

glaze.uk





Moodboard



Moodboard

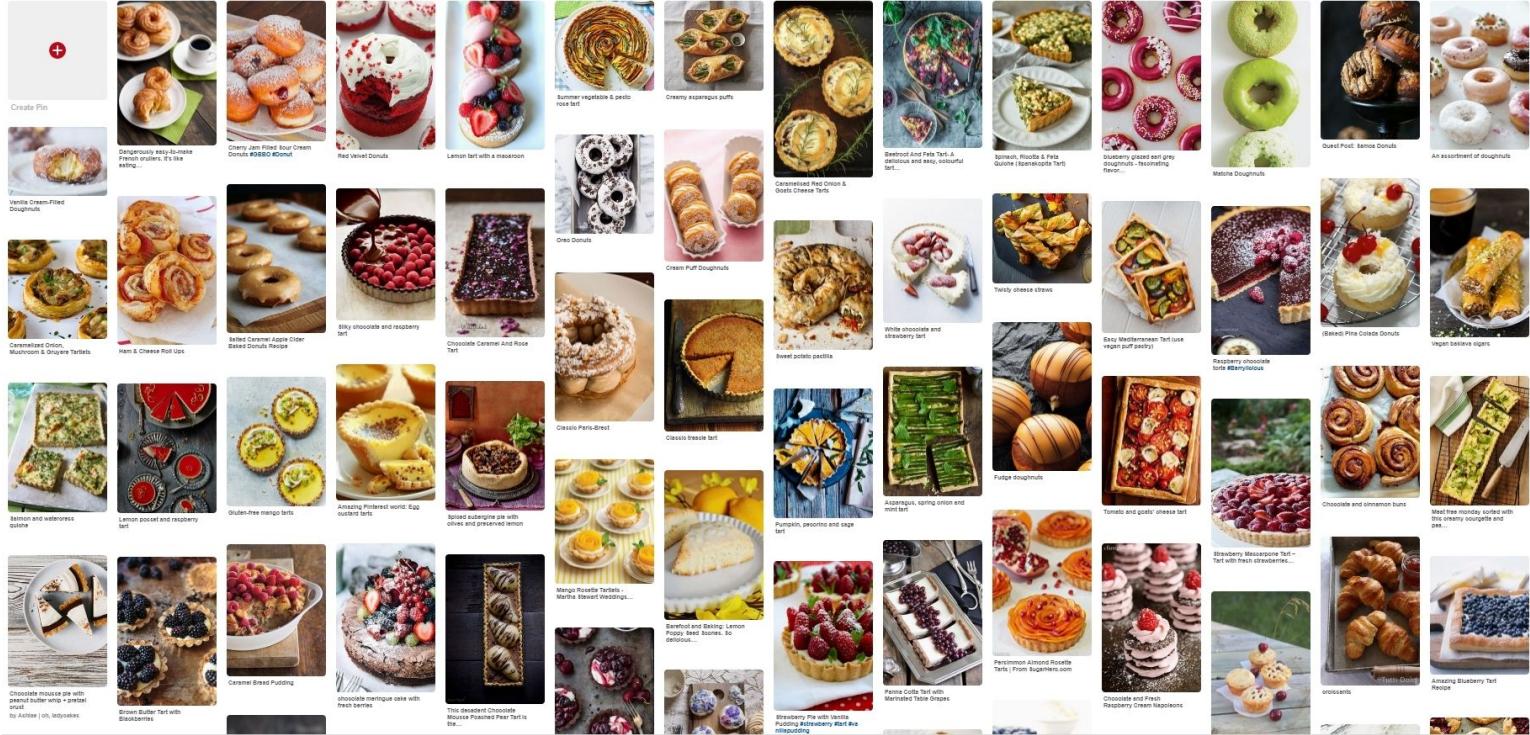


Image Style

- Rustic style
- Mainly neutral colours
- Theme aiming target audience
- Why people like this style



Cakes, cookies

Pastry





Moodboard

Editorial ⓘ

All

Hide Editorial

Editorial Only

Orientation ⓘ

All

Horizontal

Vertical

Square

Panoramic

Depth of Field BETA ⓘ

Default

More Blur

Vivid Color BETA ⓘ

Low

High

People ⓘ

All

Inc.

Ex.

Color ⓘ

#CFB878

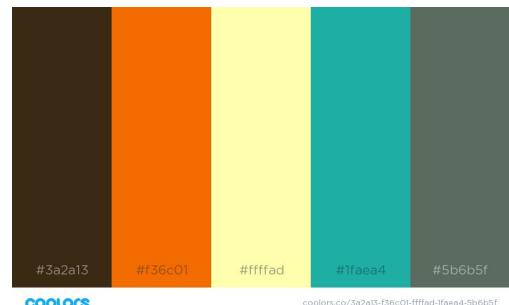
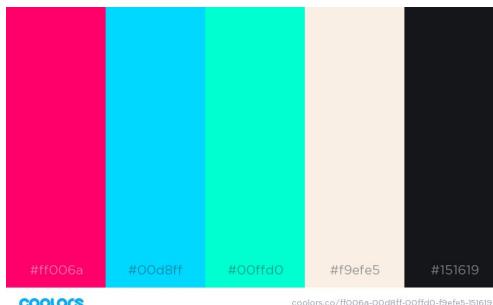
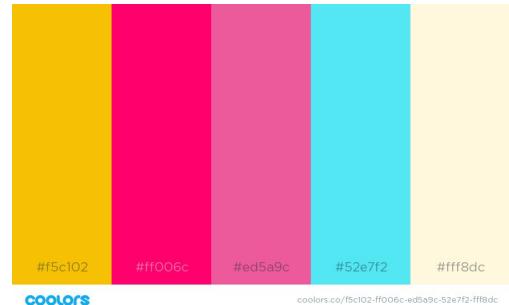
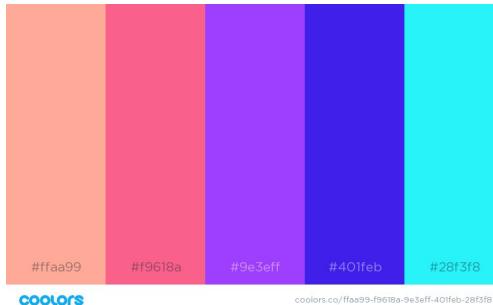
Clear

filters 1,025,464 results



Colour theory and scheme

These are some of the colours we have looked at. They are all relatively bright because we are trying to come of a vibrant brand because of the correlation with the brand name “glaze” which is normally brightly coloured.





Logo development

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GLAZE

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Logo development

At this stage the logo we are most satisfied with is this modified “smoothie” font we purchased and added glazing and cake texture to.

As for colour we decided to go with relatively generic glazing colours. The pink is inspired by the simpsons glazing on their donuts while the baby blue is our own creation.

We experimented with many forms colour and found these to be the most pleasant to look at and well contrasted with the cake texture.





Wireframes

Default / Browser
Viewport 1024x768 - Grid Width 940

A Big Title

Home Event Accessories Apparel Featured Items

Intro Copy Headline

Inter Green offers all sorts of cool, innovative products designed to keep your home and office looking great. Our unique items range from fun and quirky to functional and useful.

Image of Featured Product

Image of Featured Product

Image of Featured Product

Image of Featured Product

Item Title
Item Category
\$99.00

Quick Links

Home Event Accessories Apparel Featured Items

Announcements / Promoted Content

Inter Green offers all sorts of cool, innovative products designed to keep your home and office looking great. Our unique items range from fun and quirky to functional and useful.

Coming Soon

Image of upcoming product

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Tablet Portrait
Viewport 768x1024 - Grid Width 724

A Big Title

Home Event Accessories Apparel Featured Items

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Image of Featured Product

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Image of upcoming product

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Smartphone
Viewport 320x480 - Grid Width 280

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Target Audience

Journalists, Designers and Photo Editors:

-use stock photos for advertisements in newspapers, food, cookery magazines/books and billboards.

Manufacturing companies and marketing agencies:

-Need stock images of products such as cakes, pastries and desserts and their production processes for use in marketing and on websites. For packaging, posters, fliers promoting their brand.

Food and Beverage establishments (Coffee Shops, Cafes, Patisseries, Restaurants and Cake shops):

-Brochures, fliers, posters, menus

Individual and business blogs:

-raising awareness and promoting their products and business

- Recipes and step by step on how to make the cake, pastry, dessert.



Personas - Food establishments (Bakery)

Bio for this audience: I bake, design and deliver custom cakes and cupcakes for a bakeshop that I own. Most of my time goes into baking the cakes so I do not have too much time for advertising or working on the display of the shop. The images used were shot by me and do not look very professional, I would like to get images taken of my products to represent our brand in a better way.

Target audience goals:

- Displaying my food in a way that fits the theme of my bakery.
- Produce high quality photos that could be used for flyers and other forms of advertisements at a later date.
- Produce a menu that people can take away with them.

Target audience frustrations:

- I would like to see a variety of styles when it comes to the imagery so I have a choice of which one suits my bakery the most.
- If the images taken doesn't include the products I want to display, can I choose a photographer to shoot something more specific?
- Will I have complete ownership over these images or can anyone use them?



Agency (USP)

What to expect from glaze.uk agency?



Agency

Hire photographers

We will give photographers a platform for them to host their work and receive income. While also being given the ability to be hired through the website, with a 15% cut, and additional 5% contract for any future work they do with that business.

Contract

When being hired through our website the photographers have a contract where they can only provide a specific set of images to the client from each shoot, while the rest of the images belong to them and can be used in the website library.



Rokas



James

