



lil' guppies

SCUBA SCHOOL

BRAND BOOK 2022 | LYNZY KUNZ

Table of Contents

<i>Overview</i>	<i>Pg. 2</i>
<i>Logo B&W/Color</i>	<i>Pg. 3</i>
<i>Logo Symbol Usage</i>	<i>Pg. 4</i>
<i>Stationery</i>	<i>Pg. 5-6</i>
<i>Rationale</i>	<i>Pg. 7</i>



Overview

Lil' Guppies Scuba School is a new business with an opportunity to make a great first impression.

This logo will appeal to children and their guardians as well as get everyone excited about scuba diving and learning water safety. This book will showcase the proper ways to use the logo and options for stationery and versatile use.




B & W / Color logo



 242R, 234G, 0B
8C, 0M, 100Y, 0K

 115R, 184G, 207B
44C, 0M, 3Y, 16K

 133R, 212G, 239B
44C, 0M, 3Y, 0K

 239R, 170, 44B
5C, 36M, 95Y, 0K

 236R, 150G, 45B
5C, 47M, 95Y, 0K





Logo symbol usage



 242R, 234G, 0B
8C, 0M, 100Y, 0K

 115R, 184G, 207B
44C, 0M, 3Y, 16K

 133R, 212G, 239B
44C, 0M, 3Y, 0K

 239R, 170, 44B
5C, 36M, 95Y, 0K

 236R, 150G, 45B
5C, 47M, 95Y, 0K

DO NOT: Change the logo font or adjust kerning.



DO NOT: Stretch Logo.



DO NOT: Space out mark from type



DO: Use with gray scale



DO: Use appropriate negative space around the logo



Letterhead & business card



Scuba Steve
Manager

536-867-5309
Steve@lilguppies.com

123 Scuba Street,
Lessons, CA 91234



Envelope



**123 Scuba Street,
Lessons, CA 91234**



Rationale

The symbolism used in this mark is a non-gendered person diving into the water. This use will aid in gaining the attention of all children from 3 to 13 years old, for more potential students. The figure dives with confidence which goes with the company's idea of teaching skillful scuba diving and safety. The typography has been chosen to be sophisticated to the parental eyes, yet playful to the children. "lil guppies" has remained lower case to appeal to the playfulness of the company and kerning has been applied to keep the lettering closer for unification.

The logo uses orange, yellow and blues strategically. The orange gives off a warm, welcoming, and playful attitude toward the scuba school. The yellow is also happiness and contrasts with the orange to stand apart from the legs. The blues signifies a sense of security and professionalism for the parental figures. The mark has been altered to have smaller strokes to be easily scalable.

This logo is simple yet memorable to aid in advertising and versatile enough to use in any stationery and website as shown on page 5-6. The logo is relevant to the company's vision in scuba and swimming lessons with security and enjoyment.