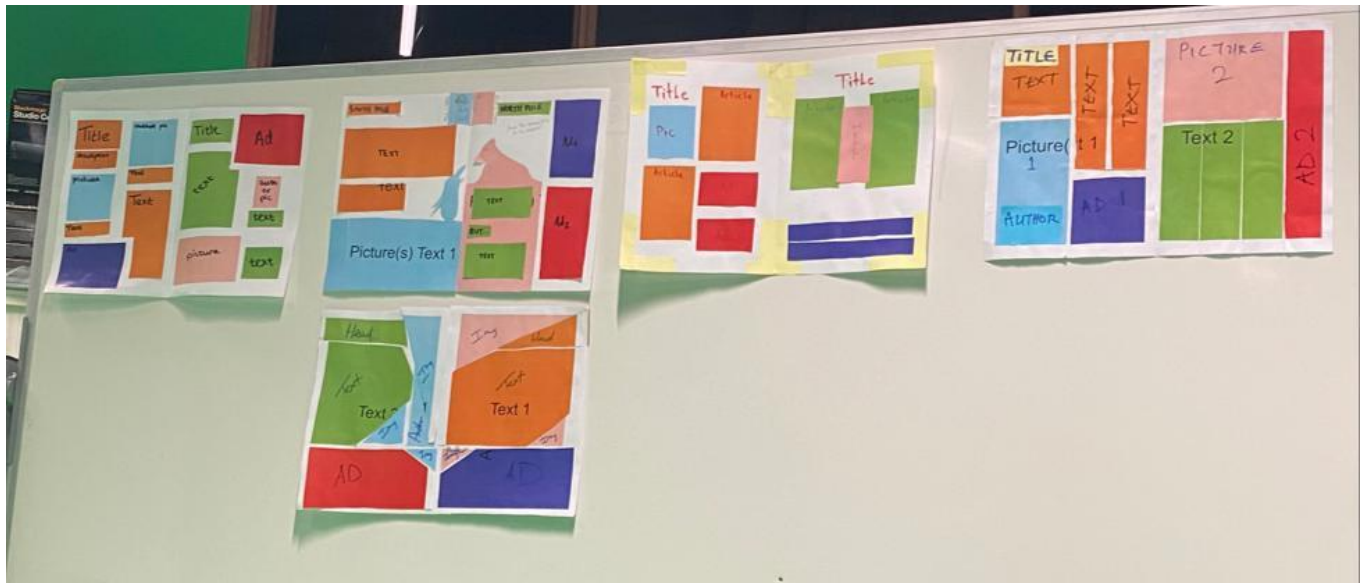


Group Assignment 1



Ours is the first one. Group members were Maria, Thimo & me.

We took the more traditional way and took inspiration from several magazines.

Group Assignment 2

Group members were Artun, Maria & me.

We had to look at the Style guides of our favourite brands. We chose Starbucks and Nike. After discussing all the brands, this graph was created with the class.

Main	Most	Odd
Logo	Slogan	Website(s)
Colours	Placements	Store design
Identity	Images	Sound/audio
Typography	Communication	Layout
Sizes	Dress code	Scents