

Designer: Jovonka Johnson
Creative Director: Minjung Song

Microsite Topic: Tiffany & Co.

Microsite is to introduce the brand identity of Tiffany & Co. (ex: how they were one of the first brands to introduce gemstones and continue to be the first idea for many when discussing luxury jewelry brands.)

Directions:

1. First page: Cover page (Large layout image that fits with Tiffany & Co. brand; ex: tiffany blue, brand models, font)
2. Second page: Introduction page (Mission, Design philosophy, background history)
3. Third page: Style influences (Who were they influenced by/ Typography)
4. Fourth page: Sample products, packaging, and popular items

*Sources anywhere you think is necessary

*Color palette: Tiffany blue, gold, white, black

*Simplistic, bold and elegant theme throughout

The concept view of corporate presentation for Ralph Lauren. With great respect and love to the brand.

Share the style, vibe and clarity of American culture.

Ralph Lauren the legend

Playfair Display

Medium: 96 pt
Regular: 32 pt

Source Sans Pro

Regular/Semibold: 24 pt

02: TYPOGRAPHY AND PALETTE COLOR

The choice of three fonts for this Concept project is based on the desire to convey the style of the brand. The first font is Playfair Display, which has a refined and ornate character. The second font is Source Sans Pro, which is clean and modern. The third font is Source Sans Pro, which is clean and modern. They create historical depth, alongside the timelessness of the brand and its iconic polo player.

Number of slides: 24

Document: Corporate Presentation

Software: Google Slides, Microsoft PowerPoint, Keynote

Color palette: #000000, #570355, #D4A800, #FFFFFF