

## POSEIDON DIVING SYSTEMS

### BRIEF

Full brand appraisal and rationalization of identity guidelines.

### LIST OF ITEMS FOR CONSIDERATION

1. Print advertising templates
2. POS
3. Swingtags
4. Packaging
5. Spec sheets
6. Product booklets
7. Web
8. Art direction of all products

### PRODUCT MATERIALS & DESIGN DETAILS FOR CONSIDERATION

1. Neoprene (eg. boots and suits)
2. Stainless Steel (eg. regulators)
3. Rubber (eg. bags and carriers)
4. Plastic (eg. knives and masks)

### TONAL GUIDELINES

Expensive, technical, masculine, Scandinavian.

### SOLUTION IN BRIEF

By making use of a grey/blue colour palette the existing landmark could now co-exist when used across a number of media. Complimentary typefaces were employed to aid brand values and ease communication across a wide selection of materials.

### RESULTS

The long standing relationship with Poseidon in the UK has now broadened to include the Swedish parent company and their distributors worldwide.

Marketing materials are distributed efficiently and brand recognition has dramatically improved at consumer retail and trade levels.





FOR MORE DETAILS ON THIS CASE STUDY  
PLEASE CONTACT SEB DUNCAN ON +44 (0) 8675 2121  
OR EMAIL [SDUNCAN@ARNOLDDUNCAN.COM](mailto:SDUNCAN@ARNOLDDUNCAN.COM)