

Nik Wallenda

Concept Direction & Naming Recommendations

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One of our primary recommendations is to build upon existing IP, names and branding.

Our team likes the existing name, Nik Wallenda's Zirkus, and would recommend it at the forefront of consideration. Recommendations for the logo and color scheme will follow.

NEW COMPANY NAMES FOR CONSIDERATION ———

We set out to find a few key words to build around that best describe the company and events so that an audience without previous exposure can understand quickly what it is. We focused on three words: Circus, Zirkus and Circ.

Circus is an obvious one and shouldn't be overlooked. We like the German spelling especially because of the similarity when sounding it out to the English version. We also know that Cirque is now an understood term in the marketplace. We like the phonetic spelling of Cirque as an American way to present the idea. Circ.

NEW COMPANY NAMES FOR CONSIDERATION

- +

Nik Wallenda's Circ

+

Nik's Circus Wallenda

• Nik's Circ Wallenda

• Nik's Zirkus Wallenda

+

Nik Wallenda's Circus Modern

• Zirkus Modern

• Circ Modern

+

Nik Wallenda's Human Circus

• Human Zirkus

• Human Circ

+

Nik Wallenda's Circus Maximus

• Zirkus Maximus

• Circ Maximus
- +

The Wallendaful Circus

• Wallendaful Zirkus

• Wallendaful Circ

+

Nik Wallenda's Zirkus and Spectacular

• Circus and Spectacular

• Circ and Spectacular

+

Nik Wallenda's Fearless

• Fearless Circus

• Fearless Zirkus

• Circ Fearless

WINTER EVENT NAMES FOR CONSIDERATION ———

For the event specific naming, we wanted to ensure that this naming is compatible with the company name, as they will be presented in unison. For example, Nik Wallenda's Circ Modern presents:

Examples are for the winter 2020 event.

- ✚ **Spectacular**
 - **Yuletide Spectacular**
 - **A Holiday Spectacular**
 - **Winter Spectacular**
- ✚ **Wonderland**
 - **Winter Wonderland**
 - **A Brave New Wonderland**
 - **Holiday Wonderland**
- ✚ **Winter**
 - **Winterfest**
 - **Winter Festivus**
 - **Winter Circus**

EXISTING IP LOGO: OPTION 1 ———

NIK WALLEENDA'S ZIRKUS LOGO

The first option is to use a form of the existing logo. We would recommend updating the colors and modernizing the logo. We suggest removing the smaller script from the logo as well the fanciful decoration which will help modernize the logo, allow us to work better in color and black & white versions (which are often needed in print and on websites etc.)



EXISTING IP LOGO: OPTION 2 ———

The second option is to re-imagine the naming from scratch. We would use a modern form to differentiate this incarnation of the company from the previous ones and also to set out to inform our guests of the contemporary nature of this circus.

We would use modern colors and design aesthetics and ensure it works well in black and white versions. We would create an instantly recognizable mark that will work today and for decades to come.

We recommend option 2.

NEW NAME LOGO RECOMMENDATION ———

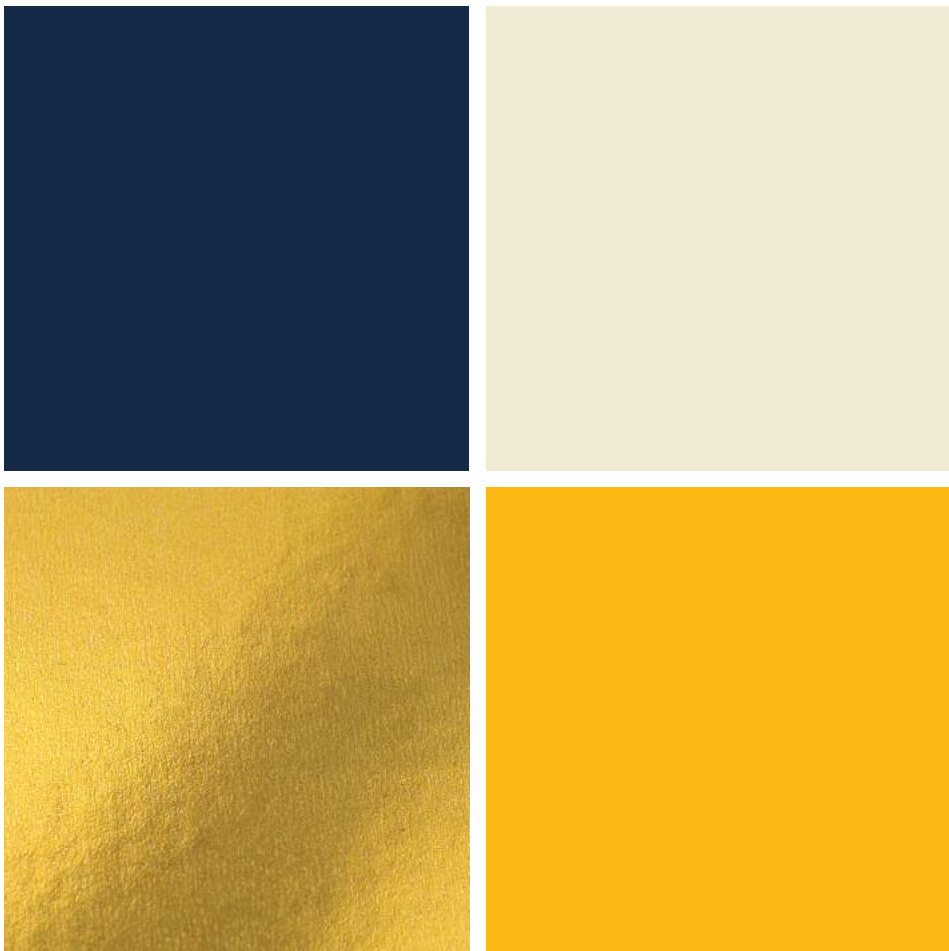
Our logo vision - Modern and eye catching but designed to stand the test of time.

NIK WALLEDA'S
CiRC MODERN
PRESENTS

LOGO COLOR PALETTES —————

Expanded palette allows for fun and flexible executions across multiple mediums.

PRIMARY COLORS



NEUTRAL COLORS



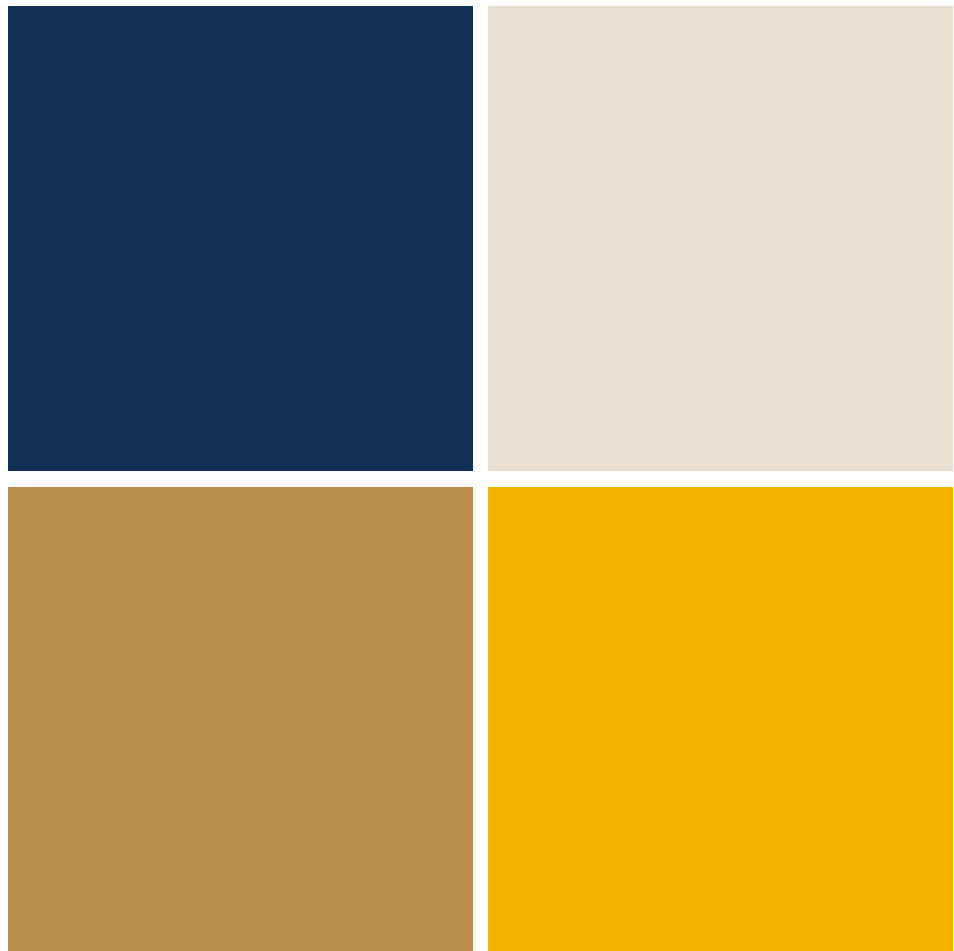
SECONDARY COLORS



TENT COLOR RECOMMENDATIONS

Bold, rich, luxurious and refined palette that stands out and reflects a more modern approach.

PRIMARY COLORS



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CiRC MODERN

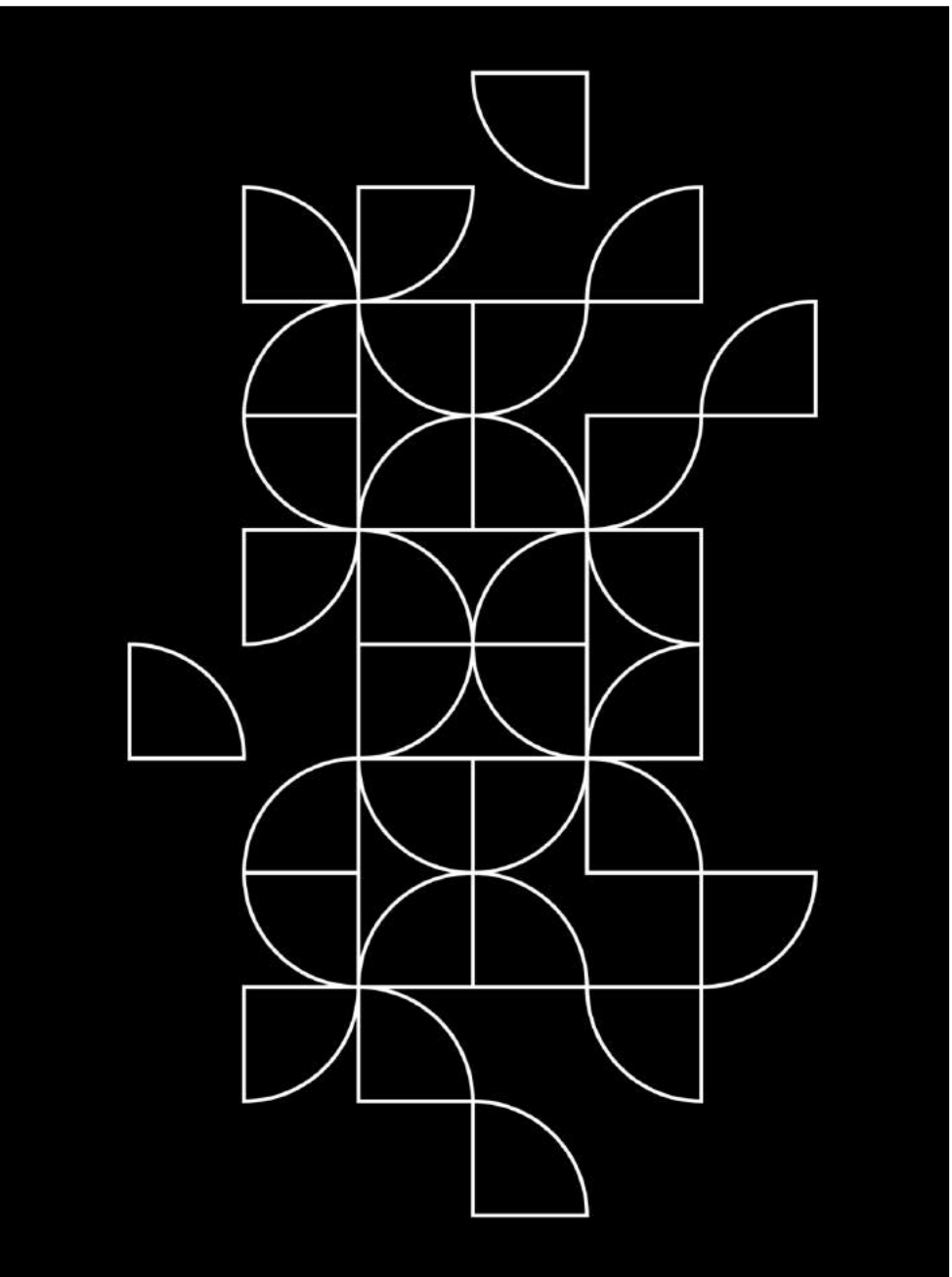
Presents



ZIRKUS MODERN

Winter Wanderland

MOODBOARD —————



THANKS!