



# LAMP LAND

KRISTINA ĐUKIĆ



# TABLE OF CONTENTS

## 1. INTRODUCTION

- Introduction to brand

## 2. LOGO DESIGN

- Description and composition
- Colors
- Font

## 3. POSTER DESIGN

- Description and composition
- Colors
- Font

## 4. LOGO ANIMATION

- Description and composition
- Colors
- Font

## 5. CONCLUSION

- Conclusion



# INTRODUCTION

# INTRODUCTION

Welcome to *Lamp Land*, where lighting meets lifestyle with a touch of magic and timeless elegance. The store is all about providing perfect lamp for every costumer, captured in motto: "Lamps for Every Lifestyle".

In the following report, the essence of Lamp Land will be explored, understanding how carefully designed logo, captivating poster, and dynamic logo animation work in harmony to represent the spirit of the store.





# LOGO DESIGN

# DESCRIPTION AND COMPOSITION

The logo is a representation of the diverse world of lamps. This design aims to convey a sense of warmth, radiance, and inclusivity, representing all kinds of lamps found within the store.

The placement of the lamp makes sure that lamp becomes the focal point of the logo, drawing the viewer's attention to the core product offered by Lamp Land. The illumination gradient leads the viewer directly to the name of the store.

The lamp is centered within the oval, creating a symmetrical and balanced design.



# COLORS

Mosaic Colors : The colors symbolize the diversity and richness of Lamp Land's lamp collection, offering a wide selection of styles and options to customers. The choice of the green color is connected to its meaning of immortality which represents the timeless design of the lamp.

Lamp body and Letters: The brown color for the letters and the lamp signifies the wood, which is connected to handmade pieces, symbolizing uniqueness of each lamp. The different shades of brown are used to show the effect of lamp being lit up.

Background: The soft background complements the vibrancy of the lamp and mosaic. It provides a balance to the whole design.



#197347



#43C5A2



#1C7E8C



#C7DD76



#2C4705



#1B710A



#ABB43B



#90CE4C



#673613



#724C29



#FADF3B



#977D0D

# FONT

The font used is Bodoni MT. It is a classic font. It has been used for a long time for many logo designs and it connects to the timeless characteristic, which the lamps should have too. It has a transitional style which creates a dynamic and refined appearance, which is eye catching.

## Bodoni MT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;?!

## Bodoni MT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;?!





# POSTER DESIGN

# DESCRIPTION AND COMPOSITION

The poster is a representation of the main motto of Lamp Land store. The lamps are doing human-like activities which describes the individuality and diversity of lamps, also their wide range of use. Further, it makes them more personal to the buyer.

The central placement of the building with lamps is there to ensure that is what the viewer's focus is on. The mixture of real pictures and drawings tells the customer that the store is a point of connection between real world and imagination.

The night setting is there to create more mystical vibe, because that is the time when lamps come to life – use.



# COLORS

**Buildings :** The main building is colored in contrast color from the rest of the building to ensure that it is the focus, but it is still dark color to allow lamps to stand out and to match the color palette to ensure the balance. The building in the back are in grey colors to provide background color without distracting the focus.

**Letters:** Color for the letters is chosen to represent the light of the lamp. Further it is contrasting color from the background, so it is easy to read, and it stands out, but it still belongs to color scheme of the buildings.

**Lamps:** The lamps are in various colors, which represent the diversity, but also it makes them the first thing viewer notice since they belong to different color palette from the background.



#8A2F2E



#E5D198



#2F3A32



#E4150C



#23BA1B



#2752C8



#FFB41B



#512425



#4F5352

# FONT

The title is written using the font Bodoni MT and its reason of use is the same for the logo. Also, using it for the poster as well, ensures consistency to the brand and design.

The motto is written using Javanese Text font to make it different from the title, because they represent two different things. Still, it goes well with other font since it is suitable for posters and logos, but still decorative and clean looking.

## Bodoni MT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
yz  
1234567890.,:;?!

## Bodoni MT Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
z  
1234567890.,:;?!**

## Javanese Text Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
RSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
yz  
1234567890.,:;?!

## Javanese Text Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
RSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
yz  
1234567890.,:;?!**

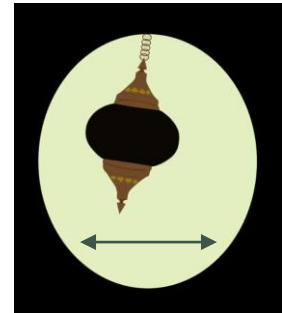


# LOGO ANIMATION

# DESCRIPTION AND COMPOSITION

The logo animation is a simple representation of the use of the lamp. When it the logo lights up, the name of the brand can be seen and then when it turns off it disappears. With that it encaptures the importance o the lamps.

The movement of the lamp is there to catch the attention of the viewer, but also it symbolizes endurance of the lamp in different conditions.



# COLORS

The colors used are the same as for the logo.  
The only difference is the black color, which symbolizes  
when the lamp is turned off.



#197347



#43C5A2



#1C7E8C



#C7DD76



#2C4705



#1B710A



#000000



#ABB43B



#90CE4C



#673613



#724C29



#FADF3B



#977D0D

# FONT

The font and the meaning behind it stays the same as for the logo. The font is the same to ensure the consistency.

## Bodoni MT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;?!

## Bodoni MT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;?!





# CONCLUSION



# CONCLUSION

In conclusion, everything was made so that the viewer and potential customer would feel more connected to the lamps as they are the essence of every home.

The brand is not supposed to be minimalistic, rather capture the complexity of light and designs of the lamps, putting the brand apart from majority. That is shown in the poster and in the lamp chosen for the logo. Just like in life – every detail counts.