

Flow-Rosa

Brand development
guide

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Company

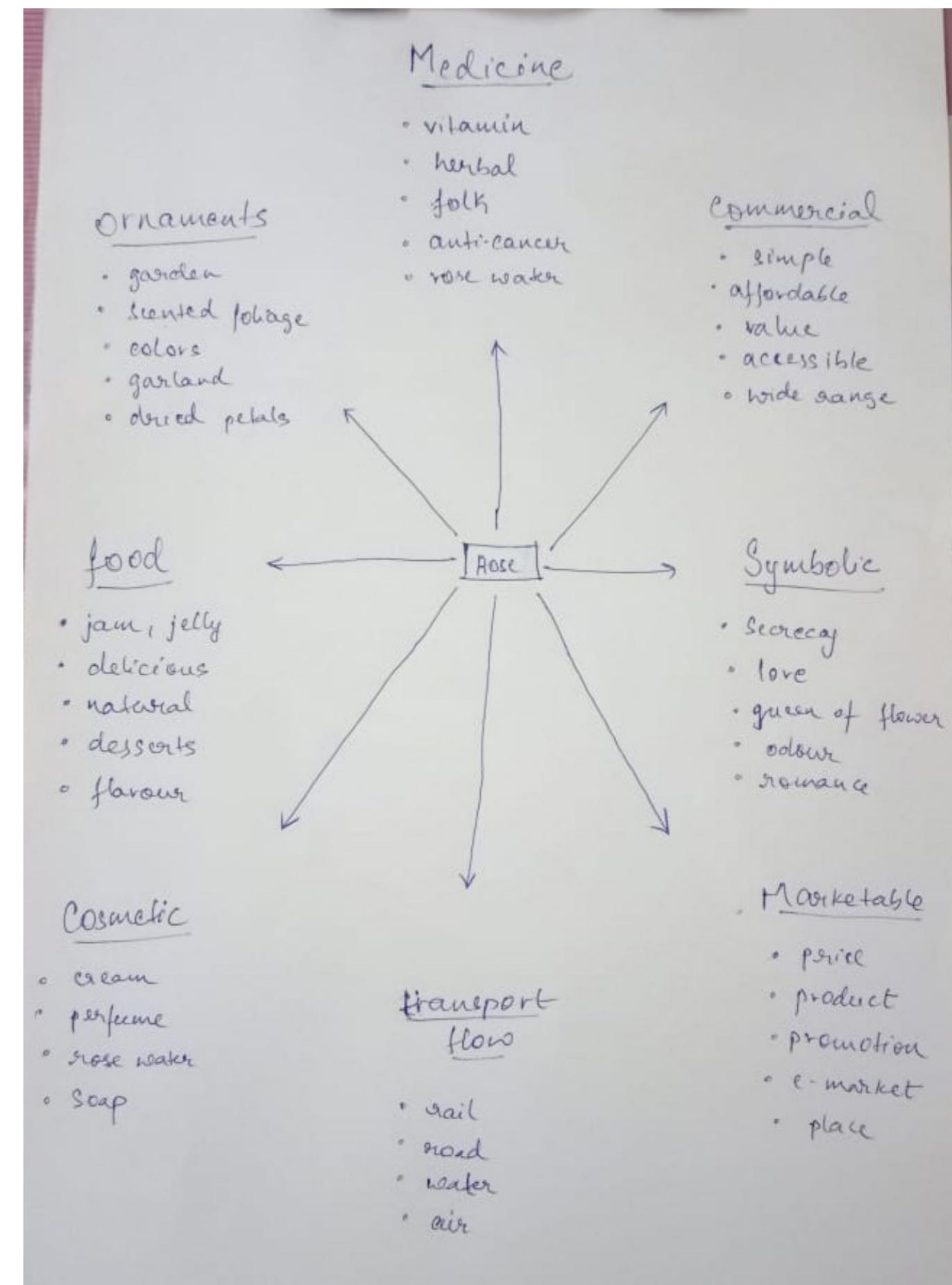
My company sells a wide range of rose products

History

Dr.Selvig was fascinated by the rose during the initial days of his work as a botanist due to the wide range of products produced from it. He later specialised in the study of the queen of flowers-the rose. He continued the reasearch for many years and then came up with the idea of this start up as his dream project which is a company that prodcues various rose products including cosmetics, food, ornamental products, medicines etc. in an effecient way.



Mind Mapping





Philosophy

- 1 Beauty
- 2 Transformative
- 3 Easy

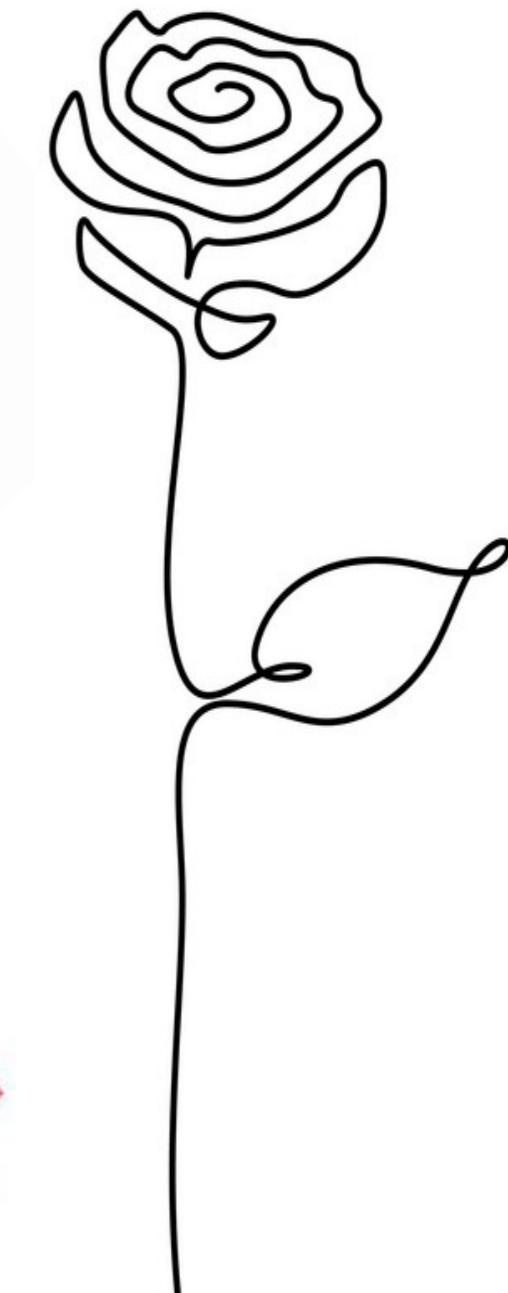
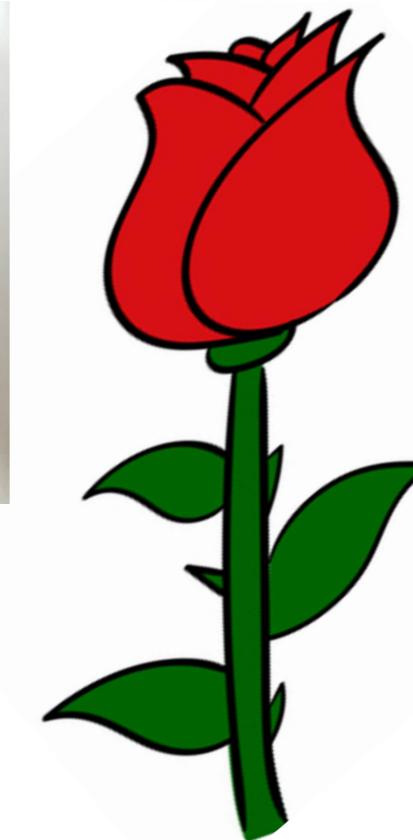
Naming

- 1 Flow-Rosa
- 2 Rose-love
- 3 Rosa-core

Contemporary



CARAVAN ROSE
VINTAGE



LOREM IPSUM



Historical



Typeface skeletons

flowrosa

FLOWROSA

flowrosa

FLOWROSA

flowrosa

FLOWROSA

flowrosa

FLOWROSA

flowrosa

FLOWROSA

typographic forms

flow-rosa

FLOW-ROSA

flow.rosa

FLOW.ROSA

flow rosa

FLOW ROSA

flow_rosa

FLOW_ROSA

flow~rosa

FLOW~ROSA

Further type exploration

FLOW~ROSA

FLOW_ROSA

FLOW~ROSA

FLOW_ROSA

FLOW~ROSA

FLOW_ROSA

FLOW~ROSA

FLOW_ROSA

FLOW~ROSA

FLOW_ROSA

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logotype

Flow-Rosa

Flow-Rosa

Flow-Rosa

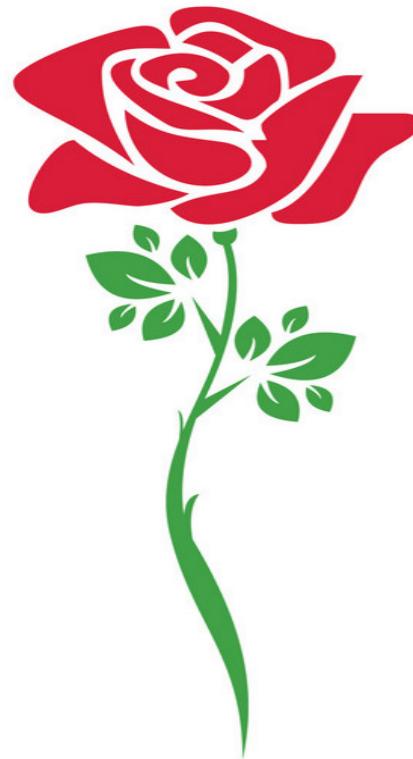
Flow-Rosa

Color palette



Flow-Rosa

Mark



Secondary type



Flow-Rosa

Genuine Rose Products

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Genuine Rose Products

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Image
style

ROSE ALL DAY

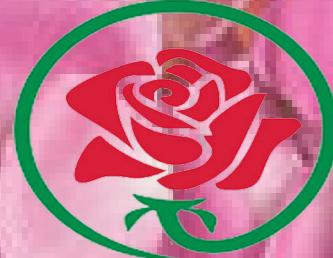
The best and genuine rose products being sold. A wide range of products which uses rose for it's production are manufactured and transported in an efficient and effective way. The products are created using high class formula developed by the scientist with utmost care. Products include jam, jelly, soups, rose water, cosmetics, perfumes, medicines, ornamental plants etc.

Are you a rose lover too? then this is the place for you.

Flow-Rosa



Genuine Rose Products



Secret ingredient

Brand application

LOGOTYPE

The name has a few secret ingredients. Dr.selvig being a botanist named it rosa which is the scientific name of rose. The word flow also symbolises ease of transportation of products. but there is also a twist. The hyphen can symbolise the letter 'e' which can form the word flower.

Flow-Rosa

1. phone app
2. uniform
3. products
4. Packaging

MARK

The secret ingredient in the logo is that there is the stem of the rose revolving around the rose which is symbolic to the fact that all the products manufactured are revolving around the rose that is all the products uses rose.



phone apps



Products

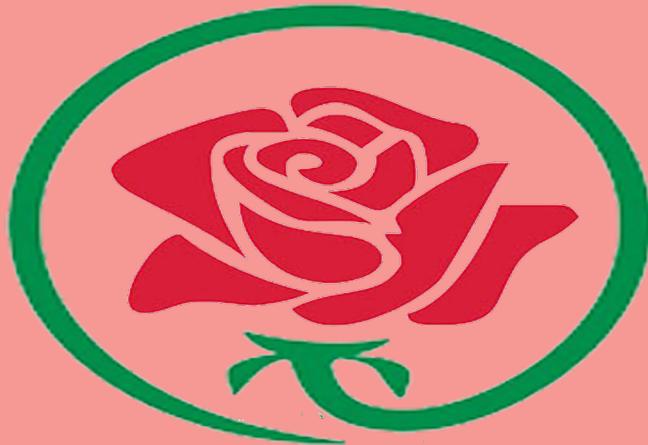


uniform



package





Flow-Rosa

Specialization in
Graphic Design Capstone
Project

Brand development guide

Coursera/CalArts
2020