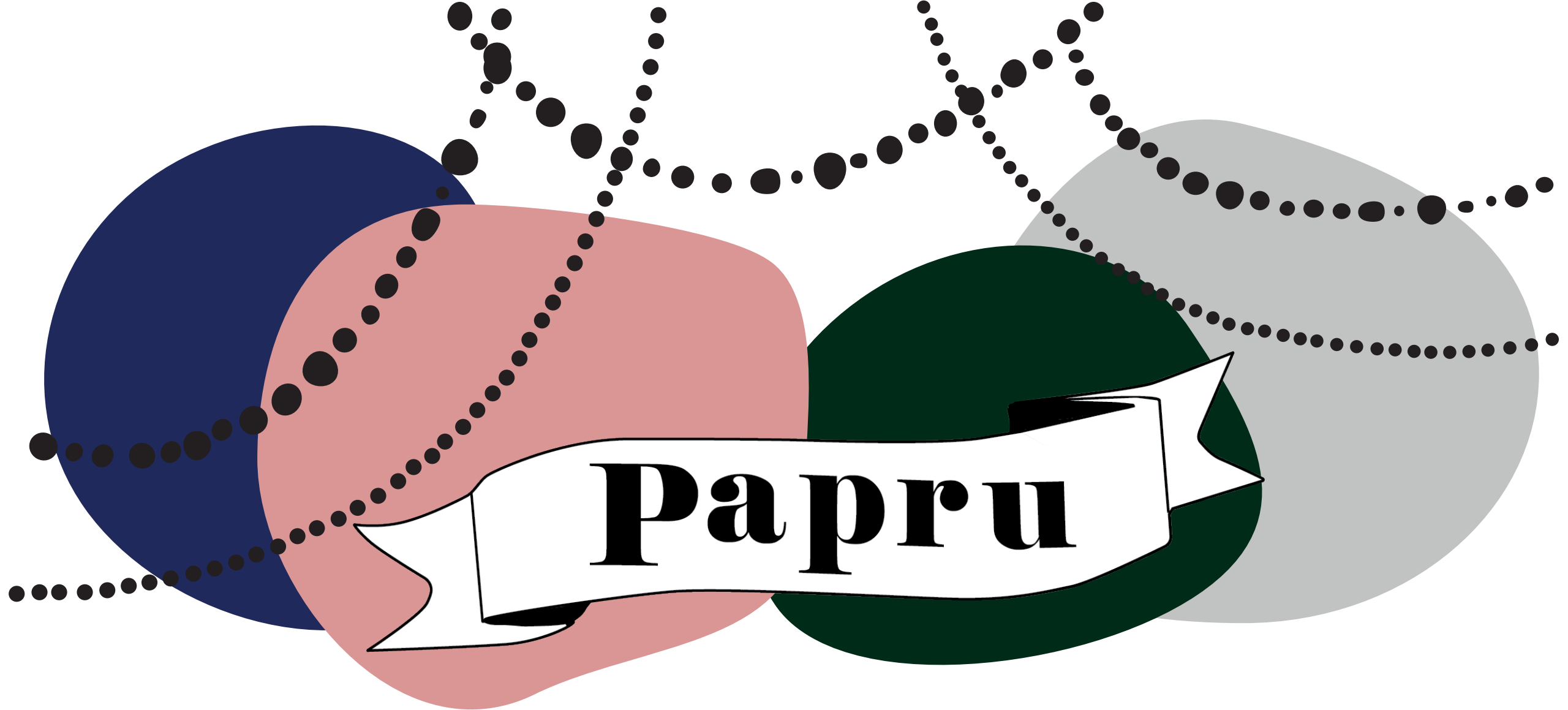




LET'S CELEBRATE LIFE

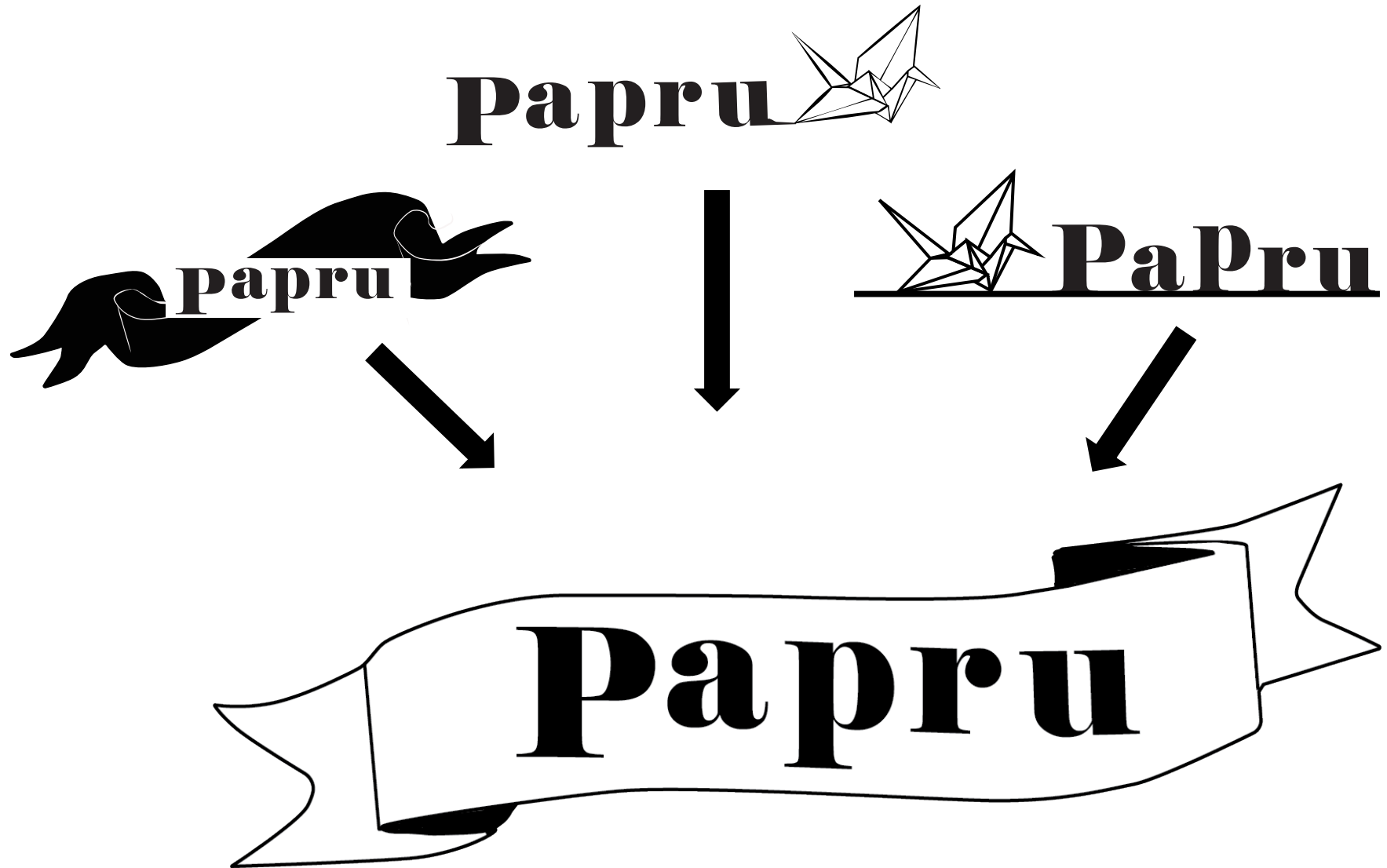
Project start

Papru is a imaginary webshop that sells high-quality and stylish paper- ja giftwrapping items. Products are aimed for consumers who want to put effort on giftwrapping. Here is the first moodboard that was the start for my idea.



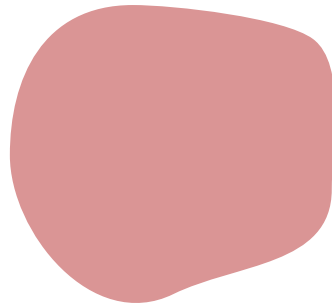
Logo

From the beginning it was clear that I wanted to make the logo minimalist. The products that are sold in the webshop are associated with celebration and therefore the ribbon behind the text was more than suitable. The ribbon also reminds the items sold in the webshop.



Colours

Because the logo was so monotone coloured, I wanted to make the colourselection of the brand rich and strong. I prioritized that the colours work well in RGB environment because most of the material will be in digital form. I tested different saturations but I felt like they didn't fit the brands visual look. I have named the colours according to different crystals and stone. Different stones and crystals are used in festive clothing so they fit well with the motto of the brand "let's celebrate life".

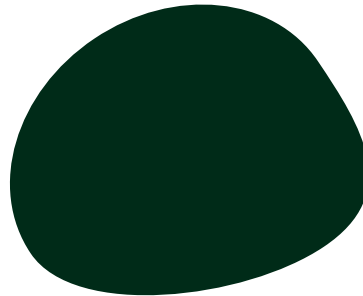


Pink quartz

#cc9999

R: 204 G: 153 B: 153

C: 11 M: 47 Y: 31 K: 1

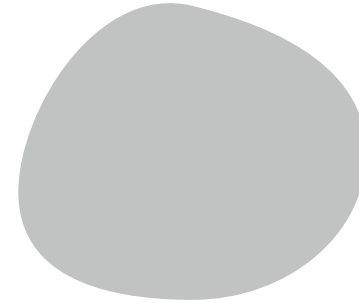


Malachite

#003300

R: 0 G: 51 B: 0

C: 93 M: 54 Y: 88 K: 69

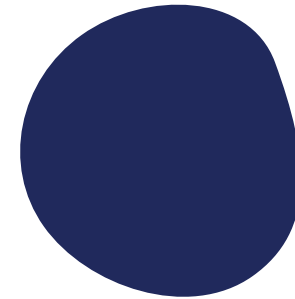


Selenite

#cccccc

R: 204 G: 204 B: 204

C: 23 M: 17 Y: 18 K: 1



Lapis Lazuli

#000066

R: 0 G: 0 B: 102

C: 100 M: 94 Y: 32 K: 28

Fonts

The font of main heading comes straight from the logo. Next to it I wanted light and airy font for body text. The spacing of body text is 30 which brings the airiness that I was looking for when still being easy to read.

Pääotsikko: Elephant

VÄLIOTSIKKO: CANDARA

leipäteksti: Candara, välistys 30

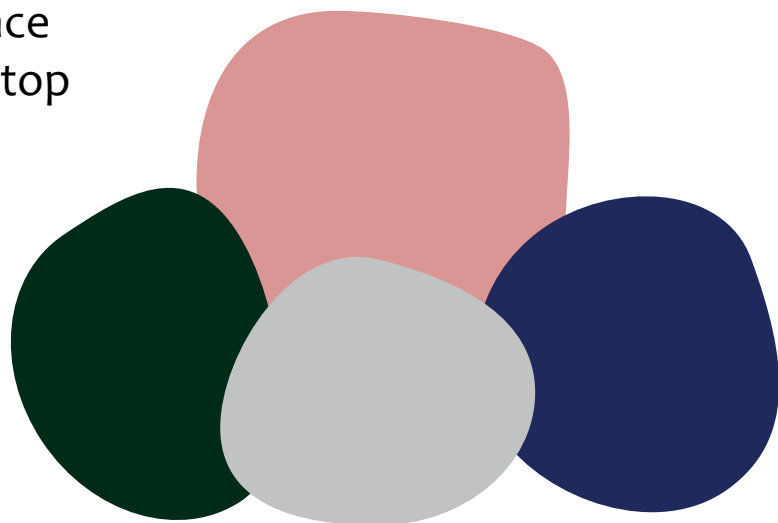
Käyttämättömillä tuotteilla on 14 päivän vaihto- ja palautusoi-
keus. Noudattamalla takasivun palautusohjeita, voit palauttaa
tuotteet maksuttomasti takaisin. Kuulisimme mielellämme myös
palautuksen syyn.

Voit jättää palautetta koskien tuotteitamme tai verkkokaup-
paamme osoitteessa www.papru.fi/palaute. Kaikkien palautteen
jättäneiden kesken arvomme joka kuukausi erilaisia
tuotepalkintoja. Kiitos jo etukäteen kun käyt antamassa
mielipiteesi!

Graphic elements

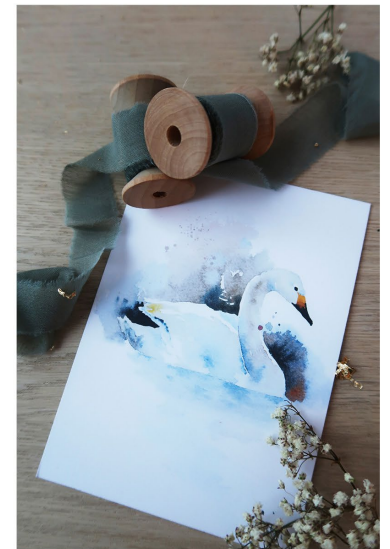
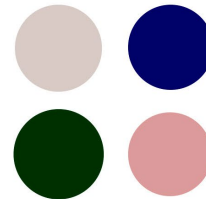
Pearl garland that imitates decorations hanging from the ceiling during celebration. These elements are always "hanging" to frame the edges.

Organig elements to mimic the asymmetric shape of the pearls. One can place texts and headings on top of these

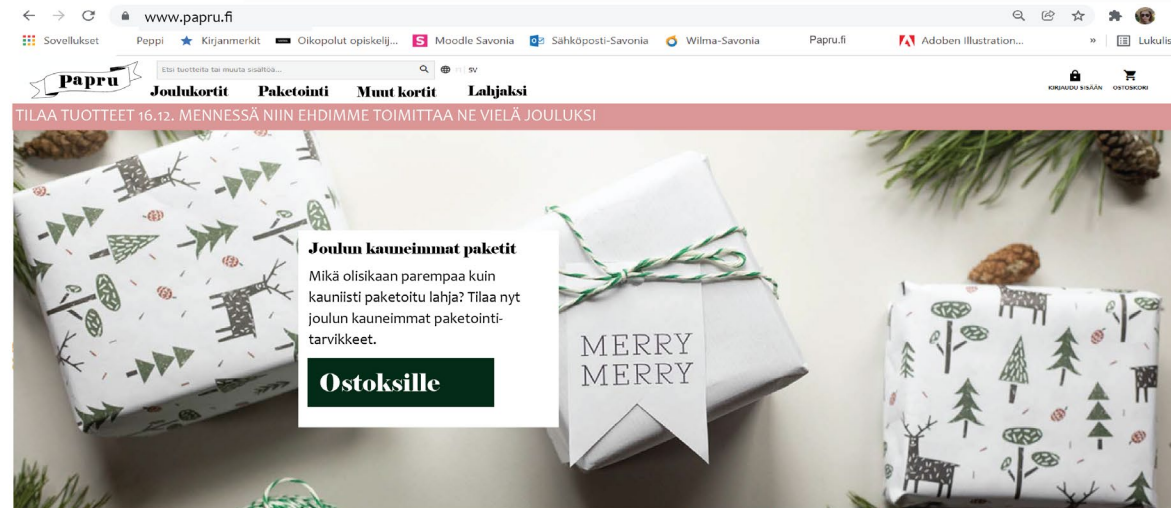


Pictures

My biggest challenge in photographing is composition of items. Here is some practise pictures which I took at home with the help of photographing set-up I build.



Brandbook in use



Kotimaista tuotantoa

Tiesitkö, että suunnittelemme ja painatamme kaikki materiaalimme Suomessa Tampereella. Ostamalla verkkokaupastamme tuet siis suomalaista käsityötä. Lue Kotiliesi- lehden haastattelu verkkokaup- pamme toiminnasta.

Lue lisää

