TILEX X PERONI COLLAB
Jack Mackinnon FIP

Table of contents

-Title page

-Table of Contents

-Brand Characteristics

-Final Logo

-Logo Vari. Sizes

-Colour Study

-Typography Study

-Brand Environment

-Closing Page

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

1/2

1/4

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.

PERONI

PHARMASAVE
Cookstown's Community Pharmacy
BRISCO'S
Mattress World
PERONI
New Tecumseth
Free Press Online
BRISCO
WE ARE OPEN
SHOP DOWNTOWN
COLDWELL BANKER

PERONI
have one
outdoors
PERONI
TRADIZIONE E NATURALITÀ
NASTRO AZZURRO

Pure Glass,
No additives,
Quality Beer.
PERONI

Peroni, Have
one on us.
PERONI
TRADIZIONE E NATURALITÀ
NASTRO AZZURRO

Nothing Fresher
than a Peroni
PERONI
TRADIZIONE E NATURALITÀ

Thanks for Reading!

-Jack MacKinnon