



curio museum design

thecuriumuseum.com | kw.palleiko@gmail.com

BRANDING & IDENTITY

Concept Booklet
Atlantic Marine Energy Center
February 18, 2022

ABOUT THE NEW DESIGNS

colors : because the new designs are much more complex, the color palettes have been simplified to maintain balance and cohesion.

changes include :

- new layout (letters all on one line)
- delicate design elements have been added for a greater sense of flow and precision
- the base of each design is a delicately colorblocked pattern that represents waves and marine layers while also giving the feeling of air flow and movement
- the negative space in the E has been redrawn to represent of the prongs of a plug - energy!
- additional elements were added to each design to further tell the marine energy story (see below)

v1 : WAVES

design elements : waves, water flow, C is a wave which is both flowing into the E (plug) in the form of energy and continuing on its way (renewable)

strengths : dynamic, this design has a lot of energy and movement and offers a real sense of continuity and renewal, more cerebral in that it speaks more to marine energy as a concept.

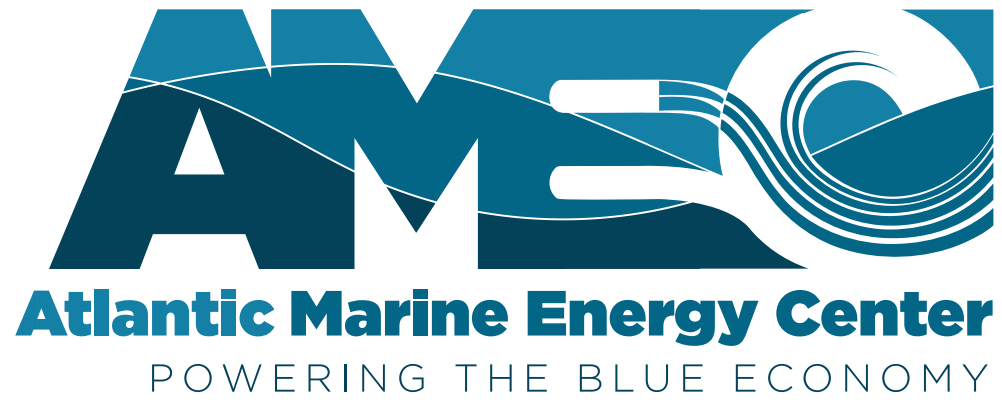
v2 : SEASCAPE

design elements : waves, seascape, windmill element, negative space in the E represents prongs of a plug (subtle but you can't miss it once you see it)

strengths : a simpler option, this design tells the story in a pure graphic, very pretty, nods more to the environmental aspect.

v1.Waves

marine layer colorway

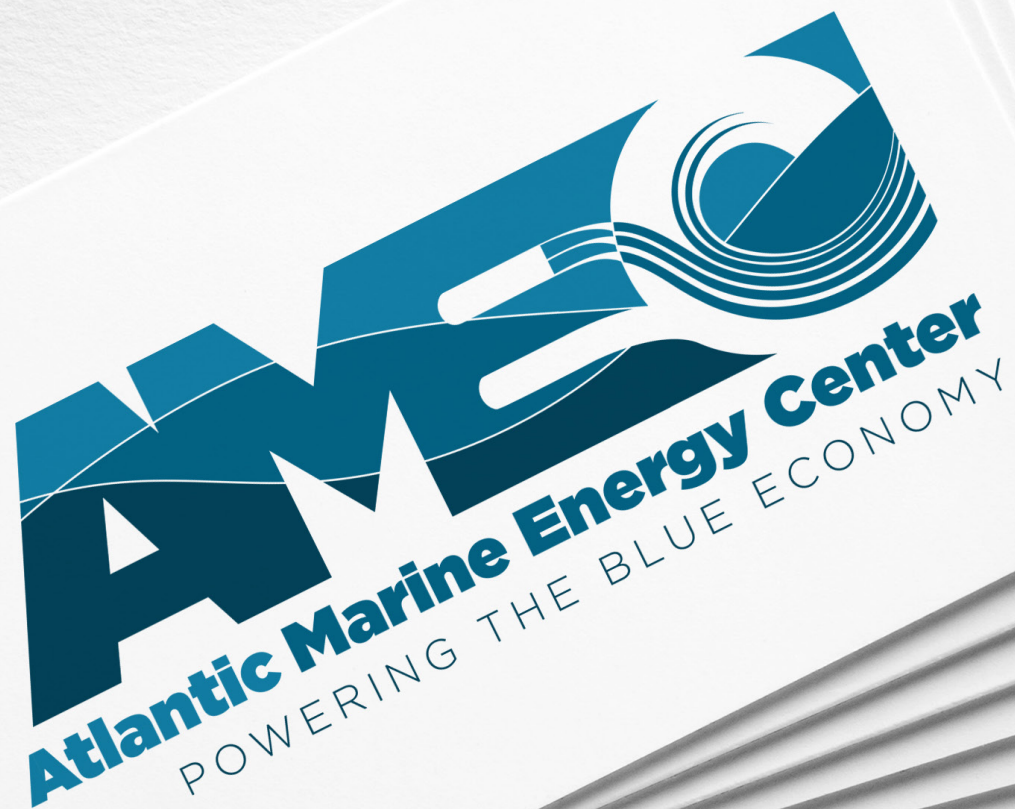




AMEC

Atlantic Marine Energy Center

POWERING THE BLUE ECONOMY



Atlantic Marine Energy Center
POWERING THE BLUE ECONOMY



Atlantic Marine Energy Center

POWERING THE BLUE ECONOMY

white overlay



Atlantic Marine Energy Center

POWERING THE BLUE ECONOMY

one color



Atlantic Marine Energy Center

POWERING THE BLUE ECONOMY





Waves

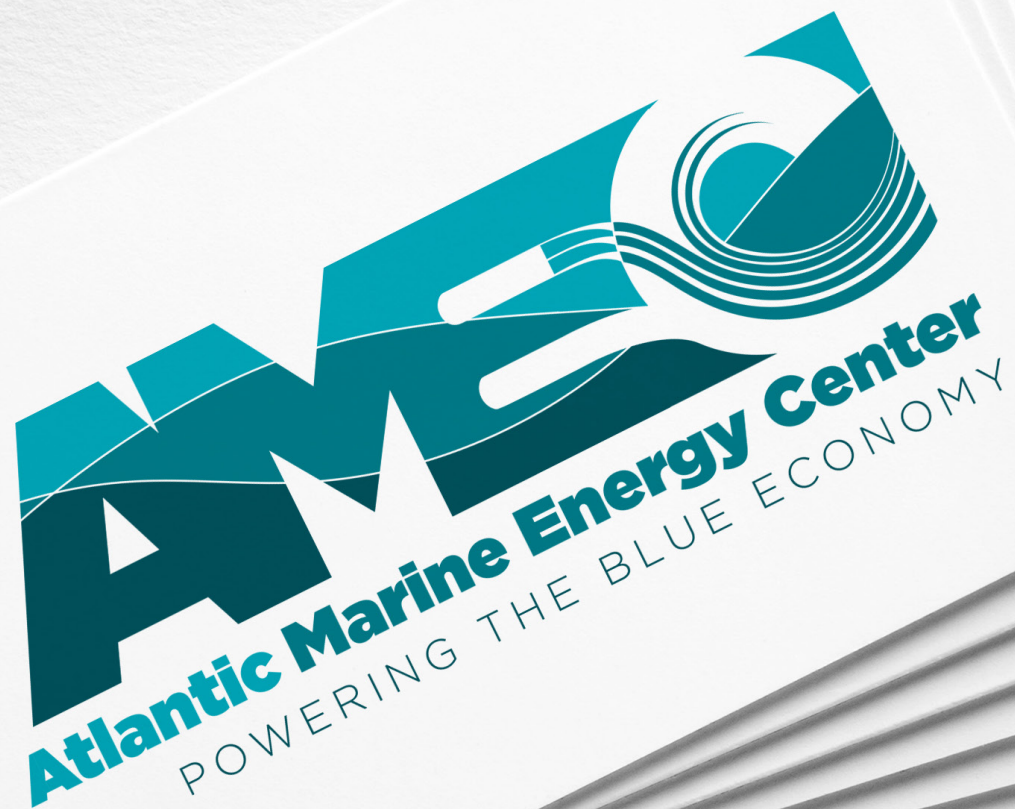
alternate colorway



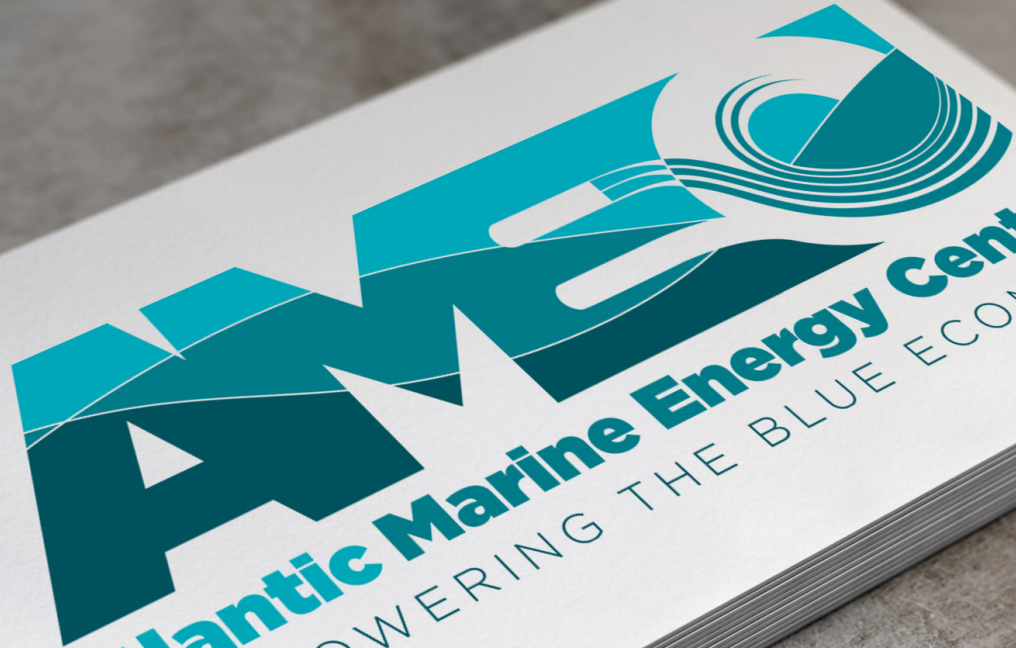


Atlantic Marine Energy Center

POWERING THE BLUE ECONOMY



Atlantic Marine Energy Center
POWERING THE BLUE ECONOMY

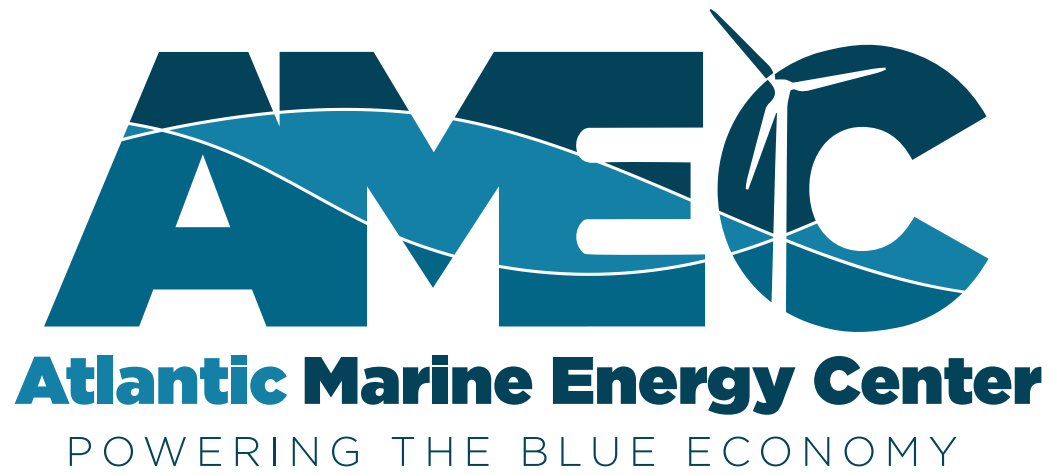


Atlantic Marine Energy Center

POWERING THE BLUE ECONOMY

v2.Seascape

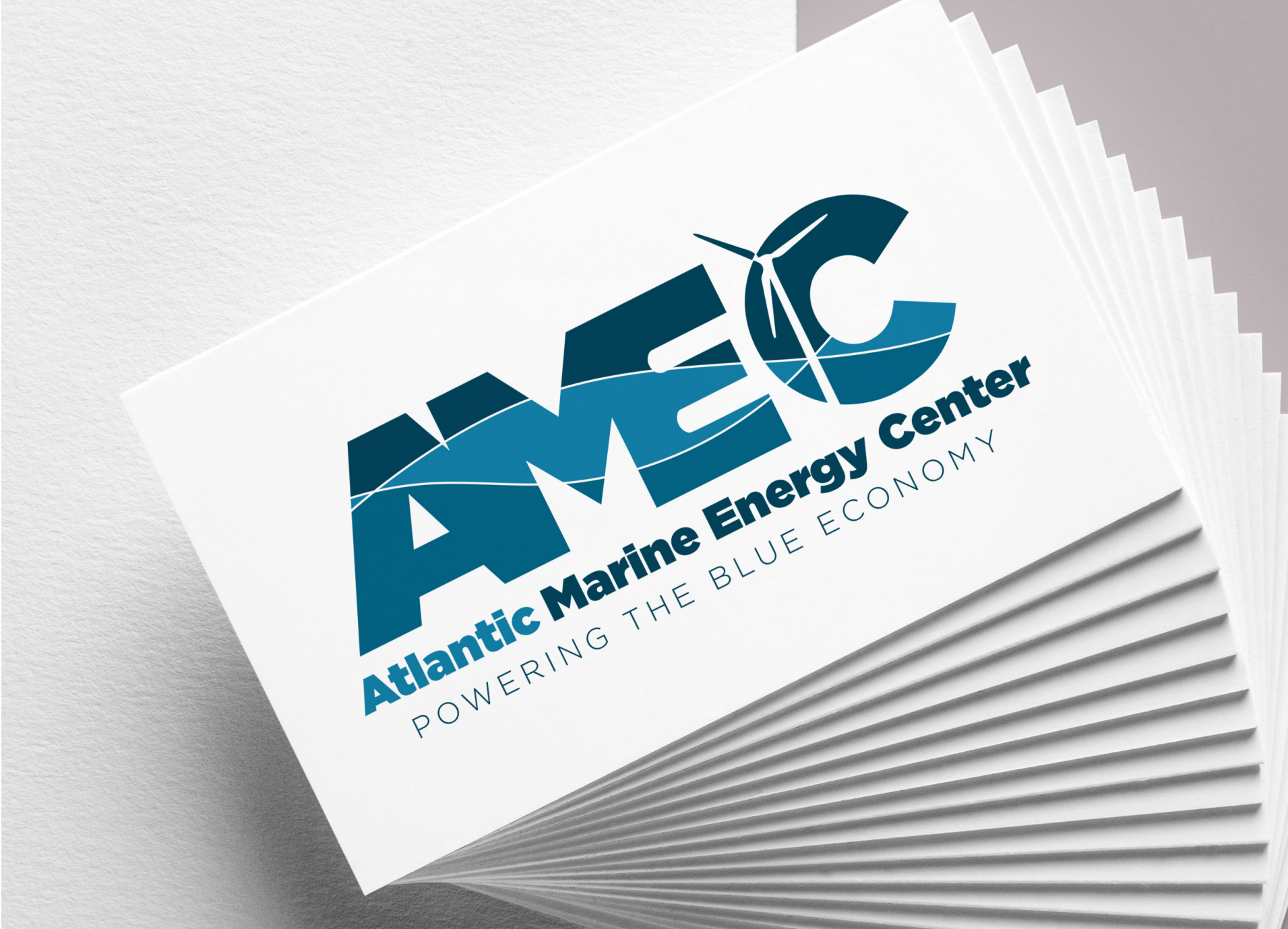
marine layer colorway





Atlantic Marine Energy Center

POWERING THE BLUE ECONOMY



AMEC
Atlantic Marine Energy Center
POWERING THE BLUE ECONOMY



Atlantic Marine Energy Center

POWERING THE BLUE ECONOMY

white overlay



Atlantic Marine Energy Center

POWERING THE BLUE ECONOMY

one color



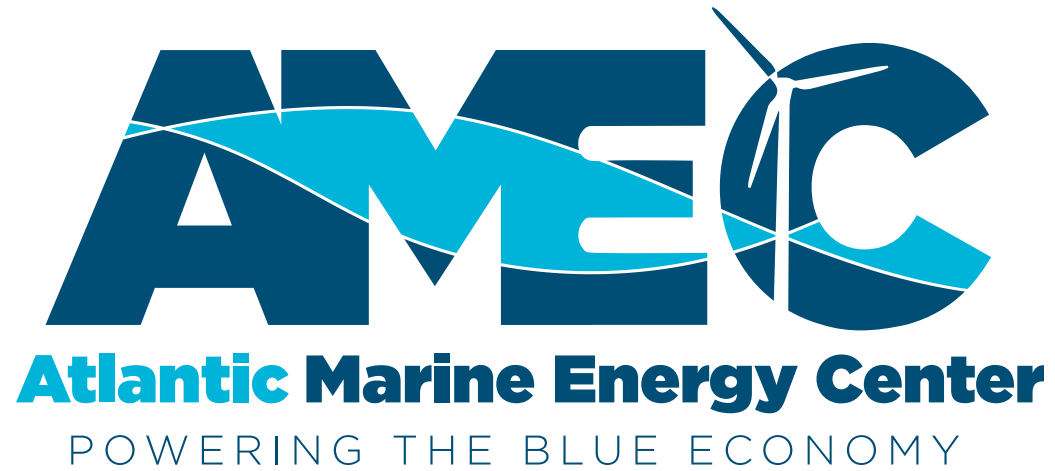
Atlantic Marine Energy Center

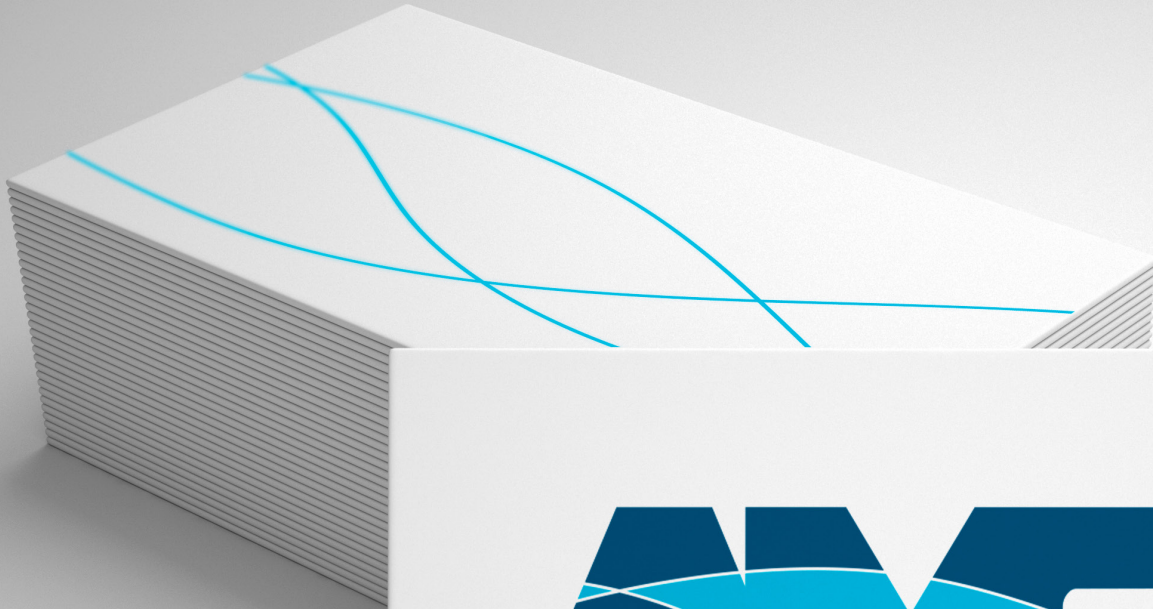
POWERING THE BLUE ECONOMY



Seascape

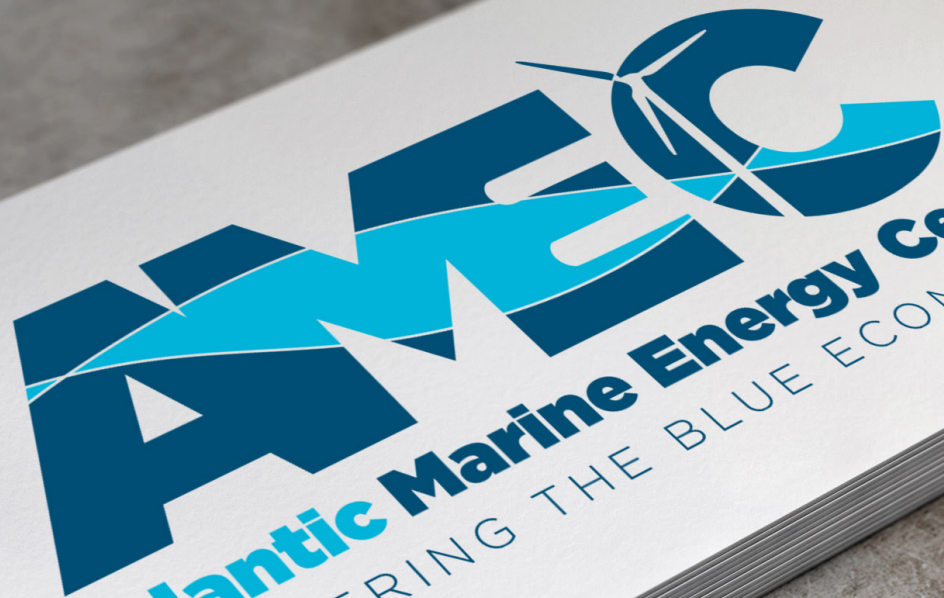
alternate colorway





Atlantic Marine Energy Center

POWERING THE BLUE ECONOMY



Atlantic Marine Energy Center
POWERING THE BLUE ECONOMY

Prepared for the Atlantic Marine Energy Center
by Curio Museum Design