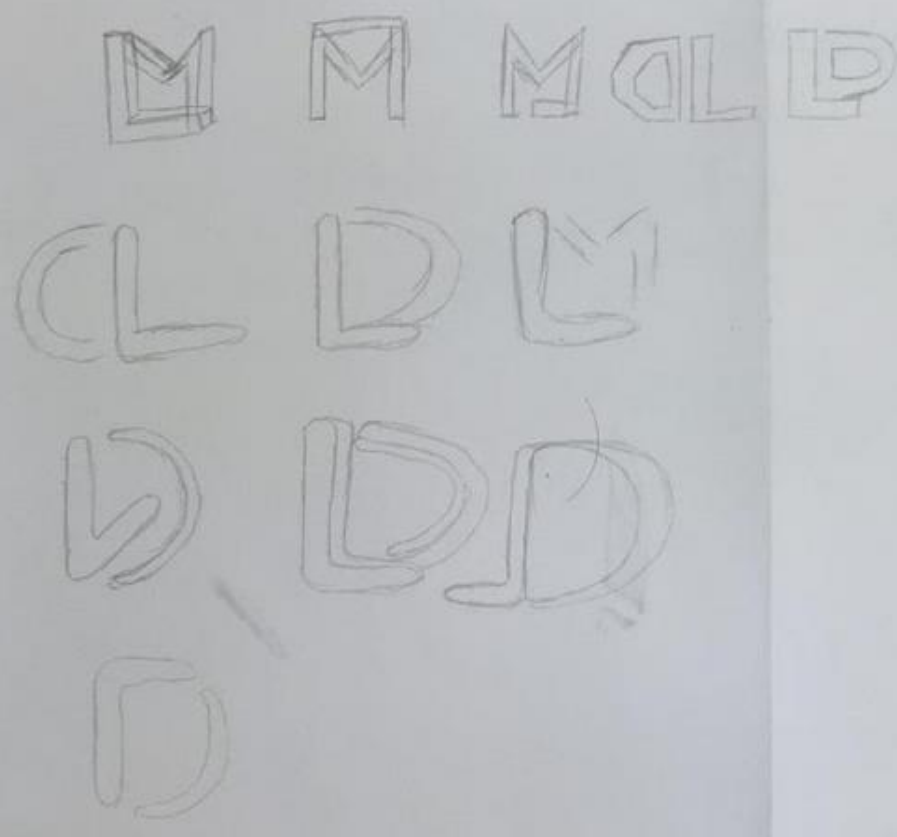
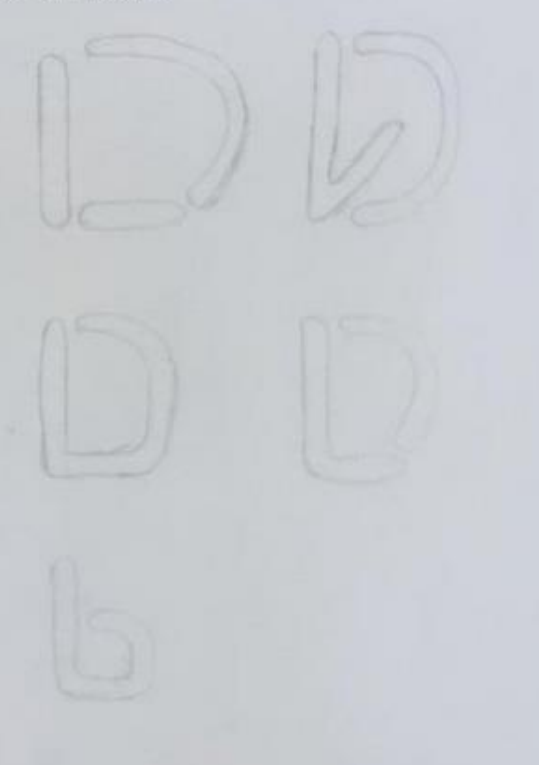


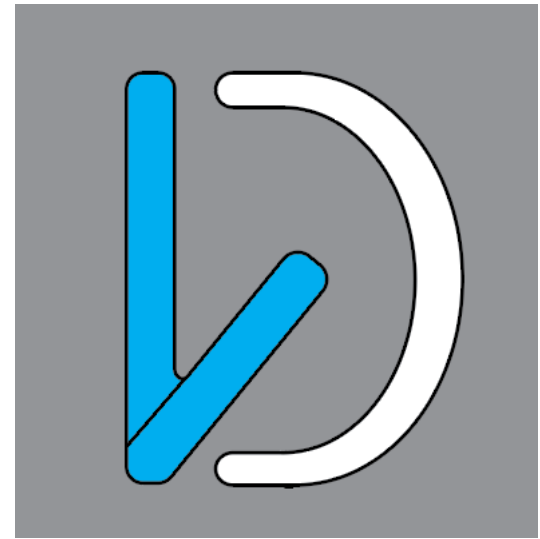
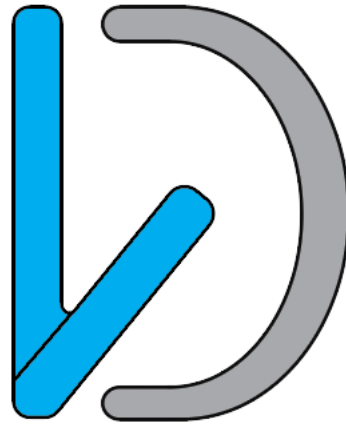
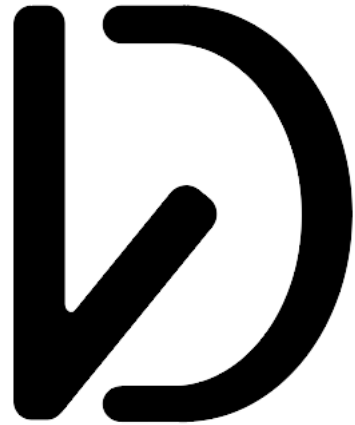
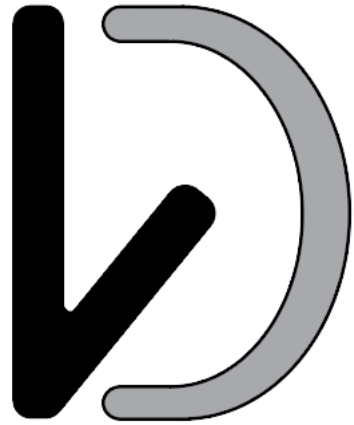
Design Brand Strategy CPJ

Lou-Ming Dastot

My first Logo (Sketches)

DDM2900 Design & Branding Strategy	DAY 1 EXERCISE: DESIGN A LOGO USING TWO INITIALS OF YOUR NAME (for real, of course).	YOUR NAME _____ ADMISSION REF. _____ PROGRAM _____
<p>Your sketches here.</p> 		<p>Choose one which you like from your sketches. Explore a bit more, clean it up and use it as your final logo here.</p> 

Final Logo



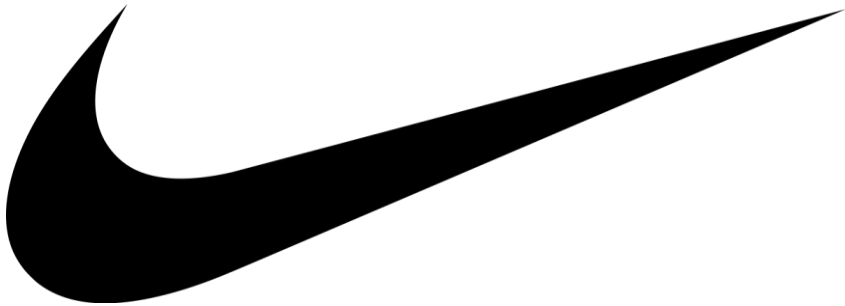


My collection of 8 Logos



Nike

- Nike's emblematic logo is called the "Swoosh", this stylized wing-shaped comma was created in 1971 by Carolyn Davidson. It was inspired by ancient names such as Leonidas (king of ancient Greece), Hermes (god of commerce) and Clio (the goddess who sang the praises of men).
- Over the years, the Swoosh has become one of the most recognizable logos in the world, associated with reliability, performance and innovation. It has appeared on millions of the brand's products, from sports shoes to clothing and accessories, and has become an icon of popular culture.





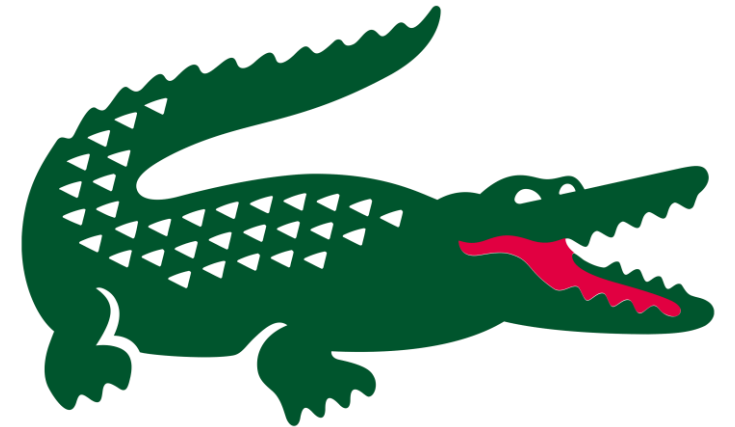
Mozilla Firefox

In 2002, the logo of the famous Mozilla Firefox browser was a stylised phoenix with a bird-like appearance, its stylised and cute appearance giving a friendly feel to users. Then in 2004 its logo changed completely, becoming a stylised red fox in a "leaping" position, with a tail in the shape of a flame encompassing the planet Earth and symbolising the browser's speed and energy in the world.

Lacoste

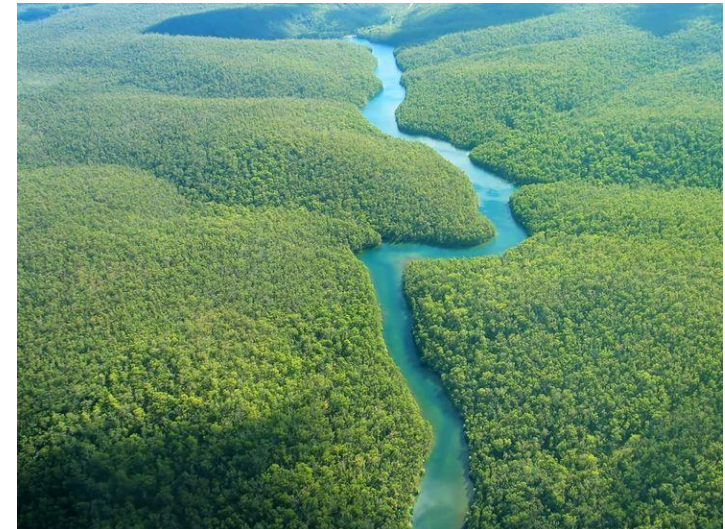
The Lacoste brand logo represented by a "green crocodile" comes from a true story.

René Lacoste (creator of the brand) who was a player and became a tennis captain was nicknamed "Crocodile" by the American press, because of his infamous bet with another captain. The captain had promised to give René a suitcase made of beautiful crocodile skin if he won one of the team's most important matches.



Amazon

- Founded in 1994 in Seattle, the company was initially called "Cadabra", which is the famous magic phrase used to say that our parcels arrive as if by magic. But this name was quickly changed due to its resemblance to the word "cadaver", and then changed to the name Amazon.
- The name Amazon was chosen for two other reasons:
 - - The Amazon rainforest and its exotic, wild and different side.
 - - The Amazon river, because it is the largest in the world and refers to the gigantic ambition of Amazon's creator.
- The logo that is now used is an arrow below the word "Amazon". This arrow has several meanings: it indicates that our parcel is at point "A" and that it will travel to point "Z". But it can also mean that we would be prepared to cross the longest river in the world to get our parcel to its destination.



Koenigsegg



- The Koenigsegg brand logo was designed by "Jacob Laftman" in 1994 and is a shield with fields of yellow and red diamonds on a blue background. It comes from an unusual ancient shield of the Königsegg family, who lived in Swabian Germany in the Middle Ages.
- The colourful shield is based on the family coat of arms and is a celebration of Koenigsegg's heritage and roots. The colours in the middle symbolise both energy and passion, while the colour that form the outline and shape of the shield show the serious, stable and professional side of the brand.

Twitter

The Twitter logo, which goes by the name "Larry", was bought from a database for a total of 6 US dollars (around 8 SGD) in 2006. The bird symbolizes freedom of speech, happiness and hope, and the logo was stylized in 2009 to give the social network a cute, friendly feel and attract the younger demographic (teenagers). Twitter then changed its logo in 2010 and 2012 to give it a more serious, professional and simplistic look.



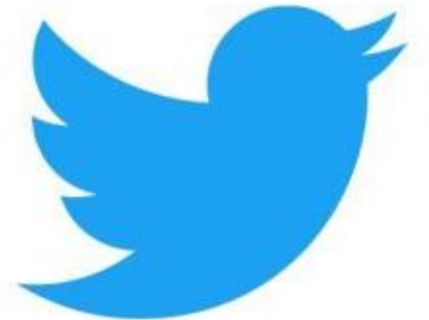
2006



2009



2010



2012

Spotify

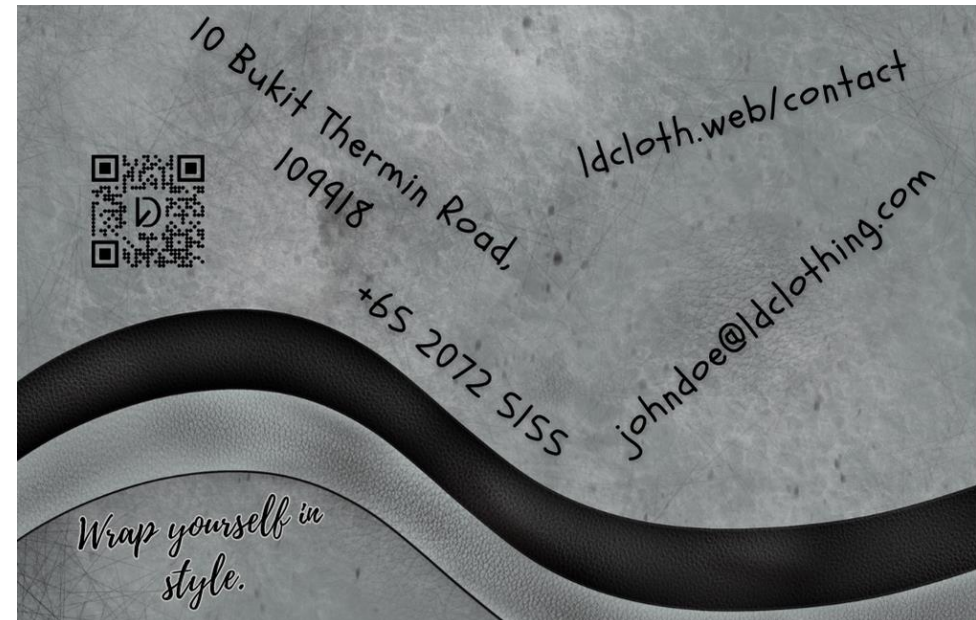
The green of the Spotify logo symbolises joie de vivre, a festive and joyful atmosphere. The logo uses only one colour to ensure that Spotify Green remains respected. The brand never uses the Spotify Green logo with any other colour; its logo is unique and so is its colour.

Timberland

The logo is built around a branching tree with a crown shaped like a half circle. At first glance, the emblem is perfectly natural for a company whose name means "land covered in trees". According to a rumor supported by an African-American woman, Maya Angelou, the Timberland logo symbolizes the trees on which African-American slaves were hung. Today we think of this brand as a brand of nature, which is strong, resilient and warm.



My Logo and my business card Design



Rebrand Design

Creative Proposal For Rebrand Design

Brand Background

The brand is called Creative and it sells all kinds of audio products. From headphones to mixing consoles. They sell headphones, speakers, soundtracks, sound cards, sound amplifiers, webcams and microphones. Their products are more or less expensive, their cheapest product are speakers at 49\$ and their most expensive product 500\$(499\$).

The brand was founded in 1981, on 1 July 1981 to be precise, by a Singaporean by the name of Sim Wong Hoo. The headquarter is located in Singapore at the International Business Park Rd, and has numerous connections around the world, with a network spanning more than 80 countries in North America, Europe and Asia.

creative proposal for Rebrand design

Brand background

Rebran Objective

The main problem with the brand is that it claims to have a creative name, which shows their creativity, but compared with the other big competitors, they don't show any creativity and their design shows that it's not very well made. The aim of the rebranding would be to give a very creative and innovative feel, starting with the logo, which only shows the brand name. What's more, the fact of standing out from its competitors by highlighting 'ordinary' products (headphones, earphones, speakers, etc.) with a totally different design that's just as pleasing to the eye could allow the brand to show that it has potential and that it doesn't have to envy its competitors.

Target Audience

The age range is therefore between 12 and over, meaning that there is no real maximum age. The brand was founded in Singapore in 1981, over 42 years ago. They are headquartered in Singapore at 31 International Business Park Rd. Their main source of revenue comes from sales of their audio processing sound cards, which can combine several tools in 1 object, digital audio, a voice synthesiser, a MIDI interface and a joystick port. The brand is doing so well in this field that in 1990 it even decided to create its own type of file, ".voc". The brand's main customers are audio enthusiasts and/or professionals, who use the brand's sound cards to improve the audio quality of their computers. It's a peripheral that you plug into the device in question, and the sound card analyses the sound and improves it. As for the other products that the brand offers, such as in-ear and out-ear headphones or headphones, users like to do sport with them, such as going to the gym, jogging, and all kinds of other sports. What attracts most customers to the brand is the fact that the sound quality of their peripherals is of very high quality.

Competitors

Creative Technology's main competitors are Electro Accoustic, Lumens AV.
Previous competitors: Adlib and Covox

NEW PROMISE AND BENEFIT

Giving the design a much more creative edge could help relaunch the brand. What's more, a new type of design would be needed, as well as the use of their very powerful sound card technology in all the products the brand sells (headphones, earphones, etc.). This would attract both music professionals and music fans. What's more, we'd need a design very specific to the brand that would be recognisable to everyone and would therefore highlight the brand.

NEW KEY COMMUNICATION MESSAGE

“Enveloped in Sound, Powered by Innovation!”

With this slogan, we show customers that the company will only improve their product to always give the best for their customer.

TONE OF VOICE (Attitude)

We need a serious attitude that's not too aggressive and very professional.

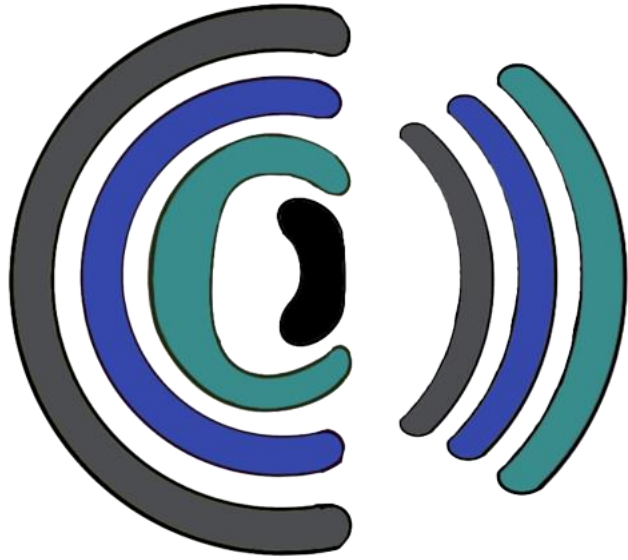
DELIVERABLES

1. Show and highlight the brand's powerful sound chipThe brand has a very good sound card, and we need to take advantage of this and put this technology to good use in the other products that the brand sells, such as headphones, earphones and speakers.
2. To have a design that is innovative, creative and instantly recognisable.The fact that a person can identify a product allows the brand to advertise its product without having to pay to promote it, since the promotion will take place once the customer has bought the product.
3. Implement software that can be connected to each of their products and thus modify the sound as desired.Putting in place an application that would allow users to manage the bass, treble and tonality of their audio and all this in one application for almost every product that the brand offers means that the user doesn't lose his or her repairs and also helps to build customer loyalty, as the customer will get used to the product and the application's interface.The brand could gain greater visibility on Instagram or Tik Tok rather than Facebook, since the vast majority of the young population is found there. The young population loves and adores sport and new technology, so highlighting products that are adapted to sport, such as headphones and speakers, could sell more easily.

Moodboard



Logo Evolution and description



Prototype



Final Result