



OVERVIEW

Phil and Georgia Clarke are a married couple with a passion for travel, photography, diving, and the sea. About to embark on a new adventure and startup business in St. Thomas, they came to us for help with a new logo and business card design. They had a small budget and a tight deadline.

NEW BUSINESS VENTURE

Their existing business card incorporated a fish element that they rightly felt was not so much a logo but a graphic treatment, ghosted back to allow an overlay of contact information (as shown below). They felt—again rightly—that the current layout lacked personality and didn't reflect the exciting, vibrant life they led, and in particular their new, multifaceted business venture.

First, they were marketing to tourists, where they would lead diving expeditions with underwater photography; second, to diving excursion businesses, where they would offer their photography and videography services; and finally, as artists they would market their photo prints to consumers through a local merchants channel.

They needed a new card that reflected the high quality of their work. We suggested they do four separate lots of cards—at a smaller quantity each—to give them more opportunities to showcase the diversity of their work.



FRONT OF CARD



BACK OF CARD

CLIENT VISION

Logo Idea

Phil and Georgia had specific ideas for their logo. They wanted it to incorporate both fish and photography imagery. Initially, they wanted to use a seahorse image. We suggested that since they would be photographing many varieties of sea life, it would be a stronger approach to use a generic fish. They agreed.

Primary Color Palette

They wanted to incorporate blues and greens that suggested the sea and tropical geography.

Typography

They wanted to utilize the typeface from their website: Pathway Gothic One

PRINTGRAPHICS' CREATIVE SOLUTION



Logo Mark

We designed an integrated generic fish and camera lens graphic in a contemporary style that would compliment their chosen typeface, Pathway Gothic One.



Color Palette

Based on Phil and Georgia's input, we created a palette of contrasting blues and a complimentary green.

PHIL CLARKE
PHOTOGRAPHY

Typography

We set the company name in Pathway Gothic One using Pantone 7489, the third color in the palette.



PHIL CLARKE
PHOTOGRAPHY

Final Result

Phil and Georgia were thrilled with the logo, but decided to go with a two-color palette. Since the cards were printed CMYK offset, it wasn't a cost issue, but rather a personal preference. This project illustrates the importance we place on collaboration with our clients. By listening carefully, respecting a client's vision, and making thoughtful recommendations, we were able to send them happily on their adventure with a strong, engaging and professional look, as well as business cards that also served as a mini photography portfolio.

Underwater
Photography
& Videography

MARKETING MATERIALS

To see full images, visit printgraphics.biz/pclarkebranding2.html and click on the thumbnails.



For questions or comments about this project, please email dee@pgi.us

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