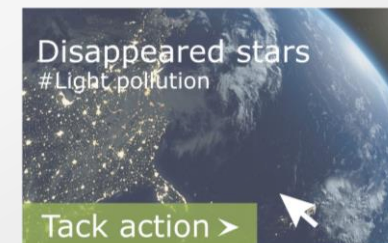-Teaching step by step
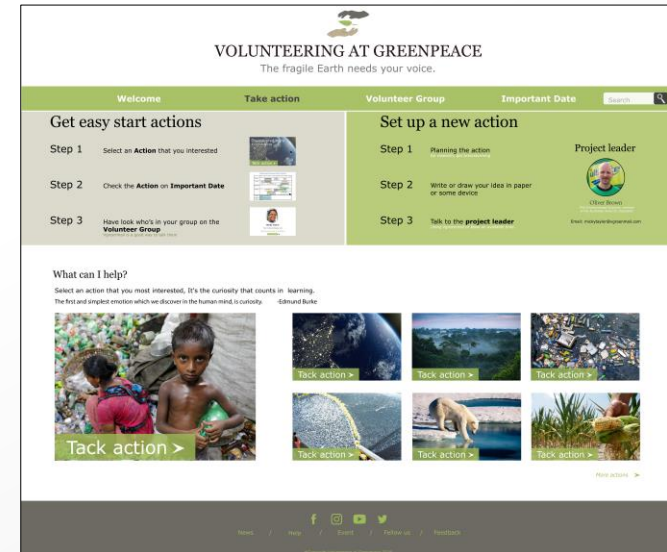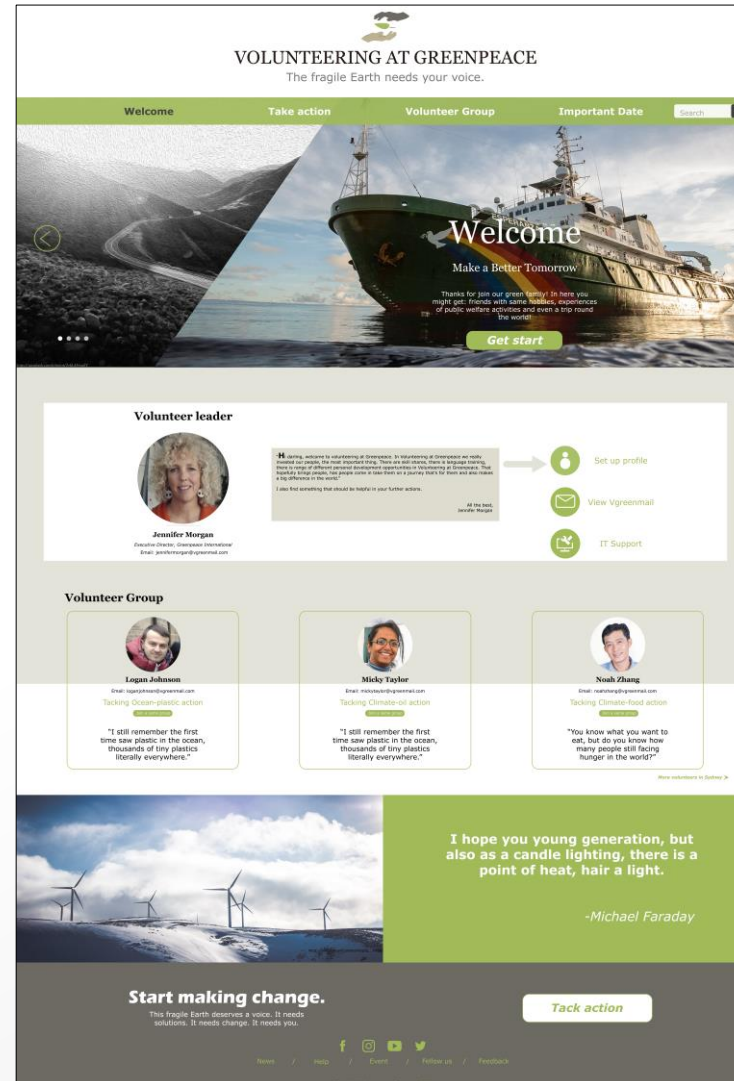
Website

Focusing key points

Buttons and header all focusing on start to "tack action", start to work.

Stationary header

The header moves with the user scroll the Web page. Users can easily change page and search information.

Tack action

Animation makes more interactive, images and teaching step by step makes users easy to understand.

Reference

Adamsmorioka. (2008). *Color Design Workbook: A Real World Guide to Using Color in Graphic Design*.Published by Rockport Publishers.

Bo, B. (2017). *Essentials of visual communication*. (Yifang, C., Trans.). Taipei, Taiwan: Uni-books. (Original work published 2008)

Hoa, L. (February 2, 2014). *Infinite Scrolling Is Not for Every Website*. Retrieved from: https://www.nngroup.com/articles/in-page-links/

Hoa, L. (February 2, 2014). *Anchors OK? Re-Assessing In-Page Links*. Retrieved from: https://www.nngroup.com/articles/infinite-scrolling/

Hoa, L. (February 2, 2014). *Scrolling and Attention (Original Research Study)*. Retrieved from: https://www.nngroup.com/articles/scrolling-and-attention-original-research/

Nikash, S. (2018). *Constraints Of The Medium*. Retrieved from: https://canvas.sydney.edu.au/courses/2146/files/2546046?module_item_id=222269

Steve, K. (2005). *Don't Make Me Think!: A Common Sense Approach to Web Usability*, Second Edition. San Francisco, American: New Riders

Weili, G. Yang, G. (2008). *The Brand Derivative Products' experience design*. Publisher: IEEE.DOI: 10.1109/CAIDCD.2008.4730724.

Images

Dailymobile http://www.dailymobile.net/2014/06/16/nokia-branding-and-nokia-tune-leaving-shortly-according-to-leaks/nokia-logo-wallpapers/
Greenpeace https://www.greenpeace.org/international/
Download Festival https://twitter.com/downloadfest/status/914100516665389056?lang=bg
Wikipedia https://en.wikipedia.org/wiki/Forest
VOA Zimbabwe https://www.voazimbabwe.com/a/zimbabwe-farmers-counter-impact-of-climate-change-on-food-with-science/3591377.html
Financial Times https://www.ft.com/content/06784652-d67e-11e7-8c9a-d9c0a5c8d5c9
Wikipedia https://en.wikipedia.org/wiki/Overfishing
Dailymail http://www.dailymail.co.uk/news/article-2616932/Children-poverty-Factory-workers-agd-FIVE-toil-Bangladesh.html
Dawanews http://dawanews.com/article/news/%E7%BE%8E%E6%9C%80%E6%96%B0%E6%8A%A5%E5%91%8A%EF%BC%9A%E4%B8%AD%E5%9B%BD%E9%9B%BE%E9%9C%BE%E6%83%85%E5%86%B5%E6%81%B6%E5%8C%96%E4%B8%8E%E5%8C%97%E6%9E%81%E5%86%B0%E5%B7%9D%E8%9E%8D%E5%8C%96%E6%9C%89
Videoblocks.com https://www.videoblocks.com/video/rotating-earth-from-space-night-to-day-cities-at-night-360-degrees-looped-animation-4k-rmgwa7n
Huddersfield Examiner https://www.examiner.co.uk/news/spongebob-squarepants-joins-greenpeace-huddersfield-13437289
Matt Howard https://unsplash.com/photos/A4iL43vunlY
Greenpeace International https://www.greenpeace.org/international/
Trinity College Dublin https://www.tcd.ie/Community/students/volunteering/campus/forum.php
DeviantArt https://mgl-23.deviantart.com/art/Don-t-Make-Me-Think-376385308