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VCD 201 Brand as Type

# OFF SHORE

WIND WAVES WETSUITS





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**OFF**  
**SHORE**  
WIND WAVES WETSUITS

## DESIGN RATIONALE



### BRAND IDENTITY

There's nothing more exciting than pulling up to the surf and seeing the wind pushing the sea mist off the back of the waves. You can already feel the offshore spray raining down on you as you wait for your wave in the line up.

Bodyboarding is a male dominated sport, therefore Offshore is the heart and home for the few female bodyboarders who are brave, bold and elegant, all in one. Offshore aims to provide these edgy women with confidence and pride in the water. Wind burnt faces, no make up and knotted hair, Offshore wetsuits will make female bodyboarders feel confident in their fun colour ways and ultimate comfort, no matter what gnarly slab they're chasing on the South Coast of NSW. Offshore wetsuits strive to embrace the rawness of mother nature and therefore believe that eco-friendly materials are necessary.

### LOGOTYPE CONCEPT STATEMENT

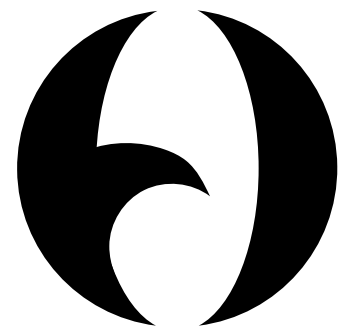
Offshore's logo represents the women bodyboarders who are fierce and bold, yet carry themselves with elegance. This is demonstrated through the small serifs, accompanied with the bold stems of the typeface. Further, the logo demonstrates movement, as the "OFF" is displayed as italics to demonstrate the wind blowing into the waves causing them to become steeper.

The vanishing components of the logotype represent the changes that the surf conditions can bring you and the skill to be calm within the chaos. The blue and orange colour ways further demonstrate this, as women bodyboarders remain calm whilst facing gnarly waves.

LOGOTYPE - B&W

**OFF**  
**SHORE**

**OFF**  
**SHORE**



WIND WAVES WETSUITS

**OFF**  
**SHORE**

**OFF**  
**SHORE**

LOGOTYPE COLOURWAYS

OFF  
SHORE

OFF  
SHORE



# COLOUR VALUES



R = 27  
G = 194  
B = 194

C = 69%  
M = 0%  
Y = 29%  
K = 0%



Opacity 50%  
Extension of colour system



R = 242  
G = 107  
B = 61

C = 0%  
M = 72%  
Y = 83%  
K = 0%



Opacity 50%  
Extension of colour system



# CLEAR SPACE DIAGRAM



The clearspace provided for the Offshore logo uses the height of the middle horizontal stroke within the logotype.



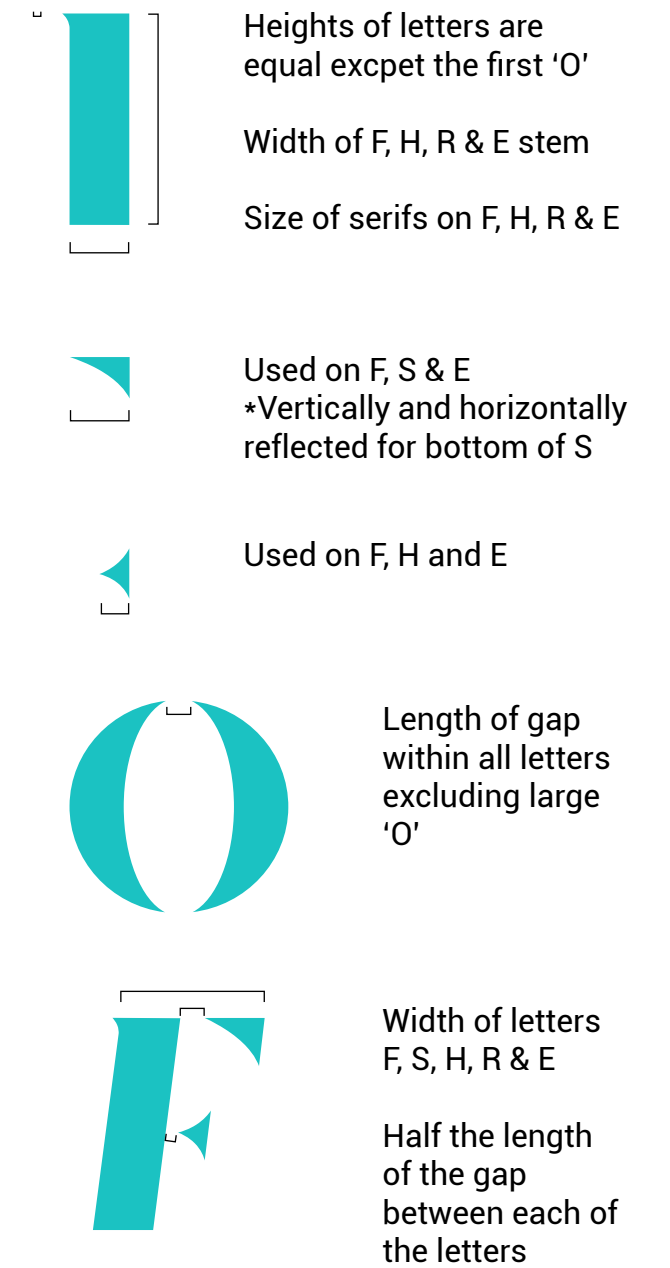


# TYPE DNA & SPACING



Space between logotype and tagline is half space between "Off" and "shore"

Space between letters is custom as the O is deceptive to visual kerning



## TYPE SPECIMEN & SUPPORTING TYPE

**TAGLINE:**  
ROBOTO - MEDIUM - UPPER CASE  
ABC  
123

**TITLE:**  
ROBOTO - MEDIUM - UPPER CASE  
ABC  
123

**Heading 1:**  
Roboto - Medium  
Aa Bb Cc : \$

**Heading 2:**  
Roboto - Regular  
Aa Bb Cc 123 :

**Body text:**  
Roboto - Light  
Aa Bb Cc 123

**Dot points:**  
▶ Middle horizontal stroke of letter E in the primary logotype



**SANS SERIF:**  
OFFSHORE type specimen features a sans serif typeface to create contrast with the serif logotype. Pairing these typefaces creates a clear hierarchy.

Example of typesetting on product tag:

**ULUWATU DREAMING**

**Size: 8**  
**Price: \$350**

**CARE GUIDE:**  
▶ Rinse wetsuit with fresh water after use.  
▶ Hang to dry out of direct sunlight as the sun reduces material flexibility.  
▶ Keep zipper done up when not in use.

**WARRANTY:**  
Your wetsuit comes with a limited 12 month warranty on all materials, zippers and workmanship.





COMPETITIVE SET  
- SURF BRANDS



VONZIPPER



ROXY



COMPETITIVE SET  
- BODYBOARD BRANDS





# LOGOTYPE DEVELOPMENT & KEY RESEARCH

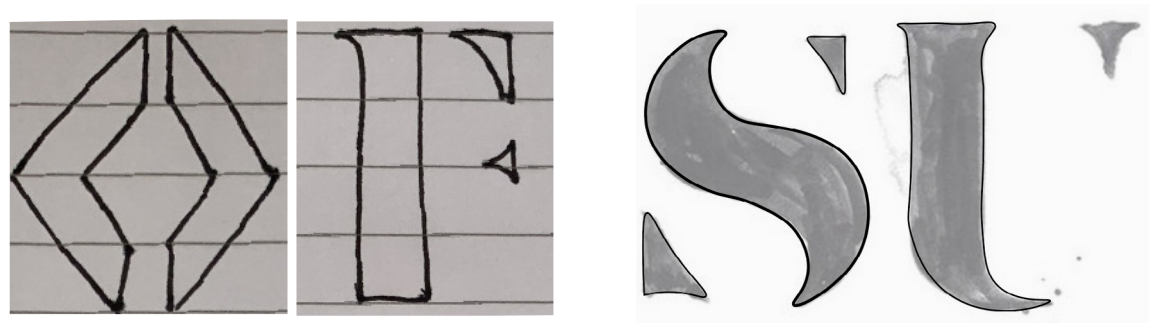
## LOGOTYPE DEVELOPMENT:

### FROM HAND TO DIGITAL

Sketches of type ideas.

Use of pen tool in illustrator to create type.

Combination of italics and regular.



**OFFSHORE**

**OFFSHORE**  
WIND  
WAVES  
WETSUITS

## TYPE SPECIMEN INSPIRATION

### SPOTIFY

Typeface - **Circular**

Spotify uses the family of only one typeface throughout their platform. Using one typeface family creates consistency and familiarity throughout their brand.

**Circular Book**

*Circular Book Italic*

**Circular Medium**

*Circular Medium Italic*

**Circular Bold**

*Circular Bold Italic*

**Circular Black**

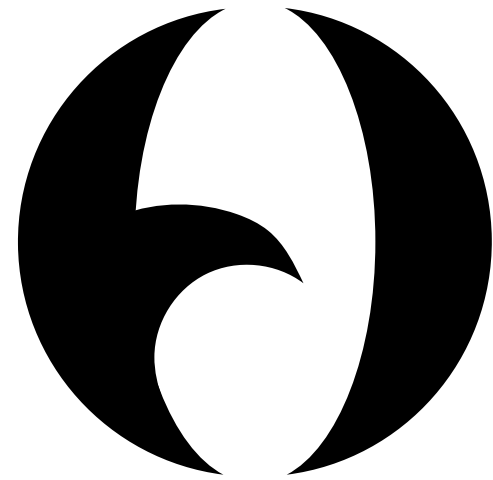
*Circular Black Italic*

# COLOUR RESEARCH & MOOD BOARD

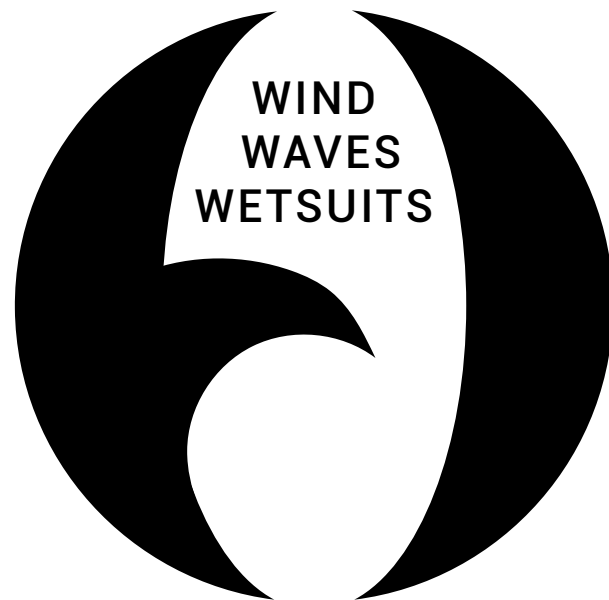




## TAGLINE

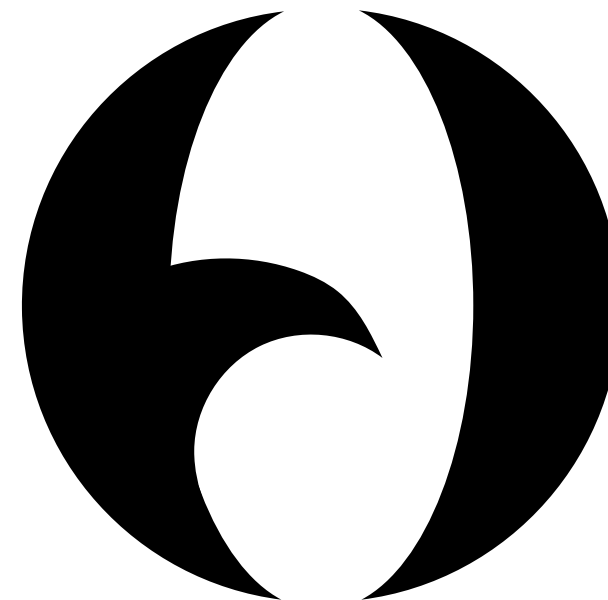


WIND WAVES WETSUITS



The OFFSHORE tagline can be used with the logotype, or on its own the the logotype shortform.

OFFSHORE's tagline is short, easy to remember and captures the brand essence. It is descriptive and provokes excitement for surfers as they know offshore winds and waves can only mean one thing - it's time to grab your board and your wetsuit and get out there!

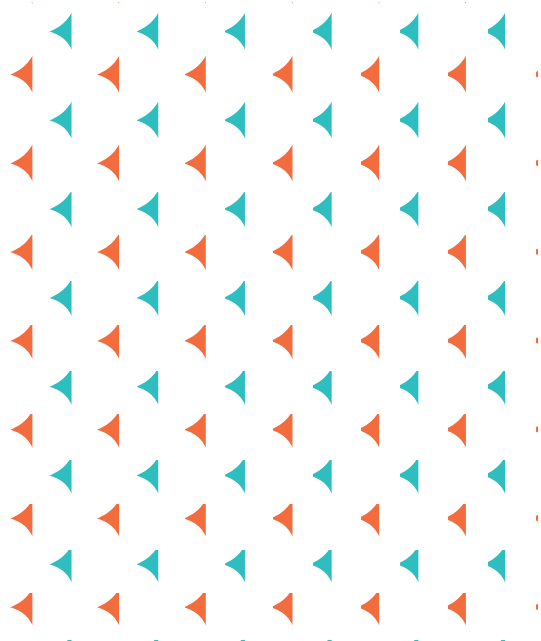
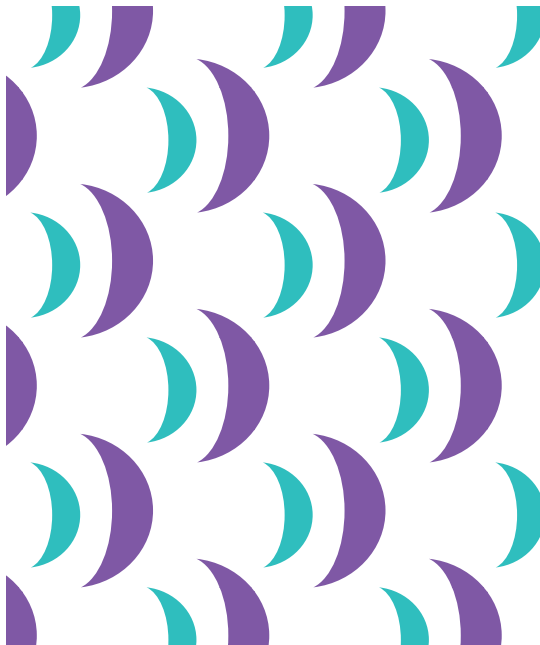
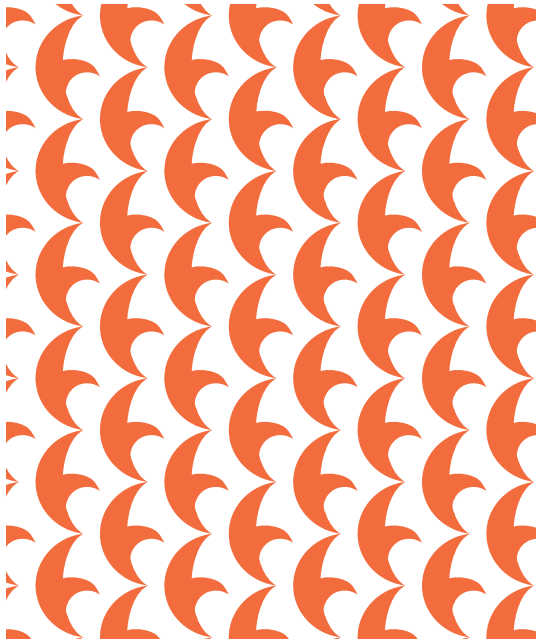
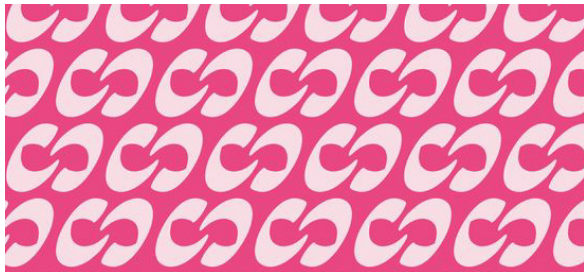


**BRAND APPLICATION**  
**- PATTERNS**

**PATTERN INSPIRATION**

**PAULA LUCIANA RUSCONI**  
**Limen Graphic Design**

Paula creates simple, eye-catching repeat patterns using letters and type DNA.





BRAND APPLICATION  
- PHOTOGRAPHY

**Right:**  
Shortform logotype with photography as cut out.

**Below:**  
Logotype without tagline. Photography as cut out.



# BRAND COLLATERAL



## Top Left:

Product tag front. Complete logotype with tagline and thin white stroke - see page 4.

## Bottom Left:

Product tag back. Shortform logo. Supporting type - see page 8.

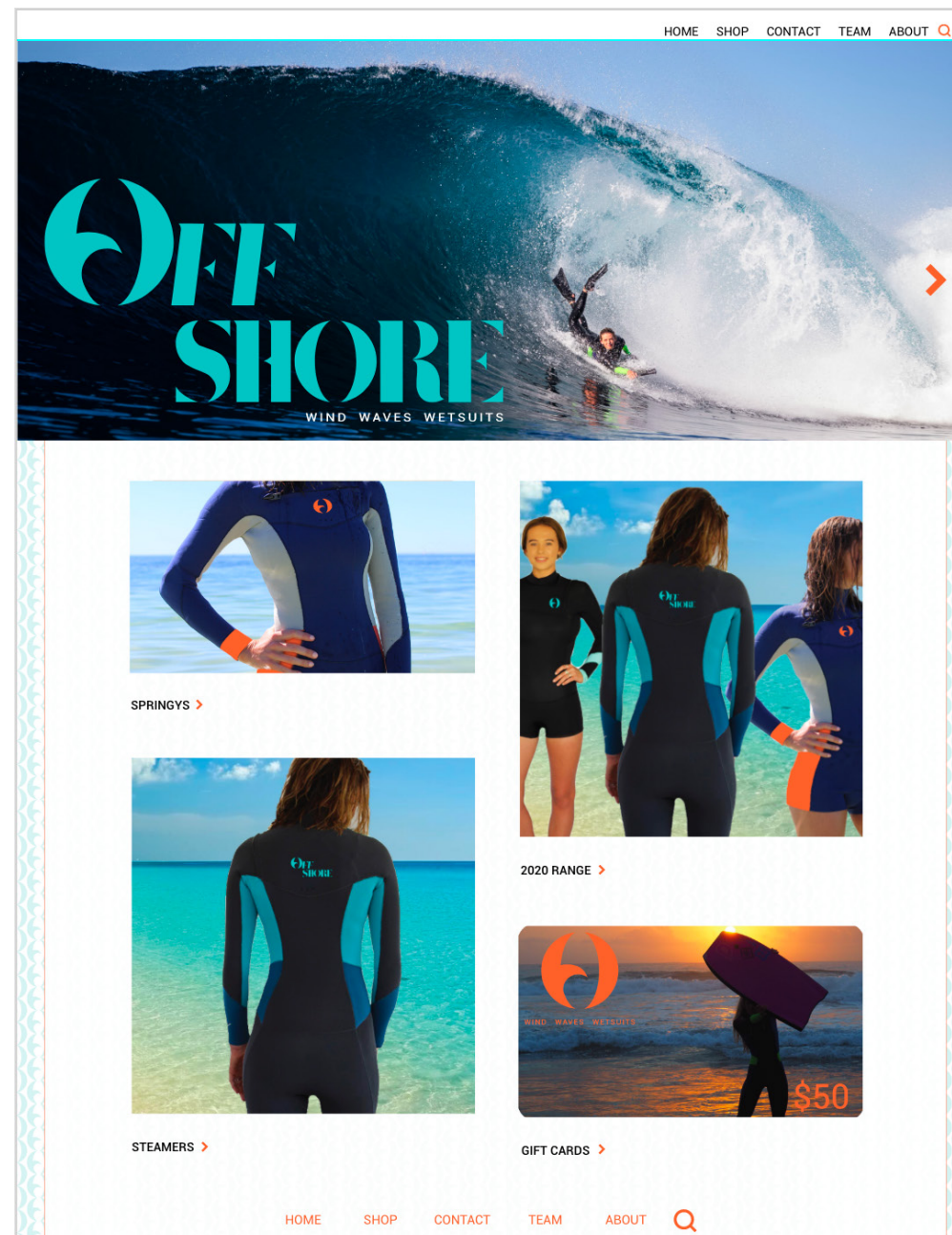
## Bottom right:

Gift voucher card. Shortform logo with tagline - see page 3





# BRAND COLLATERAL



\*Please see attached XD file for website  
Complete logotype with tagline. Website featuring supporting type - see page 8

Application of logo on wetsuits.  
Front of wetsuit: Logo in shortform  
Back of wetsuit: logotype without tagline





BRAND COLLATERAL



[www.offshorewetsuits.com.au](http://www.offshorewetsuits.com.au)