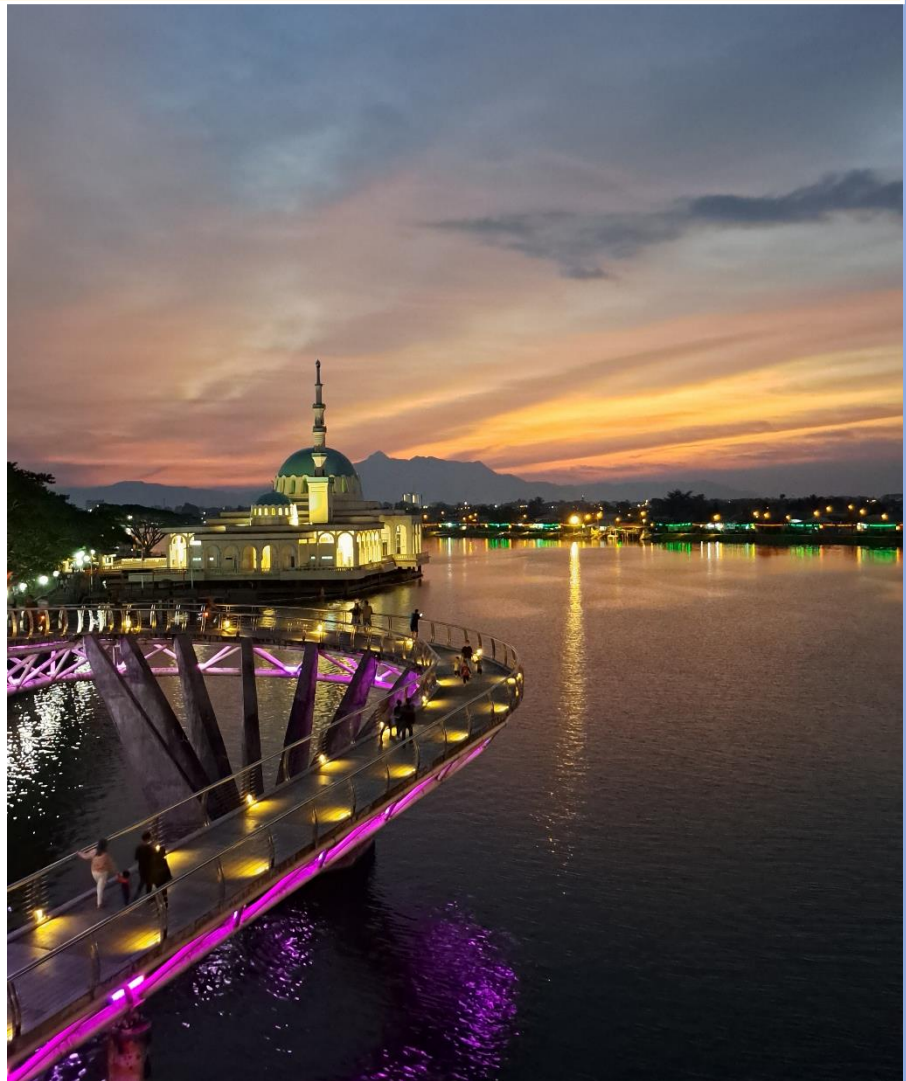


2023

Creative Brief for the Design of Logo for Asian Recovery Network



Mimi Omar

OAPTAR

8/26/2023

Asian Recovery Network
Creative Brief for Logo Design

Table of Contents

Purpose of this document..... 2

Organisation Name 2

About ARN 2

ARN’s Target Audience 2

Purpose of the ARN logo..... 3

The design objective 3

 Key messages to convey 3

 Design elements to consider..... 3

 Look and Feel..... 4

What to be produced..... 4

ARN’s brand personality 5

 Tone of voice 5

 Color scheme 7

 Font typeface..... 8

Important note: 8

Purpose of this document

This document provides the requirements for the design of the logo for the organization, the Asian Recovery Network.

Organisation Name

Asian Recovery Network (“ARN”)

About ARN

ARN’s mission is to bring together, persons in recovery from substance use disorder (“SUD”), people affected by (SUD) and also, those who support them. By bringing them together, they benefit from each other’s support as they journey the difficult road to recovery and return to normal, fulfilling lives, safe from substance use.

The purpose of ARN’s existence include:

1. To facilitate collective action and cooperation among individuals, organizations, and governments in Asian countries.
2. To create a platform for knowledge exchange and resource sharing to address challenges faced by communities in Asia.
3. To conduct research and development of an evidence-based and science-backed body of knowledge.
4. To strengthen advocacy for policy changes that support emphatic and evidence-based approaches for recovery

ARN’s Target Audience

The organization serves the following target audience across Asia:

- Persons in recovery from SUD
- Individuals, families and communities affected by SUD.
- People, groups and organizations who support or work with those affected by SUD.

Purpose of the ARN logo

As a new regional nonprofit organization, ARN needs a logo that will identify us, our purpose, what we do, who we serve and our core values.

The logo serves to grab attention, and to identify the organization. It makes a strong first impression, helps people to recognize and to remember ARN.

The logo is a strategic tool in ARN's overall brand identity. It serves as the front and center of all our communications, marketing and promotion.

The design objective

Create a compelling and impactful logo for the Asian Recovery Network that effectively communicates ARN's mission, and [brand personality](#) as described below.

The logo should be unique, resonate with people who are on a journey to overcome drug addiction and serve the [purpose of the logo](#) as described above. It should convey a sense of hope, uplifting spirit of renewal and strength from rising together across Asia.

Key messages to convey

Recovery and renewal: Reflect positive change, growth, and renewal that individuals experience through their recovery journey.

Hope and resilience: Instill a feeling of hope strength, and resilience, inspiring individuals to overcome challenges and embrace a brighter future.

Unity and connection: symbolize the coming together of people from diverse backgrounds and cultures across Asia, sharing a common journey of recovery.

Design elements to consider

Symbolism: Represent connection, strength in togetherness, growth, support and renewal.

Typography: A typography style that complements the overall logo design and conveys a sense of approachability, yet strength.

Asian Recovery Network
Creative Brief for Logo Design

Color palette: Evoke emotions of hope, positivity, strength. Avoid overly bright, aggressive colors.

Iconography: Create an iconic element that can be used separately from the text, serving as a recognizing symbol for the organization.

Asian influence: Incorporate subtle elements inspired by Asian culture or symbolism to emphasize our regional focus.

Look and Feel

- The logo design should exude [tone of voice](#) explained below.
- Minimalism by default for clean, uncluttered design.
- Unique, stand out, vibrant and memorable brand mark.
- Feel welcoming, uplifting, and optimistic.
- The logo should look vivid enough to stand out on small screens and across various mediums and platforms, such as digital, printed and merchandise.
- Evokes a sense of authenticity and instant recognition for ARN.

What to be produced

Main logo: A complete logo uniting typography and symbol/icon.

Icon/symbol: A standalone symbol that can be used independently, maintaining recognition.

Image formats: Versions of the images in PNG, JPEG, WEBP, Vector (EPS, AI and PDF), with and without background.

Image resolution: Images to be produced in various resolutions for use on large outdoor prints (higher than 300dpi), on brochures, flyers, merchandise, website and social media.

Color variations: Versions of the logo in full color and grayscale.

Typography guidelines: Clear specification for typography used in the logo and installable font file.

Asian Recovery Network
Creative Brief for Logo Design

ARN's brand personality

The design of the logo should embody ARN's brand personality.

ARN's personality is expressed through its visual and sensory identity such as logo, brand colors, typography, and various other visual, written and sound-based elements. Our personality is exemplified in the way ARN acts in relation to our place within the world, and how we build meaningful connections with our members.

Tone of voice

	Tone	Description
1.	Compassionate	Shows empathy and understanding towards persons in recovery, the challenges and emotions that they may be experiencing, genuinely cares about their well-being, and treats all members with respect, valuing the unique experiences and perspectives of each person. <i>"We understand the challenges you're facing. You're not alone on this journey."</i>
2.	Supportive and empowering	Offers unwavering support to its members, creating a network where people can lean on each other during challenging times, giving them the tools and support they need to reclaim their normal lives. Make individuals feel that they are not alone and that there is a community ready to stand by them through every step of their recovery. <i>"You shouldn't have to do it alone. We're here to support you through every high and low."</i>
3.	Positive, encouraging and hopeful	ARN embodies courage, encouraging individuals to confront their challenges head-on, take steps towards a better life, and stay focused on their path to recovery. Radiate positivity, optimism, and instill a sense of hope, reminding members that

Asian Recovery Network
Creative Brief for Logo Design

	Tone	Description
		<p>recovery is possible, and that their journey towards recovery is for positive change.</p> <p><i>"Keep moving forward. Every step you take is a victory."</i></p>
4.	Motivational, resilience & inspiring	<p>Motivating and action-oriented, encouraging individuals to stay strong and committed to their recovery, take steps towards their goals, whether it's seeking help, sharing their stories, or supporting others.</p> <p>Inspire individuals to transform their lives, showcasing success stories and demonstrating the potential for positive change.</p> <p><i>"Challenges can't define you. Your resilience does."</i></p>
5.	Warm friendly & collaborative	<p>Approachable and warm, creating a sense of connection and friendliness. Make every member of the audience feels welcome, respected, safe and valued.</p> <p>Promotes collaboration and teamwork among its members, fostering a sense of community, belonging and shared responsibility.</p> <p>Highlight ARN's role in bringing people together for collective healing and growth, emphasizing the power of community support.</p> <p><i>"Let's share our real stories, as they are the source of our strength."</i></p> <p><i>"Our community welcomes everyone, no matter where you are in your recovery."</i></p> <p><i>"Together, we can achieve more than we can alone."</i></p>
6.	Celebratory	<p>The tone can celebrate successes, both big and small, and acknowledge the achievements of individuals in their recovery journey. It should inspire a sense of pride in progress.</p> <p><i>"Good job! Let's celebrate your progress, no matter how small. Each step counts."</i></p>

Asian Recovery Network
Creative Brief for Logo Design

	Tone	Description
7.	Progressive	Demonstrate ARN's commitment to positive change, and advancement in SUD recovery, encouraging innovation and embracing new approaches that have better outcomes and benefit individuals, families and communities across Asia.

Color scheme

1.	Soft blue	A gentle, calming blue can symbolize tranquility, stability, and emotional healing. It promotes a sense of peace and relaxation, which is often sought after during the recovery process.
2.	Green	A soothing and refreshing green represents growth, renewal, and harmony. It can signify the process of positive change and the development of a new, healthier lifestyle.
3.	Lavender	This shade of purple combines the calmness of blue and the spirituality of purple. It can evoke a sense of peace, introspection, and spiritual growth, all of which are valuable aspects of the recovery journey.
4.	Pale coral	This delicate shade of coral brings a touch of warmth and energy to the palette. It represents compassion, empathy, and the journey of building meaningful connections.
5.	Soft yellow	A soft and muted yellow can symbolize hope, optimism, and positivity. It's a color that can uplift spirits and convey a sense of lightness.
6.	Cream	Cream or off-white tones can provide a gentle backdrop for the other colors. They symbolize purity, openness, and a fresh start.

Asian Recovery Network Creative Brief for Logo Design

Font typeface

Font Family: Quicksand

Font Style: Regular (for body text), Medium or Semi-Bold (for headings)

Why Quicksand: Quicksand is a versatile and friendly typeface that strikes a balance between a modern and approachable feel. It has a clean and simple design that makes it easy to read across digital and printed materials. The rounded edges of the characters give a soft touch, reflecting the empathetic and supportive nature of the organization. The medium or semi-bold variant can be used for headings to add emphasis while maintaining readability.

Important note:

The logo should steer clear of any stigmatizing or negative imagery associated with drug addiction. It should also be sensitive to the Asian cultural context in terms of taboos and negative nuances.