













Sun · Surf · Gear



Our Competition

Company	Colors	Target Market	Design
	Black	Ages 15-24	Wave
	Orange & Blue	Ages 24 & Up	Flag
	Black	Ages 15-24	Hurley H
	Black & White	Ages 15 & Up	Reef
	Yellow	Ages 15-24	Sun Ray
	Red & Black	Ages 12-23	Wave
	Red & Black	Ages 15 & Up	None
	Brown & Teal	Ages 24 & Up	Surfer
	Black	Ages 15-24	None
 Black & White		Ages 15-24	Wave

1 Researching the Competition





Male & Female

Ages 15-24

Single

\$20,000+/year

Any Education

Millennials

Interests



Surfing, bodyboarding,
paddleboarding,

Characteristics



Independent, calm,
affordable, imaginative and
reliable





Brainstorming Ideas

Benefits

QUALITY
INEXPENSIVE
VARIETY

Negatives

STEREOTYPES
CERTAIN LOCATIONS

Emotions

EXCITED
RELAXED
PRIDE

Potential Target Markets

AGES 15-30
MALE/FEMALE
SINGLE
20,000+ INCOME

Sight

BRIGHT COLORS
SURFBOARDS
CLOTHES
MANNEQUINS

Sound

WAVES
SEAGULLS
IN STORE MUSIC

Touch

SAND
WATER
WARM

Taste/Smell

SAND
SALT WATER
SUN BLOCK

Creative Ideas

BEACH BOYS
HAWAIIAN
BEACH SPORTS

Zany Ideas

SAND ON FLOOR

3 Brainstorming Ideas





NAME: Kokomo Surf Shop

Typefaces:

Kokomo - Harrington

Kokomo - Hobo std

Kokomo - Noteworthy

Kokomo - Marker Felt

Logo Concepts-





Primary Logo



Black & White Logo



Reversed Logo



Typefaces:

Hobo Std:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Minion Pro:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Pantone 101C



C: 5
M: 1
Y: 83
K: 0



fff455



Pantone 299C



C: 69
M: 14
Y: 0
K: 0



00aeef



Pantone 219C



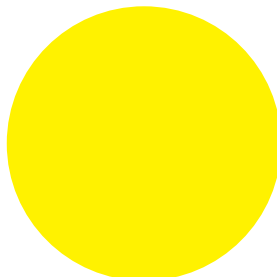
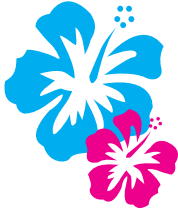
C: 1
M: 99
Y: 1
K: 0



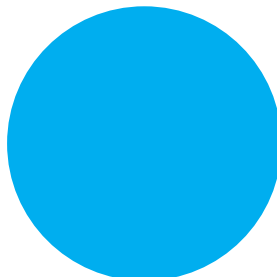
ec008c

5 Brand Identity Standards

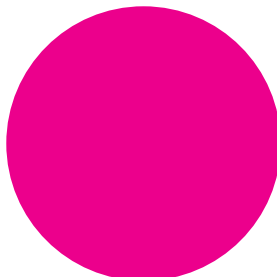




Pantone 101C



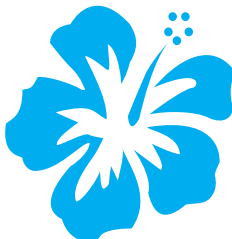
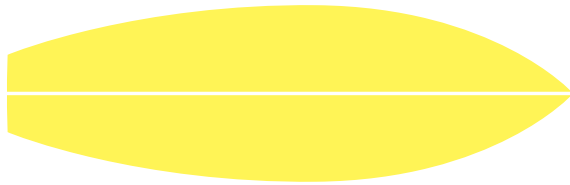
Pantone 299C



Pantone 219C

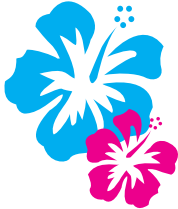
Art & Design Elements:

Kokomo





7 Two Foldable Concepts



Grand Opening Event!
25% Off
 Coupon Inside



The Grand Opening Is Here!
 Bring this coupon in when you shop and get
25% Off
 on any regular priced item in the store. Don't miss out!




LEARN FROM OUR BEST

 Join us on opening day! We will be having our best surfers ride the waves and teach you some tricks and even give free lessons!

SHOP WITH US

 Love the beach? Come to Kokomo surf shop! We provide fairly inexpensive surf wear and boards. Our products are known for their great quality. Enjoy the variety!



RENT FROM US

Bodyboard:
 Per Hour \$5
 Full Day \$65
 Overnight (24 hour max) \$25
Surfboard:
 Per Hour \$10
 Full Day \$75
 Overnight (24 hour max) \$30
Stand Up Paddleboard:
 Per Hour \$15
 Full Day \$95
 Overnight (24 hour max) \$40

GET IT WHILE IT LASTS!


Foldable Mailer







[Home](#) | [Shop](#) | [Rentals](#) | [Hours](#) | [Contact](#)



Join us at the beach!

Sun • Surf • Gear



