

Garden Bird Survey logo

May 2015

Proposed content:

- *Image*: Fantail [iconic, charismatic species that has been on the GBS homepage]
- *Words*: Garden Bird Survey
- *Style*: Clean and simple. Can be printed in black and white or colour.
- *Media*: For use on webpage, social media, pamphlets and presentations but ideally also flexibility to use for other purposes in the future (e.g. T-shirts etc)
- *Target audience*: Public, inspiring new participants, particularly younger generations

Keeping in mind the following design criteria:

- Keep it simple. Less is more. Keep it proportional and well balanced.
- Make it memorable. Easy to recall.
- Make it timeless. Still relevant in 20-30 years.
- Make it versatile/flexible. Scales to different sizes easily, without losing quality.
- Relevant and appropriate to target audience.

Guidelines for Garden Bird Survey logo proposals:

- The logo should be digitally drawn with suitable drawing software (eg. Adobe Illustrator) as a vector graphic to allow for scalability. It should be submitted as eps and jpeg files.
- The full logo must be legible at a minimum size of 10mm (on the shortest side).
- This proposal is for a primary logo using the full Garden Bird Survey name but consideration should be given to a secondary logo which uses GBS and/or icon only.
- **Social media**: the logo needs to be suitable for adaptation for use in social media
 - Facebook 500 x 500 pixels
 - Twitter avatar 400 x 400 pixels
 - Favicon: can be 16x16, 32x32, 48x48, or 64x64 pixels
- **Typography**: Use simple, legible font. Provide font family name and provide logo versions with text converted to paths.
- Must be reproducible in black and white and reverse out.

Fantail images for inspiration:

<http://nzbirdsonline.org.nz/species/new-zealand-fantail#bird-photos>

Bird logos for inspiration:

<http://www.mygardenbirdwatch.com/>

<http://www.rspb.org.uk/>

<http://www.bto.org/>

<http://www.birdlife.org/>

<http://www.waikatoregion.govt.nz/hamiltonhalo/>

Useful websites on principles of logo design:

<http://blog.hubspot.com/insiders/logo-design-tips>

<http://www.brandprofiles.com/5-principles-of-effective-logo-design>

<http://www.smashingmagazine.com/2009/08/26/vital-tips-for-effective-logo-design/>