

Keep the Kiwis

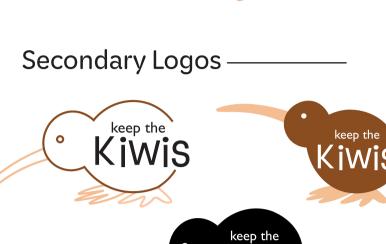
Branding & **Environmental Design**

December 2024

Credits to Ben for name brainstorming ideas.

Logo-

Color Palette ———



keep the

on helping and protecting the endangered Kiwi population. It started with the idea of creating an animal conservation organization for a species that prior, had no natural predators, and outside of their home country, may not be very well known. Natural colors from nature and the environment Kiwis are in were used, and simplistic design based on the Kiwi bird to create a memorable brand, along with some humor, and fun typography to match.

Keep the Kiwis is a conservation brand, based

Gill Sans

Typeface ———

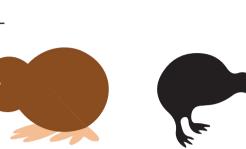
0 1 2 3 4 5 6 7 8 9 Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789 Ruddy Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv WW XX Yy Zz Pattern -









Guide Book









keen the Kiwis keen the Kiwis keen





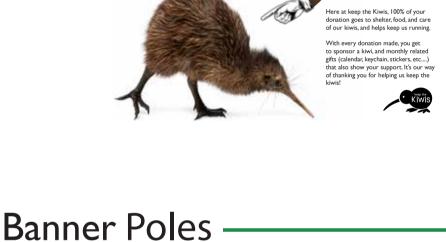
keep the

Kiwis

were a worm, he

would still love you.

are the national bird of New Zealand



Looking for a way to help?

Donate today!





