

CULTURAL
CONNECTION
VOLUNTEERING



Every Volunteer, A Key Piece

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The Logo



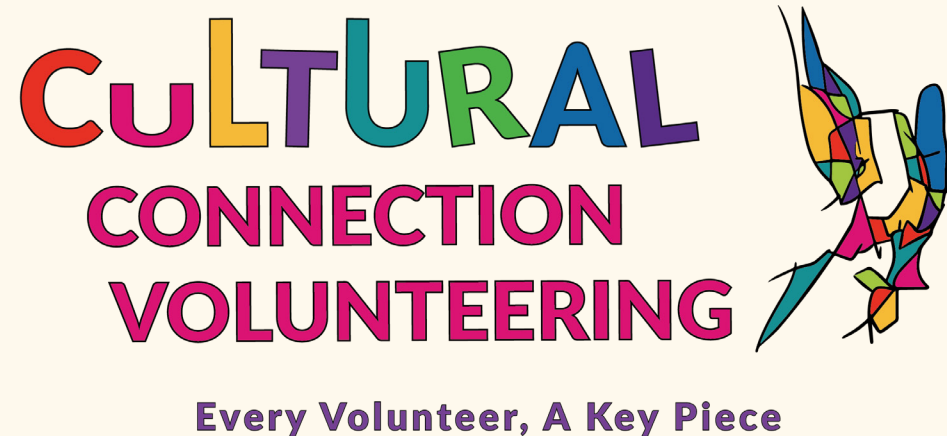
Every Volunteer, A Key Piece

Accessible logo

Holly, being partially sighted, played an essential role in the consideration of accessibility within the design. To make the letters more readable and the colours more prominent for those with visual impairments, a black outline was added to the logo.

This approach ensures that people in similar situations will find it easier to recognise the logo and feel more included in the initiative.

For the purpose of this submission, the original logo is presented in this booklet. However, we are open to the idea of using the version with the black outline, should it be deemed a better fit for the brand's overall vision.



Meaning

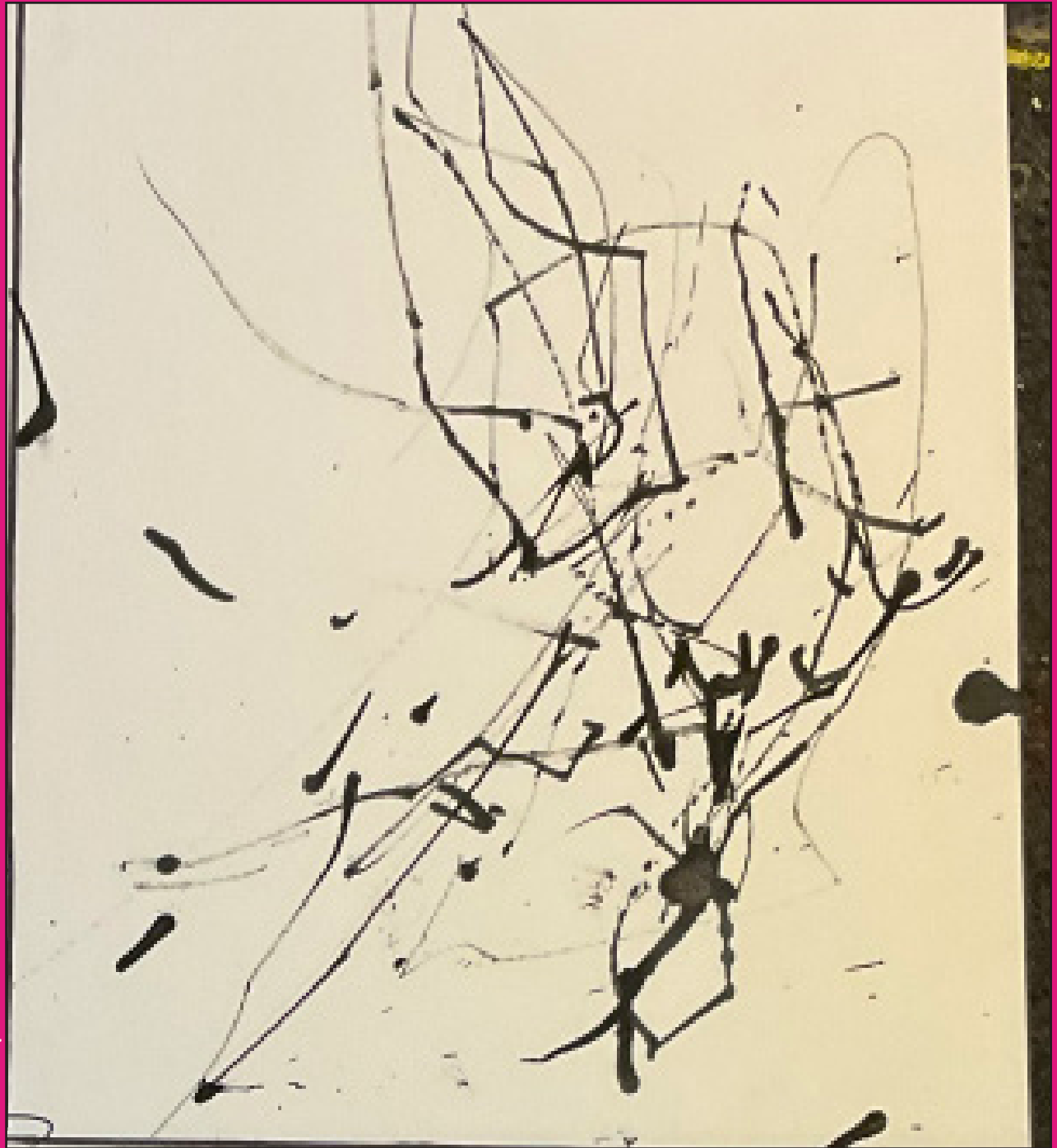
The emblem represents the process of piecing together a puzzle, signifying unity and collaboration.

We deliberately left one piece missing, as it symbolises the unique contribution each volunteer makes when joining Cultural Connections. Our message is clear: your involvement is crucial for us to feel complete and to achieve our shared goals.



Logo sketch

This is Holly's initial sketch for the logo, which we have chosen to adopt. Originally, the logo was intended to feature the faces of two people, representing unity. However, upon closer examination, we determined that using human figures felt too cliché. As a result, we opted for a puzzle design composed of interlocking pieces, which would gradually be filled in. This distinctive image is not only easily recognisable but also sets our charity logo apart from others.



Meaning

Culture is composed of numerous diverse elements. Attempting to reduce culture to a single entity seems impossible. It is the variety of different cultures that makes it so fascinating. We believe this country excels at embracing and integrating various cultures, creating a sense of unity. Consequently, we chose to distort the letters in our design to demonstrate how different cultures can come together as one.



CULTURAL

Tagline

As the emblem takes the form of a puzzle, the tagline “Every Volunteer, A Key Piece” effectively conveys that each individual who joins plays a crucial role in filling the blank space, completing the bigger picture.

Every Volunteer, A Key Piece



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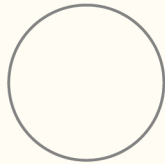
Colour selection

A vibrant colour palette was carefully selected to not only reflect the energy and spirit of the initiative but also emphasise a commitment to inclusivity and diversity. By choosing these lively colours, the aim was to evoke a sense of warmth, excitement, and approachability, which aligns with the mission to inspire and engage volunteers from all walks of life.

The bright and bold colours embody the dynamic nature of the initiative and symbolise the positive impact that volunteers have on the communities they serve. Furthermore, these eye-catching hues stand out in various applications, ensuring that the brand remains distinctive and memorable.

As the initiative strives to connect people through volunteering opportunities, the vivid colour palette serves as a visual representation of the strong bonds formed within the diverse community. By embracing these spirited colours, the unique qualities of the volunteers are celebrated, and a dedication to fostering a welcoming and inclusive environment for all is

Cultural Connections Volunteering is a joint initiative between Great Yarmouth Borough Council and East Suffolk Council, funded by Spirit of 2012



RGB 255, 251, 241
CMYK 0%, 1%, 5%, 0%
HEX #FFFBF1



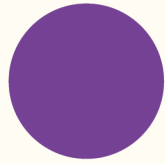
RGB 219, 20, 115
CMYK 0%, 91%, 48%, 14%
HEX #DB1473



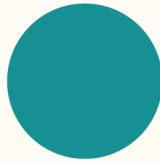
RGB 228, 51, 37
CMYK 0%, 78%, 84%, 11%
HEX #E43325



RGB 244, 186, 56
CMYK 0%, 24%, 77%, 4%
HEX #F4BA38



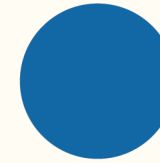
RGB 117, 65, 147
CMYK 20%, 56%, 0%, 42%
HEX #754193



RGB 7, 142, 145
CMYK 95%, 2%, 0%, 43%
HEX #078E91



RGB 80, 175, 72
CMYK 54%, 0%, 59%, 31%
HEX #50AF48



RGB 0, 102, 163
CMYK 100%, 37%, 0%, 36%
HEX #0066A3



Typeface

For the logo “Cultural” part of the logo, Baloo 2 Bold was used, the letters were then distorted to emphasise that culture has more than one meaning

Baloo 2

Aa

Baloo 2 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Aa

Baloo 2 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Aa

Baloo 2 SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Aa

Baloo 2 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Aa

Baloo 2 ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Typeface

For the "Connection Volunteers" part of the logo, Lato Black was chosen because of its easy-to-read characters, legitimacy, and fun appeal.

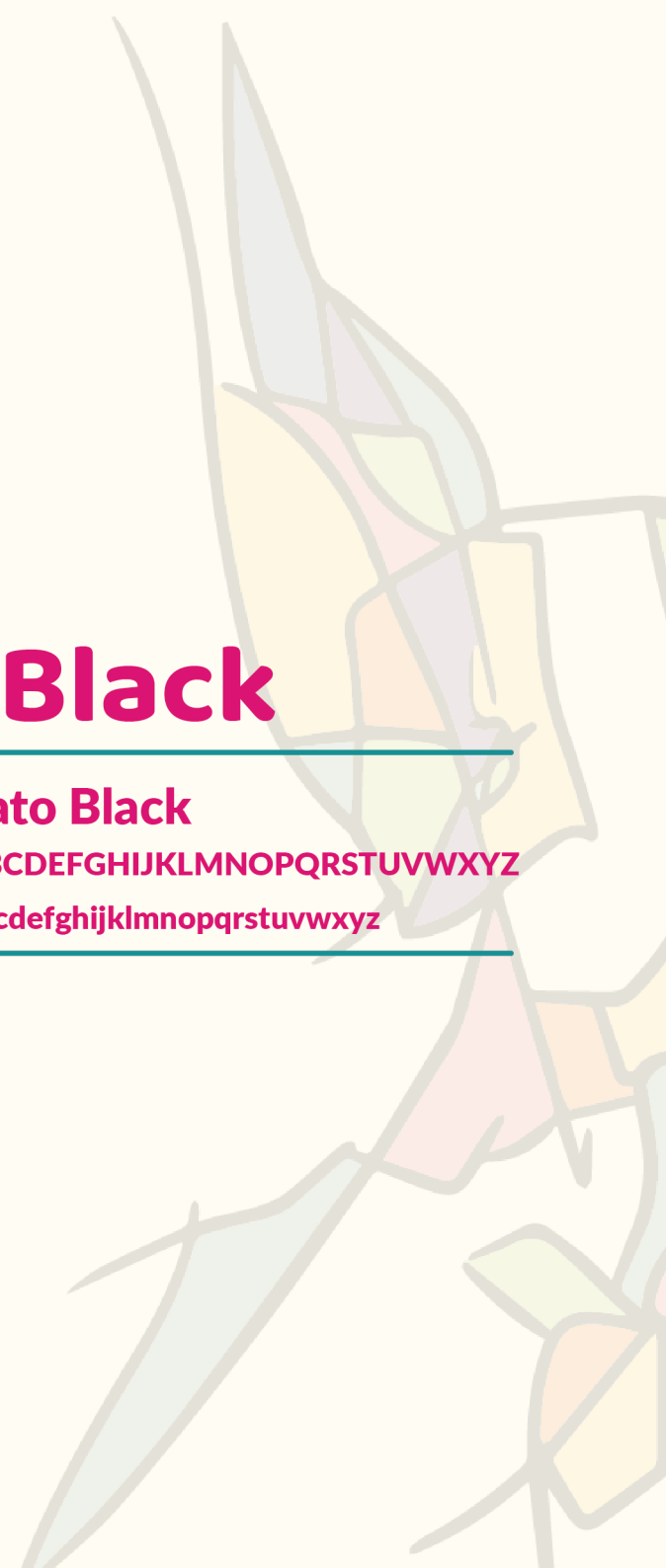
Lato Black

Aa

Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz





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Appicon

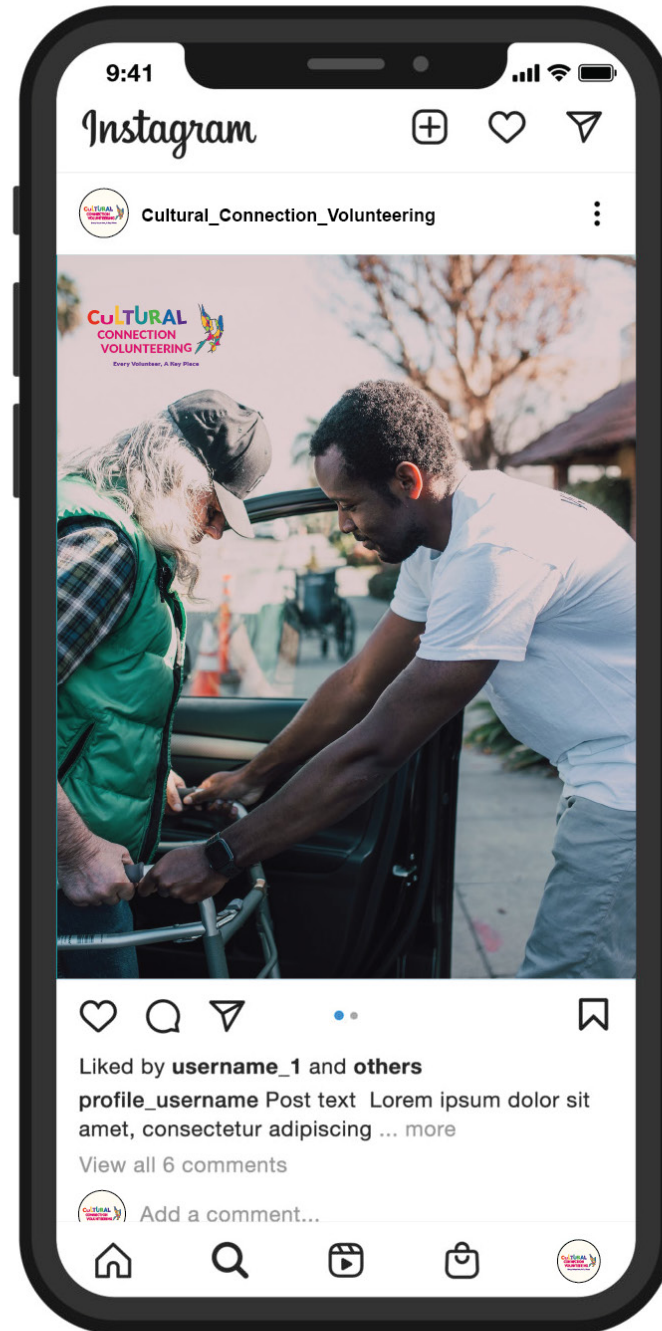


Images

A depiction on how the logo can be used on promotional images



Social Media



Letterhead



+000 12345 6789
+000 12345 6789
urwebsitename.com
urname@email.com
Street Address Here
Singapore, 2222

James Doe
Chief Director
A : 45-1, Anson Road Singapore - 8989
W : email@mailid.com, www.myweb.com
P : +880 - 12345 - 6789

Date, 10 September, 2019

This is a sample letter that has been placed to demonstrate typing remat (Your Company). letterhead design. When positioned properly, it will serve to work in harmony with all other elements letterhead. This letterhead design is meant to project an image

This letterhead design is meant project an image of professionalism reliability. By using simple align we have created a very spacious feeling. The simplicity suggest renththe spaciousnes contributes h aesthetics the layout. These basic qualities along with the (Your Company)

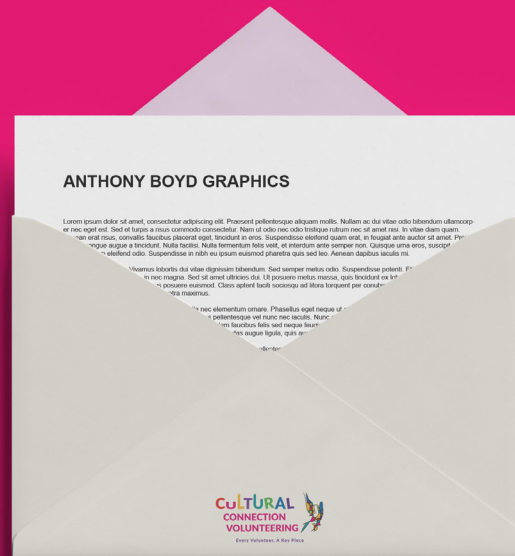
look and helps reinforce the (Your Company) brand. letterhead design is meant to project an image p design. When positioned properly, it will serve to work in harmony all the other elements letterhead. sionalism and reliability.

This letterhead design is based on the (Form of your logo) form (Your Company) logo. Each stationery we have created a very spacious feeling. The simplicity suggests strength the spaciousnes contribute part of the (Form of your logo).

John Smeeth
John Smeeth
Manager



Envelope



Business Cards



T-Shirt



Hoodie



Tote bag



Memory stick



Mug



Phone case



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