



Brand book

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SNHU
COM 240

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Overview

Overview: Lil' Guppies Scuba School is a new business with no history. They are in need of a logo design that will appeal to children and their guardians.

Mission: To provide young children with opportunities to learn how to swim, learn how to scuba dive, and learn water safety.

Vision: We want to give children a fun and safe environment to learn how to swim and scuba dive. We teach the proper techniques for children to become strong swimmers and have a great adventure.

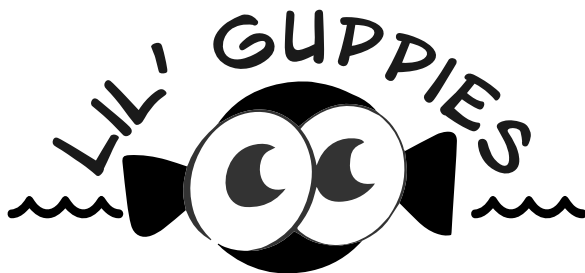
Objective: The client would like a new logo to reflect its business. The logo is to include text of the business name as well as a symbol. The logo needs to be scalable and used on a wide variety of media formats.

Target Audience: The current audience is parents and guardians who want to enroll their children in swim lessons and scuba lessons.

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Logo Design

Full Color



SCUBA SCHOOL
Black and White



SCUBA SCHOOL
Blue



SCUBA SCHOOL
Grayscale

08

Typography

HEADING

Blambot Pro BB

Subheading

Futura PT Demi

Body

Futura PT Book



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Colors

Dark Blue

H230 S67 B26

C99 M93 Y41 K46

R22 G29 B68

#161D44

H227 S60 B41

C96 M89 Y29 K17

R42 G55 B107

#2A376B

Light Blue

H192 S85 B74

C77 M22 Y17 K0

R27 G156 B190

#1B9CBE

H190 S57 B85

C58 M2 Y11 K0

R93 G195 B218

#5DC3DB

Yellow

H43 S92 B98

C2 M25 Y99 K0

R251 G193 B17

#FBC111

H42 S92 B98

C4 M21 Y99 K0

R244 G199 B88

#F4C758

Black

H344 S11 B0

C75 M68 Y67 K90

R0 G0 B0

#0000

H240 S0 B93

C6 M4 Y4 K0

R237 G237 B238

#e83f53



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Logo Usage

Do use the correct logo ✓



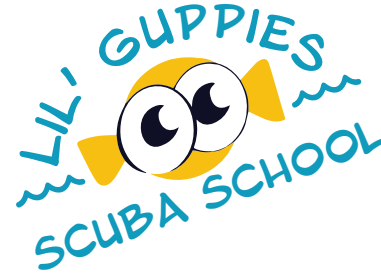
Do use the black and white logo ✓



Do use the grayscale logo ✓



Do give the logo proper space ✓



Don't tilt the logo



Don't stretch the logo



Don't change the font family



Don't crowd the logo

Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation...



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Stationary Items



111 222 3333
lilguppies@mail.com
123 Main Street, Anywhere, USA
www.lilguppies.com

[Recipients Name]
[Address line]
[State, ZIP Code]
Subject

Dear [Recipients Name],

Have you always wanted to scuba dive but not sure what to do with the kids?

Well, worry no more! Lil' Guppies Scuba School is offering lessons this summer for adults and kids.

We provide instructors who are certified as well as excellent swimmers. You or your child can learn how to dive in no time.

So hurry, give a call at 111-222-3333. Enrollment is now going on.

Sincerely,

[Senders Name]
[Senders Title]



123 Main Street, Anywhere, USA
Phone: 111 222 3333
www.lilguppies.com



111 222 3333 123 Main Street, Anywhere, USA www.lilguppies.com

Letterhead

Envelope



Business Card

Business Card Mock Up





111 222 3333
lilguppies@mail.com
123 Main Street, Anywhere, USA
www.lilguppies.com

[Recipients Name]
[Address line]
[State, ZIP Code]
Subject

Dear [Recipients Name],

Have you always wanted to scuba dive but not sure what to do with the kids?
Well, worry no more! Lil' Guppies Scuba School is offering lessons this summer for adults and kids.

We provide instructors who are certified as well as excellent swimmers. You or your child can learn how to dive in no time.
So hurry, give a call at 111-222-3333. Enrollment is now going on.

Sincerely,
[Senders Name]
[Senders Title]





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Rationale

The colors of yellow and blue were chosen to represent the ocean and the sun. The hue is vibrant, kid-friendly and playful.

The fish on the logo represents a guppy. It has big eyes like a cartoon child to ensure that guests know the school is geared towards kids. There are wave graphics used in the logo that can also be used as icons or decoration. The design of the logo would be appealing to both children and adults with kids.

I chose the typeface Blambot Pro BB for the headings and Futura PT Demi and Futura PT Book for the subheadings and body. These fonts pair well together. The playful and bold Blambot gives the brand a childlike feel while remaining easy to read.

I decided to go with solid colors instead of gradients to ensure a simplistic look.

Each piece of the stationary has a dark blue background with a yellow outline. The letter head uses curves symbolizing comfort and relaxation. These lines communicate to the client that their children will be safe throughout their classes.

The thick outlines on the envelope and business card suggest strength and confidence, two attributes' children will gain throughout their training. These lines are also bold and represent the ability of the instructors to take on even the hardest of clients; Lil' Guppies Scuba School is for every child.

The business card can be folded either direction, allowing the QR code to the website / booking to be on the outside or the inside. Because of the fold they can be placed anywhere. It also allows the parents to determine what is most important to them, their child's scuba instructor or easy access link to the website.

