



Design Choices

Candace teaches swimming lessons to her students in a safe, fun, and loving environment. When designing her branding, I wanted the color scheme and overall style to be representative of this.

I wanted to make sure I included two colors in specific in the color palette, green and purple. I chose purple because I knew Candace liked this color and had thought of it for her branding. I chose green because, according to the psychology of the color, it helps people feel safe. Considering that people trust their kid's learning and safety to Candace, I thought safety was essential to transmit through her branding.

The light green and light purple add versatility to the use of those colors. Lastly, the blue shade in the color palette alludes to water, which is an essential element to Candace's job.

The style for Candace's branding is modern, minimal, and fun. The modern and minimal style is present in the sans serif fonts and the simplicity of the website and business card design. I added the "fun" element subtly with the colors and fonts chosen. The colors are colors children would relate to and like but that parents could also enjoy.

Both of the fonts used are modern but at the same time have a unique twist to them. They are not the typical sans serif fonts. Dosis, in particular, is a more informal sans serif font that can easily remind someone of more child-like handwriting.

The main icon or character of the branding is the mermaid, illustrated by her tail. I decided to use the mermaid's tail because it represents Candace, a female who made the water her place, even though she did not come from the water.



Target Audience

Candace's target audience is parents of middle to high-income families. Even though parents are not the end-users, they are who she should be targeting since they are the ones who make the decisions regarding their children's extracurricular activities. I considered this in her branding by making the style and colors relevant for the end-user, children, and the primary customer, parents.

The website, flyer, and business cards, in particular, were made with the parents in mind. I wanted to ensure that parents had all the information they needed, that they felt safe scheduling a lesson with Candace, and considered her a credible and capable teacher.

The modern and minimal style makes Candace's branding fit well with the economic status of her target customer. It is classy but approachable; this allows us to target mid to high-income families. It also helps the family sessions seem more appealing to parents since they can sense the formality of the lessons, which confirms they are not simply signing up for a play date.



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Primary Logo

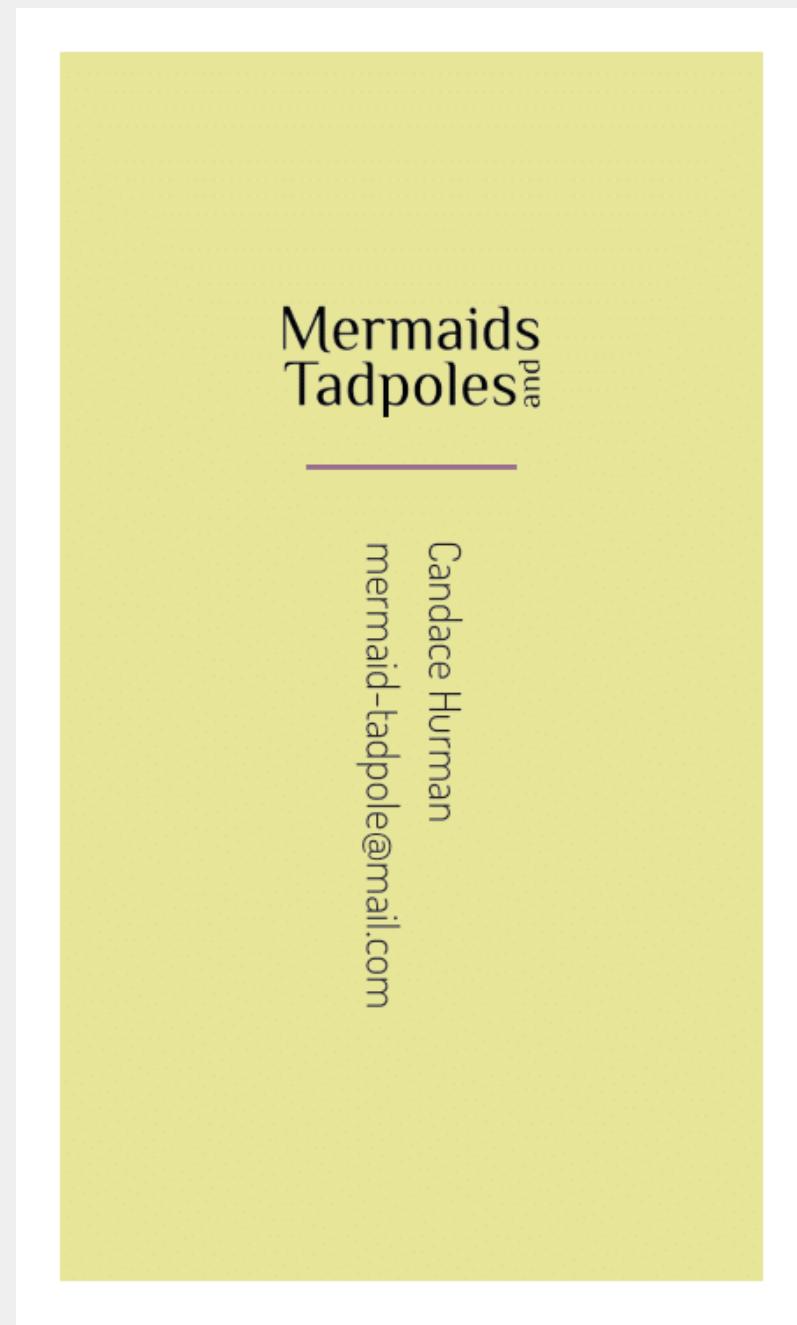
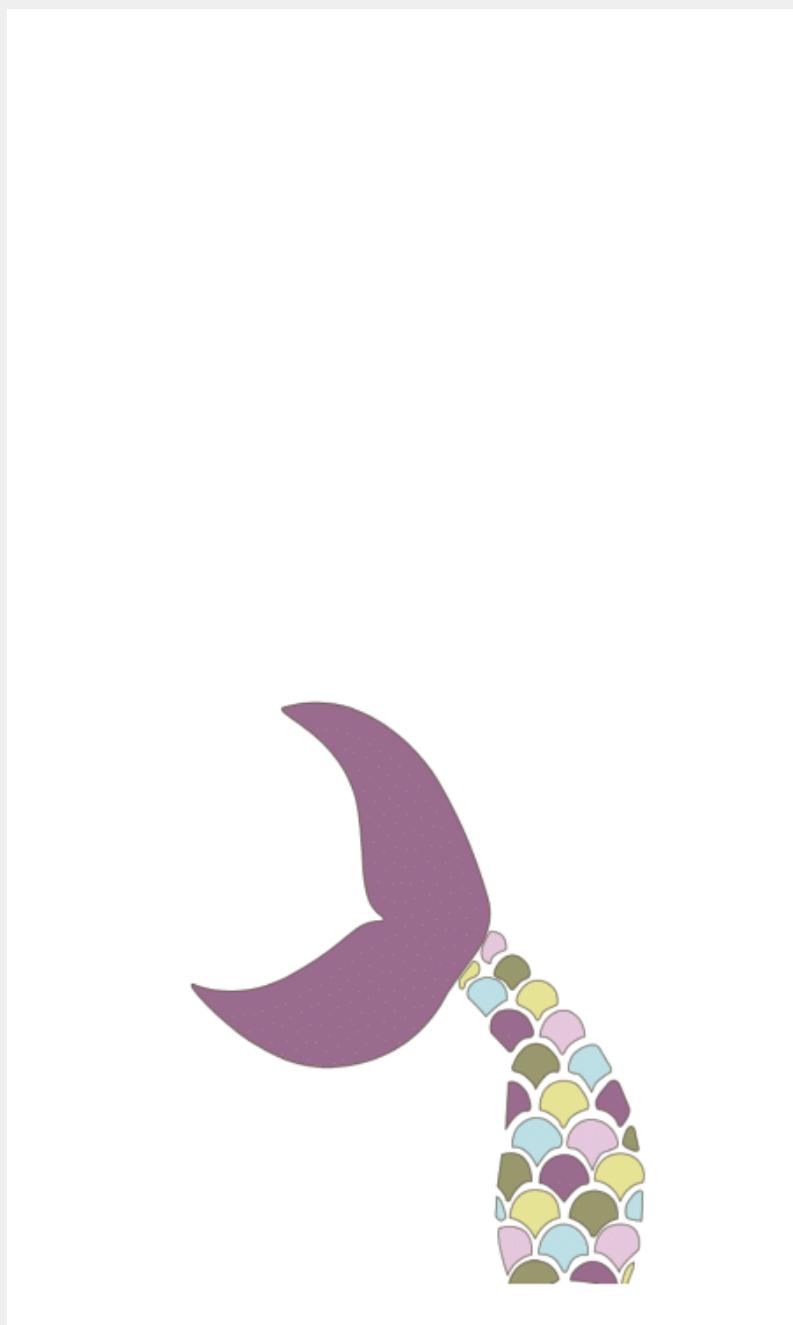
Secondary Logo



Mermaids
Tadpoles and

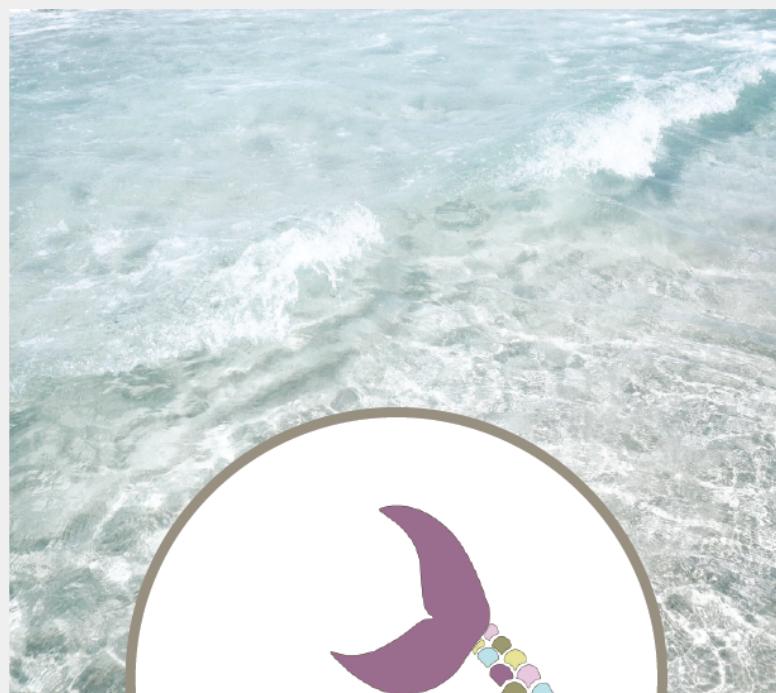


Business Cards





Flyer



CAN YOUR CHILD SWIM?

Put your child's safety in an expert's hands. Schedule a private lesson with Candace, an all-star swimmer and lifeguard with years of experience!

1:1 PRIVATE LESSONS

PRIVATE 1:1 COMPETITIVE TECHNIQUE LESSONS

FAMILY LESSONS

mermaid-tadpole@mail.com 



Style Guide

STYLE GUIDE

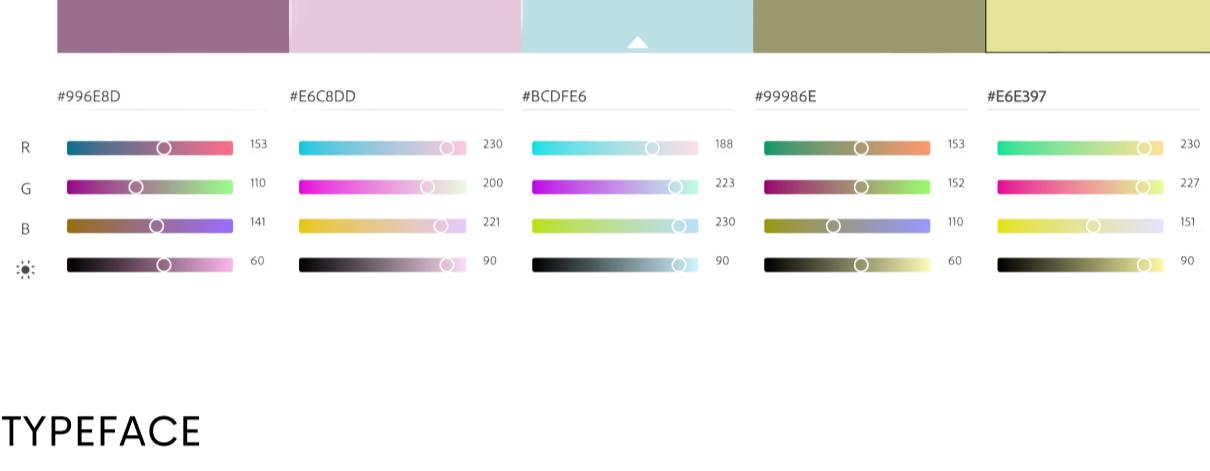
PRIMARY LOGO



SECONDARY LOGO

Mermaids
Tadpoles and

COLOR PALETTE



TYPEFACE

Philosopher

Aa
Regular

Dosis

Aa
Regular **Aa**
Semibold **Aa**
Bold **Aa**
Light

Heading 1

Philosopher Bold - 3em, 48px

HEADING 2

Dosis Semi Bold - 2.5em, 48px

Heading 3

Dosis Semi Bold - 2em, 32px

Heading 4

Dosis Semi Bold - 1.5em, 24px

Heading 5

Dosis Regular - 1.25em, 20px

Heading 6

Dosis Regular - 1em, 16px

Paragraph- Dosis Light (1em, 16px)

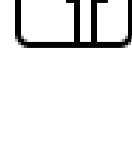
Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exerci.

BUTTONS

Normal
Button text Dosis Regular
20px

On Hover
Button text

ICONS





Mockups

I don't come from the sea, but I live in the water.

WHAT WE OFFER



Private 1:1
Lessons



Family Swim
Lessons



Private 1:1
Competitive
Technique Lessons



CANDACE HURMAN

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit animi id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptibus maiores alias consequatur aut perferendis doloribus asperiores repellat."

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[Learn more](#)

CONTACT

Candace Hurman

 Email me

 Message me on Facebook

 Schedule a Lesson

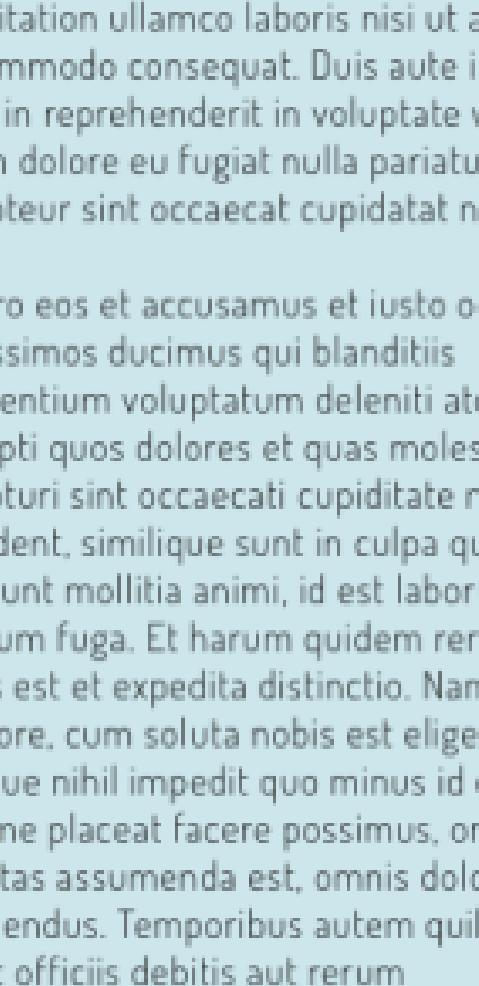


I don't come from the sea,
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CANDACE HURMAN

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates

Candace Hurman

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Link List

CSS Tricks - nth:child

<https://css-tricks.com/almanac/selectors/n/nth-child/>

This article was used as a support to help target a specific child in an HTML document and change the CSS of that specific child only. For example, this was used to target the background color of only some of the sections on the services page.

MDN Web Docs - DL Element

<https://developer.mozilla.org/en-US/docs/Web/HTML/Element/dl>

This article was used as a support to build the services section and have a description for each service. A dl element made more sense for the information than a ul element did.

Media Queries Breakpoints For Responsive Design in 2021

<https://devfacts.com/media-queries-breakpoints-2021/>

This article was used to find the suggested breakpoints for responsive design.

A Complete Guide to Flexbox

<https://css-tricks.com/snippets/css/a-guide-to-flexbox/>

This article was used as a support in order to use Flexbox on the website to achieve a responsive design.



Link List

Font Awesome

<https://fontawesome.com/>

This page was used to get the icons used on the website and for help with their implementation.

Working with Images in Javascript

<https://www.peachpit.com/articles/article.aspx?p=2239154&seqNum=10>

This article was used to write a script that displays a random image from an array in the header section of the about page.

Pexels

<https://www.pexels.com/>

This page was used to download royalty-free images to be used on the website.

Unsplash

<https://www.unsplash.com/>

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