

raven &
crow

V1 BRANDING PROPOSAL

MULTISPECIES MEDIA
multispeciesmedia.com



Hi, Colby and Julie.

On the following pages, you'll find draft logos & brand paths for Multispecies Media.

THE BRANDING PROCESS

As we always tell clients, none of these brand drafts should be seen as final or unchangeable. In fact, as we said on our call, we find that the best brands come from a process in which there is back-and-forth resulting from client feedback — it leads to more organic, creative brand solutions, more brand ownership, and more uniqueness in your field. The goal right now is to identify what is attractive as a brand and a design direction. We want to figure out what works in terms of general concepts and ideas but also format, imagery, and lettering. Then we focus on the path forward, refine, and repeat as needed until we're at a final brand that fits your needs and feels right.

Each page first presents the logo in white on black, so we can focus on the fundamental form of the mark at its simplest state. Subsequently, we present the mark in a proposed color palette and in a mock-up so you can see it in use, not just in a void. We're giving thought to color combinations and fonts and working to show you a wide array of options, but those can easily change. If you like a concept or execution, but not the colorway chosen, that's fine. Likewise, if a design or concept of a logo appeals to you but the font doesn't, we can keep imagery and try different typefaces; same goes with lettering — if you like a font but not the design, let us know. We want to identify what is speaking to you.

Speaking of fonts, when you see an asterisk next to a font name, that just means we don't own a license to the font so we'd need to purchase it if we used it in a final logo; those tend not to be too pricey though.

CONCEPTS AND DIRECTIONS

We're exploring a number of different concepts and directions, so the marks on the following pages run the gamut in terms of what we're showing you and how we show it.

With most of the concepts, we're mainly highlighting animals to represent the idea of the species we're building a bridge to through story-telling; we're largely avoiding visual representation of human or human-made forms and letting the 'Media' in your name do the heavy lifting without depicting hands or technology or the like.

Each mock-up page also walks you through some basic early thoughts we had on ways we could animate the logo elements in video.

Without further ado, we give you your first draft of logos.

WE HOPE YOU ENJOY THEM.





CONCEPT & BACKGROUND:

Our first concept employs the more detailed, realistic animal silhouettes that you seem to be drawn to in other work.

- We're choosing to depict three animals widely known as endemic to LA — a crow, a grunion, and a mountain lion, specifically P-22
- We're using a sun form to bring the silhouettes together, both as a centering technique and to drive home the idea that the sun is central to all life on earth
- Our color palette is a cooler one paired with a bright, highlighting gold and lettering is set in a high-impact, clean, modern sans serif

FONTS:

Montserrat Semibold

COLOR PALETTE:



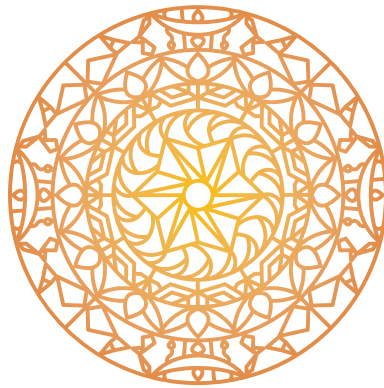


NOTES & IDEAS:

Our thought with this mark is that you could create an animation to make the logo come together in video and other impressions, then giving the animal forms more detail and color to more closely mirror some of the animation and illustration work that appealed to the team. So with smaller impressions and in most print, the logo would appear in limited colors for a more streamlined impact; in video titles and other placements where we have a larger impression area and the ability to use animation, we could use the more detailed illustrations to form the logo and, say, have the crow fly in, the fish swim; it might be a bit much to have P-22 walk in, but he could appear behind the other animals as the organization name fades in.



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CONCEPT & BACKGROUND:

Shifting direction, this concept creates mandala-esque imagery, but instead of moving outward in, we're doing the opposite, moving from the core of life — the sun — to water, then roots, then plants, then animal forms, all connected and radiating outward. The circular form could also double as a faceted, crystallized camera lens.

- Forms are intentionally subtle so as not to distract from the holistic form, allowing you to dive in to the intricacies and meanings of the shapes or just take in the overall resulting form
- We like pairing the warm, sun-like gradient from gold to orange with a verdant green
- Lettering is reminiscent of the forms within the mandala without getting too fine

FONTS:

Karbon Regular

COLOR PALETTE:





NOTES & IDEAS:

The intricate forms of this one lends itself well to some higher end print techniques, like spot gloss printing and gold foil, as mocked up here. We could also extend the brand to implicate the idea of whole-world thinking with the hints of a globe-like shape, perhaps overlaying photography for a nice look. In video, we could see the mandala form starting with the sun in the center and appearing layer-by-layer until it reaches its outermost, after which the organization name could appear below.



CONCEPT & BACKGROUND:

This third concept goes for a more modern brand and style, again using individual forms — the coyote, seagulls, bird of paradise, sun — as shorthand for the larger, interrelating parts of our shared ecosystems.

- The howl of the coyote could be used alone as a stylized M to further extend the brand for Multispecies Media
- Using softer coloring and a more rounded serif font to drive home the overall look and style of the imagery

FONTS:

Recoleta Bold*

COLOR PALETTE:





NOTES & IDEAS:

We really like the idea of this mark appearing on merch for the group and think people would get excited about the fun, modern style. But the brand would apply well to digital assets like a website and video impressions too, again with some thoughts as to how the forms that make up the logo could be animated. They could appear one-by-one, first with the sun fading in, then with the bird of paradise perhaps growing, the gulls flying in frame, then the coyote fading in and the howl form maybe emitting from their mouth in a wave-like movement.



CONCEPT & BACKGROUND:

Streamlining the content of what we're showing, this concept treads the line between more organic, modern forms and the more buttoned-up professional look.

- We're continuing with the idea of the sun as the core of life for us all, depicting it with irregularly terminated radials for more visual interest
- The blue heron symbolism incorporates a lot of self-reliance and self-determination, carrying the symbols of evolution and progress within oneself
- This concept also reigns in the color palette and the lettering, using a clean, bold sans serif

FONTS:

Jeko Black*

COLOR PALETTE:





NOTES & IDEAS:

This mark lends itself well to use both in full-color and overlaid in its more simplified one-color form over imagery. With the more limited imagery of this one, we'd like to see it paired with more diverse animal imagery that drives home the 'multispecies' of Multispecies Media. In terms of animation, we could see the sun rays coming in one-by-one radially left to right followed by the heron and name; alternately, we could lean into the camera lens idea and have an animation start with a full circle sun as the camera lens, then going to half-sun and morphing into the finished logo.



CONCEPT & BACKGROUND:

Our final concept puts another iconic LA animal — the hummingbird — front and center, with elements of the natural and human-made worlds making up a background framing (each element aligns to one of 16 radials in the circle every 22.5°).

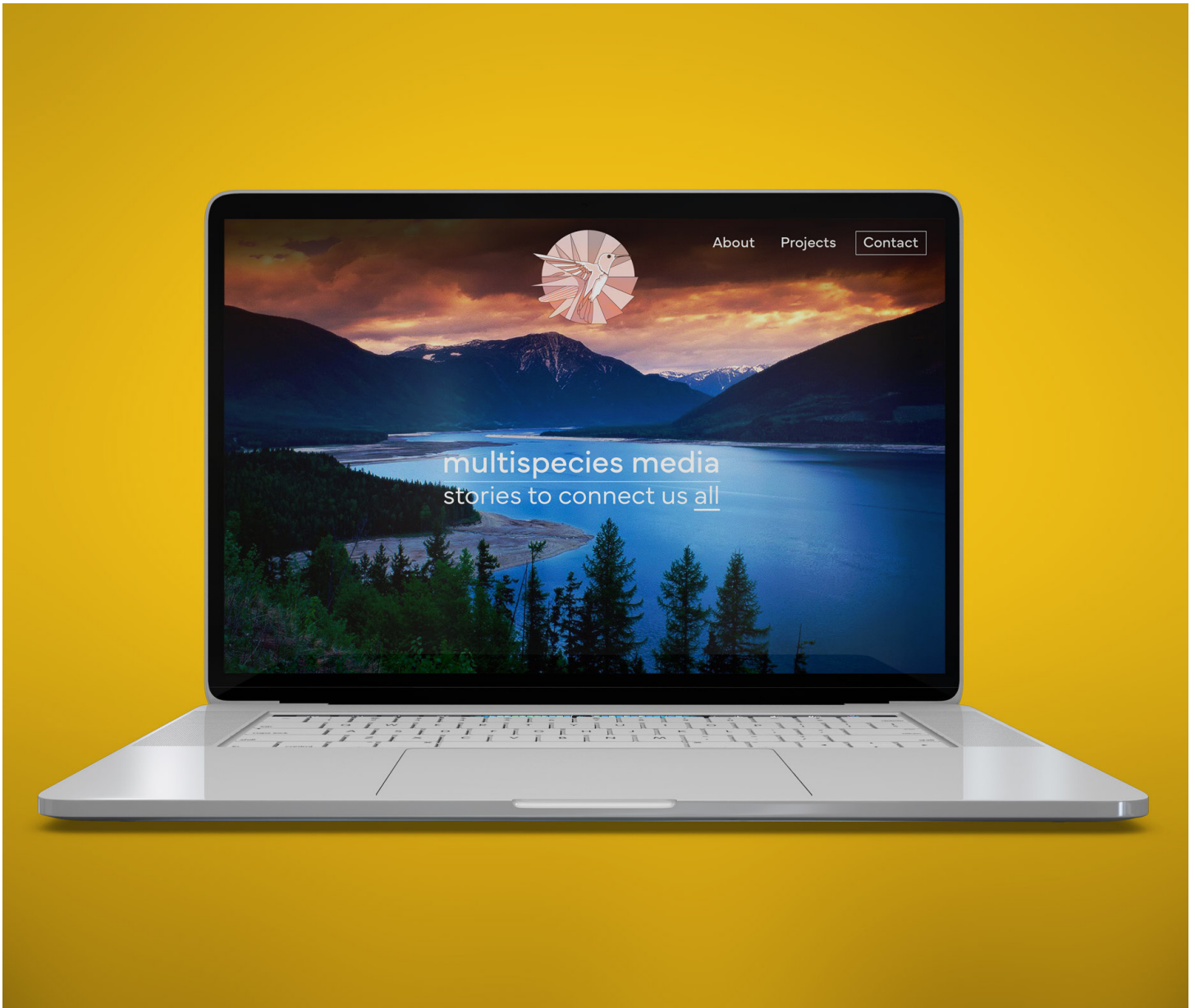
- Background circle elements include (counter-clockwise from the top right) sun-like rays, a bird of paradise, and then blocky concrete-esque or tech-like or camera-lens-like forms to hint at human involvement and/or media
- Color palette is extensive and reflects the more nuanced, colorful illustration style that appeals to the team (note that the light grays are lighter shades of the darkest gray).

FONTS:

Mundial Regular

COLOR PALETTE:





NOTES & IDEAS:

Again, we like the high color version of this mark as well as the streamlined single-color or white version over colorful imagery. We could also use the radial forms elsewhere to give the impression of flight and movement in digital and print material. With animation, it'd be cool to animate the wings of the hummingbird and have it fly into the frame; we could then see the radial segments appear in a wheel-like motion to form the rest of the mark. This is another mark where we could build off of a camera lens idea and have the radials form from there.

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