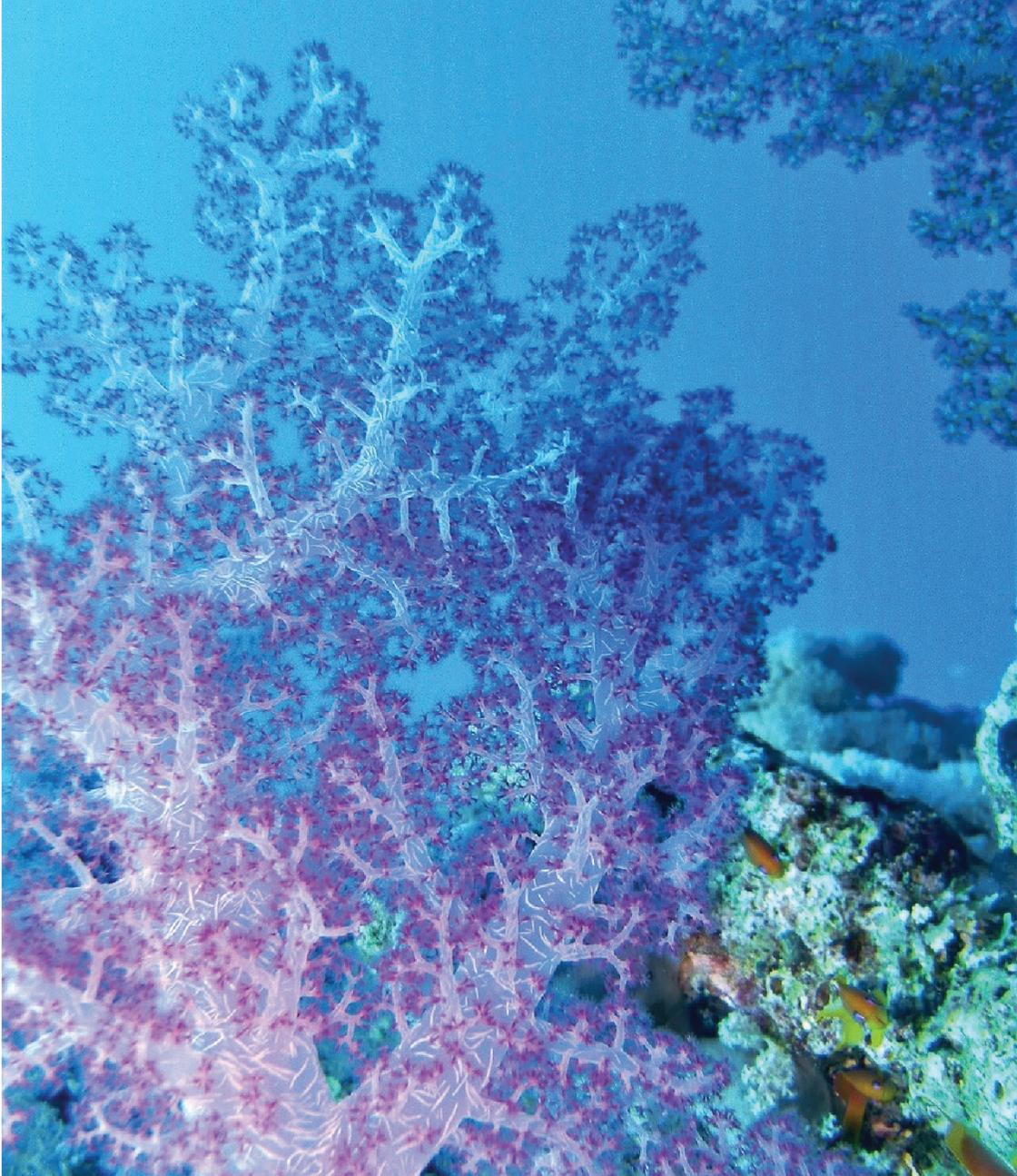




Coralife

Brand Development Guide



Company Description:

My start-up builds and protects coral reefs around the world.

Table of Contents

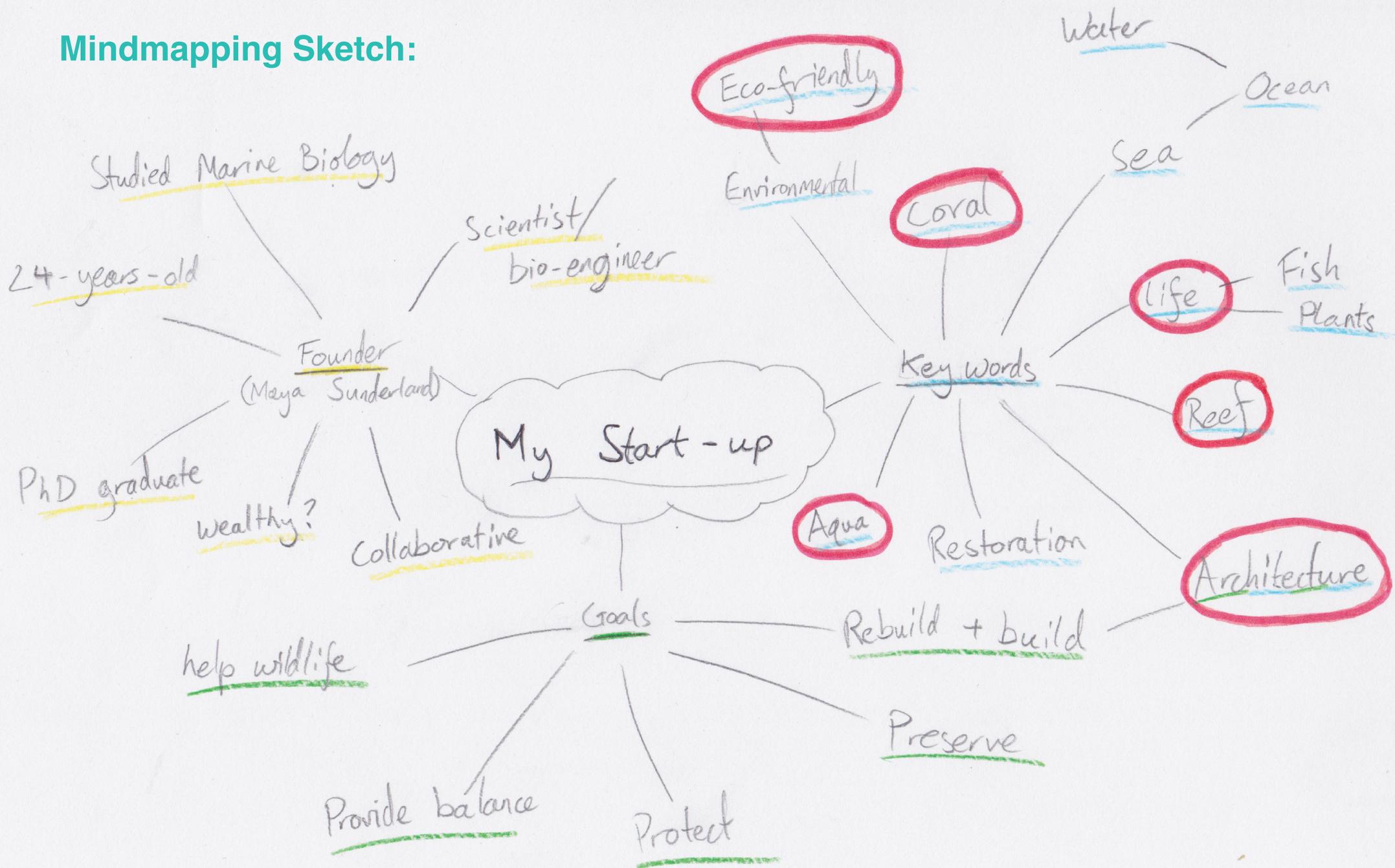
Overview	4
Mindmapping Sketch	6
Naming Options	8
Three Adjectives	10
Visual Research	12
<i>Contemporary Images</i>	12
<i>Historical References</i>	14
Main Typeface Sketches	16
Suitable Typeface Skeletons	18
Skeleton Variations	20
Finessed Logotype	24
CoraLife Colour Palette	26
Custom Icon Designs	28
Slogan Choices	30
Secondary Typeface(s)	32
Logotype with Imagery	34
“Secret Ingredient”	36
Mockup Designs	40
<i>Business Cards</i>	40
<i>Clothing</i>	42
<i>Billboard</i>	44
<i>Leaflet</i>	46

Overview:

In 2017, 24-year-old Marine Biology PhD graduate Maya Sunderland began dedicating her life to the preservation and restoration of coral reefs and their ecosystems around the world. The trigger for this decision was the shocking news that the Great Barrier Reef had suffered damage on a particularly massive scale in 2016 and 2017. Using her knowledge and expertise, Maya went on to work with a group of bio-engineers to develop state-of-the-art technology that could repair and replicate coral structures. Her life goals and ambitions are to reinstate ecological balance and diversity in endangered oceanic zones and gain a Nobel Prize by the age of 30.



Mindmapping Sketch:



Three Naming Options for my Start-up:

CoraLife

Aquatecture

EcoReef

Note: These names are combinations of the highlighted key words from page 7.

Three Adjectives Describing my Start-up:

Protective

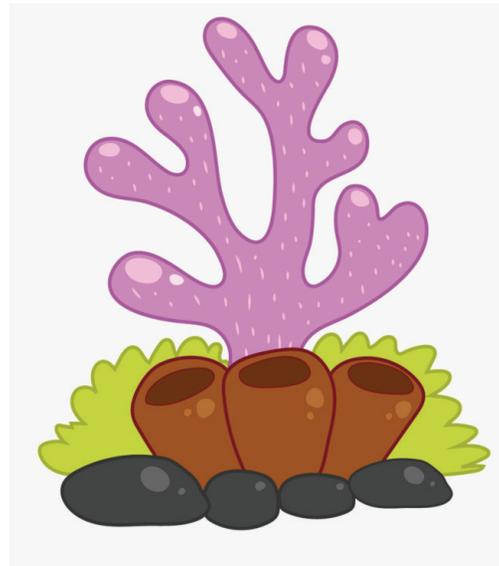
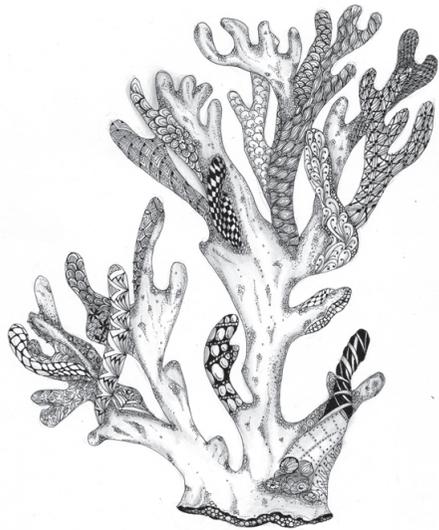
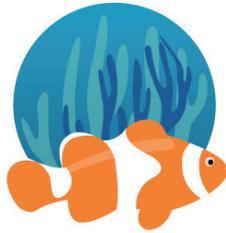
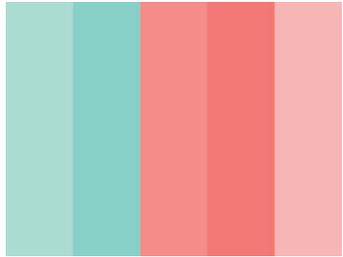
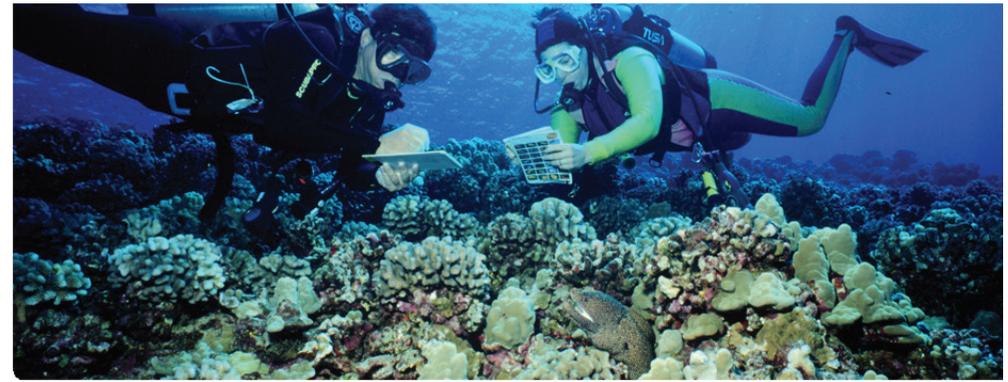
Global

Eco-friendly

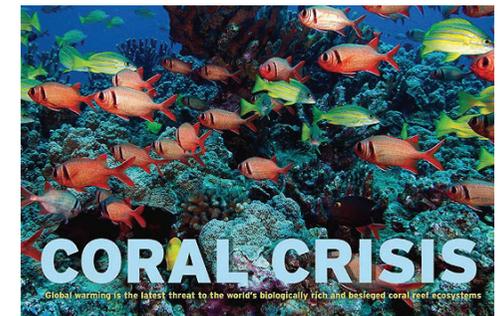
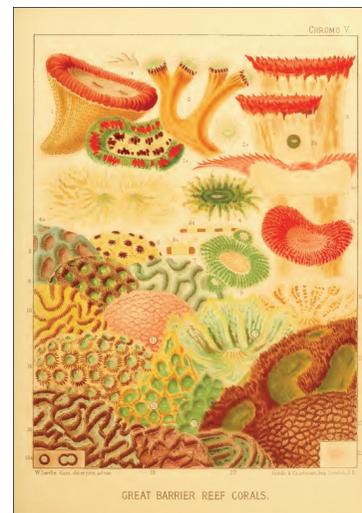
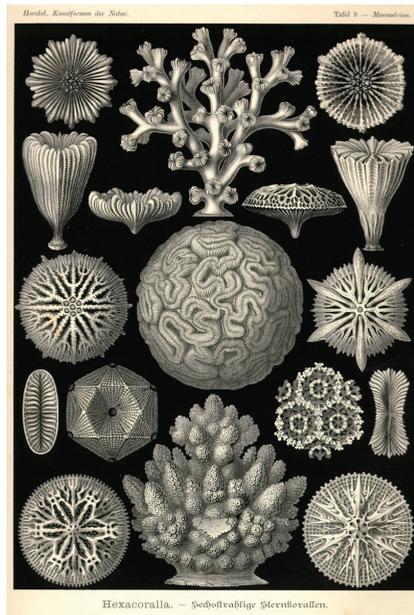
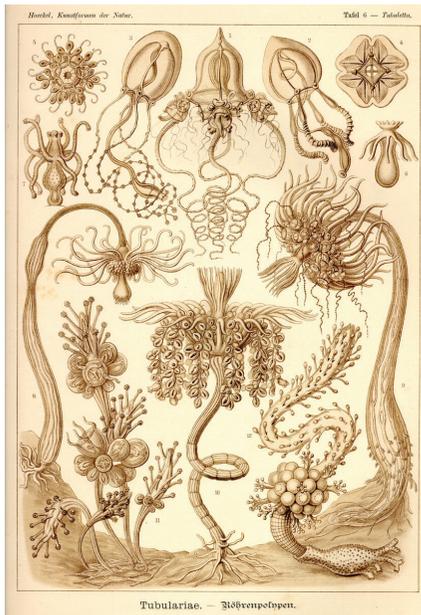
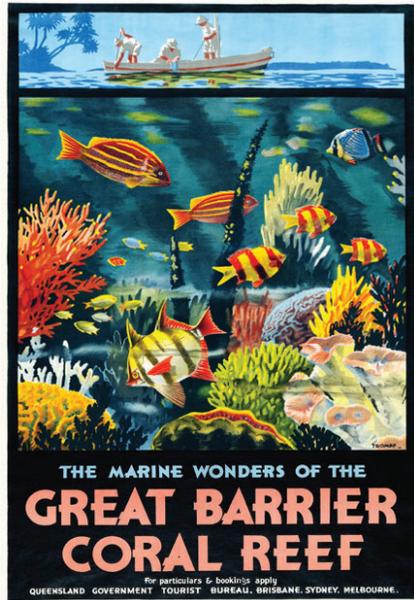
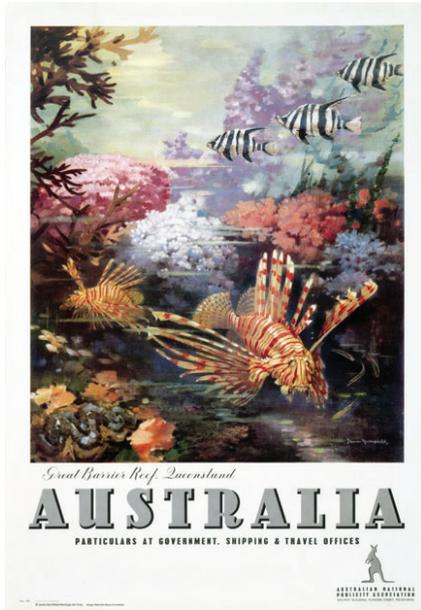
Visual Research: Contemporary Images



the Coral Reef



Visual Research: Historical References



Main Typeface Sketches:



After trying out three different styles of typeface, I decided to continue working with a simple sans-serif design that would be easy on the viewers' eyes. The top design therefore fits the theme and requirements of my start-up the best.

The next step was to decide on a specific typeface for CoraLife.

Suitable Typeface Skeletons:

CoraLife

(Noteworthy)

CoraLife

(Harrington)

I selected this typeface

CoraLife

(Snell Roundhand)

CoraLife

(Skia)

CoraLife

(Calibri)

Overview:

In designing a suitable and visually engaging logotype for my start-up, I wanted to select a typeface that perfectly conveys the themes and activities of my company. I chose Harrington (above) because of its playful and decorative appearance. The extra details, such as the curvature on the “L”, remind me of coral and marine plants. This is the main reason why I believe that this typeface is suitable for representing the coral preservation goals of CoraLife.

Skeleton Variations:

Regular

coralife

Coralife

CORALIFE

Medium

coralife

Coralife

CORALIFE

Italic

coralife

Coralife

CORALIFE

Bold

coralife

Coralife

CORALIFE

← I selected this variation

Bold Italic

coralife

Coralife

CORALIFE

Skeleton Variations 2:

Original

CoraLife

Overview:

I decided to go for the bold variation of my typographic skeleton because I believe it stands out more than the other examples.

I then experimented with different graphic methods in blending the typeface with imagery of coral and preservation. As I progressed with my designs, I started by adding lines and shapes to the typeface. For example, the third logo makes use of circles to represent bubbles. I then tried out more line formations to represent basic shapes of coral.

I liked how the letters connect to the coral lines in the fourth example. However, I was more drawn to the fifth variation. It seems to offer more potential for establishing a complementary relationship between the final logotype and the CoraLife brand.

CoraLife

CoraLife

:CoraLife:

CoraLife

CoraLife

I selected this variation

Finessed Logotype:



Smaller Versions:

CoraLife

CoraLife

CL

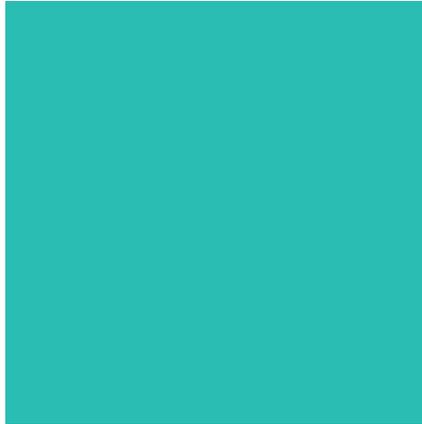
Logotype Summary:

This is the final logotype for CoraLife. I spaced out all the letters evenly to give them equal visual priority. The new colours in this composition are featured in this brand development guide. The coral shapes were added to add a dynamic element to the logotype, since some of them grow behind or in front of their respective letters.

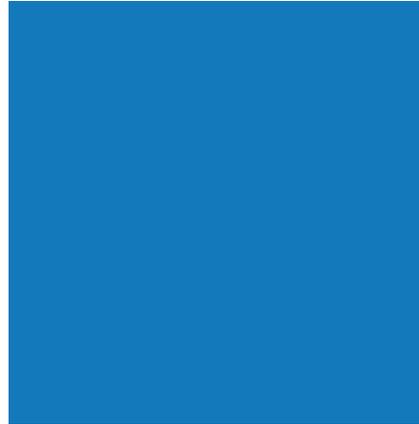
I chose this particular logotype because I felt that it aptly represents coral life and preservation and captures the viewers' attention with its vivid, bright colours.

CoraLife Colour Palette:

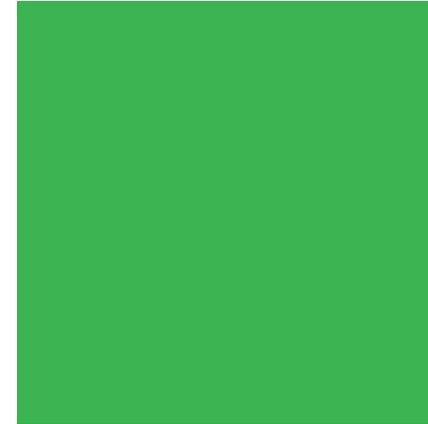
#34bdb4



#1679b9



#3cb34f



#f37977



#f58b66

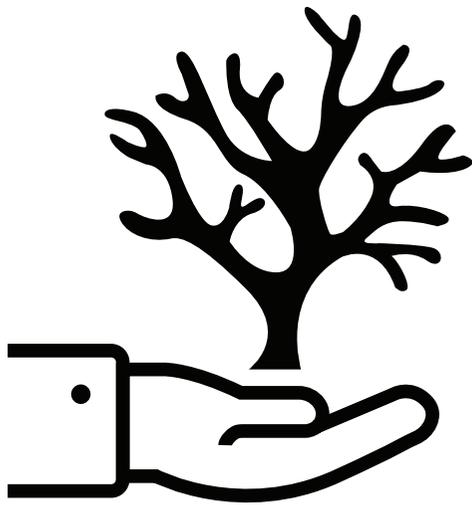


To convey themes of the ocean and coral, I coordinated the elements of my colour palette with the colours used in my visual research.

Custom Icon Designs:



Final Choice



Slogan Choices:

Reef Rehabilitation

Preservation for Posterity

Revive the Reefs

Save the Ocean, One Reef at a Time

Secondary Typeface(s):

Revive the Reefs

(Myriad Pro)

Revive the Reefs

(Futura PT)

Revive the Reefs

(Century Gothic)

Revive the Reefs

(Roboto)

Revive the Reefs

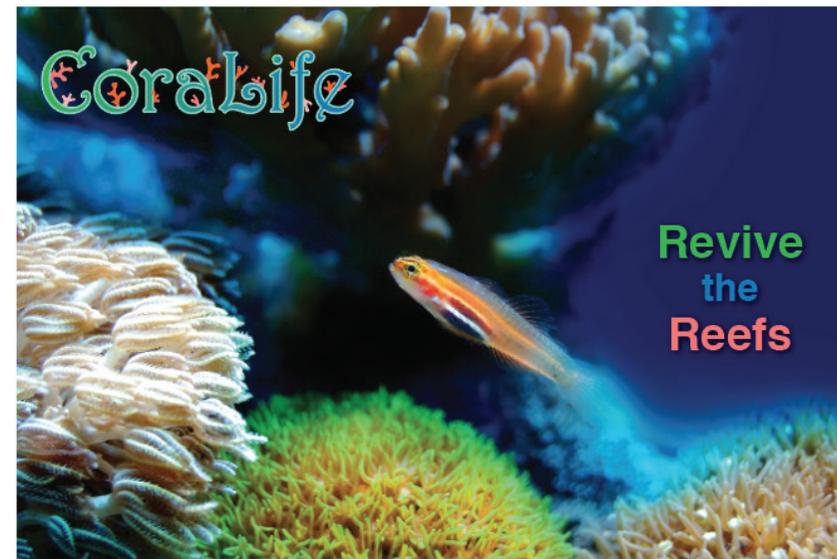
(Helvetica)

I have selected this typeface

Overview:

The secondary typeface of CoraLife needs to calmly and clearly convey the main message of the company. This is why I have chosen Helvetica, a strong contender for a font that is widely used for presenting information across print media, such as posters and leaflets. I also wanted to use Helvetica because it stands out clearly and is easy to read.

Logotype with Imagery:



CoraLife "Secret Ingredient" Designs:



CoraLife



CoraLife



CoraLife



CoraLife

“Secret Ingredient” Overview:



Summary:

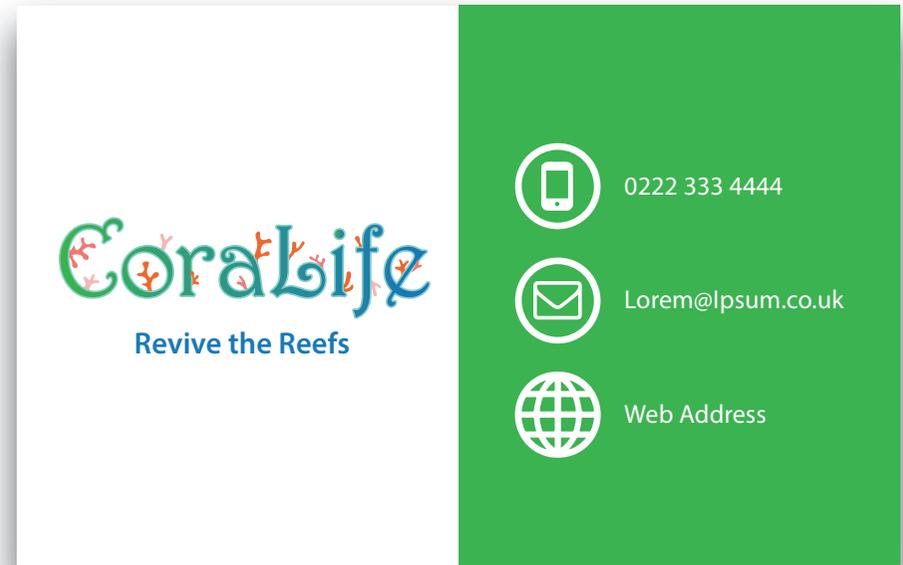
My secret ingredient in the logotype includes adding a subtle reference to the custom coral icon that I designed for CoraLife. This hidden mark in the letter “O” helps tie the logotype in with the rest of the brand while neatly including the icon.

In the promotional materials I create, the logotype can take the appearance of any of the above examples. This adds a level of visual variety and suggests that the icon can be applied in various contexts.

Mockup Designs: Business Cards



Front



Back

Mockup Designs: Clothing



Mockup Designs: Billboard



Mockup Designs: Leaflet





Brand Development Guide
by
Robin Osolinski