POSEIDON DIVING SYSTEMS

BRIEF

Full brand appraisal and rationalization of identity guidelines.

LIST OF ITEMS FOR CONSIDERATION

- 1. Print advertising templates
- 2. POS
- 3. Swingtags
- 4. Packaging
- 5. Spec sheets
- 6. Product booklets
- 7. Web
- 8. Art direction of all products

PRODUCT MATERIALS & DESIGN DETAILS FOR CONSIDERATION

- 1. Neoprene (eg. boots and suits)
- 2. Stainless Steal (eg. regulators)
- 3. Rubber (eg. bags and carriers)
- 4. Plastic (eg. knives and masks)

TONAL GUIDELINES

Expensive, technical, masculine, Scandinavian.

SOLUTION IN BRIEF

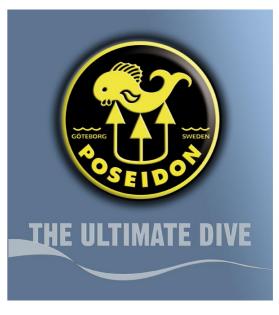
By making use of a grey/blue colour palette the existing brandmark could now co-exist when used across a number of media. Complimentary typefaces were employed to aid brand values and ease communication across a wide selection of materials.

RESULTS

The long standing relationship with Poseidon in the UK has now broadened to include the Swedish parent company and their distributors worldwide.

Marketing materials are distributed efficiently and brand recognition has dramatically improved at consumer retail and trade levels.













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