

# BRAND CRAFTERS

"Designing products, building legacies."

## PROJECT OVERVIEW

This project that helps to other to promote their company or association as well as their advertise their comapny 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.