

BRAND GUIDELINES

St Vincent
Grenadines
Caribbean Islands



Grenadines Island.edu



OUR BRAND

- This is a group project that has been asked to follow a criteria from the brief. We aim to provide a clear message to the map of St Vincent, Grenadines and Caribbean Island and provide clear values to there islands so that they can use this information to teach students and the public.
- Our group has produced an interactive map based on different time periods. This will allow the public to see the develop that the three islands have gone through to where they are now. The map has interactive features allowing the user to explore more.
- The purpose of our group is to provide a clear focus and the importance to produce professional work that will help these island learn about their culture. As this project is about three different islands that are located near the Caribbean the colour scheme will reflect the colours of their national flag and represent the ability to explore with geography related colours.
- Our aim as a group is to provide an interactive map that allows the user to see different times zones of the three different island allowing them to learn about their culture. This interactive map will be used on a website allowing teachers and students to learn more about the process and the culture of the three islands.



Logos



Grenadines Island.edu

Banner Logo 1.1



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Square Logo 1.2

The main logo is the square Logo (1.3)

Use this logo as much as possible

This logo designs have a border that make sure the layout fits safely. Its important that no other graphics and information can enter the border.

Stacked Logo 1.3

Primary
Colours



#10649A

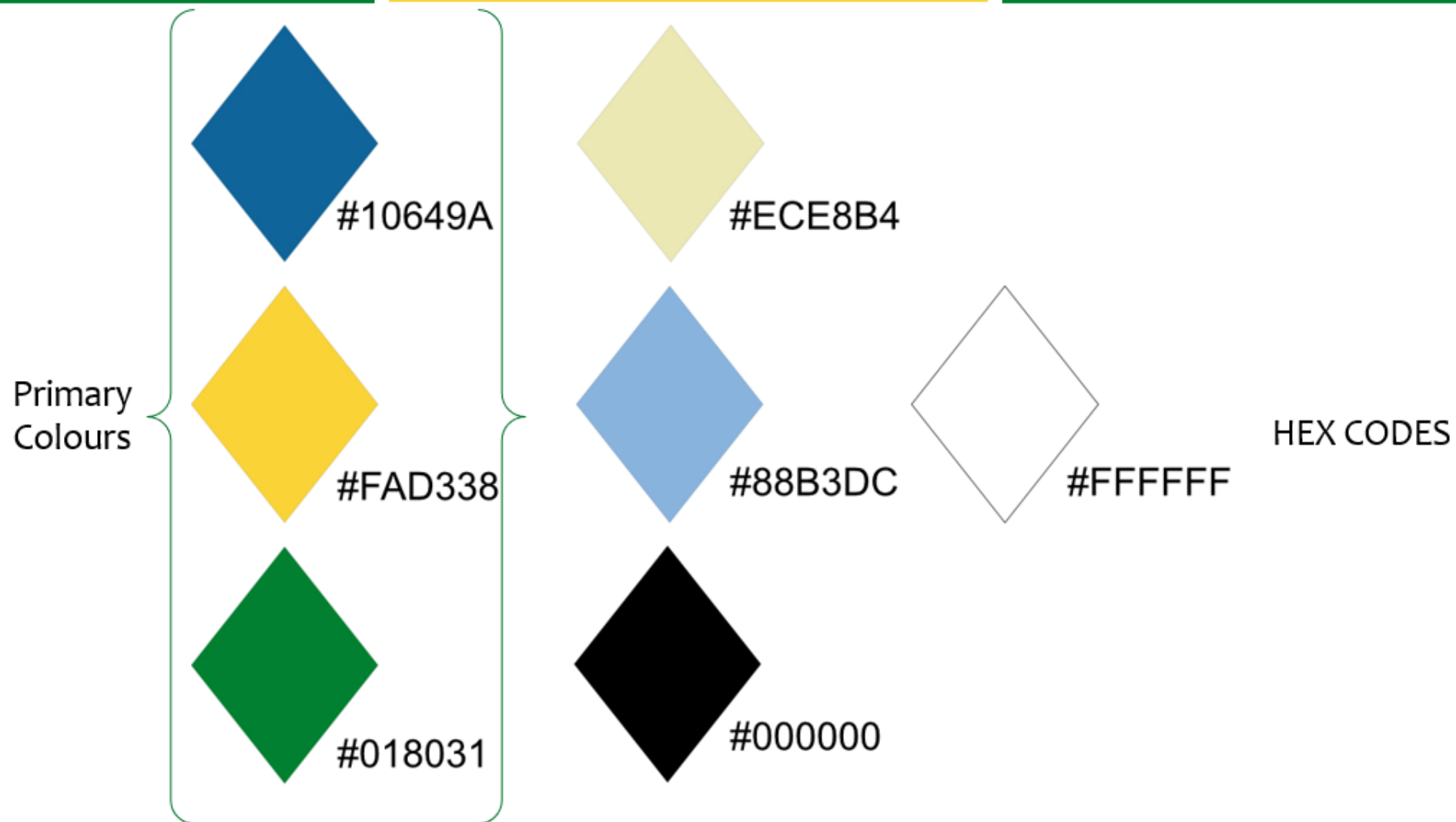


#FAD338



#018031

Colour Scheme

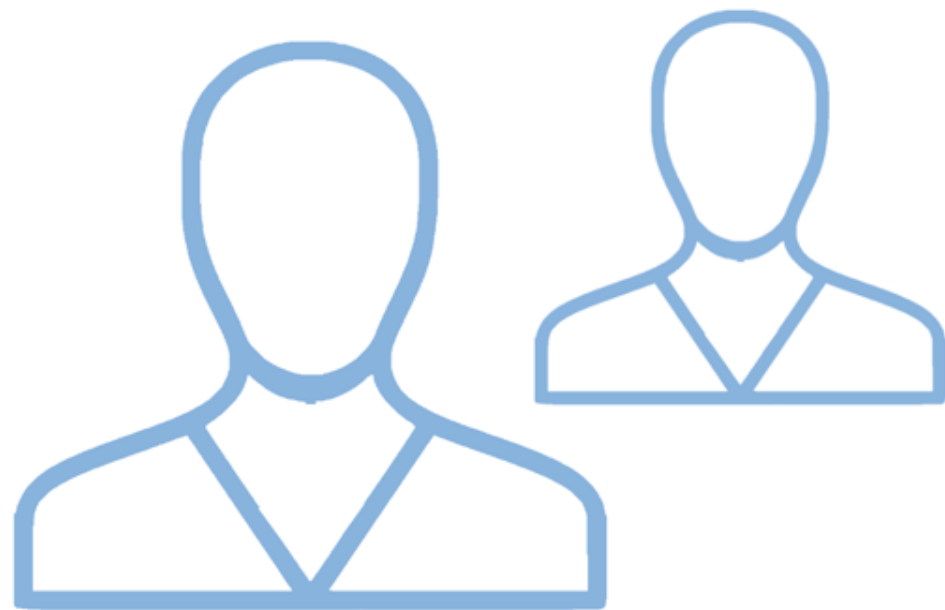


These are the main colours that I will be using for the Caribbean Island Project. I have made sure to take inspiration from the develop of the St Vincent and Caribbean flag. These are the primary colours that I will be using to create the logo for this project.

Personas

Personas

These personas are people that we are creating the interactive map for. Its very important that we are providing them with the information that they need and the reasons why its so important to provide them with the interactive map.



Sarah

She is a 50 year old teacher at Saint James.

She has been using old books to teach her class and needs more resources to teach the class with new information.

She believes the interactive map will help her learn more about the islands and will really help the students learn more about their culture and surroundings.

Isabella

She is a 11 year old student at Saint James.

She has a lack of understanding of her culture and her surroundings.

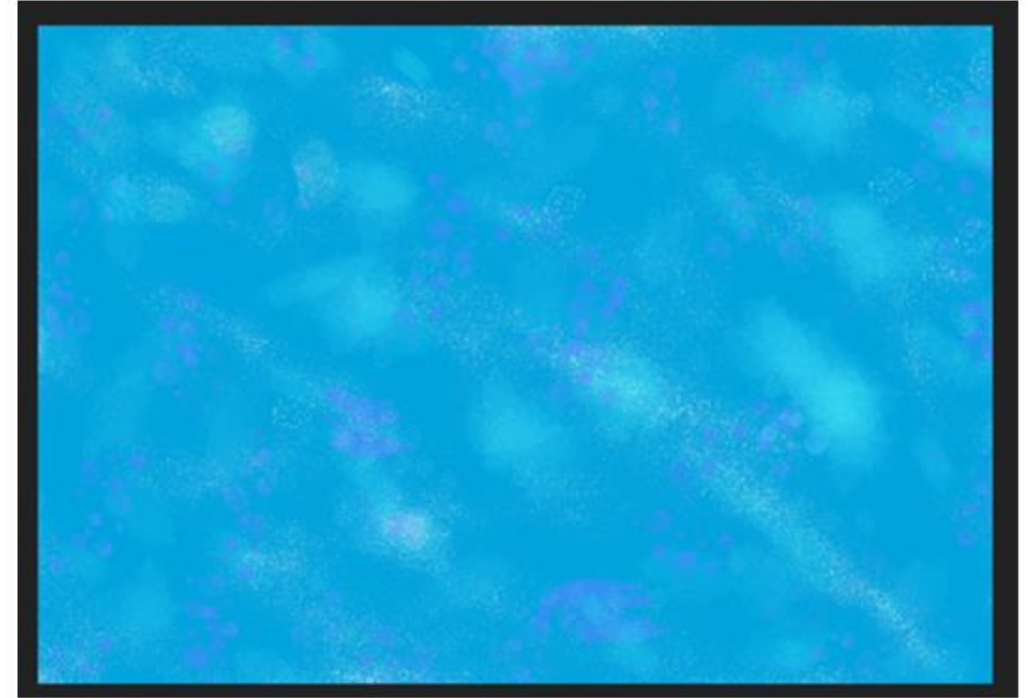
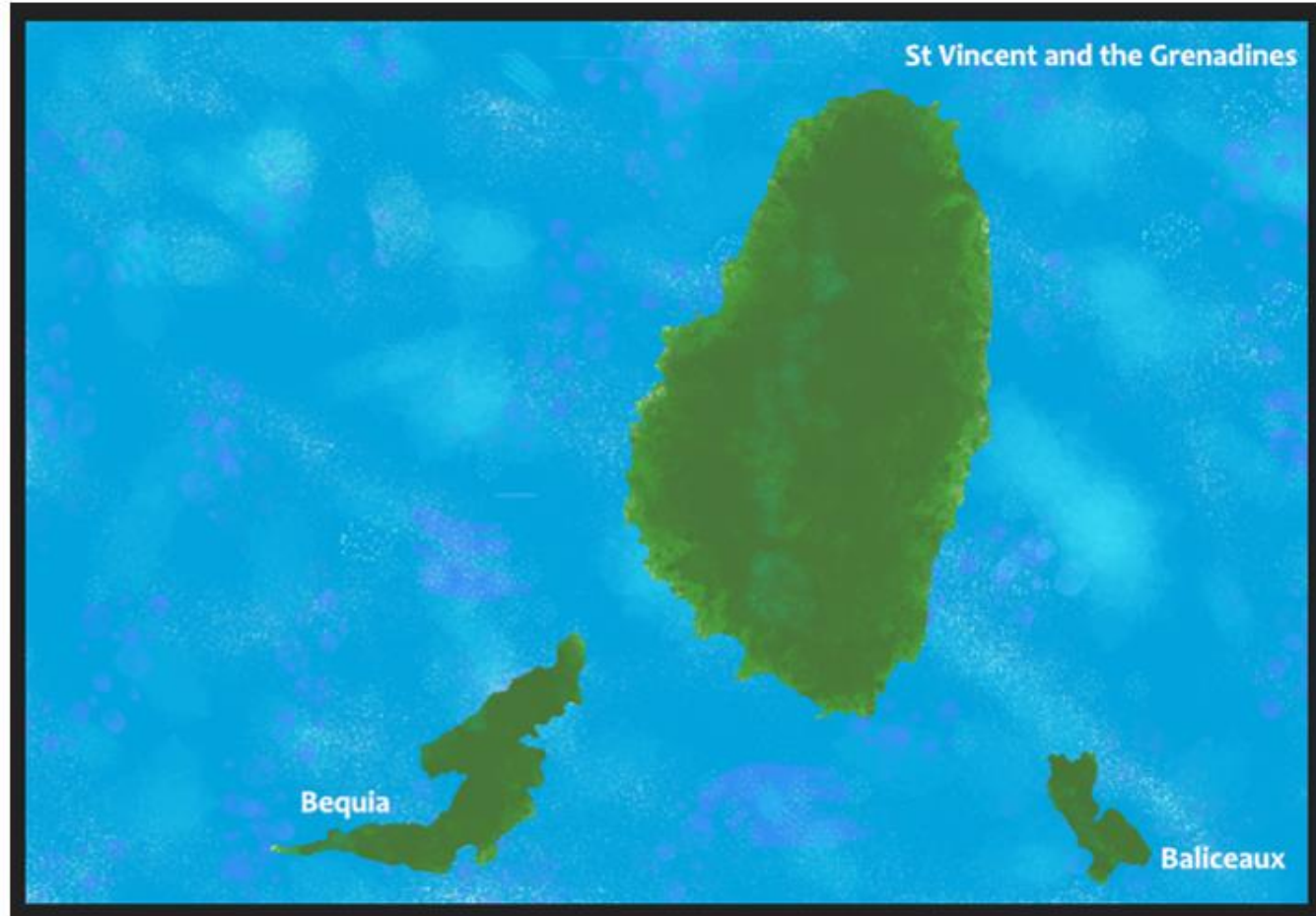
She is very interested in learning more about the three islands and believes the interactive map will be very useful.

Background Items

Background Items

These are the different background designs that are to be on the website for this project.

It includes all three islands that are needed for the website.



The plain blue background is to be used as the sea background. It is important that any text does not clash with the colours that are used in this design.

Typography

Typography

These are the different typography styles that are to be used for this Project.

The font style Lucida Calligraphy is to be used as the logo font and the main title for this project.

The font style Harrington is to be used only for display information and text that relates to the early stages and old items of the island.

The Candara font is to be used as the main information display. This font is to be used as much as possible to display background information and content.

The Mongolian Baiti is to be used for the navigation map tabs that will be displayed on the website.

Candara (6)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Harrington

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Lucida Calligraphy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Mongolian Baiti

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

OUR BRAND

MORE INFORMATION

It's important that you follow these brand guidelines to ensure that everything is presented as a brand. The St Vincent project needs to have a clear identity. The client for this project wanted a clear interactive map that allows the users to see information about the islands. And with a clear brand identity for the user experience.

