

Branding project

For this Sem we have several projects, out of which one of them is a branding project in which we make a logo, brand guide and content strategy for our client, Oscar.

My role

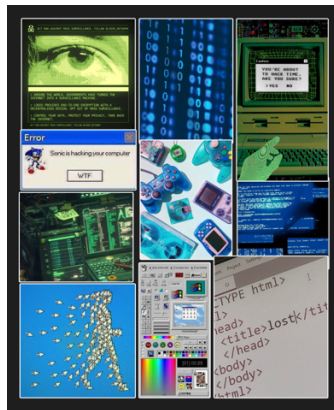
In this project I have given my part of participation accordingly and acted as a co-leader for the team together with Abigail.

There were no proper roles division in the group since we wanted to work as a team with mutual set of rules set up in the project plan but had me and Abi as team leaders to keep the team up to date and driven to tasks.

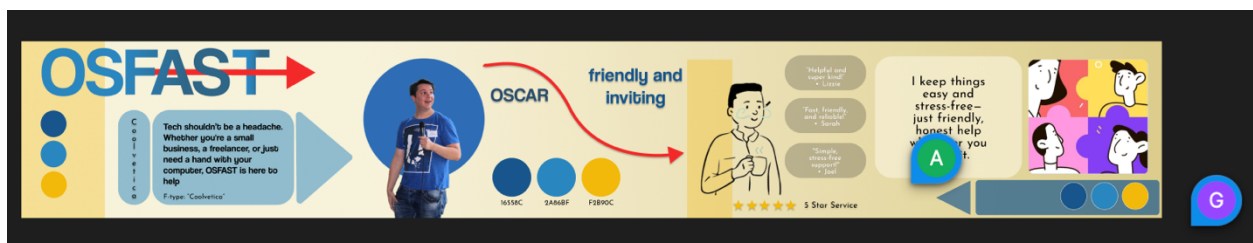
Contact person

I made sure to be the person of contact when reaching out to the client. I asked whether he liked the designs or colors or what he thought of the mood boards & stylescapes or even if we could set up an appointment to get his picture taken at school. His responses tended to take some time in the beginning but now that is gone better too. I had no issues at all and have been handling it well by cc'ing it to my teammates or even just informing them on his replies.

Moodboard and stylescape:

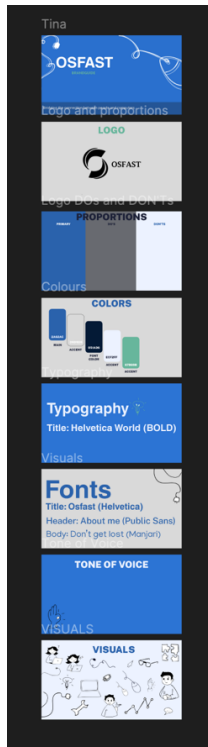


I used pinterest as my main app for inspo to. Make the moodboard for Oscar. It was my version of how I saw it and then I looked at what my team had and it was nice to see that everyone has a different idea or thought of it. When it came to the stylescape it was nothing like the moodboard because this initially started off as Xianthe and Monicas design with only yellow as bg but got abandoned so I wanted to put my ideas and creativity on it and created this.



Brandguide and logo designs:

The logo designs were mainly done by everyone so here were what I sketched but Oscar didn't prefer any of these, so they turned out to be part of the progress. I teamed up with Gabriel to make the brandguide. Although we did end up making our own versions. I took inspo from the Nintendo switch brandguide and added some of my tweaks into it.

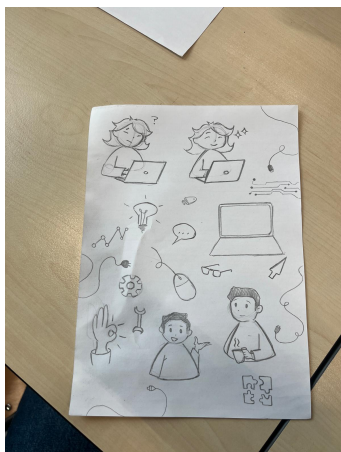


Doodles

This was divided by me and Abi:

I initially sketched the doodles in a simplistic manner that Oscar was going. Abi made sure to turn these paper sketches into digitalized doodles and vectorized the images.

My doodles:



Reflection:

From my part it went well especially when it came to just getting things done but I feel like I haven't really done much as a leader for my leadership skills. I did send reminders or such

but when it came to proper communication, the group does lack some of it. Regardless the doodles were fun to work on and even the brand guide. Next time I want to have stronger leadership skills and even put roles on everyone in the group to avoid further confusion.