

UNIT 1 - DESIGN BRIEF - TITLE : ORAGAMI FOLDING FURNITURE

THE CLIENT

The client for this task is Egoré Furniture Co., a new furniture design company that will specialise in space-saving furniture for apartments and in using their furniture as a form of art design. Their motto is "Less space used for more creativity," which reflects their aim to create artistic and functional designs that occupy less space than conventional furniture.

THE COMMUNICATION NEED

The client company is seeking a brand design for their new venture before launching their range of furniture products. They want the brand identity to evoke a "wooden" feel, reflecting the fact that many of their new products are made from sustainable wood. The branding should use semi-muted colour schemes and convey an environmental and artistic aesthetic. It should also help differentiate the company from other furniture retailers.

TARGET AUDIENCE OR USER

The target audience for the brand is younger individuals aged 18–25 who are moving out of their family homes and into small apartments, where space is limited for furnishing and decorating. Secondly, the brand will appeal to general furniture shoppers who are interested in compact furniture solutions. The branding and the featured small chair would also be especially relevant in the United Kingdom, where many homes are smaller compared to countries like the United States and Australia.

PURPOSE

The purpose of the brand visual design is to create a strong brand identity for the client to adopt in its marketing efforts and to depict the new chair design to be released. The brand identity should focus on identifying and advertising to the target audience of younger people aged 18–25 and should include appropriate typography, colours, and visual elements.

CONTEXT

A style brand guide will be presented to the client during a meeting to determine whether the design aligns with their brand direction. If approved, it will be incorporated into the company's key materials such as the website, business cards, internal presentations, products, and advertisements.

CONSTRAINTS

The company requires that the design of the stylesheet include orange organic colours to deliver a more natural and organic feeling to the brand. These should be used alongside the brand's name and the design of the new minimum viable product: the folding origami chair, as well as the client's motto, "Less space used for more creativity." The brand name should be displayed as either "Egoré" or "Egoré Furniture."

Teacher: _____

Date: ____/____/____

Signature

Signature