

Redesign
The
Identity system
For a local
Organization

Jericho Beach
Kayak



JERICHO BEACH
KAYAK

Moodboard



Waves



Active

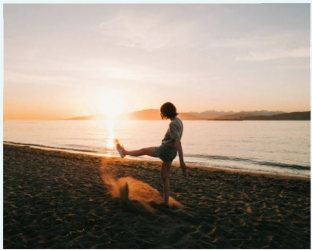
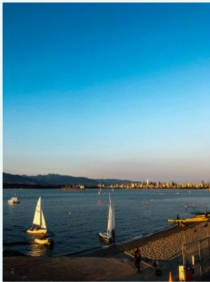


Brand identity concept // kayak rent service



Ocean

connection



Plants



nature

community

earthy

rocks



Kayak



British Columbia

Energy



Paddle

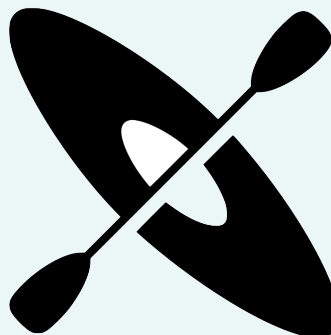


Simple



Best Places to Kayak in Naples and Bonita Springs,
mike jack

1 0 1



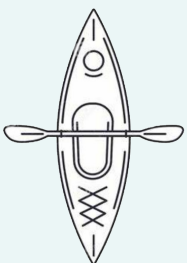
kayak
Tomasz Manowski

1 0 15



kayak

learning



Empathy Map

Systems/Infrastructures: Jericho Beach Vancouver, buildings around it, computer networking/internet, utilities (power, water), roads, parking space, information systems, energy, booking system, rental system, teaching system

Who is affected, How? Tourists, Families, people who reside by the building, people who love kayaking, people who hate kayaking, people who never kayaked before but want to, kids, teenagers, adults, people who love outdoors and exploring, people who go to the beach. The building is in a popular beach location, during the summer where there is the most customers and activities it will attract lots of commotion.

Who has control/ how much and why? Jericho Beach Kayak Centre was established by Ecomarine, in 2019 it was taken on by Bob Putnam and Erian Baxter of Deep Cove Kayak Centre and it continues to be operated by EJ Lange. Jericho Beach Kayak is building on 40 years of experience both of Ecomarine (established 1980) and Deep Cove Kayak

Who has a stake: The owners, sister companies, workers, teachers, customers, participants, companies that supply the kayaks, general public,

HMW How May We Approach: Increase interest and awareness about the ocean and the environment, bring joy and fun for families and teenagers, increase knowledge about indigenous community and ancestral land and history. Bring people closer to nature and the environment around us. Building connections with people by teaching.

What assumptions: People in the vancouver area are generally very active and love the outdoors, and because there is beaches and water bodies people love to swim and paddle surf and kayak. A Lot of people like nature.

Insights inform the outcome: Good activity especially during summer, good opportunity to spend time with family, meet new people or hang out with your friends, learn a new skill or improve it, learn more about the environment and the ocean. Connect with nature.

Statement

Encouraging individuals to cherish their time together outside, embracing the environment around them. Inspiring them to learn something new or continue building their knowledge while building a positive and respectful connection with people and nature. Teaching them about the oceans biodiversity and the effects we have on our environment.

Graphic/ Material exploration



We wanted to be inspired by the different parts/materials and stuff related to Kayak, Like patterns, Skeleton and etc.

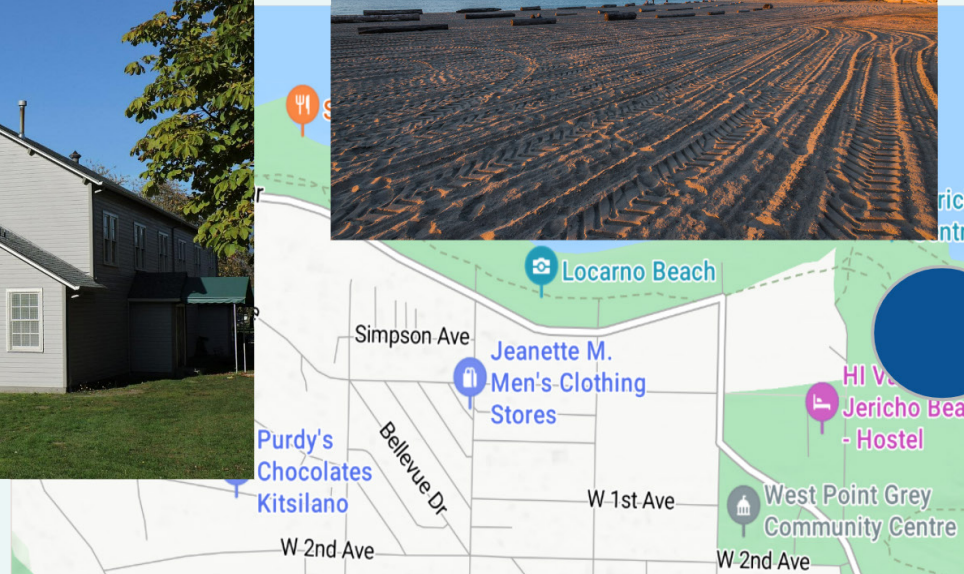


Place research

Jericho Arts
Centre



Locarno
Beach



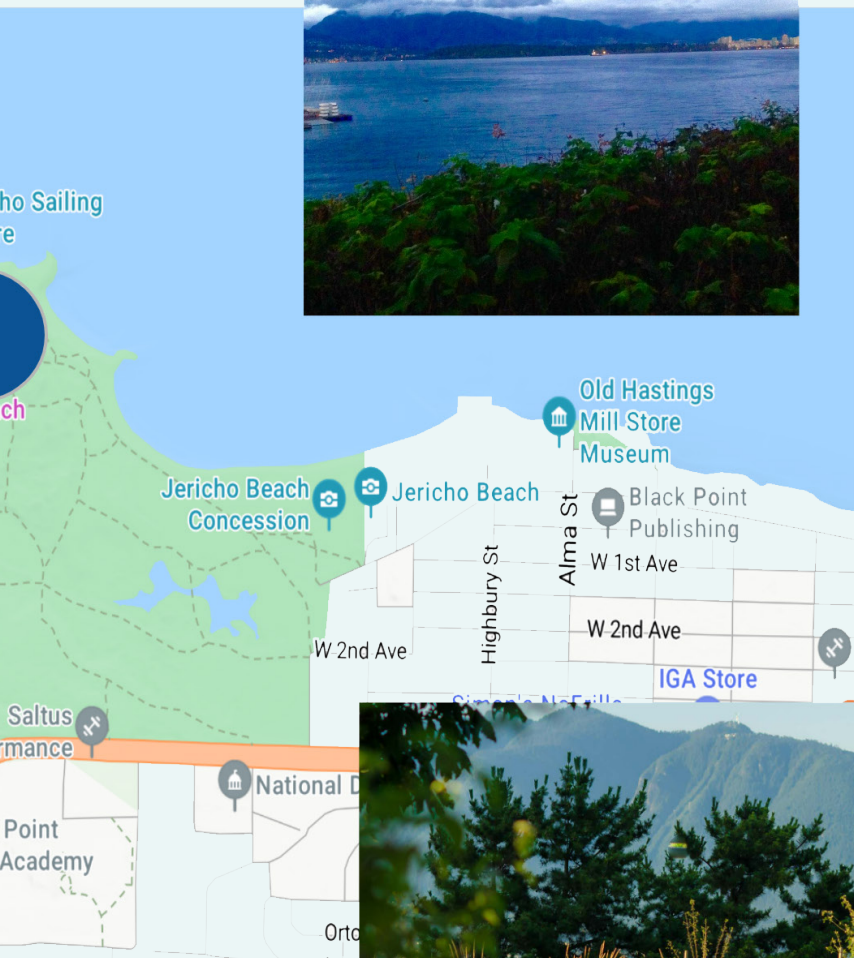
HI vancouver
jericho beach -
hostel



Jericho Beach



- Active
- Scenic
- Vibrant
- Green
- Outdoorsy
- Progressive



Jericho Beach Park



Design Direction

Circle shapes to represent community/ connection

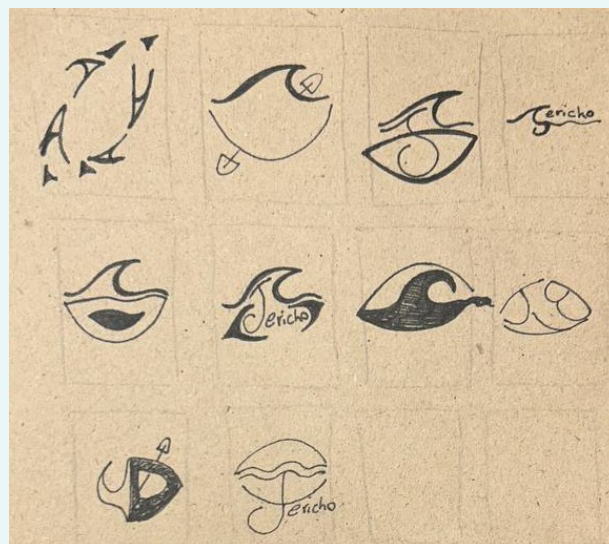
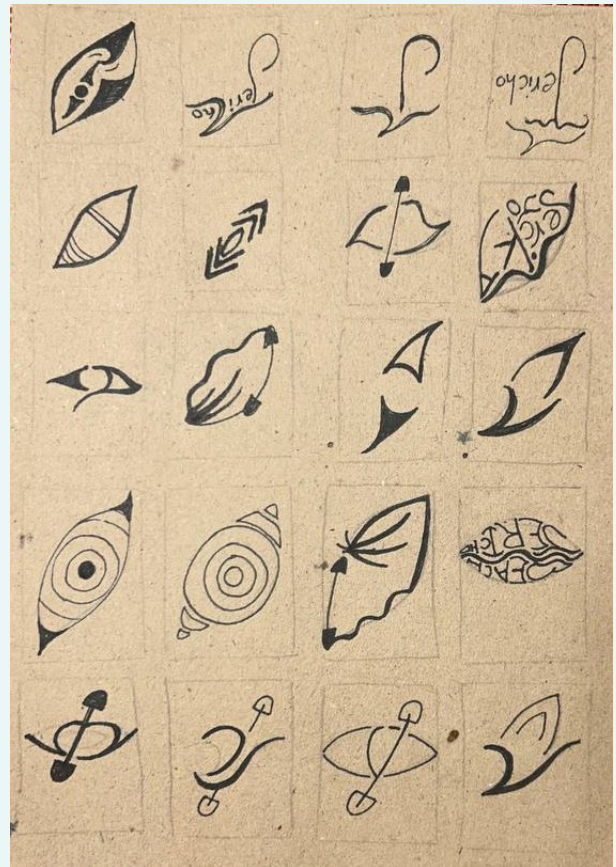
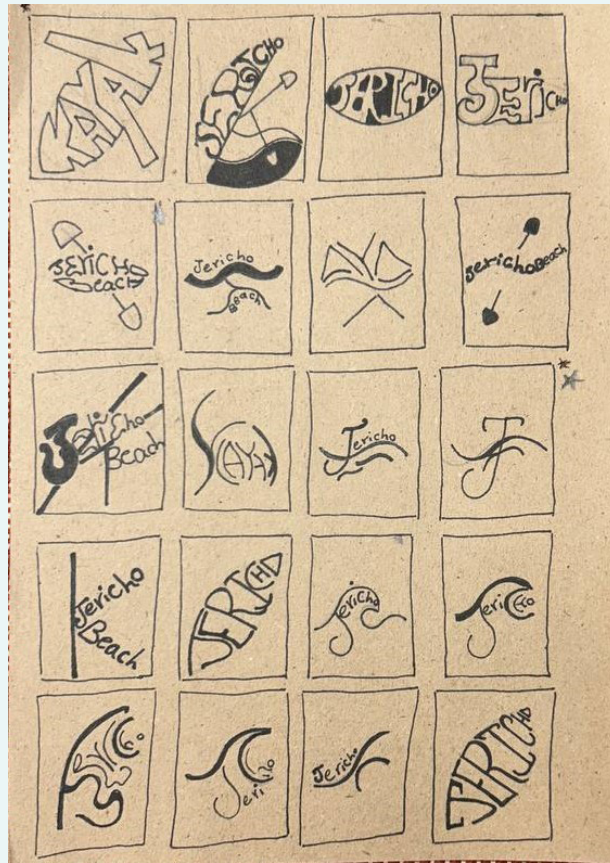
Fun and summer vibes typefaces fonts to make the logo look more friendly and welcoming and giving this feeling of camping, summer, and etc.

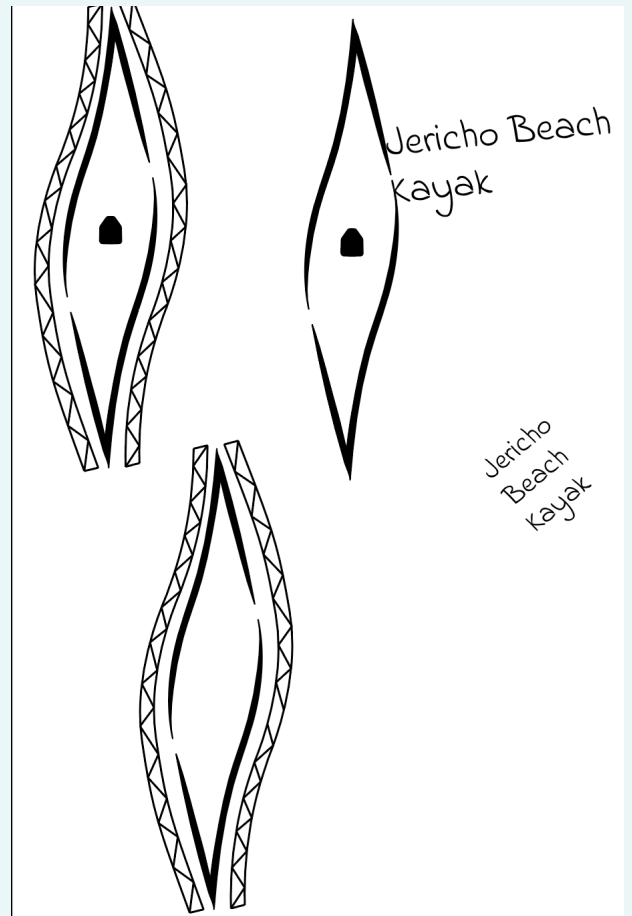
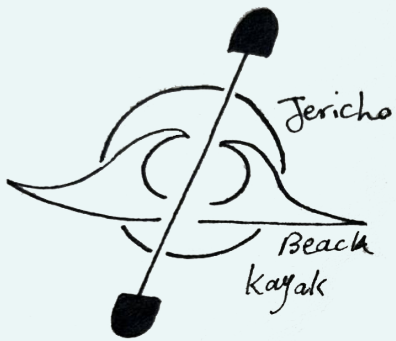
Active logo/ waves/ paddle movement

Simple yet still fun

Shape of kayak

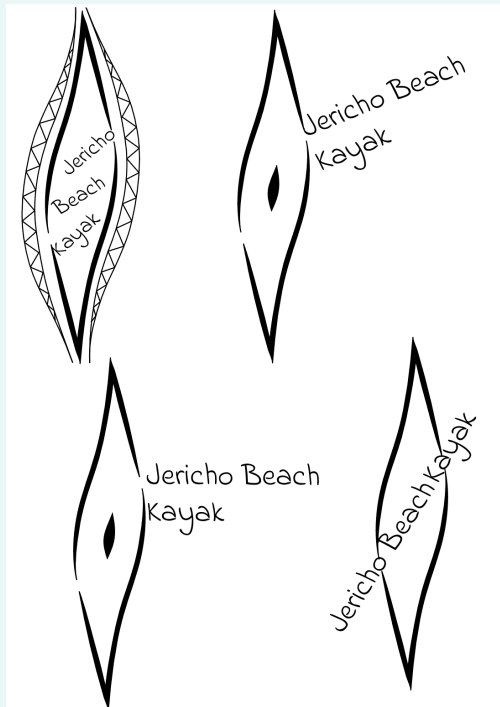
Logo Design Process



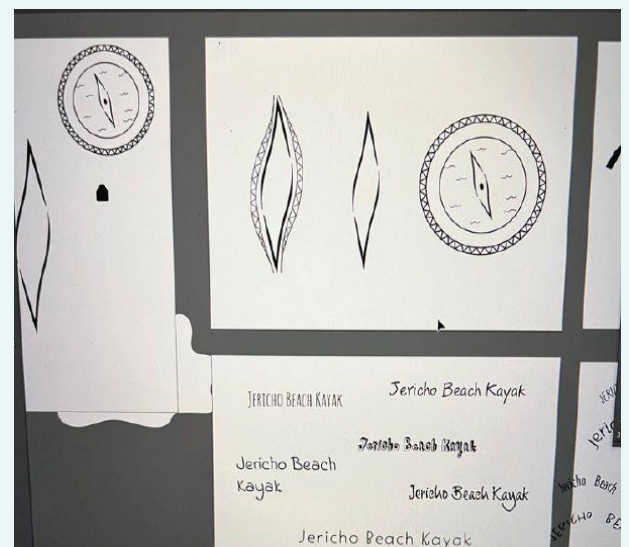
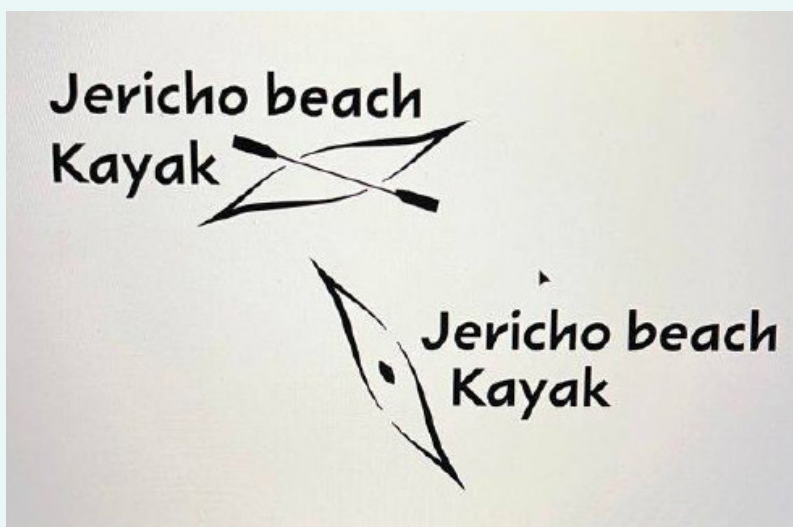


Playing with the shape of kayak and bringing the pattern with it.





We Finally Found the shape that we were looking for, but we removed the patterns from around it because it wasn't looking good.



Typography

Coquette Bold

Jericho Beach Kayak

Sharktooth Bold

Jericho Beach Kayak

Sharktooth Bold

Jericho Beach Kayak

CoconPro Ita

Jericho Beach Kayak

Opake Heavy

**Jericho Beach
Kayak**

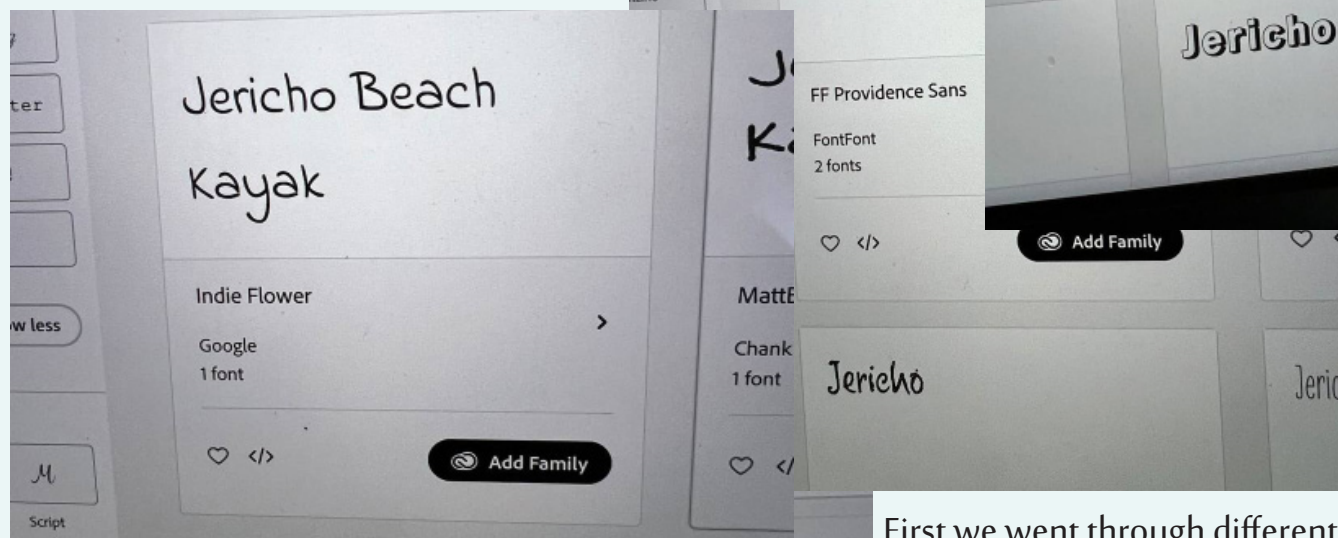
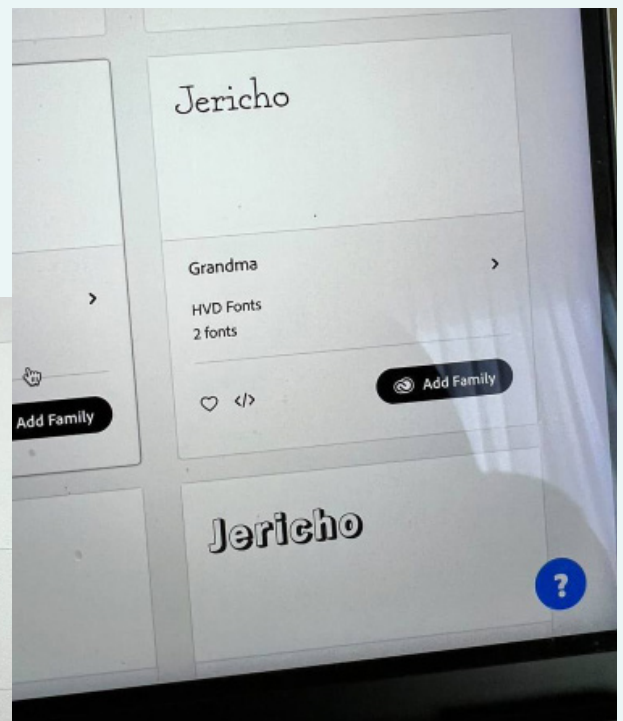
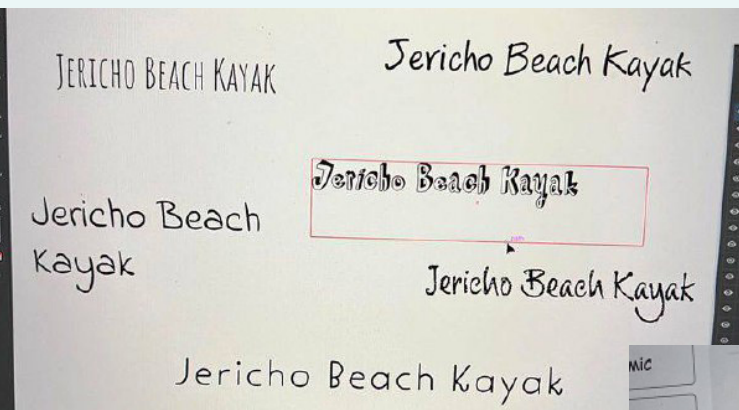
Clicker Medium Italic

Jericho Beach Kayak

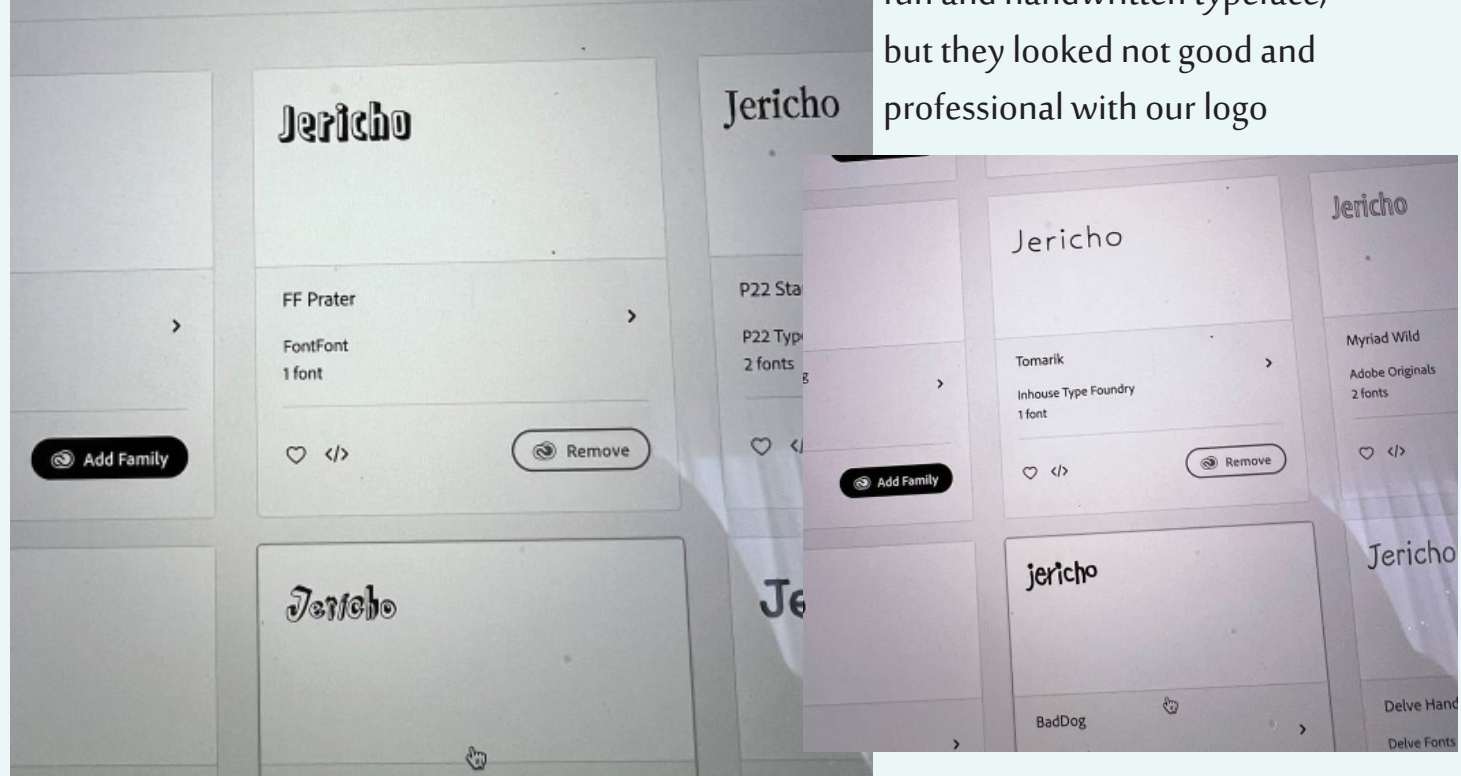
Jericho Beach Kayak

Isonorm D Regular

Jericho Beach Kayak



First we went through different fun and handwritten typeface, but they looked not good and professional with our logo



Final Typeface

JERiCHO BEACH KAYAK

Body Typeface

Jericho Beach Kayak

Filmotype Maxwell looked campy, summary, unique and beautiful, we could play with it to give the vibe of waves and the ocean, It looked perfect for our brand.

After placing and playing with it, we found the best composition.

we went through 50 different composio for the circle one, and found the best placement of the words, it was so challenging.



JERICHO
BEACH
KAYAK



JERICHO
BEACH
KAYAK



JERICHO
BEACH
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JERICHO
BEACH
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From our moodboard, we found 3 colours for our colour palette, orange for campy, light and dark blue for the ocean. we tried them but they didn't look good, they were so harsh.



so we went through the moodboard and from one of the kayak we chose the colour of brown/orange and light blue. we still kept the dark blue.





Also we changed the blue inside of the circle to white because it was too much and not as simple as we wanted.

JERICHO BEACH KAYAK

A large, stylized dark blue graphic of a kayak and its paddle, positioned to the left of the main text.

finally with having the kayak mask and leaving the circle, we could have that ativeness we were looking for and the composition could look good and satisfying.



The Final Logo



We turned the kayak, because the way it was leaving could impact the audience in a bad way unconsciously.
now it looks it's going up which could bring the positive and increasing feeling.





JERiCHO
 **BEACH**
KAYAK

Business Card



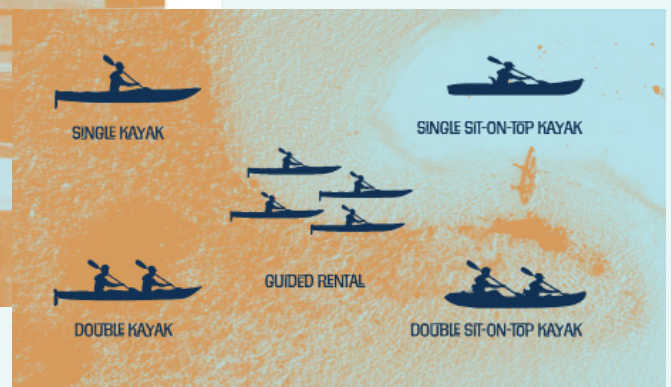
Mini posters for our board

RATES

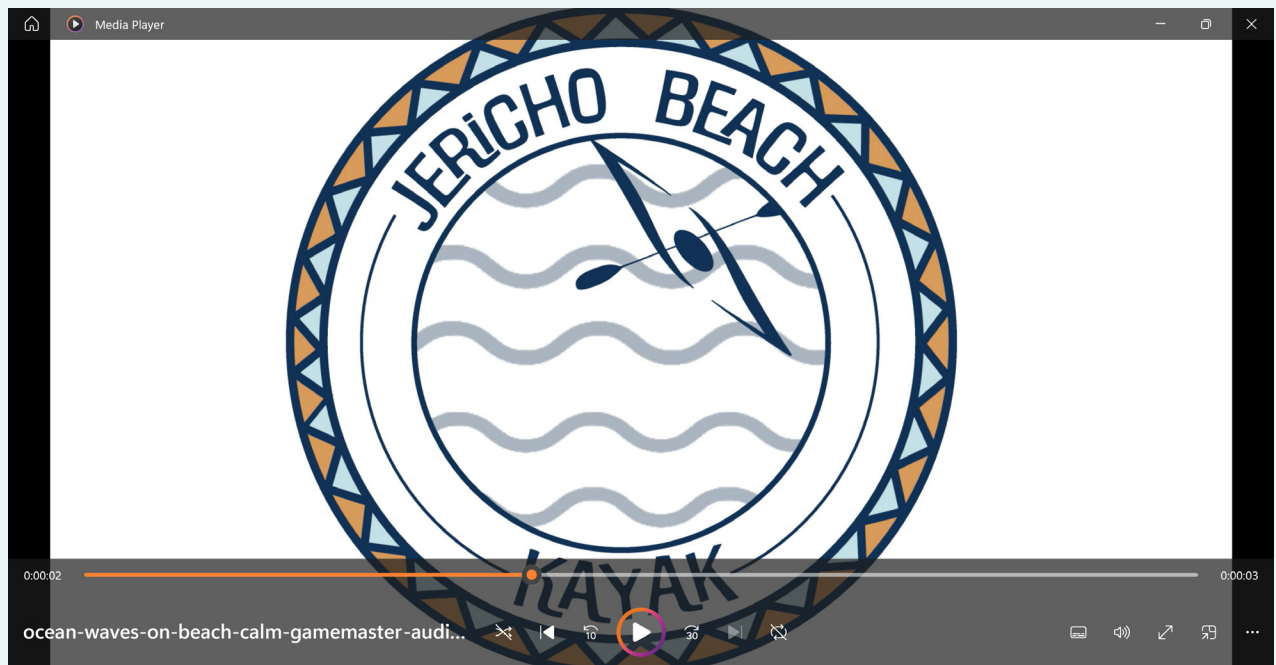
	SINGLE KAYAK	DOUBLE KAYAK	GUIDED RENTAL
2 hours	\$45	\$69	\$79
3 hours	\$65	\$95	n/a
Full Day	\$89	\$125	n/a

LESSONS

Intro to Kayaking	Greenland Paddling
Kayaking Programs in	Kayak Rolling
Manda	Advanced Rolling Clinic
Beginner Kayaking	Level 2 Kayaking
Complete Kayaking	Online Trip Planning
Intermediate Kayaking	VHF Radio Course
Paddling Progression	Learn to Race
Clinics	Try Surfing
	Road to Ambleside
	Private Lesson
	Personal Trip Planning
	Basic Instructor Course
	Level 1 Instructor Course



Motion Graphic



Buttons



Brochure



Visit us and come kayaking in Vancouver, BC! Rent a kayak or surfski, join a tour to explore the nearby waterways, or take a lesson to improve your kayaking skills. We're located along Jericho Beach, within the Jericho Sailing Centre in Vancouver and are proud to build on, and carry on, the over 40-year history of Ecomarine and Deep Cove Kayak.

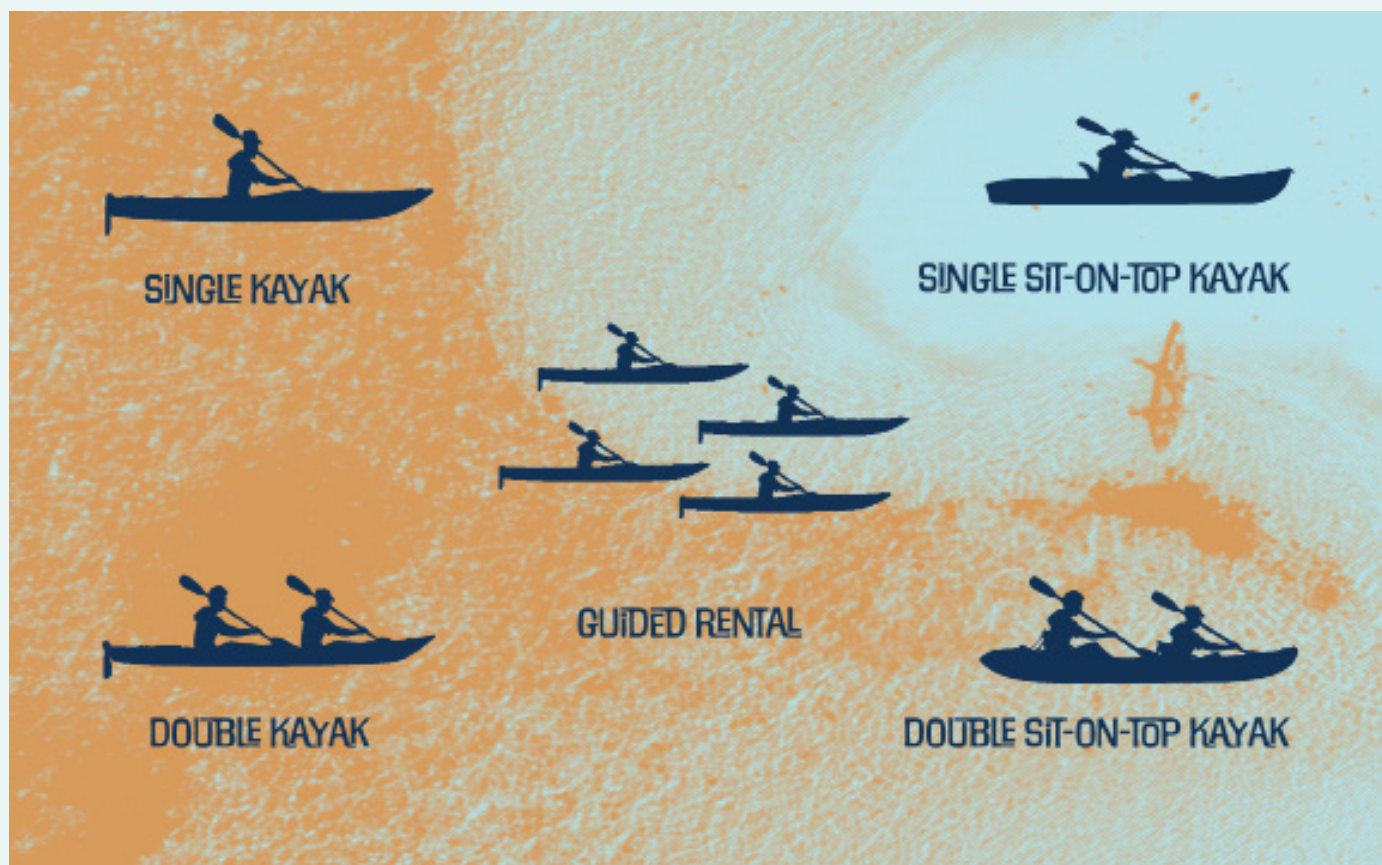




We open
12pm-3:30 on weekdays
9am-3:30 on weekends
Last rental leaves at 6pm

**We are located at the east side of the Jericho
Sailing Centre compound on 1300 Discovery
St, Vancouver, BC.**

CONTACT US
1300 Discovery Street
Vancouver
British Columbia, Canada - V6R 4L9
Phone: (604) 689-7575
Email: info@jerichobeachkayak.com



SINGLE KAYAK

SINGLE SIT-ON-TOP KAYAK

GUIDED RENTAL

DOUBLE KAYAK

DOUBLE SIT-ON-TOP KAYAK

RATES

	SINGLE KAYAK	DOUBLE KAYAK	GUIDED RENTAL
2 hours	\$45	\$69	\$79
3 hours	\$65	\$95	n/a
Full Day	\$89	\$125	n/a

2 or more Adults may paddle in single kayaks without restriction or certification assuming they stay together at all times on the water

Price is per person. Kids 7-12 only pay \$45 for a guided rental (they must be accompanied by one adult per child)
[Prices above do not include taxes]

LESSONS

- Intro to Kayaking
- Kayaking Programs in Manda
- Beginner Kayaking
- Complete Kayaking
- Intermediate Kayaking
- Paddling Progression Clinics
- Greenland Paddling
- Kayak Rolling
- Advanced Rolling Clinic
- Level 2 Kayaking
- Online Trip Planning

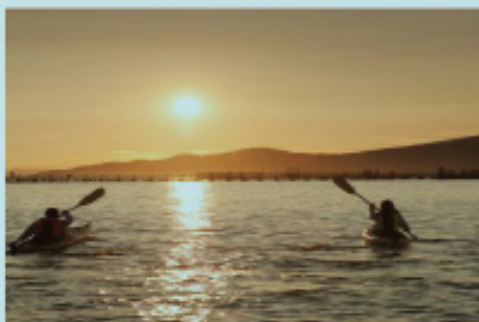
VHF Radio Course
Learn to Race
Try Surfskiing
Road to Ambleside
Private Lesson
Personal Trip Planning
Basic Instructor Course
Level 1 Instructor Course

BEGINNER KAYAKING

RATES: \$349

DATES: Select Weekends & week-nights

AGE: 16+



Spend a full weekend or two evenings and a full day at Jericho Beach exploring the world of ocean kayaking! This comprehensive program supplies foundational skills for paddlers wanting to head out for short paddles in a group or by themselves.

We'll start by focusing on some basic skills like maneuvering and balancing. Once you're comfortable in the kayak, you'll learn how to safely exit during a capsize and get back in, both on your own and with the help of a partner.

Upon successful completion of all skills, you will receive your Paddle Canada Basic Kayaking Certification. Additionally (if time allows), this program will earn you your solo re-entry card which enables you to rent a kayak by yourself.

INTERMEDIATE KAYAKING

RATES: \$375

DATES: Select Weekends

AGE: 16+



Take your paddling skills to the next level with our two day intermediate course. This is the next step to preparing and taking a self-guided day trip.

We'll refine your strokes by incorporating edging, deepen your understanding of re-entry techniques, and introduce some new strokes to help you paddle more efficiently. We'll also introduce navigation for day-tripping, including chart reading, route finding, tides, and weather. Once we are comfortable with all these skills we will take a day trip from our Jericho Beach location. You'll use your newly learned navigation skills and practice leadership and decision-making along the way.

Upon successful completion of all skills, you will receive your Paddle Canada Level 1 Kayaking Certification.

ADVANCED ROLLING CLINIC

RATES: \$125

DATES: Select Sundays

AGE: 16+



Do you already know how to roll, but either want to improve your existing roll or learn some different rolls? Then this clinic is for you!

Did you know there are (at least) 34 different ways of rolling your kayak? Most of us start to roll with a Sweep Roll or a C to C roll. But there are so many more rolls out there, such as the butterfly roll, the storm roll, the reverse sweep roll, of course the coveted hand roll and many more.

In this course, our experienced rolling instructor will support you in refining your rolling skills, give you feedback on your technique and existing rolls and support you in learning new ways of rolling your kayak.

Instructor-to-student ratio is kept low at 1:3 to ensure quality instruction and individual attention.

COMPLETE KAYAKING

RATES: \$549

DATES: Five Nights 6-9pm + Daytrip
9am-4pm

AGE: 16+



Start from no kayaking experience and build the skills needed to venture out on full-day paddling trips!

We will spend five evenings at Jericho Beach learning the fundamentals of gear, kayaks, and strokes. We'll introduce kayak capsizing and re-entry, both on your own and with the help of a partner, and show you how to paddle more efficiently. We'll also introduce navigation for day-tripping, including chart reading, route finding, tides, and weather.

The program will wrap up with a full-day trip from Jericho Beach.

Upon successful completion of all skills you will receive your Paddle Canada Level 1 Kayaking Certification.

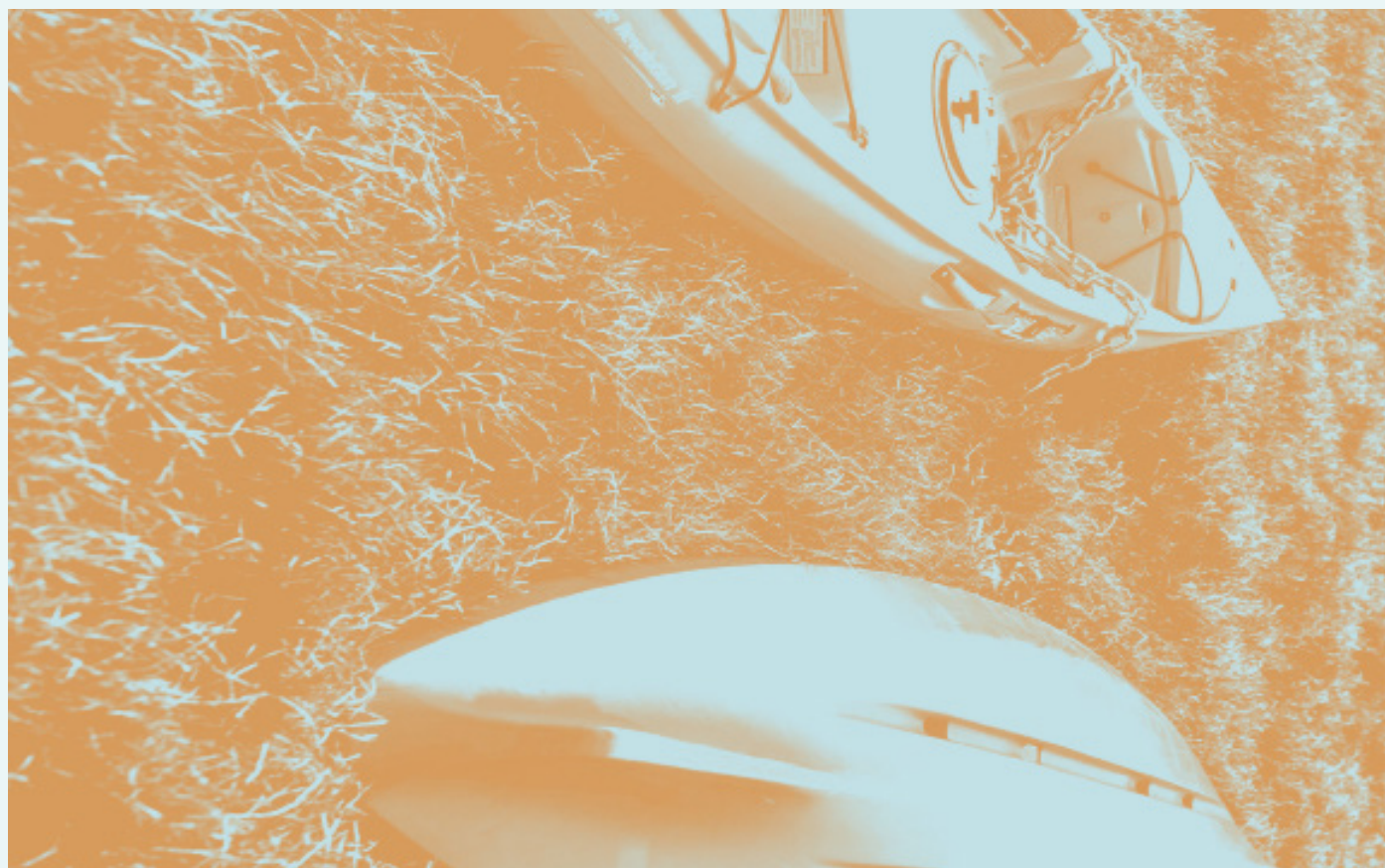
GROUPS

Private Events
School & Youth Groups
Student Groups
Adult & Corporate
Groups
EAL Groups
Private Kayak Tour Van-
couver
Private Lesson



RENTALS

Kayak Rentals Jericho
Beach
Surfski Rental
Off-site Kayak Rental
Season's Pass
Save on Six Rental Pass
Gift Cards
Winter Paddling



COMMUNITY

Special Events
Jericho Social Paddle
BIPOC Paddle
Pride Paddling
Women on Water
Kayaking Programs in
Mandarin
Wavechaser Paddle Race
Family Programs
Winter Paddling

TOURS

Jericho Explorer Kayak
Tour
Sunset Kayak Tour
Family Tours
Full Moon Kayak Tour
Kayaking Programs in
Mandarin
Private Kayak Tour
Winter Paddling



FAMILY TOURS



BIRTHDAY PARTY



JERICHO EXPLORER
AND SUNSET TOUR



SUMMER CAMP



PRIVATE LESSONS



FULL MOON KAYAK
TOUR

There is no better way to spend the summer than to be at the beach and go kayaking.

Our summer camps for kids 7 -15 years old are guaranteed to be a great experience! Participants will learn how to paddle a kayak, stay safe on the ocean and learn all about the marine environment while having fun with their peers.



SUMMER CAMP

WE'RE LOOKING FORWARD TO SEE-
ING YOU ON THE WATER KAYAKING
IN VANCOUVER, BC!



Encouraging individuals to cherish their time together outside, embracing the environment around them. Inspiring them to learn something new or continue building their knowledge while building a positive and respectful connection with people and nature. Teaching them about the oceans biodiversity and the effects we have on our environment.

JERICHO
BEACH
KAYAK

