

# Logo and Colour Pallet Design Brief.

## Yak 'n' Bak

### Intro

Logo and colour pallet for young, vibrant, kayak hire business.

### Look and Feel

- Evoke feelings of fitness, healthy active living
- Environmental
- Fun and adventurous
- Doing something different, trying something new
- Fun for everyone

### Target Audience

- Fit, active outdoor loving people
- Families
- Tourists

### Must have

- Image, shape or form of a Kayak
- 2 colours, (Aqua/ Orange suggested colours) can be 2 tones of the same colour + black and white if needed
- Simple, minimal lines
- A Reference to water, either colour, splash etc

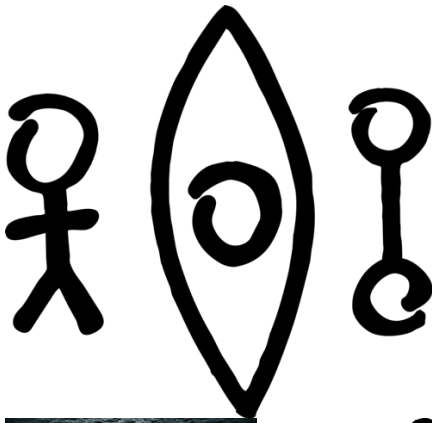
### To Consider

- Storage units are black so logo will be going on a black background
- Storage unit will be in public places so need to consider being in the outdoors and merge with nature
- The work Yak 'n' Bak needs to be in the logo and on 1 line not split

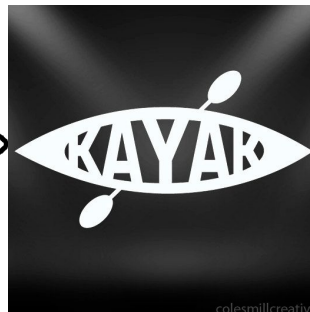
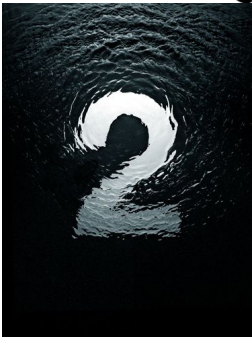
### Branding will be used

- On the storage units
- On the Kayaks
- Website
- App
- And all standard printed marketing material

## Some visual inspiration



www.clipartof.com · 1396985



colesmillcreative



happygirlsdsgn

