

Crocodile Est 1947



What do they do or what do they sell ?

They sell mens wear, children wear, a special wear t-shirt range and mens/women watches. The brand originated from Singapore in 1947 and started off selling singlets. It then continued to sell shirts trousers underwear ties and socks in the first year. Even since then it had grown into an international lifestyle brand , with clothings and apparels sold on different platforms entering neighbouring countries such as Malaysia Brunei, Indonesia. Thailand and Japan, alongside with all emerging Asian Markets. The crocodile brand name symbolises its strong and exotic quality.

Moodboard

To target younger customers, working class men and women age 25 to 30 year olds

Personality characteristic: Prefers comfortable clothing with simple patterns and clean look

Social class: Middle income
Lifestyle: Energetic and trendy



Colors: Clean Earthly tones

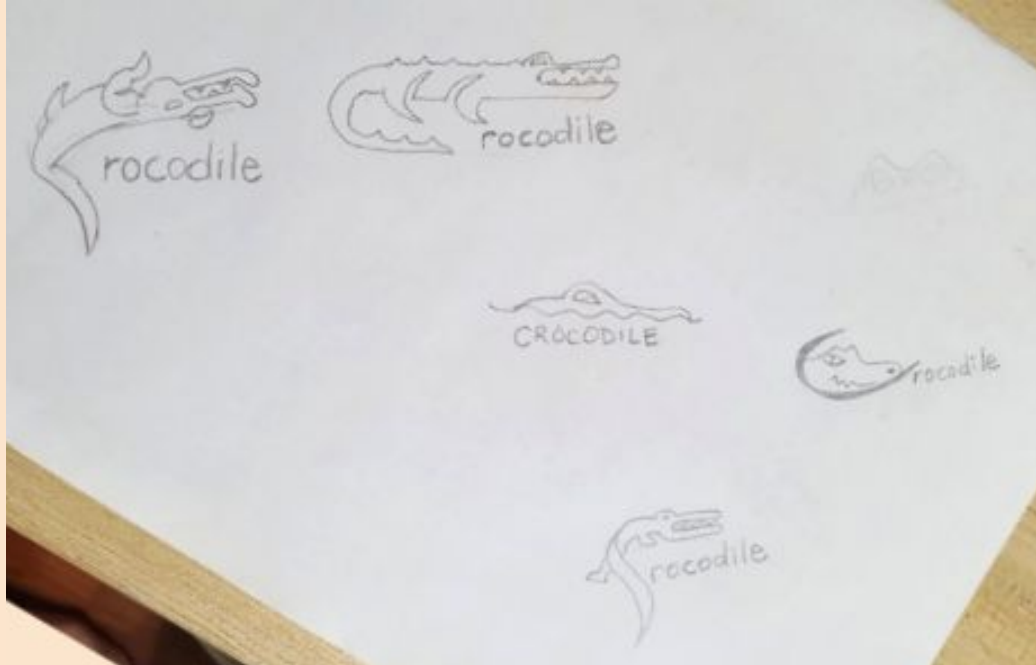
Typography: Trendy Outdoorsy



LOGO TEXT HERE



Minimum 5 logo sketches



Keywords associated with the design direction for logo design: Simple, comfortable, clean, energetic

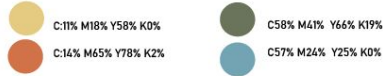
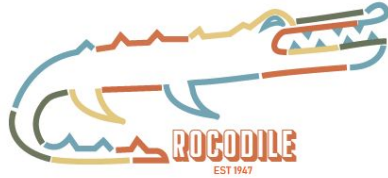
Decided to further expand from the crocodile c as it looks more interesting and unique

Final logo design



2A4 final artwork

Crocodile Pte Ltd
To be the leading Asian Fashion Lifestyle Brand



I have chosen these 4 colors for the logo, in order for the logo to stand out on their clothing that are usually in neutral tones. Also, I have used these colors to create a more youthful images since the target audience are aged 25 to 35 years old.

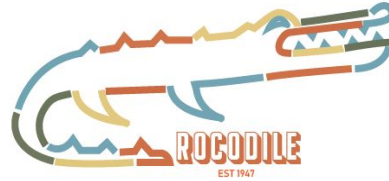


Crocodile logo is larger than the brand name to create hierarchy and the crocodile is curved to look like a 'C'. Also, the curved tail acts as a leading line to the brand name.

Franchise Regular font type is used for brand name to symbolises the strength of the company to stand firm and overcome all odds.

Crocodile Pte Ltd
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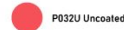
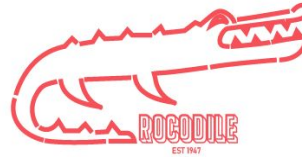
CMYK BIG



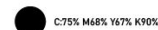
CMYK SMALL



Red



Black and white



The below have been amended on Corporate Identity Poster : crocodile strokes too thick, wordings not align with edge of crocodile mouth and ' EST 1947 ' should be placed on top of wordings.

Corporate identity poster



CORPORATE IDENTITY POSTER



PRINT (CMYK)

●	C 85% M 85% Y 58% K 0%
●	C 54% M 45% Y 78% K 2%
●	C 58% M 45% Y 64% K 19%
●	C 57% M 45% Y 25% K 0%

SCREEN (RGB)

●	R 229 G 202 B 100
●	R 28 G 105 B 73
●	R 107 G 117 B 92
●	R 122 G 145 B 186

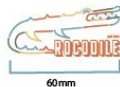
BLACK AND WHITE



MINIMUM SIZE

The minimum size of the logo symbol would no longer be smaller than the length of 60mm

PRINT



DIGITAL



CLEAR SPACE

This symbol/logo should be clearly and easily seen.

Thus a clear space is required all round the symbol/logo to be free of any visual interference and distraction. We define clear space by a unit of measurement.

R where R is the height of the symbol/logo. The clear space required is 1R to the top and bottom of the symbol/logo.

It denotes the minimum clear space that should surround the symbol/logo at all times.



PANTONE (RGB)

●	PANTONE 1495C
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LOGO TYPE

(1) Franchise regular regular

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

(2) Bahnschrift bold

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



Final Submission for CA 4 Branding & Corporate Identity by 15 Aug Monday 2359h:

Pg 01 – CA 4 Branding & Corporate Identity (Name & Student ID)

Pg 02 – Lesson 11

Pg 03 – Research on your chosen company and its logo

Pg 04 – Mood Board layout + list out your keywords

Pg 05 – Logo sketches (min 5) + list out your keywords

Pg 06 – Final Logo Design

Pg 07 – TWO A4 size artworks* (Image)

Pg 08 – Lesson 12

Pg 09 – Corporate Identity Poster* (Image)

Pg 10 – Lesson 13

**Pg 11 – THREE pieces of Brand Collateral with captions*
(refer to screenshot of LKF example)**

Pg 12 – Thank you slide

+ Package your AI files

and zipped together with PPT slides and original PDFs*



I chose Mug, Umbrella and Tote Bag because they are necessities that everyone will use and the logo on the umbrella and tote bag when being used, could also act as an advertising tool when a passer-bys sees it. It could act as a reminder of the existence of this brand.

BRAND COLLATERALS

MUG



UMBRELLA



TOTE BAG



Thank you