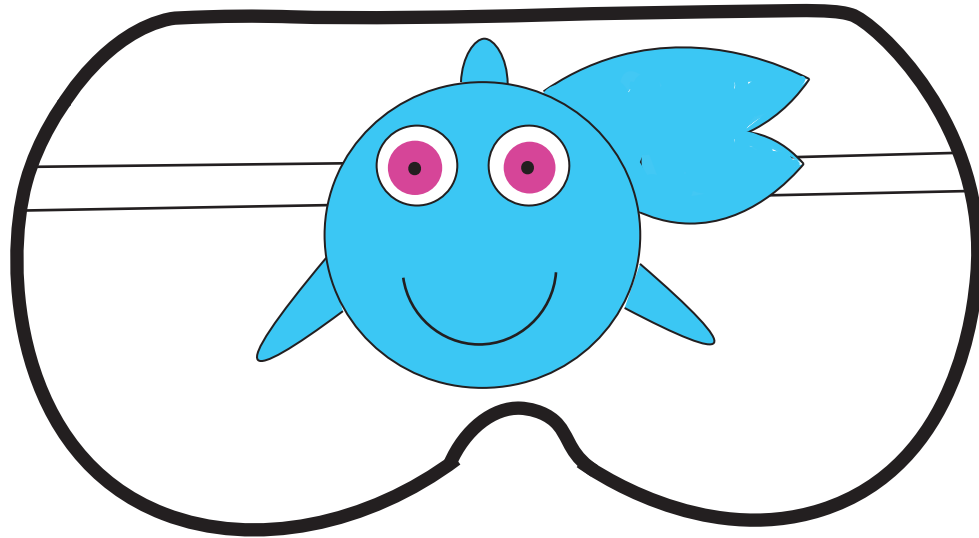


LIL' GUPPIES



SCUBA SCHOOL

by

Spencer Good
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Overview

Lil' Guppies Scuba School is a new business as such they have no history. They want to provide young children with opportunities to learn how to swim, scuba dive, and learn water safety in a fun and safe environment.

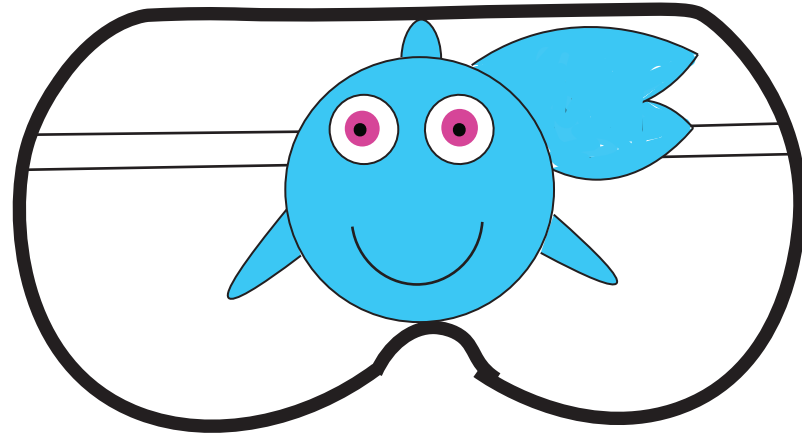
They want to teach the proper techniques to children to become strong swimmers and to have a great adventure.



Logo Design

Logo Color

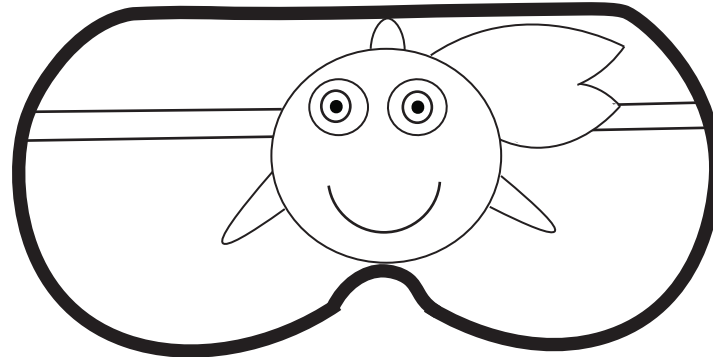
LIL' GUPPIES



SCUBA SCHOOL

Logo Black and White

LIL' GUPPIES



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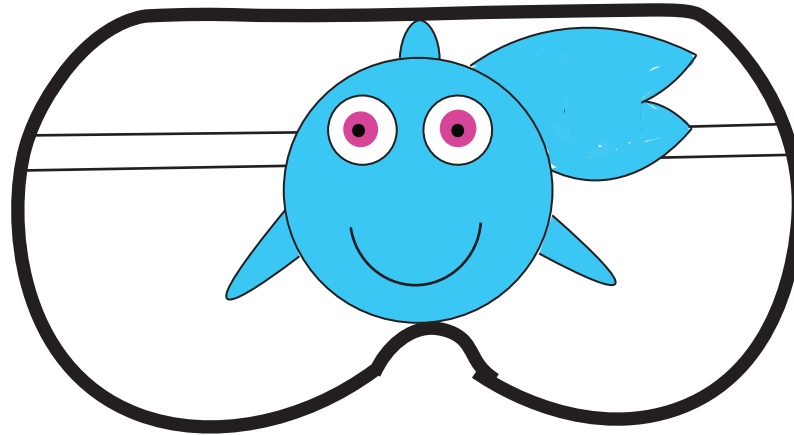


Type Specifications

ENGRAVERS MT

Color Specifications

LIL' GUPPIES



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R: 61, G: 199, B: 244
C: 61%, M: 0%,
Y: 0%, K: 0%



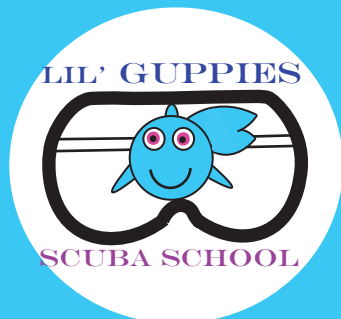
R: 215, G: 70, B: 153
C: 11%, M: 87%,
Y: 0%, K: 0%



R: 53, G: 73, B: 158
C: 92%, M: 84%,
Y: 0%, K: 0%



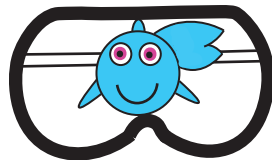
R: 153, G: 68, B: 154
C: 45%, M: 87%,
Y: 0%, K: 0%



Logo Usage

Do

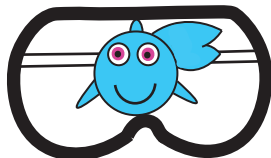
LIL' GUPPIES



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Do use the correct coloring

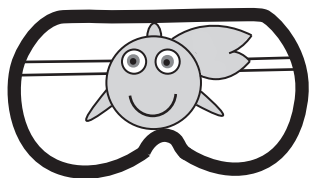
LIL' GUPPIES



SCUBA SCHOOL

Do keep the area free of text and graphics

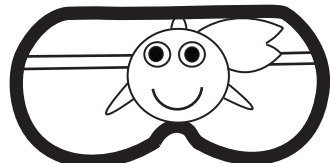
LIL' GUPPIES



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Do use the logo in Greyscale

LIL' GUPPIES

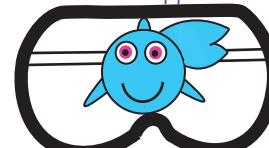


SCUBA SCHOOL

Do use the logo in black and white

Don't

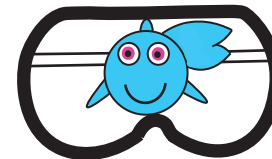
Lil' Guppies



Scuba School

Do not use a different font

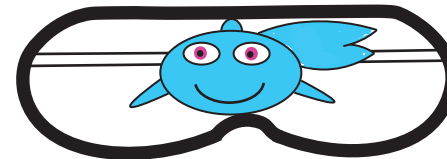
LIL' GUPPIES



SCUBA SCHOOL

Do not use a different color

LIL' GUPPIES

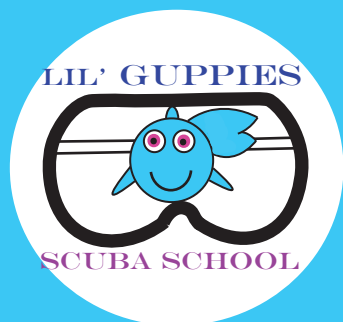


SCUBA SCHOOL

Do not stretch the logo



Do not have graphics behind logo



Stationery

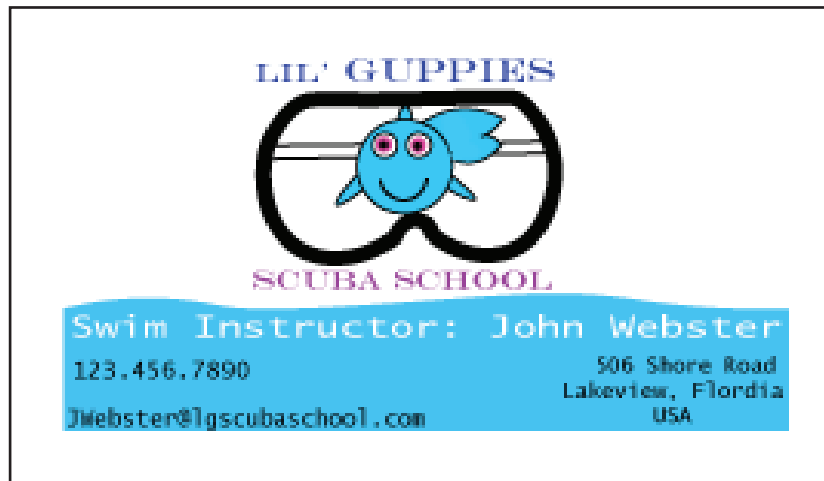


506 Shore Road Lakeview, Florida USA 123.456.7890 www.lilgscubaschool.com



Letterhead

Stationery



Business Card



Envelope



Rationale

The Lil' Guppies Scubba School wanted a new logo that reflected their business. They just started their business and wanted the logo to represent that they will provide children with a safe and fun environment to learn how to scuba dive, swim, and water safety.

The colors of light blue, dark blue, light pink and purple were chosen due to the blues representing the color of the water. The light pink and purple contrast the blues but still holding on to the palette. These colors bring in a bit more color than what the blues do.

The fish's tail is in contrast with the smooth lines of the fish's body. The shape of the goggles represent the fun that they can have with goggles and being in the water. The design is semi balanced.

The type that was chosen was something that was eye catching but also something that makes the business creditable. The reason for this choice is because the business is new so they wanted something eye catching but also something that makes them look credible and knowledgeable.

The design will be appealing to both children and their parent/guardians. The reason being is that they wanted a logo to attract the parents/guardians so that they would enroll their kids into the scuba school. They also wanted something kid friendly due to wanting the kid's eye to see the logo and want to join the school. The design communicates to the customer that the school is fun and safe environment to learn how to scuba dive.

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

