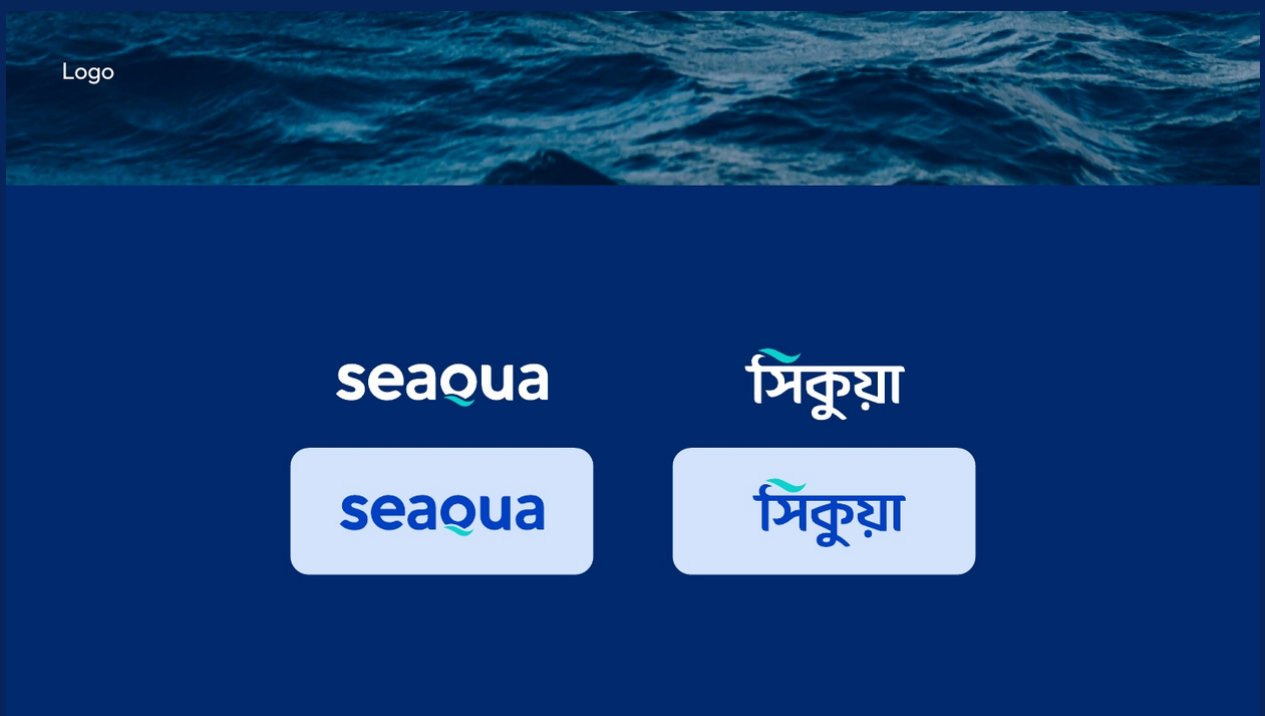
How can a seafood identity carry the movement of water?

A bilingual identity for a seafood supply brand.



Give both languages a place on the water.

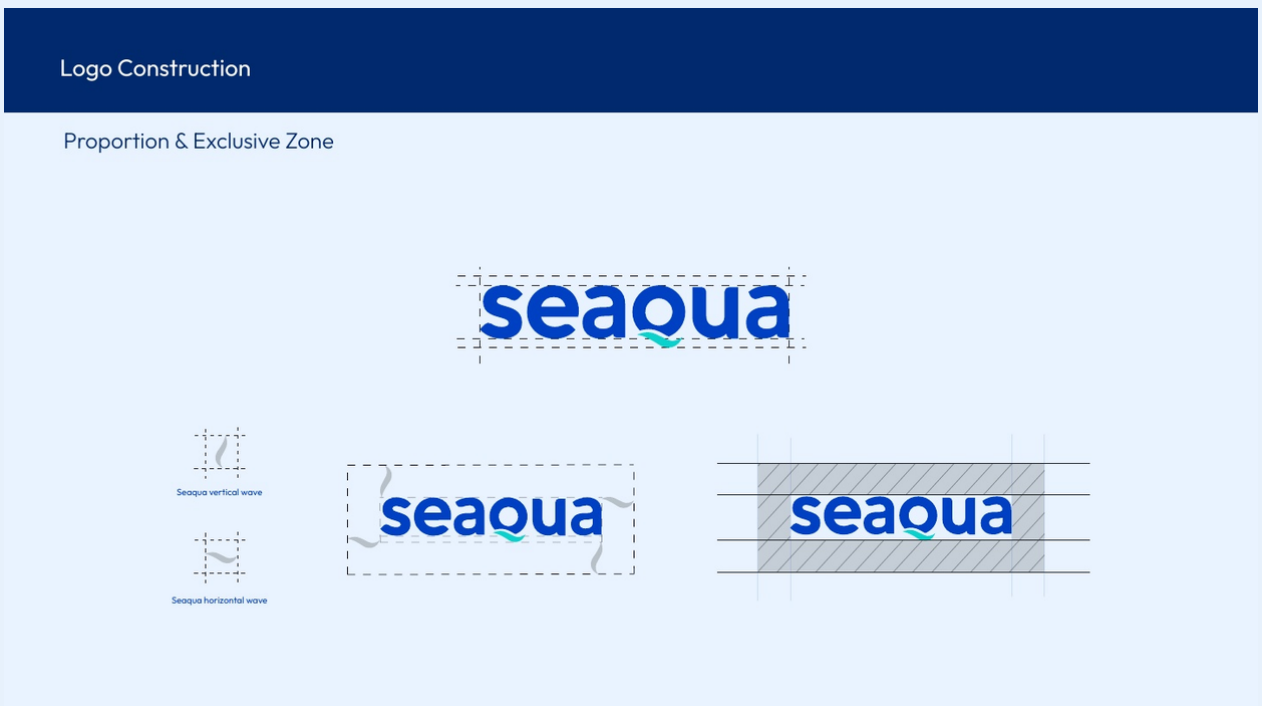
The English and Bangla lettering share the same dark field on one set and a lighter ground on the other. The two languages are given comparable space.



ORIGINAL ENGLISH AND BANGLA LOCKUPS

Build the wave into the lettering.

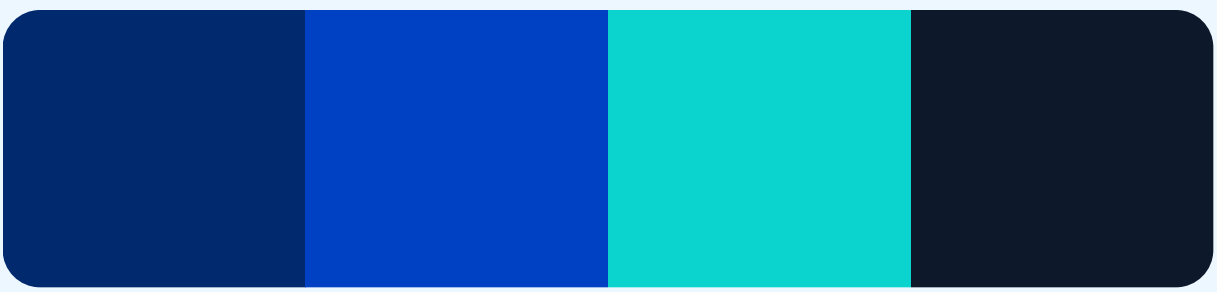
The construction sheet traces the internal wave and shows the clear space around the full wordmark. The detail sits inside the name so it can carry through at small sizes.



ORIGINAL LOGO CONSTRUCTION

Give the sea four levels of depth.

Deep Sea Blue anchors the palette. Acqua Blue and Tidal Turquoise bring brighter notes to lettering, waves and large fields, with Seabed Black at the darkest end.



Deep Sea Blue	Acqua Blue	Tidal Turquoise	Seabed Black
#002A6D	#0041C4	#0BD3CD	#0D182B

ORIGINAL PALETTE VALUES

Establish a steady reading rhythm.

Livvic carries the headline and Outfit sets the lighter reading text. The guide shows how those roles hold across both display and compact layouts.

ORIGINAL TYPE HIERARCHY AND PAIRING

Hierarchy & Font Pairing

Display Headline Size: 210pts	**Livvic | Bold**
Heading 1 Size: 70pts	**Livvic | Bold**
Heading 2 Size: 40pts	**Livvic | Semi-bold**
Sub-Heading Size: 30pts	Livvic | Medium
Body Text Size: 18pts	Outfit | Regular

HEADING	**Livvic (Bold)**	24 pts
		22 px
SUB-HEADING	Outfit (Medium)	18 pts
		22 px
BODY	This is a dummy paragraph. The paragraph has been written using the font Outfit (Light) with natural leading.	12 pts

Give the swell and the tide separate jobs.

The wave repeat can extend across a surface at different opacities. The single turquoise tide works as a smaller accent.

ORIGINAL SEAQUA WAVES AND SEAQUA TIDE ARTWORK

Identifier



Carry the movement onto the cards.

The business cards vary the ground from light to blue and turquoise. Sweeps of colour connect the different versions to the same identity.



ORIGINAL BUSINESS CARD SERIES

Show where the seafood goes next.

The collection point sign gives the wordmark a solid blue field and spells out the location's purpose in a separate area. Both can be read from a distance in the mockup.



ORIGINAL SHRIMP COLLECTION POINT SIGNBOARD

Give the brand a language from the water to the collection point.

The bilingual name identifies Seaqua. Waves, type and a compact palette give the identity room to work across everyday materials and signage.

BILINGUAL IDENTITY, GRAPHICS AND APPLICATIONS

Connect the unconnected.



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