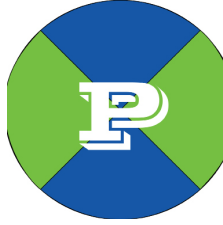


# **TILEX X PERONI COLLAB**

## **Jack Mackinnon FIP**

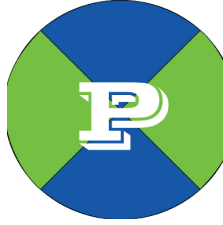
# **PERONI**





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## Brand Characteristics:

### Peroni X Tilex

I combined the two, taking inspiration from both labels to create a cross-label between the two.

I went with a beer bottle with Tilex style Label on it.

I aim to make the brand recognizable by using the strong colors of Tilex

# Completed Logo and Label designs



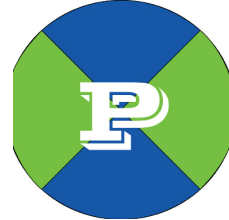
## Peroni Main Branding Logo

**PERONI**

## Peroni Label



# Different sized Logo



**1/1**

The word "PERONT" in a bold, blue, stylized font with a white outline. It is set against a background that is split diagonally from the bottom-left to the top-right. The upper-left portion is green and the lower-right portion is blue.

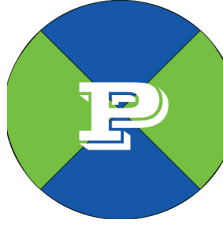
**1/2**

The word "PERONT" in a bold, blue, stylized font with a white outline, centered within a rectangular area that is split diagonally from the bottom-left to the top-right. The upper-left portion is green and the lower-right portion is blue.

**1/4**

The word "PERONT" in a bold, blue, stylized font with a white outline, centered within a rectangular area that is split diagonally from the bottom-left to the top-right. The upper-left portion is green and the lower-right portion is blue.

# Colour Study



I used multiple different colours throughout to style the website and designs. Most popular colour codes used being:

-# 1658A8 Tilex Blue

-# 75C043 Tilex Green

Peroni Colours we're not sampled, as Tilex inspired the design directly.

Tilex has strong colors, and Peroni has the strong name and label look. By combining these colors with Peroni I think it makes the brand stand out.

# **Typography Study**



3 Different Fonts were used throughout this assignment.

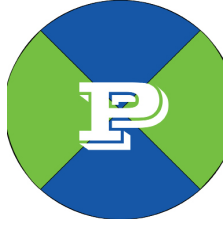
- Arial
- Calibre
- Times

Different Slogans used

Main Text used is Arial



# Brand Environment



Peroni is advertised everywhere, therefore I wanted to make these brand environment to show where Peroni advertises their beer in Public.

They use Billboards, Subways and online advertising, along with many more.







	<p><b>DRURY</b> COMMERCIAL REAL ESTATE</p>	<p><b>BRISCO'S</b> Mattress World</p>
<p><b>PHARMASAVE</b> Cookstown's Community Pharmacy</p>		<p><b>BRISCO'S</b> Mattress World</p>
<p><b>PERONTI</b></p>		<p><b>Everything Trucks and More Services!</b> <i>SpattHold</i> Garage Services 761.433.4333</p>
<p>Phone: 761.433.4333</p>		
	<p><b>New Tecumseh Free Press Online</b> www.tecumseh.com</p>	<p><b>BRISCO</b> Mattress World</p>
<p><b>WE ARE OPEN SHOP DOWNTOWN</b></p>	<p><b>COLDWELL BANKER</b></p>	

**PERONI**  
have one  
outdoors



**Pure Glass,  
No additives,  
Quality Beer.**



Peroni, Have  
one on us.



Nothing Fresher  
than a Peroni







# PERONT

**Thanks for Reading!**

**-Jack MacKinnon**