

# LOGOTYPE AND BRAND

The logo is a flame/phoenix to symbolise rebirth into the new structure the team has evolved to become.

The name bears the word **Collective**, widely used and popular among creative communities.

The tagline articulates the area of digital world where we spend our time and energy. It's in all caps to shout out loud enough to be acknowledged.



SERVICE DESIGN COMMUNITY OF PRACTICE

## Primary Colours



Kiri Red  
#ff4a31



Vantablack  
#000000

- The Warm red colour symbolises fire and the passion we have for the work we do
- Vantablack is the darkest shade of black ever invented. In its actual shade it creates a black hole effect 😊 Black is associated with power, fear, mystery, strength, authority, elegance, formality, death, evil and aggression, rebellion, and sophistication.

## Logo variations

