

브랜드 디자인



FABER-CASTELL
since 1761

2101110156_양명현

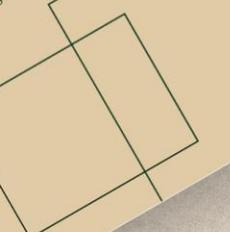
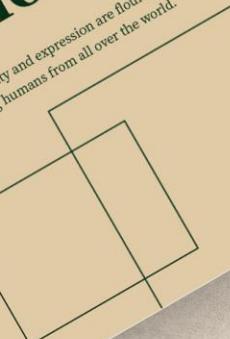
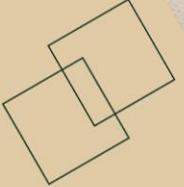
Did you
know?



For its own pencil produc-
tion, Faber-Castell only
uses wood from sustain-
ably managed forests.

Our Vision

Faber-Castell is joining spaces where creativity and expression are flourishing,
bringing together inspired and inspiring humans from all over the world.



Faber-Castell Castle

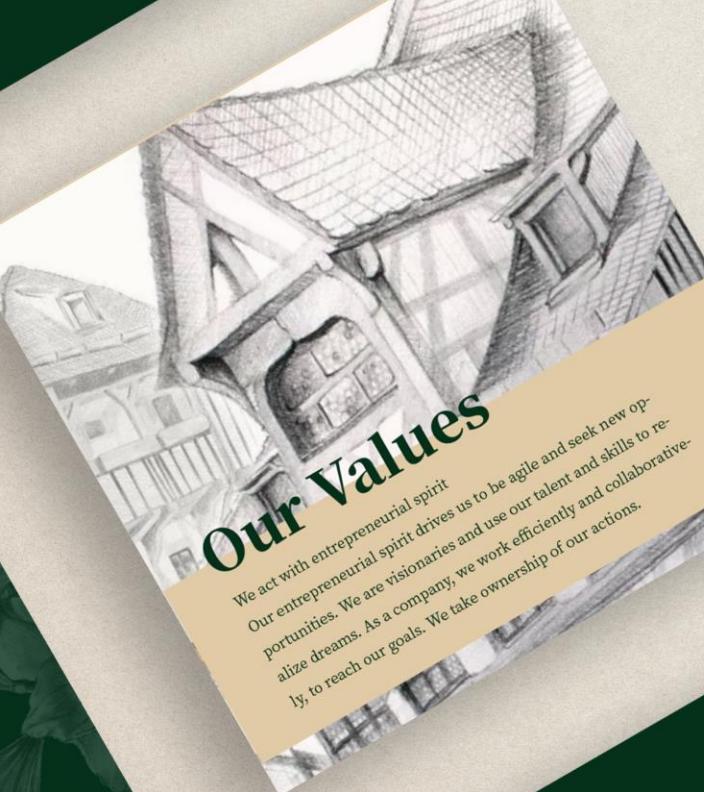
The facade with romanticised arches and pillars, timber-frame elements, round and corner towers etc., reminds of a medieval castle. However, the interiors are different. In an impressive and versatile manner, the styles switch from the Romanesque, Gothic and Renaissance epochs, through Empire and Classicism to what was then ultra-modern – the Art Nouveau.



in
pencil is

Our Values

We act with entrepreneurial spirit
Our entrepreneurial spirit drives us to be agile and seek new op-
portunities. We are visionaries and use our talent and skills to re-
alize dreams. As a company, we work efficiently and collabora-
tively, to reach our goals. We take ownership of our actions.



We are deter-
to be the B

We do the right things, and do
everything we do, we strive for
One of our great strengths is
sustainably and conti-



목차.

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2. 브랜드 선정이유

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4. 레퍼런스

5. 이벤트 디자인

6. 템플릿 디자인

Fabercastell 브랜드 소개.

독일의 필기 및 그림 도구 생산업체로 세계 최초의 연필 회사이자

현존하는 필기구 제조사 중 가장 오래된 회사이며, 2011년에 창립 250주년을 맞았다.

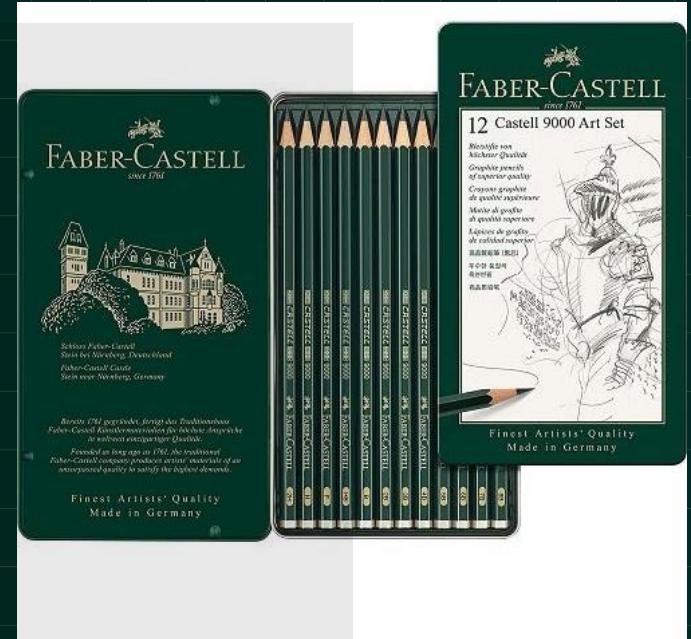
연필, 지우개, 샤프 펜슬, 만년필, 오일 파스텔, 색연필, 아티스트 펜, 볼펜, 목탄, 드로잉 펜슬을 생산하며,

1978년부터 아이라이너, 립스틱 등 메이크업 용 펜슬도 생산하고 있다.

이 연필 특유의 녹색은 친환경적 수성 페인트로 도장되었으며,

이 녹색은 카스텔 9000에 최초로 사용된 이후 지금까지도 파버카스텔을 상징하는 색이 되었다.

그리고 세계 최초로 육각형 디자인을 사용한 것도 유명하다.





브랜드 선정이유.

파버카스텔 제품 사용하고 있음,
FaberCastell_kr 인스타그램 팔로잉 중임.

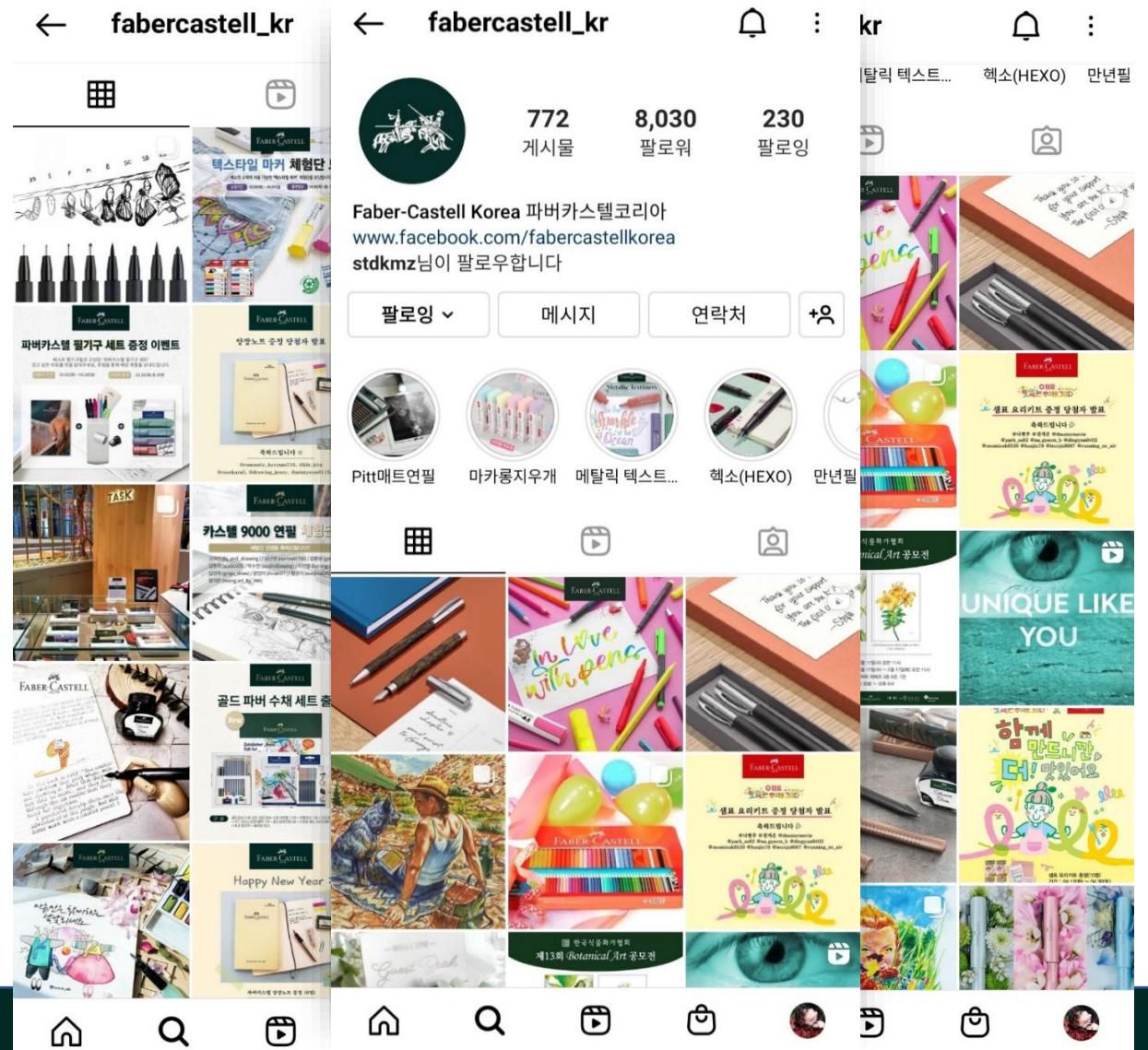
파버카스텔 인스타그램에서 이벤트 글을 종종 봤는데,
피드를 빠르게 보다보면 이벤트 중인지 알기 어려워서 아쉬웠음.

기존 인스타 디자인

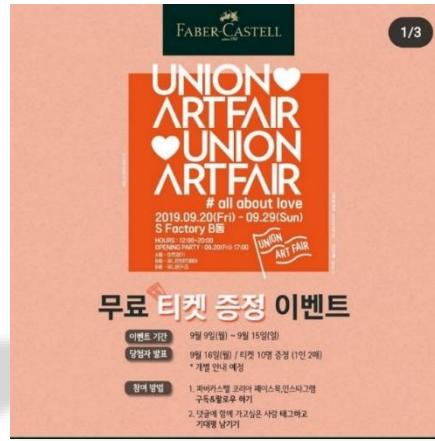
통일성 없음

이색저색

제품과 이벤트 페이지가 중구난방

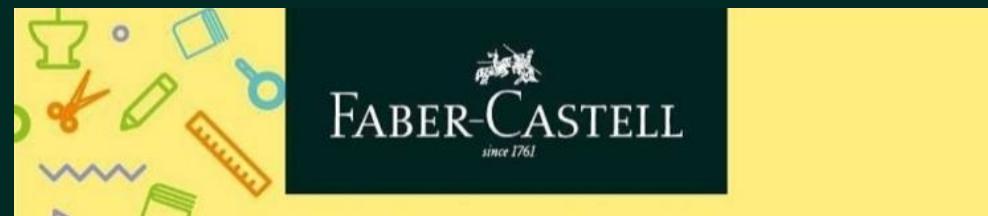
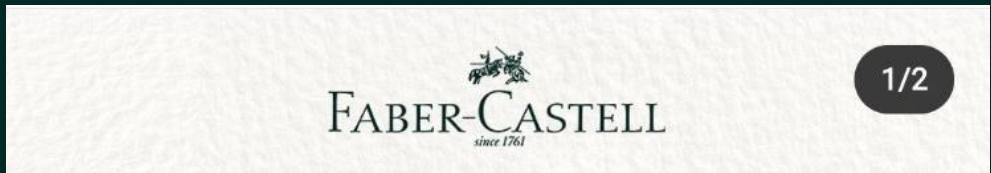


기존 이벤트 디자인



기준 이벤트 디자인

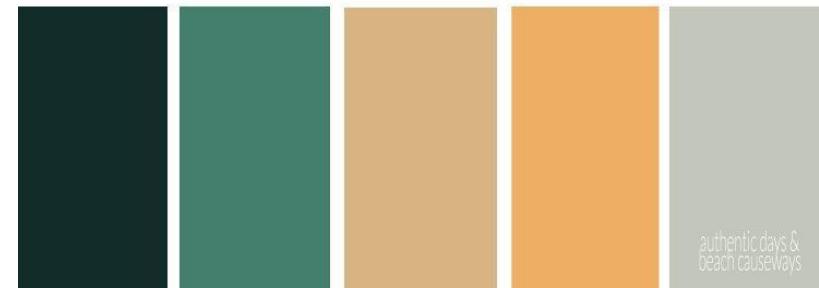
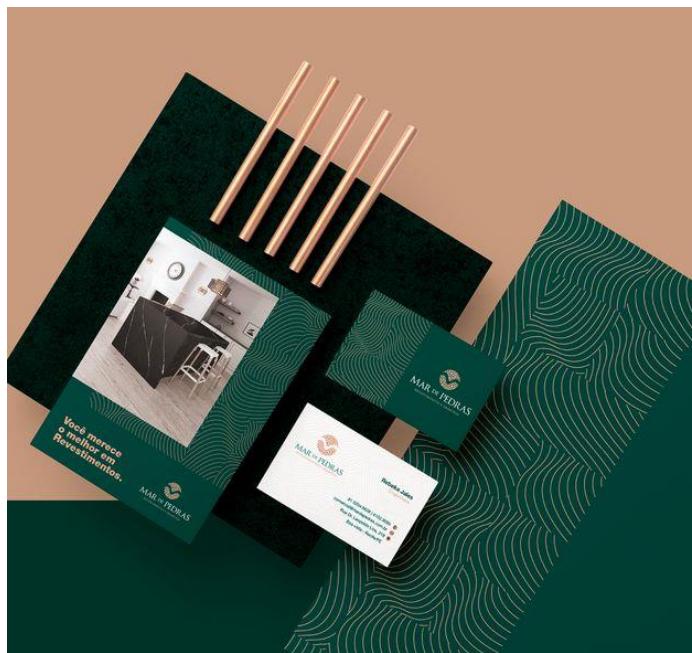
: 특별한 기준 없이 이벤트 페이지에 들어간 로고 바탕 색과 크기가 달라짐.



레퍼런스 Reference

Main color – deep green

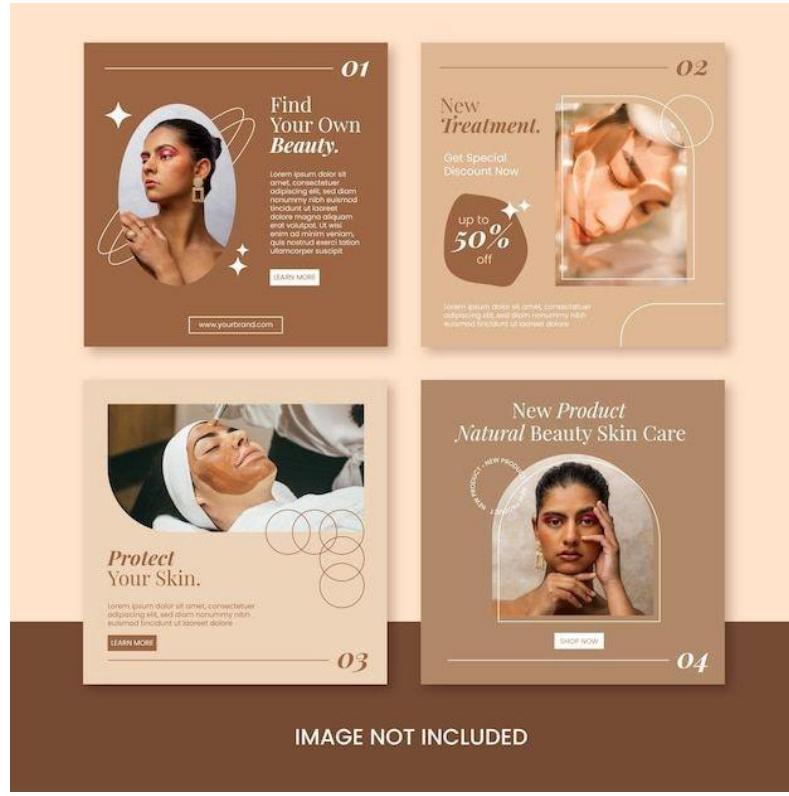
: 메인 컬러와 어울리는 색 레퍼런스.



authentic days &
beach causeways

레퍼런스 Reference

: 고급진 느낌을 유지하는 레이아웃 레퍼런스.



Canva Templates

Branding Templates
Social Media Posts

A collection of Canva templates for branding and social media. The templates feature a consistent design style with a green and white color scheme, nature-themed images, and various text overlays such as "Hello September", "PODCAST", "More energy", "WELCOME TO OUR VIBE", "All Natural", "New Arrival", "A Reminder", "LOVE YOURSELF", and "Click here".

Branding Templates Social Media Posts

A collection of Canva branding and social media templates. The templates feature a dark green and white color scheme, nature-themed images, and various text overlays such as "REMINDER", "PODCAST", "New Arrival", "Inspirational quotes", "New Arrival", "A Reminder", "LOVE YOURSELF", and "Click here".

Canva Editable
Grow Your Business

이벤트페이지 Design

이벤트 페이지 선정

기존 크리스마스 이벤트 페이지.



이벤트 페이지 기획

타이틀

Castell Christmas

내용

크리스마스에 파버카스텔을 선물하고 싶은 사람을
댓글로 태그해주세요!

이벤트 기간

22.12.13(화)~ 22.12.25(일)

Main Fonts

Britannic Bold

Sub Fonts

Noto Sans KR

Colors #9B0000 #00331E #E1CBA6



이벤트 페이지 디자인

Castell Christmas

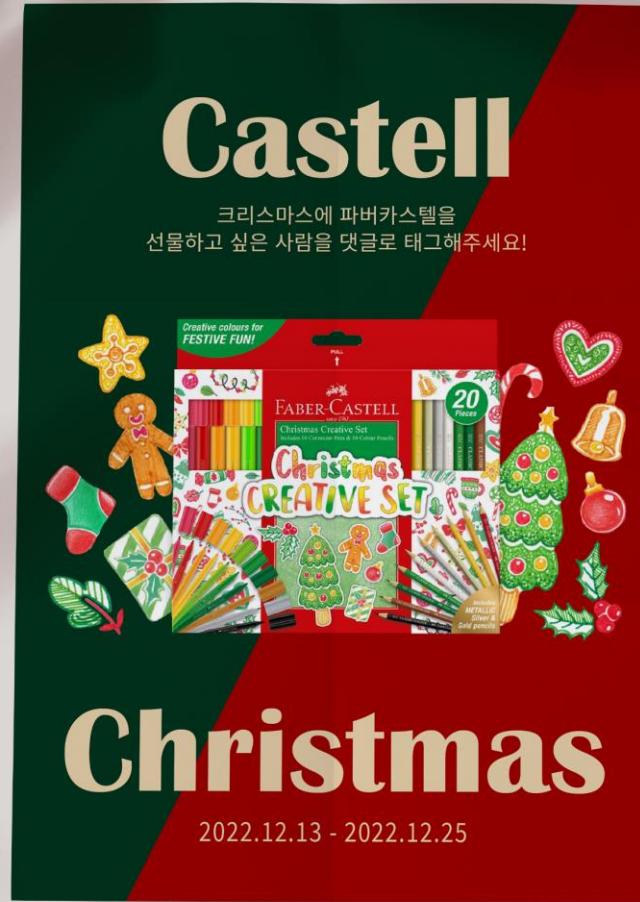
크리스마스에 파버카스텔을 선물하고 싶은 사람을 댓글로 태그해주세요!!

2022.12.13 - 2022.12.25

Castell

크리스마스에 파버카스텔을 선물하고 싶은 사람을 댓글로 태그해주세요!

이벤트 페이지 Mock-up



이벤트 페이지 Mock-up



브랜드템플릿

Design

브랜드 템플릿 기획

템플릿 주제

Brand story

컨셉

고급스러운, 그린, 베이지

Main Fonts

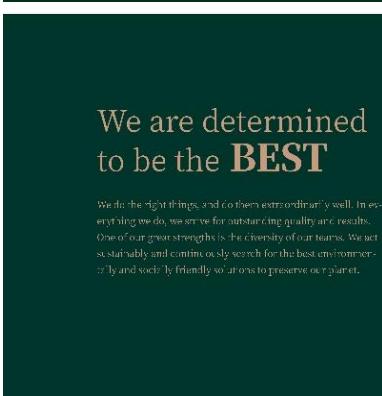
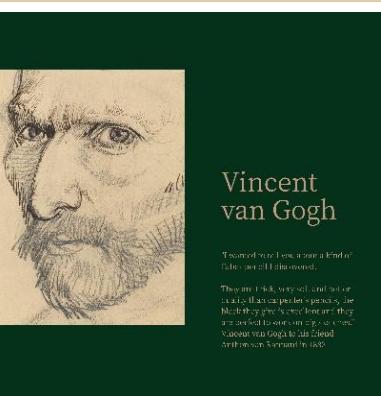
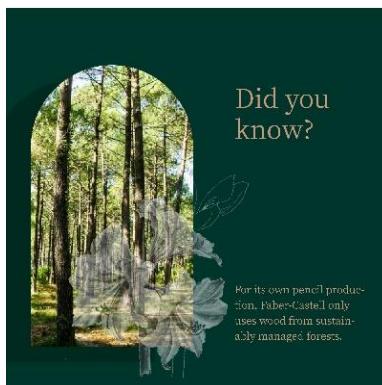
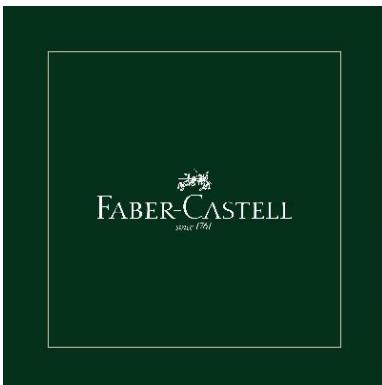
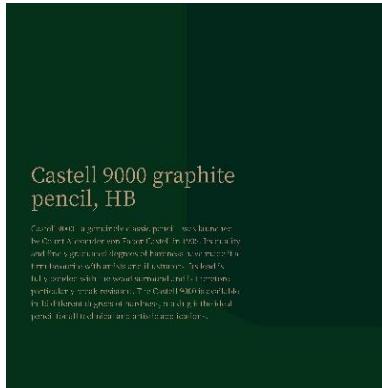
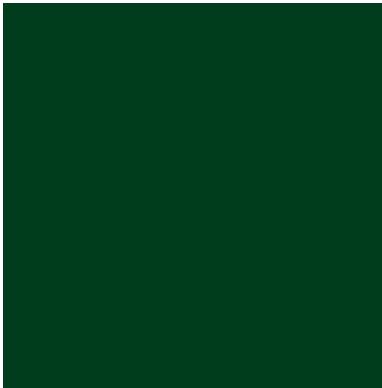
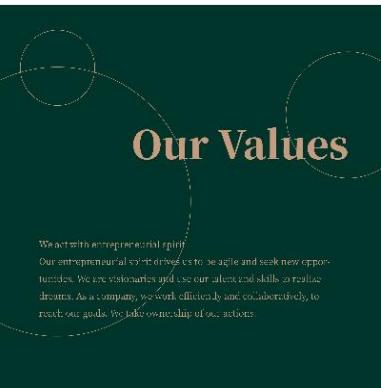
Noto Serif CJK KR

Colors #05301A #E1CBA6



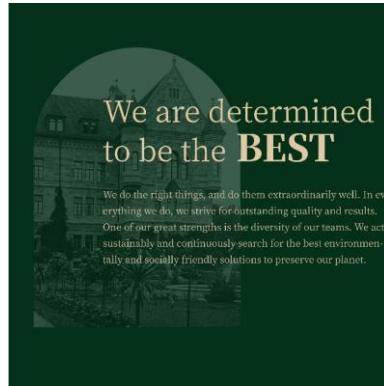
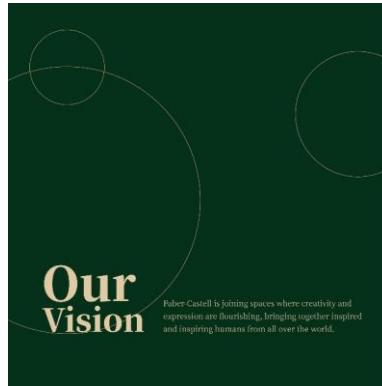
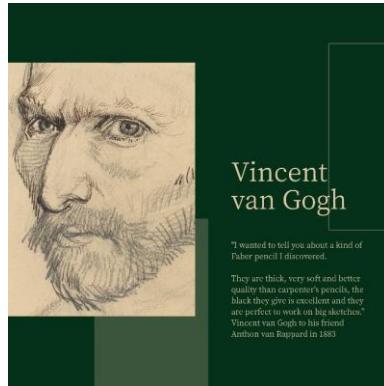
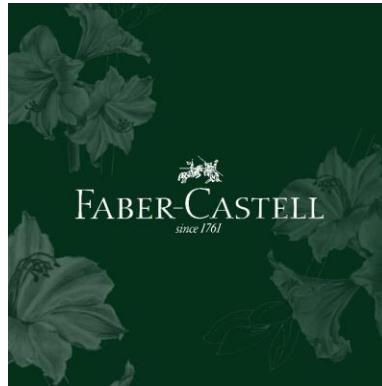
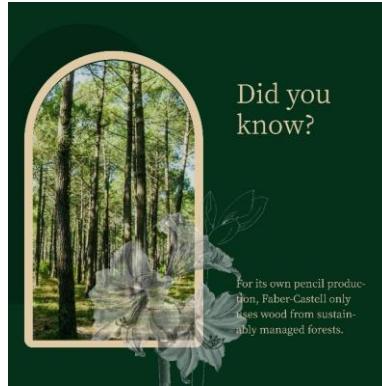
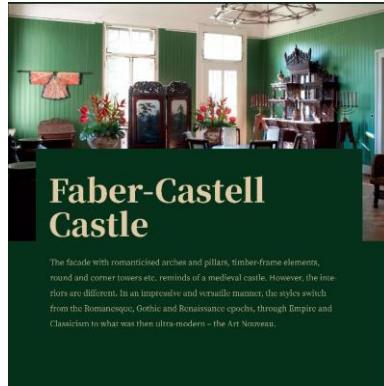
브랜드 템플릿 러프안

- 색이 너무 많다.
- 아치형 도형이 반복되었으면 좋겠다.

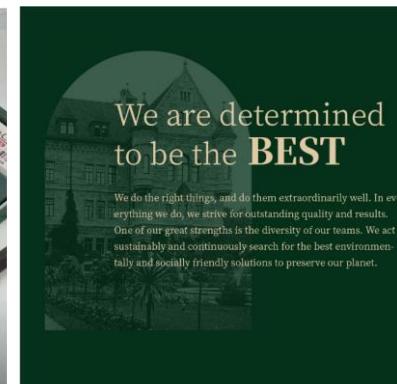
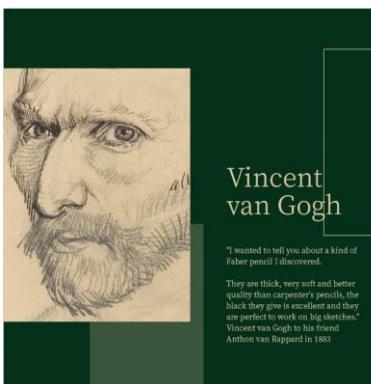
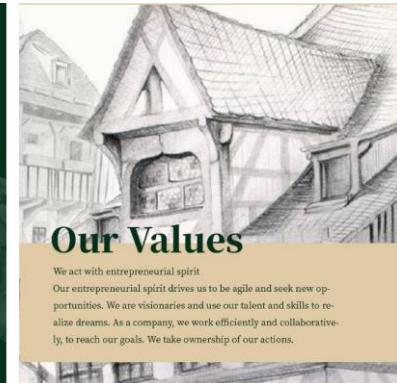
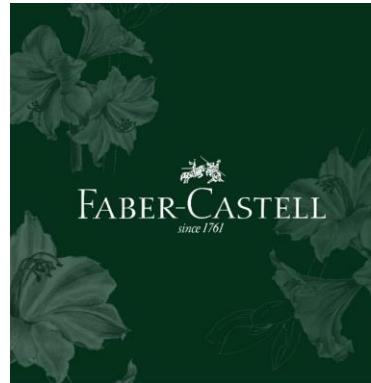
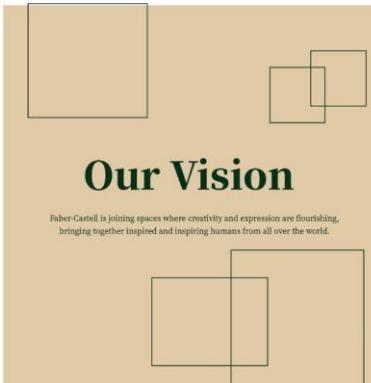
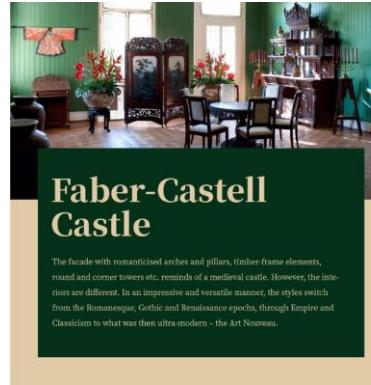


브랜드 템플릿 피드백 수정

- 피드가 너무 불어있는 느낌이 듈다.
- 사진에 투명도를 다 줘서 다소 탁해보인다.



브랜드 템플릿 최종 완성



브랜드 템플릿 Mock-up



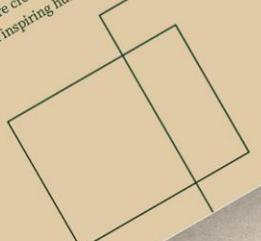
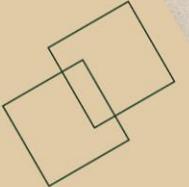
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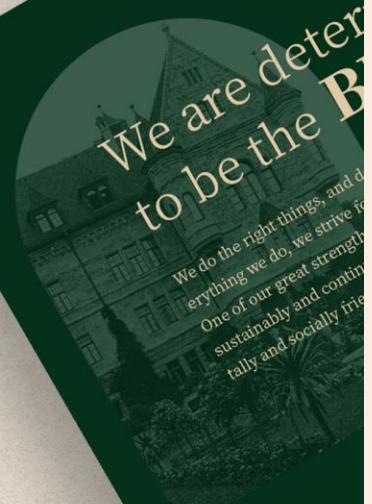


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to be the B

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One of our great strengths is
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nually and socially friend-



in
pencil is

출처.

파버카스텔 코리아 인스타그램

파버카스텔 본사 홈페이지

핀터레스트