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Overview



Lil' Guppies Scuba School is a new business with no history. They want to give children a fun and safe environment to learn how to swim and scuba dive.

They teach the proper techniques for children to become strong swimmers and have a great adventure.



Logo Design

Color



Black & White



Type & Color Specifications

Fonts:

Orange Juice

Headings & Titles

Arial Rounded MT Bold

Sub-headings & Text Descriptions

Color Palette:



C100, M24, Y22, K0
R0, G143, B181



Tint @ 40% of C100, M24, Y22, K0
Tint @ 40% of R0, G143, B181



Tint @ 20% of C100, M24, Y22, K0
Tint @ 20% of R0, G143, B181



C0, M94, Y100, K20
R197, G43, B28

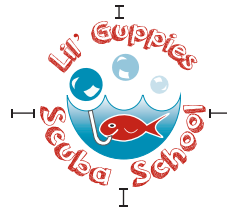


C0, M0, Y0, K100
R35, G31, B32

Logo Usage

DO'S

- ✓ 1. ONLY USE THE FONT: **Orange Juice** for the logo & **Arial Rounded MT Bold** for all other text usage.
- ✓ 2. USE ASSIGNED COLORS: **Red**, **Turquoise**, & **Black**.
- ✓ 3. Provide ample space all around the logo.
- ✓ 4. Request proper permission to use in all media outlets.



DONT'S

- 1. Don't use any substitutions for font usage.



- 2. Don't use any other combination of colors.



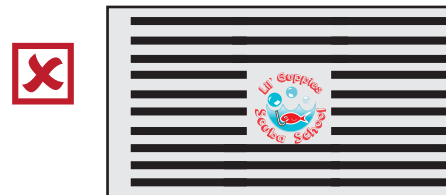
- 3. Don't distort or stretch out the logo from its circular parameters.



- 4. Don't modify the logo with any other graphics or icons.



- 5. Don't position logo in tight areas.



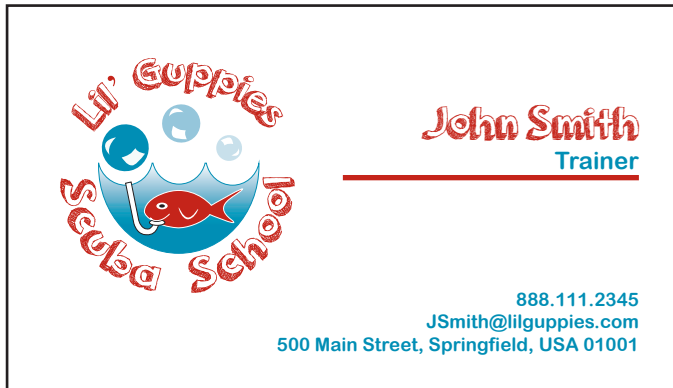
Stationery

Letterhead

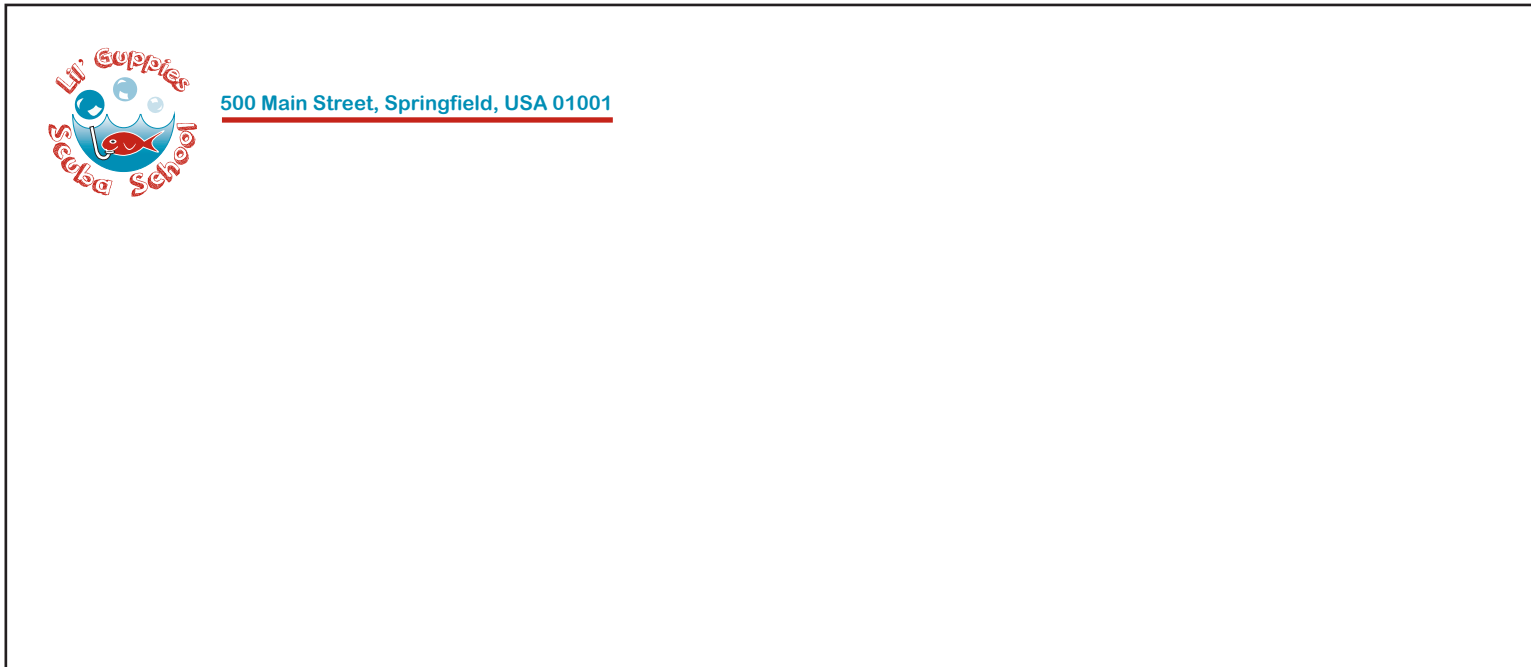
500 Main Street • Springfield, USA 01001		888.111.2345 • www.lilguppies.com

Stationery

Business Card



Envelope



Rationale

Lil' Guppies Scuba School are in need of a logo design that will appeal to children and their guardians. Their mission statement is to provide young children with opportunities to learn how to swim, learn how to scuba dive, and learn water safety.

The new logo created reflects its business. The logo includes text of the business name as well as a symbol. The logo is scalable and may be used on a wide variety of media formats.

The color palette is symbolic with its thematic business name and plan. The red symbolizes the same red used as the diver down flag in scuba diving. The turquoise symbolizes the water, which may represent either the ocean sea, or a marine tank.

The graphic includes a fish bowl to play with its theme. The graphic of the red guppy symbolizes a young child learning to scuba dive with the assistance of a white snorkle. The fun and playful bubbles appeal to young kids, and are used as placement to fill the space above the text, while the waves reinforce the shape design of the bubbles above.

The font chosen also represents of a chalk-like lettering, which may remind us of a school classroom, or a place of learning setting. The 3D effect provides depth to the overall logo design.

This overall logo design appeals to parents and children alike, and any age in-between that may be interested in learning how to scuba dive.

