
DESIGN PORTFOLIO

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Module code: COMM1790

IDENTITY STYLE GUIDE

ASSIGNMENT 1A



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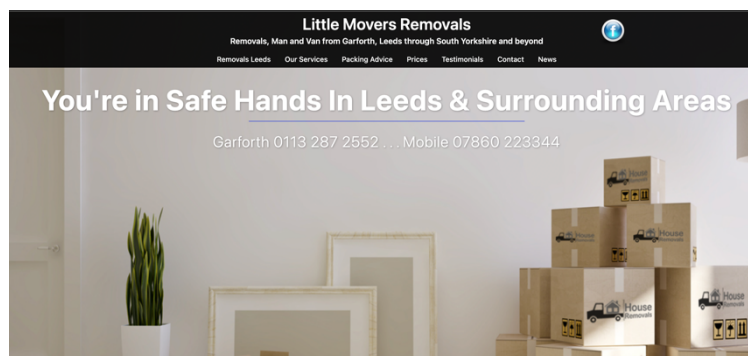
BRAND IDENTITY

Little Movers Removals is a moving service company situated in Leeds that has been in the business since 2006. Ranging from small pick-up and delivery jobs with their van and man service to full house moves or commercial, their company offers short distance as well as long haul moves throughout the UK.

In their current official website, their brand logo seems almost out of place within the modernity and simplicity of their visual identity, as displayed by the design of their website.

This style guide outlines the identity that should be maintained in the case of a website showcasing the business be created in the name of Little Movers Removals.

Top of web page



Bottom of web page

Planning A Removal

Pack as early as you can, up to two or three weeks before your removal date if possible. Leaving out your essentials till last.

We can supply boxes, bubble wrap and box tape as part of our packing service at very competitive rates.

It's usually the weekend days that are booked first for house removals so please try to book early for those. Other days are less popular and can be booked with less notice.

Call us now on 0113 2872552 or on the mobile number: 07860223344



THE LOGO

The old brand logo communicated quite a straightforward service visually, but contained quite an extensive amount of visually displeasing text that would be difficult to view in terms of scaling. In addition to this, the gradient background overcomplicated the logo when it was not necessary. To assist in this, a new logo was created to still display the service in simplicity, but also add a modern touch to attract a larger range of audience.

Our logo is made up of three key elements:



Format: SVG

Software: Illustrator

Element 1 – Little Movers Removals Graphic

The company name 'Little Movers Removals' should be kept in the hand drawn vector illustration to resemble smoke and no other font. It is what stands out within the logo and if it were to be changed to ready generated serif or san serif font, the logo would no longer be distinguishable.



Element 2 – Van Graphic

To visually communicate Little Movers Removals' company as a moving service, a simple and direct illustration of a 'van' vehicle is essential to achieving a moving service's look. This is used to simply represent the simplicity of the service and what you are requesting in the service.



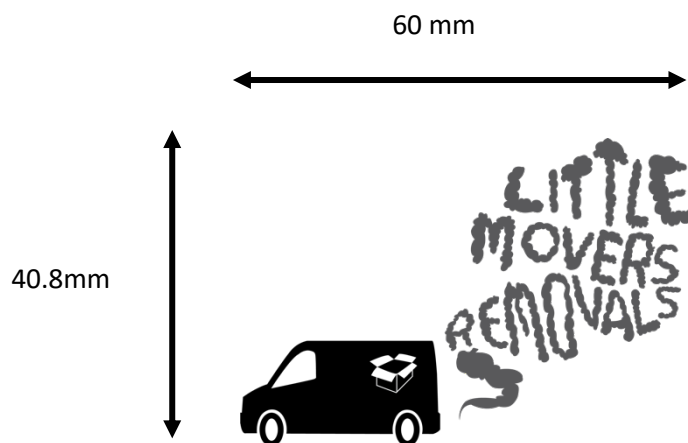
Element 3 – Box graphic

To visually communicate Little Movers Removals' service, an illustration of a box is used. This item is typically used when it comes to packing up and moving items from one place to another for an uncomplicated and straightforward move.



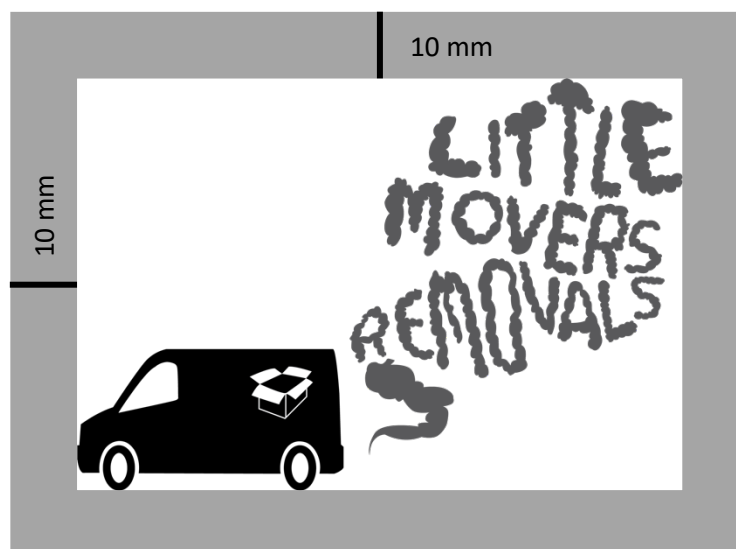
LOGO SIZING AND SCALING

Adaption to various formats and platforms was a key focus for our logo re-brand, according to scaling and sizing. Due to the use of a vector format, there is no limit to the maximum size the logo is allowed to be scaled to. Although, for the readability and legibility of the logo, it must not be made smaller than the minimum size of 40.8mm x 60mm.



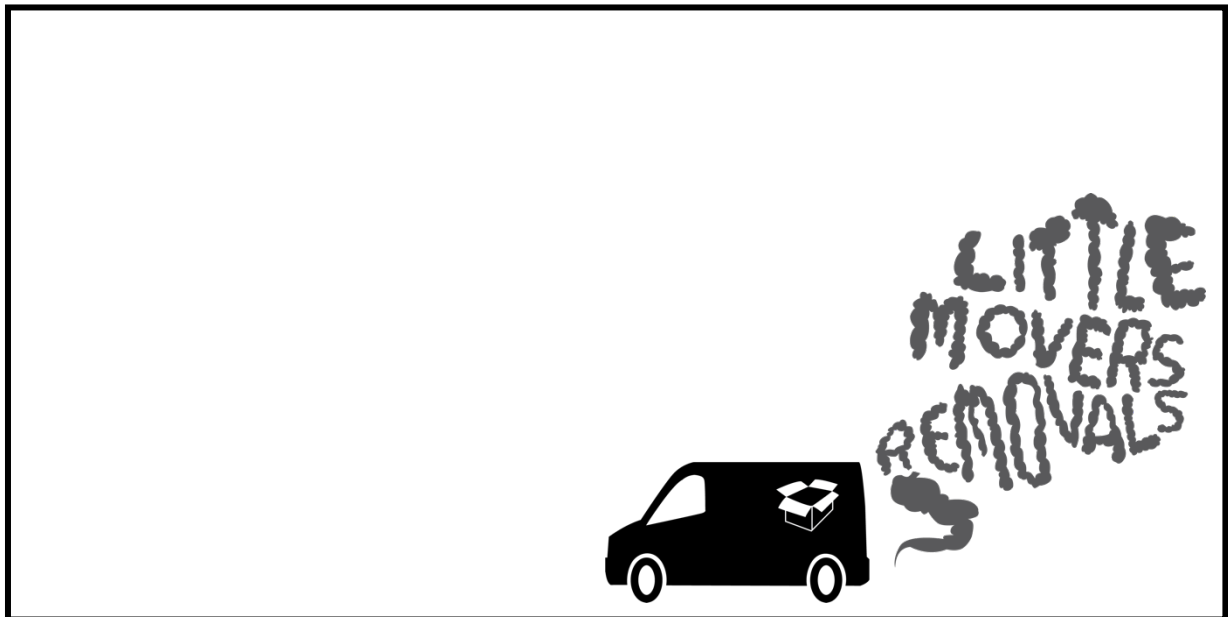
ISOLATION

The logo must always be surrounded by a specific minimum amount of blank space. The logo should be surrounded by a minimum of 10mm boundary all around. This is to prevent any potential clashing with other elements within a design, especially due to the illustrative design of the company name in the logo. There is no maximum boundary.



LOGO POSITIONING

Continuing with the logo's isolation area of at least 1mm - the logo works best at a smaller scale when aligned to the lower left corner of a layout and works best at a larger scale when aligned to the lower right corner of a layout. The logo should not be aligned to the centre.



LOGO MISUSE

The following rules must be executed when using the Little Movers Removals logo:



Do **not** warp or distort the logo



Do **not** place the logo on a colour other than white or appropriate imagery



Do **not** crop the logo



Do **not** rotate the logo



Do **not** add a border around the logo



Do **not** change the colour of the logo

SILHUOTTE

As the re-branded logo is already in a monotone state, one completely alternate version of the logo has been created for use on prints with black backgrounds. Whereas to work in silhouette form, the original logo's smoke text illustration has been changed into a darker shade as an alternate version. The original isolation and minimum sizing requirements still apply.

(Completely) Black variation:



Inverted variation:



WEB BANNERS

ASSIGNMENT 1 B



ABSOLUT BURTON.

The Absolut Company AB's brand statement includes the longstanding tradition of promoting responsible drinking. They highlight this statement largely by associating their products - namely Absolut Vodka – with pleasure, enjoyment, and socializing. With this in mind, Absolut Company AB tend to partner with outside organizations to promote responsible drinking and discourage the misuse of their alcoholic products. They also have a very creative standard when it comes to advertising in order to reflect their brand statement, creating a consistent and identifiable house style including their vodka bottle shape and their branding name with the repeated font.

With this in mind, for my campaign, I decided to create my series of web banners based on films by the renowned Tim Burton. His auteur and film style largely surrounds quite a gothic and spooky yet childish aesthetic. I figured this was my best option as after researching advertising by Absolut, I came to find that there hadn't been any previously produced products surrounding a gothic nature.

All the web banners were created in Illustrator as every single illustration is in a vector graphic, including the provided Absolut bottle and text.

For the specifications, I chose a half page display advertisement for each of my designs, consistently following 300 x 600 pixels.



“Absolut Madness.”

Size: 300 x 600 pixels

File format: JPEG

Compression: Lossy

Resolution: 72dpi

Colour mode: RGB



“Absolut Sacrifice.”
Size: 300 x 600 pixels
File format: JPEG
Compression: Lossy
Resolution: 72dpi
Colour mode: RGB



“Absolut Greed.”

Size: 300 x 600 pixels

File format: JPEG

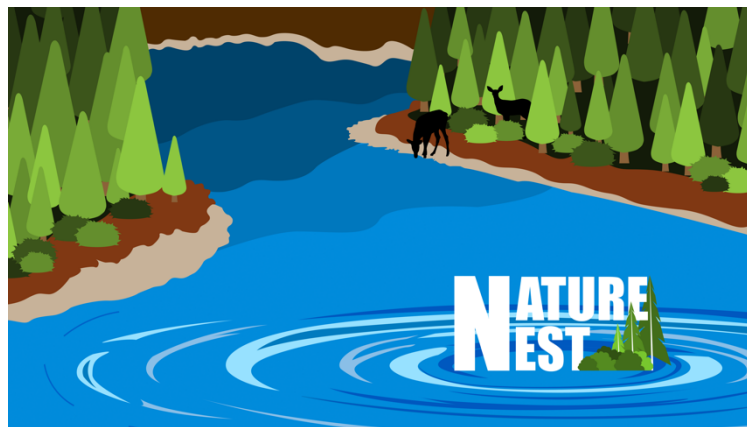
Compression: Lossy

Resolution: 72dpi

Colour mode: RGB

TV IDENT

Assignment 1C





Nature Nest is a nature themed documentary channel for all those wanting to learn, or simply be entertained by the nature of the world. The channel takes on a scientific and educational approach whilst entertaining the viewers with the present subjects or animals provided. I chose to do a nature documentary due to the importance of raising public awareness upon the increasing focus on conservation in the world of nature today.

Starting with the logo, I did quite a bit of research following other nature documentaries and found that there was a consistent theme following the combination of a sans serif font and a small illustration either to the side or incorporated with the text. Examples are National Geographic, Brave Wilderness, etc. With this I opted for a font called 'Impact' provided in Illustrator and added a few illustrations of trees and bushes to fill in the blank space. I feel this did well with providing a clear association with nature and what this channel will present.

In order for the TV Idents to not blend in with one another due to the common green and brown shades within nature, I chose various dynamic settings to create. With the style, I chose quite a cartoonist design without any texture, although I do imagine if these designs came to life in a realistic manner, they would be short videos of simple movement, for example, the leopard print would be moving to mimic the animal's movement, or the water ripple moving in the water.



“Leopard On the Move”

Size: 1920 x 1080 pixels

Format: PNG

Resolution: 72dpi

Colour mode: RGB



“Bug Eating”

Size: 1920 x 1080 pixels

Format: PNG

Resolution: 72dpi

Colour mode: RGB



“Bats in Cave”

Size: 1920 x 1080 pixels

Format: PNG

Resolution: 72dpi

Colour mode: RGB



“Deer in Forest”

Size: 1920 x 1080 pixels

Format: PNG

Resolution: 72dpi

Colour mode: RGB

MULTIFORMAT CAMPAIGN

ASSIGNMENT 1D





THE CAMPAIGN



Berlin ended up being my chosen city surrounding the campaign, so I started researching facts and ideas about the city, only to find that Berlin is one of the cities in Europe with a large amount of forestry. So, in the end I decided on a fantasy festival due to the use of forestry being homes to numerous mythical creatures; for example, fairies that live in toadstools. I wanted the visual identity of the festival to be enchanted, whimsical, and mystical. With this main goal in mind, I started thinking about what font and imagery to utilise within the campaign.

With this vision, I created various multiformat designs. This included the logo, posters, web banners, festival tickets, website pages and merch designs. Before this, I decided to name my festival 'Pixie Fest' as it gave a direct explanation as to what the festival entailed – pixies – magical!

All my designs were created in Illustrator and InDesign and were exported into different formats according to web or print details. What helped the most in creating these designs was inspiration I took from Pinterest by looking at layouts of Festival Posters where I discovered the elaborate thinking that went into a multiformat campaign.

THE LOGO



Format: TIFF (print), PNG (web)
Resolution: 300dpi (print), 72dpi (web)
Colour Mode: CMYK (print), RGB (web)

I chose to incorporate a mushroom into my design as I found that when researching fantasy-like characters such as fairies, magical toads, pixies, etc, a mushroom is usually present whether it be in the background or to sit on.

POSTERS

The three posters are displayed in detail in the next three pages.



“Fairy Poster”

Size: 3509 x 2480 pixels

Format: TIFF

Resolution: 300dpi

Colour mode: CMYK

Compression: lossless



“Frog Poster”

Size: 3509 x 2480 pixels

Format: TIFF

Resolution: 300dpi Colour mode: CMYK

Compression: lossless



“Dwarf Poster”

Size: 3509 x 2480 pixels

Format: TIFF

Resolution: 300dpi Colour mode: CMYK

Compression: lossless



TICKETS

There are four types of tickets for Pixie Fest: the ticket types are differentiated according to the poster designs, grouping into standard entrance ticket, child ticket, family ticket, and VIP entrance ticket. I decided on a simple design as to not overcomplicate the ticket by bombarding it with words.



Size: 1950 x 750 pixels

Format: TFF

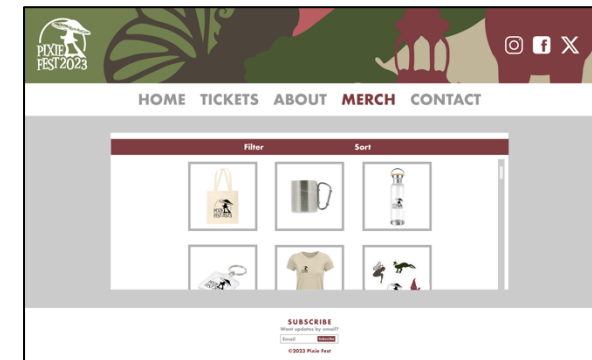
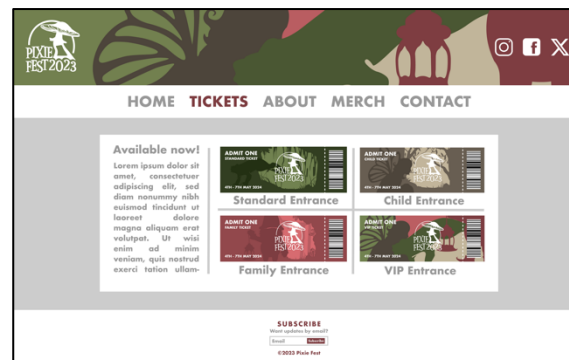
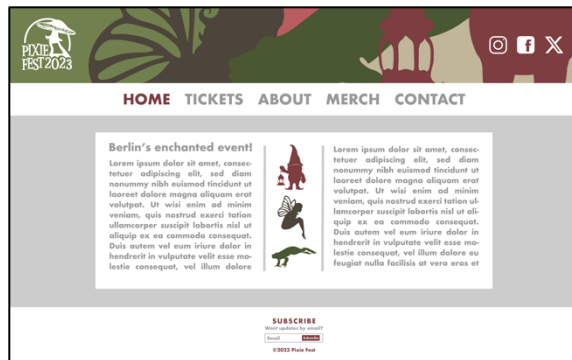
Resolution: 300 dpi

Colour mode: CMYK

WEBSITE DESIGN

I have decided to create three examples in order to visualise how 'Pixie Fest's website should appear. Focusing on a desktop format for the website, I carefully rearranged and showcased the elements necessary for a functioning festival website, being cautious as to not overcomplicate the layout. I mainly kept a central alignment when considering text layout and decided on edge alignment for logos and symbols.

The three web pages are displayed in detail in the next three pages.



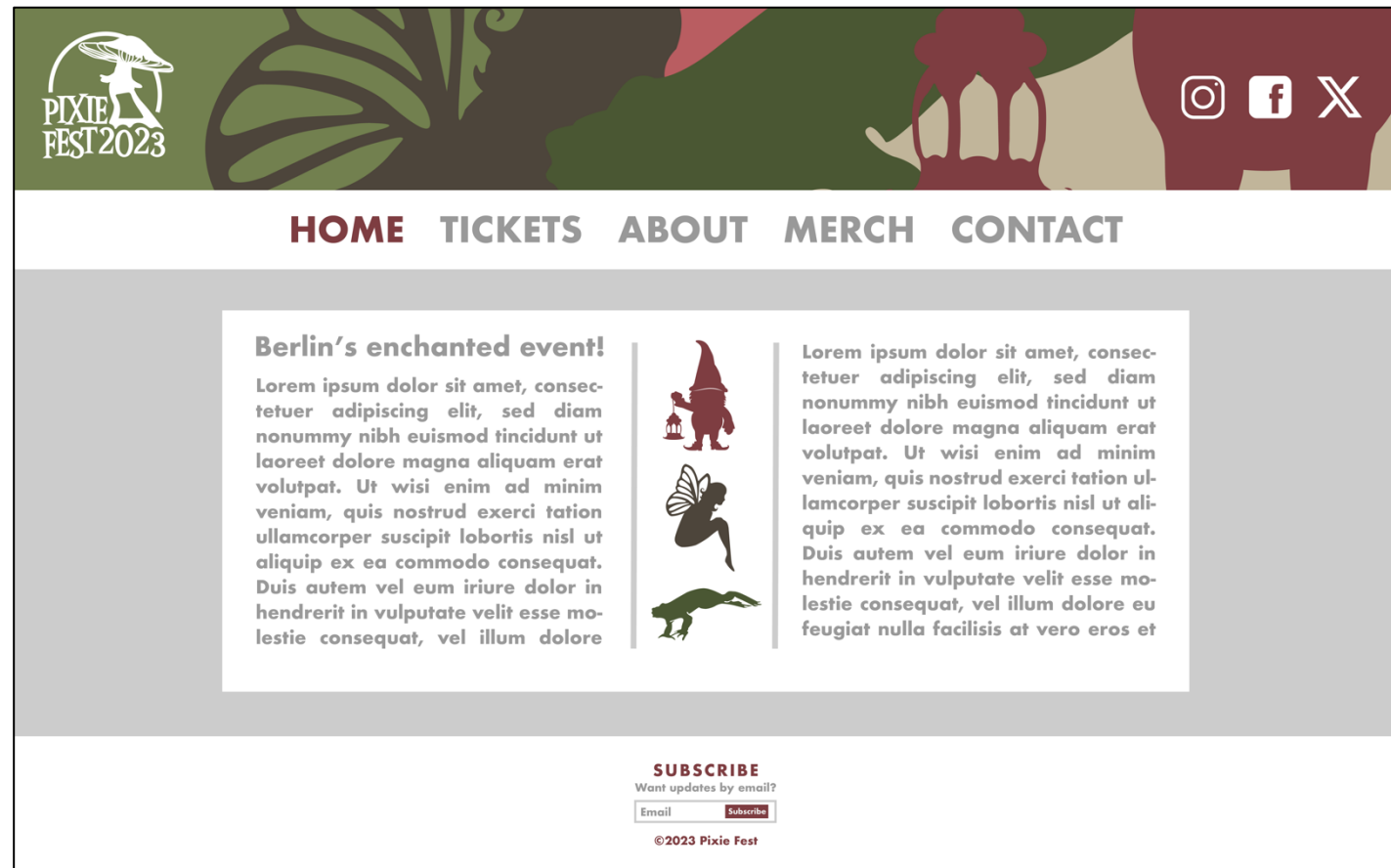
Size: 1920 x 1200 pixels

Format: PNG

Resolution: 72 dpi

Colour Mode: RGB

Compression: lossless



“Home Page”

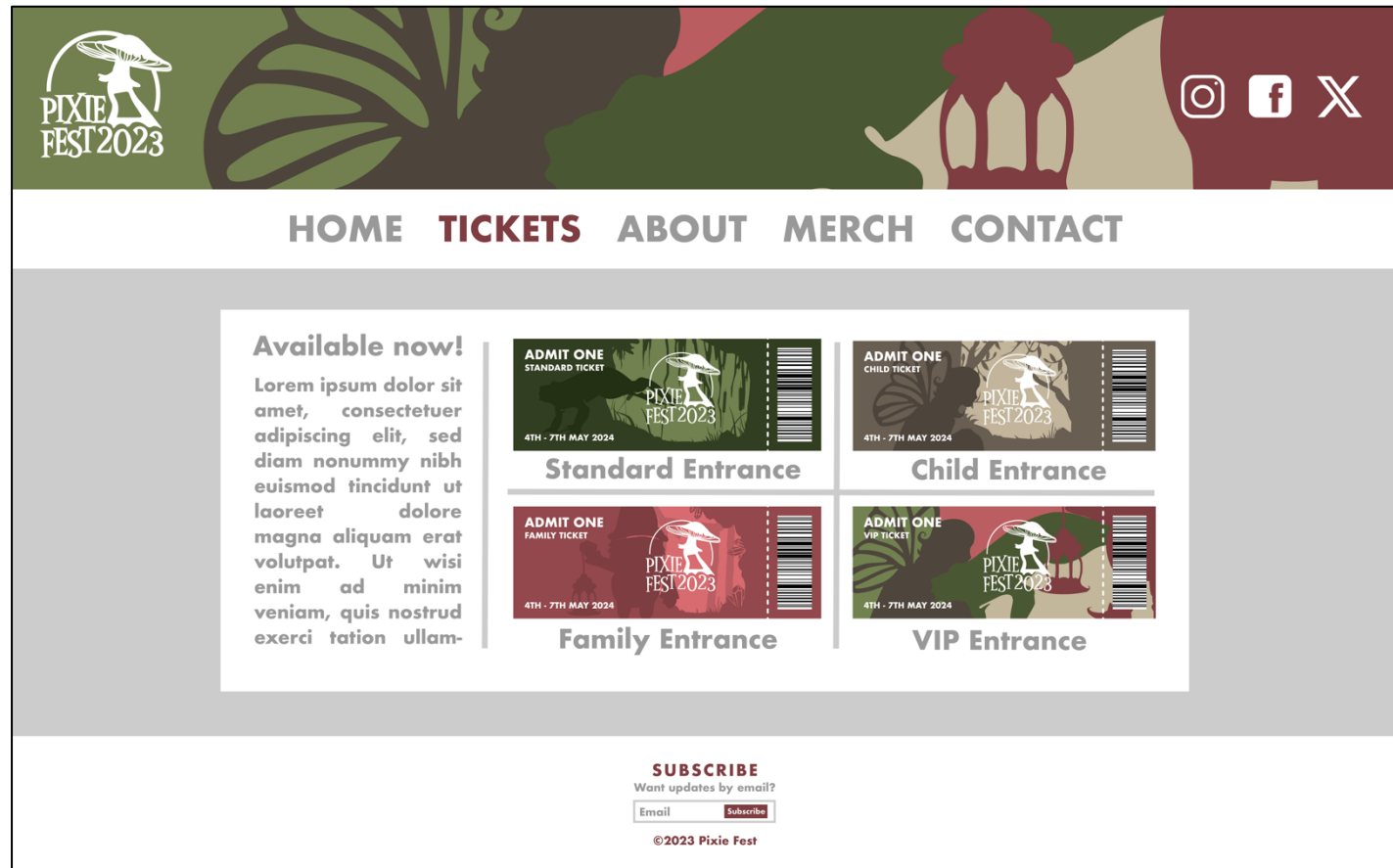
Size: 1920 x 1200 pixels

Format: PNG

Resolution: 72 dpi

Colour Mode: RGB

Compression: lossless



“Ticket Page”

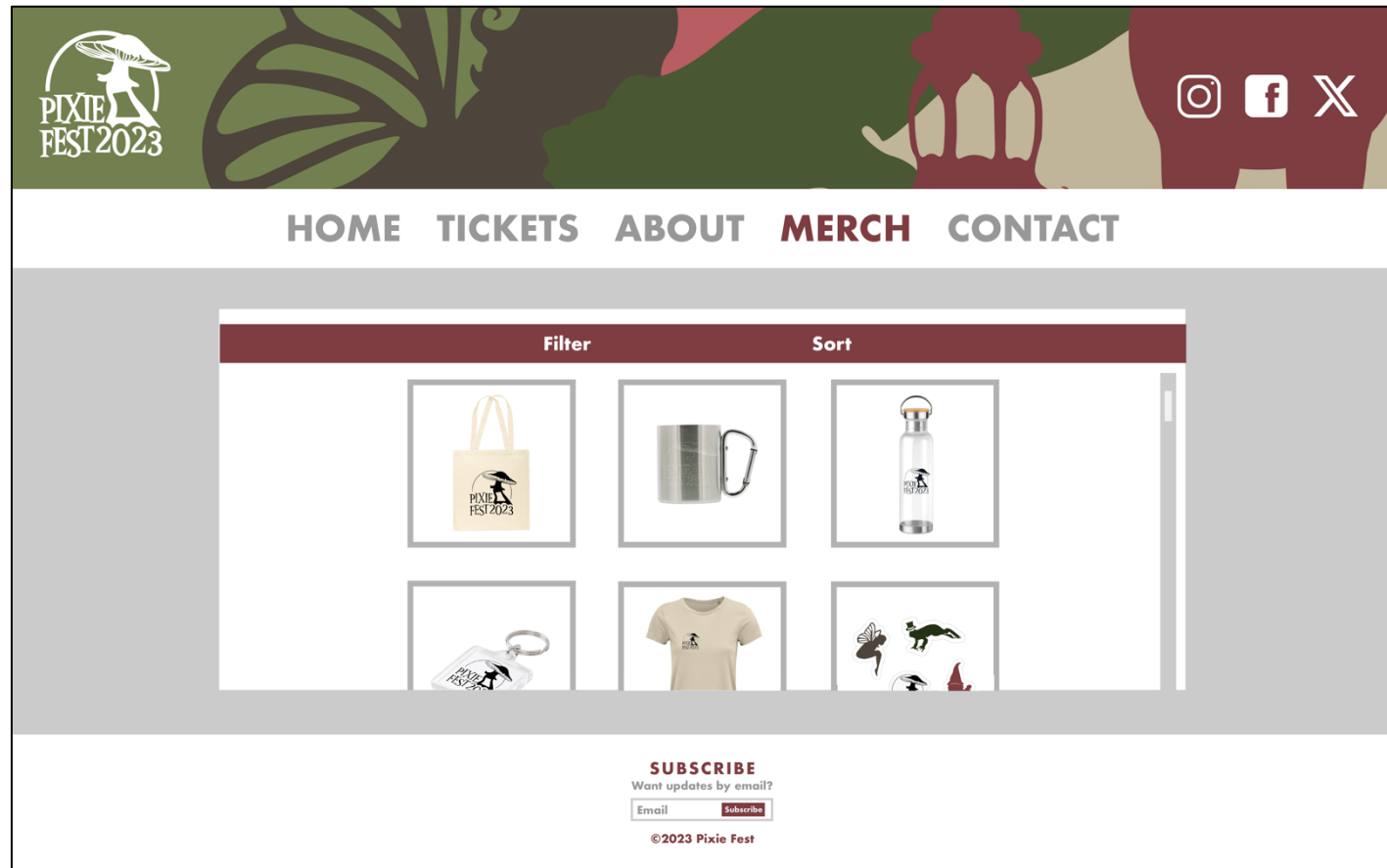
Size: 1920 x 1200 pixels

Format: PNG

Resolution: 72 dpi

Colour Mode: RGB

Compression: lossless



“Merch Page”

Size: 1920 x 1200 pixels

Format: PNG

Resolution: 72 dpi

Colour Mode: RBG

Compression: lossless

WEB BANNERS

Web banners play a big role to promote and increase sales for a company. They work by appearing on other websites and platforms, mainly by pop-up, meaning different dimensions are necessary when it comes to designing a web banner. I've created two, one in landscape and one in portrait. I've reused the poster design and played around with the dimensions of each layer to create a new, yet familiar look.

The web banners are displayed in detail in the next two pages.





“Web Banner Landscape”

Size: 970 x 250 pixels

Format: PNG

Quality: Maximum (7)

Resolution: 72dpi

Colour mode: RGB

Compression: lossy

“Web Banner Portrait”

Size: 300 x 600 pixels

Format: PNG

Quality: Maximum (7)

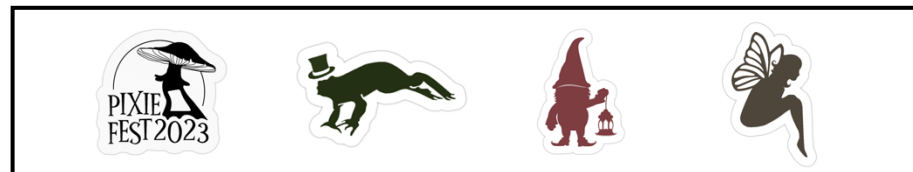
Resolution: 72dpi

Colour mode: RGB

Compression: lossy



MERCHANDISE



For accessories, I opted on quite a neutral colour scheme in accordance with the 'nature' aspect of fantasy. My exception for colour was included in the Die-cut stickers available for each character taken from the posters. For a quick and direct result, I created these visualisations of the merchandise by using the tools available on the website 'Redbubble'.