Lil' Guppies
Scuba School

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Overview

While Lil' Guppies Scuba School may be a new business with no history, its mission is to provide young children with the opportunity to learn swimming, scuba diving, and water safety. Above all else, Lil' Guppies Scuba School aims to give children a fun and safe environment to learn in. In doing so, children are taught proper techniques to become strong swimmers while given the chance for great adventure.

Logo Design

Color Logo:

B & W Logo:

Specifications

Type Specification:
Indie Flower

Color Specification:

6C, 44M, 71Y, 0K
234R, 156G, 92B

0C, 38M, 67Y, 0K
255R, 173G, 105B

79C, 49M, 42Y, 15K
63R, 104G, 119B

64C, 25M, 19Y, 0K
94R, 157G, 184B

52C, 5M, 12Y, 0K
115R, 194G, 215B

0C, 71M, 56Y, 0K
242R, 110G, 100B

0C, 0M, 0Y, 10K
230R, 231G, 232B

Usage (1/2)

While the Lil' Guppies Scuba School Guppy Puppy mascot may be displayed in a variety of poses, with additional items like a Santa hat, or have portions of the body covered as demonstrated below, it is important that these variations are kept strictly to story, lesson, and activity books or as decoration in signage and ephemera. The logo should always utilize the same pose and character design. Under no scenario should Guppy Puppy speak or be given a mouth; while depicting a tongue is acceptable, actions, eye shape, and overall body language should be the sole means of the character's communication. Outside text, such as a narrative in a book, is also acceptable. The color, features, and style in which Guppy Puppy and surroundings are drawn cannot be altered or substituted. For extra guidance see the sample mini story at the footer of this design guide. For alternative versions, poses, or additional art, contact the creative department.
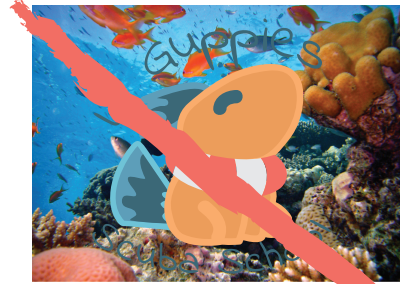
Usage (2/2)

DO use the original logo.

DO use background colors with sufficient contrast.
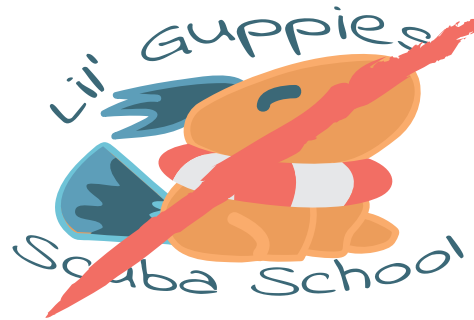

NEVER add a mouth in stories or marketing.

DON'T place over busy backgrounds.

DON'T alter logo/font color.

DON'T stretch or distort logo.

DON'T omit features in marketing ephemera.

DON'T change typeface.

Stationery (1/2)

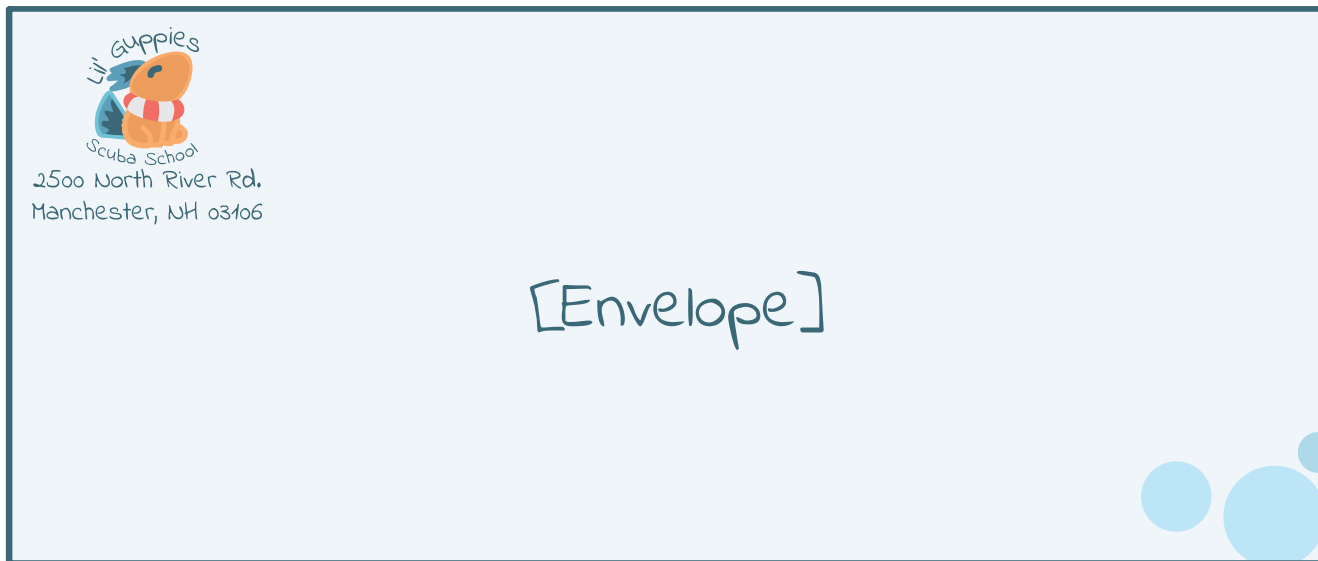**Guppy Puppy**
(Mascot)

(555) 867-5309 ext. 0   g.puppy@lilGuppies.edu

(front)

Business
Cards

2500 North River Rd.
Manchester, NH 03106

www.lilGuppies.edu
(555) 867-5309

(back)

2500 North River Rd.
Manchester, NH 03106

[Envelope]

Lil' Guppies
Scuba School

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www.lilGuppies.com

Rationale (1/4)

As a new business, the Lil' Guppies Scuba School needed an eye-catching logo that'd resonate with both children and their guardians while also communicating that the company offers a fun and safe environment of swimming and scuba instruction. According to Callcott and Phillips, companies with a spokes-character see increased attention to adverts, a boost in brand liking, and greater influence of purchasing behavior with the highest efficacy observed in children (76). Therefore, a guppy / puppy hybrid was created for Lil' Guppies Scuba School to foster a stronger brand memorability and preference with a playful, almost childlike, style to reflect the company's core clientele of kids. As the company's mission discusses a focus on providing a fun yet safe environment to teach children swimming and scuba diving while the vision discusses instruction of proper techniques to foster adventure, the logo sought to communicate these goals by wrapping a life preserver throw ring around the mascot's neck to symbolize the safety and adventure a customer could expect while a smiling eye expression suggests enjoyment.

Rationale (2/4)

The colors within the logo were also specifically chosen to suit the client. Blue can suggest calmness and stability, orange can suggest enthusiasm and attention, and red can suggest excitement with higher values adding extra energy to the perception (Cherry). Therefore, a complimentary color palette of orange and blue with a subtle use of red was chosen to suggest a fun yet reliable experience that valued attention to the client's child. Furthermore, the vibrant colors not only add to the energy associated with the activity, but also mimic the appeal of the vibrant colors found in cartoons. In addition, rounded lines and forms offer an approachability to the character and typeface. Foremost, a hand-written typeface feels more personalized than a traditional serif or sans serif to reinforce the individual attention that fosters fun and safety rather than a generic experience. Positioning the character between the lines of type helps establish balance and contributes to the company's link with the mascot.

Rationale (3/4)

Overall, the final design solution represents a solid brand identity through a simplistic use of rounded shapes, vibrant colors, and repetition present in both logo and stationery design. While simple symbols, such as scuba gear or a nondescript fish, were originally explored and could carry the same rounded forms, vibrant colors, and repetition, the use of a mascot equips the client with a more valuable and utilizable intellectual property. One could imagine that Lil' Guppies Scuba School could leverage the character's appeal to enhance the efficacy of ephemera, value of physical products, and social media. The mascot's aesthetics would be appealing to both children and guardians as it seeks to visually commincaute with both halves of the audience while the intentional omission of a mouth allows the viewer to transpose a portion of their own emotions onto the character. In the end, it is the aim of the design to provide the client with a strong brand identity that'd differentiate them from competitors.

Rationale (4/4)

Works Cited

Callcott, Margeret F., and Barbara J. Phillips. "Observations: Elves Make Good Cookies: Creating Likable Spokes-Character Advertising." Journal of Advertising Research, vol. 36, no. 5, Sept. 1996, pp. 73-79. EBSCOhost, search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=9612040474&site=eds-live&scope=site.

Cherry, Kendra. "Can Color Affect Your Mood and Behavior?" Verywell Mind, Verywell Mind, 17 July 2019, https://www.verywellmind.com/color-psychology-2795824.
deBara, Deanna. "The Definition of Font Psychology and How to Use It." Learn, Canva, 24 July 2019, https://www.canva.com/learn/font-psychology/.