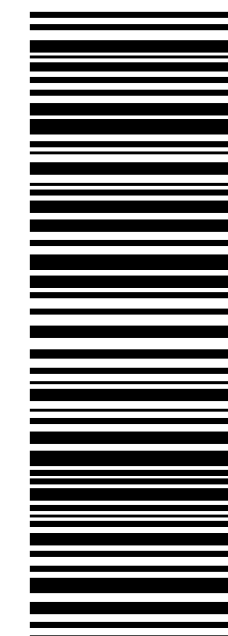


CAPITAL DIFFUSE

Visual Identity

SAE ATHENS
2021-2022



Student
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Course
Visual Design

Date
14 MAR 2022

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1. INTRODUCTION

This book showcases the visual identity of a company named Capital Diffuse that trades 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.

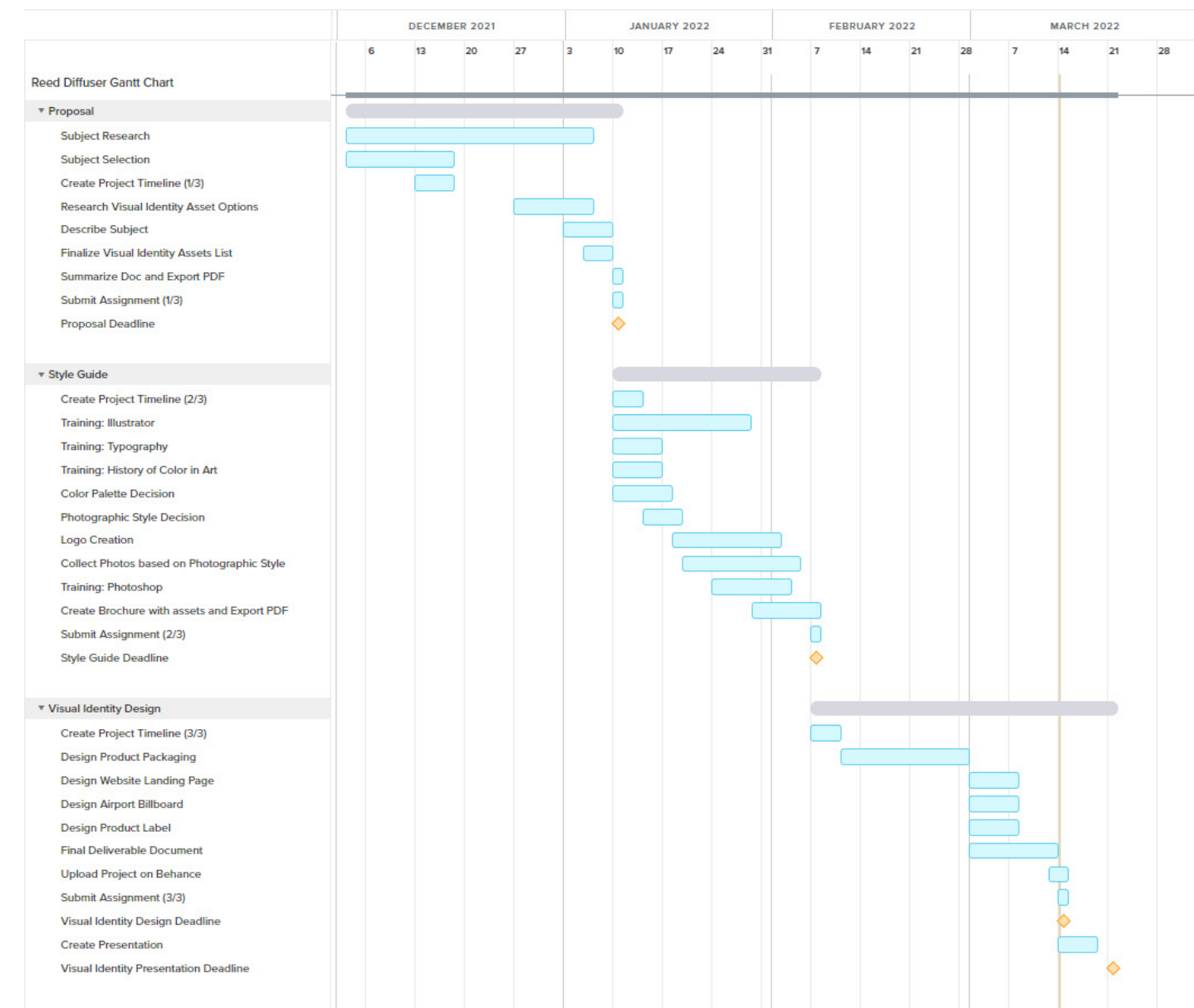
The product should feel **premium** and unique to its capital and it should create a relaxing and warm ambience. The design will be **minimalistic** and **two-tone (black and white)** with minor colorful notes (depending on the capital) to add to the final **luxury** product.

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. PROJECT TIMELINE

To keep track of the project scheduling and the progress of the individual tasks a Gantt chart was implemented to illustrate this process.

A full resolution image of this Gantt chart can also be found here;
<https://hrsargyropoulos.com/capital-diffuse/gant-chart.png>



3.1 TYPOGRAPHY

syncopate BOLD

TITLES

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()

Work sans light

BODY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()

syncopate regular

LOGO / SUBTITLES

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()

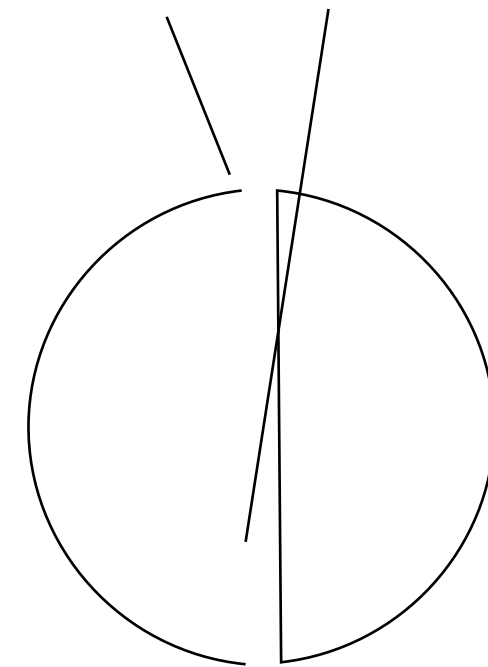
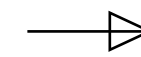
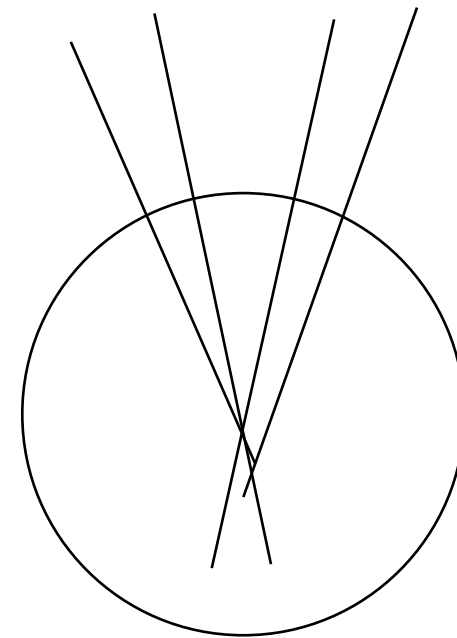
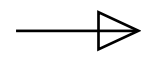
TITLE

SUBTITLE

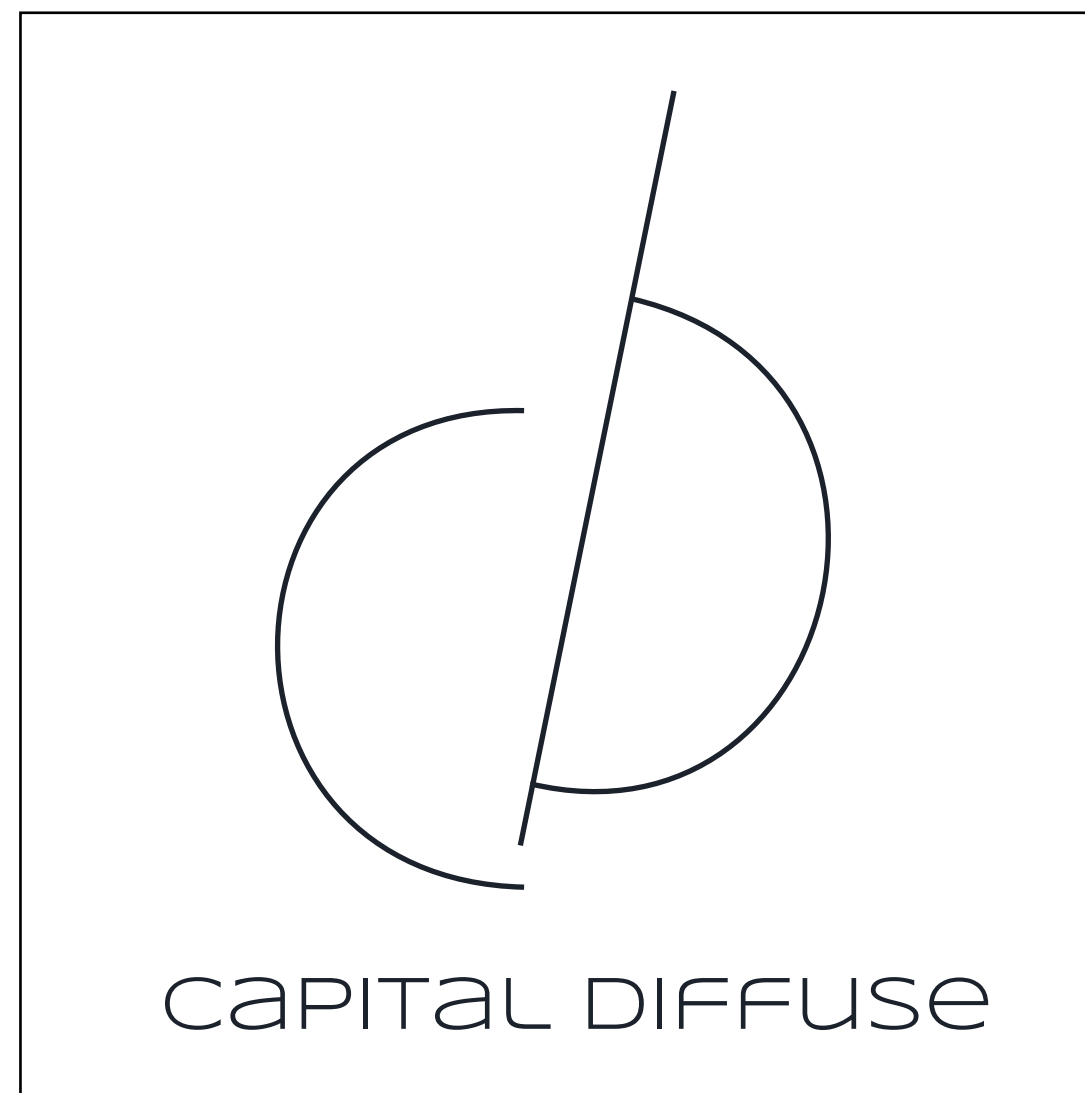
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3.2.1 LOGO (THINKING PROCESS)

Capital **D**iffuse

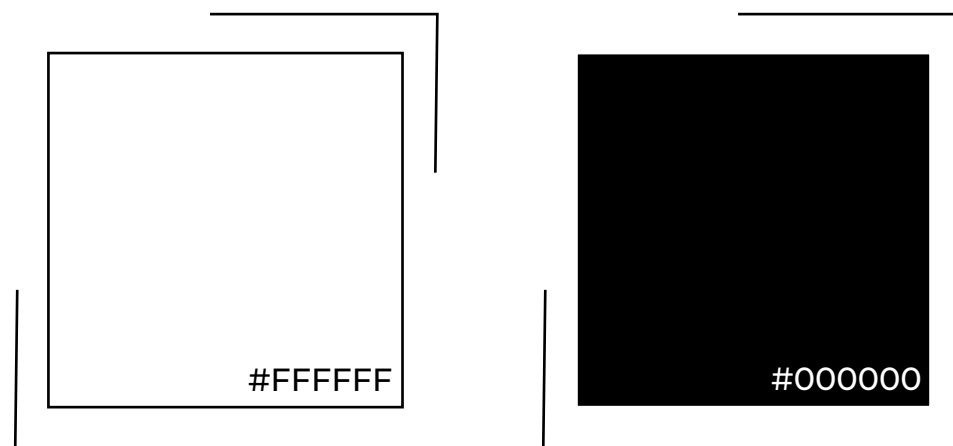


3.2.2 LOGO (USE CASES)



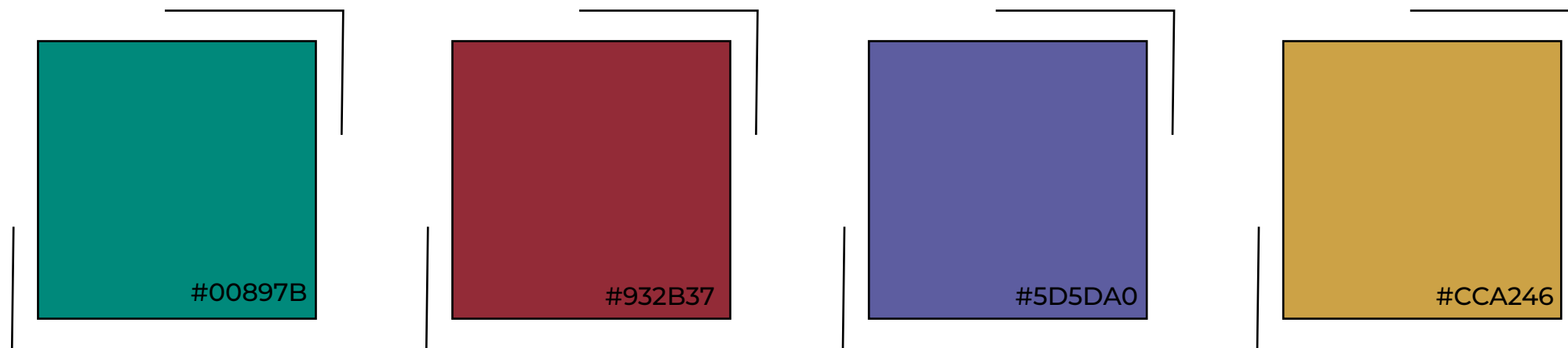
3.3 COLOR PALETTE

Main palette

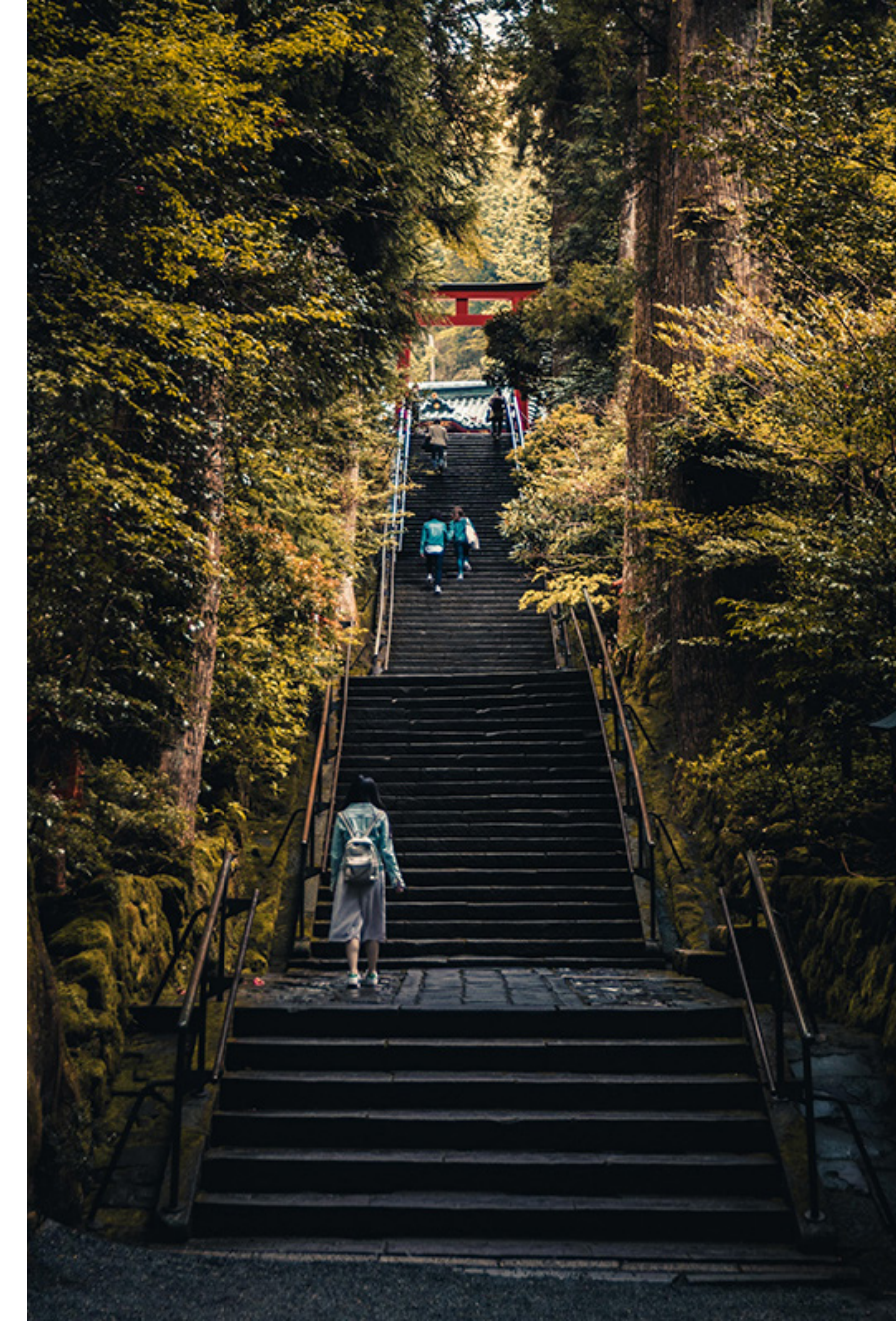


Complementary palette

Used in different product editions/capitals



3.4 PHOTOGRAPHIC STYLE

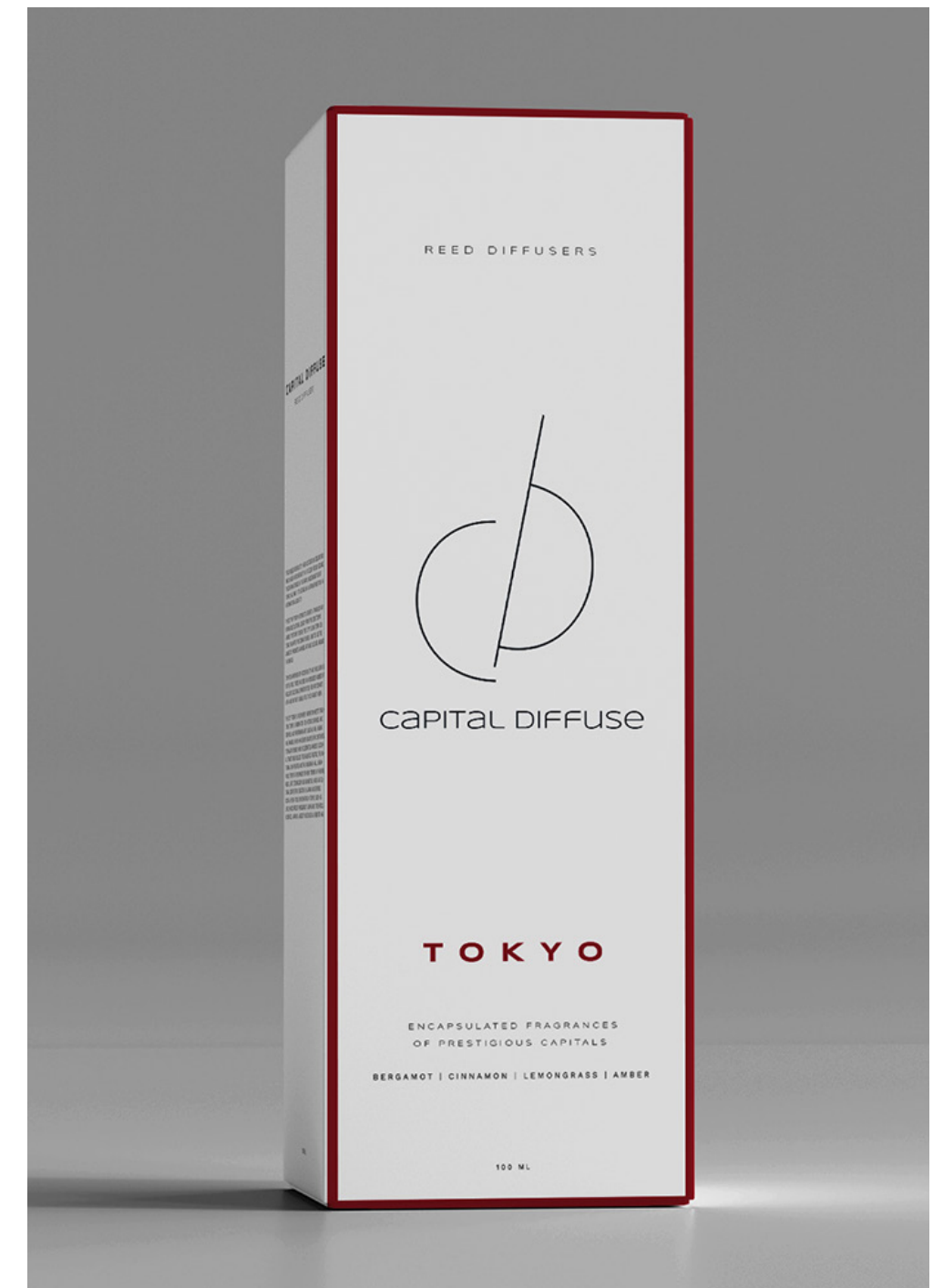


4. DESIGNED ASSETS

After the creation of this brand's style guide and logotype, some mockups have been created to give a more solid understand of this brand's identity in real case scenarios. Thus, the product packaging, the product label, a website landing page and an airport poster has been designed.

Only some capital variants of the final product have been created to keep this book short and robust. For each variant a color profile from the secondary palette was used, while all of them were design based on the primary color palette.

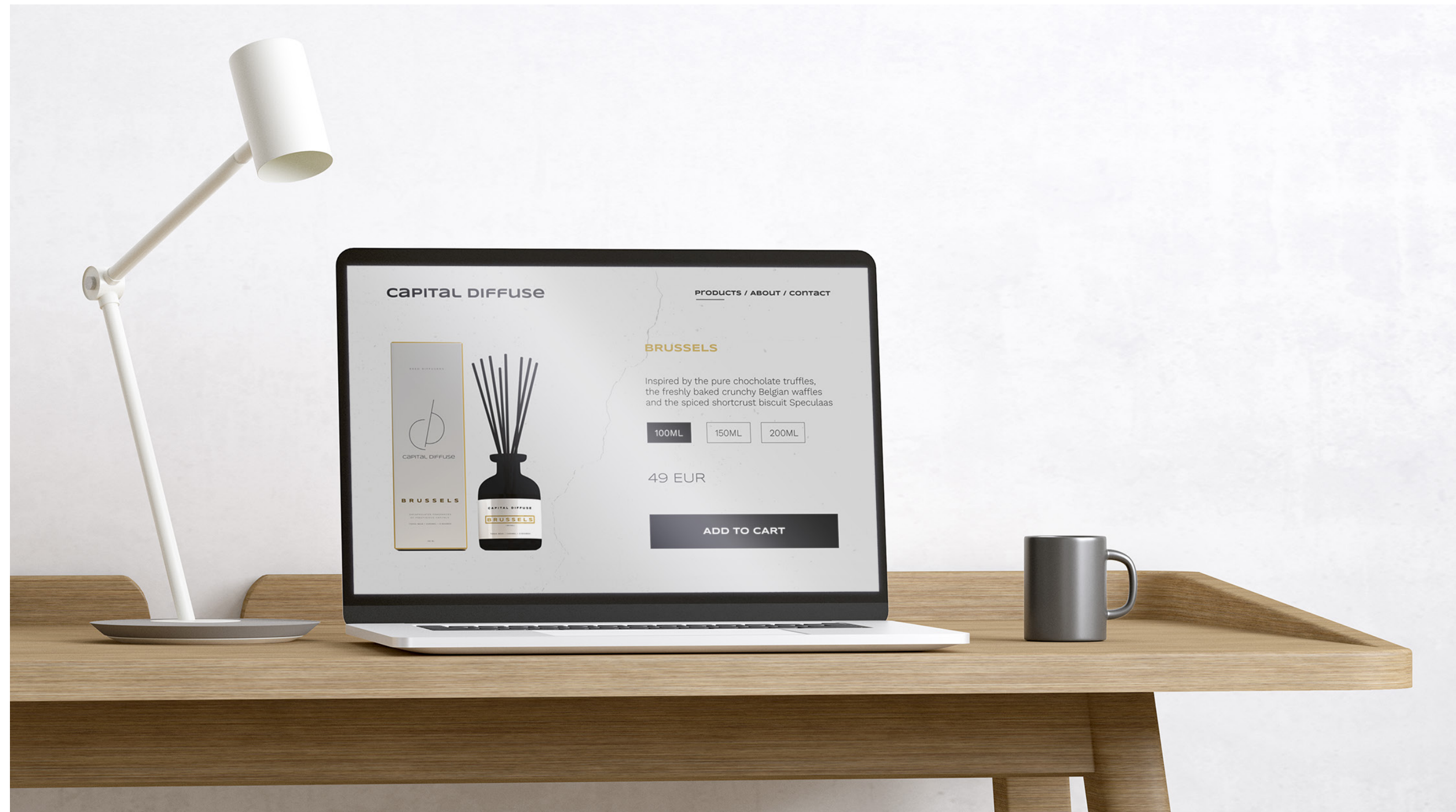
4.1 PRODUCT PACKAGING



4.2 PRODUCT LABEL



4.3 WEBSITE LANDING PAGE



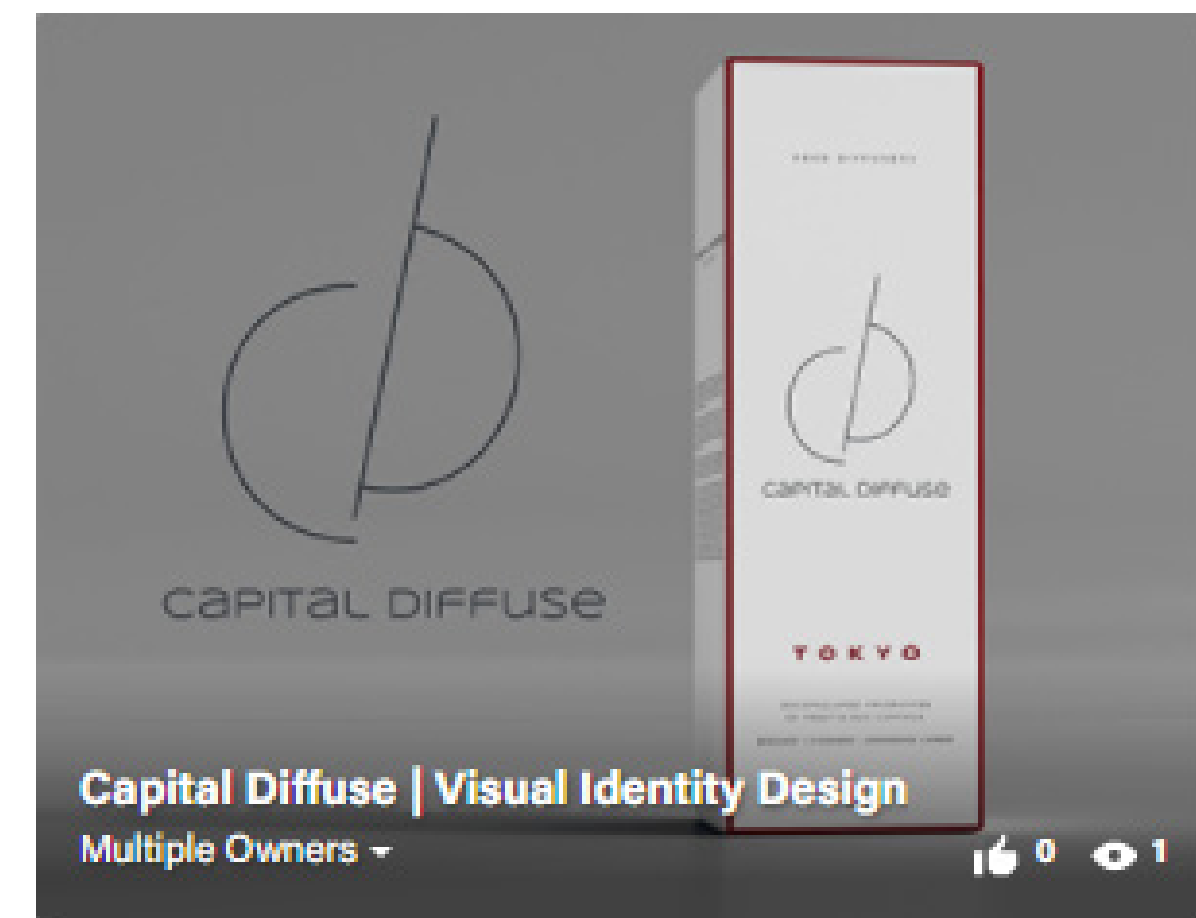
4.4 AIRPORT ARRIVALS POSTER



5. BEHANCE

A short presentation of this brand's visual identity, as presented in this book in the previous chapters, can also be found on the Behance platform.

Behance project link;
<https://www.behance.net/gallery/139322345/Capital-Diffuse-Visual-Identity-Design>



6. CONCLUSION

In the course of this project i experimented with a set of software tools to create logotypes and other different assets and mockups. It became clear to me, as i was developing the logo of this brand, that a more simplistic and minimalist approach was the right fit for this luxurious product.

To differentiate each product based on capitals and to give the final product some color other than black and white, some dark colorful accent colors have been added to the product packaging and label.

Finally, experimenting with the smart objects functionality in Photoshop and seeing the brand in production was a very exciting and interesting experience.

7. REFERENCES

- https://www.freepik.com/free-psd/incense-air-freshener-reed-diffuser-glass-bottle-with-box-mockup_13752534.htm, **“Product label mockup”**
- https://www.freepik.com/free-psd/isolated-box-mockup_12748539.htm, **“Product packaging mockup”**
- https://www.freepik.com/free-psd/artist-room-decorated-with-website-mockup_12220959.htm, **“Website landing page mockup”**
- https://www.freepik.com/free-psd/rectangular-billboard-mockup-departure-arrival-display-board_3576477.htm, **“Airport billboard mockup”**
- https://unsplash.com/photos/clNr7_PpEYM, **“London Tower Bridge by Nirmal Rajendharkumar”**
- https://unsplash.com/photos/nrxhkaK_uxs, **“Amsterdam canal by Max van den Oetelaar”**
- <https://unsplash.com/photos/FUj7Kwz1tHw>, **“Kyoto, Japan by Chris Chan”**

