



ORIGAMI JEWELS

BRANDING IDENTITY
PROCESS BOOK 2

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ORIGAMI JEWELS
SPRING 2020

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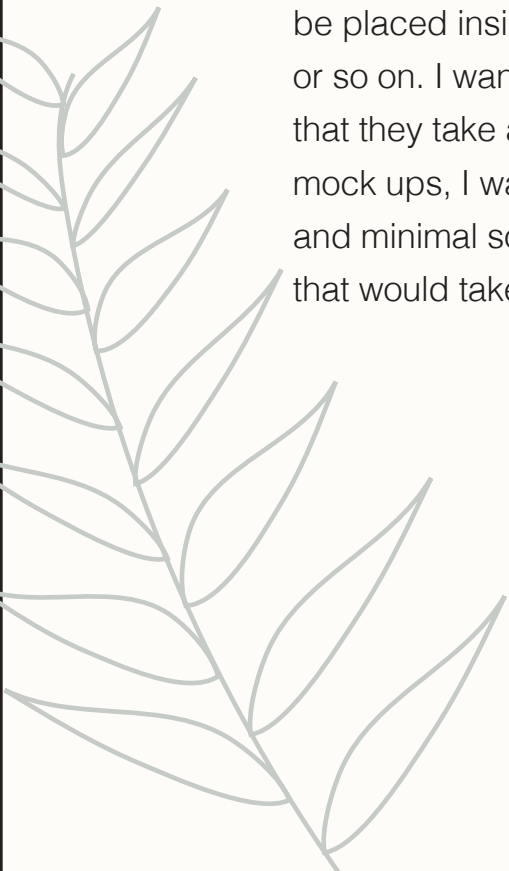
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Design Statement

CREATIVE BRIEF

The way I want to design the products is to tie it to the whole brand. I want it to be consistent with the tone of the company, in terms of color and even texture. I want the products to have a very light feel, and have a modern look. I want to keep the colors matching with the previous created color palette to make the brand and products cohesive. I want to make the jewelry boxes, a jewelry bag to store the jewelry that keep it from getting damaged, insert cards that go inside the box, and the shopping bag for items purchased in store. I also want to create a mock up of the store front sign, and promotional posters that could be placed inside the store, or be put up on Instagram, on the website, or so on. I want all the products to be cohesive and not vary too much that they take away from the whole design. For the website and app mock ups, I want to also keep that consistent. I want it to be very light and minimal so that the products stand out and there isn't anything that would take focus away from them.



MOOD BOARD



BRAND ESSENCE

5 Guiding Principles

Luxury

Modern

Minimal

Statement

Perfection



BUSINESS CARD



STATIONARY LETTER HEAD



5 Items Associated with Company

OTHER STA- TIONARY



5 Items Associated with Company

OTHER STA- TIONARY



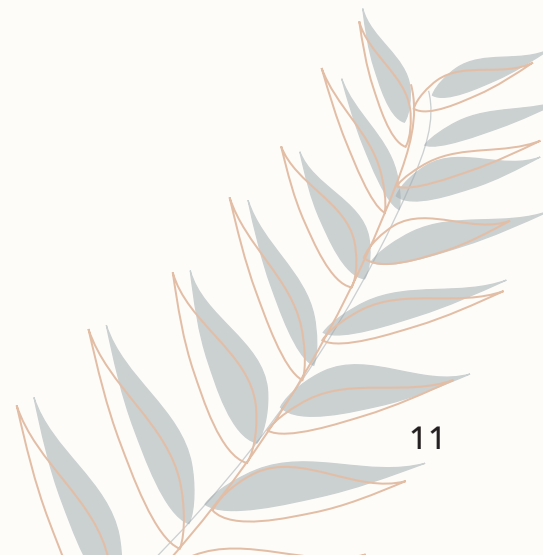
5 Items Associated with Company

OTHER STA- TIONARY



5 Items Associated with Company

OTHER STA- TIONARY



5 Items Associated with Company

OTHER STA- TIONARY



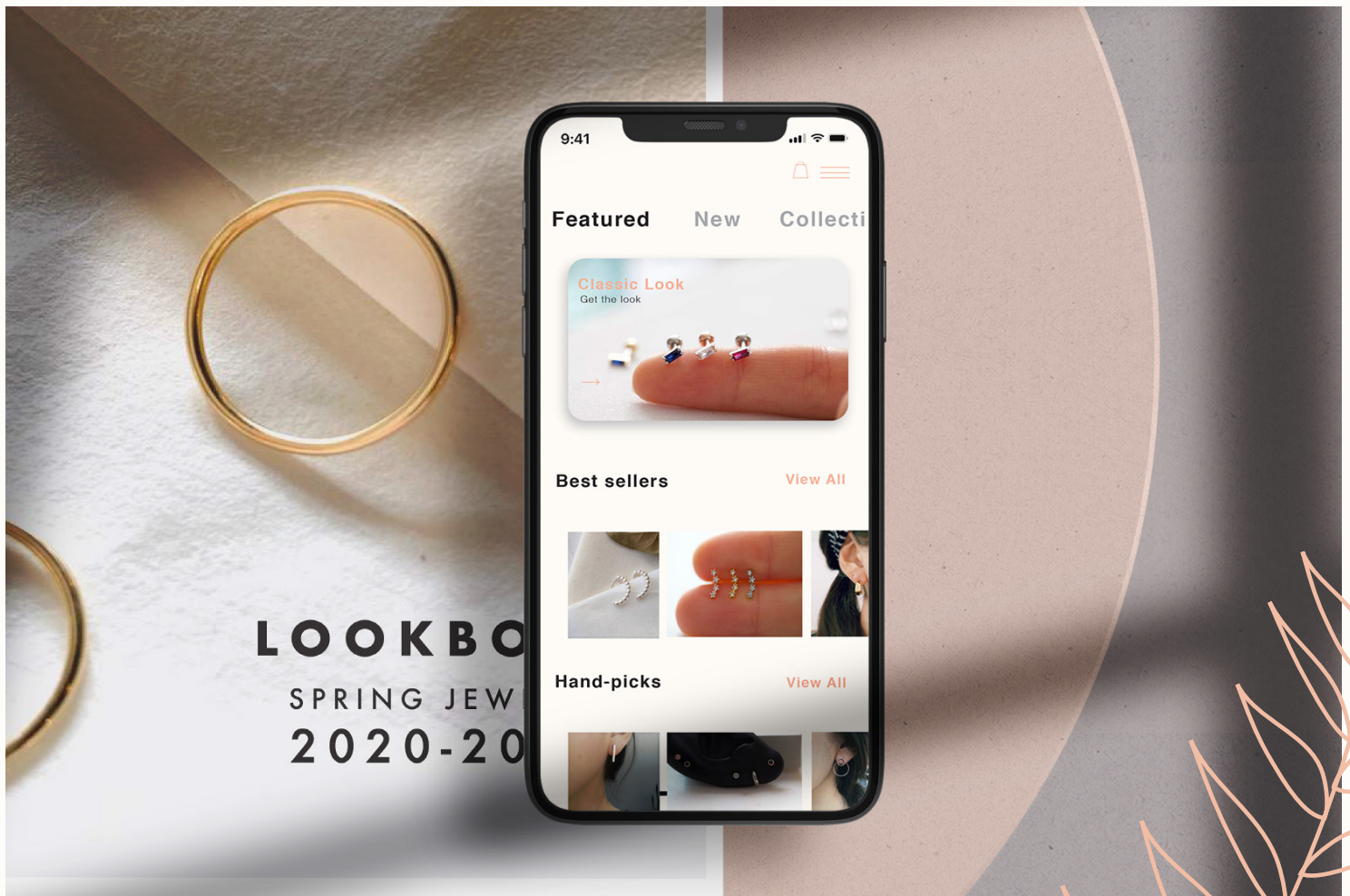
3 App pages/ 3 website pages

APP/ WEB PAGE



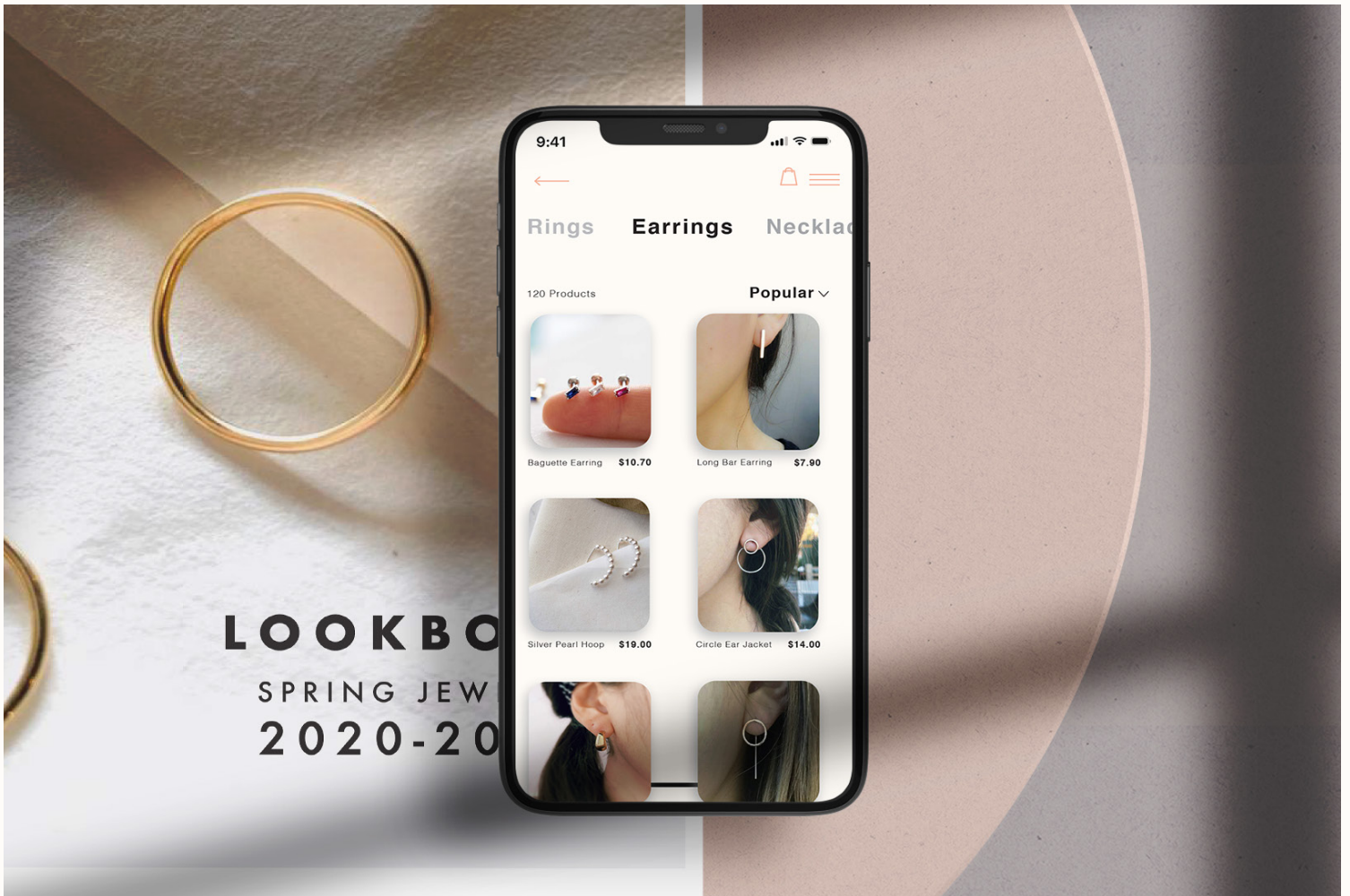
3 App pages/ 3 website pages

APP/ WEB PAGE



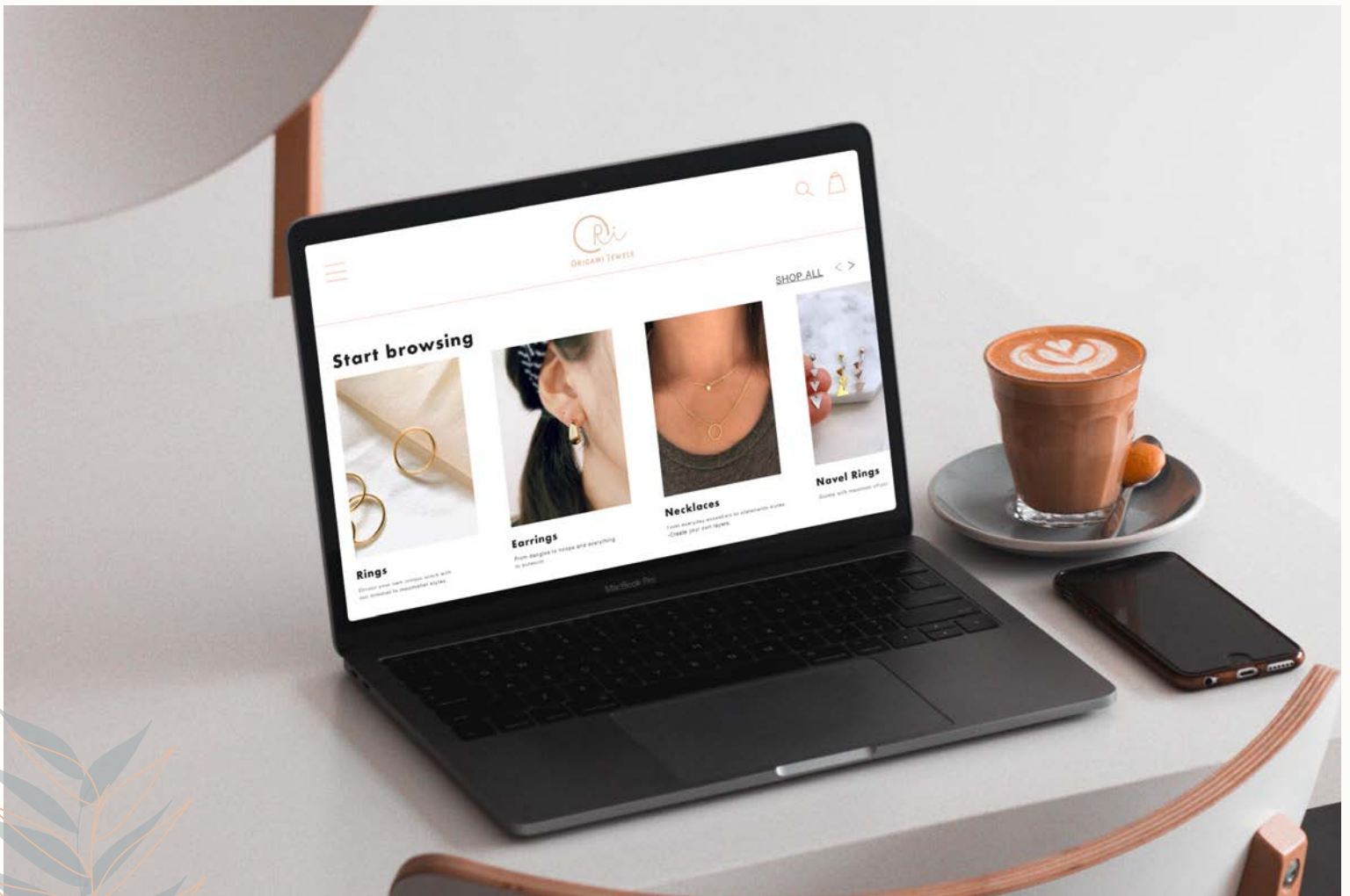
3 App pages/ 3 website pages

APP/ WEB PAGE



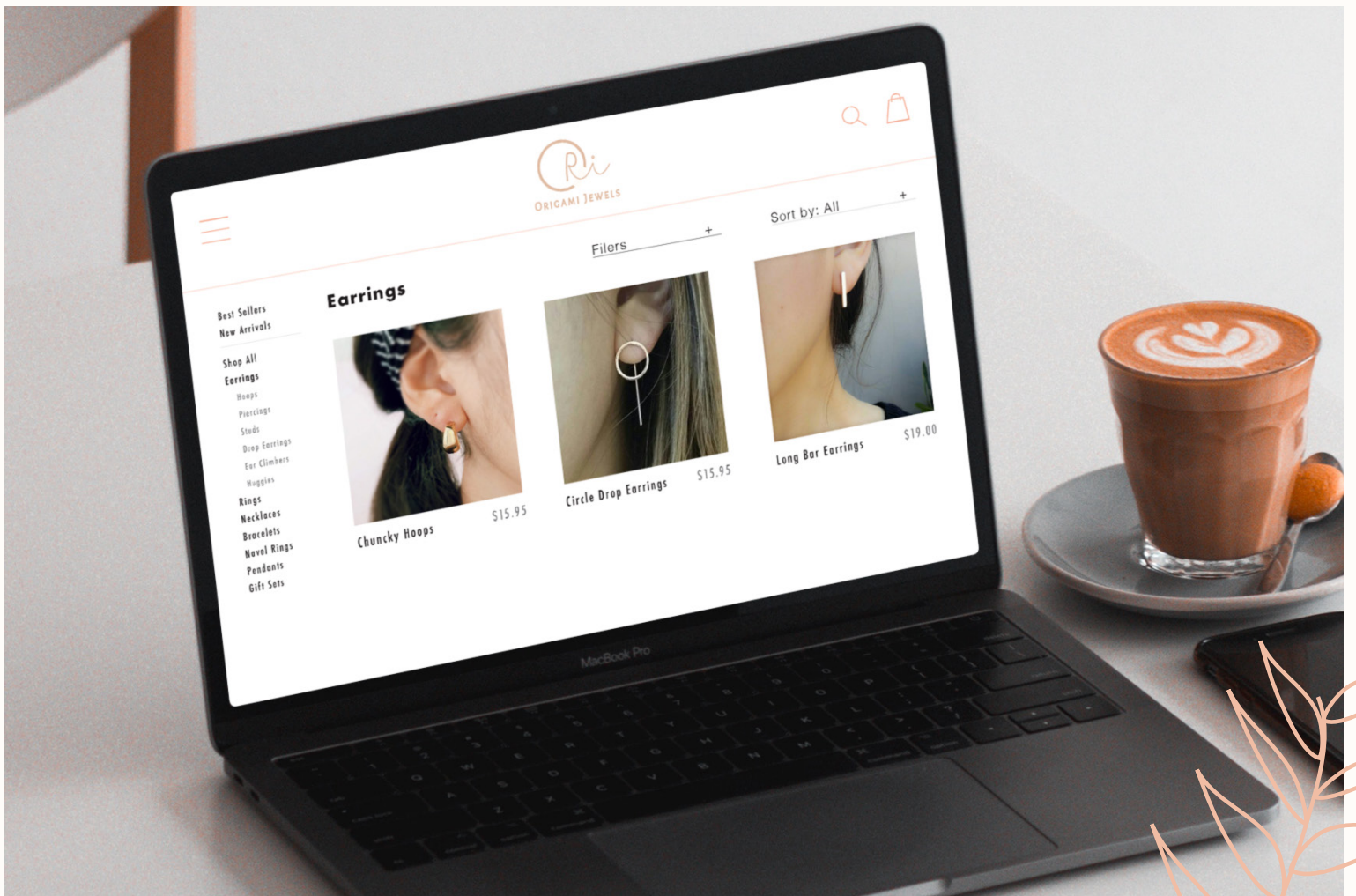
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APP/ WEB PAGE



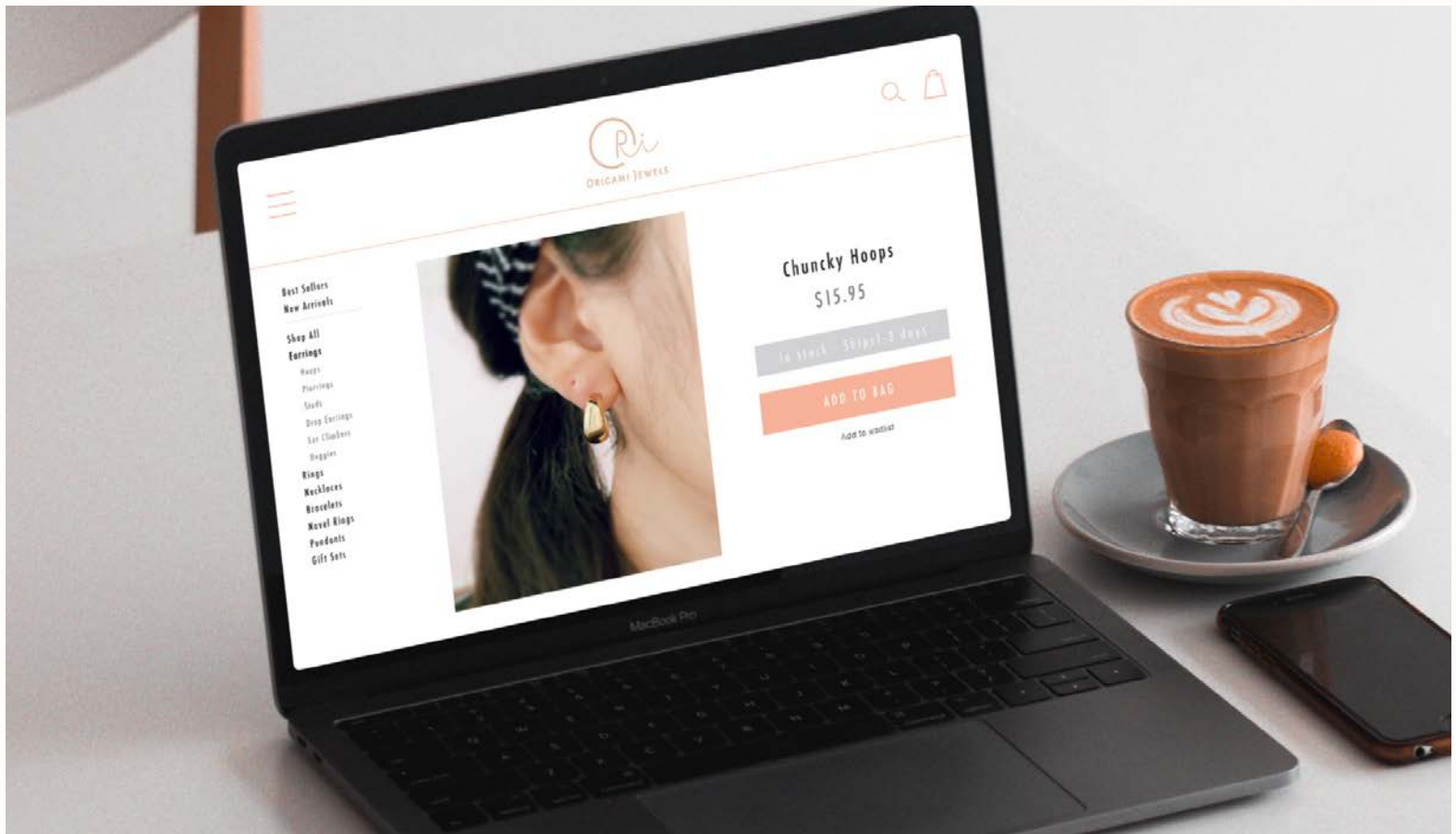
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APP/ WEB PAGE



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APP/ WEB PAGE



OTHER MOCKUPS



Store Front Sign

OTHER MOCKUPS



Promotional Poster (Inside store)

PROCESS STATEMENT

(Conclusion)

This design process involved communicating with the company's boss, as this redesign is intended for her business. We wanted the products to also be a representation of the company's voice. Which we intended it to be very feminine, modern, and soft. We wanted the jewelry to be presented as luxurious, even though it has a very affordable price tag. We wanted to draw in customers who appreciate the brand as a whole and would continue to come back to our company for their everyday jewelry needs. We also wanted to take a very personal approach to the packaging by handwriting the customer's name on the insert cards, to show care and appreciation for the customer. This would also be a form of promotion, as customers would always point out this unique touch. Most brands don't do this as it takes time, but we think it would be what elevates us from the rest.

