

VISUAL IDENTITY DESIGN PROPOSAL

STUDENT

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COURSE

Visual Design

SAE Athens, 2021-2022

1. Subject Description

For this visual design course I will focus on designing the visual identity of a company that sells home **reed diffusers**. These reed diffusers are inspired by **prestigious capitals around the world** and the expensive materials, intriguing smells and senses that derive from them. The product should feel premium and unique to its capital and it should create a relaxing and warm ambience. The design will be minimalistic and with vintage notes to add to the final luxury product.

The subject selection of this project was based mainly on my personal interest in fragrances and smells as well as my passion for travelling. Having travelled in various cities and having the urge to go back to them, it created an idea to encapsulate all of these smells in a small potent bottle to mentally transfer the user to these cities from the comfort of their own homes.

2. Visual Identity Design Assets

After creating the style guide that includes the color palette, typography and photographic style of the brand, the following assets will be created;

- Logo
- Product packaging
- Product stamp
- Big poster (airport arrivals)
- Website landing page

3. Project Timeline

Below is presented a Gantt chart that illustrates the tasks that need to be completed for this project in a chronological order. Additionally, it presents a clear view of the deliverable deadlines and time effort needed for each section of this project.

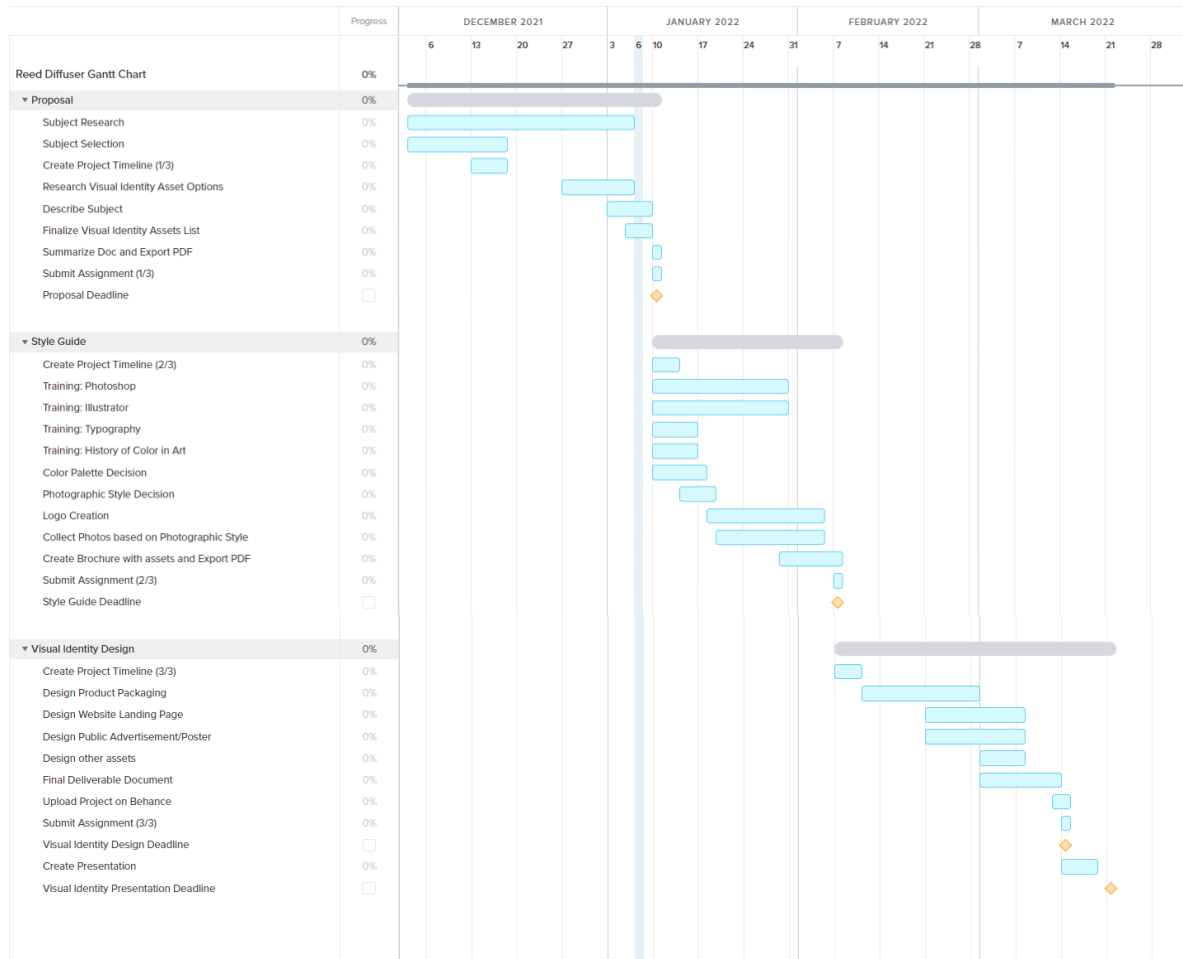


Image link: <https://hrsargyropoulos.com/uploads/proposal-gantt-chart.png>