



ALLURIC

F A S H I O N C O M M U N I C A T I O N D E S I G N 3



About brand

Alluric is an all-around design business that offers home décor and furnishings. Which deal with SMART home furniture and décor products in which it will have two categories as minimal products (commercial production) and exclusive products (premium & customizable) . Furniture, lifestyle, and home décor are all available from Alluric. Alluric is a one-stop store for all your smart furniture needs.

Research

Demographical research

Gender - All genders
Age group - 20-40yrs
Income - 5 - 30lakh
Education - Educated

Target audience

Consumer age group between 20 to 40yrs who enthusiastically want to make there life simple and cool (student , office going people). People who wants essence of them in there belongings.



USP

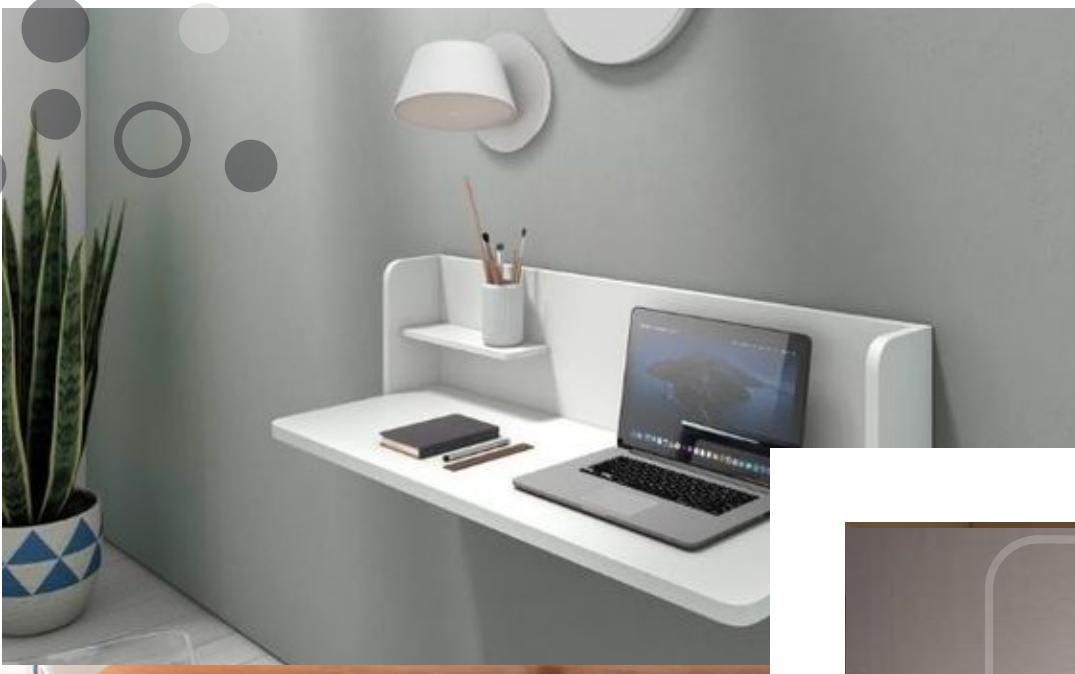
- An smart element in every product
- Customizable
- Portable



Mood Board



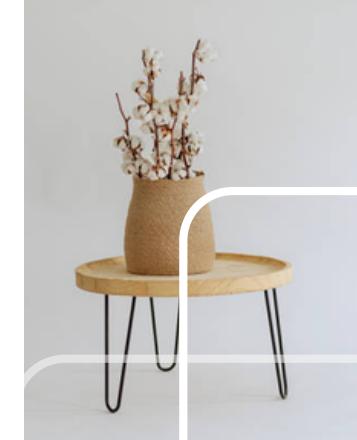
Exclusive



Home decor



Home
furniture



SMART
Element



Minimal



Logo scribbles



Inspiration



Alphabet A

Chair

The logo is a combination of 2 symbols; the alphabet A which is initial of Alluric brand and the the other symbol is of chair which reflect the basic furniture. Put together, both the symbols reflects smart minimal chair.



Logo clear space

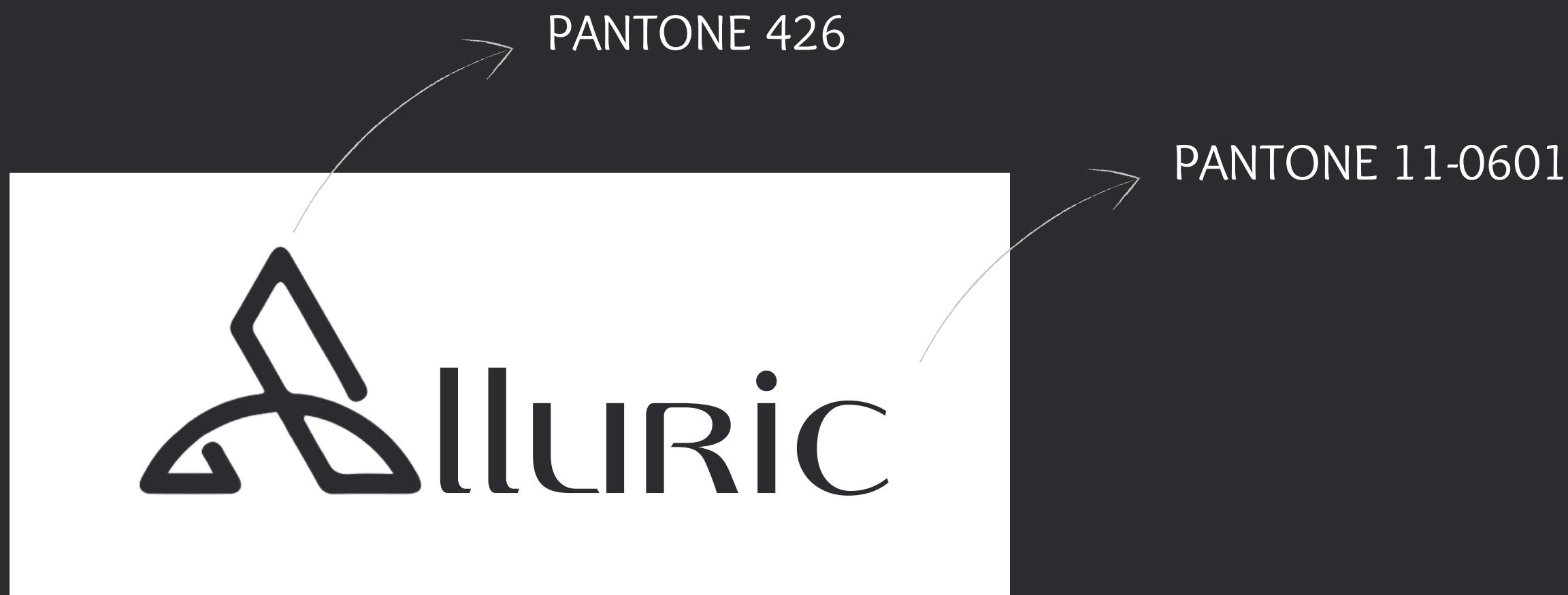
To ensure that the logo maximizes visibility and impact, the logo has been provided with a balanced clear space.

The clear space is instrumental in isolating the logo from other graphic elements.

The clear space for the brand logo is as visible in the diagram on the right



Colors



Reversed color



Do's & Don't



- The amount of space between the characters is never altered.



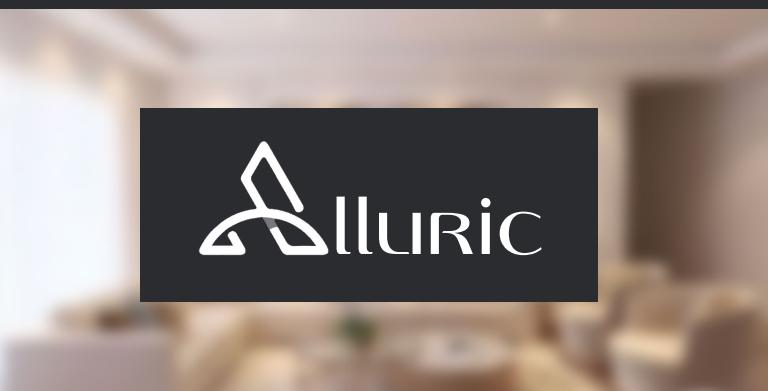
- The logotype is always horizontal. It's never rotated in any direction.



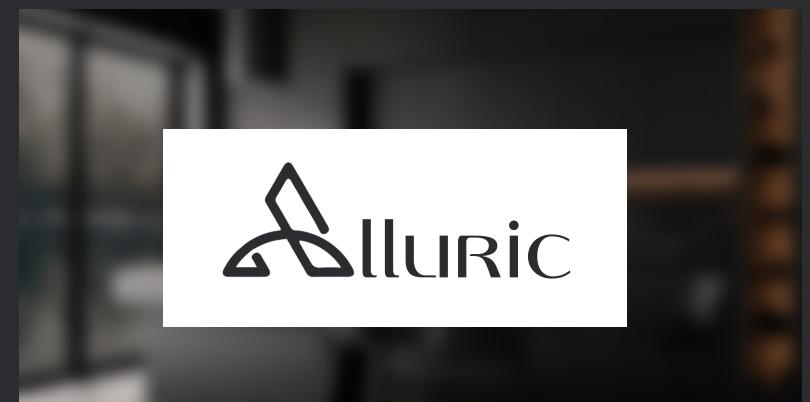
- The logotype is always its mentioned colours.



- The black logotype is used on light backgrounds,



- The black Logobit is used on low contrast photography.



- The white Logobit is used on high contrast photography.

Aa

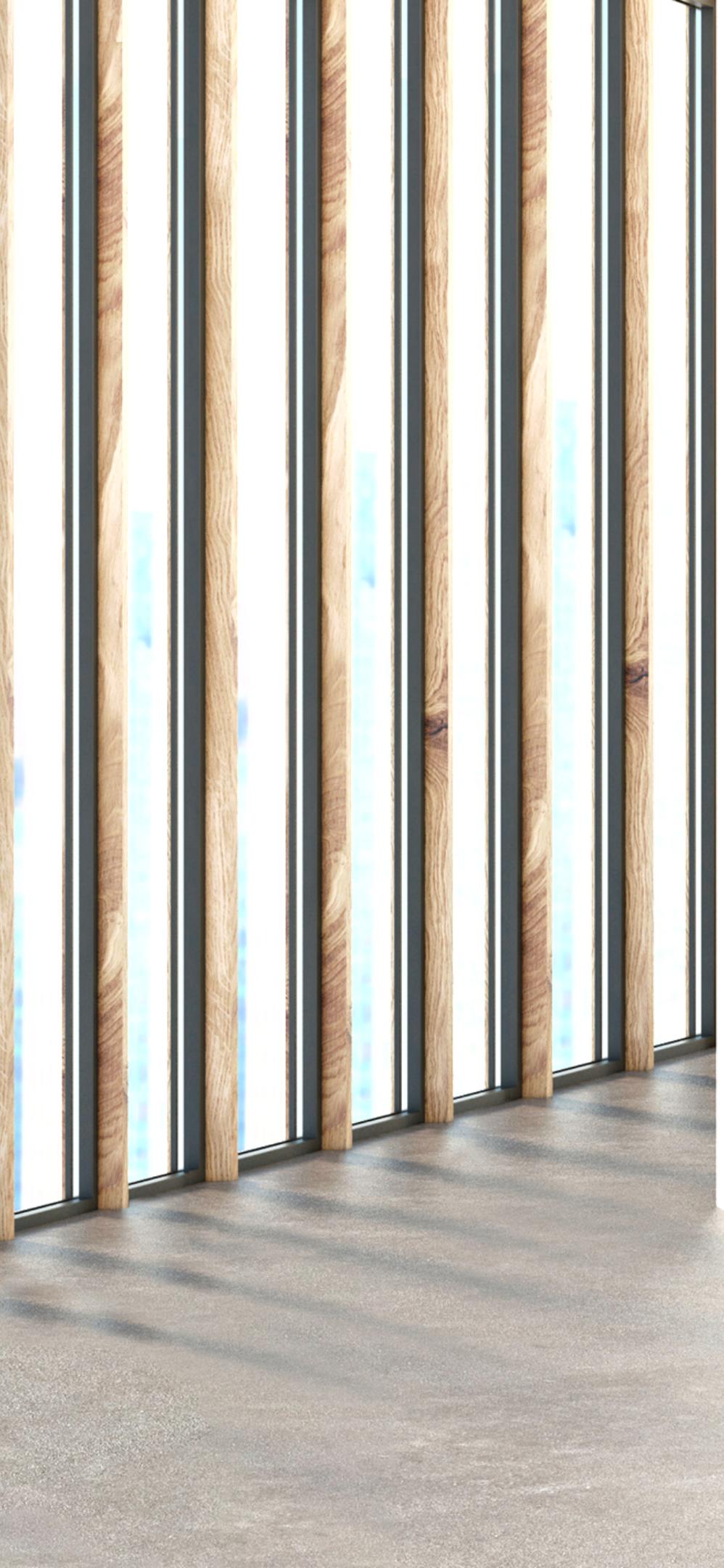
Hello it's
Angelica

MEDIUM

A**c**dEfghijklMNOPQRSTUvwxyz
1234567890

Italics

A**c**dEfghijklMNOPQRSTUvwxyz
1234567890



Alluric

The logo consists of a stylized eye icon on the left, which is metallic and reflective, with a blue and white striped pattern inside. To the right of the icon, the word "Alluric" is written in a bold, black, sans-serif font. The letter "A" has a small circular dot at its top right corner.



BILURiC

Packaging and card

