

BRIEF GUIDE TO  
VISUAL BRAND IDENTITY:  
**SEA WELLBEING**

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## CONCEPTUALISATION

We have created a brand symbol that is original and very visual. It takes the idea of tides, which under the influence of the moon or the sun causes the rising or falling of the sea's waters, and draws an analogy with the transformational process that someone experiences when they are under stress and suffering mood swings; and how that process leads them to a 'sweet spot' .....where they find the solution that they are looking for. In this case, stability and balance.

Our tide is composed of a series of waves of different heights created using the brand letters 'S' and 'W' in order to convey the message that it is Sea Wellbeing that accompanies us and helps us in this stress management process. At the end of the tide (or process) we find the 'spot' that we were looking for (the solution). The use of the contrasting colour for the dot over the 'i' of the brand name is an added visual prompt, once again evoking the moon's influence over the tides by making it look like the reflection of the moon on the sea. That is why it is aligned with the dot of the brand symbol.

We have used a colour palette of two shades of blue that provide contrast and detail to the visual brand identity as a whole. The very rounded sans serif typography has been chosen to synchronise the symbol graphically with the text. The finer typography used for the descriptor provides contrast between the two and facilitates legibility.



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*TIDE*  
wave movement  
transformation/ process

*"S" "W"*  
Sea Wellbeing  
brand name  
Wellbeing at sea

*"SWEET SPOT" / DOT*  
goal focus  
solution

### Sea Wellbeing

stress management

typographies



colour palette selected

## GRAPHIC COMPOSITION

We have created a dynamic brand image that is positive and motivating. The focus is on the transformational aspect of the process that leads someone who is under stress to the place where they find their balance and are able to manage the stress. They do this thanks to the help of the Sea Wellbeing professionals who accompany them until they reach their goal.

This is represented graphically by the waves that carry them along and transform them.

The overall effect is evocative, clean and original. The lighter colour suggests both vitality and positivity. The darker colour provides a stronger, relaxing foundation that inspires confidence.

The use of the thick rounded strokes of the typography and the brand symbol enables us to project an image that is modern and up-to-the-minute.



**Sea Wellbeing**  
stress management\_



# VERSIONS

## VERSIONS

The principal logo has a variety of options and simplifications to be used according to the brand's communication requirements. We have created a horizontal version of the logo, which will only be used for aesthetic or technical reasons when necessary, or when it is not possible to use the principal logo.



*principal version with descriptor*



*principal version without descriptor*



*horizontal version without descriptor*



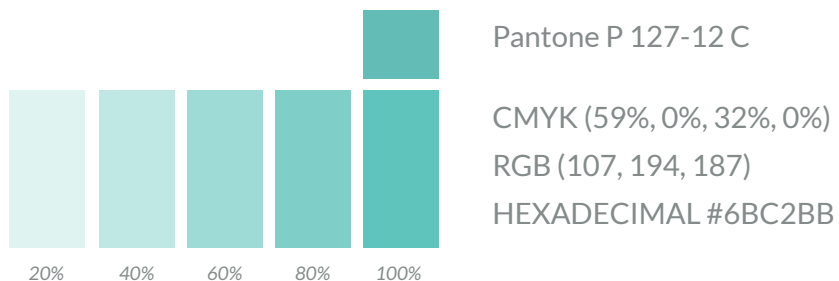
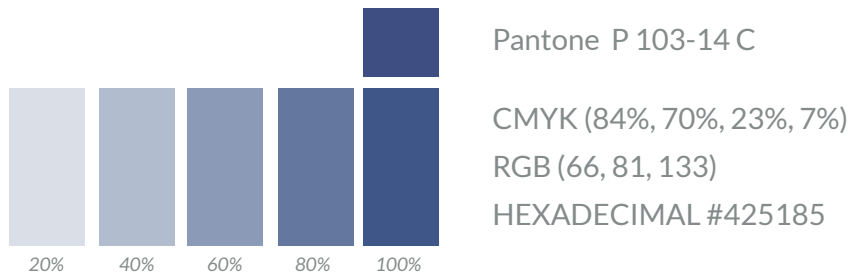
*symbol and application icon*



*favicon*

# VISUAL BRAND IDENTITY

## CORPORATE CHROMATIC PALETTE



## CORPORATE TYPOGRAPHY

**Aa**

VAG Rundschrift D - Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Aa

Venice Serif - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

## CORPORATE BACKGROUNDS

The logo may be used on corporate backgrounds according to the following guidelines in cases where it is not possible to use the principal logo.

Use a monocolour logo: white, black or medium grey for communications in which colour is not possible, such as fax sheets or acid-treated adhesive vinyl.

### ON CORPORATE BACKGROUNDS



### BLACK AND WHITE

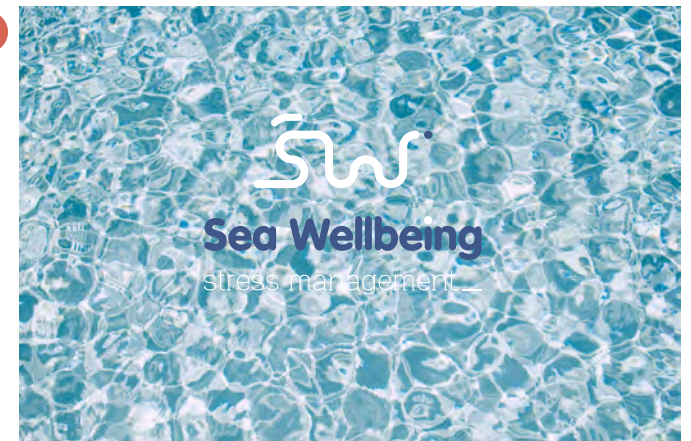


## OTHER BACKGROUNDS

Pay particular attention to using the logo on backgrounds with texture, illustrations or images. The main requirement is that the **logo must be fully visible**.

The following are examples of the correct or incorrect use of the logo on image and colour backgrounds.

### ON IMAGE BACKGROUNDS



### ON NON-CORPORATE COLOUR BACKGROUNDS



## PROPORTION AND SAFETY AREA

### PRINCIPAL VERSION WITH DESCRIPTOR

The safety area marks the boundary for placement of any other graphic element next to the logo, particularly if it is not corporate.

Using the letter 'n' as the minimum unit of measurement, the logo has a set of proportions that must always be respected.

This is a key element for ensuring the solidity and strength of the brand image.



## INCORRECT USAGE

In order to protect the brand image, shown here are examples of incorrect usage of the logo in terms of proportionality, position, effects, colours, etc.



*Original version*



✗ *distorting the proportions*



✗ *altering the corporate colours*



✗ *using elements out of place*



✗ *adding effects, outlines or gradients*



✗ *changing the orientation*



✗ *omitting elements of the logo*

*Consult this document before using the Sea Wellbeing brand in any kind of graphic communication. For issues that are not dealt with in this document please contact the brand or the designer: [info@ipnosix.es](mailto:info@ipnosix.es)*

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