

GROUP 2

Jerryl, Nieck, Adeline, Tina, Fabiana

DATE

20/09/2024



EEN ANDERE BLIK OP JOUW VERHAAL

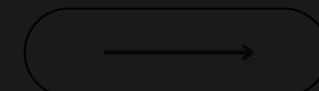


TABLE OF CONTENTS

1

INTRODUCTION

2

CONTENT STRATEGY

3

CLIENT'S
PREFERENCES

4

INITIAL IDEAS

5

OFFICIAL STYLESCAPE

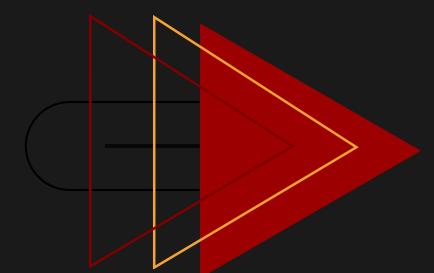
6

BRAND-GUIDE



PROJECT INTRODUCTION

Create new brand identity for Theater **BLIK**. They are a group of women aiming to expand their little improv group in Amersfoort into an association of actors and musicians.



PERSONA

HR EMPLOYEE



THOMAS M. PUCKETT

63 Years Old
 414-283-7442
 Amersfoort, 53202

BIOGRAPHY

Thomas M. Puckett has dedicated over 35 years to the field of human resources, developing a reputation for his exceptional communication and leadership skills. Throughout his career, he has been instrumental in implementing effective HR strategies, fostering employee engagement, and creating a supportive workplace culture.

MOTIVATION

Thomas is driven by a deep commitment to nurturing talent and building positive workplace environments. He believes that every employee should feel valued and empowered to contribute their best to the organization. This passion for people has been the cornerstone of his long-standing career in HR.

PERSONALITY

Communication

Analytical

Problem Solving

SKILLS

Public Speaking

Initiative

Leadership

Social Media

TRACEY MCLOVIN

58 Years Old
 718-223-5878
 Amersfoort, 11206

BIOGRAPHY

Based in Amersfoort, she has spent much of her life immersing herself in the vibrant world of theater, from attending Amersfoort shows to participating in community theater productions. Tracey's deep appreciation for the arts has led her to develop a unique blend of skills, including creative thinking, public speaking, and discipline.

MOTIVATION

Tracey is driven by a lifelong love for storytelling and the transformative power of the theater. She believes that theater has the ability to bring people together, inspire change, and provide a space for reflection. Her motivation stems from the joy she finds in witnessing the impact of a well-told story on an audience.

PERSONALITY

Flexibility

Empathy

Problem Solving

SKILLS

Public Speaking

Discipline

Creative Thinking

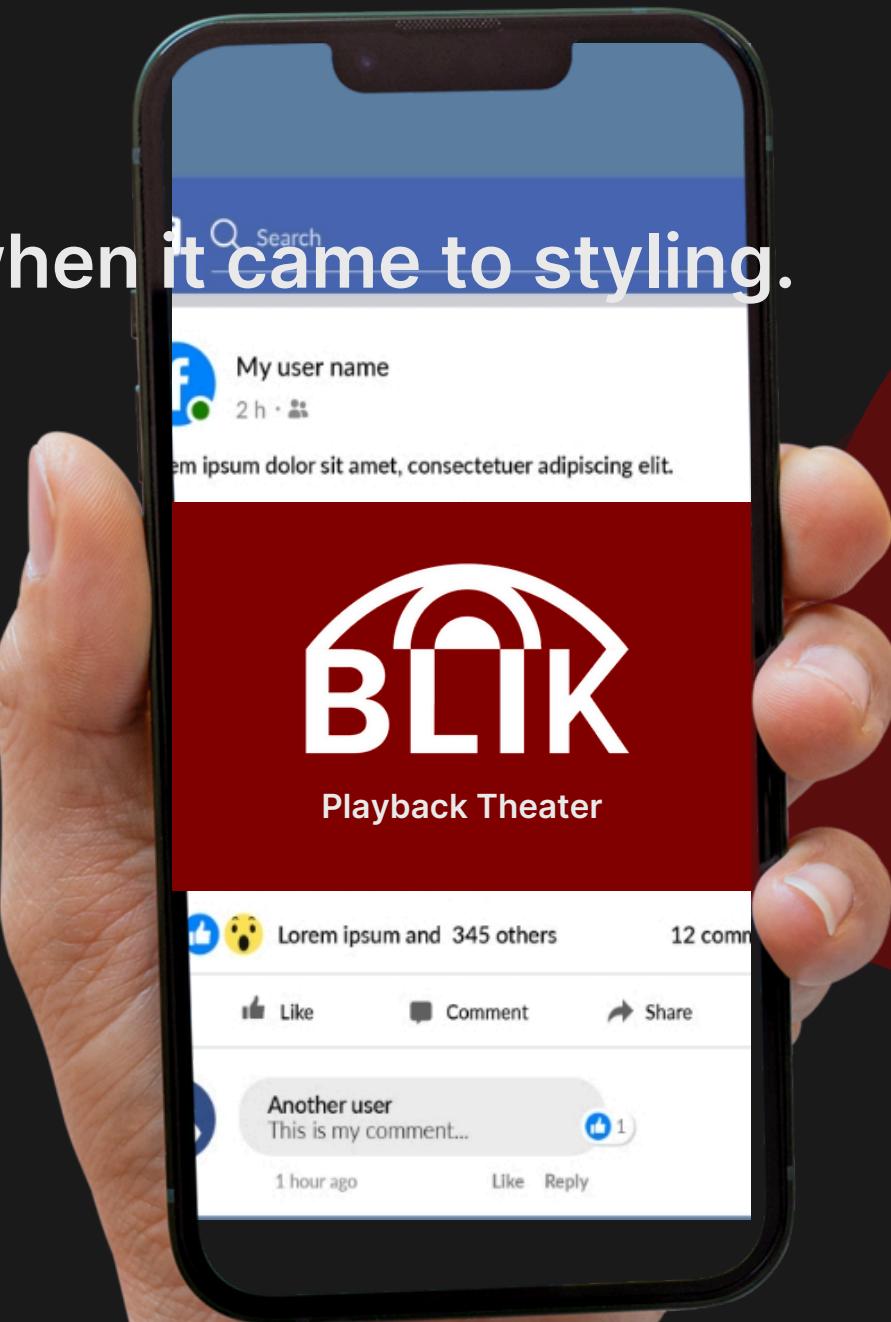
Social Media

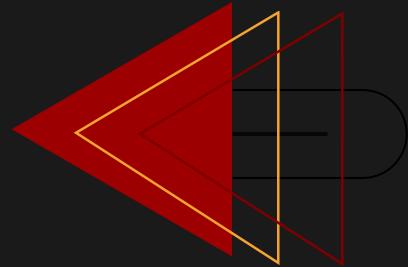
THEATER ENTHUSIAST



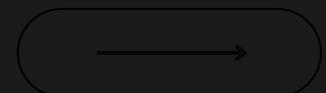
CONTENT STRATEGY

Our client expressed a few different preferences when it came to styling.

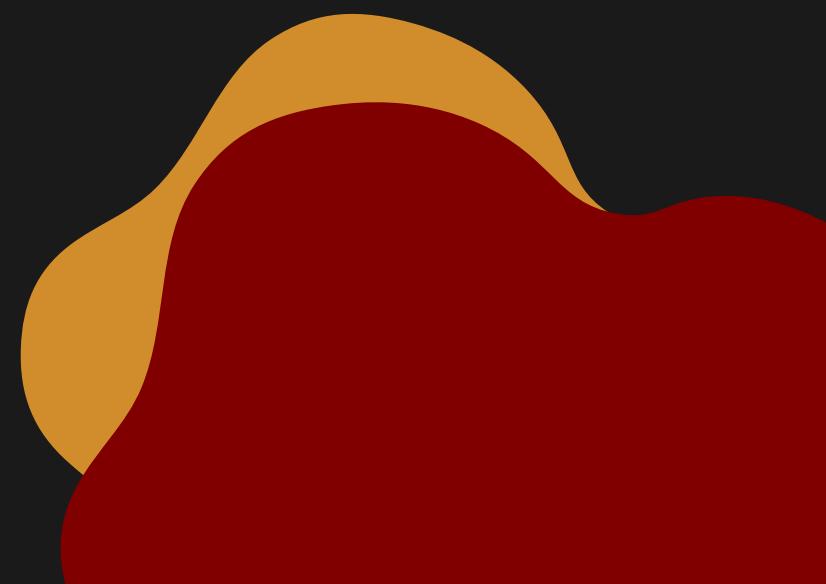




-
- Free to experiment with colours, fonts, and images
 - Playful minimalism
 - Convey curiosity



CLIENT'S PREFERENCES





INITIAL IDEAS



OFFICIAL STYLESCAPE

blik

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz



Playback **Theatre**

spontaneous theatre created through an interactive collaboration between performers and audience.

BLIK



INTER

INTER

INTER



Playback **Theater**

< 1 / 5 >

... ↗

BRAND-GUIDE



THANK YOU!

