

DC Lion's Heart  
FOUNDATION  
GLOBAL BRAND  
INCEPTION

Creative Directive Sharing  
2<sup>th</sup> JULY 2018 - Singapore

## The Power of Benevolence

The lion has been universally defined by traits of dominance - strength, courage, leadership.

The “King” it is called.

Much like its spirit animal, DC Lion’s Heart Foundation leads the pack towards a future of empowerment.

With support for causes that benefit the environment,  
the less fortunate and indigent, the youth and more,  
DC Lion's Heart Foundation uses its influence  
to spread goodwill all around the world.  
Its power lies in its heart for others.

LOGO LOCK-UP  
INCEPTION



## Magnificence Visualised

To demonstrate visual majesty, the lion profile is used as the focal point of the foundation logo. It is a vision of strength and might that is made softer with the addition of a heart bordering it.



## Heritage Adornment

Acanthus leaves, an ornament and motif used in Greek and Roman architecture, adorn the logo and add flourish. Further reinforcing the lion's kingly and regal nature.



# DCI Lion's Heart F.O.U.N.D.A.T.I.O.N

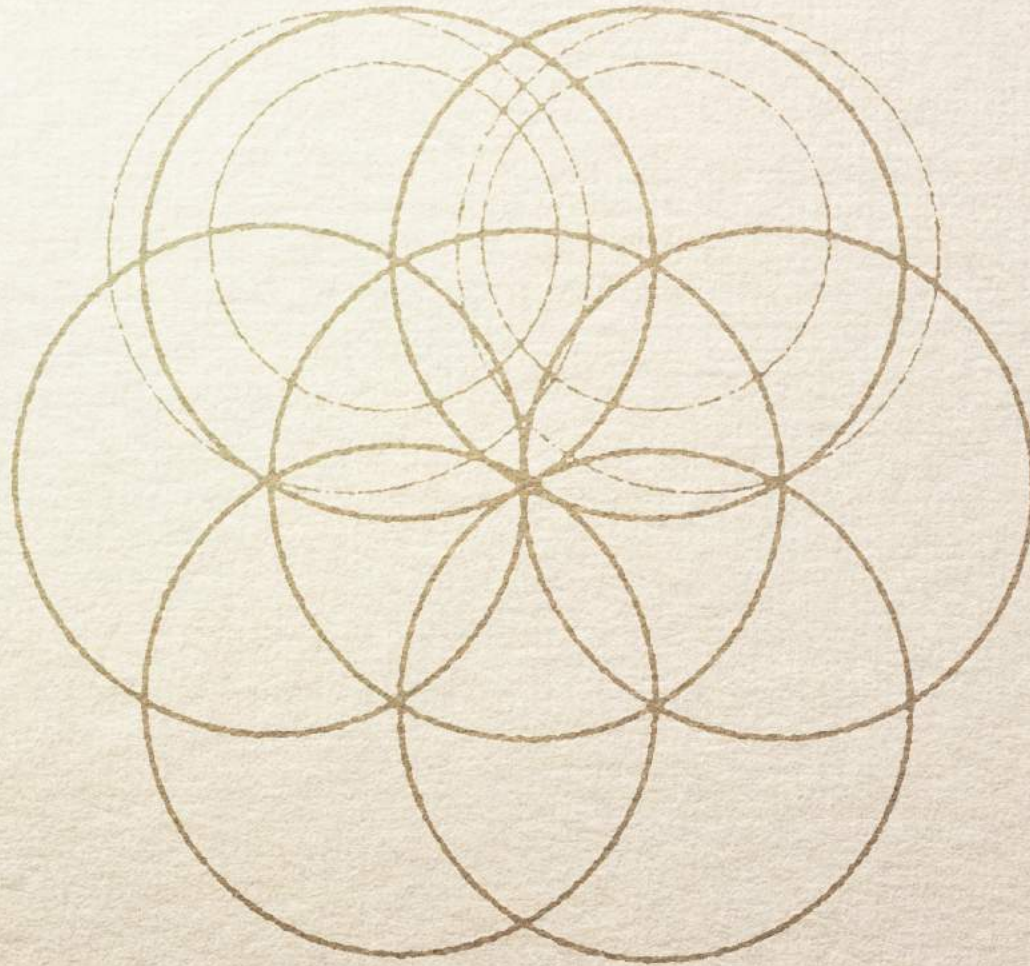
## Timelessness of Design

The design is deliberately classic, one that knows no time and will remain relevant for years to come.

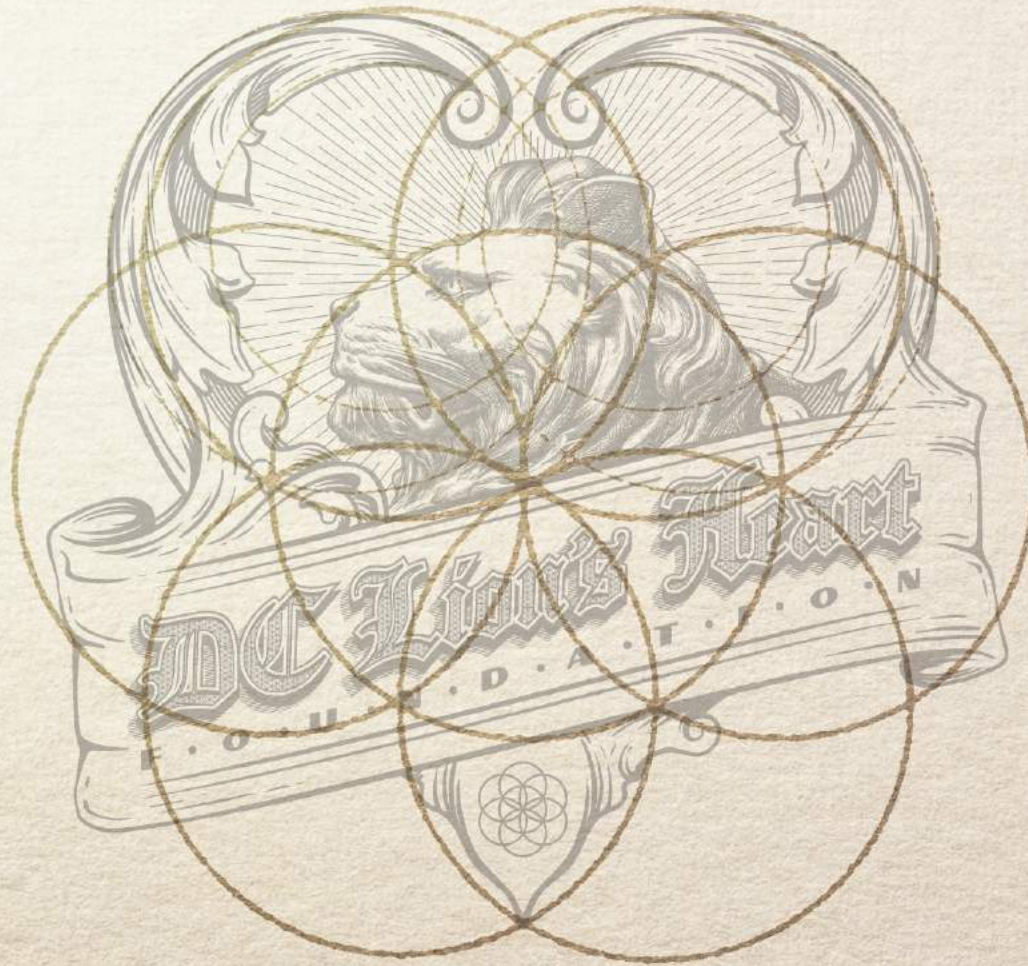
From the typeface to the composition of the different elements, it is designed to be an unwavering symbol of the power of benevolence.







**Embodiment Of Perfection**



## Embodiment Of Perfection

The overall design is anchored by the Golden Ratio. With all the elements complementing each other, ideal proportions are achieved, resulting to natural balance and harmony in the logo.



DC Lion's Heart  
F . O . U . N . D . A . T . I . O . N

MONOCROME  
RENDITION



DC Lion's Heart  
F.O.U.N.D.A.T.I.O.N



# COLOUR RENDITION



**DC Lion's Heart**  
F . O . U . N . D . A . T . I . O . N



**DC Lion's Heart**  
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# STRATEGIC APPLICATIONS





DC Lion's Heart  
F . O . U . N . D . A . T . I . O . N



# **Magnificence. Heritage. Timelessness.**

Many wise men have said that with great strength comes great responsibility. DC Lion's Heart Foundation lives up to this maxim by sharing its strengths to those who are made powerless by circumstance.

Through design, the age-old values of magnificence, heritage and timelessness –  
the hallmarks of an true and influential leader –  
are all realised in a single visual expression.

