



Nishikikoi

Brand Identity Guidelines  
Prepared by Fisola



# Logo Design

The goal of this logo design was to take into account the design preferences of the client. A commonality between the logotypes the client liked was the repetition of lines. All the example logotypes had a sense of symmetry and balance. In addition, the client also emphasized that koi fish are known for their elegance and varying patterns.

I tried to take all of these factors into account, while also considering the company's goal to build a network; wave-like lines are drawn around the koi fish image to symbolize connectivity with surroundings and to give the logo a sense of movement.

The color palette consisting of tans and black, was selected to give the logo a unique and mature look.



C 0 R 35  
M 0 B 31  
Y 0 G 32  
K 100

C 72 R 32  
M 68 B 30  
Y 63 G 32  
K 74

C 14 R 219  
M 34 B 170  
Y 58 G 121  
K 0

C 13 R 221  
M 24 B 189  
Y 48 G 142  
K 0

Primary  
Palette

Secondary  
Palette

C 69 R 51  
M 64 B 50  
Y 62 G 50  
K 59

C 63 R 89  
M 56 B 88  
Y 53 G 90  
K 28

C 13 R 221  
M 25 B 189  
Y 36 G 162  
K 0

C 16 R 216  
M 21 B 194  
Y 35 G 167  
K 0

## Layout Variations



Extended



Stacked



Extended with tagline



Stacked with tagline

# Typography Guide

The typeface, Sinhala MN, was chosen for the logotype because it is sans-serif, yet elegant with varying thickness and letters cut at an angle. To complement this, Cochin, a serif typeface was chosen for the tagline.

## Sinhala MN

## Cochin

Sinhala MN  
regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789.,:;!?\$%#(\*)

Sinhala MN  
bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789.,:;!?\$%#(\*)

*Sinhala MN*  
italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789.,:;!?\$%#(\*)

Cochin  
regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789.,:;!?\$%#(\*)

Cochin  
bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789.,:;!?\$%#(\*)

*Cochin*  
italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789.,:;!?'\$%#(\*)

# Logo Scalability

Logomark

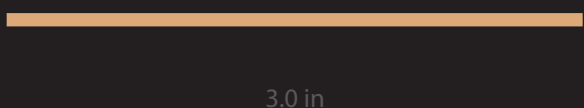
Logotype



Nishikikoi



Nishikikoi



# Logo Scalability

## Logomark

extended



3.0 in

## Logotype

extended with tagline



3.0 in

## Logomark

stacked



1.0 in



Nishikikoi

3.0 in

## Logotype

stacked with tagline



1.0 in



Nishikikoi  
Swim Together

3.0 in

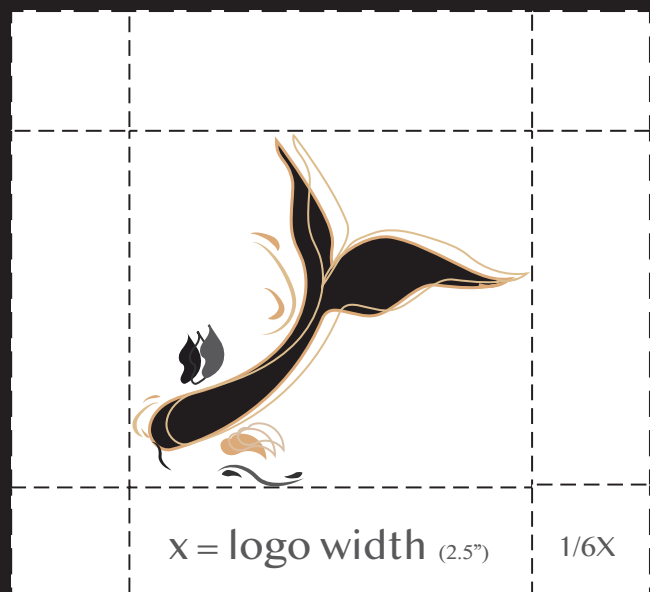
# Mandatory Free Space

Logotype  
stacked



Logotype  
extended

Logomark



# Color Variants



C	M	Y	K
0	0	0	100

C	M	Y	K
63	56	53	28

C	M	Y	K
14	34	58	0

C	M	Y	K
13	24	48	0



C	M	Y	K
75	68	67	90

C	M	Y	K
0	0	0	0



C	M	Y	K
0	0	0	86

C	M	Y	K
0	0	0	31

C	M	Y	K
0	0	0	0



# Photography Assets



Photo by Max Ducourneau

[Lone Golden Koi fish finally finds a community in which it can relate to others ~ Just like Nishikikoi is helping people who care for koi fish find an online community to network with.]

Photo by Sergio Capuzzimati-



Photo by Kumiko Shimizu



Photo by David Dvoracek



Photo by Chris Sheldon



Photo by Kian Zhang



# Photography Assets

Front - Logo 5"wide



Back - Logo 11"wide

