

CRUZZE

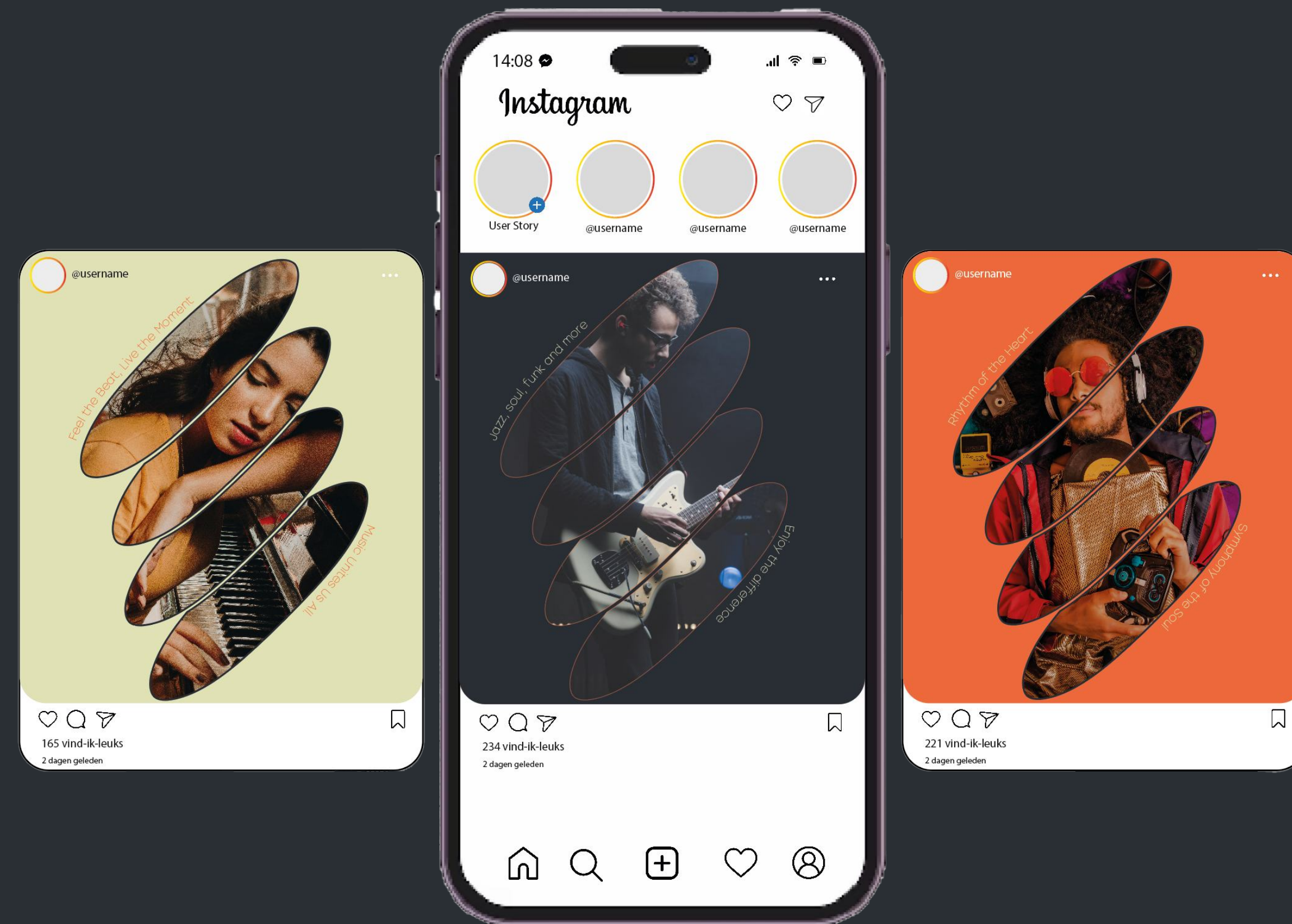
Sprint 3

Groep 7

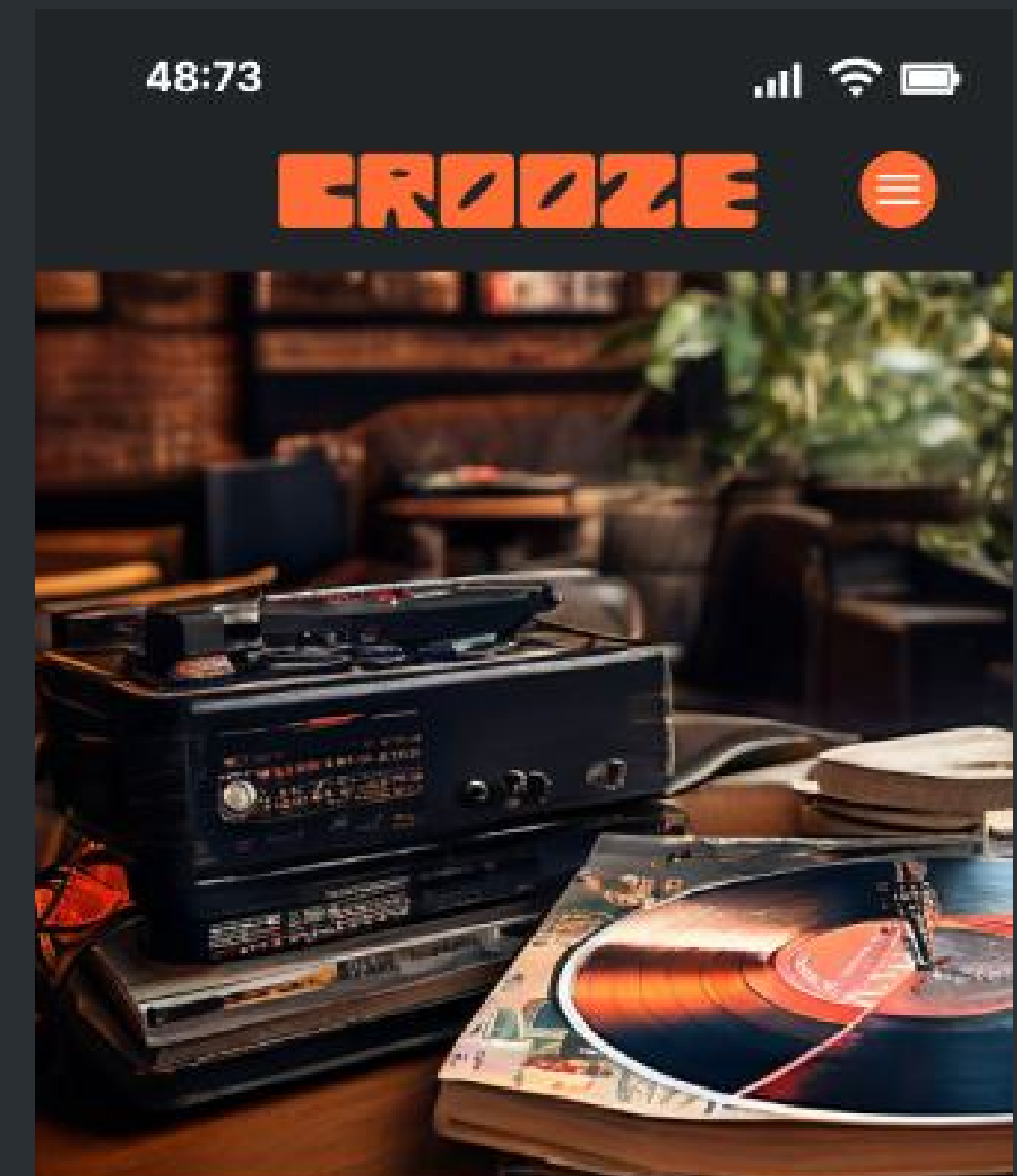
Tim Donners
Miguel Celen
Diedre Schwillens
Niels Volders
Tommy Vanderheyden



Campaignes & Mockups



Visual Design App



Lees het nieuws

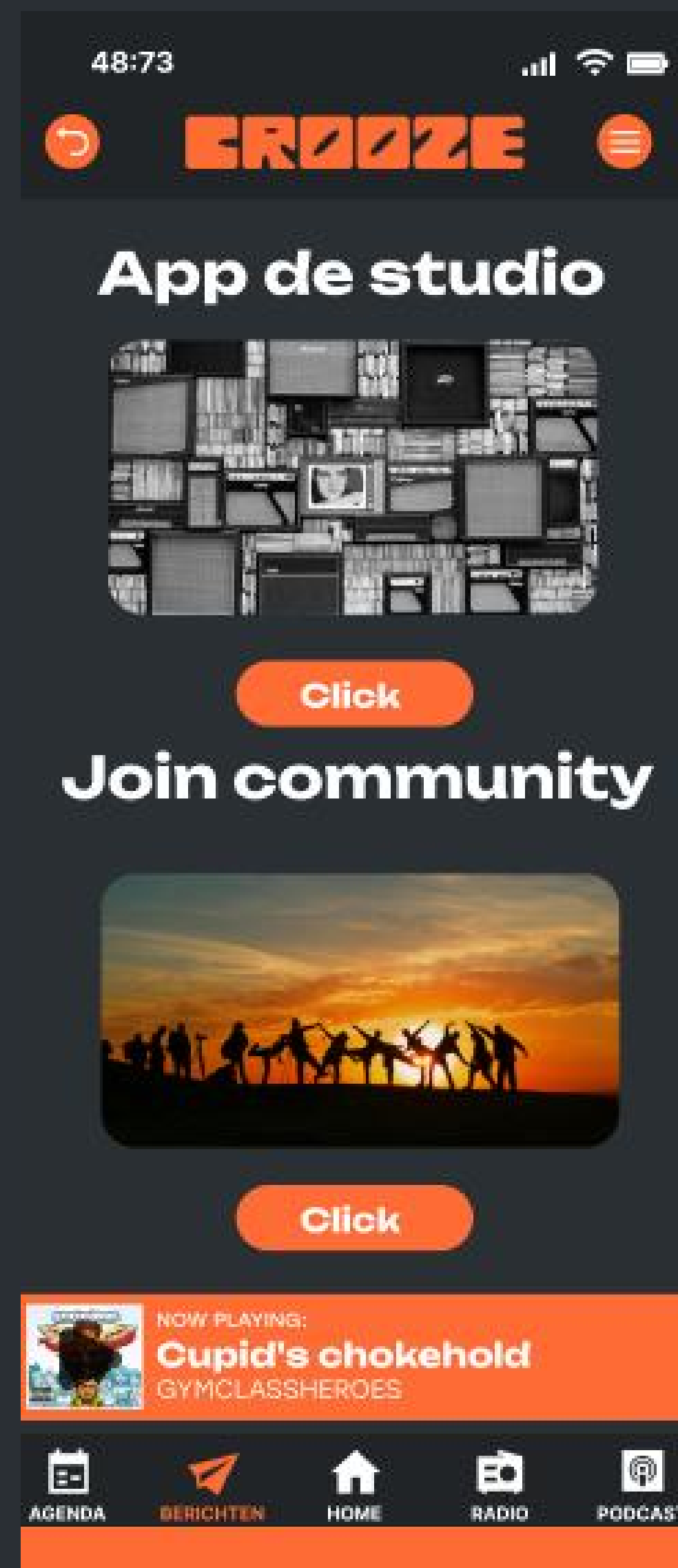


Inhoud



- 01 Branding
- 02 Componenten
- 03 Visual Design
- 04 Prototype
- 05 Tech







Prototype

App prototype

Website prototype

Brand personality:
Archetype:
1. Jester
2. Lover

Attributen:
authentiek
uniek
kalmerend

The Jester

♥ PLEASURE

“ If I can't dance, I'm not part of it ”

BRAND VOICE: Fun Loving, Playful, Optimistic

BRAND MESSAGE: We're here for a short time, not for a long time. Let your hair down and start living life.

JESTER BRANDS

m&m's, Old Spice, DOLLAR SHAVE CLUB

The Lover

♥ INTIMACY

“ I only have eyes for you ”

BRAND VOICE: Sensual, Empathetic, Soothing

BRAND MESSAGE: Your Striking Beauty Is Impossible To Ignore.

LOVER BRANDS

ALFA ROMEO, CHANEL, VICTORIA'S SECRET

Componenten

CROOZE

COMMUNITY

PODCAST

AGENDA

RADIO

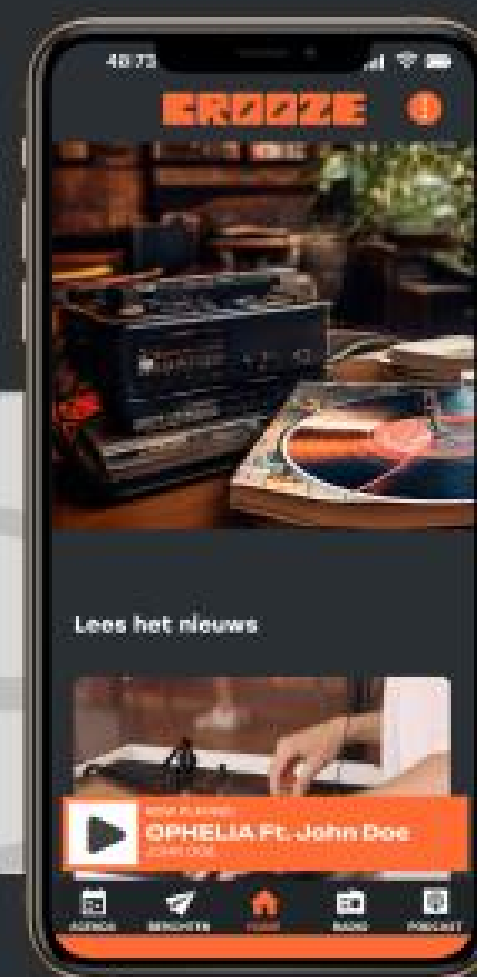
APP DE STUDIO

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.

DOWNLOAD ON THE
App Store

GET IT ON
Google Play



CROOZE

Adres komt hier 15, 3500 Hasselt

Email: mail@example.com

Tel: +32 4 123 45 678

BTW: 123456789ABC

PAGINA'S

[Home](#)

[Community](#)

[Events](#)



ICONSET



Tech

CROOZE

Home

Community

Settings ▾

Radio **LIVE**

🌐 Language >

Nederlands

English

France



Success Message



Bericht succesvol verzonden

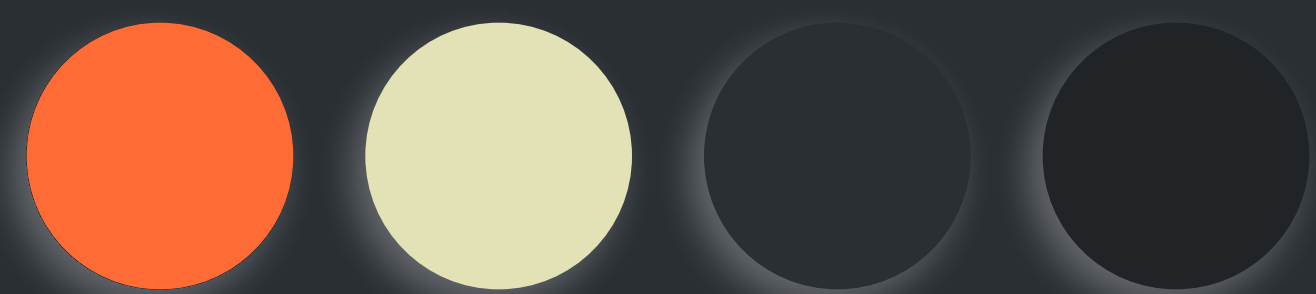
Naam

CroozeUser

Bericht

Muziek aanvraag bericht evt.

📤 Verzenden



Visual Design Website



Vragen/
opmerkingen?

Typo + Assets

Title:

Unbounded Medium (Google fonts)

AaBbCcDdEeFfGg

Body:

StolzI (Adobe fonts)

AaBbCcDdEeFfGg

Alt: Lexend (Google fonts)

AaBbCcDdEeFfGg



Favicon



Vorm elementen





COMMUNITY

PODCAST

AGENDA

RADIO

APP DE STUDIO



NOW PLAYING:

Test The Sound

Mr. Scruff

Your destination for timeless tunes

