**Business Name:** I am willing to change the business name if the logo/design warrants a change. Official name is **DeRosa Aquatic Consulting**. I am willing to consider changing the business name to **DeRosa Aquatics** if the abbreviated name works better in logo design. Will entertain logo designs incorporating either:

* DeRosa Aquatic Consulting
* DeRosa Aquatics

**Company Description:** DeRosa Aquatic Consulting is an education and training company specializing in aquatic safety and risk management. Whether you need an aquatic expert to review your swimming pool or beach aquatic program, a lifeguarding expert to train and audit your staff, or a well-versed water safety expert to render opinions in a lawsuit involving a drowning, spinal injury or other aquatic injury, Shawn DeRosa is happy to provide high-quality services to each of his clients.

**Possible Taglines:**

* Helping Organizations Minimize Risks and Improve Safety
* Minimizing Risks & Improving Safety
* Minimizing Risks ● Improving Safety

**Main Products/Services:**

* Pool Operator training programs
* Lifeguard Training programs
* Educational Sessions at Conferences
* Risk Assessments and Audits
* Expert Witness Testimony in a court of law

**Primary Target Market:**

* Lawyers / Law Firms
* Insurance Companies
* Aquatic Staff (Pool Managers, Waterpark Managers, Beach Managers)

**Themes to Incorporate in Design:**

* Water / Aquatics
* Law / Legal
* Safety / Lifeguard / Rescue

**Colors:** Blue as a primary color. Logo should reproduce well in black and white and in "reverse" for printing on colored background (e.g. stitching on a dark blue shirt).

**Desired "Feel":** Reliable, Trustworthy, Authoritative. This logo should appeal to lawyers and recreation providers alike.

**Design for Social Media:** Logo (or graphic portion of logo) should be easily used and recognized in social media outlets (Facebook, Twitter, LinkedIn, Instagram, etc.). A logo that is horizontally oriented may not work well as a profile photo. A logo that can be contained within the standard Twitter/Facebook/Instagram circle would be ideal. If a symbol in the logo can be separated from text but yet still be unique to the company, then that would be acceptable.

* Twitter: DeRosaAquatics
* FaceBook: DeRosaAquatics
* Instagram: DeRosaAquatics
* Website: www.DeRosaAquatics.com

**Desired Uses of Logo:**

* Website
* Social Media
* Business Stationary (Letterhead, Envelopes, Business Card)
* "Badge" a seal of approval
* Marketing materials (Pens, Cups, Notebooks, Banners)

**Sample of Similar or Associated Organizations:**

* Lifeguard Authority https://www.lifeguardauthority.com/
* Lifesaving Society https://www.lifesavingsociety.com/
* Royal Lifesaving Australia https://www.royallifesaving.com.au/
* National Swimming Pool Foundation https://www.nspf.org/
* DRD Pools http://drdpools.com/
* Oostman Aquatic Safety Consulting https://www.ooasc.com/
* Aquatic Safety Research Group, LLC http://aquaticsafetygroup.com/
* Lifesaving Resources https://lifesaving.com/
* Pool Operation Management https://pooloperationmanagement.com/