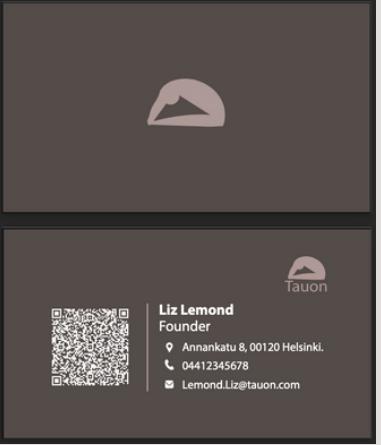
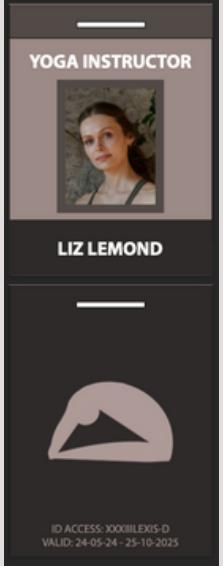


01

Branding Identity Toolkit



Business Card
(Front & Back)



Staff ID
Template

1. INTRODUCTION

i. Purpose of the Visual Guidelines
These guidelines ensure consistent and cohesive brand representation across all media and materials.

ii. Overview of Tauon Brand
Tauon represents rest and relaxation, emphasizing the calming and rejuvenating aspects of yoga.

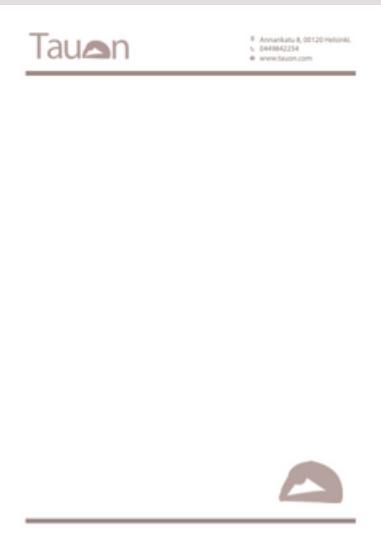
2. Logo Usage

i. Primary Logo
The word "Tauon" in pinkish-mauve with the 'o' as a person's silhouette doing a camel pose in yoga, a pose which is said to open the heart. Hence, emphasis on form (ie: the symbol of the person) be clear whenever possible and can be used stand alone. The background can be white or take a darker tone as shown.

ii. Logo Color Variations
In situations such as an app icon on devices, the colors may be inverted in lightmode and in darkmode, it can be with a darker background. Alternatively, Tauon primary logo in mauve, can exist in its accent color (seafoam green). Other acceptable variation is where the symbol is not accessible, the word Tauon suffice and can exist in different colors. This allows the brand to fluid, adaptable and evolve with time. On instances where color is absent, black and white default can be represented as shown in the second row.

iii. Incorrect Logo Usage
Under no circumstances would the figure form and the words overlap. The figure below shows inappropriate spacing which is against what Tauon represents which is to give breathing space.

A page from the Company Brand Handbook



Company Welcome Pack Folder Template & Letterhead

Strength

Balance

Clarity

Contacts

Tauon Helsinki
Annankatu 8, 00120 Helsinki.
Tel: 0449842234
email: desk@tauon.com

Tauon Jyväskylä
Asemakatu 7, 40100 Jyväskylä.
Tel: 0449842238
email: desk2@tauon.com

Book an appointment or start your journey today with this offer code for a free trial class.
Valid from 14.2 - 14.8.2024

"Experience the difference"
-Aya Koifklich
Asian Ambassador & 2nd time the holder of World Champion rhythmic gymnastics

Regular Classes

Level 1 (Max students 4) 1 hour Weekday noon 1200 - 1300 Weekday evenings or 1800 - 1900	
Level 2 (Max students 10) 1 hour Weekday noon 1400 - 1500 Weekday evenings or 2000 - 2100 Suitable for intermediates only but all are welcome.	
<i>"I feel safer & inspired with each session. The support and experience from my teachers are fantastic."</i> - Kimberly Coyle	

Specialised Classes

Mamas Yoga Led by Tammy Tonic Yoga teacher and License Chiropractor (1 person max) 1 hour every Tuesday & Thursday evenings	
Private Sessions (max 8 people) All levels available Any location within the city Hourly Rate \$108/pg Appointment arrangement 2 weeks in advanced necessary.	

Retreats
Held twice annually in summers
Open free to all members

Printable brochure layout on A4

Tauon

Brand Design, Image Processing & Publishing

June- July 2024

Timeline: 8 weeks



Project Brief:

A new yoga studio is planning to open in Jyväskylä, Finland. The client seeks a brand that welcomes all people of different abilities to join. The company brand handbook on design, printable brochure and accessories for the company were prepared.

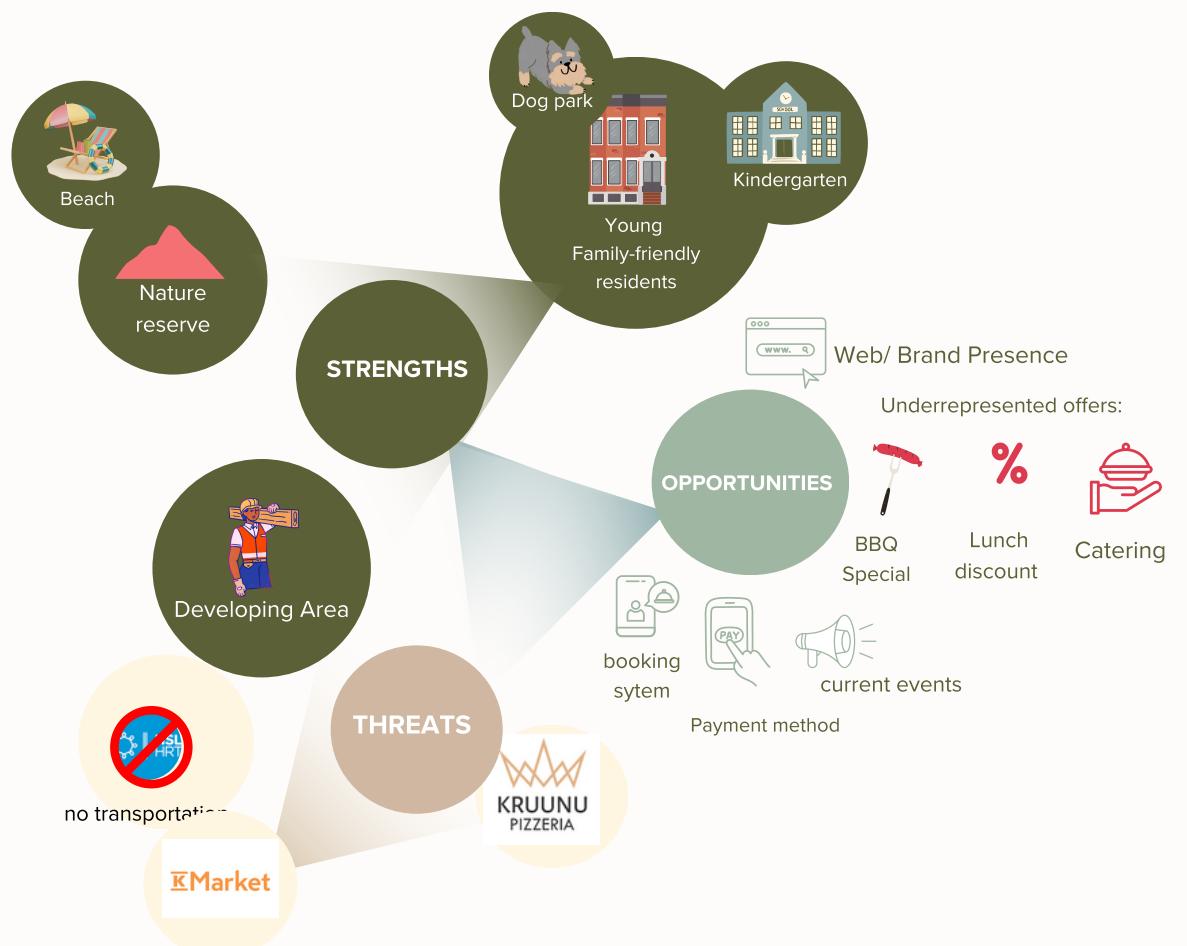
Themes:

Calm, Meditative, Rejuvenating, Neutrals



Tools utilized:

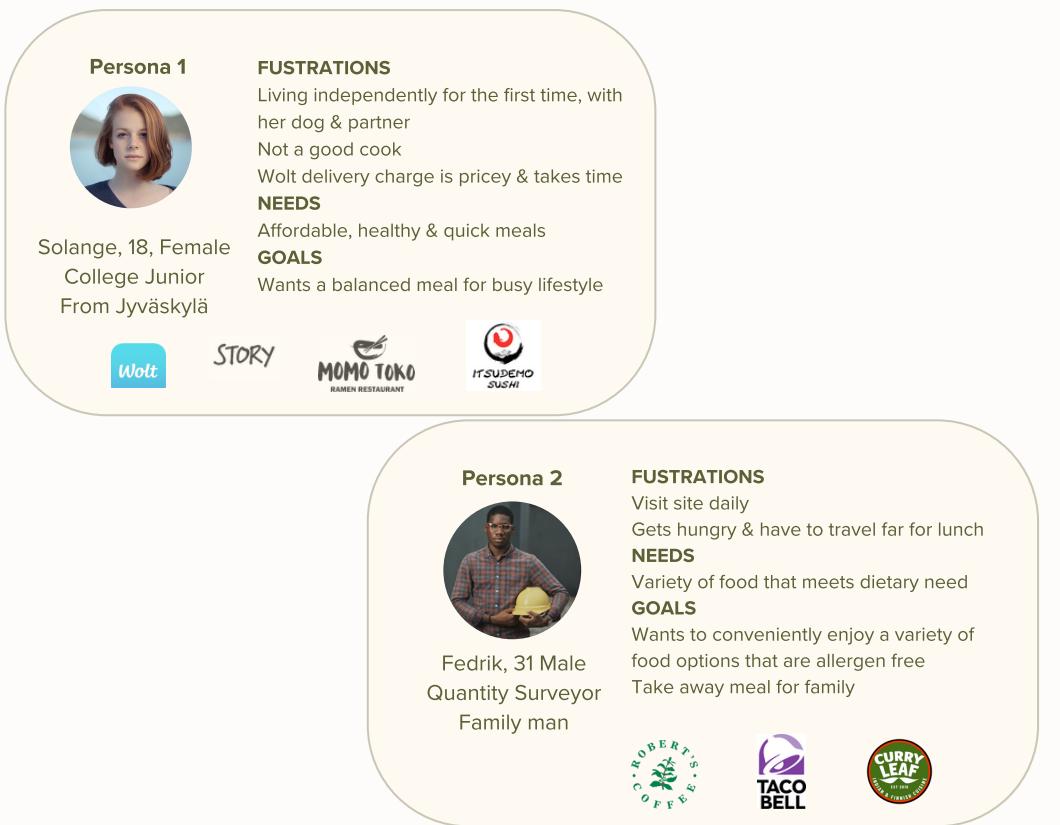
01 Research Location, News, Business History & Reviews



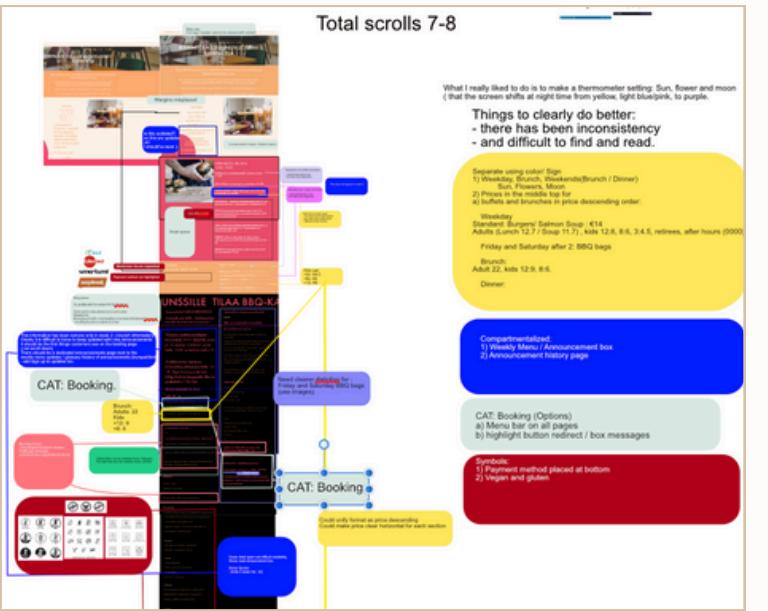
03 Initial Inspiration Moodboard



02 Personas



04 Analysis of current website



Kruunuvuori Ravintola

Web Design, Photography, Video & Content Creation

Feb - March 2023
Timeline: 4 weeks



- Design Request:**
- Something relaxed
 - Future classy establishment

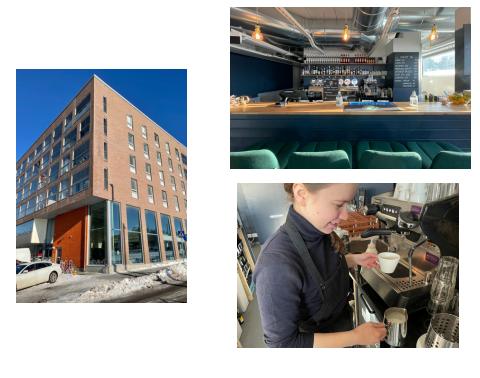
- Design limits:**
- Set logo & Color scheme

- Communication choice:**
- Bilingual (Finnish & English)

Project Brief:

Joonas is a owner of 2 restaurants, Lillian Pärila in Turku & his new restaurant KruunuvuoriRavintola in Helsinki. He needed a redesigned website to really stand out from existing competition and a separate look from his other restaurant.

The New Restaurant



Sources:

- <https://yle.fi/a/3-11457384>
- <https://www.helsinginuutiset.fi/paikalliset/5725826>
- <https://www.facebook.com/ravintolakruunuvuori/>

Site made with Squarespace



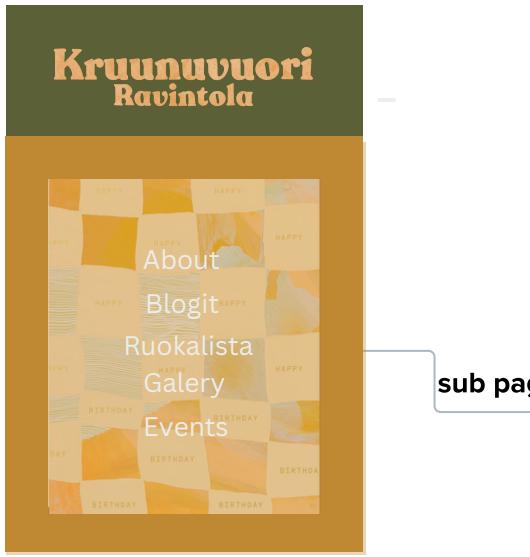
05 Brainstorm

Wireframe & Layout View on Mobile and Web

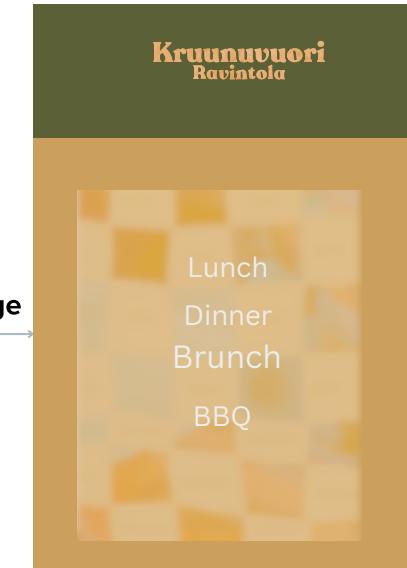
WEBSITE

MOBILE

Style Option 1



sub page



Finalised design option by client: Style Option 2 (see next slide)



Future content recommendations to client:

- 1) Collect testimonials / create survey for catering services
- 2) Curate gallery from events on social media

Style Option 1

Videos in landing page/
future advertisement



Meistä



*Kruunuvuori Ravintola tarjoaa aitaa suomalaisista ruoista ranskaisilta ja amerikkalaisilta valikoittaa. Pieni omistajaurut tilanteissa luo uusi päättäjäisönsä mukanaan (vegaaninen ja allergivapaita) ja olennaisesti erityisdiittitilanteisiin. Ravintola on avoinna koko viikonloppuna ja sunnuntaina. Kutsutsemme tyylikkänä koristaväliseen, kodikkaaseen naapuritoriviristolamme, joka on avoin kaikille. Millaan on myös mahdollisuus järjestää yksityittäisuuksia ja catering-varauksia.



Kruunuvuori tiimi



Joonas toimii seurassa jo 30 vuoden
ke-to pasty chef in France.
When he is not cooking he is ...
You cannot separate him from the sea.
This is his second restaurant being close to it
instead of on it.



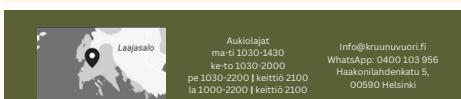
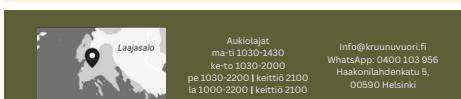
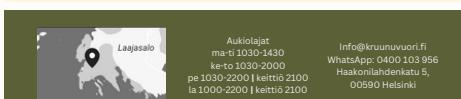
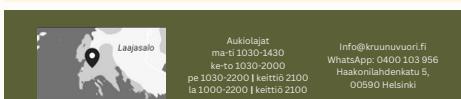
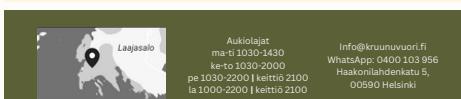
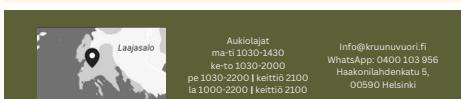
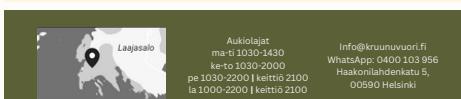
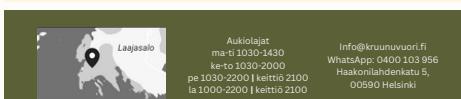
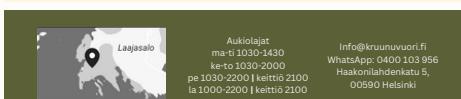
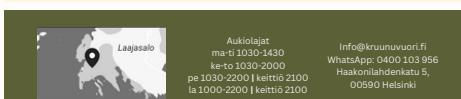
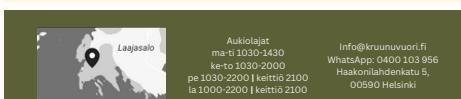
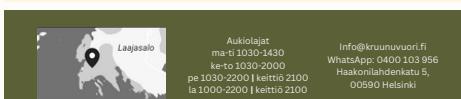
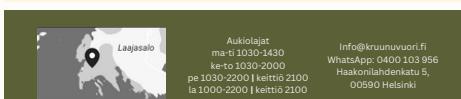
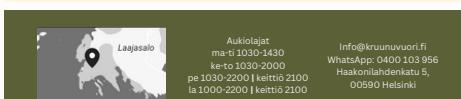
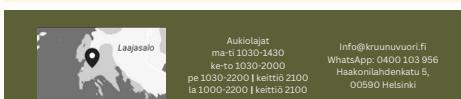
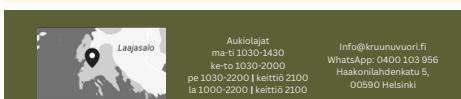
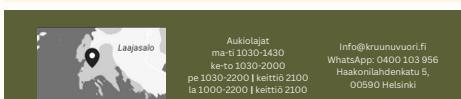
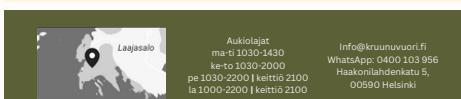
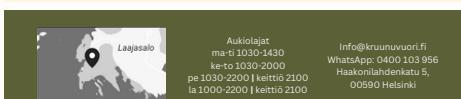
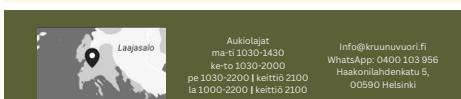
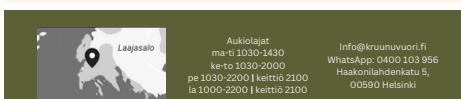
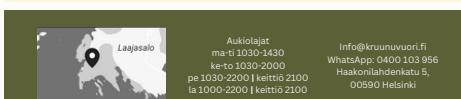
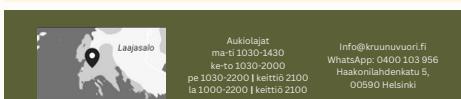
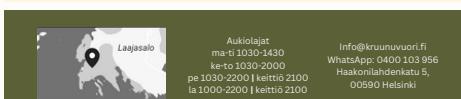
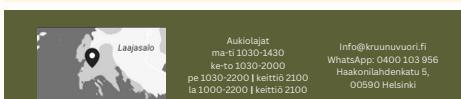
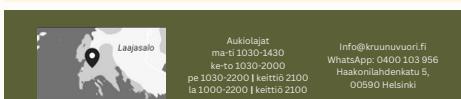
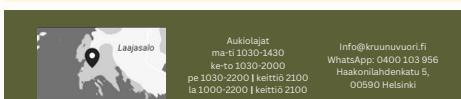
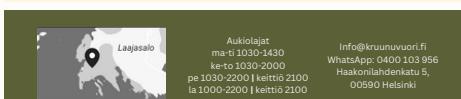
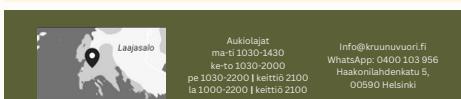
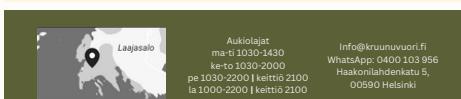
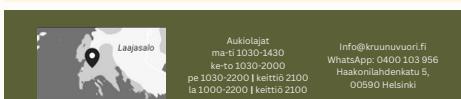
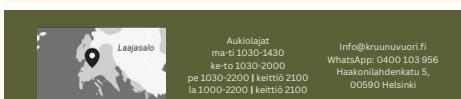
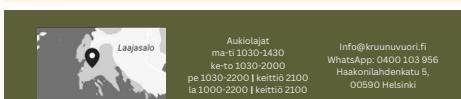
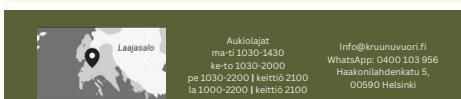
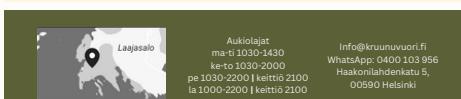
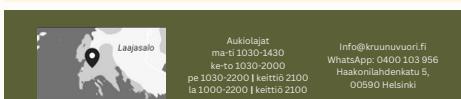
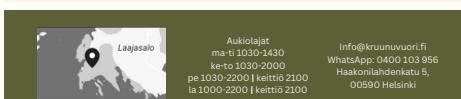
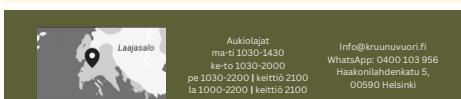
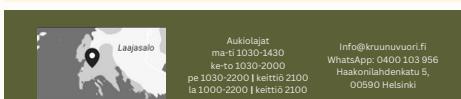
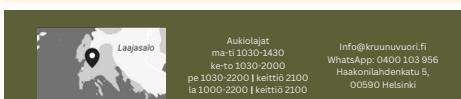
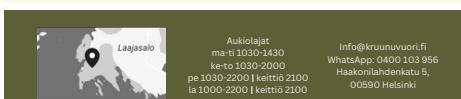
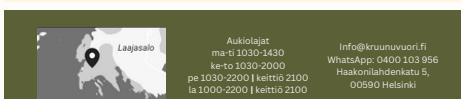
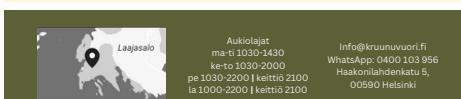
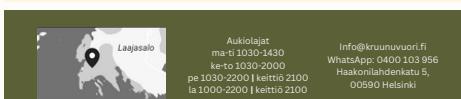
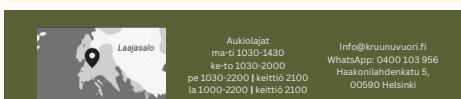
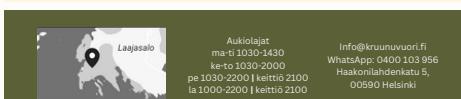
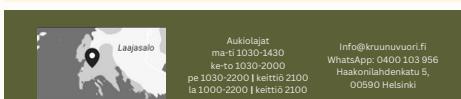
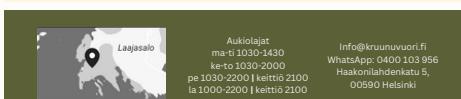
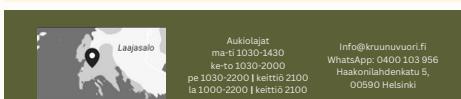
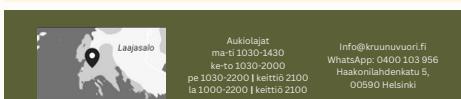
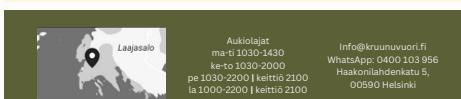
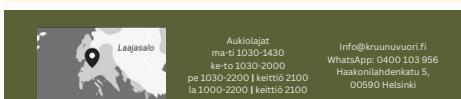
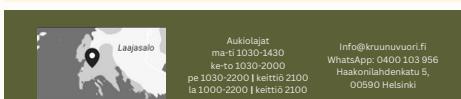
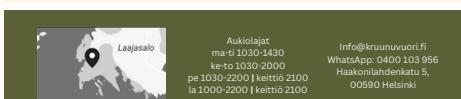
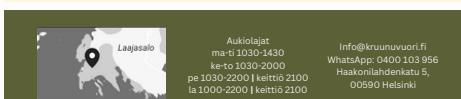
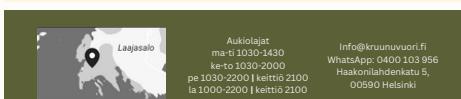
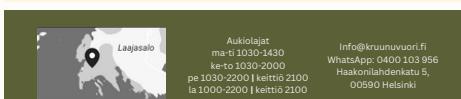
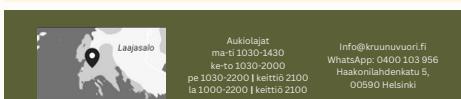
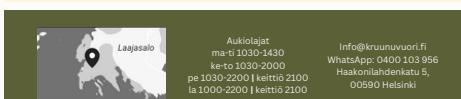
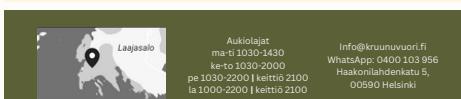
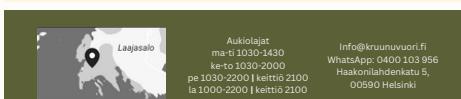
Aurora is just as magical as her name
is. Have you heard her playlist
playing in the restaurant yet?



Joonatan is the youngest of the team, but don't
let his age fool you. He has got creative recipes up his
sleeve.



Emma is the teams spirit captain. Always
cheery and positive, she makes sure the kitchen stays afiat
and in top top shape. She loves baking and if she could,
she would... all the time!



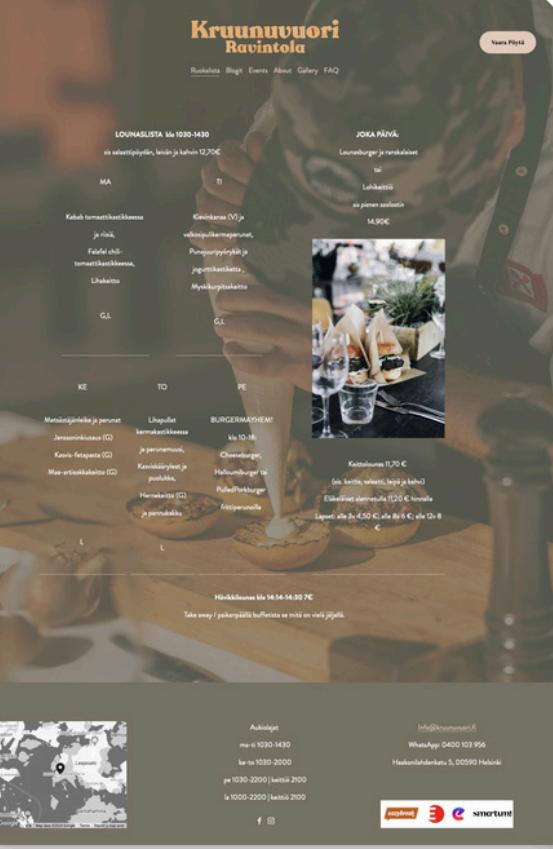
06 Mock Up of Final Website & Content Creation



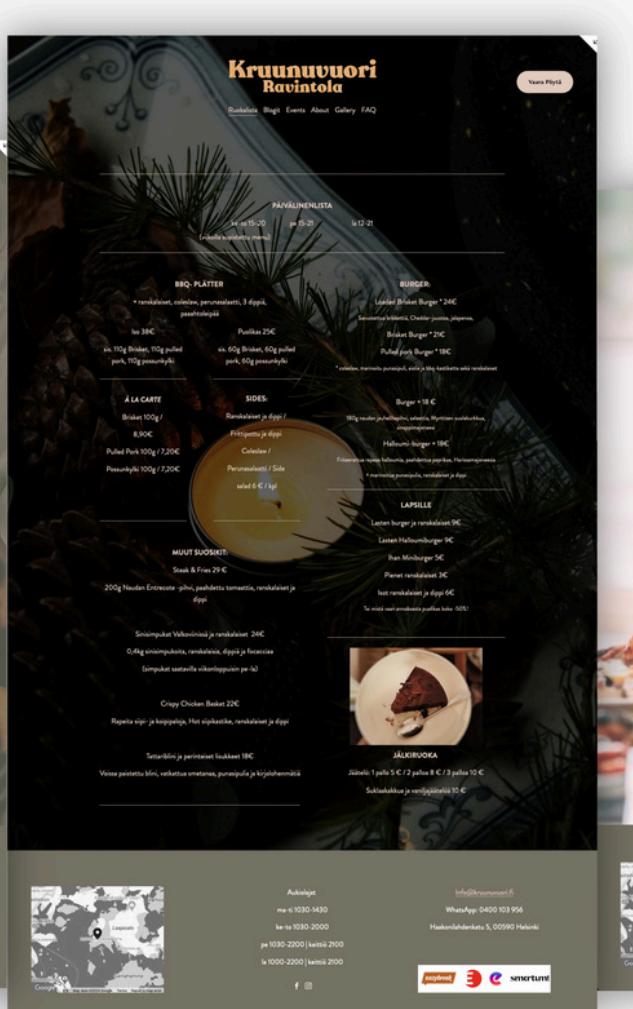
Mobile View



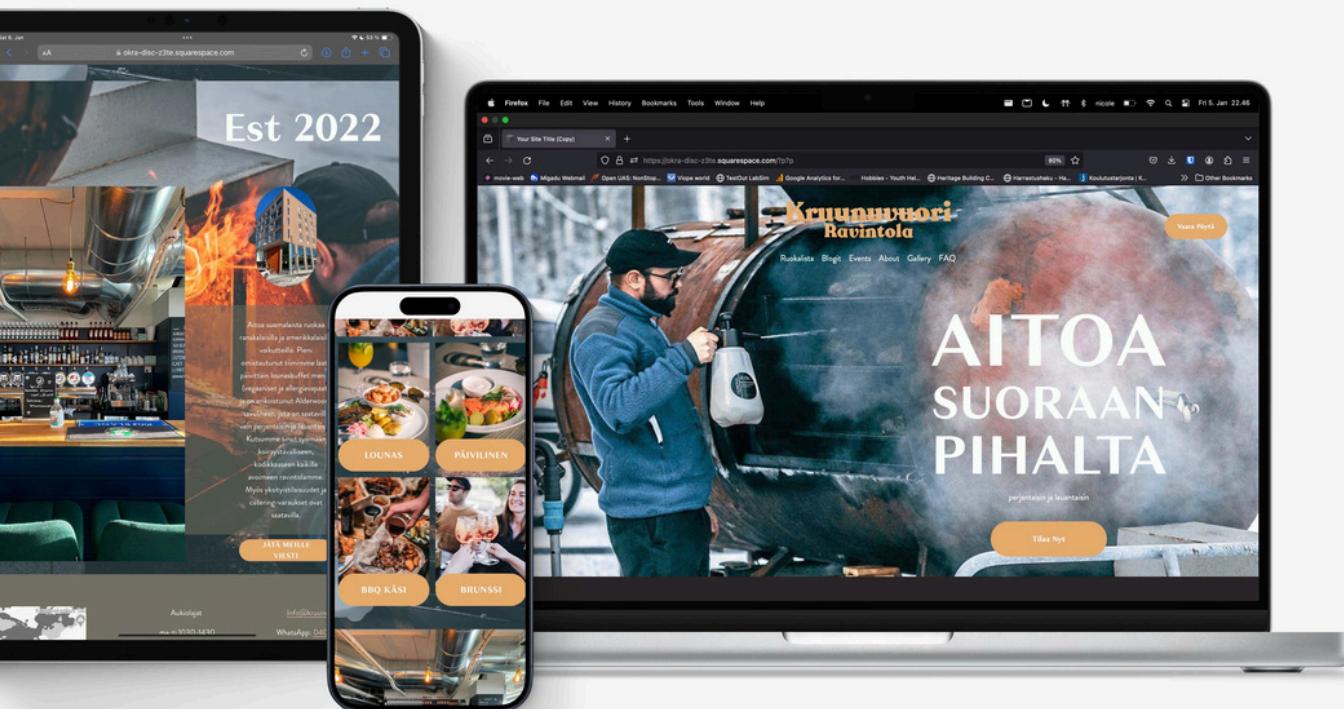
Mobile View



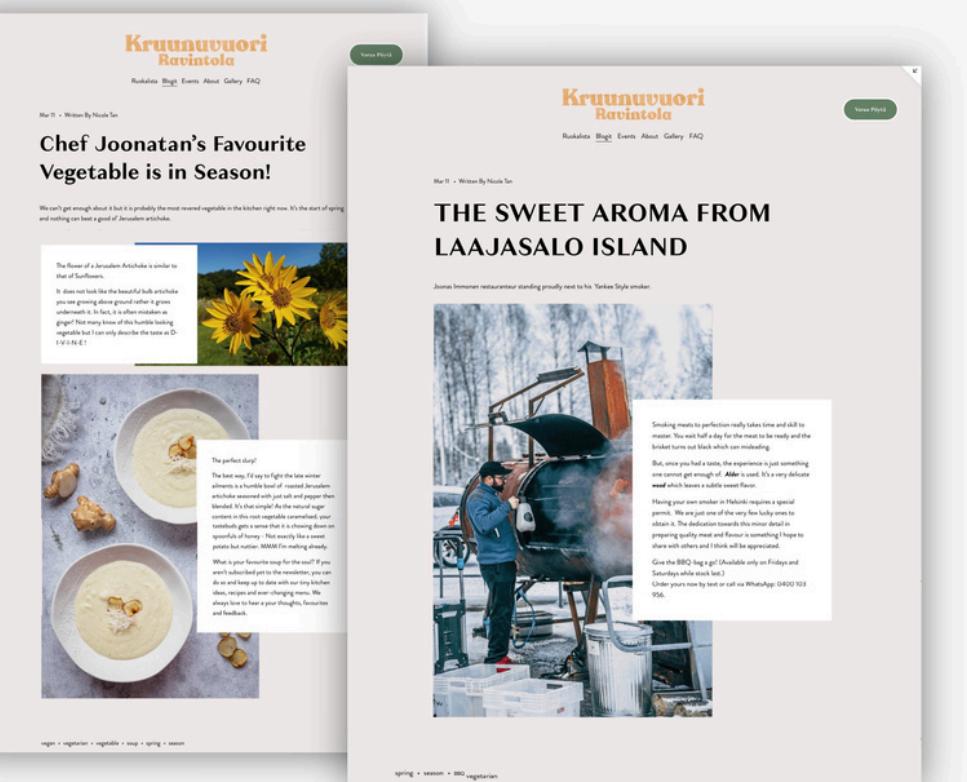
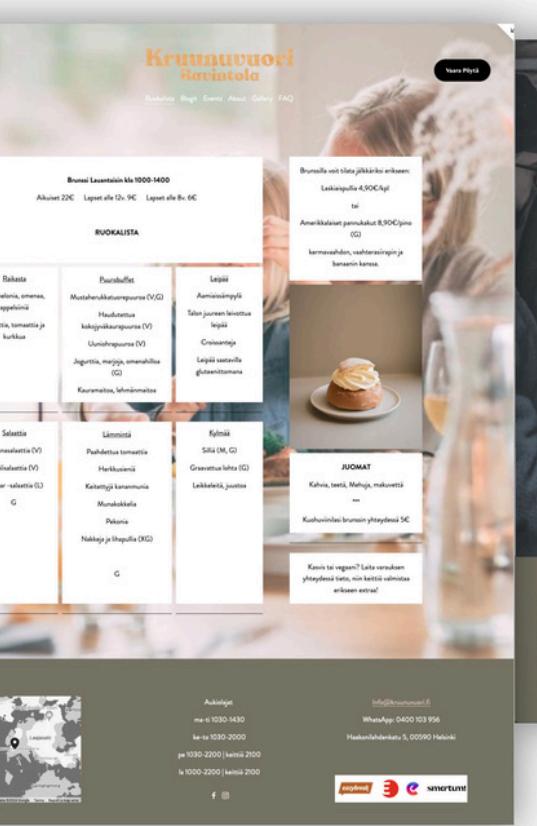
Written Articles from Interviews & Research



Menus on Tablet View



Clear Call to Action on All Devices



07 TV Commercial & Notice Board Advertisement

VIDEO ADVERT 1: BBQ (FI), 15 SECS

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

VIDEO ADVERT 2: CATERING SERVICE (ENG), 23SECS

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

THEME: WARMTH & FLAMES

Design Choice: The actual orange serves as symbolism & memory association with the elements as well as history of when the restaurant opened in late Autumn.

The orange layer serves as a good contrast to most of the blue hued gallery images of the restaurant that comes later in the Winter, the blue sea in summer & surrounding nature. Considering the client's needs, he will have ease organising future posts.

The restaurant interiors are also of a purple & green. Thus, these colours appear as blue-purple tinge & fresh foliage. The combinations sparks cherished recollections.

APPLICATION

QR Code to Video Advert 1 on Canva

QR code to Video Advert 2 on Canva

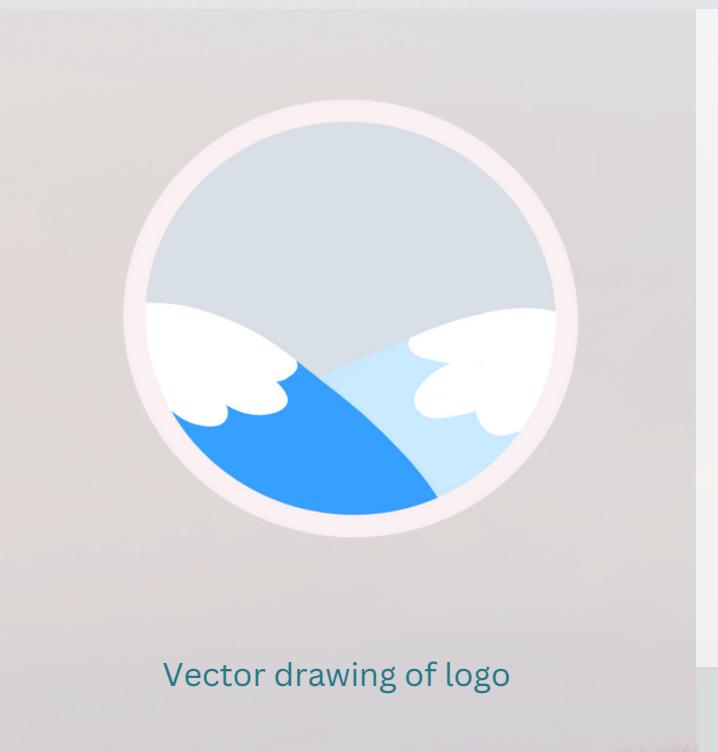
Links:

- [Video Advert 1 on Canva](#)
- [Video Advert 2 on Canva](#)

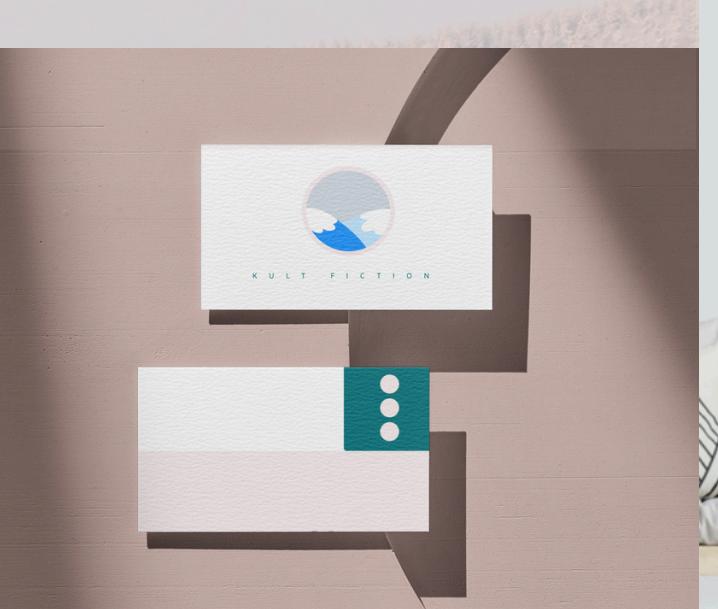
01 Branding Development of logo



Photograph of embroidered logo in daytime (above) and night (below).



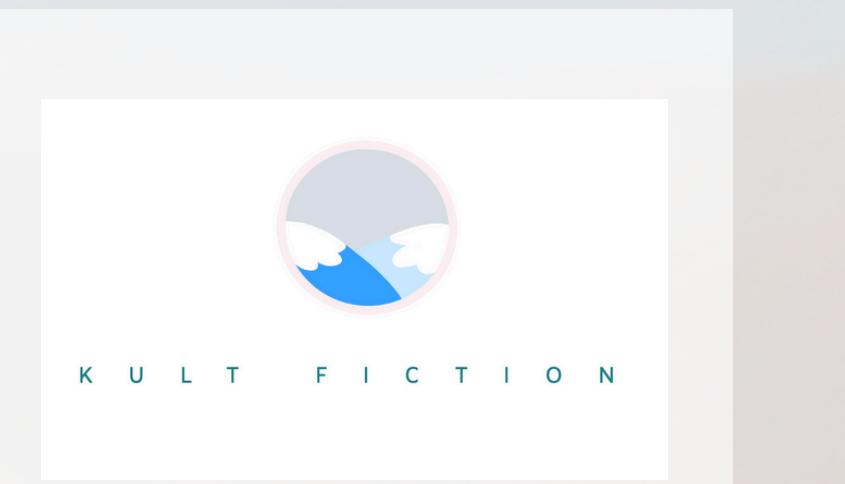
Vector drawing of logo



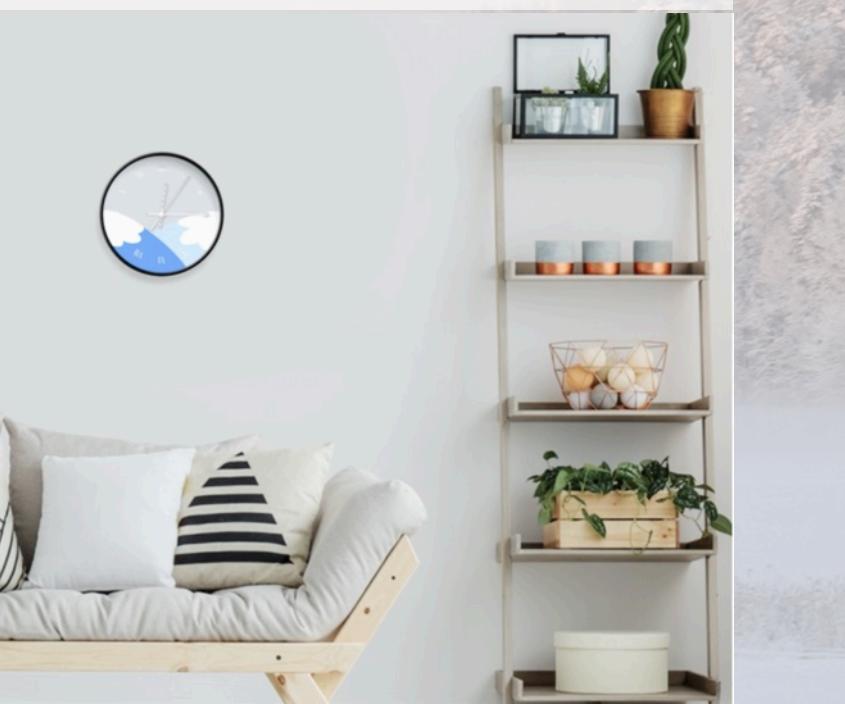
Tactile business card design with the braille letter k in the Scandinavian & English form.



k



Finalised logo & brand name



Product sample on website

Links:

- [Kult Fiction Website](#)
- [Class Presentation Function & Features of Website on Devices + Feedbacks](#)

Photograph taken of backyard Christmas Dec 2023 Sony RX100 VII

Kult Fiction

Web Design, Branding, Graphic Design

Nov - Dec 2022
Timeline: 3 weeks

Project Brief:

Kult Fiction is an online store cum literature club curating household goods, apparel, stationery and art made by the artist as well as sharing reviews of audiobooks, books, movies & TV series. The site is a way to connect with people of similar interest and for the artist to share her experience and inspirations from living in Finland.

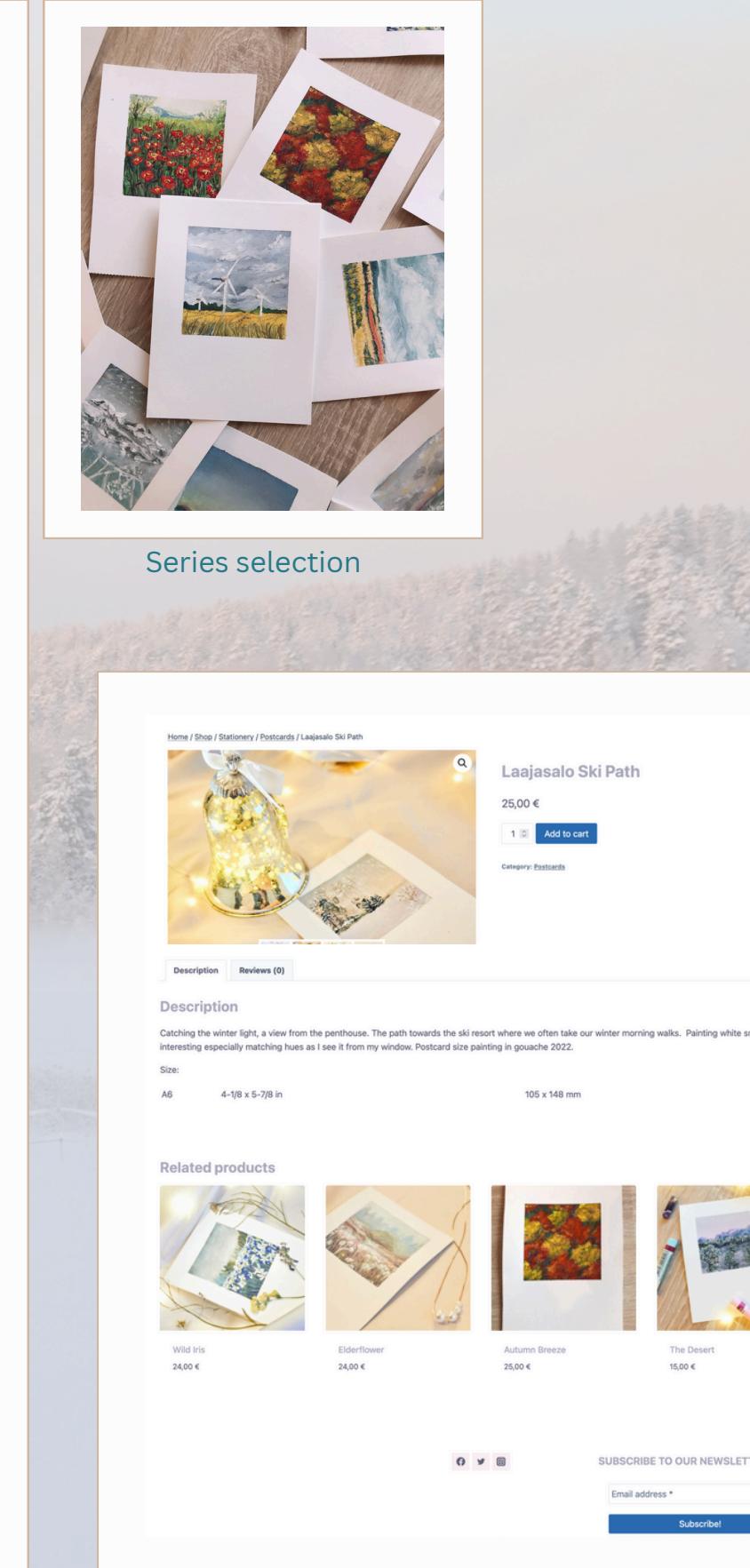
Site made with Wordpress



02 Curation of Artworks Photography & Styling for Webstore



Photograph of Collection of Paintings.



Series selection

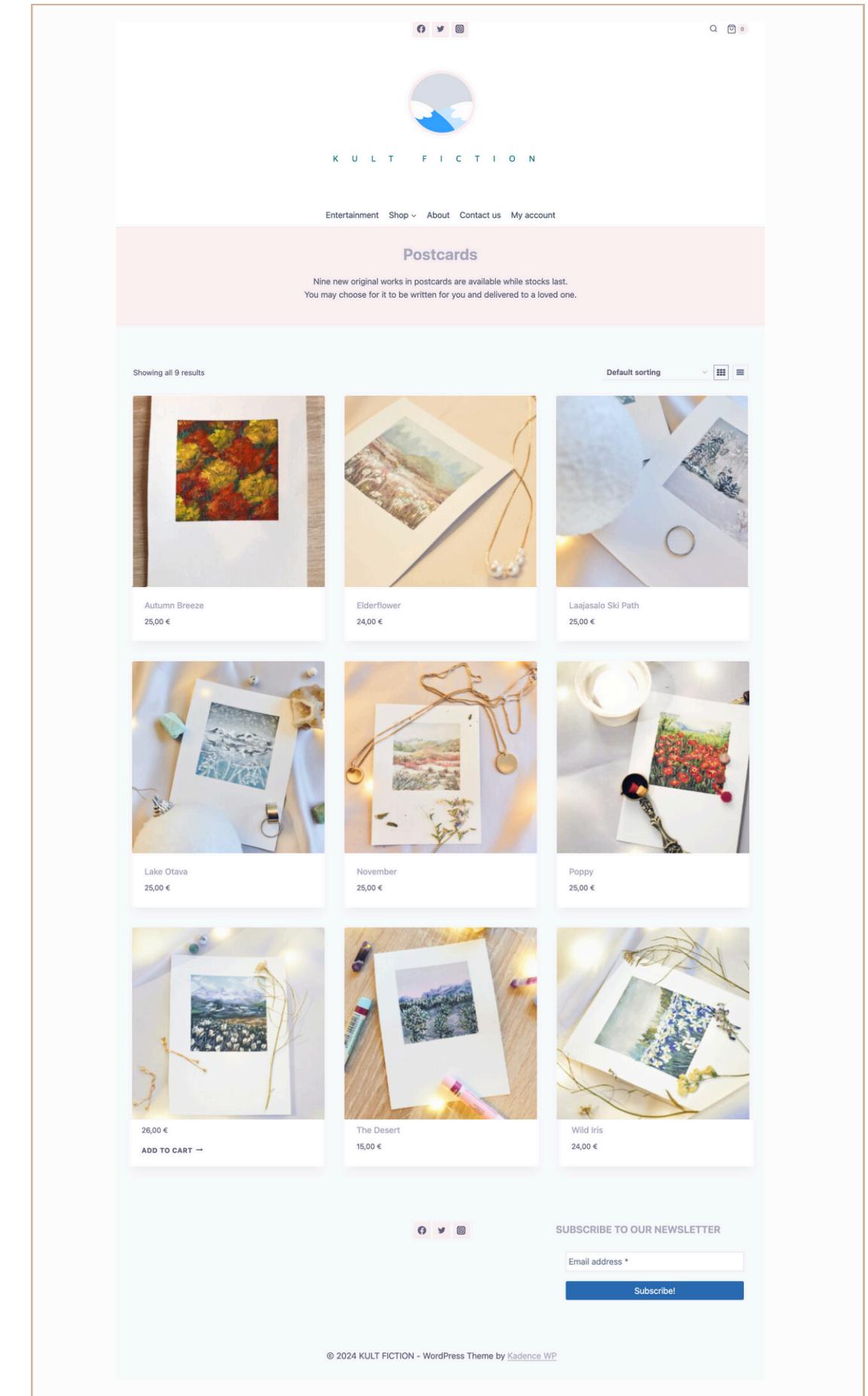
Laajasalo Ski Path
25,00 €
Add to cart
Category: Postcards

Description
Catching the winter light, a view from the penthouse. The path towards the ski resort where we often take our winter morning walks. Painting white snow is interesting especially matching hues as I see it from my window. Postcard size painting in gouache 2022.
Size:
A6 4-1/8 x 5-7/8 in 105 x 148 mm

Related products

- Wild Iris 24,00 €
- Elderflower 24,00 €
- Autumn Breeze 25,00 €
- The Desert 15,00 €

Product Page on Webstore



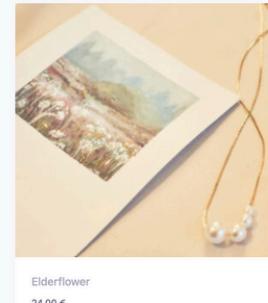
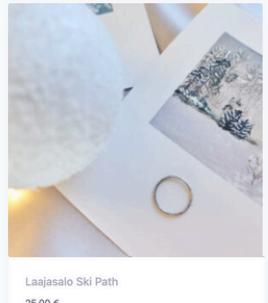
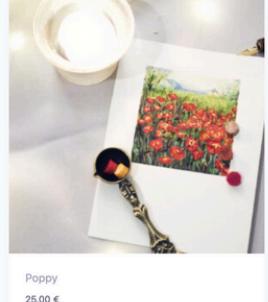
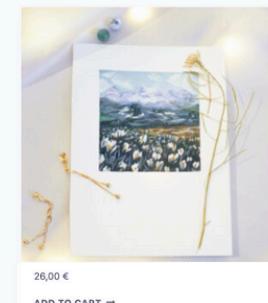
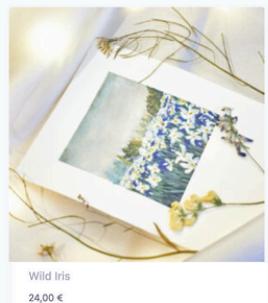
KULT FICTION

Entertainment Shop About Contact us My account

Postcards

Nine new original works in postcards are available while stocks last. You may choose for it to be written for you and delivered to a loved one.

Showing all 9 results Default sorting

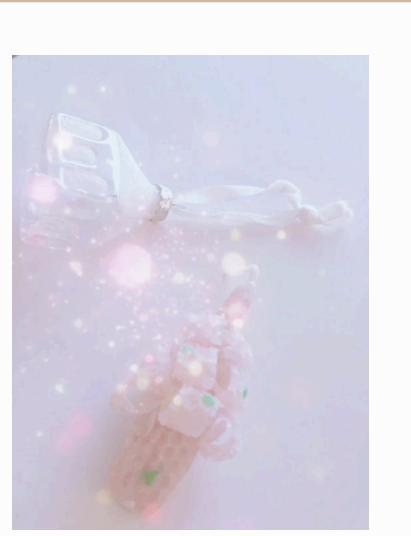
Image	Name	Price
	Autumn Breeze	25,00 €
	Elderflower	24,00 €
	Laajasalo Ski Path	25,00 €
	Lake Otava	25,00 €
	November	25,00 €
	Poppy	25,00 €
	The Desert	15,00 €
	Wild Iris	24,00 €
		

SUBSCRIBE TO OUR NEWSLETTER
Email address *
Subscribe!

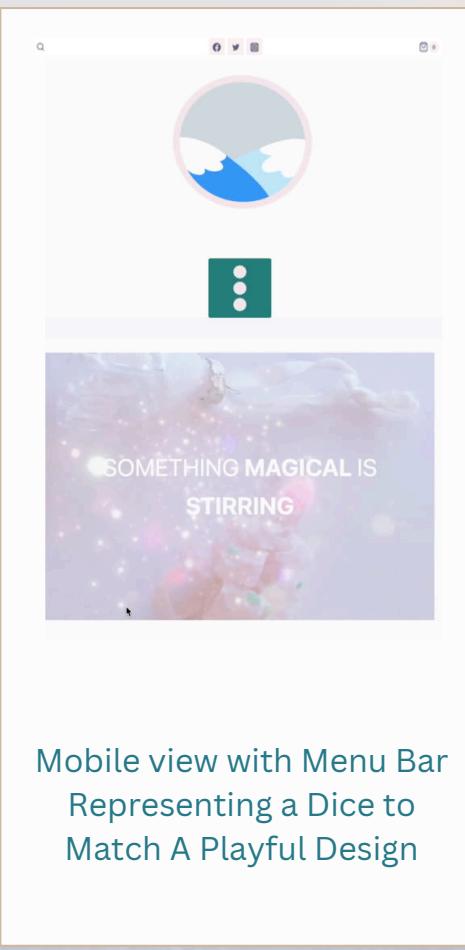
© 2024 KULT FICTION - WordPress Theme by Kadence WP

Product Category Page on Webstore

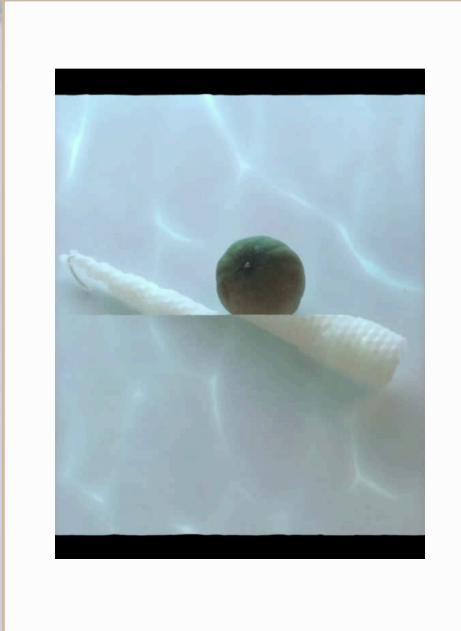
03 Graphic Art for Gifs on Web



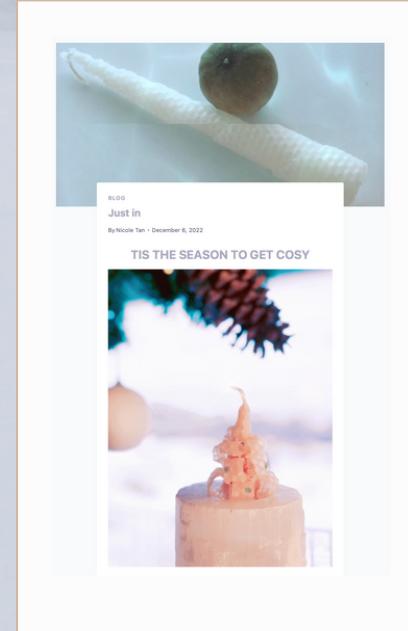
Landing site banner



Mobile view with Menu Bar
Representing a Dice to
Match A Playful Design



Gifs in Articles



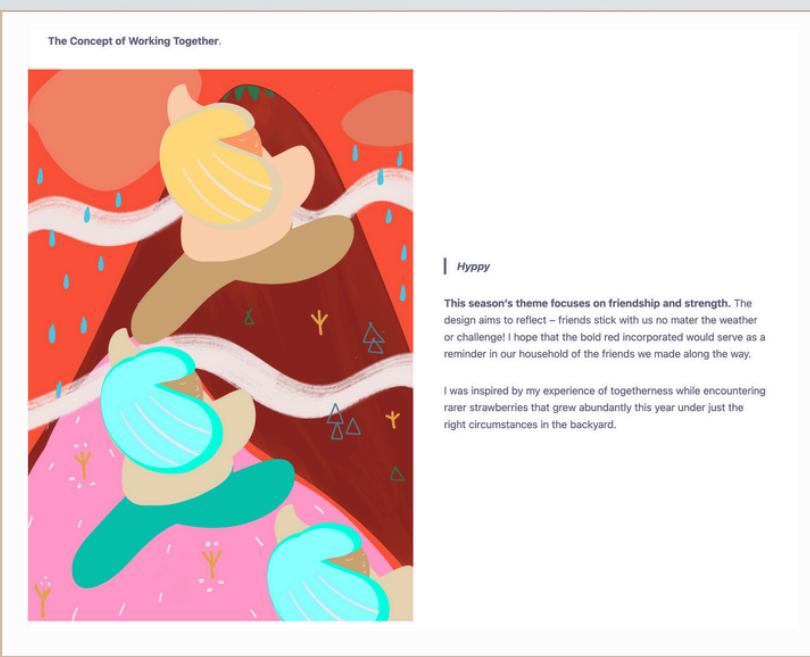
Web view

Newsletter banner

Gif on About Me Page

03 Graphic Art for Prints on Apparels

Concept description



Gym wear

Showing all 2 results

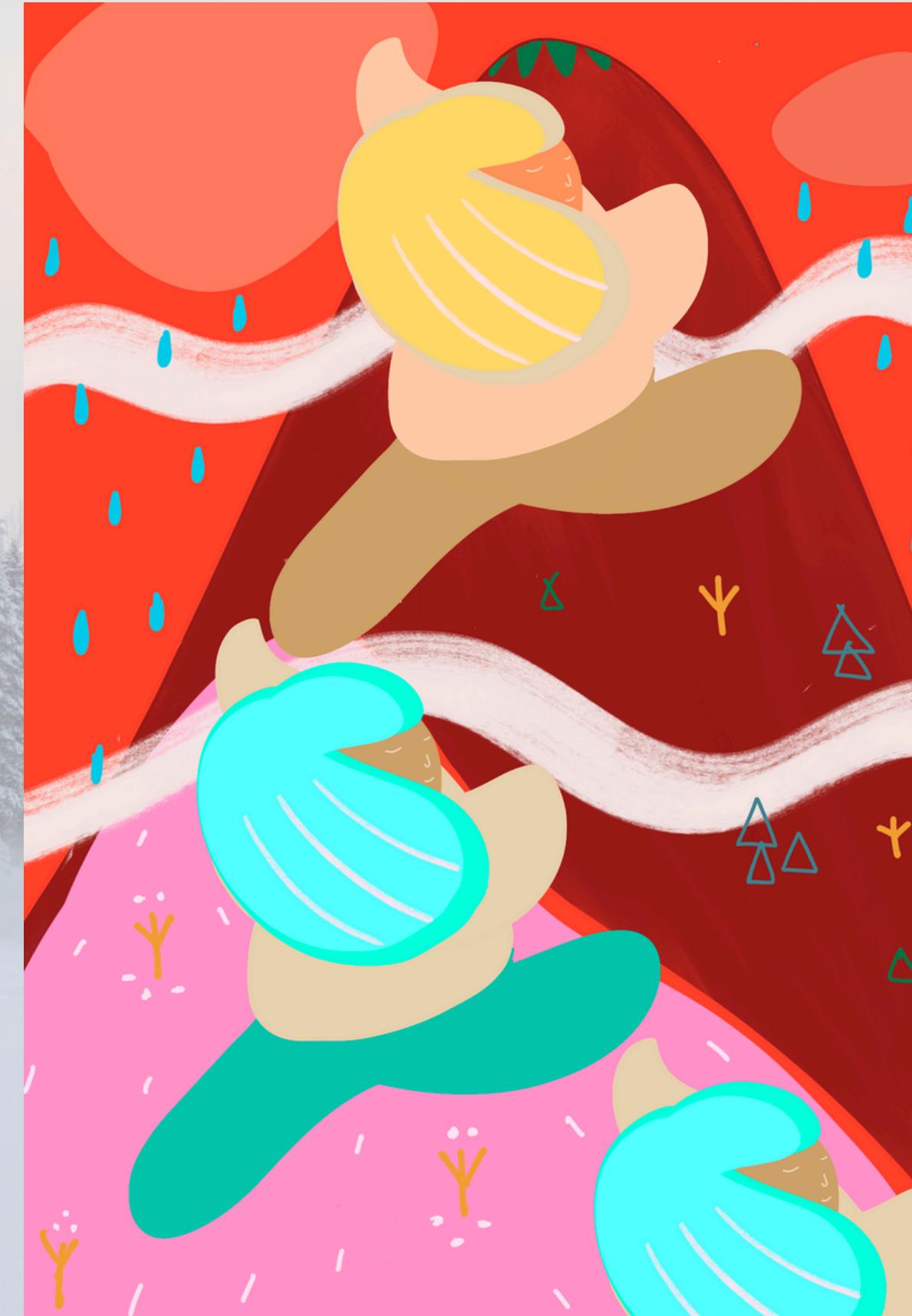
- Hyppy Sports Bra: 18,00 €
- Hyppy Warm Yoga Leggings: 18,00 €

Swim Wear

Showing all 3 results

- Hyppy Bikini Bottom: 15,00 €
- Hyppy Bikini Top: 15,00 €
- Hyppy One-suit: 14,00 €

Apparels



Artwork: Hippy

Home / Shop / Mittens / Hyppy Oven Mits

Hyppy Oven Mits

10,00 €

1 Add to cart

Category: Mittens

Home / Shop / Aprons / Hippy

Hippy

7,00 € - 19,00 €

Apron Size

- Choose an option
- Adult L
- Adult M
- Adult**

SKU: N/A Category: Aprons

Description

Material: 100% cotton quilted canvas base, with polyester fill.
Color: Strawberry

Resists temperatures up to 400-degrees Fahrenheit.
Do not use mitts when wet.
Machine wash cold and lay flat to dry.
Spot clean recommended.

Designed in Finland.

Related products

Hazure
8,00 € - 16,00 €

Home / Shop / Attires / Lounge wear / Hyppy Slippers

Hyppy Slippers

8,00 €

Footwear Choose an option

1 Add to cart

SKU: N/A Category: Lounge wear

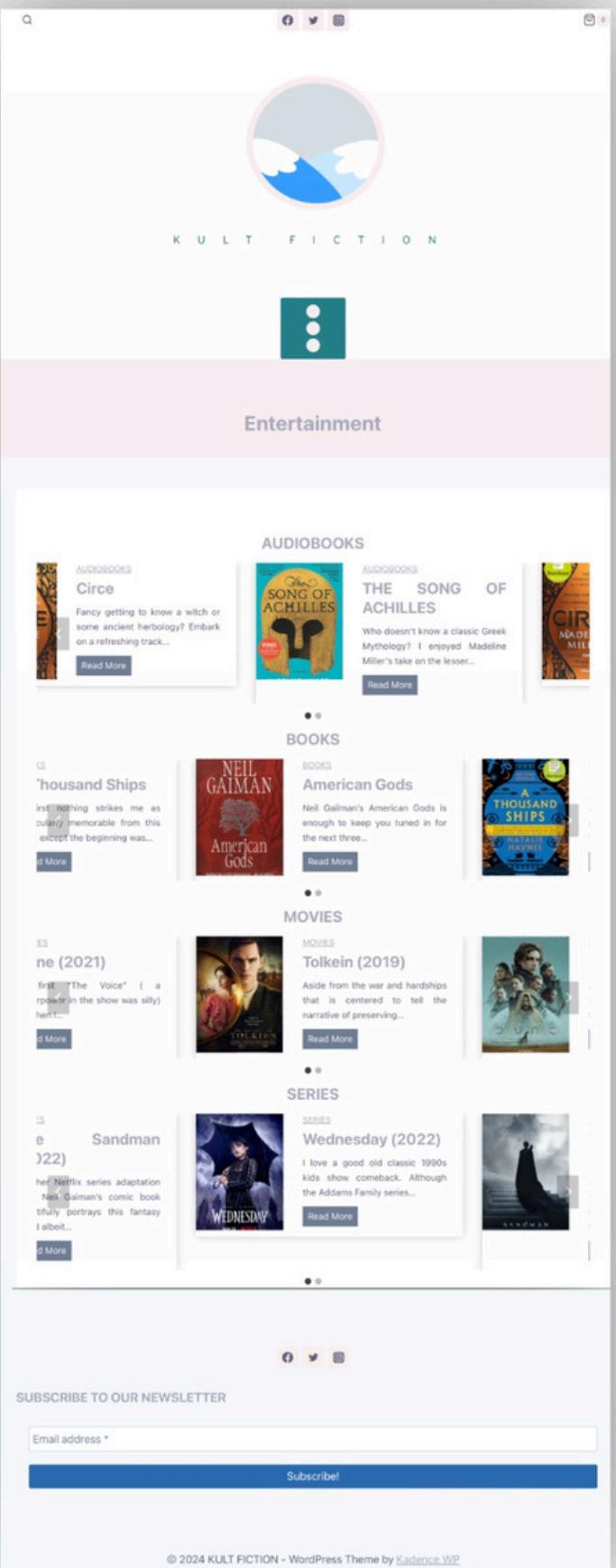
Additional information

Footwear EU34-36, EU37-38, EU39-41

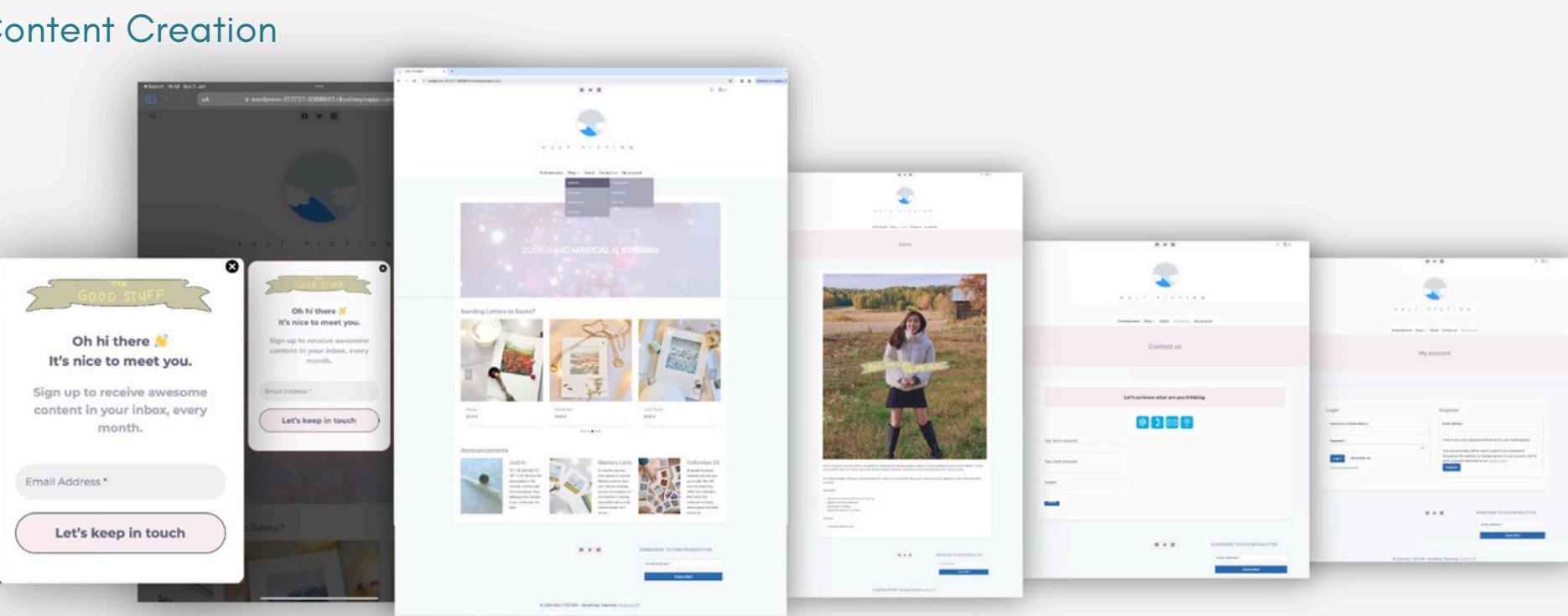
Product with variable, description & review section

04

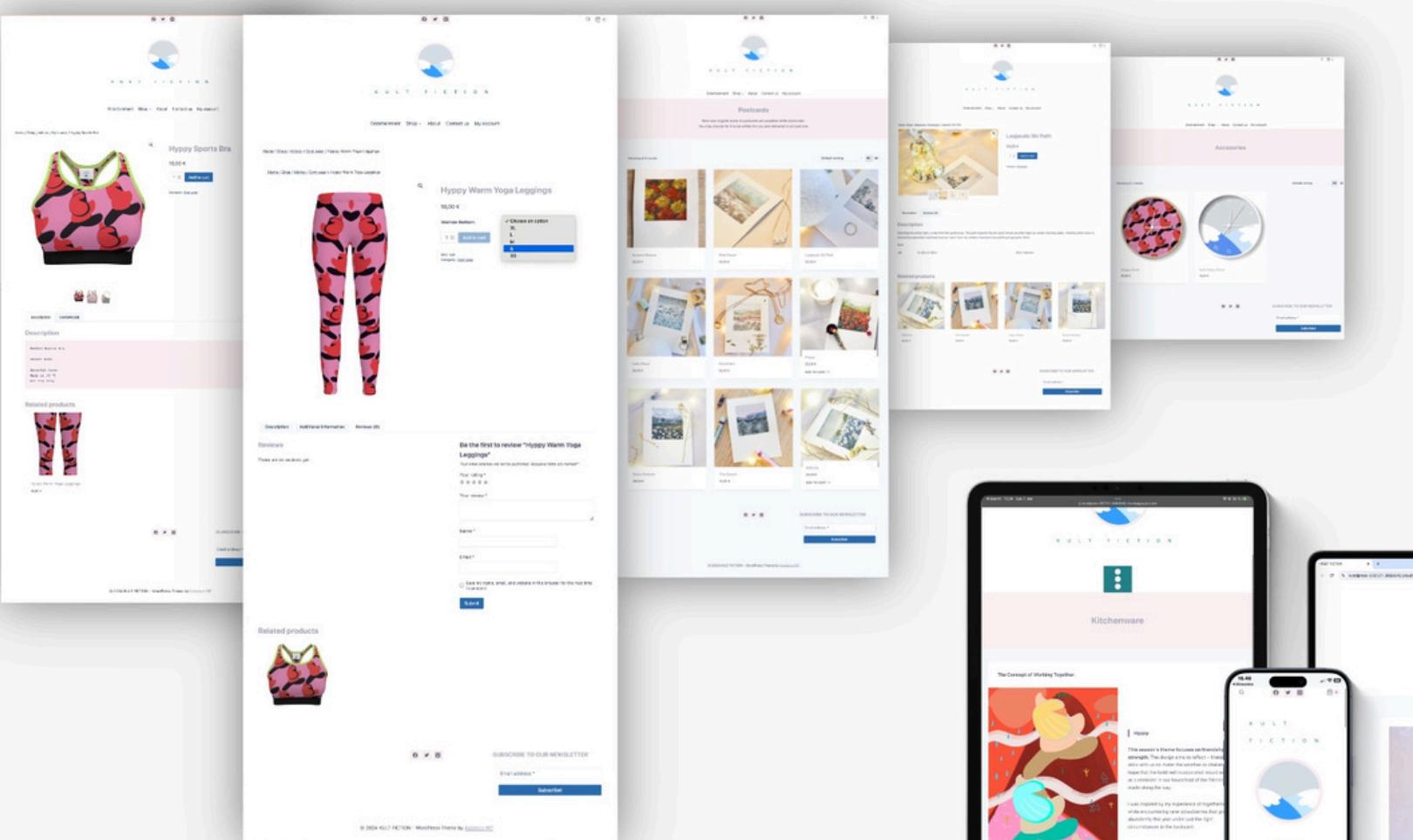
Webstore Design on Various Platform & Content Creation



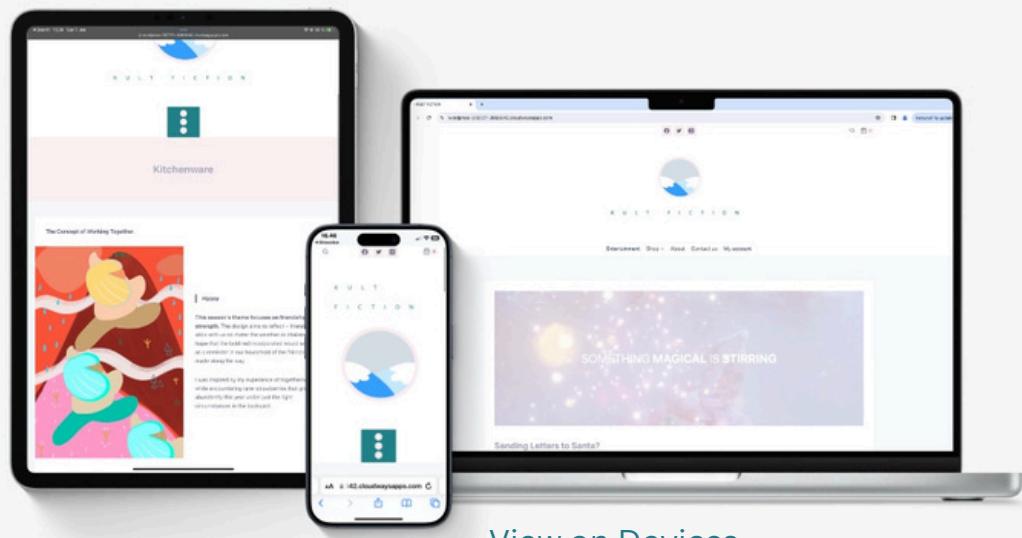
Post Carousel in Entertainment Section
(Tablet view)



Newsletter Pop Ups, Landing Page & Parent Categories (Web view)



Review & Recommendation on Product Pages



View on Devices



QR code to website

Note: Plugins Utilised

- Stream:** Tracks all admin activities
- WooCommerce:** Manages Product, Customer, Orders & Shipping
- MailPoet:** Newsletters
- Rank Math SEO:** Analytics to improve page rating.

01 2D Animation

Writing, Storyboarding, Concept Design & Test Runs

IDEATION

Whispers of the Moonlit Glade

by Nicole Tan

Setting: A moonlit glade in an enchanted forest. The scene unfolds on a moss-covered stage surrounded by ancient trees and illuminated by ethereal fireflies. **Vainamoinen**, the timeless bard, voiced in the charismatic and charming style of Matt Berry, encounters **Joukahainen**, a small woodland mushroom creature with a voice reminiscent of an animated Japanese cartoon character. Their instruments are transformed into mystical tyres emitting both ancient melodies and futuristic harmonies.

EXT. ENCHANTED FOREST - MOONLIT GLADE - NIGHT

Vainamoinen (Voiced by Matt Berry), exuding charisma, stands confidently in the moonlit glade, holding a mystical lyre. **Joukahainen** (Voiced like an Animated Japanese Character), a small mushroom creature, bounces into the scene with curiosity.

Vainamoinen (Matt Berry's Voice): Well, well, what do we have here? A moonlit glade and a woodland sprite! How delightful!

Joukahainen (Animated Voice): Helloooo, Mr. Bard! I'm Joukahainen, the cutest mushroom in the whole enchanted forest!

Vainamoinen smirks, twirling his lyre.

Vainamoinen (Matt Berry's Voice): Ah, Joukahainen, the forest's tiny ball of energy. What brings you to the stage of the moonlit glade?

Joukahainen (Animated Voice): I heard there's a contest of enchantments! Let's see who can make the trees dance more!

Vainamoinen chuckles.

Vainamoinen (Matt Berry's Voice): You're a spirited little mushroom, aren't you? But I warn you, my melodies are as ancient as these trees.

Joukahainen pouts, determined.

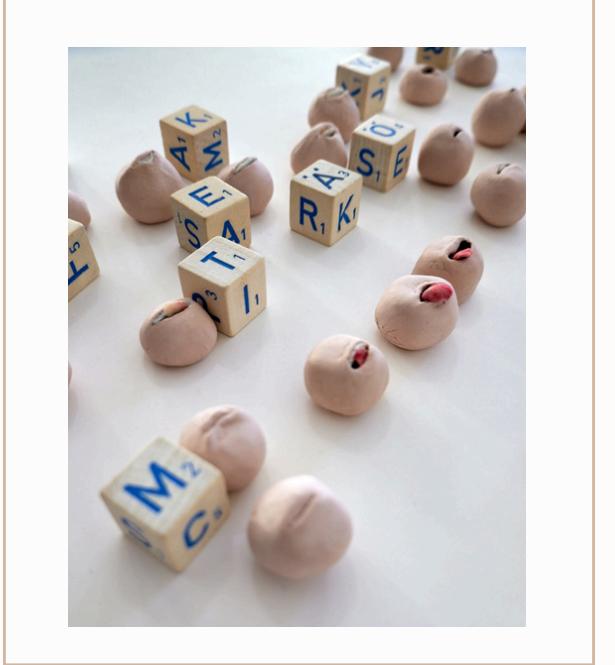
Joukahainen (Animated Voice): We'll see about that! Get ready to be enchanted, Mr. Bard!

Screenwriting (Draft 1)

Storyboard Intro (Draft 1)

EXPERIMENTATION WITH STOP MOTION & ANIMATION

Lip Sync Kit Sculpted with Clay



Frame by Frame Animation Intro (Test 1)



Lip Sync Line from Script (Screen Test)



Character Model (2nd Design)

Whispers of Moonlit Glade

Videography & Storytelling

Aug - Dec 2023
Timeline: 4 weeks

Video Brief:

I was tasked to recreate a particular scene of the Great Finnish Epic: The Kalevala Rune III. This is a scene where Joukahainen (antagonist) confronts Vainamoinen (protagonist) to a sing off.

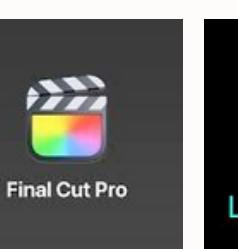
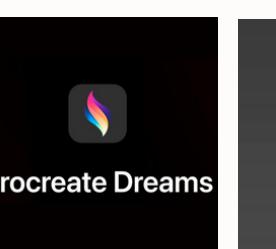
Design scope: Freestyle

Duration allowance: 2 mins maximum

Final screen time: 1.02 mins



Video made with Procreate, Procreate Dreams, Final Cut Pro & Luma Fusion



02 Storytelling 2D Animation

Refining Ideation to Post Production

FINAL STORYBOARD

Storyboarding & edit in roughly 1.5 hours

CHARACTER DESIGN INSPIRATION

Finland's Dancing With the Stars Judges
(Tanssi Tähtien Kansa)

Animated Version of Judges

TASK ENTRY

Day 1: Voice recording.
Day 2: Audio refinement (Sound effects)
Day 3: Visual exploration with Procreate Dreams.
Day 4: Finalizing visuals, sound & subtitles for the conclusion.
(Changing the script a little but sticking to the storyboard).

VIDEO SNIPPETS

Whispers of Moonlit Glade

Video's Song Intro

Whispers of Moonlit Glade: A Short Kalevala Spoof (Procreate Dreams)
10 views • 3 weeks ago
Nicole Tan
My first 2D animation using Procreate Dreams to produce this little short. My take on Finland's National Epic, The Kalevala along ...

Video available on Youtube & LinkedIn

Links:

- [Whispers of Moonlit Glade Video on Youtube](#)
- [Whispers of Moonlit Galde Video on Linkedin](#)

* Conclusion

Project Feedbacks from Tutors

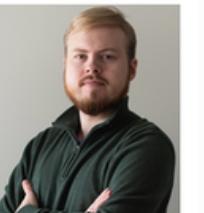
Kult Fiction

CMS: WP Web Design & Branding

Overall: 



Website was really well executed  It was visually pleasing. There was a great amount of demo content on the site. Presentation was great. You have a hidden skill- continue on this journey.



Antony Smal

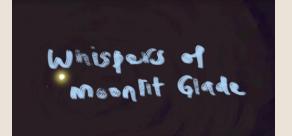
AI, Communication, Digital Marketing,
Entrepreneurship

antony.smal@jamk.fi

Whispers of Moonlit Glade

Videography & Storytelling

Overall: Storyboard: 6/5. Videography 5/5



Professional quality all around. I think if you keep this pace of cutting, you could consider sharing them as IG Reels or YouTube Shorts. I am glad you were able to scope down the original script, change the production method and were able to finish the course. I do hope you get to do the stop motion with clay later down the line, but for this course this was more than enough. Visually, I really don't know what I could give for you to improve - I just hope you find a method of production which allows you to work in a reasonable time and do more animations. From the narrative side, this very positively reminds me of Adventure Time - also the voice acting supports it. Also by the way, you nailed the whole assignment from the narrative point of view. From the audio side, top work also, clear and good mix! All and all to sum up all of your assignments - I think you are already way ahead in many of the aspects of this course. I am happy you joined though and were able to try some new things. I hope in the future if Whispers of the Moonlit Glade or something similar continues, you let me know!



Kalle Rajonkari

Lecturer, Video Production

kalle.rajonkari@jamk.fi