

Design Brief

Seeking visual identity for new company including:

Two logos

Color palette, with HEX codes, for additional collateral

Font recommendations

Inkfish Innovation

Parent Company

Zoo & Aquarium consulting company centered on engaging public program design, event management, and strategic planning.

Target audience: Zoo and Aquarium executives

Code Kraken

Subsidiary

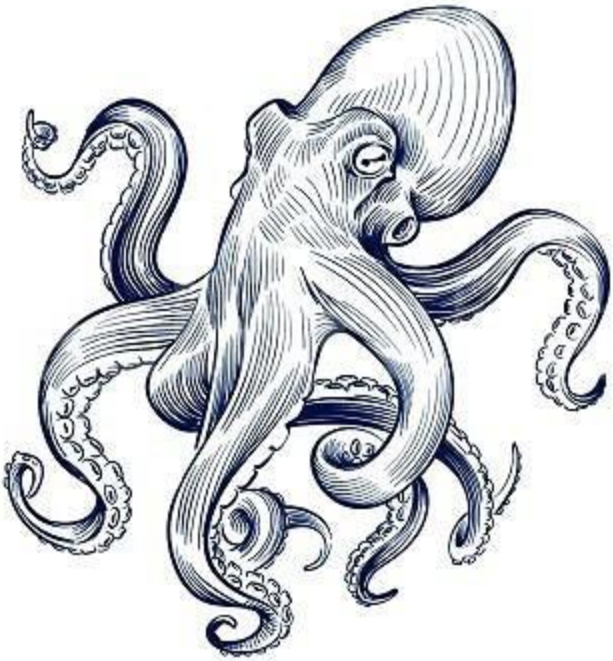
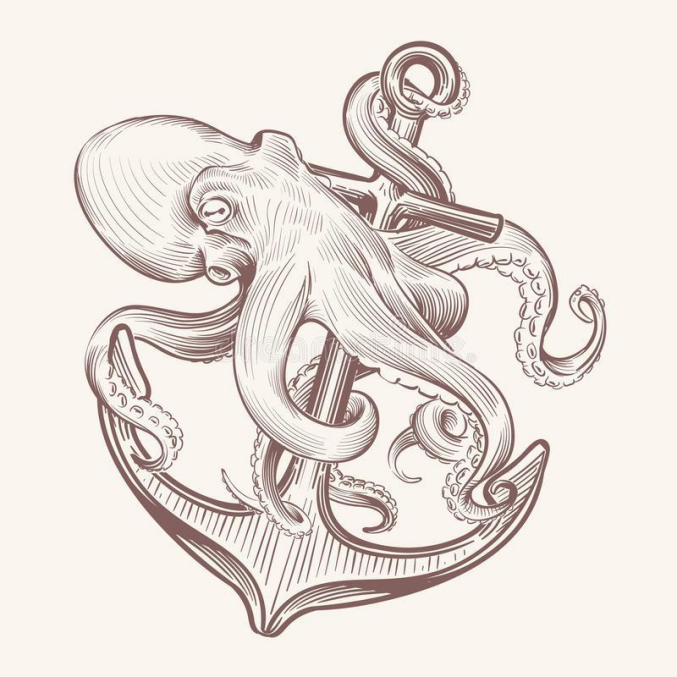
Hybrid outdoor adventure game series taking teams through cities, towns, and cultural institutions to solve puzzles. Mash up of Amazing Race & an escape room.

Target audience: Young adults (Gen Z + Millennials) and families.

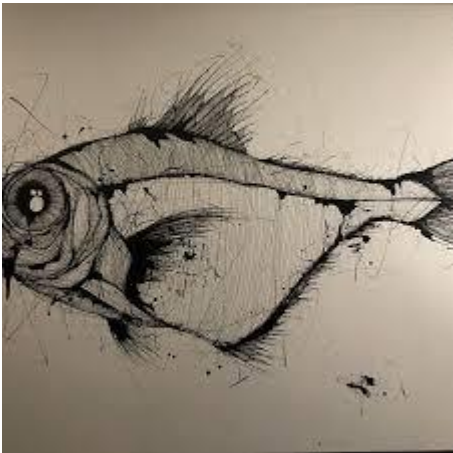
Visual inspiration in the form of stock images continues on the following three pages. It is not meant to stymie creativity, but to provide reference for an inclination towards tattoo and ink/natural history illustrations.

The colors of the one labeled “octopus set” are particularly appealing.

Context: Inkfish is a term used for cephalopods like octopuses, squid, cuttlefish and nautilus. Kraken refers to a mythological giant squid.

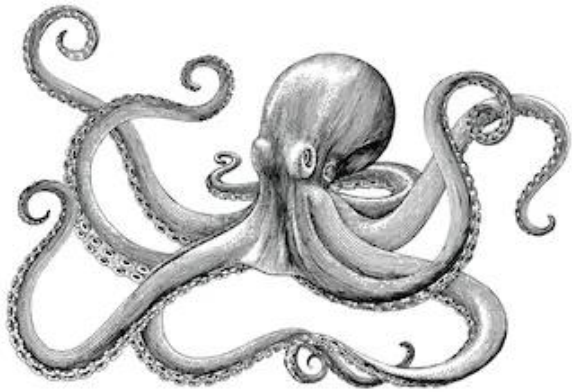


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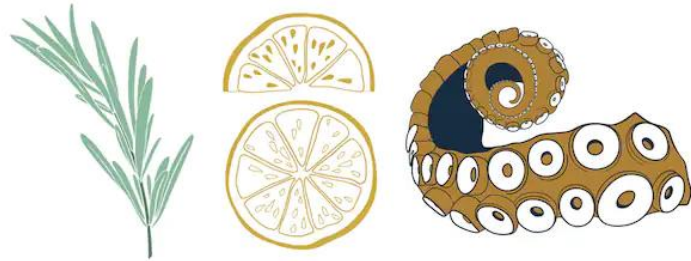


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Octopus set



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