



MID TERM FINAL INTEGRATED

PROJECT (FIP)

Brand Mashup & Marketing Campaign

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Brand Characteristics

Brand Characteristics

04

Labatt Blue's brand identity provides ...

It makes it easier for costumers to recognize and remember us...

bla bla bla...



Blue colors
beer icon
slogon

Aixin Zhong



Completed Logo Design

Completed Logo Design

06



Aixin Zhong

Completed Logo Design

07



Aixin Zhong

Completed Logo Design

08



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Logo Clear Space

Logo Clear Space

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Logo Clear Space

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Logo Sizes

Logo Sizes

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Colour Study



Typographic Study

Typographic Study

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Closing/back page