

Branding & visual design

Brand ≠ visuals

**You use visual design to
communicate the brand's
core message and values**

Basic elements of visual style

Layout

Typography

Colours

**Illustration/
image style**

Pattern







EAT L
SIZ
GOOEY M
GOOEY M
GOOEY M
GOOEY TA

NIMU
ROMA

NIMU
ROMA

HOME

| | | |
|---------------------------|-------------|-------------|
| Hand towel | | |
| Asciugamano in nido d'ape | | |
| Stone | 110 x 60 cm | 100% Cotton |

Rome is the land of beautiful fountains.
In the midst of the extreme heat we already feel,
the sound and clarity of its waters creates an atmosphere
that can not even be imagined in cold countries.
Promenade dans Rome, Stendhal

BEACH

| | | |
|--------------|-------------|-----------------------|
| Beach towel | | |
| Telo di mare | | |
| Ravello | 160 x 95 cm | 73% Cotton, 27% Linen |

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RESERVOIR DOGS
PDFS, XLSXs,
PPTS AND MORE

TURN AFTER
READING

FINDING
MEMO
NORTH STAR FILM ALLIANCE

JAWS
NOW YOU SEE ME

L FOR LETTER

TO: Nika Kujander 16.09.2020

My favorite strategist and Porsche new best presentation yesterday... Super impressed and won on having BOND on board with ERGATE

Below is a list of the items I've & I discussed making forward - we can recap before the one that you all understand where we are at this point

Revealing the STRATEGY for ERGATE - I go 'STEMS from Housing' - yes, absolutely buy, why to develop further from this to CREATE a TV... let's keep that in mind

Many wishes that ERGATE creates the following:

- 1) Clearly Job in Sweden
- 2) Opportunities for others to voice their creative ideas
- 3) A sense of belonging and a sense of GIVE

Constructing Change Together... a movement a culture here. Bearing in mind to work on this is GENIUS Force the people to read the Find Associate the first part with the teacher couple with the influence. Also connections and...

LET'S MAKE A SCENE!

NORTH STAR FILM ALLIANCE
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APRICOT JAM

GOOD
GOOD

KETO FRIENDLY

LOW CALORIE

NO ADDED SUGAR

330g e

STRAWBERRY JAM

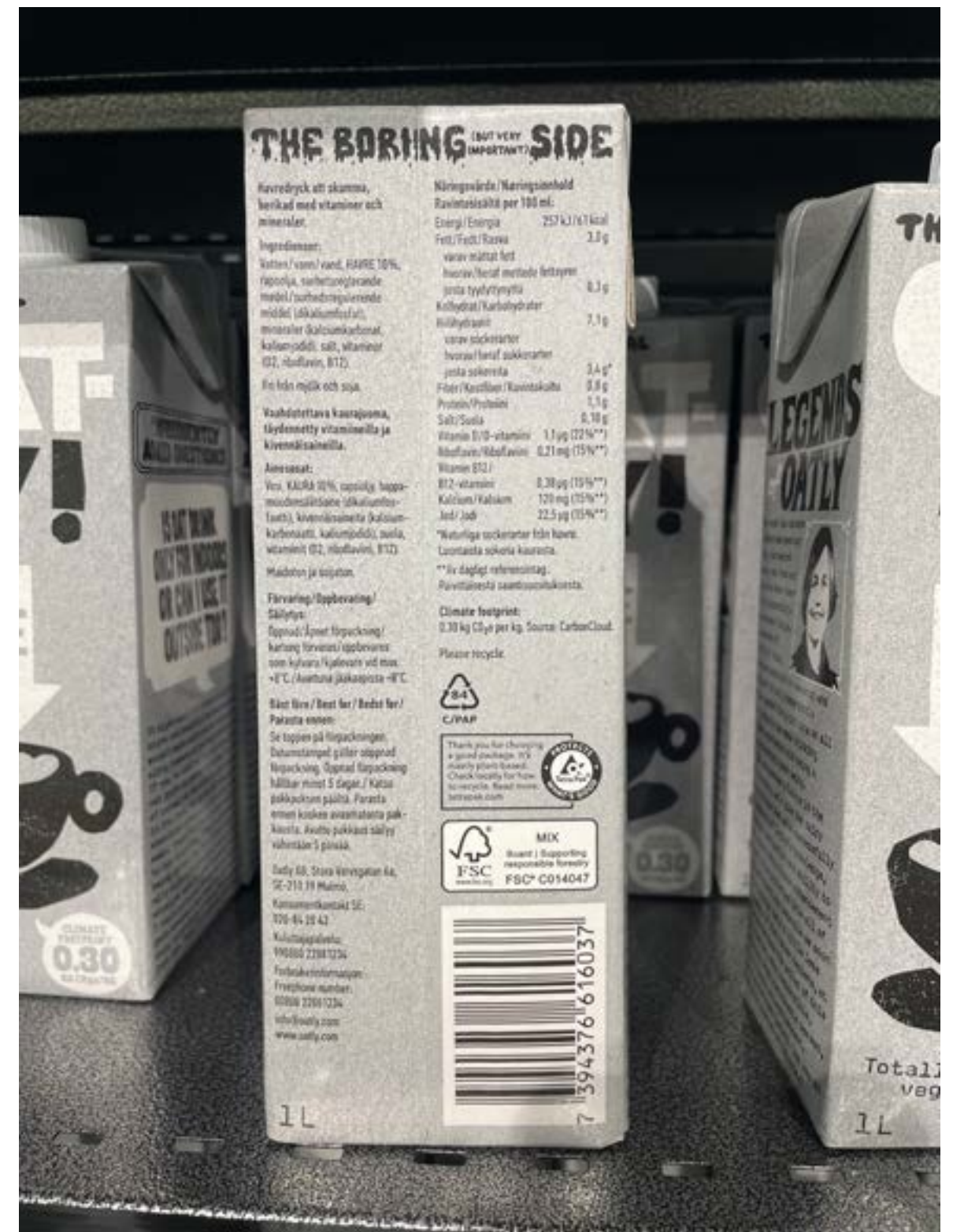
GOOD
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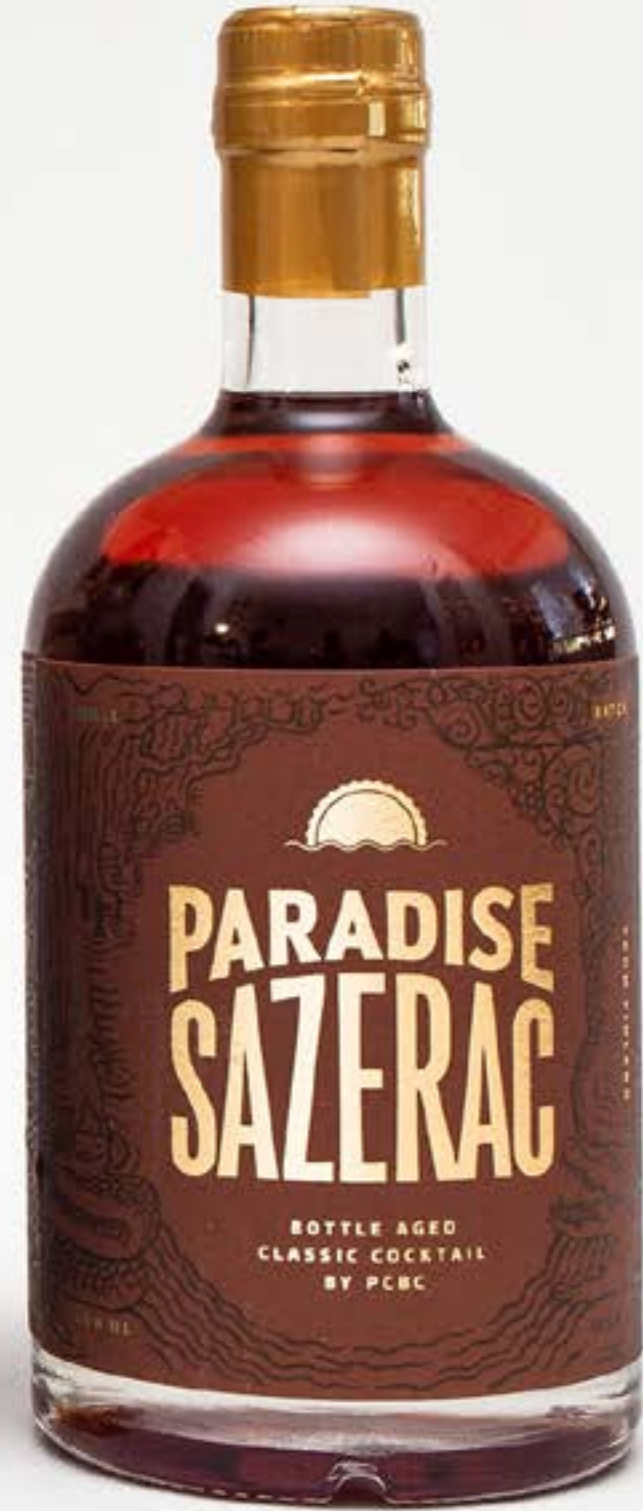




**PARADISIST
NEGRO**

BOTTLE AGED
CLASSIC COCKTAIL
BY PCBC

SMALL





PILS



Harmony

/

Disharmony



Contrast

CONCENTRATED
LAUNDRY POWDER
MADE FROM
COCONUT SOAP



NO HIDDEN
PETROLEUM OR
SYNTHETIC
INGREDIENTS

LAUNDRY SOAP

LAVENDER

HYPOALLERGENIC

72
LOADS

NET WT 36 OZ (2.25 LBS) 1.02KG



POWDER TO THE PEOPLE

UNAGED 100% SMALL BATCH RYE
MADE WITH LOVE AND CARE BY THE
FEARLESS RYE RYE WHISKY DISTILLERS

JUURI

DISTILLED AND BOTTLED BY HAND IN
ISOKYRÖ, OSTROBOTHNIA, FINLAND
BY KYRÖ DISTILLERY COMPANY

MADE IN FINLAND. VALMISTETTU SUOMESSA. TIL
100% RYE RYE. 100% RUIS. 100% RÄG. ALWAYS COM
RESPONSIBLY. BEST ENJOYED IN GOOD COMPANY.
VALMISTUSINEET. INGREDIENSER: WÄTER, COM
VIVA. VATTEN. RÄG. JÄST. 500 MILLILITER. R
BY KYRÖ DISTILLERY COMPANY. FI-61

**Choose one
element that works
as an eye catcher**



**Pay attention to
colour contrast and
legibility of type.**

Pay attention to
colour contrast and
legibility of type.

**Don't forget the
info text**

