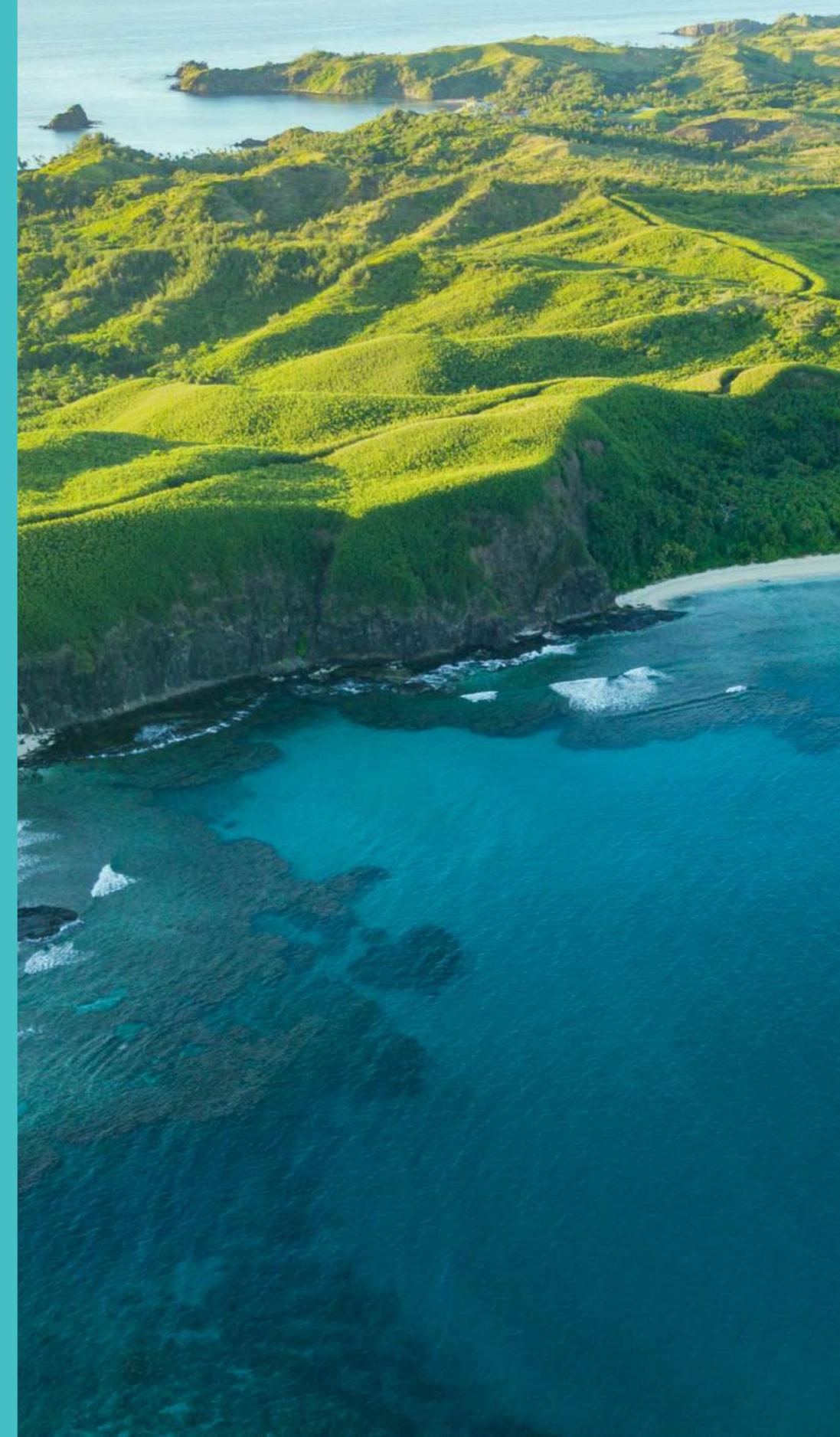


CORAL COAST CONSERVATION CENTER

Saving the Earth Starts with You

Educational Research Center



**“Design a Digital Logo and
Suggest Branding Ideas for
Coral Coast Conservation
Center”**

THINK PACIFIC

Focus

CONTENT

Background

Mission, Vision & Values

Challenges

Planning & Delivery

Content

Barriers



An aerial photograph of a tropical coastline. The foreground shows a dark blue ocean with white waves crashing against a sandy beach. The middle ground features rolling green hills covered in dense vegetation, leading down to the water's edge. In the background, more green hills and islands are visible under a clear sky. The overall scene is vibrant and scenic.

“

**The Earth is what we all
have in common.**

WENDELL BERRY

Background

CCCC

The Coral Coast Conservation Center is a charitable trust founded in Fiji in late 2018. Currently closely associated with Reef Explorer Fiji Ltd, a research & development company founded in 2005, and from the end of 2020 will be operating all of the research, educational, conservation, and community development projects that have been ongoing through Reef Explorer over the years.

PROJECTS

These projects and programs include international study abroad programs, facilitating/advising student research projects, marine educational programs for local students and communities, coral restoration (they currently operate the largest program in Fiji), studies of Fijian corals (taxonomy, reproductive history, heat tolerance, coral microbiome), coral reef monitoring (biological and seawater temperature), and providing free consulting services to support community-based resource management efforts particularly along the Coral Coast where we are based.

Background

AT A GLANCE

Marine conservation organization located on the coral coast of Fiji.

The largest coral restoration program in Fiji.

Partnered with Reef Explorer Ltd.

Community-based approach.

Looking to protect and showcase Fiji's marine environment.

Mission, Vision & Values



The 'Why' Behind Coral Coast Conservation Center

PROTECTING SPECIES UNDER THE THREAT OF EXTINCTION

The mission of the Coral Coast Conservation Center is to promote the management, conservation and sustainable development of Fiji's natural resources through integrated research, education, income – generating and capacity building initiatives.

Priority List

WHERE TO FOCUS OUR EFFORTS



Grants and
Funding



Sustainable
Developments



Environmental
Emergency
Response



Community
Engagement



Marine
Management

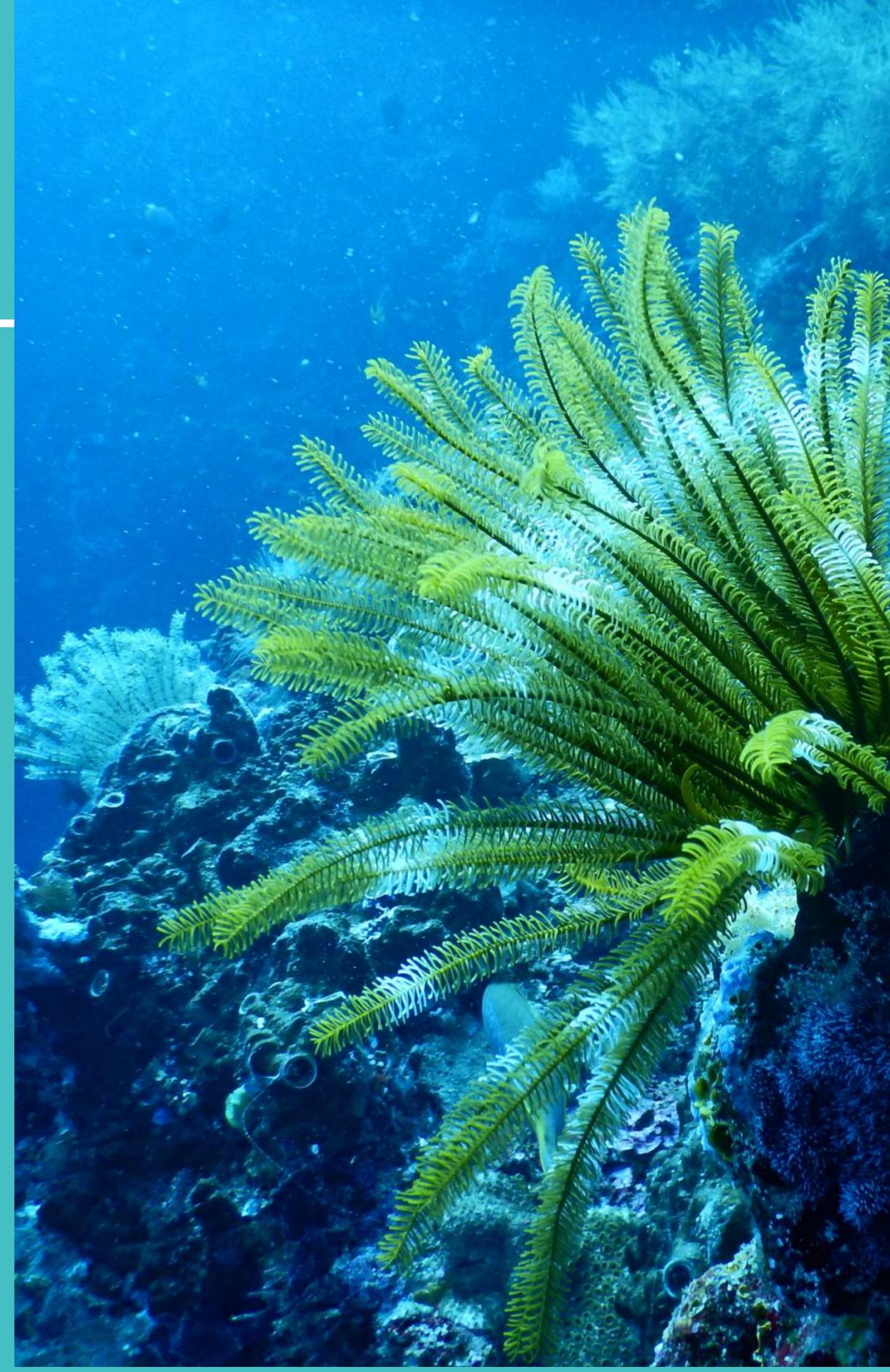
Challenges

NEWNESS

As a new organization, we need to establish a website so potential international clients, project partners, and donors can learn more about us and our ongoing efforts and plans.

FUNDING

Financial support for overhead, field station/facility development, acquisition of a vehicle, and ongoing projects. Looking for donors, grants to apply for, and new institutions/clients to engage with for educational programs. Don't have enough time to spend publishing all our research in peer-reviewed journals for broader dissemination of information.



Goals

AIMS OF THE CORAL COAST CONSERVATION CENTER



BRAND LOGO

Essential in the organization's plans to grow, build brand recognition, and attract people to an organization

BRAND IMAGE

Explore ideas for our brand, making us and our work more recognizable in Fiji

SOCIAL MEDIA

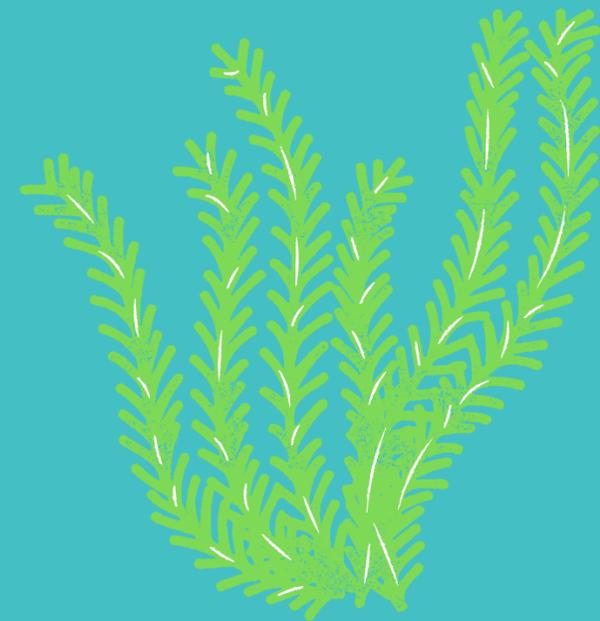
Digital logo to be added to web pages and social media

OPTIONS

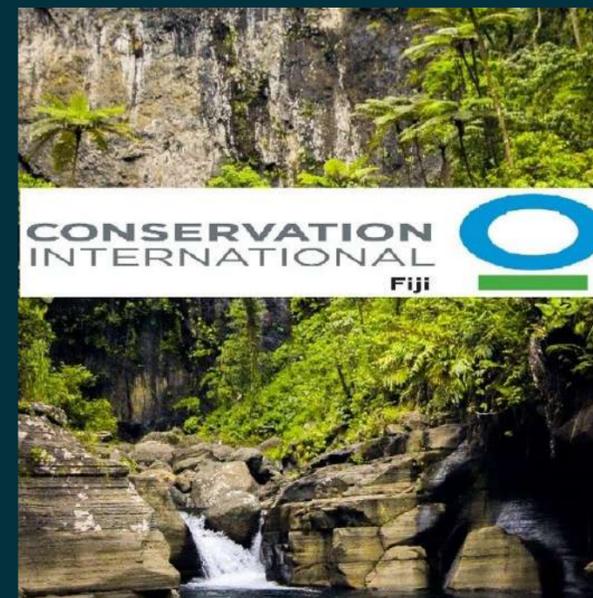
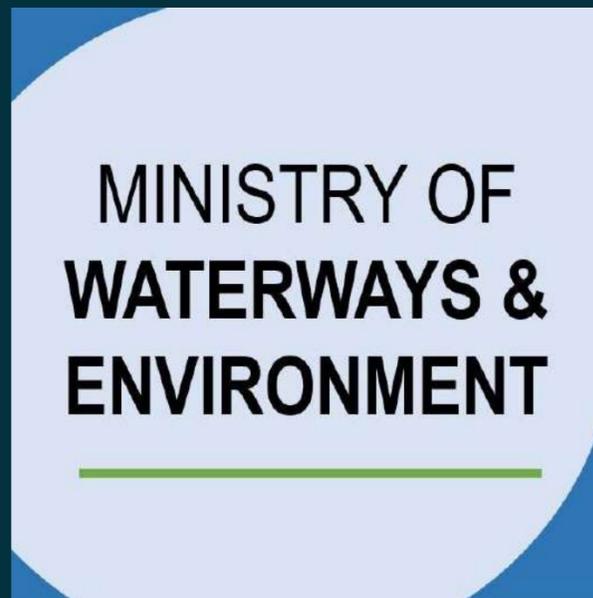
Different options for the logo

Aims

- In the logo, we can ensure that the aims of CCCC are demonstrated in the branding and logo by referring back to the mission, values, and what they represent.
- To adhere to the logo, the colors, and its means, the elements of design and font all play a key role in conveying the message of marine conservation.



Branding of Other Organizations



MINISTRY OF WATERWAYS AND ENVIRONMENT FIJI

The Ministry of Waterways and Environment is responsible for providing policy advice, innovative solutions and quality rural services to the Fijian people.

CONSERVATION INTERNATIONAL FIJI

Protecting forests, watersheds, and fisheries so that nature can sustainably provide food, water, and livelihoods for the people of Fiji.

VATUVARA FOUNDATION

We envision healthy, resilient and protected oceans with empowered communities as responsible stewards of their marine resources.

WAYS THEY ARE SUCCESSFUL



MINISTRY OF WATERWAYS AND ENVIRONMENT FIJI

- Own Website has images, links, and info of what they do and progression
- Up to date Facebook Page
- Engaged with the community, positive feedback
- Easy access to contacting them
- Formal Approach
- Convey Plan to audience publicly

CONSERVATION INTERNATIONAL FIJI

- Updated Social Media pages, many ways to contact them
- The website is concise, clean, and has many infographics, links to other pop-ups
- Internationally renown
- Discusses the conservation plans publically
- Practical color scheme
- Variety of different groups giving top ratings

VATUVARA FOUNDATION

- Clean and Modern website
- .Org website, so educational based, very specific
- Multiple Media Outlets
- Pictures very clear
- Community Engagement on Social media. it is updated and branches various audiences
- Videos on the website took the time to produce it
- Has their group story, makes it much more personal

IMPROVEMENTS



MINISTRY OF WATERWAYS AND ENVIRONMENT FIJI

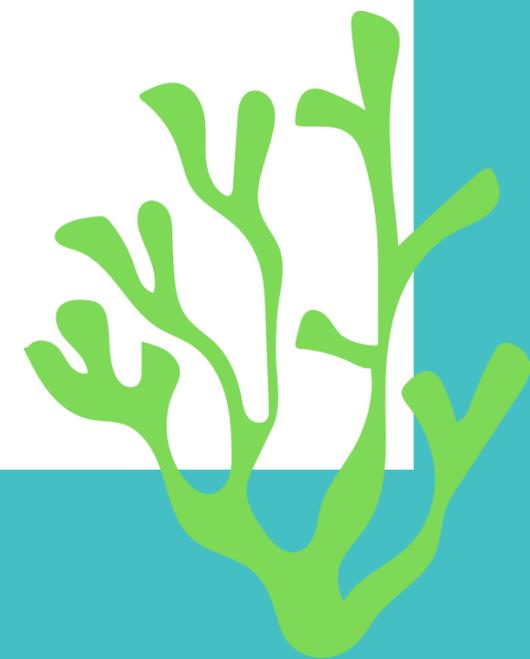
- No clear Logo
- Some links on their website directly to error
- No clear color scheme, font, or theme
- The website seems to be dated
- No other forms of media or marketing aside from Facebook

CONSERVATION INTERNATIONAL FIJI

- Huge Brand so may not be as personal and home-grown in regards to being a Fijian Group
- Maybe include the team working on it so its more personal
- The logo is shared amongst many countries, not tailored specifically to Fiji
- Difficult to find slogan or clear mission statement

VATUVARA FOUNDATION

- Logo a bit impersonal
- Needs a bit more engagement on Facebook, replying to comments



Similarities



CORAL COAST CONSERVATION CENTER SIMILARITIES TO OTHER ORGANIZATIONS

- All organizations envision a healthy and protected ocean with empowered communities as responsible stewards of their marine resources
- All want to educate the community and have them involved
- Conservation of the ocean and environmental protection is key
- The blue color in the logos
- Focus on donor help



Strengths

- Concise title
- Great mission
- progressive goals
- Friendly and personal
- Close knit team

Weaknesses

- No website
- Lacking in social media
- Using time to search for donors, grants, less time for publishing research
- Short staff
- field station rent & upkeep, computer/camera equipment - core funding), field station/facility development, acquisition of a vehicle, and ongoing projects

Opportunities

- Niche- helping the land, prospering the community, and restoring the island and its creatures (helping others never goes out of style)
- Partnership with the island's local business and educational systems & schools
- Promote sustainably help others save the planet as well as money

Threats

- Competitors with the same mission
- More established competitors
- Lots of skeptics
- Shortage in funding
- Message not conveyed to a wide audience
- Natural disasters putting setbacks

Where and Why

WHERE WILL THE LOGO BE USED? WHAT IS ITS PURPOSE?

SOCIAL MEDIA

Communicate their message and gain a broader audience to Facebook, Instagram, Twitter, and other lesser-used media outlets. Facebook in Fiji was widely used, so that outlet would be a great starting point.

POUTREACH AND REPRESENTATION

Represent the brand, present CCCC to potential donors, educators, potential staff, volunteers, and to the world. Logos have a variety of purposes, making it a powerful form of representation for the CCCC to convince others they are an established, put together, and accomplished organization.

UNITY BUILDING

Logos can be used to unite a community, group individuals so they all have at least one thing in common, the organization to which they are collaborating and contributing to.

Target Audience



Who is the organization's target audience?



CHILDREN

Primary School

Age: 6-14



YOUNG ADULTS

Secondary School / Tertiary

Age: 14 to 19



ADULTS

Tertiary / Adults

Age 18+

Buyer Persona

How will you ensure that your logo and brand appeal to them?

CHILDREN

Goals: Catch attention for a long period of time, make it fun and interactive, brights eye-popping colors should help

Challenges: Easily can get confused, Requires a lot of support

YOUNG ADULTS

Goals: Detailed enough to have appeal, yet easily portrayed logo modern-looking, new to the viewer, unlike what they have previously seen

Challenges: This group is more concerned about their life sometimes, having this group stay engaged and participate

ADULTS

Goals: Logo is clean, concise, and conveys what the brand is about

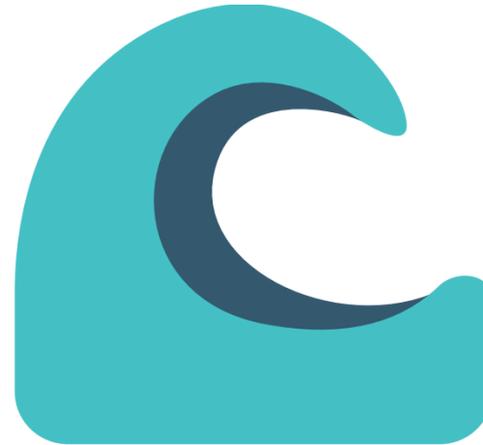
Challenges: Short presentations and introductions, this group of individuals have less time in their day, either have the most money to give or the least so adjust accordingly

Target Audience



DONORS

- One-time donors, who may have given once or twice to your nonprofit
- Recurring donors, who double as some of your most loyal supporters
- Large donors, who have given significant support in the realm of what your nonprofit



OCEAN

CONSERVATIONISTS

- Potential partners and those organizations who care about making a change
- A person who advocates or acts for the protection and preservation of the environment and wildlife



RESEARCHERS/ VOLUNTEERS

- Who supports your organization through their time and efforts
- A person who carries out academic or scientific research or whose job involves discovering or verifying information

Buyer Persona

DONORS

Goals: The precise logo conveys to the donors that their donations conservation, sustainability, and costs to make such things happen

Challenges: Involves not only time but money, having the donors believe in CCCC, conveying the proper message to be convincing enough, and to build/ gain relationships

OCEAN

CONSERVATIONALISTS

Goals: Outreach to those who want to join by introducing to them a logo that represents what the brand is about

Challenges: Reaching out to those who believe in the same cause, but partnering with them so that there can be a positive change in the community and environment

RESEARCHERS

Goals: Seek out other researchers and scientists, ensure that the organization is up to par to collaborate with them

Challenges: Getting their research published, establishing a timely update to the website/ media/ investors/ donors. Goal achieving with a range of team, team forming

Software



CANVA

The software I used to create the logo. Canva is a graphic design platform, used to create social media graphics, presentations, posters, documents, and other visual content. The app already includes templates for users to use. The platform is free to use and offers paid subscriptions.



Content

BRANDING, RESOURCES, & FEATURES



Branding



THEMES

Major themes and information need to be included:

Contact info

Organization background

Education of marine conservation and biology

Goals of the CCCC and action plans

INSPIRATION

Resources online that I used for inspiration were Coral Gardeners and Vatuvara Foundation. They both had a simple logo as well as a blue color scheme. Coral Gardeners Website was very modern and sleek, and Vatuvara Facebook is very warm and homey.



FORMAT

Best format to use to present the proposed company branding is a clean, legible, uncartoonist, professional format. One that appeals to all ages.



Brand Persona



EXPERT

Shares information

Expert in the field

Relatively formal persona

E.g. Lonely Planet, National Geographic

FRIEND

Approachable, informal, casual persona

Friendly, content speaks directly to readers

Relatable to audience & Interactive

Emphasis on relatable storytelling

E.g. Travel Bloggers

ENTERTAINER

Fun, **positive**, jokey

Leaves people on a high

E.g. The Rock, Logan Paul

VISIONARY

Inventive, original thinking

Goal setters and achievers

Leaves people feeling inspired

E.g. Facebook, Google, Think Pacific

Logo

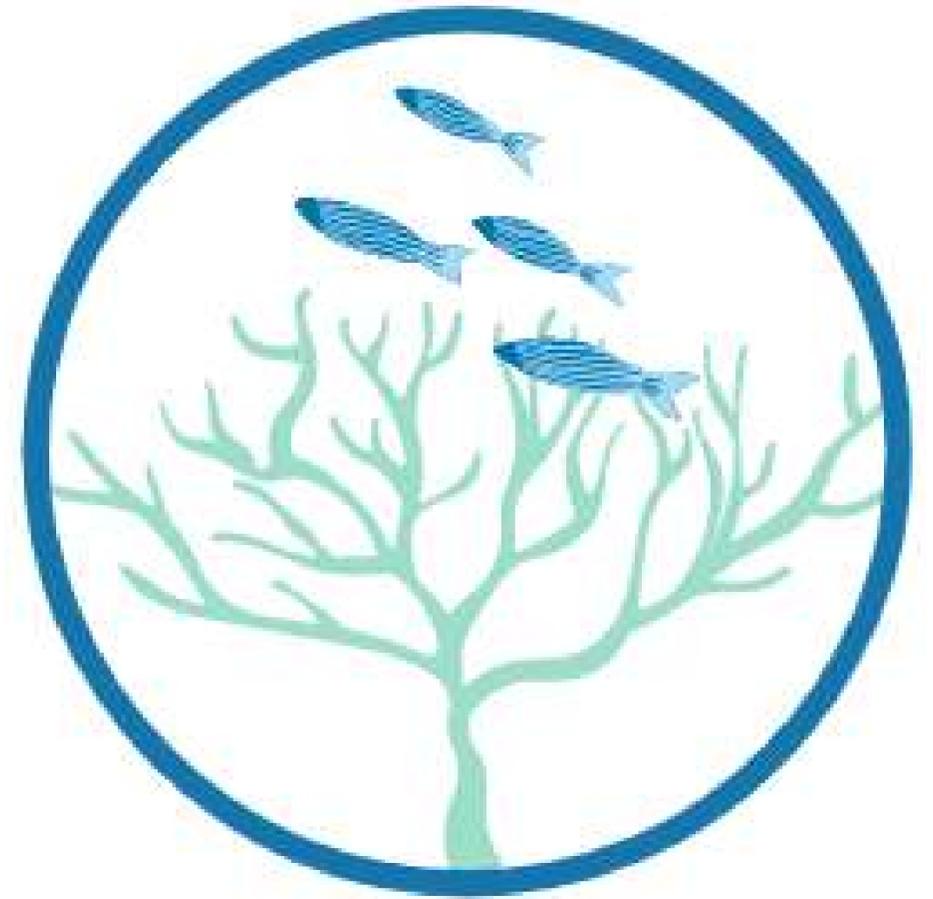


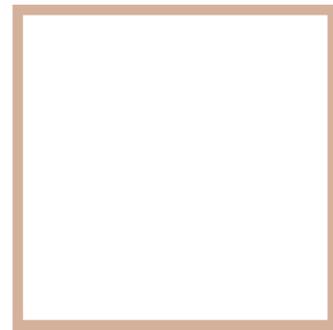
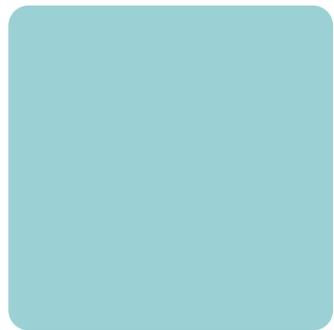
CORAL COAST
CONSERVATION CENTER

Alternative Logos



Alternative Logos





Color Schemes



BLUE – CALMING, PROFESSIONAL, TRUSTWORTHY

Something as seemingly simple as a color has much deeper meanings than you might have originally thought. The illusions that colors give off are quite complex, light blue gives off a sense of trust and innocence.

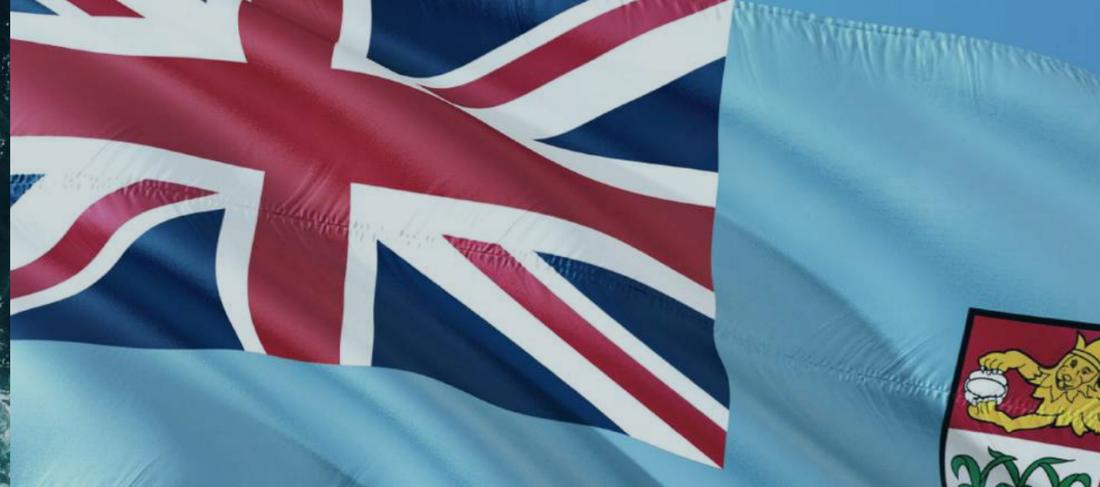
SOURCE SANS PRO:
CORAL COAST
CONSERVATION CENTER

PRESENTATION:
Cooper Hewitt
Special Elite

FONTS 

CANVA

A font is a collection of characters with a similar design. These characters include lowercase and uppercase letters, numbers, punctuation marks, and symbols. Changing the font can alter the look and feel of a block of text.



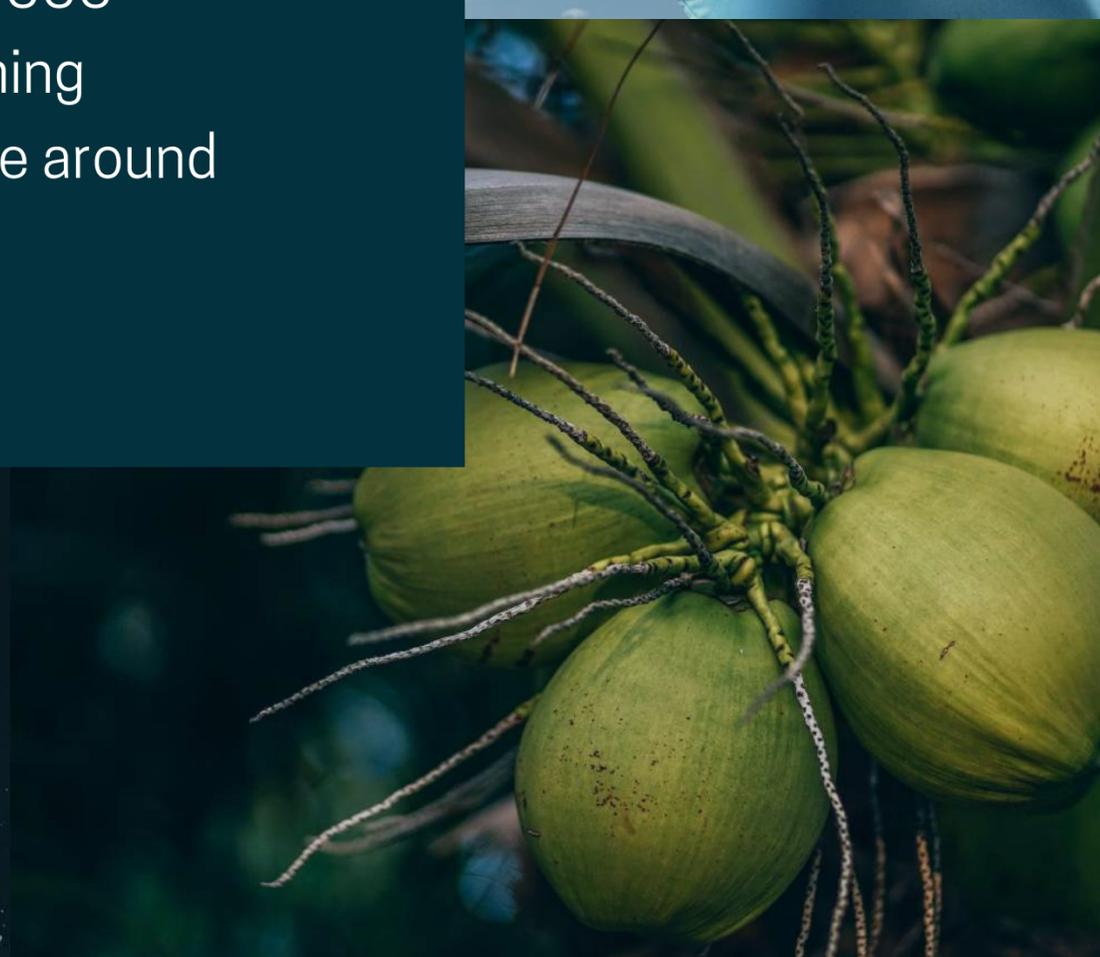
KEY FEATURES

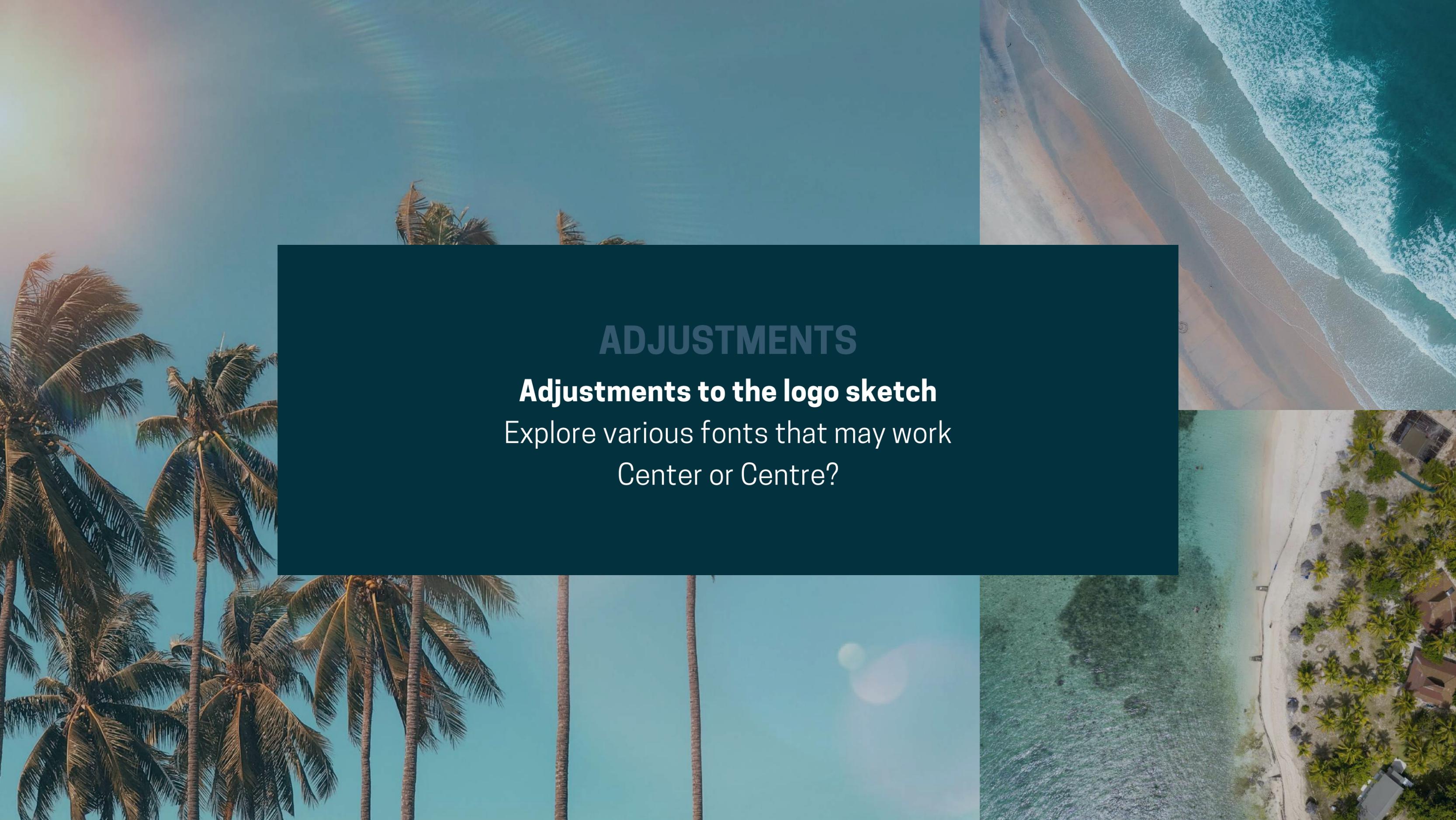
Ensuring to keep the key features of the logo sketch

Keep it simple, connect it to the "big picture" of CCCC

Oceana type colors, bright, positive, and welcoming

Not a dramatic font, so legible and easy to incorporate around
the organization





ADJUSTMENTS

Adjustments to the logo sketch

Explore various fonts that may work

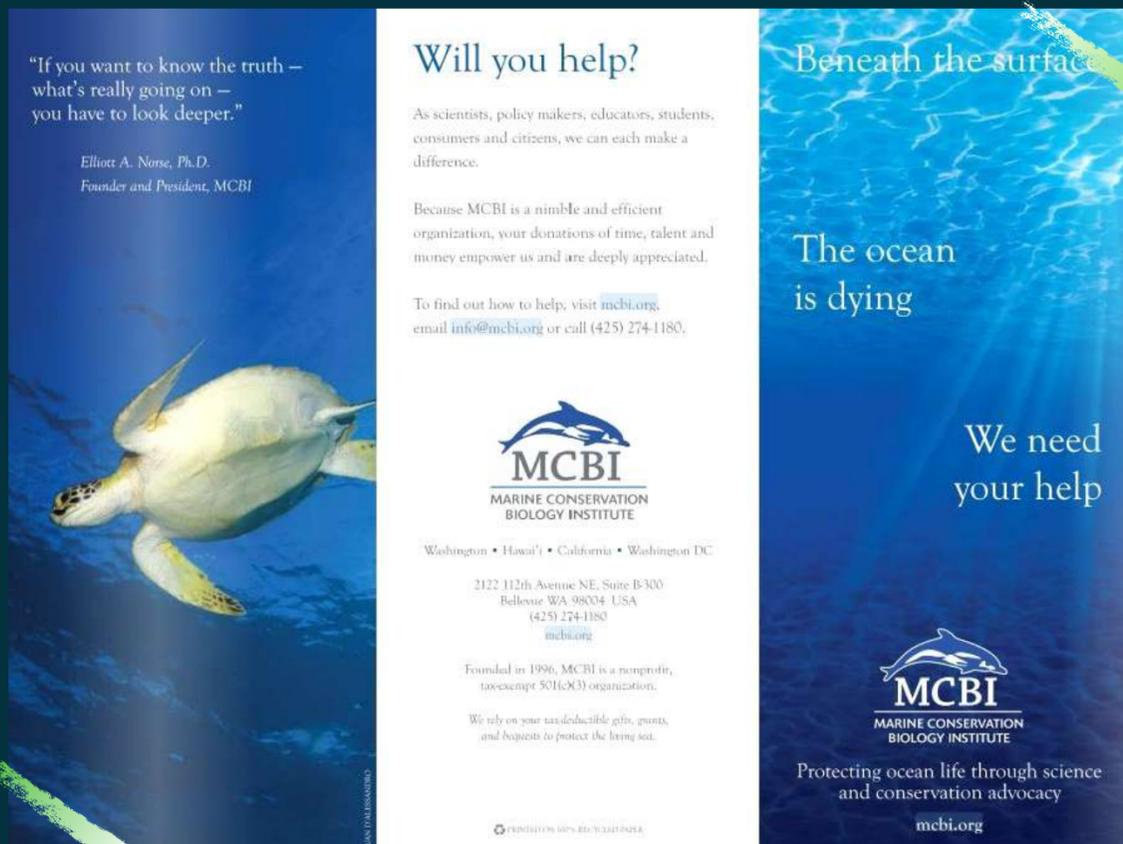
Center or Centre?

Example Brochures of Competitors

ANALYSIS OF SUCCESSFUL SIMILAR COMPANIES BROUCHURES



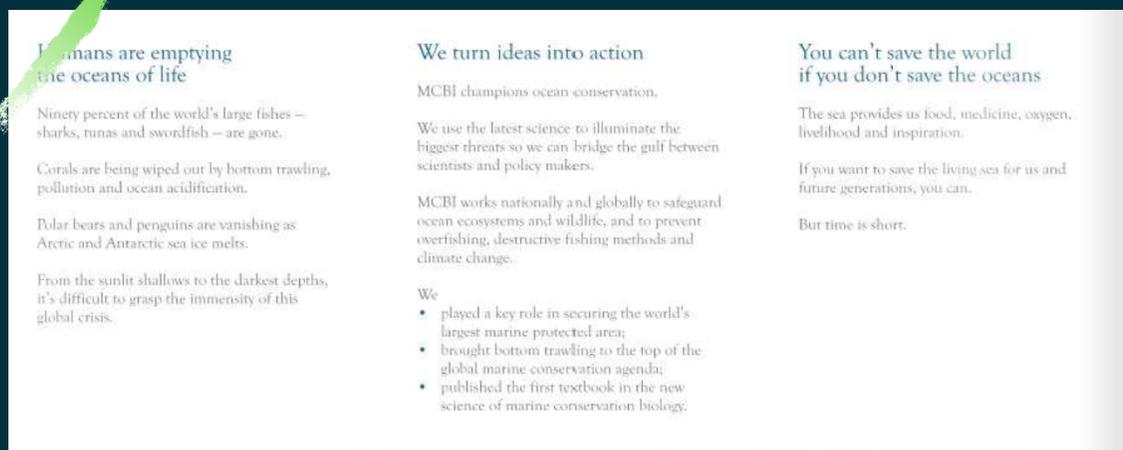
- Clear Images- front is bold and is direct to what they are trying to convey (sea turtles)
- Contact Info all stated and social media is easy to follow
- The brochure seems to be a good size! easy to take home
- Various bright colors and bold titles- makes it easier to navigate through the brochure



Example Brochures of Competitors

Marine Conservation Biology Institute

- Loads of detailed information that is organized onto the pamphlet
- Colors and Font are well-chosen to adhere to the marine theme
- Images represent what they are focusing on
- Bullet points make it easier to read
- The front page uses words to directly affect the reader emotions making them intrigued



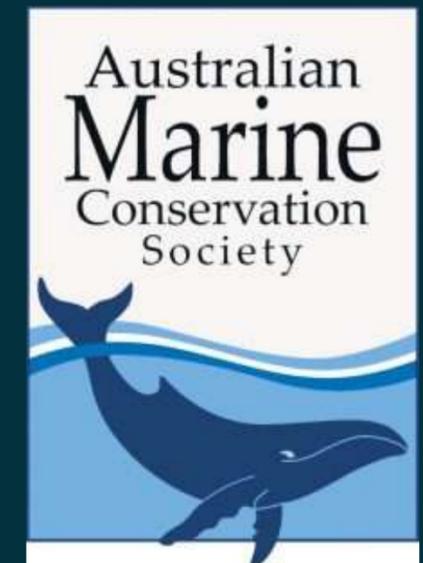
Example Taglines of Competitors



→ Start a sea change
Saving wild ocean places,
for us and future
generations ←



→ Saving the worlds coral reefs
Healthy oceans for a healthy planet ←



Slogans & Taglines

USING SLOGANS AND SAYINGS



Some of the key ways that slogans can be used include:

- T-shirts: Slogans can look dramatic when featured on a t-shirt. These can often be a talking point and are suitable for people of all ages and backgrounds.
- Fabric shopping bags: There's no better way to share the recycle message than using a reusable grocery bag that features a suitable slogan.
- Pens and pencils: A pen or pencil has plenty of space for a short slogan, and they are easily passed along to others.
- Badges and buttons: Make a fashion statement with an environmental slogan. Badges and buttons make great gifts, as well as being a talking point.

Barriers

An underwater photograph of a coral reef barrier. The scene is dominated by a dense field of coral structures, including branching and table corals, extending across the frame. The water is clear and blue, with some small fish visible in the distance. The overall lighting is soft, typical of an underwater environment.

Barriers



POTENTIAL BARRIERS TO THE DEVELOPMENT OF THE BRANDING

- Low budget
- Inexperienced staff in the marketing field
- Lack of updating on social media
- No community engagement



POTENTIAL SOLUTIONS

- Buy advertising materials on discount or bulk
- Work as a team, combine and collaborate
- Assign specified tasks to individuals in the team
- Schedule periods of time to have collabs with locals and in the community

Overcoming Difficulties



HOW OTHER ORGANISATIONS OVERCOME SIMILAR DIFFICULTIES?

- First assess the situation, targeted what needs to get fixed, fully acknowledging it, and recognizing it
- Next, they have discussed as a group what needs to change
- Change occurs with the proper execution from team members
- Then have a full analysis of the progression



Conservation Practices



FINANCIAL/ PRACTICAL BARRIERS

- Developing the logo may be free in some cases, but having it be trademarked/ Copywrite will cost money
- Having the logo transferred clearly may be difficult, example- transferring a photo from Samsung to Apple
- Having the logo on products for branding and marketing will be costly



OVERCOMING BARRIERS

- Develop through software like Canva for free, then do personal research to ensure the logo isn't copied
- Have the logo on a google file, as a png. or jpeg image so it can be downloaded from almost anything
- Use one or two companies, that way if you use the company email they can send discounts and promos for custom products that can then be used to market CCCC
 - Vistaprint or Canva



Promoting on Social Media

FACEBOOK, INSTAGRAM, TWITTER

1. Fill Out Your Profile
2. Add Your Branded Hashtags
3. "Follow Us on Social": Cross-Promote on Other Channels
4. Use Unique or Branded Social Icons on Your Website
5. Promote Your Social Accounts in Newsletters & Email Signatures
6. Create Targeted Ads
7. Tag other conversationalists or researchers to your Posts.
8. Provide education and video talks
9. Contests & Giveaways
10. Alter Your Approach Per Network
11. Get Your Employees Involved
12. Create an Ambassador or Loyalty Program

Summary

In Conclusion:

Discussed the various logo designs and options

The option to brand on various items to build a community with a common goal

Get active on the web!

Shilpa Sharma

INTERN

BACKGROUND

International Business Student at San Jose State University
Both parents from Fiji, have visited multiple times
Love to try new foods, explore, and watch movies

CONTACT

Linkedin: <https://www.linkedin.com/in/shilpa-sharma-0a2631189/>

Facebook: Shilpa Sharma



Sources

ARTICLES AND ONLINE PUBLICATIONS

SCHOOL INFO

<https://education.stateuniversity.com/pages/466/Fiji.html>

SLOGANS

https://greenliving.lovetoknow.com/Environmental_Slogans

SOCIAL MEDIA INSIGHTS

<https://sproutsocial.com/insights/social-media-promotion/>

