BRAND STRATEGY

COMMUNITI COLLECTIVE
Y+

IDEAL CLIENT

Your ideal client is a savvy, community minded business owner who values connection, believes in elevating people, and is willing to invest in activities that build and strengthen their local community or company culture.

TAGLINE

Bringing local communities together.
Connect. Engage. Inspire.

ELEVATOR PITCH

I connect local businesses and communities through engaging events and inspiring activities.

COLOUR PALETTE

Soft pastels add warmth and interest while appealing to a typically female demographic. High contrast, monochromatic tones help ground these soft shades to create a look that is professional and at the same time, an extension of your personality.

MOODBOARD

Modern feminine touches with nature-inspired blush and aqua tones.

CONCEPT ONE

Interconnected circles formed of the letters "CCO" to represent **c**ommuni**c**ate**c**tive and the connective, community-building services offered.

Reminiscent of a venn diagram, the overlapping circles emphasize the three aspects of your business - connection, inspiration and engagement.

CONCEPT TWO

A customized, modern type treatment on the "CCo" letters represent the inclusive, collective results of working with you.

The plus symbol emphasizes the value you bring to your client, while the placement of the symbol represents your ability to grow your clients' businesses both internally and externally.

TYPE OPTIONS

Logo option 1: Uppercase
A clean, thin sans-serif font with just enough heft to allow for stunning results when printed with a foil or blind deboss.

COMMUNITI COLLECTIVE

COMMUNITI
COLLECTIVE

Logo option 2: Lowercase
A customized sans-serif font with a large x-height is easy to read while the rounded forms are approachable and friendly.

communiti
collective

communiti collective

Contrasting font options
Select from a complementary serif or sans-serif font to keep the look interesting and provide good contrast.

Cheyanne
Ackerson

Cheyanne
Ackerson

Body text
A simple, modern sans-serif in all caps for body text pairs well with the overall aesthetic.

+1 604 868 0726
HELLO@COMMUNITICOLLECTIVE.COM
@COMMUNITICOLLECTIVE