



Size really doesn't matter.

> The Background

This was a pilot project run by Living Elements Ltd. There was a desire to see if a mini aquarium (the smallest public aquarium in the world to be exact) would be a viable venture in the small Vancouver Island town of Ucluelet. The specimens would be from the same area where the aquarium is situated, and all would be returned to the ocean at the end of the tourist season. The town council gave up some space on their sea wall promenade to house the temporary building.

> The Objective

Create an identity to represent the aquarium's collection, and position the aquarium in a highly professional way (despite the temporary nature of the initial project).

> The Process

Serengeti met with Living Elements to discuss the needs and requirements for the identity. We then developed visual ideas that attempted to incorporate marine fish, plants and invertebrate. In order to simplify the symbol we selected the sea star as the main element and used the negative shape of the kelp to create the two fish. This helped to keep what could have been a complicated symbol, as simple as possible, to ensure memorability.

Throughout the process Serengeti also wanted to make sure we represented the flowing nature of life in a tidal area in the overall symbol.

The symbol is perhaps a bigger shape than would normally be acceptable for a corporate identity, but in the end, we were able to balance it with the fairly long company name.

> The Result

Living Elements was more than pleased with the results. They could not believe how professional it made them look. It solidified their dream because, at the time, the building was still being constructed. In fact, they took even more care in the construction, painting, and accessorizing of the facility because of the identity.

The six-month pilot project was a huge success with over 10,000 visitors walking through the door. Living Elements is now looking for a permanent home for next season.

Living Elements

Living Elements is based in Vancouver, British Columbia (Canada), and specializes in collecting marine fish and invertebrate from the Pacific Northwest and the Canadian Arctic for zoos, aquariums and educational facilities around the world.