

Redesign The Identity system For a local Organization

Jericho Beach
Kayak



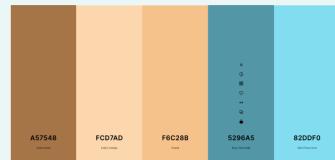
JERICHO BEACH

KAYAK

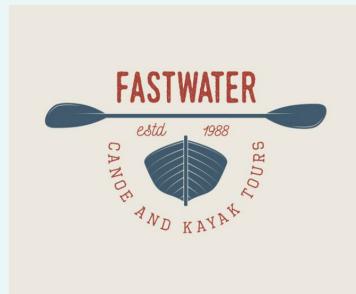
Moodboard



Waves



Active



Ocean



Plants



nature

community



earthy
rocks



Kayak



British
Columbia

Energy

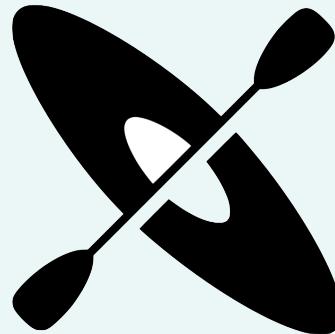


Paddle



Simple

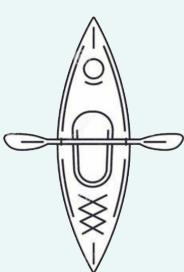
Best Places to Kayak in Naples and Bonita Springs,
mike jack



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.

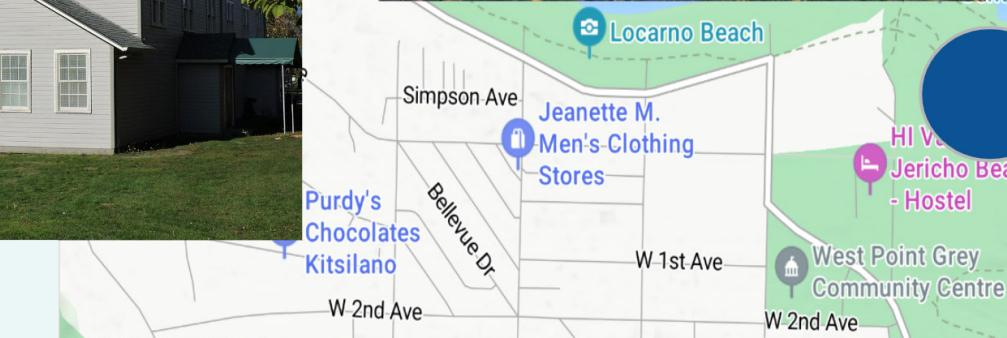


Place research

Jericho Arts Centre



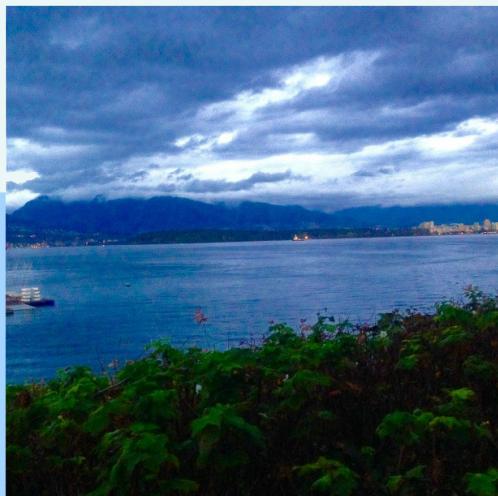
Locarno Beach



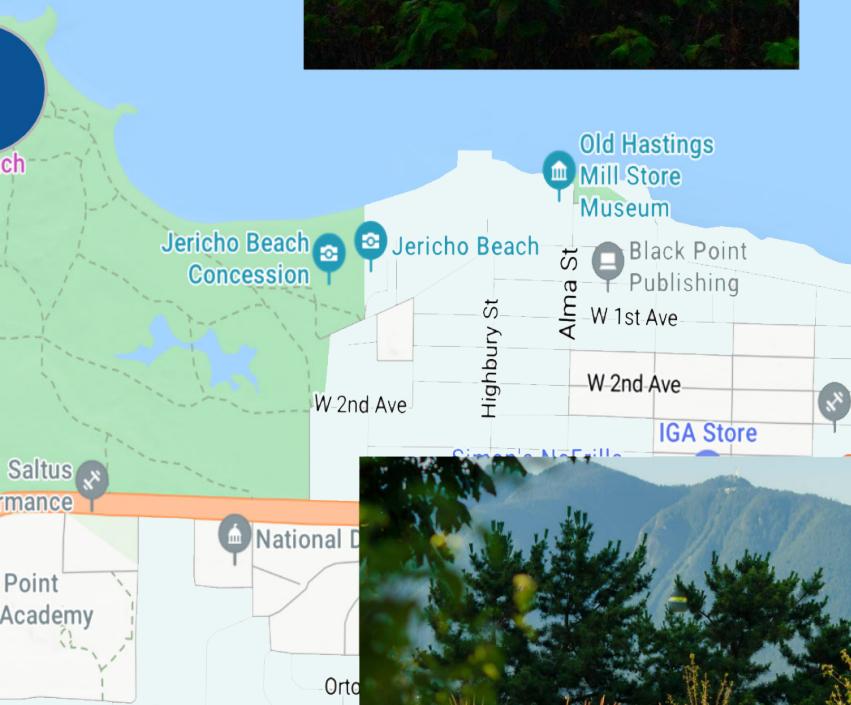
HI vancouver jericho beach - hostel



Jericho Beach



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



Jericho Beach Park



Design Direction

Circle shapes to represent community/ connection

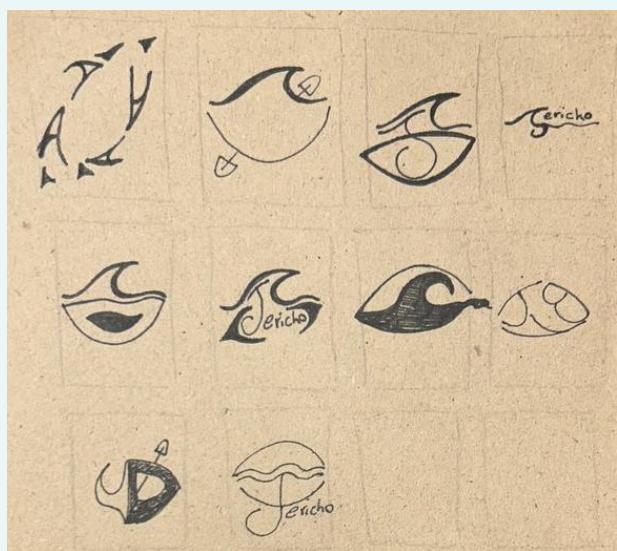
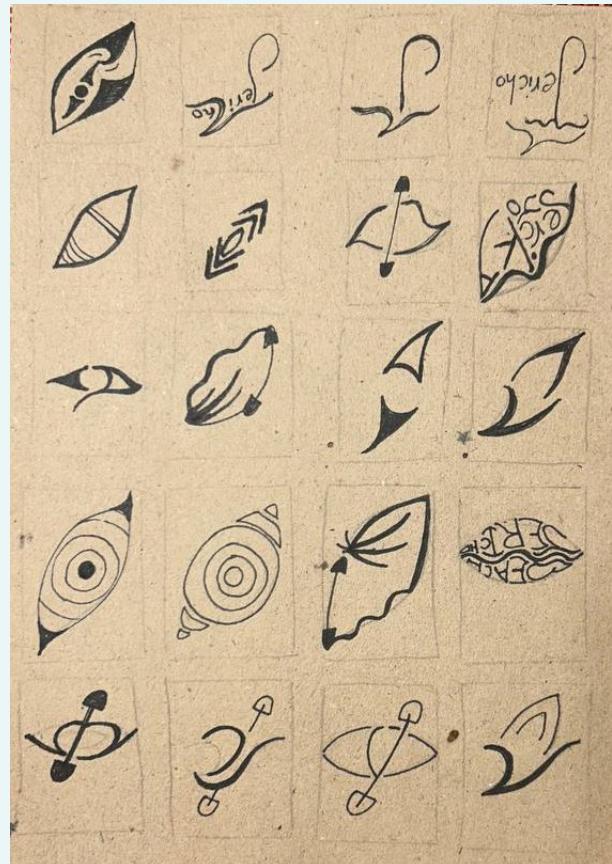
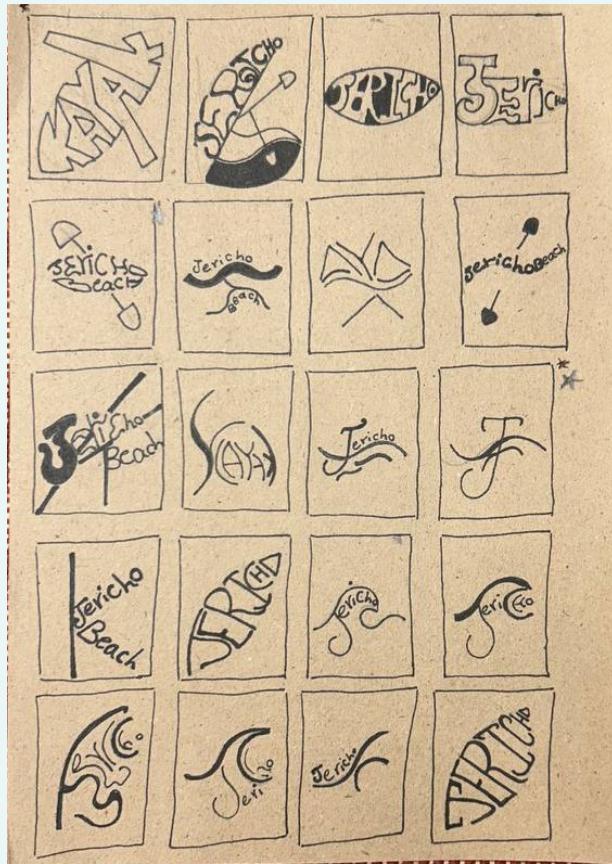
Fun and summer vibes typefaces fonts to make the logo look more friendly and welcoming and giving this feeling of camping, summer, and etc.

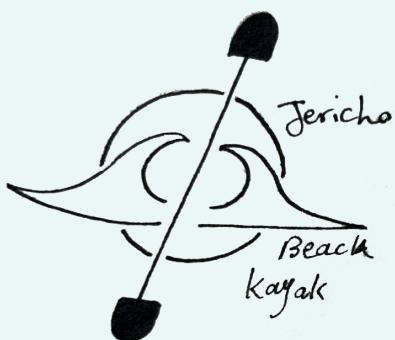
Active logo/ waves/ paddle movement

Simple yet still fun

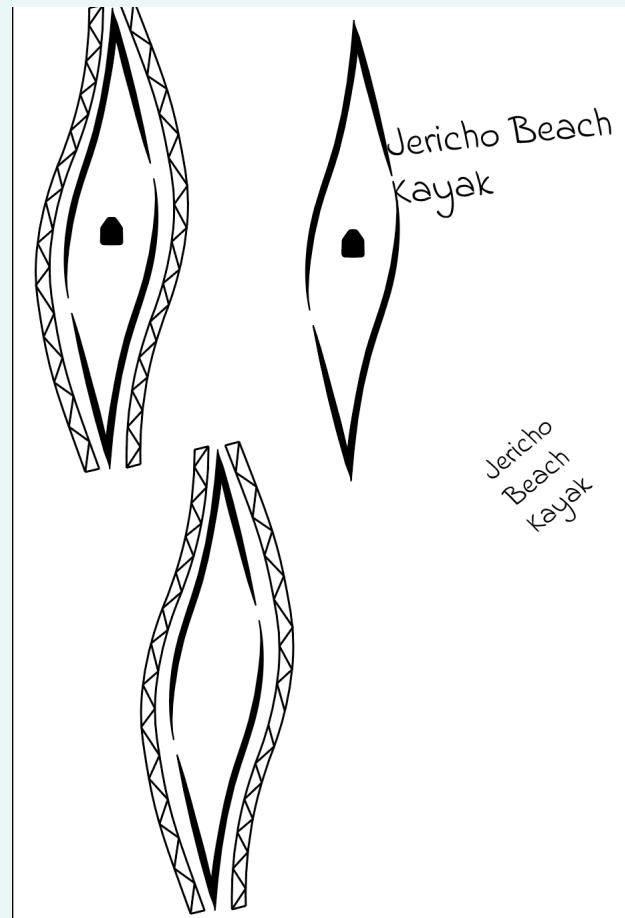
Shape of kayak

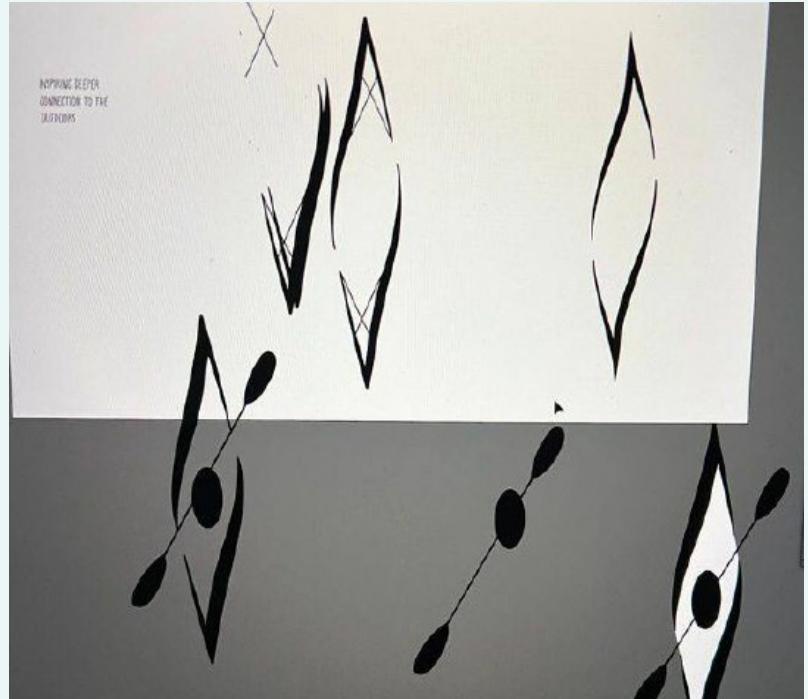
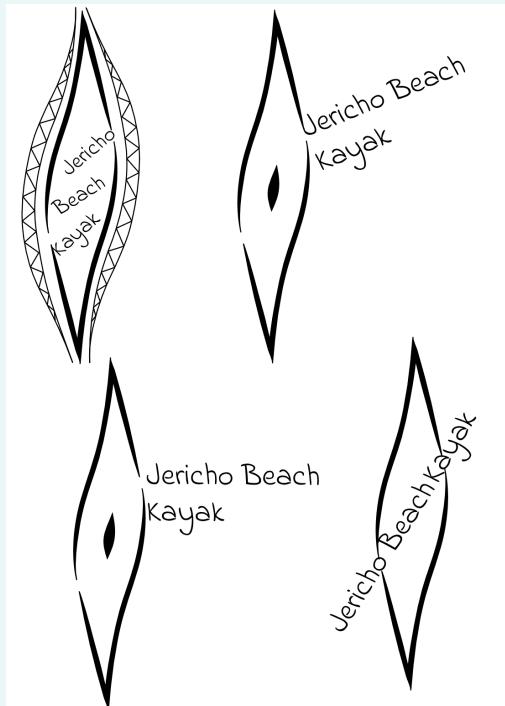
Logo Design Process



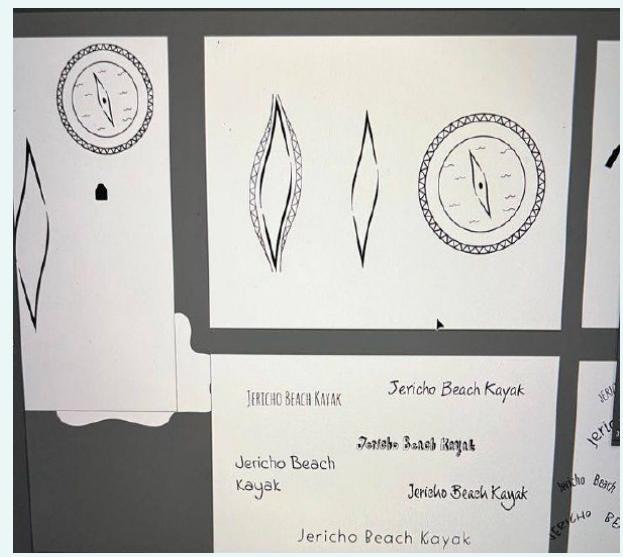
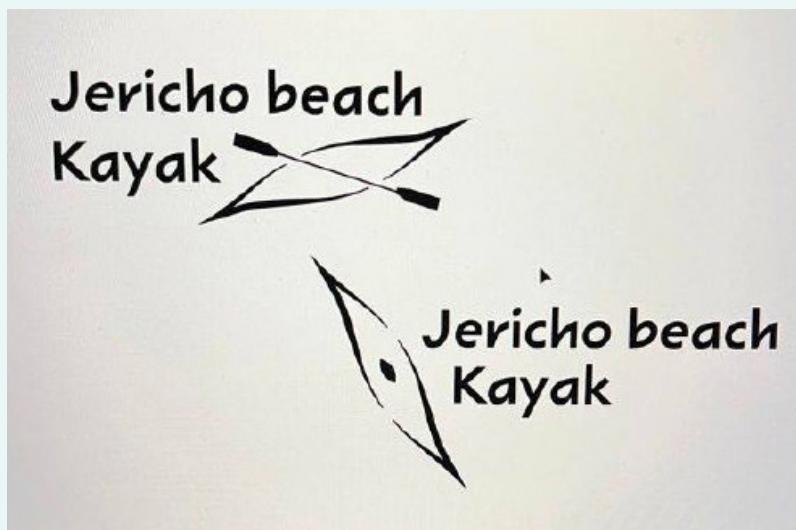


Playing with the shape of kayak and bringing the pattern with it.





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

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Isonorm D Regular

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Kayak

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Jericho Beach Kayak

Jericho Beach
Kayak

Indie Flower

Google
1 font

♡ </>

Add Family

J
K

FF Providence Sans

FontFont
2 fonts

♡ </>

Matte

Chank
1 font

♡ </>

Jericho

Jericho

Jericho

Grandma

HVD Fonts
2 fonts

♡ </>

Add Family

Jericho

?

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

Jericho

FF Prater

FontFont
1 font

♡ </>

Remove

Jericho

P22 Sta

P22 Typ
2 fonts

♡ </>

Add Family

Jericho

Tomark

Inhouse Type Foundry
1 font

♡ </>

Remove

Jericho

Myriad Wild

Adobe Originals
2 fonts

♡ </>

Jericho

Jericho

BadDog

Delve Hand

Delve Fonts

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 foound the best composition.

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





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

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

A stylized illustration of a kayak, oriented vertically, positioned to the left of the word "KAYAK". The kayak is depicted with two paddles, one on each side, angled outwards. The illustration is composed of simple, bold lines in a dark blue color.

Business Card

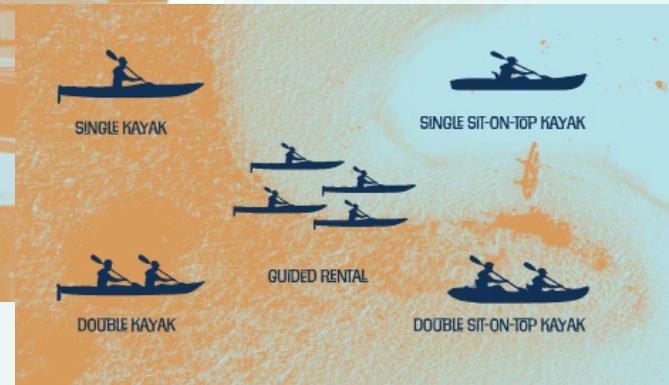


Mini posters for our board

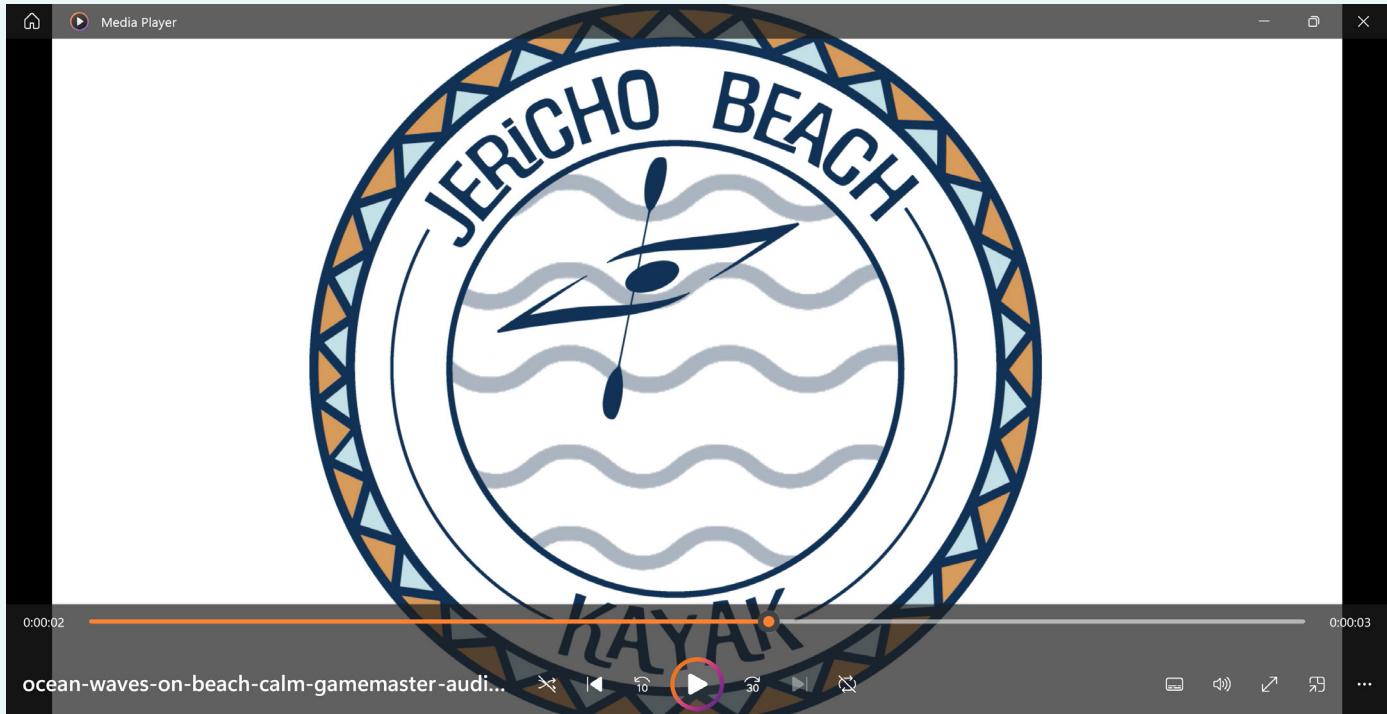


RATES

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



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 Mandan
- 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



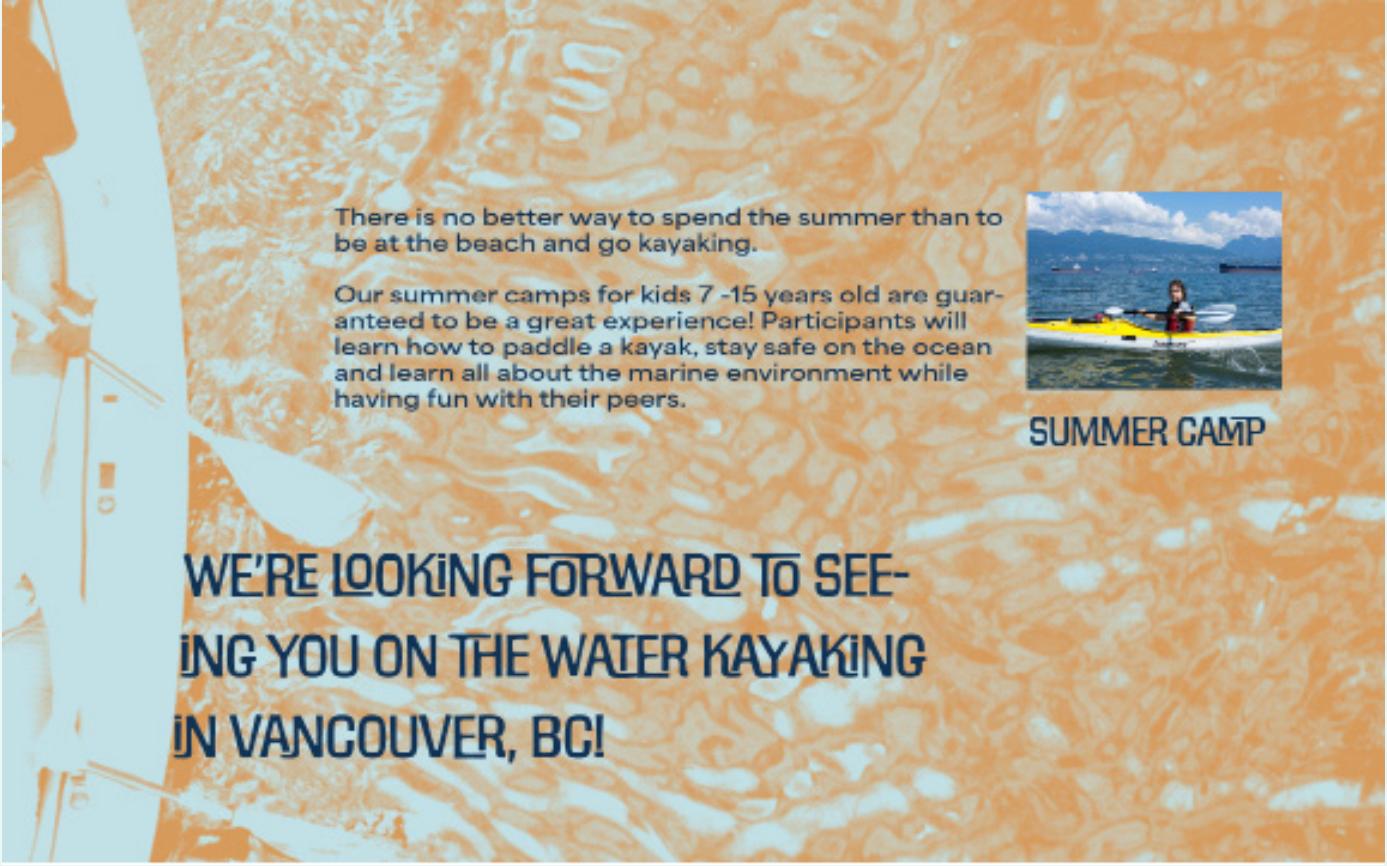
SUMMER CAMP



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 SEEING 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

