



Live Swell

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Introduction

Strong Island

It's tradition to wake up early on summer mornings and head down to our local Long Island, NY beaches with friends to catch a few waves. It's like a cup of coffee to start the day. Over the years, I have noticed a growing amount of trash along the beaches and in the water. When my friends and family are at the beach, we always end up picking it up. We feel obligated to because it is not just a beach, but because it is our home. The pollution is only getting worse as the population increases. With such a busy island, the beach is a place where a lot of the community goes to escape and relax from a chaotic world, but trash is seeping into our beaches and into our waters. With this in mind, I wanted my senior project to be about keeping my home clean.



Robert Moses, NY



Robert Moses, NY

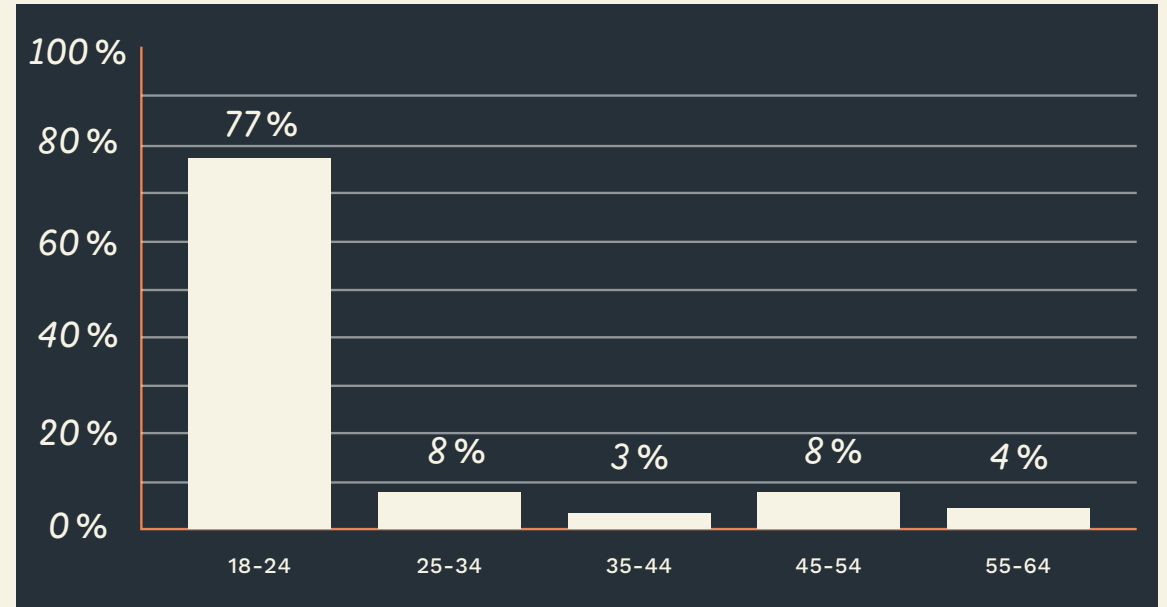




Research

Brain Storming

To start, my goal was to use research to understand what experiences others have at the beach. I created a questionnaire and reached out to friends and people from the Tristate area to get an idea on what others thought about these issues. First, I wanted to know what age my audience would be. What I learned was that most people in my sample were teens and young adults. Therefore my target



Survey Out Of One Hundred People

WHY ARE PEOPLE GOING TO THE BEACH?

"ABSORBING SUN, CATCH A FOOTBALL,
SWIM IN THE OCEAN, ALL FUN STUFF."

"NICE SUMMER BREEZE, RELAXING SETTING."

"THEY GET TO RELAX AND HAVE FUN WITH FRIENDS
AND FAMILY. THEY ALSO GET TO SWIM IN THE OCEAN
AND COOL OF ON A HOT DAY."

"IT'S A BREAK FROM EVERYDAY LIFE AND YOU GET
TO HANGOUT WITH PEOPLE AND IT'S WARM."

Few Selected Responses

audience for my project will be teens and young adults. My next question was aimed toward understanding why this audience goes to the beach in the first place. Overwhelmingly, people responded that they go to the local Long Island beaches to relax and escape from their chaotic life. I also wanted to know what sort of things or activities these people do when they are at the beach. Through research, I found that most summers for Long Islanders consists of fishing, swimming, taking a ride on the



boat, or waking up everyday at 5 o'clock in the morning to catch a wave—just as I grew up doing. People go there to have fun and decompress, but... they are frustrated with garbage and litter as I experienced as well. I figured because this problem affects the people of Long Island directly, they may be more willing to want to help. The pollution is only getting worse, but people are showing interest to help out.

WHAT CAN FRUSTRATE PEOPLE?

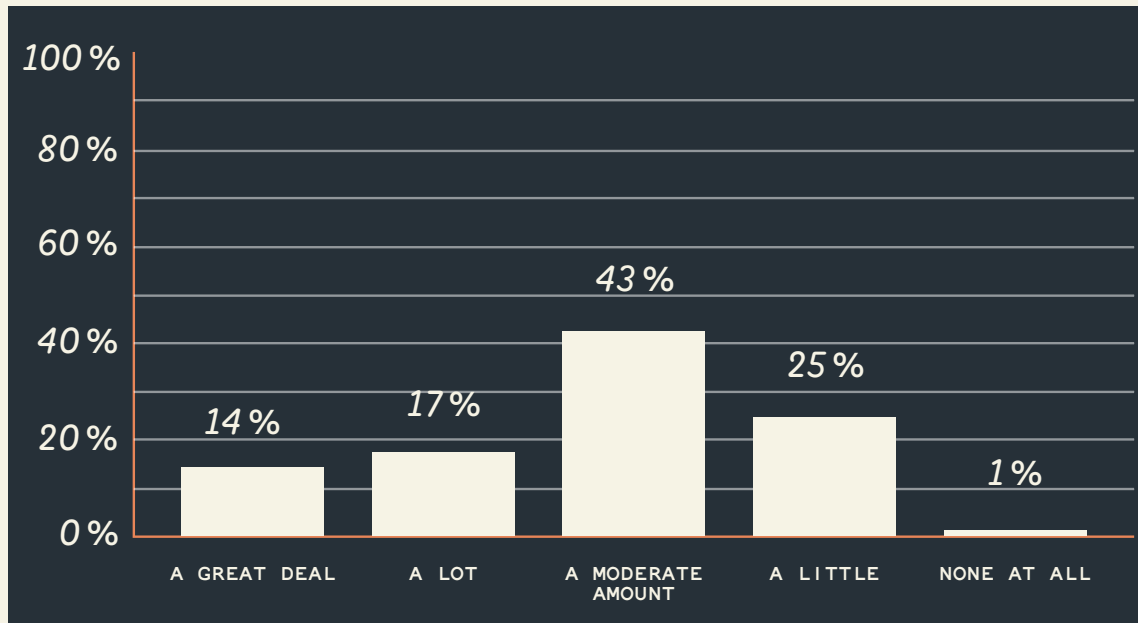
"SEAGULLS, LITTER."

"OBNOXIOUS PEOPLE AND GARBAGE."

"PEOPLE LEAVING GARBAGE AT THE BEACH."

"SEAGULLS, LACK OF SPACE, CONGESTION
(TOO MANY PEOPLE), GARBAGE IN SIGHT."

Few Selected Responses



Survey Out Of One Hundred People

This here shows that a majority of people have an interest in helping the environment and keeping our beaches clean. It's clearly evident that there is a problem and there is a strong community of people who are interested in keeping the beaches clean for future generations.

Branding

Company Name

To start translating this research into a project, I began by choosing a name for my project and writing a mission statement. I chose Live Swell for the name of my company because it has a lot of definitions that fit with the cause. The definition of “swell” is a gradual increase. When I think semantically about this definition, it’s talking about accumulation which creates a thought about building a community. I also think of a slow steady movement forward in terms of caring for and helping our environment. Using my research, I started to think about what the company would do and what parts I am going to be designing for. The more I thought about my company’s purpose, the more I thought about how much I love Long Island and how I hate what the beaches are becoming. This thought led me to what needs to be done about it which then led me to the slogan of Live Swell; “Live Swell, Be Swell, Do Swell.” In order for us to enjoy Long Island’s beaches, we must take care of it first.



SWELL

VERB [SWEL]

BECOME LARGER OR ROUNDER IN SIZE,
TYPICALLY AS A RESULT OF AN ACCUMULATION OF FLUID.

NOUN [SWEL]

A SLOW, REGULAR MOVEMENT OF THE SEA
IN ROLLING WAVES THAT DO NOT BREAK.

ADVERB [SWEL]

EXCELLENTLY; VERY WELL

Swell Definition

‘Live Swell’

Growing up on Long Island has allowed me to really take advantage of visiting it’s local beaches during the summer months. Throughout the years, my love for Long Island’s beaches and the ocean has only grown more and more. However, with each passing summer, I also began to notice pollution quickly invading the beaches and shoreline.

‘Be Swell’

I originally created this company for my future children. I hope that they will be able to enjoy the beaches of Long Island and appreciate their natural beauty just as much as I have. However, they cannot come to love it or look forward to their summers if there are no more beaches left to admire.

Which then leads us to our mission statement...

‘Do Swell’

Live Swell is a company directed towards Long Islanders to increase awareness of our local beach pollution through events and community outreach. Our goal is to protect and preserve the beaches and ocean we love, for today and tomorrow’s surfers, fishers, and beach goers.

Branding

Logo

I used my experiences at the beach to inspire my logo designs. When I took a trip down to the water, I took my time to take in my surroundings. I felt the warm, soft sand against my toes and the cool water being carried by the wind and hitting me in the face. I heard the rhythmic, repetitive crash of the waves and seagulls chirping in the background. I wanted people to experience what I experienced through my designs so I tried to incorporate these elements into my logo. I went through many trials of different designs and these are my iterations.







live Swell
LONG ISLAND, NY
SINCE 2019

LIVE SWELL
Long Island, NY
Since 2019

LIVE SWELL
Long Island, NY
Since 2019

Live Swell
LONG ISLAND, NY
SINCE 2019

L/S

L/S

L/S

L/S

LIVE
Est '19
SWELL

LIVE
Est '19
S



Branding

Final Logo - Large

My large logo is playful and bright, which sends the message of a beautiful ocean, but doesn't really show what the company is about. By adding a bright plastic bottle which in essence does not belong, forces you to take notice and gives a hint to the overall purpose of the company.





Branding

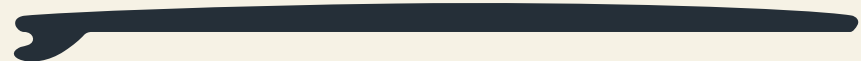
Final Logo - Medium

The purpose of Live Swell is based on keeping the ocean clean. Pairing the company name and company information with a surfboard not only creates a structure, but also serves as a reminder of one of the many things we enjoy about the ocean that wouldn't be possible if we continue to pollute our beaches.

LIVE SWELL

Long Island, NY

Since 2019



Branding

Final Logo - Small

Ricochet and Work Sans Bold complement each other and are appealing to the eye. The logo itself is diverse and simplistic enough to stand on its own as well as on various designs. The slash that is used to separate the “L” and the “S” is designed to look like a wave to give reference to the purpose of Live Swell.



Branding

Typography

Primary

Ricochet is a typeface that pairs swell with the logo. It has a lively, fun feel that catches the eye. I chose this typeface because Live Swell's logo is bright and exuberant and Ricochet adds to the beachy vibe.

Secondary

Work Sans is a simple, but powerful typeface. It is aesthetically pleasing and also easy to read. This typeface is used in my website, poster, and my small mark I used the typeface Work Sans.

Ricochet

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789\$@?/+*(,.)

Character Tracking +10

Work Sans Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789\$@?/+*(,.)

Character Tracking +10

Work Sans Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789\$@?/+*(,.)

Character Tracking +10

Work Sans Black

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789\$@?/+*(,.)

Character Tracking +10



Branding

Colour Palette

1. Beige

Pantone 160-1 C

CMYK 3% / 3% / 10% / 0%

RGB 245 / 242 / 229

HEX #F5F2E5

2. Navy

Pantone 433 C

CMYK 80% / 68% / 56% / 57%

RGB 39 / 47 / 55

HEX #272F37

3. Light Blue

Pantone 877 C

CMYK 54% / 28% / 29% / 0%

RGB 131 / 158 / 167

HEX #839EA7

4. Light Orange

Pantone 7576 C

CMYK 5% / 58% / 69% / 0%

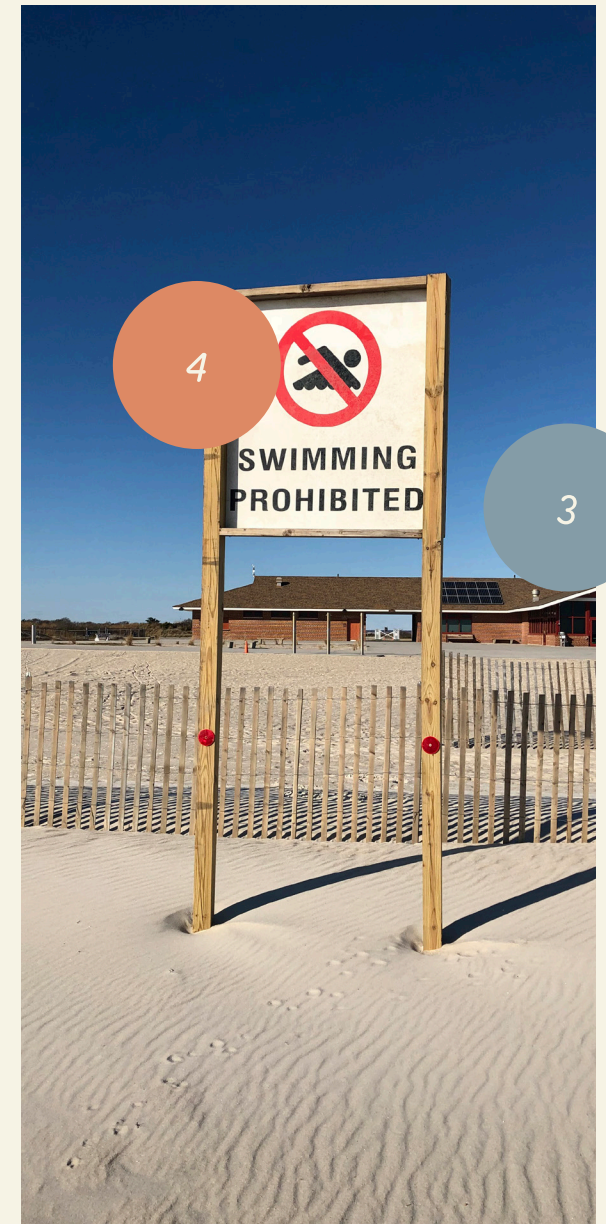
RGB 220 / 137 / 99

HEX #DC8963

After coming up with the name of my company, slogan, and logo, the next step is to construct a color palette so I referred back to my trip to the beach for inspiration. The colors that best represent the beach are blues, tans, and warm colors because these colors are in harmony with the elements of the beach.



Robert Moses, NY

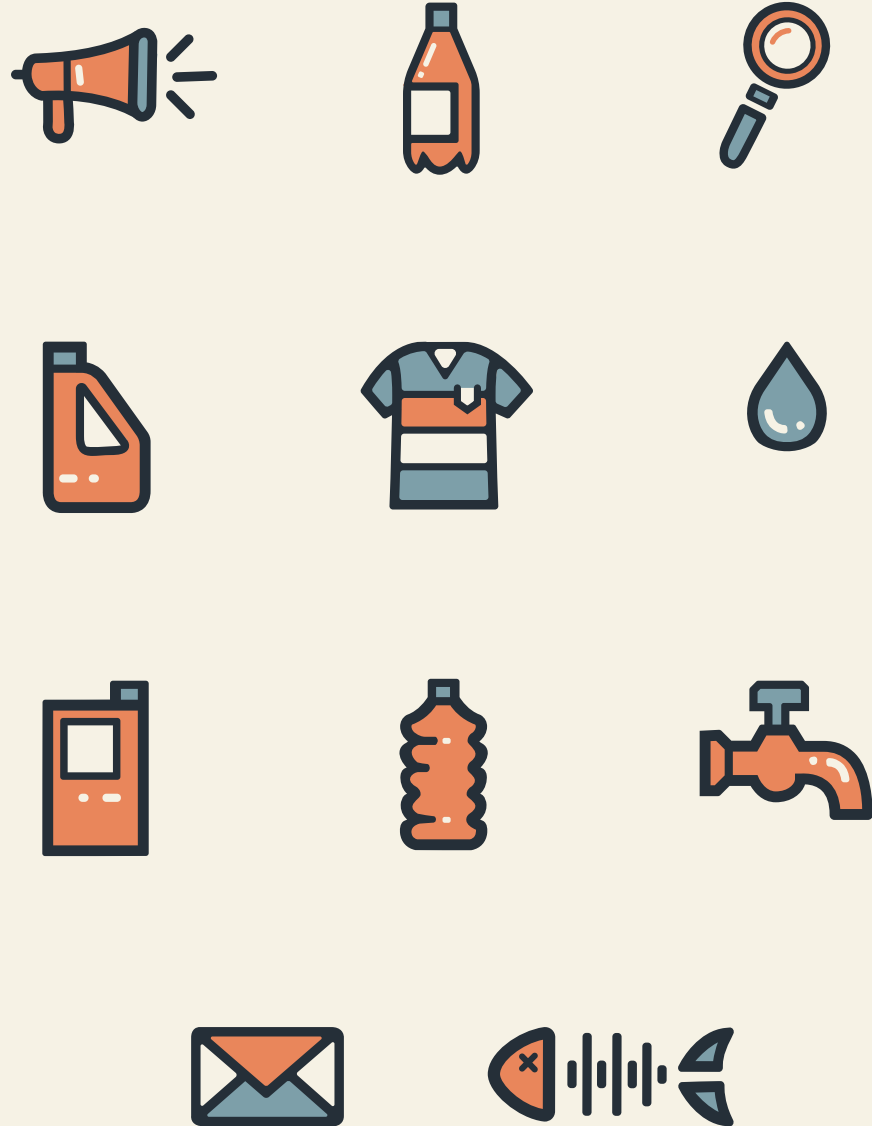


Robert Moses, NY



Branding Iconography

After building a logo, I needed to create a system to form an identity. These icons are in harmony with my logo which help build my brand. This makes it possible for people to recognize my brand without ever seeing the name of the company. I also used these icons to help structure my work. On Live Swell's instagram account, the icons are in place to organize posts. When you click on the plastic bottle icon, it brings you to photos of garbage, when you click on the shirt icon, it brings you to photos of apparel, and when you click on the megaphone icon, it brings you to photos and announcements of events.



Apparel

Raising Money

I wanted to be able to raise money to further help the beaches and oceans so I created apparel that I can sell online and at events. I made hats, patches, enamel pins, and shirts.



Event - Volunteers Modeling Company Apparel



Product - Live Swell Hat - FINAL





Product - Live Swell Long Tee Front - FINAL



Product - Live Swell Long Tee Back - FINAL



Product - Live Swell Tee Front - FINAL



Product - Live Swell Tee Back - FINAL



Product - Live Swell Patch - FINAL



Product - Live Swell Enamel Pin - FINAL



Product - Live Swell Hangtag Front - FINAL



Product - Live Swell Hangtag Back - FINAL



Product - Live Swell Packaged Apparel - FINAL

Advertisement

Spreading The Word

To help get the word out about my company and it's future endeavors, I created posters, sent out letters, and created an Instagram and Facebook event page. Live Swell gained a following on Instagram and is receiving messages everyday about future events, collaborations, and purchasing apparel.

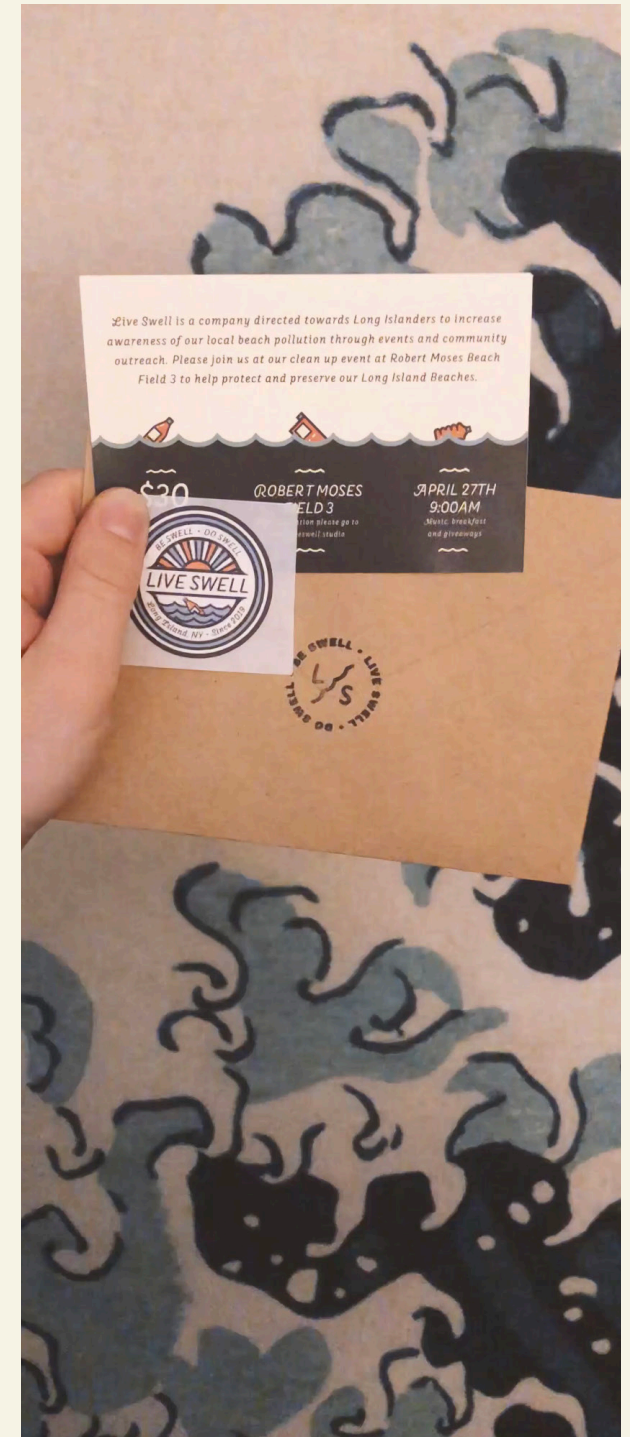




6x4 In Postcard Front - FINAL



6x4 In Postcard Back - FINAL



6x4 In With Letter - FINAL

Event

Robert Moses Field 3

The weeks leading to Live Swell's event was very involved. After reaching out to the town of Babylon and receiving permission to host a beach clean up event, I had to find a way to get the word out and interest people enough to want to come. I made posters about the event and hung them up around Long Island towns, including in a local coffee shop. I shared the event on Live Swell's Facebook page and Instagram. On April 27th, 2019, Live Swell hosted a beach clean up event at Robert Moses Beach Field 3. Over 40 people attended the event. The event started with people signing in, eating breakfast and socializing. After about a half an hour, everyone went out on the beach to pick up garbage. A large amount of garbage was collected and thrown away. Throughout the event, Live Swell sold hats, pins, patches, and shirts. The profits will go to a nonprofit organization called Operation Splash, that also helps clean Long Island's oceans and beaches.



Event - Signin Table / Apparel Table





Event - Volunteers Picking Up Trash - Robert Moses Field 3, NY



Event - Volunteers Picking Up Trash - Robert Moses Field 3, NY





Event - Volunteers Posing With Trash - Robert Moses Field 3, NY



Event - Bucket Filled With Trash - Robert Moses Field 3, NY





Event - Sisters Cleaning The Beach - Robert Moses Field 3, NY



Event - Dried Up Seahorse - Robert Moses Field 3, NY



Future What's Ahead

With an engaging way to help clean up the beaches in a collective effort, people are going to want to help out in the future. I am aiming to continue this and collaborate with other organizations with the same or similar philosophy.



Event - Group Picture - Robert Moses Field 3, NY



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- Draplin, Aaron James. “Draplin Design Co.” Draplin Design Co., draplin.com/.
- “Surfrider Foundation.” Surfrider Foundation, www.surfrider.org/.

