Image

Design Develop

Balla logo design by oksil Joo

Currently, this design of the Balla logo is from the Balla Foundation. The new Balla logo was created by applying the characteristic color, typography, pattern, and style of the Alexander Keith's beer brand. This logo is designed using Photoshop, Illustration, and Indesign to create a more systematic and specific brand identity.

Dynamic Team Page

Team Description:

I work on the project alone, so the team member is alone. Therefore, I'd like to introduce the team by dividing the design and development fields.

Dynamic Team Page Components:

1. Image: Balla Logo, Balla Package.

2. Rollover button

3. Description text

Website Layout

- The website is 1200px wide, creating a responsive pagedesign.

- JavaScript makes the description appear when you press the button.

contents

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Logo application development by oksil Joo

I used the logo created to build the brand and applied it to various packages and advertisements. In order to promote this logo and increase corporate profits, promotional materials were produced on the web, printed, and video. First of all, we modeled beer bottles and cans with cinema 4d, edited these modeled beer bottles and cans with Photoshop to produce promotional prints, and used these images to produce videos with affter effets. In addition, I made a web page by using the applied web page and JavaScript css to materialize the brand identity.