

EUNJEESONG

VISUAL IDENTITY GUIDELINES

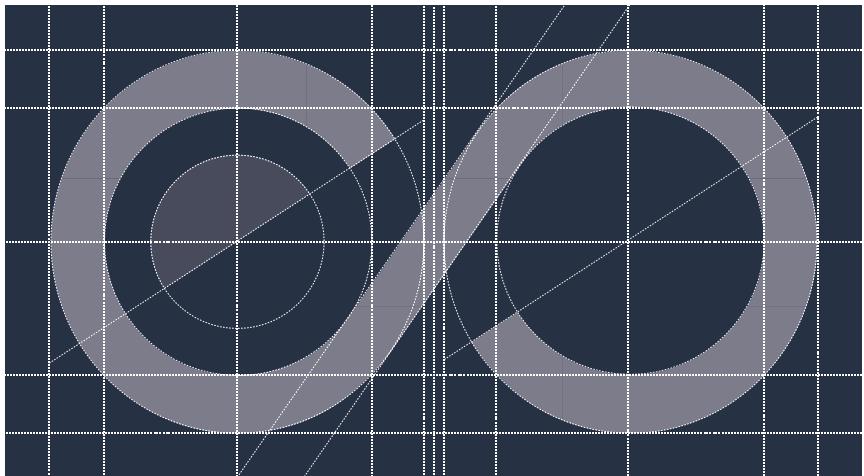


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LOGO DESIGN PROCESS





A logo must represent a brand, an idea, a concept and a person.

After looking at this logo for the first time, two elements emerge. An "E" and an "S", my initials.

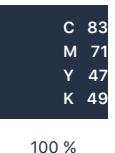
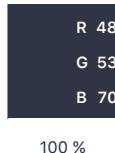
But looking closer, the shape of the "S" is close to the symbol of the infinite. This choice is not insignificant, because this logo represents through this symbol of the infinite that the artistic creation has no limit.

To embody communication and elegance, I chose dark blue-gray colour.

Indeed the blue embodies the communication tending towards gray to bring a touch of elegance.

LOGOTYPE

I COLOUR VERSION



I BLACK AND WHITE VERSION



I BLACK VERSION



I WHITE VERSION

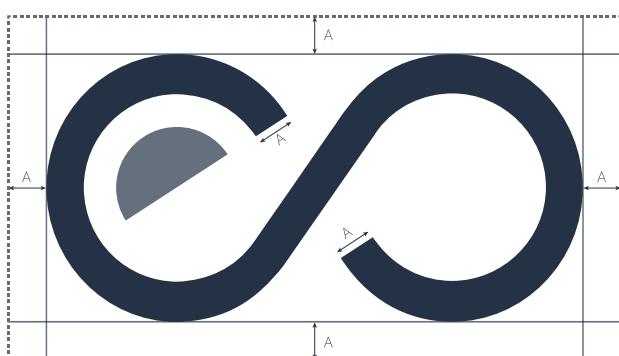


LOGOTYPE

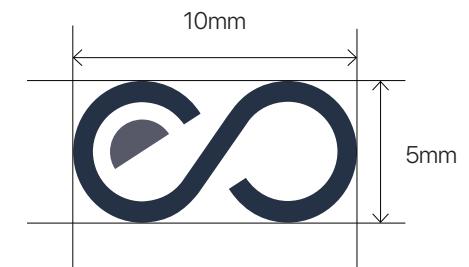
I MINIMUM LOGO SIZE



SCALE : 300%



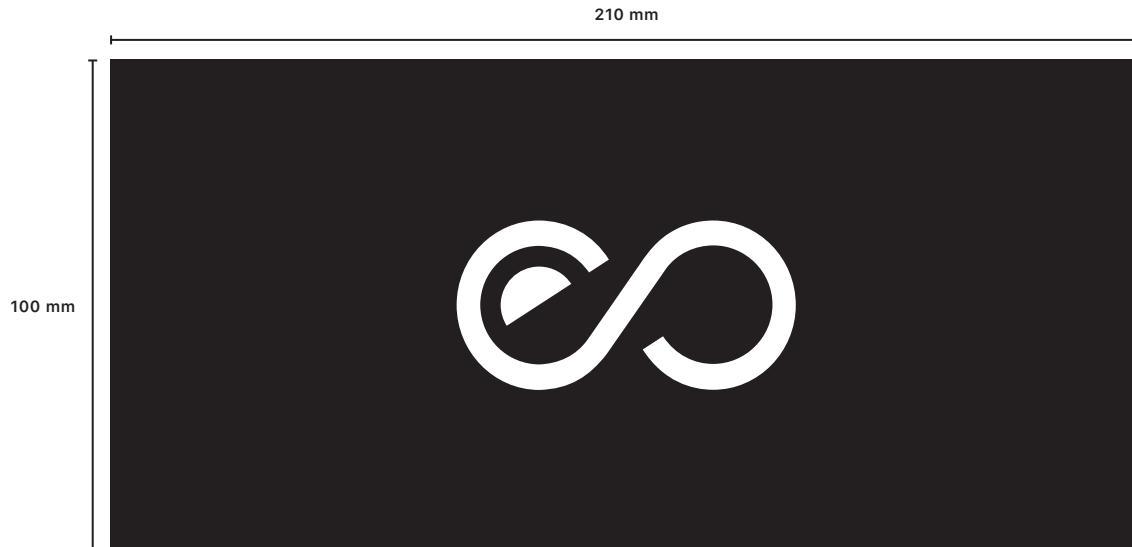
I PROTECTING THE LOGO



| BUSINESS CARD



I CORRESPONDANCE CARD



SCALE : 65%



I LETTERHEAD

210 mm



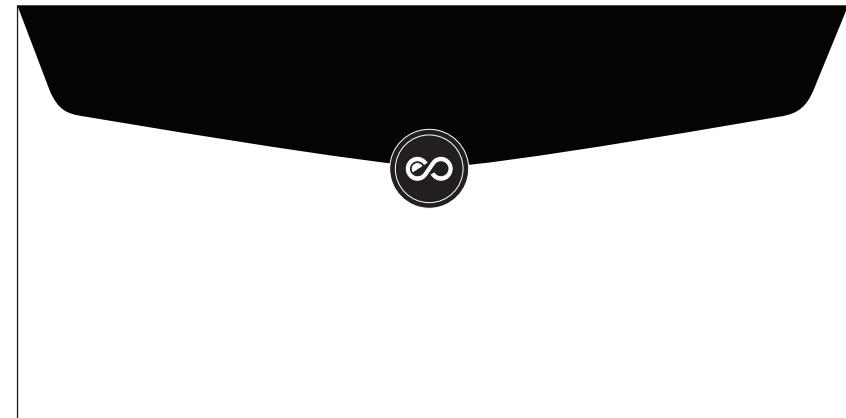
SCALE : 50%



| ENVELOPE DL



SCALE : 50%



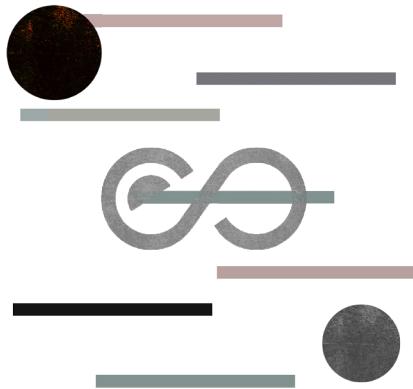
STATIONERY



PRINT



TEXTILES



BRANDING

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LOGO DESIGN COLLECTION



아산중앙내과의원



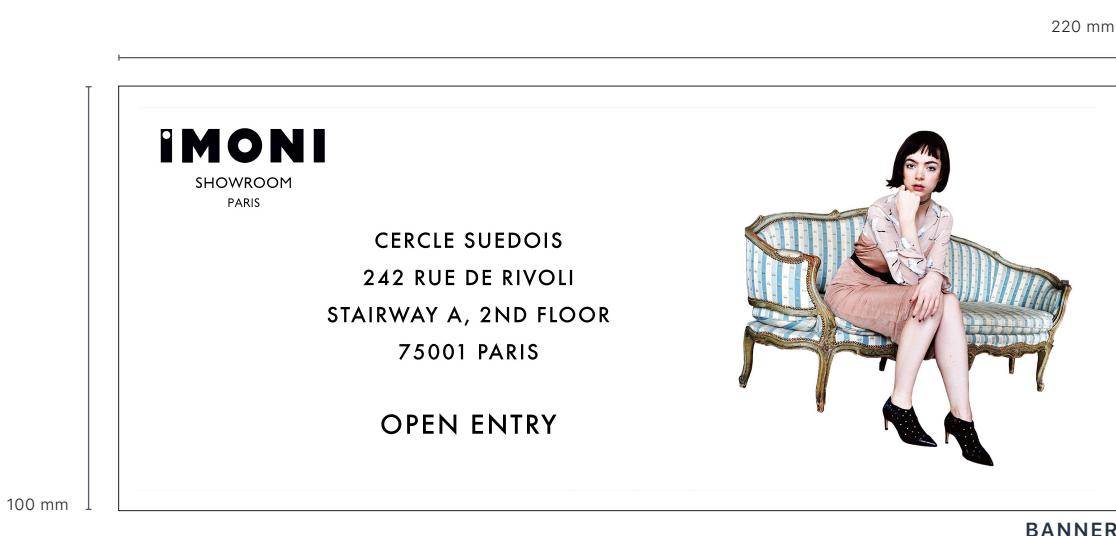
율 가 가



People Matter



IMONI SHOWROOM



I IMONI SHOWROOM PRINT DESIGN

IMONI SHOWROOM PARIS is a premium designerwear and luxury accessories full service agency and press office.

I designed a business card, brochure, ad page for MODEM magazine, invitations for 2018 Fall / Winter IMONI showroom fashionshow.

DESIGNER: EUNJEE SONG

FOR: IMONI SHOWROOM

ISSUE: FEB 2017

IMONI
SHOWROOM
PARIS

IMONI
SHOWROOM
PARIS

MONIKA RAB
Director



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I AD PAGE FOR MODEM MAGAZINE

This advertisement was designed to promote Fall / Winter 2017-18 fashion show of Imoni Showroom and published in MODEM Magazine which is famous for fashion experts.

DESIGNER: EUNJEE SONG
FOR: IMONI STOCKHOLM
ISSUE: FEB 2017



I E-LOOKBOOK OF IMONI STOCKHOLM

The lookbook was designed for the swedish shoe brand 'IMONI STOCKHOLM' for the Fall / Winter 2017-18 collection.

To appear a concept of the brand and collection, I layed the main photography which describes the atmosphere of the collection out at the whole page of left. At the right page, i created a 2-column layout grid to present the product information and a model wearing shoes. as i designed a round for a product photography part, it's allowed to show off the product information.

as a client had wanted a minimal concept, i used a sans serif font 'arial' and designed concisely.

DESIGNER: EUNJEE SONG

FOR: IMONI STOCKHOLM

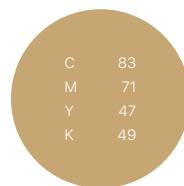
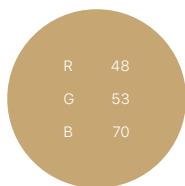
ISSUE: FEB 2017



I LOGO DESIGN

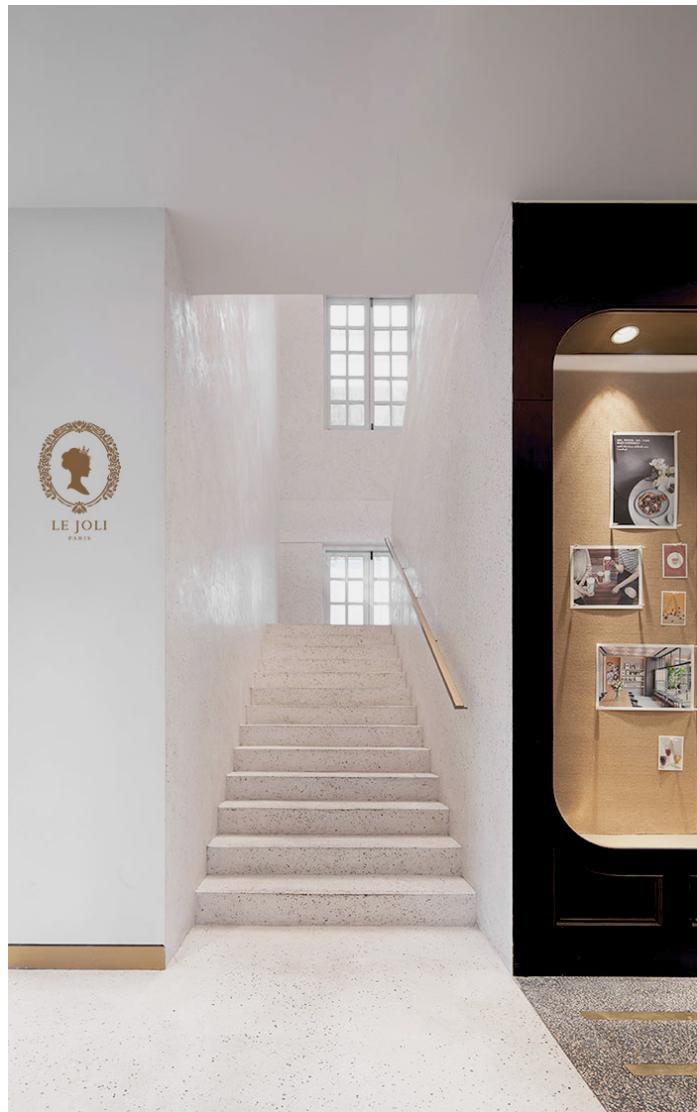


LE JOLI
PARIS





I INTERIOR CONCEPT



I PACKAGING DESIGN



| LOGO & PACKAGING DESIGN



| PACKAGING DESIGN



I POSTER DESIGN



ICON PARIS



| LOGO & BUSINESS CARD DESIGN



PeopleMatter

OUR MISSION

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec orci purus, luctus vitae dignissim eu, iaculis sed purus. Vivamus faucibus, ipsum aliquet viverra, leo mauris condimentum ligula, sit amet sagittis enim ligula quis arcu. Nam egestas tortor id nisi porttitor mattis. In tortor ante, ultricies in suscipit a, tempus non massa. Vivamus et auctor mi. Fusce vel massa nulla. Phasellus nec eros mauris, et scelerisque orci. Donec malesuada orci vitae nulla accumsan porta a id massa. Quisque accumsan iaculis magna sit amet fringilla. Maecenas consequat, magna eget tincidunt semper, odio nibh rutrum mi, id feugiat ante nisi eu risus. Vestibulum nunc orci, rhoncus a placerat in, ultricies in mi. Cras mattis varius eros, vel fringilla nisi suscipit eget.

Emma Doe

Emma Doe, Co-Founder & CEO

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PeopleMatter

PeopleMatter

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| LEAFLET DESIGN



I LEAFLET DESIGN

Influence

1771

1798

Euvres

Didot

Fournier

Bodoni

Baskerville

Caslon

Giambattista Bodoni

Giambattista Bodoni nait en 1740, à Solbano, dans la province de Comi dans le Piémont, d'un peu moins important. Fournier. Agostini qui lui apprend le métier de l'imprimerie jeune age. Bodoni se rend à Bresca le 15 février 1758, pour travailler dans l'imprimerie du cardinal. Il est chassé par le professeur de la Propagada après du Saint-Siège de mettre de l'ordre dans les caractères de type fondus, typographie qu'il abandonne quand le directeur, qui est aussi son maître, se suicide.

Biographie

En 1766, il décide de se rendre à Londres, où l'art de la typographie est florissant grâce à John Baskerville et William Caslon, mais il meurt malade.

Il est nommé directeur de l'imprimerie ducale de Parme en 1771, mais 1772 il abdique, au bout de temps, l'autorisation de former pour son compte un établissement particulier, dans lequel les frères Amoretti le 1773 à 1791. Il décide le 30 novembre 1811.