

Lil' 
Guppies
scuba school

by

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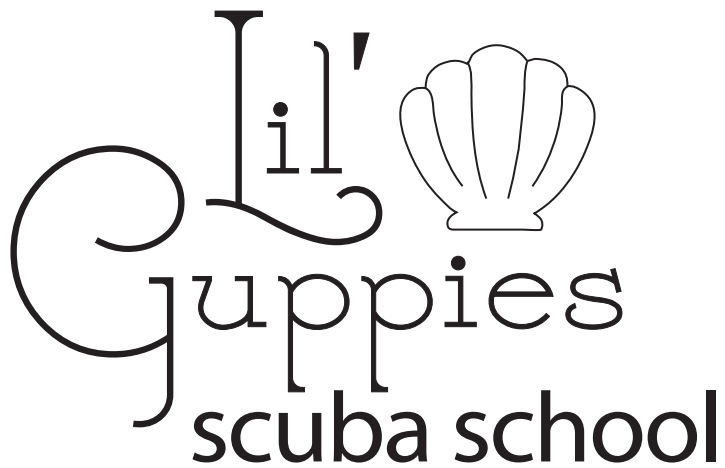
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Overview

Lil' Guppies Scuba School is a new business located in Miami, Florida looking to provide young children with opportunities to learn all about water safety, as well as how to swim and scuba dive. They offer children a fun and safe environment to become strong swimmers while also having a great adventure.

Logo Design



Logo Black and White



Logo Color

Type Specifications

Calamity Jane NF

Myrid Pro

Color Specifications



67C 0M 17Y 17K
40R 166G 183B



0C 40M 75Y 0K
250R 167G 85B



0C 0M 0Y 80K
88R 89G 91B

Logo Usage: Appropriate

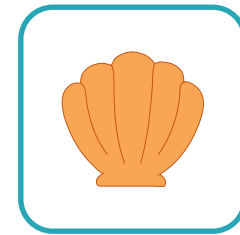
Do use correct design



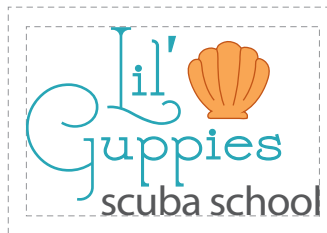
Do reduce size as low as 1.25 inches



Do use correct web/application based icon



Do use black and white logo



Do place images/text outside free space area



Do use white logo on a black background

Logo Usage: Inappropriate

Do **NOT** change color palette



Do **NOT** skew or rotate logo



Do **NOT** reduce size smaller than stated



Do **NOT** move elements



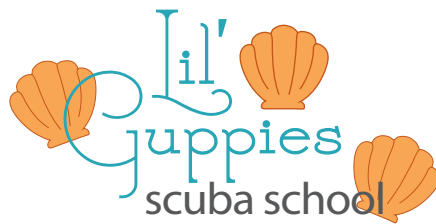
Do **NOT** add gradiation



Do **NOT** add elements



Do **NOT** multiply elements



Do **NOT** use dropshadows



Do **NOT** use 3D effects



Stationery

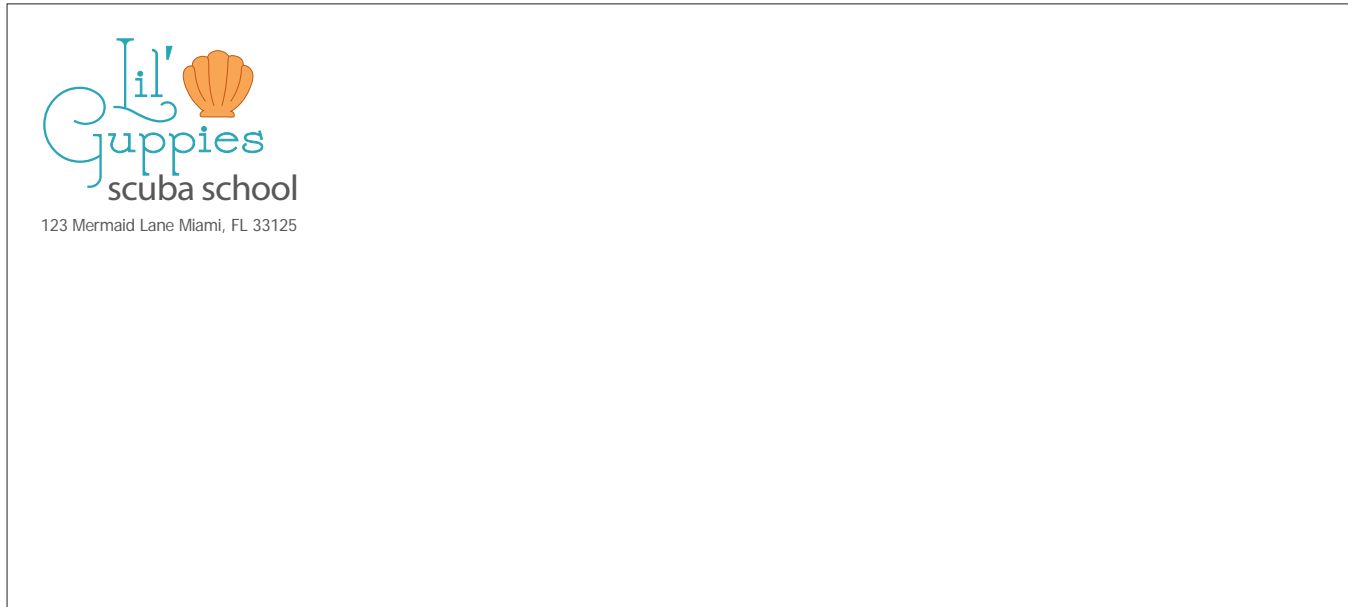


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Stationery



business card



envelope

Rationale

Lil' Guppies Scuba School wanted a fun and creative logo design to represent their brand. They are a new business that wants a brand image that represents professional service and a fun atmosphere.

The colors of orange, teal, and charcoal were chosen because the client wanted a bright color palette with fun qualities which are important when reaching children.

The seashell adds a playful element while the sans serif and decorative serif fonts keep the design looking sleek and professional. The design is asymmetrically balanced.

The type that was chosen, while sleek and professional, also adds a fantasy quality that plays well with the adventure element the client is looking to provide. The font is also easy to read.

The design of this logo would be appealing to parents/guardians as well as children. The professional design lets customers know our client is qualified and the bright color palette promotes a fun atmosphere. The design communicates to the customer a feeling of fun, safety, and adventure.

The final design solution is carried out through the stationary items and represents a solid brand identity that looks like a unit.