

# EROOZE

## Sprint 4

### Groep 7

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# Grafische elementen



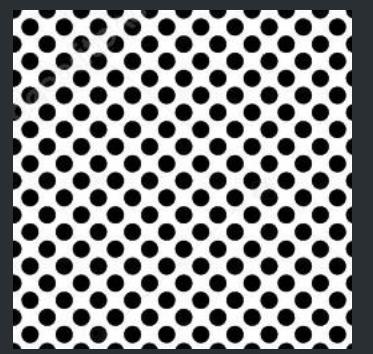
## Vinyl

Het vinylsilhouet uit het logo kan worden gebruikt als vormelement.



## Logotype

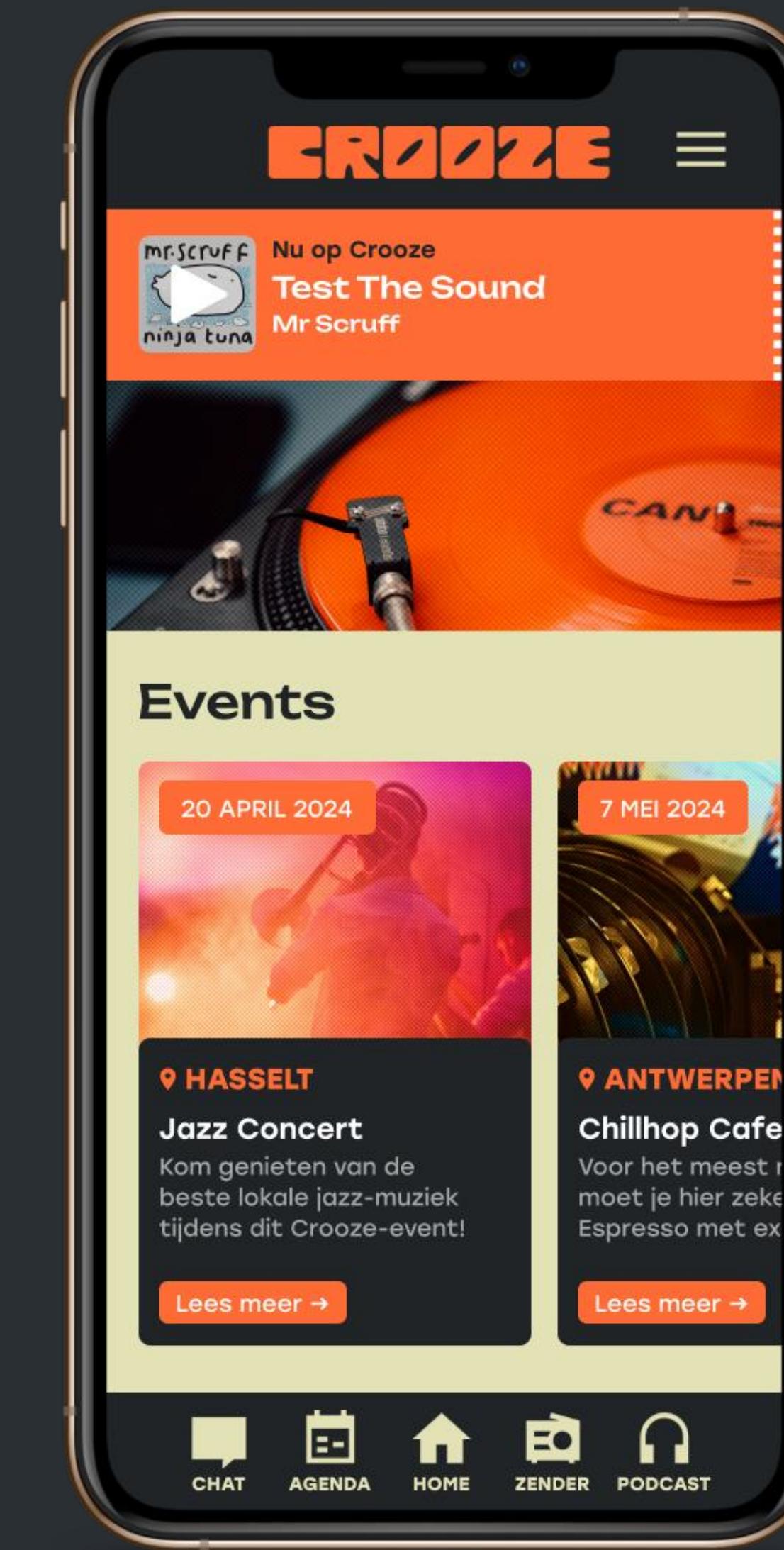
Omdat het logotype is opgebouwd uit vierkanten, kan het ook fungeren als blokjes waarmee er patronen gemaakt kunnen worden.



## Halftone

Door een subtiel halftone effect op afbeeldingen te plaatsen zorgen we voor meer cohesie tussen verschillende beelden en accentueren we de retro sfeer.





Mock -ups

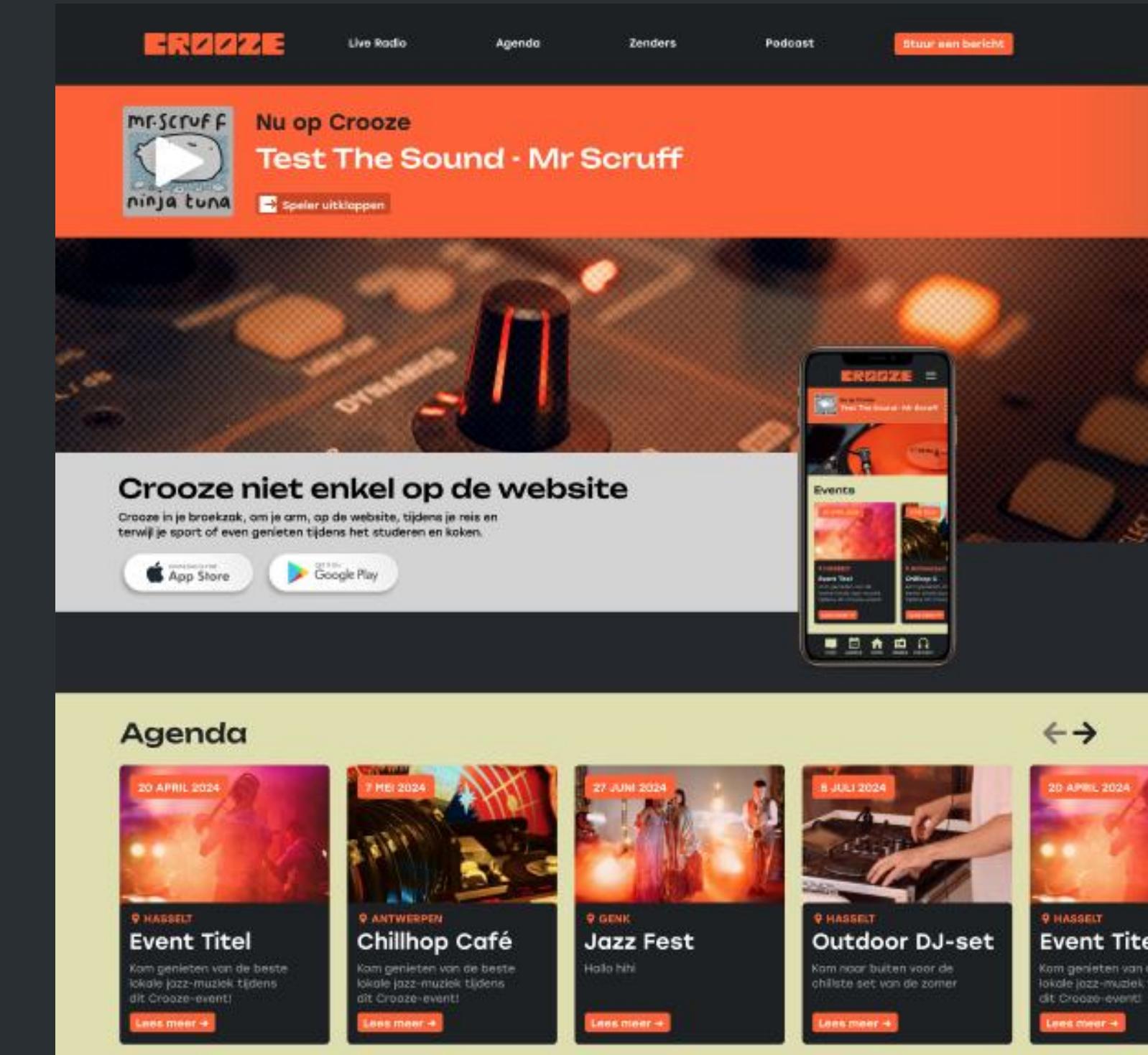
## 7.1 Wijzigingen

Oud



Website

Nieuw



# Inhoud



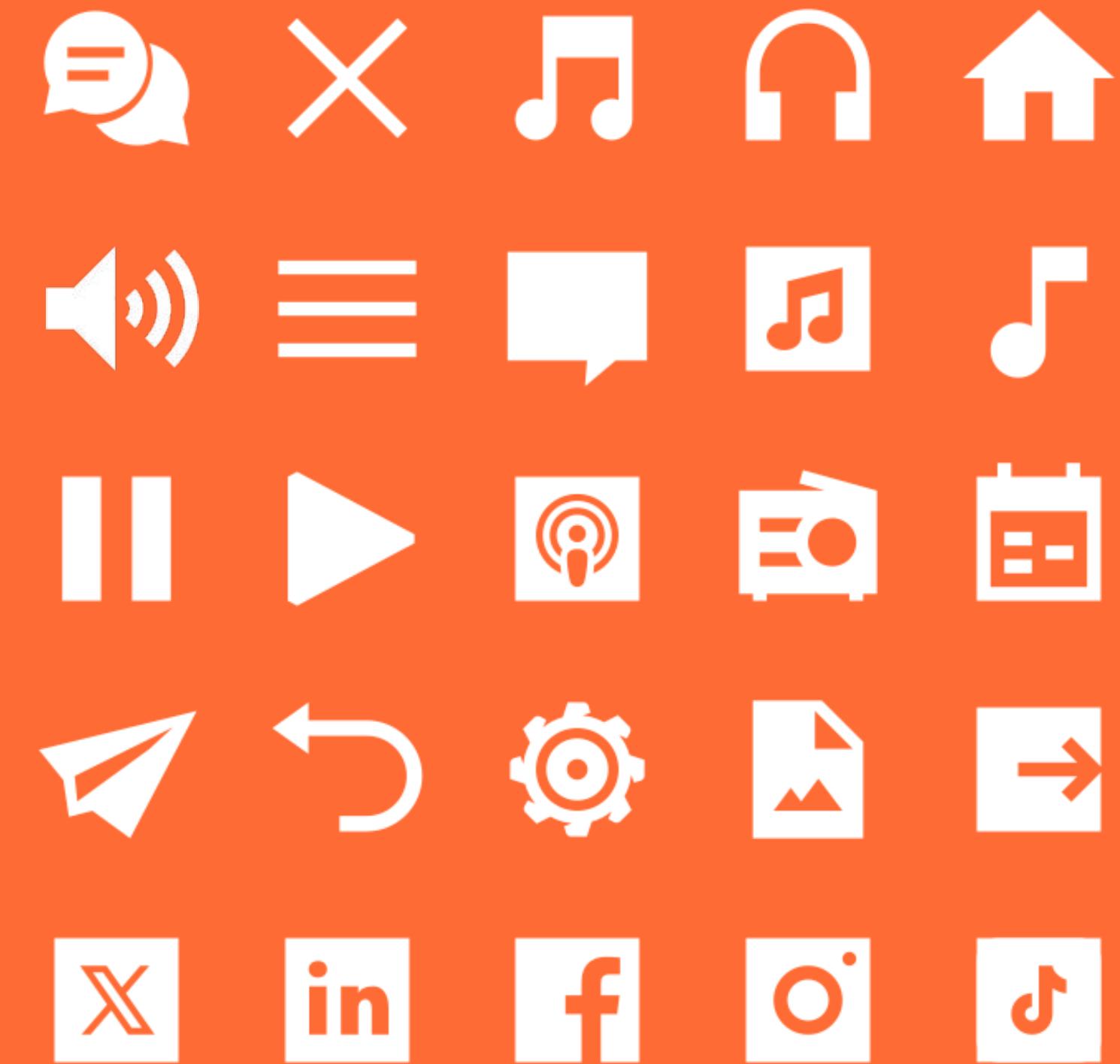
- 01 Feedback
- 02 Brandbook
- 03 Componenten
- 04 Mock-ups
- 05 Producten
- 06 Campagne plan
- 07 Visueel design

# 3. Componenten

The screenshot shows a mobile application interface. At the top is a large, dark gray icon of a speech bubble containing a black feather. Below this is a white rectangular card for a podcast titled "Crooze Musings #1". The card features the text "TITEL" in bold, a description "Podcast beschrijving! Joepie ik hou zo veel van podcasts", and a "Lees meer →" button. At the bottom of the screen is a navigation bar with five items: CHAT, AGENDA, HOME (represented by a house icon), ZENDER (represented by a radio tower icon), and PODCAST.

The screenshot shows a mobile application interface featuring an event card. The card has a header "20 APRIL 2024" and a background image of a person playing a trumpet. Below the image is a location pin and the text "HASSELT". The main title of the event is "Event Titel". A descriptive text reads: "Kom genieten van de beste lokale jazz-muziek tijdens dit Crooze-event!". A "Lees meer →" button is at the bottom right. The overall design is dark-themed.

## Iconset



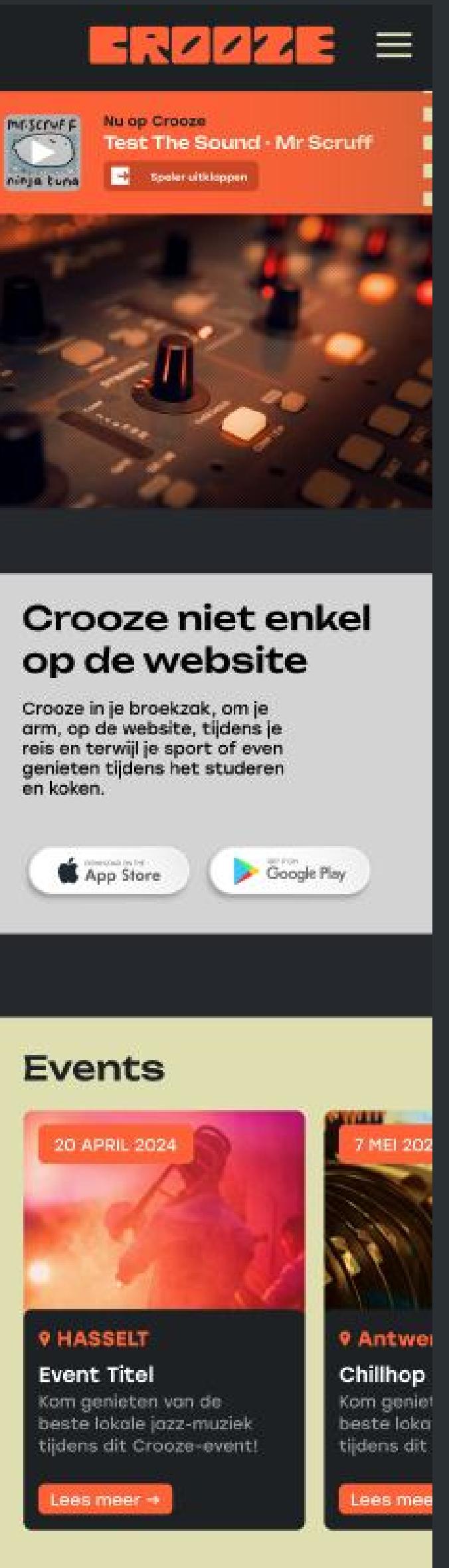
# 5. Producten



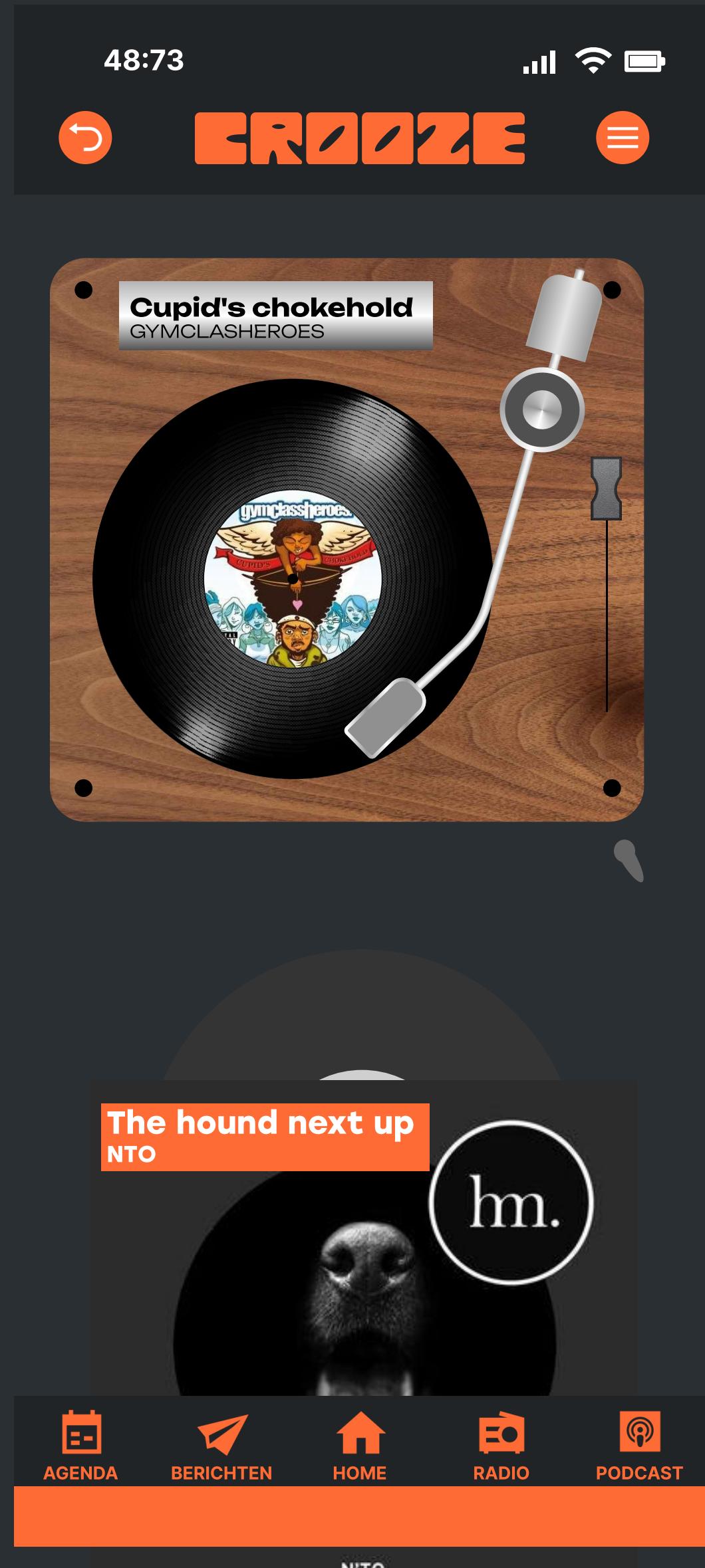
# Oud



# Nieuw



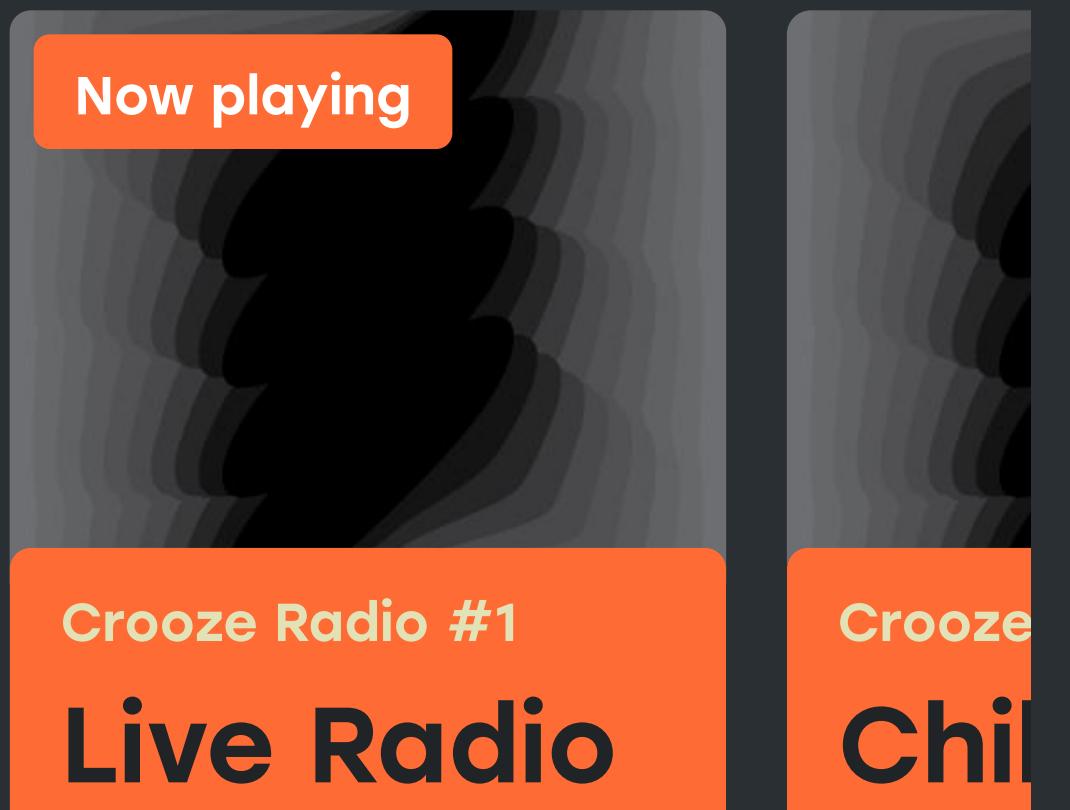
# Oud



# Nieuw



## Zenders



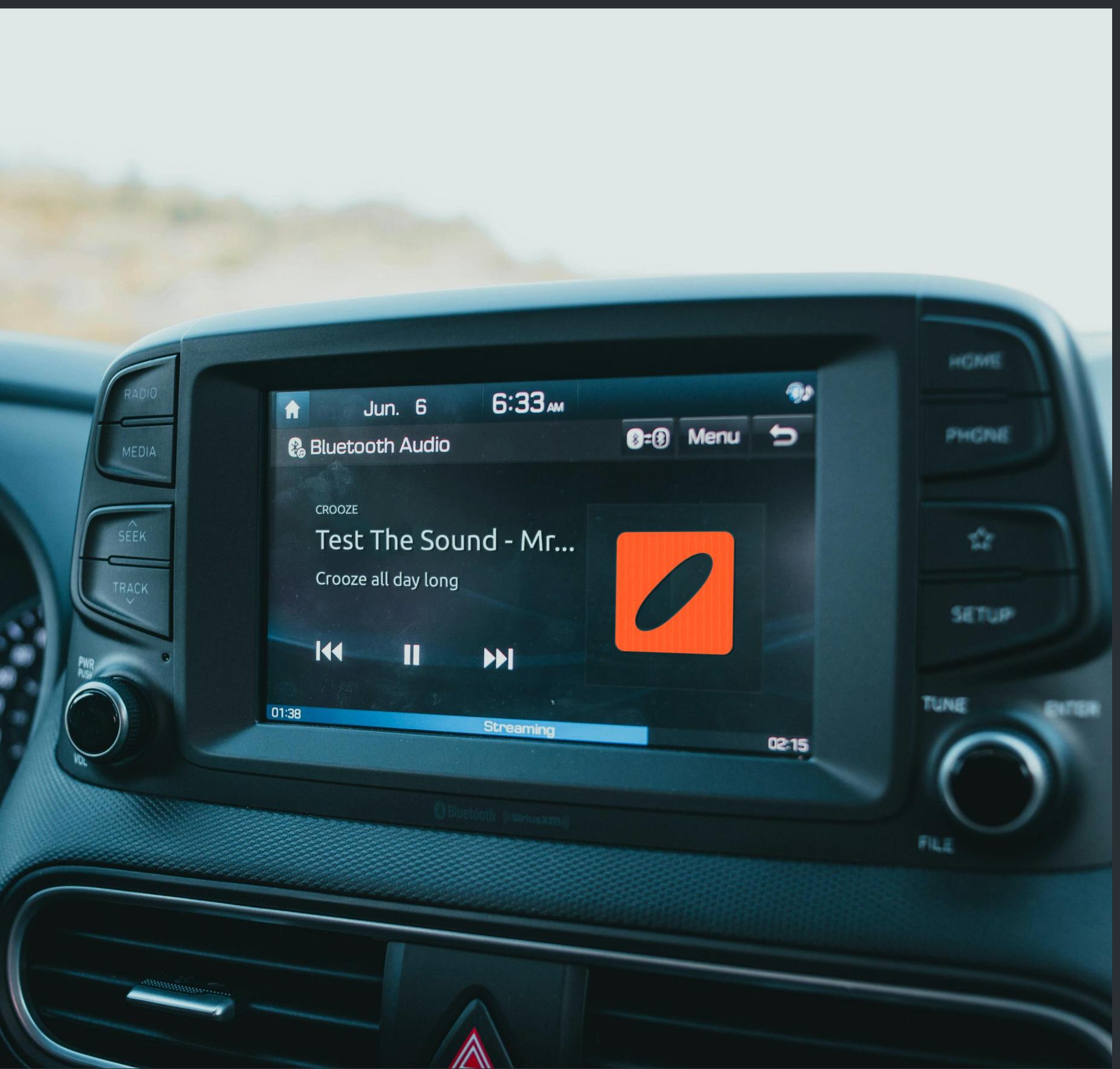
# 1. Feedback sprint 3

**Stijlbreuk in het design**

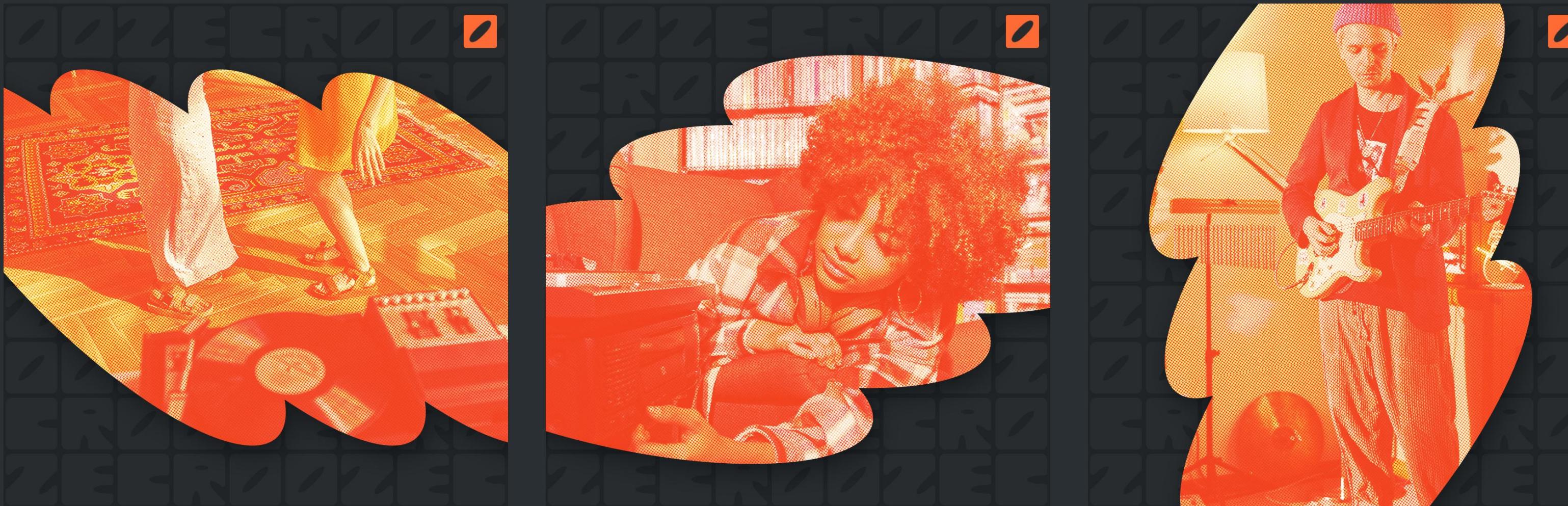
- Te druk (tov minimalistische presentatie)
- Typo niet consistent

**UX radio/platenspeler te onduidelijk**

# 4. Mock -ups



# 6. Campagne plan



**CROOZE**

Your destination  
for timeless tunes



# Website

<https://sweet-crepe-4508d8.netlify.app/>

# 2. Brandbook

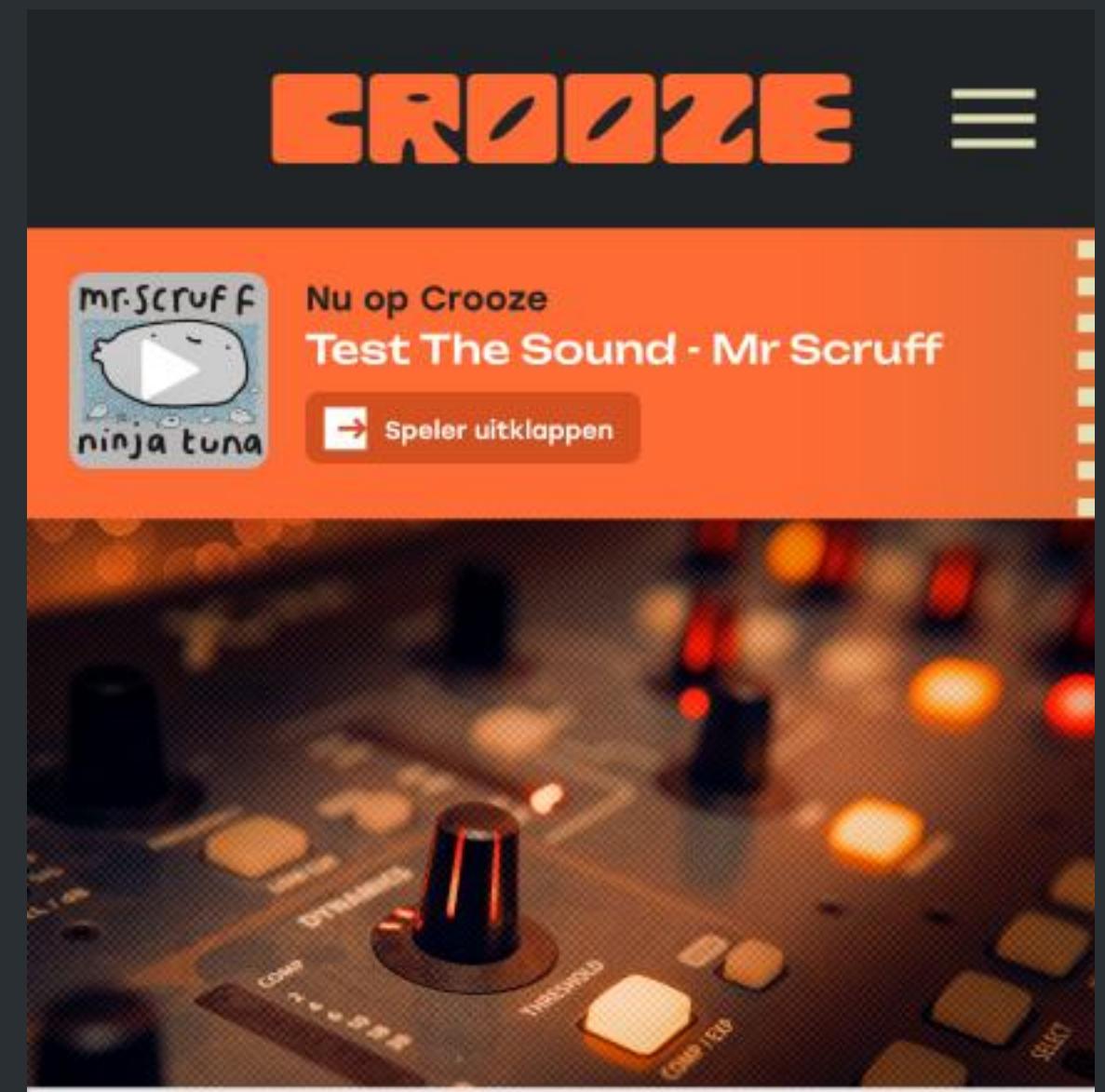
The brandbook is organized into a 4x3 grid:

- Row 1:**
  - 1 Merk**: CROOZE logo and brand guidelines.
  - 2 Logo**: CROOZE logo variations and construction details.
  - 3 Kleursysteem**: Color palette and system.
- Row 2:**
  - Content**: Table of contents.
  - 4 Typografie**: Typography section.
  - 5 Iconografie**: Iconography section.
- Row 3:**
  - Visie & Missie**: Vision and mission statement.
  - 3 Kleursysteem**: Color system details.
  - 6 Branding**: Examples of CROOZE branding in a subway setting.
- Row 4:**
  - 1 Merk**: Favicon/pictogram details.
  - 2 Logo**: Large logo variations.
  - 3 Kleursysteem**: Color palette swatches.
- Row 5:**
  - 4 Typografie**: Font details.
  - 5 Iconografie**: Icons.
  - 6 Branding**: Mobile app screen and poster examples.
- Row 6:**
  - 1 Merk**: Vinyl silhouette.
  - 2 Logo**: Logotype variations.
  - 3 Kleursysteem**: Color palette swatches.
- Row 7:**
  - 4 Typografie**: Photography section.
  - 5 Iconografie**: Photography section.
  - 6 Branding**: Photography section.
- Row 8:**
  - 1 Merk**: Vinyl silhouette.
  - 2 Logo**: Logotype variations.
  - 3 Kleursysteem**: Color palette swatches.



# 7. Visual Design

## Prototype



### Crooze niet enkel op de website

Crooze in je broekzak, om je arm, op de website, tijdens je reis en terwijl je sport of even genieten tijdens het studeren en koken.



### Events



Vragen/  
opmerkingen?