

## Final Branding Assignment for Liquid Swell



**Job Type-Branding**

**Client- Liquid Swell Hawaii**

**Due Date-at Beginning of Your Exam Day**

**Deliverables-**

- a. logo design- 8 in x 8 in-must use liquid swell words.pdf in the design
- b. Postcard- 4 in tall x 6 in wide (must use liquid swell words.pdf in the design)
- c. RackCard- 3.5 in wide by 8.5 in tall

**Step 1- Go to their website at <http://liquidswellhawaii.com/>  
Go to google and type in “ liquid swell hawaii” and check out what is there-get to know your client as best you can**

**Step 2- Download and open their current logos from our website  
You will be using the words like above from the liquid swell words.pdf in your new logo design**

**Go to google and type in “surf shops big island” and check out their competition-like Millers Surf and more-learn their competition-look at their branding/logos and then look at the national surf companies like Volcom...**

**Sketch out some ideas on paper first-visualize and create the logo first**

**Then move on to the other deliverables**

**We will discuss more-aloha**