

BRAND CRAFTERS

"Designing products, building legacies."

INTERPRETATION:

This project that helps to other to promote their company or association as well as their advertise their company by using some products. Let elaborating our project summary in detail:

LOGO ELABORATION:



The logo you're describing seems to have a structured yet creative design, combining geometric shapes and a modern font. Here's an elaboration on its possible visual appeal and symbolism:

- Color - #2C6699

This shade of blue represents trust, professionalism, and stability. It is commonly associated with corporate branding, technology, and innovation. The slightly darker hue makes it bold yet approachable.

- Typography - Tw Cen MT Condensed

Tw Cen MT Condensed is a sans-serif typeface with a sleek, modern look. It conveys simplicity, readability, and professionalism. The condensed nature of the font allows for compact yet impactful text, making it ideal for logos.

- Shapes - Circle, Star, Rectangle
 - a. Circle: Often symbolizes unity, completeness, and infinity. It could be used as a background or framing element.
 - b. Star: Represents excellence, achievement, and uniqueness. It may act as a focal point in the design.
 - c. Rectangle: Suggests stability, structure, and balance. It could serve as a base for the text or as a framing element.
- Tools Used - Pencil Tool, Line Tool, Arc Tool
 - Pencil Tool: Likely used for freehand sketching or refining certain details in the logo.
 - Line Tool: Helps create precise, straight elements, possibly outlining the rectangle or star.
 - Arc Tool: Could be used to create curved elements, such as portions of the circle or decorative features around the star.

POSTER ELABORATION:



1. Text Color - #D33C18

This is a deep, warm red-orange shade that conveys energy, passion, and urgency. It draws attention and is often used in promotional or important messaging.

2. Main Text - Tw Cen MT Condensed:

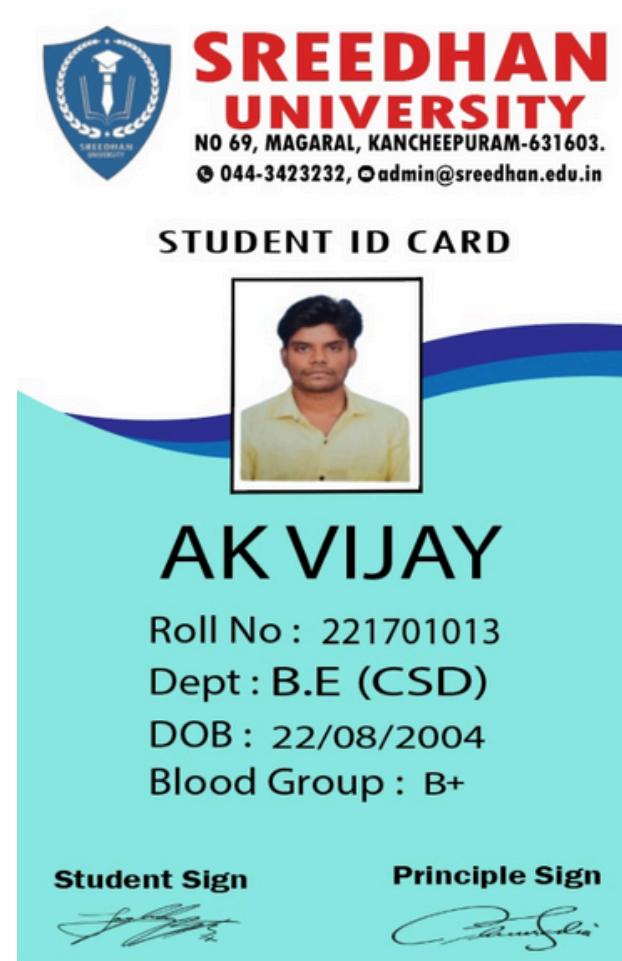
Tw Cen MT Condensed is a sleek, modern sans-serif typeface with a professional and minimalistic look. This font is often associated with contemporary and industrial aesthetics.

3. Context Text - Additional Fonts

The inclusion of different fonts suggests a multi-layered textual design, likely creating contrast and emphasis:

- Minion Variable Concept:
 - Minion is a classic serif typeface often used for literary or sophisticated content.
 - If “Variable Concept” refers to a variable font, it means the text may have customizable weight, width, or slant adjustments to add dynamic styling.
- Arial MT Condensed Bold:
 - A highly readable sans-serif font, Arial Condensed Bold is commonly used for headlines and impactful text.
 - Its bold and condensed nature ensures that it stands out, possibly being used for subheadings or important details.
- Mongotain Blati:
 - This seems to be an unusual or possibly decorative typeface, adding a unique artistic touch.
 - It could be used for creative or thematic elements, making certain words visually distinctive.

ID CARD ELABORATION:



1. Text Color - #D33C18

- This deep red-orange shade is strong, eye-catching, and authoritative.
- It is often associated with energy, leadership, and urgency, making it a good choice for an ID card where the name, title, or important details need to stand out.

2. Primary Font - Tw Cen MT Condensed

- Tw Cen MT Condensed is a modern, clean sans-serif font, ensuring a compact and legible appearance.

3. Context Text - Additional Fonts

These fonts likely serve different purposes in the ID card layout:

- Minion Variable Concept
 - Minion is a serif typeface that conveys a formal and elegant touch.
 - If “Variable Concept” suggests a variable font, it means the weight and slant can be adjusted for custom styling.
- Myriad Pro
 - A highly modern, humanist sans-serif font, often used in corporate and brand identities.
 - It is commonly seen in professional settings, including Adobe’s branding.
- Franklin Gothic Demi
 - Franklin Gothic is a bold, strong, and readable sans-serif font.
 - The "Demi" weight ensures that text stands out without being overly heavy.

CALENDAR ELABORATION:



1. Text Colors

Your calendar includes three different text colors, which can be used strategically to create a visual hierarchy:

- #D1154B (Deep Red-Pink):
 - This is a bold and energetic color, often associated with passion and urgency.
 - It might be used for important dates, headings, or weekends to grab attention.

- #FFFFFF (White):
- White text ensures maximum contrast on darker backgrounds.
- It's likely used for primary text on dark-colored areas, making it clean and readable.
- #000000 (Black):
- Black provides a strong contrast on lighter backgrounds.
- It might be used for general text, weekdays, or additional notes.

2. Background Colors

Your calendar features two distinct background colors:

- #3C71BF (Deep Blue):
 - It might be used for main calendar backgrounds or headers to provide a structured look.

- #52E8AB (Bright Green-Teal):
 - This is a refreshing and lively color, often associated with creativity and balance.
 - It could be used for accents, highlighting certain days, or decorative elements.

3. Context Text (Typography).

The calendar includes a mix of classic and modern typography:

- Minion Variable Concept
 - Minion is a serif typeface, often used in editorial or literary design.
 - If "Variable Concept" refers to a variable font, it allows for adjustable weights, widths, and styles, making it adaptable.
 - This font could be used for quotes, month names, or decorative elements in the calendar.

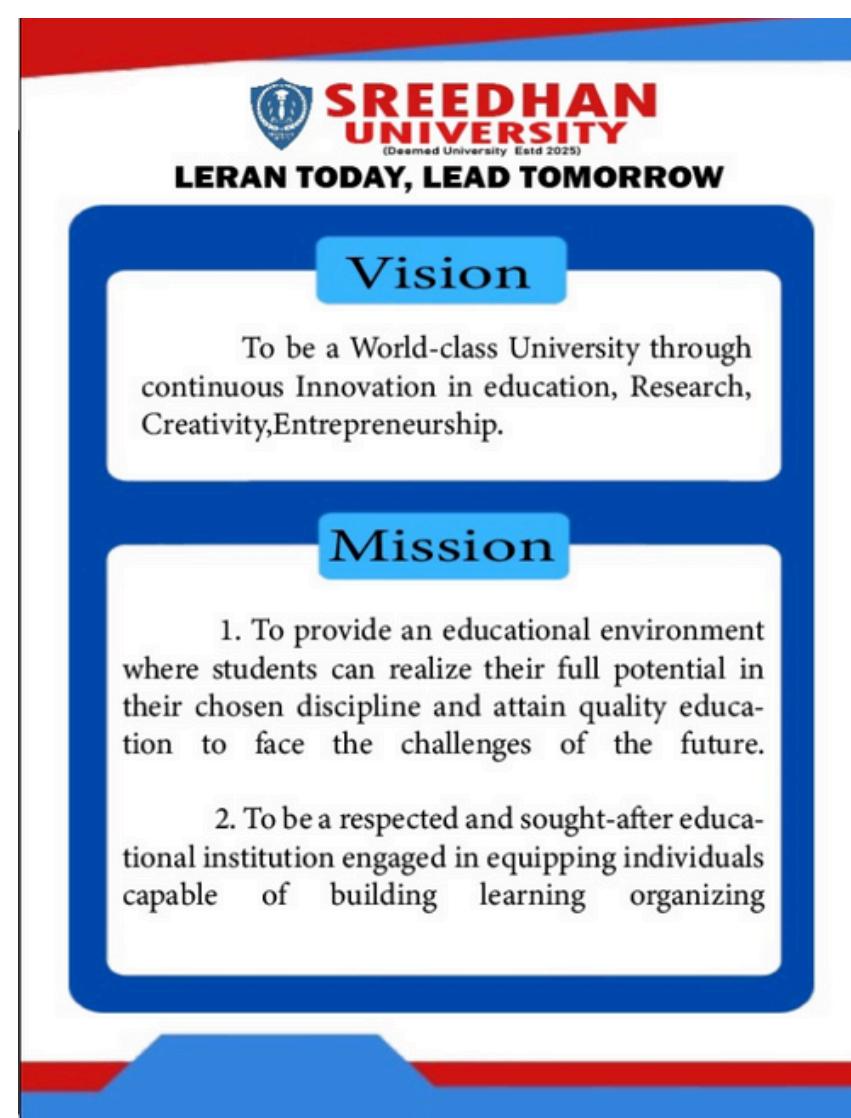
- Cascadia Code
 - Cascadia Code is a monospaced font designed primarily for coding environments.
 - This font might be used for dates, week numbers, or additional notes to create a digital-inspired aesthetic.

4. Geometric Shapes

The use of different shapes enhances the calendar's visual appeal and structure:

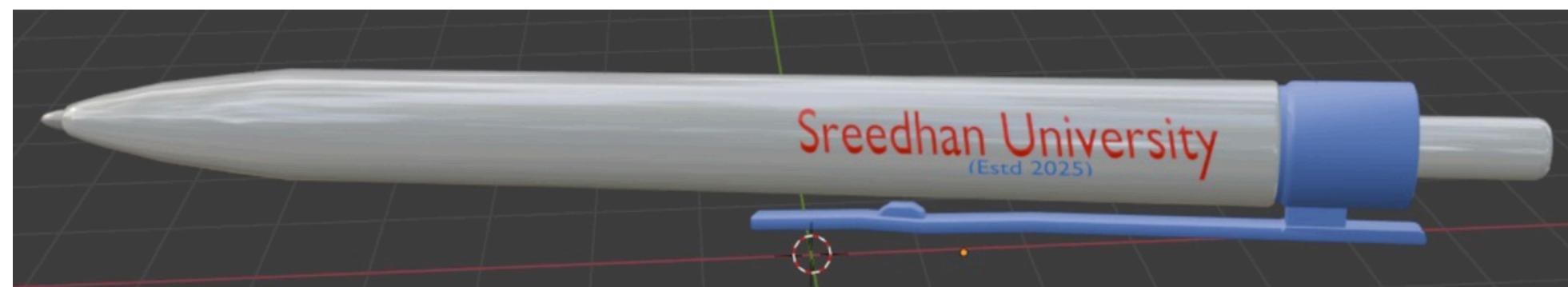
- Rectangle:
 - Likely used for the grid layout, separating dates and weeks.
 - Could also be used for highlighting important sections, like holidays or special events.
- Circle:
 - Could also appear in the background design to create a dynamic feel.
- Arc:
 - Arcs can add a smooth and flowing design to contrast the rigid grid structure.

PAMPHLET ELABORATION:



- Text: TW Condensed This likely refers to a typeface or font called "TW Condensed." It's a style of text that is narrow, sleek, and making it great for visually striking calendar layouts.
- Geometric Shapes: Rectangle Incorporating rectangles into the calendar could be for multiple purposes:
- Highlights: Rectangles could be used as accent shapes to draw attention to specific dates or events.

3D MODEL ELABORATION:



- Pen
 - Components: Include the barrel, cap, clip, refill mechanism, and tip.
 - Design: Explore ergonomics for comfortable grip and aesthetic elements like texture, patterns, or branding.
 - Material: Test combinations of plastic, metal, or wood for durability.



- Cup
 - Shape: Cylindrical, square, or sculpted forms for uniqueness.
 - Features: Add handles or grooves for grip and optional lids for multi-use cups.
 - Material: Optimize the model for ceramics, glass, or stainless steel.



- College Bus

- Exterior: Focus on aerodynamics, paint schemes, logo placement, and windows.
- Interior: Plan seating arrangements, aisle width, handrails, and storage.
- Details: Add mirrors, wheels, headlights, and exhaust pipes to complete the design.



- Front Entrance
 - Structure: Include pillars, doors, windows, and roofing, while accounting for proportions.
 - Materials: Model for concrete, brick, or wood, with glass or metal accents for a modern look.
 - Decorative Elements: Include carvings, lighting fixtures, or signage.

PROJECT OVERVIEW

This project that helps to other to promote their company or association as well as their advertise their company by using some products.

TARGET AUDIENCE:

Our main target audience are startup companies to design the logos, advertisement poster and videos and product designing to promote their companies.

COMPETITIVE ANALYSIS:

DESIGN:



Outdesign co has engineers and designers along with access to world-class manufacturing facilities where your idea can be turned into a real product. Outdesign Co is a product design and development company helping inventors, startups and SMEs across 15+ countries turn their ideas into some 'World-firsts' and award-winning products. We engage with our clients throughout the entire product development process from concept design to final production.

NICHE COMPETITOR:

Outdesign.co

<https://www.outdesign.co/>

FUNCTIONALITY:

<https://www.outdesign.co/>

Our work spans a wide range of industries, including but not limited to, consumer electronics, consumer durables, industrial & machinery, lab and testing equipment, medical equipment, inventions and many more.

PROJECT UI CONTENT:

- In our project, we intend to do product design like logo design, posters, Products with our brand identity, banners for our Company .
- The logo design process will give more memorization and relevance to our company's value.
- The calendar design provides both utility and a consistent brand experience throughout the year.
- The poster design will show our campaign product, event, impactful communication through creative visuals. overall it will create a brand identity to our Company.

PROJECT UI CONTENT(LOGO):



We designed the university logo for SREEDHAN UNIVERSITY . This logo that shows hte vision of the company and The logo design will give more memorization and relevance to their value. A college logo serves as a powerful symbol of the institution's identity, values, and heritage. It visually represents the college's mission, academic excellence, and sense of community. Through a carefully designed combination of colors, typography, and imagery, a college logo creates a distinct and recognizable identity that fosters a sense of pride and belonging among students, faculty, and alumni.

PROJECT UI CONTENT(POSTER):



A college admission poster serves as an essential communication tool designed to attract prospective students and provide key information about the admission process. Through a strategic blend of eye-catching visuals, engaging content, and clear messaging, the poster aims to generate interest and motivate students to apply. It typically includes details such as admission deadlines, eligibility criteria, program offerings, and contact information, presented in a visually appealing and easy-to-read format.

PROJECT UI CONTENT(CALENDAR):



A calendar serves as an essential organizational tool that helps individuals and institutions manage time effectively by providing a structured overview of days, weeks, and months. In a college setting, a calendar plays a crucial role in scheduling academic activities, including class schedules, examinations, holidays, and special events. It serves as a central reference point for students, faculty, and staff to plan and coordinate their activities, ensuring smooth academic and administrative operations.

PROJECT UI CONTENT(ID CARD):



An ID card serves as a vital identification tool that establishes the identity and affiliation of an individual within an institution or organization. In a college setting, ID cards provide a secure and efficient way to verify student, faculty, and staff identities, granting access to campus facilities, events, and resources. Typically featuring essential details such as the holder's name, photograph, ID number, and institutional logo, ID cards reinforce security and streamline administrative processes.

STYLE ELEMENTS:

- Color theme : Cyan (#00FFFF)
- Typography : Tw Cen MT Condensed, Myriad Pro

DESIRED AESTHETIC:

- Approachable
- Clean
- Cooperate
- Elegant
- Modern
- Simple
- User Interactive
- Efficient
- Stylish
- Credible
- Classic
- Brand identity

IMPORTANT MILESTONE:

- This project that helps to other to promote their company or association as well as their advertise their comapny by using some products.
- It must satisfy all the requirement from the User.

SCHEDULE:

- This project started on 27 January 2025
- This project ends in 3-4 months.