

Year: 2024

Services: Design Support, Printing & Illustration.

Key Visual Design for Dealership Corporate Projects: POSM Design for the revision Environmental Program. Design of accompanying printed and promotional materials for the European Football Championship event. Sticker pack design for BMW and MINI brand events. Design of materials for the dealership showroom's presence in the Zelenaya Gavan suburban complex and golf club.

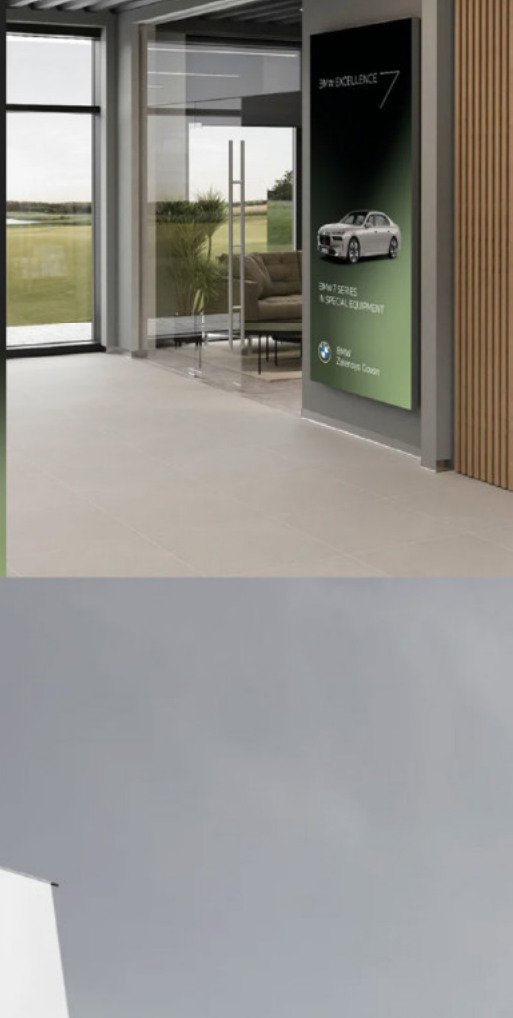
We are pleased to present our new design support project for the BMW Autoidea dealer.

BMW GOLF CLUB

Zelenaya Gavan is an exclusive, out-of-town residential community. The complex was slated to include a dealership location and a golf club.

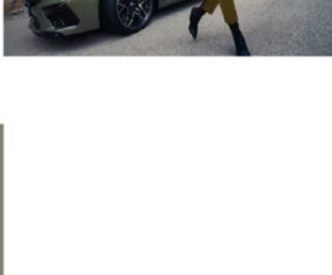
Our tasks included creating a custom gradient for advertising and printed materials, based on BMW's corporate gradient for golf events, and reminiscent of the complex's colors.

We also developed mood boards that used car colors and the harmony of Zelenaya Gavan natural environment to establish the primary color palettes for the project.

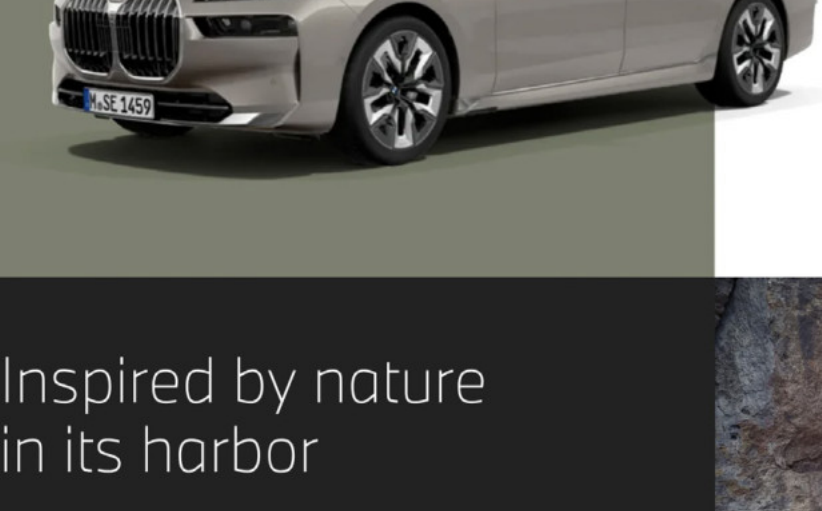


Moodboard

Inspiration for creating color swatches for the project



BMW EXCELLENCE



BMW 7 SERIES
IN SPECIAL EQUIPMENT



Front-End Design

Exclusive front-end design. BMW Iconic Glow headlights with Swarovski crystals and illuminated kidney grille contours give the car a distinctive and personalized appearance.

Rear-End Design

The L-shaped taillights effectively emphasize the car's impressive width. The exhaust pipes are concealed, further streamlining the vehicle's appearance.

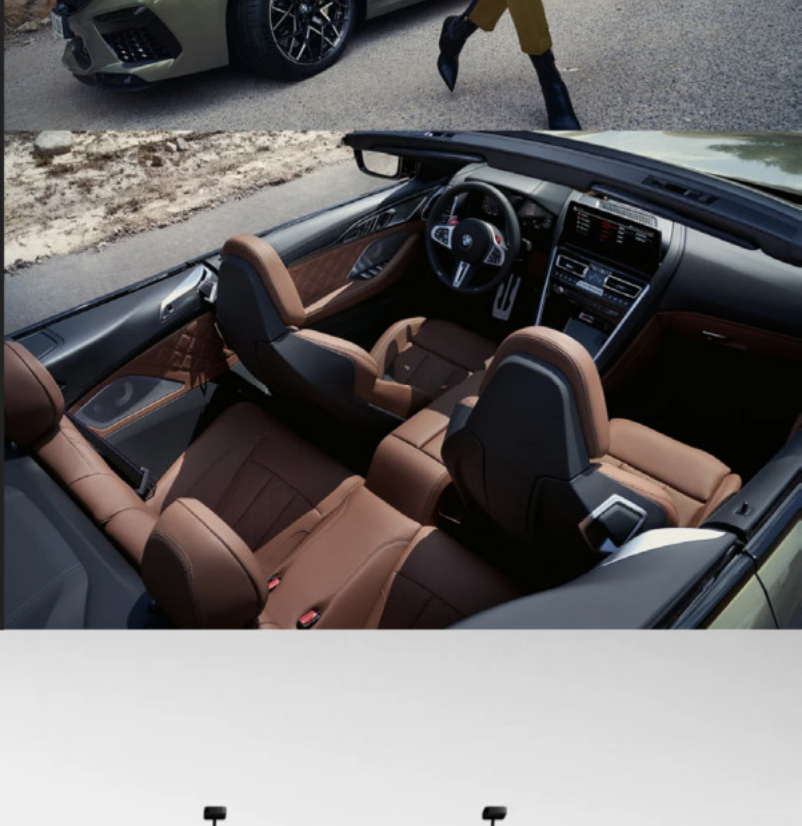
Inspired by nature in its harbor

Inspired by nature

It mirrors its elegance and efficiency. The sleek lines evoke the aerodynamic grace of a bird in flight. Interior materials are carefully selected to create a sense of organic warmth and connection. The driving experience becomes a harmonious interaction between man and machine, reflecting nature's balanced ecosystems.

This synthesis of nature and technology creates driving sensations that are inspiring

AUTOIDEA
ZELENAYA GAVAN



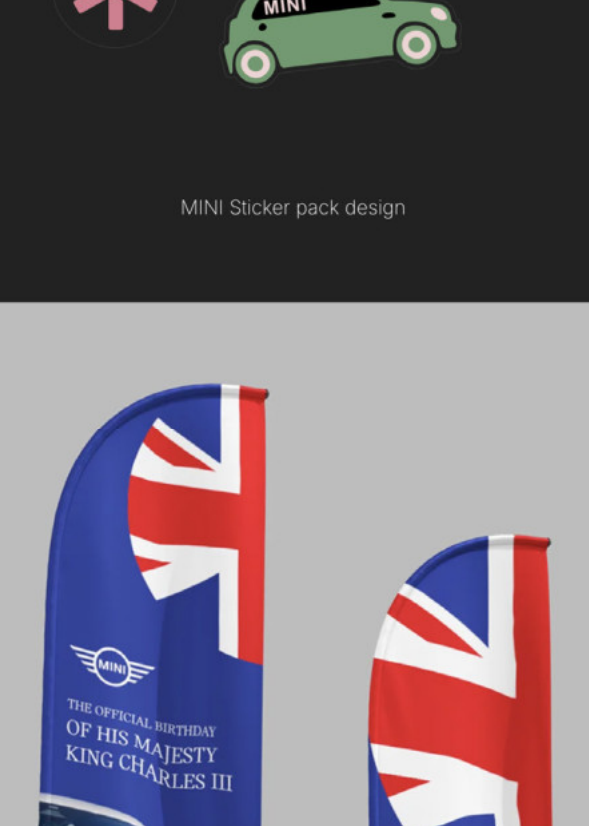
AUTOIDEA
ZELENAYA GAVAN

A key visual (KV)

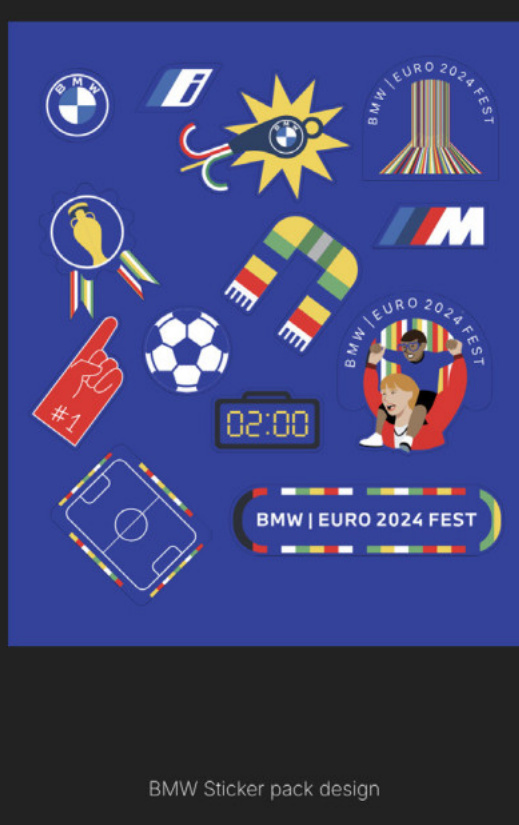
is an important part of any advertising campaign. We relied on the power and spirit of the car's sportiness in the context of nature



Stick to
your dreams



MINI Sticker pack design



BMW Sticker pack design



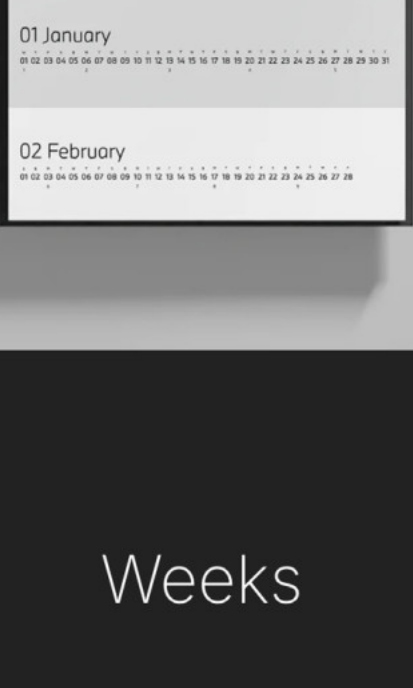
Design support

The design support was carried out according to the dealer's assignments. We created printed and advertising materials for the dealer's events and branded products, also for RE:VISION program.



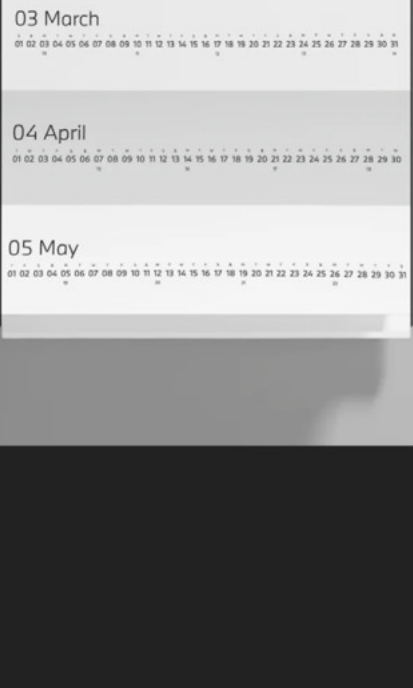
Winter

The thematic photographs used in the calendar should allude to the time of year and support the visual aesthetic.



Weeks

A welcome element of the functional design is the week number, which can be very important for certain professions.



Result

The project provided high-quality design support, based on the global brand's guidelines, with smart stylistic suggestions and solutions for the dealer's needs.

Developed in 2024

Project development period: 1 month

Project team:

Personal Account manager of the project, Art director, marketer, Brand designer, animation designer, digital designer, copywriter

Technologies:

methodology, design thinking, synking, coloristics

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Branding Key visual

Project support:

Creating a project roadmap, disk space, creating a work chat, storing files, organizing online conferences with meeting protocols

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