

NEGOTIATED BRIEFS

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THE BRIEF

BRIEF OBJECTIVE:

Design a new drink to be sold at Bestival; beer, cider, premix cocktail or soft drink – the choice is yours! Think of a big idea, then create a name, brand identity, and design the graphics in one beautiful pack considering both 2D and 3D design. Bring your drink to life with whatever you think it needs to live in and beyond the festival – can holder, ice bucket, pop up bar... Think outside the box and show us and the Bestival team just how well your design can work across multiple formats. Use the festival's quirky heritage to build some character and attitude.

CREATIVE PROPOSITION:

Bestival is unique, eclectic and a world-renowned summer festival with an increasing reputation.

Brand values: Free Spirited, Fun, Magical, Sociable

CONSIDERATIONS:

Make sure that you present a design of the Bestival drink as a visualised mock-up as a mandatory and then potentially how this design can work across points of sale. The Bestival artwork elements are attached to this brief, the logo must not be changed except from exploration with colours (see existing designs).

RESEARCH





**MAGICAL,
FREE-SPIRITED**



BRAND VALUES

I decided to start the project by creating some moodboards for Bestival's brand values in order to get some inspiration on style. I have put together one for **'FUN/ SOCIABLE'** as I feel these values work well together. I then looked at **'MAGICAL'** and **'FREE SPIRITED'**. I want to create a brand that reflects these values and think a starting point could be to look at animals and their wild nature.

INITIAL IDEAS

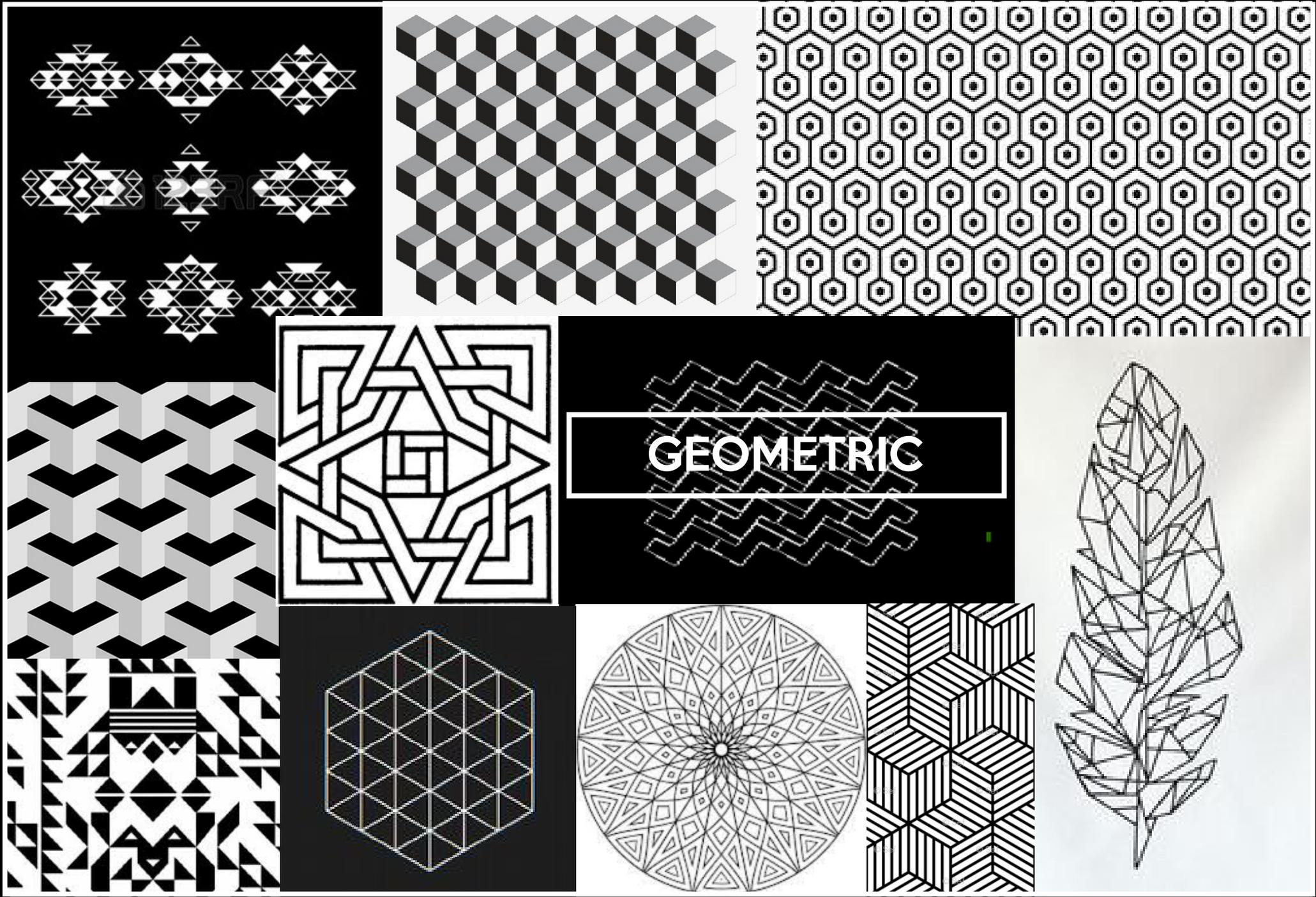
MY IDEA

To create a drinks brand based on a mythical creature - something different and unique that is whacky enough to fit in with Bestival's characteristics. I am thinking of creating something based on a unicorn because they portray freedom and are universally appealing. As "uni" stands for universal, unisex, unique etc. the brand will reflect this and appeal to everyone.

The brand will be called '**UNICONE**' whereby frozen cocktails are served in cone shaped cups. The customer can choose from 4 different geometric designs and sizes, all of which use Bestival's futuristic colour scheme (but can be adapted each year to fit in with their themes) and are covered in UV paint so that when night falls, the cups glow.

After the consumer has finished their drink, they can use the **UNICONE** as fancy dress, wearing them as unicorn horns on their heads or wherever they desire.

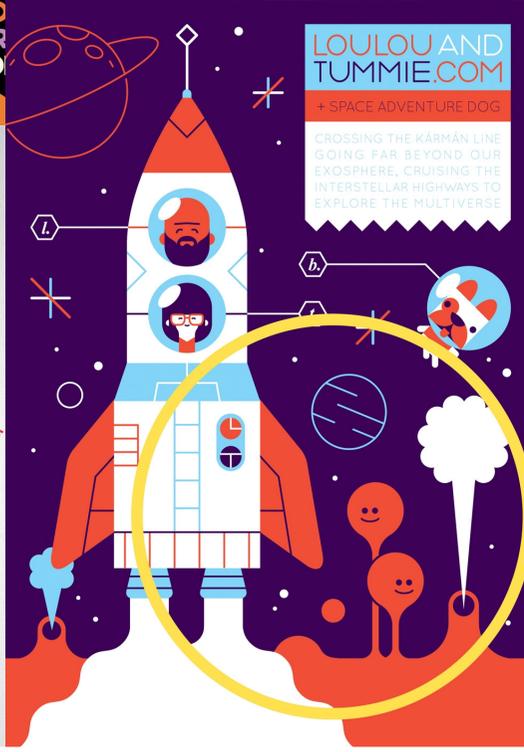
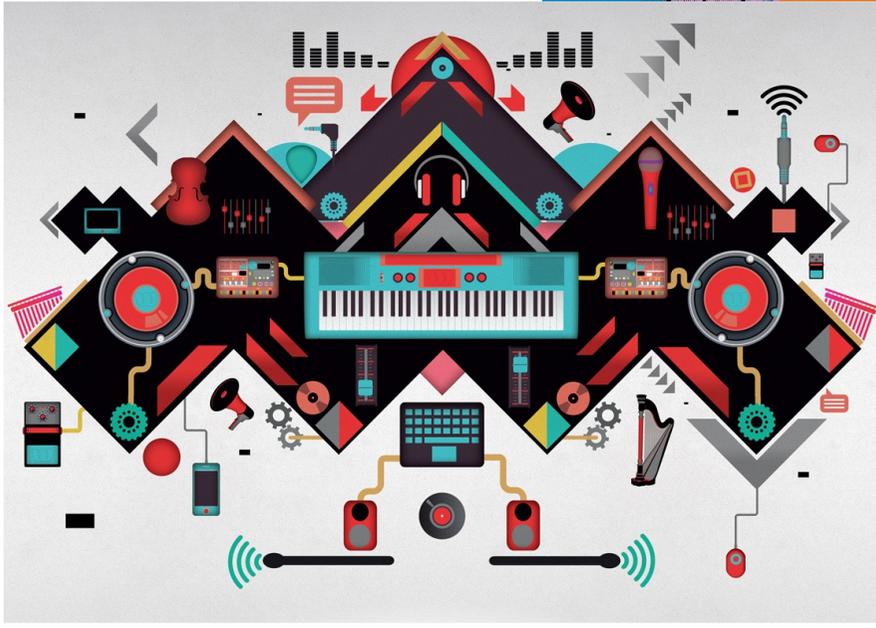
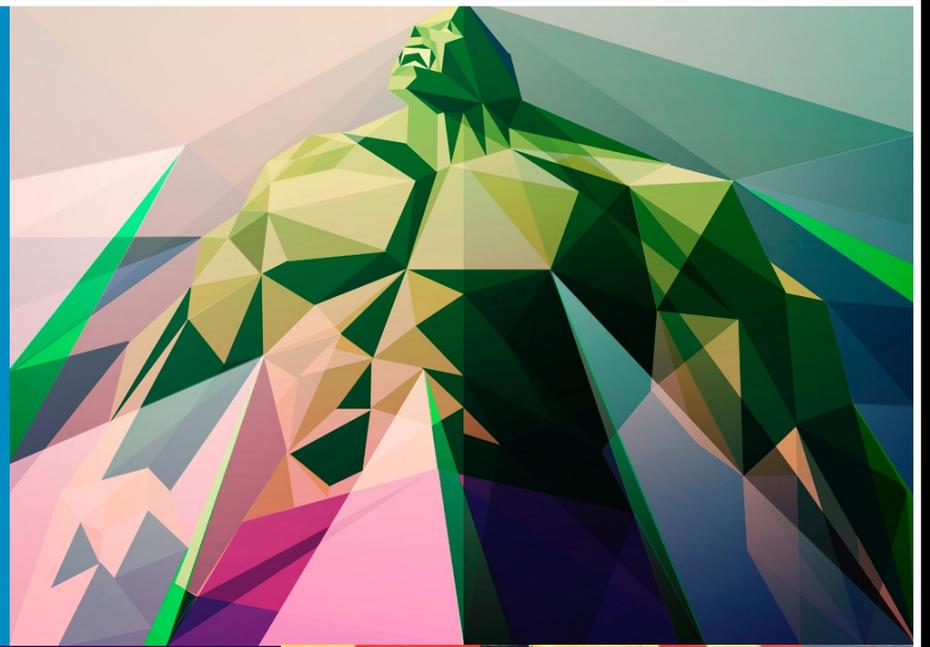
The brand will offer discounted drinks for returning customers who bring back their **UNICONE** as an incentive to recycle and to create customer loyalty. This way, customers can choose to return with their **UNICONES** and receive discounts on their next purchases, or collect different designs/sizes to dress up in.



GEOMETRIC

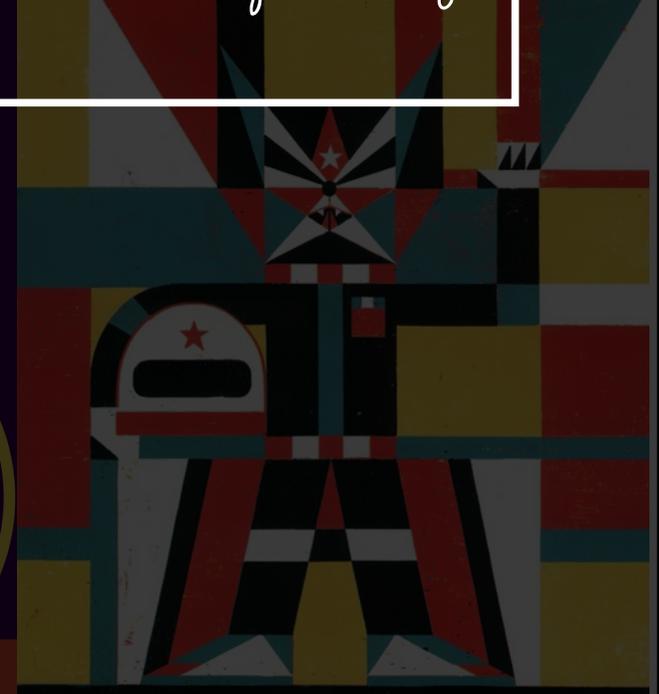
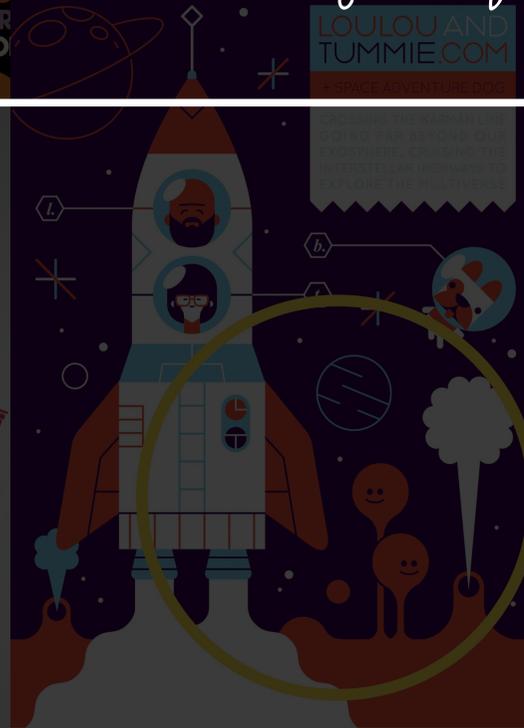


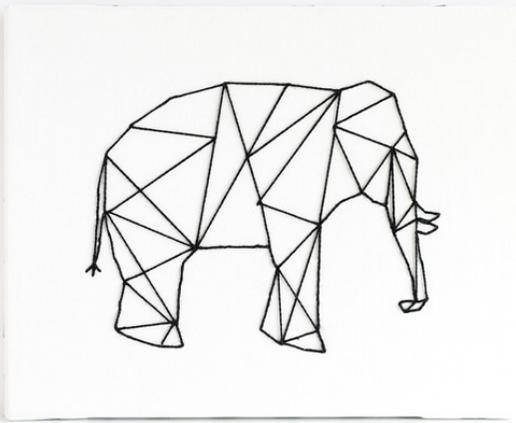
After doing some research on this year's **BESTIVAL** theme, I decided to have a play around with some geometric shapes and patterns to fit in with the festival's style this year. I really like this particular style and am thinking about using a simple geometric lined pattern for the brand's logo.



DISKO VRAIMENT

I also looked at the shapes within these patterns and colour variations as I also like this style of block colour. I think I will need to experiment with each style before coming to any conclusions.

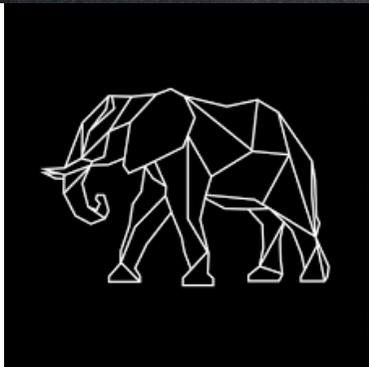




love grows wild

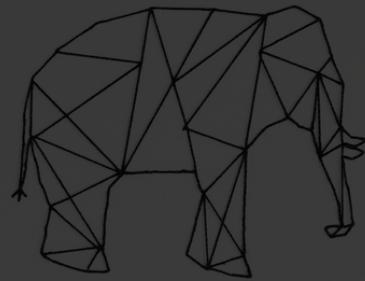


designed by freepik.com

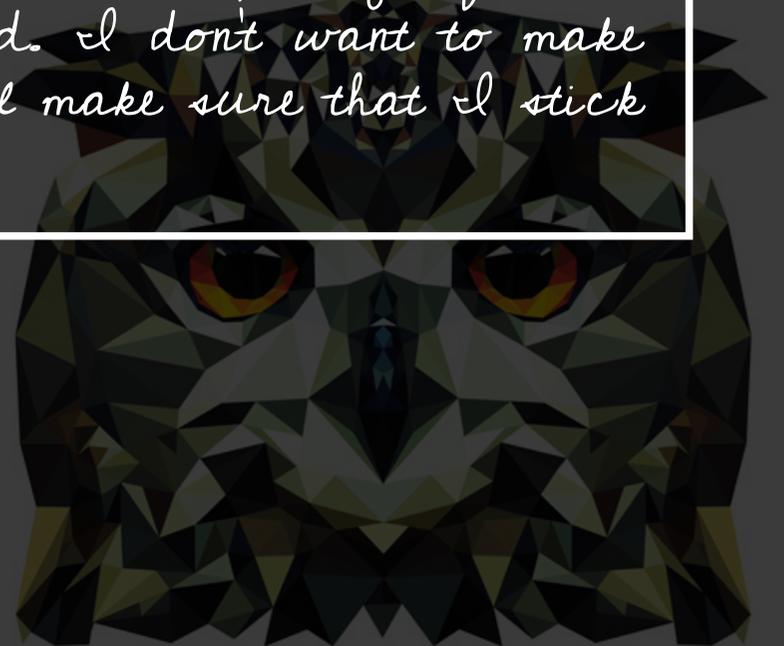


1 VOL



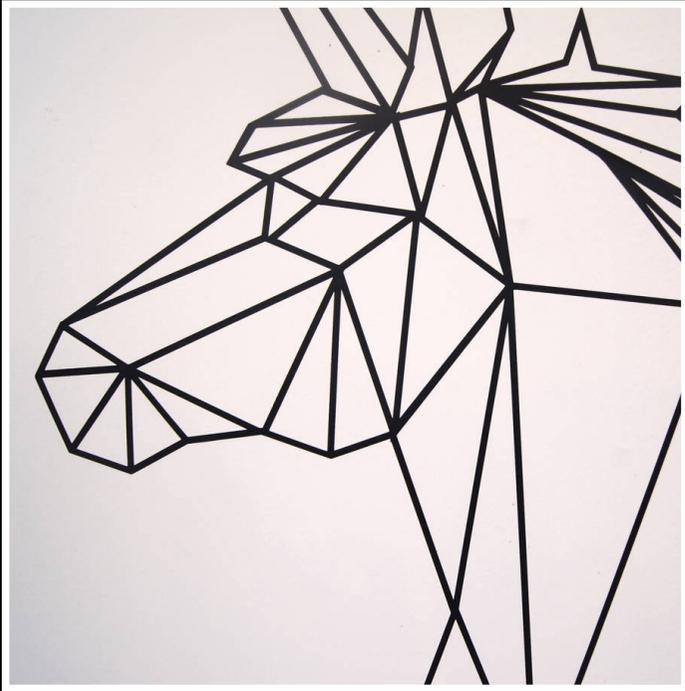


I then had a look at some geometric styled animal designs as I think I want to create a logo of a unicorn in this style. I think it has lots of potential for animation and there is definitely room for some experimentation. I really like the simplicity of these designs and how easy they are to read. I don't want to make anything too complicated though so will make sure that I stick to very simple



DEVELOPMENT WORK

LOGO DEVELOPMENT



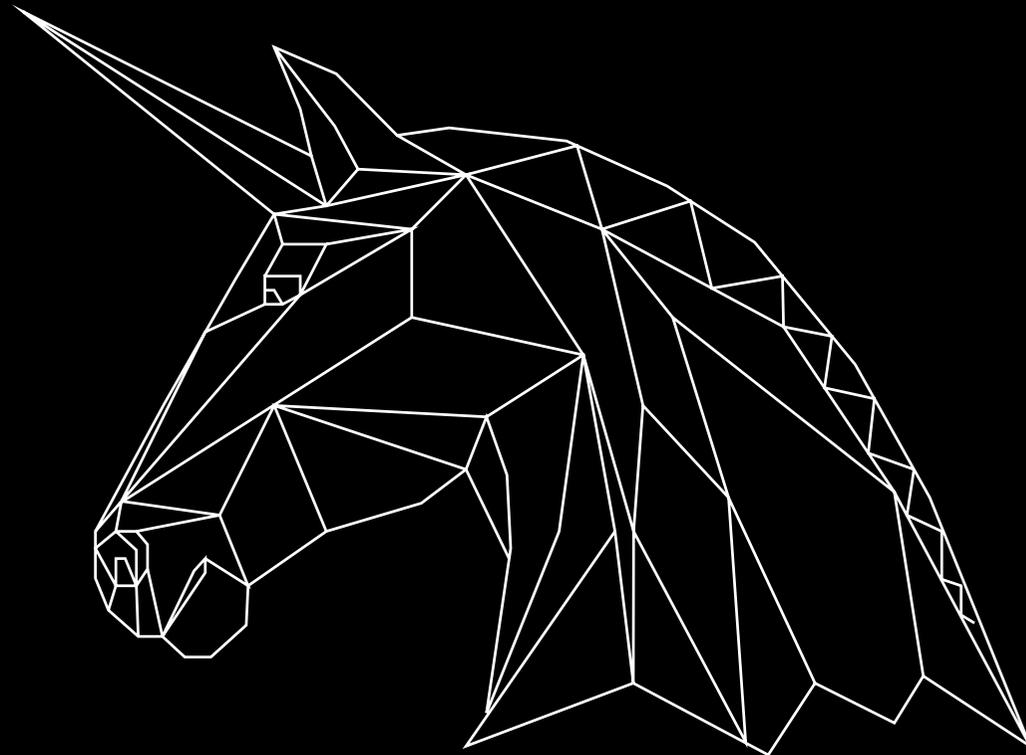
I began to research existing geometric designs of unicorns to see what is already out there and determine how I can make my logo unique. I really liked these simple line drawings of unicorn heads, but I also like the use of coloured shapes. I think I will experiment with both styles as I feel both could work really well with my idea. Although, I think the line drawings would be more appropriate for Festival's theme this year.

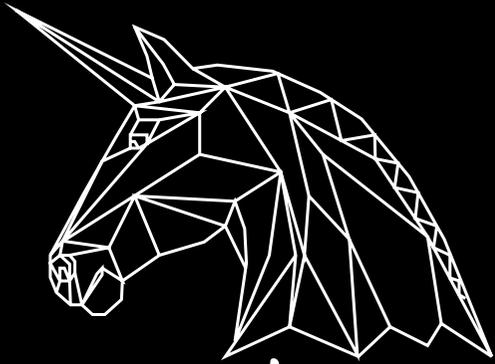


I found an existing design of a unicorn in this block coloured geometric style and really liked it. I think the colours compliment each other nicely and it is very aesthetically pleasing. However, I think I prefer the line drawings to this block shaped style as they are much simpler and more adaptable to their surroundings.

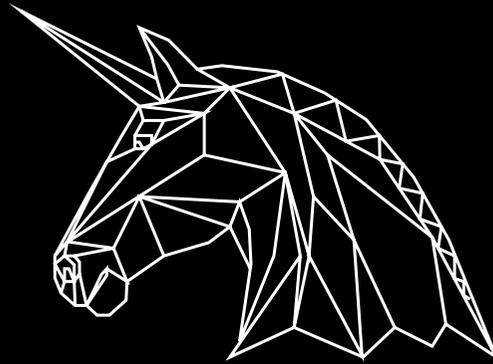
#103241387

LOGO EXPERIMENTATION

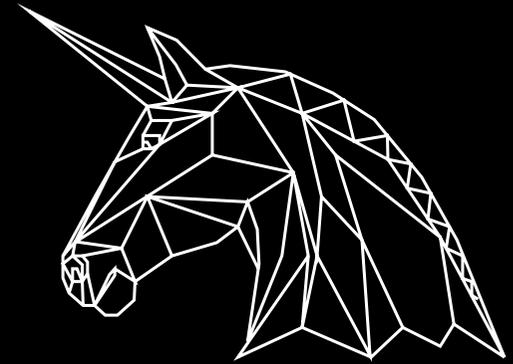




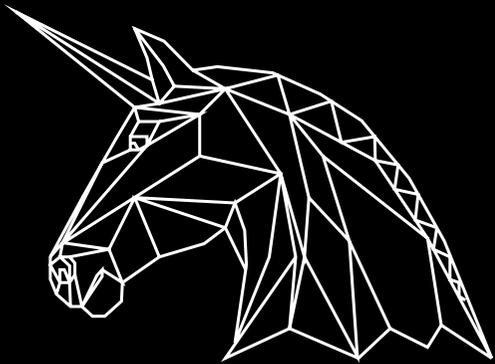
Unicone



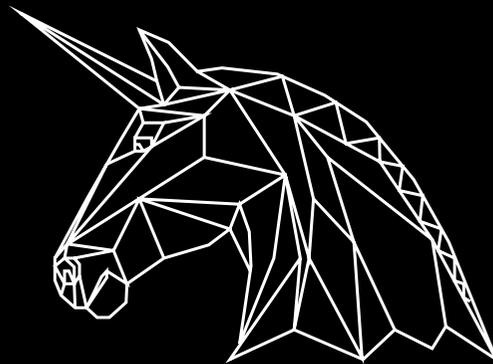
UNICONE



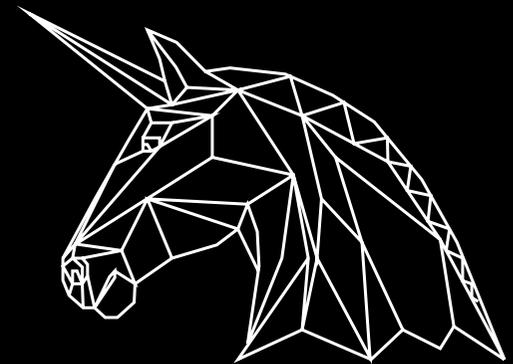
UNICONE



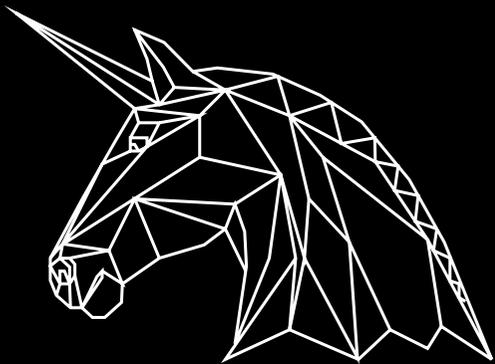
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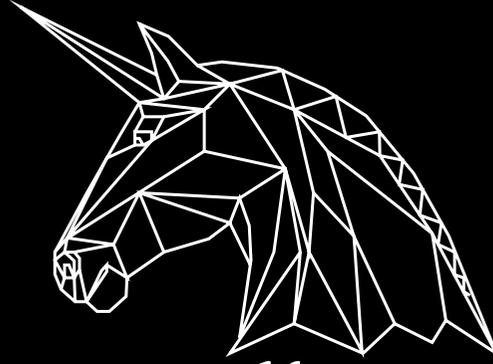
UNICONE



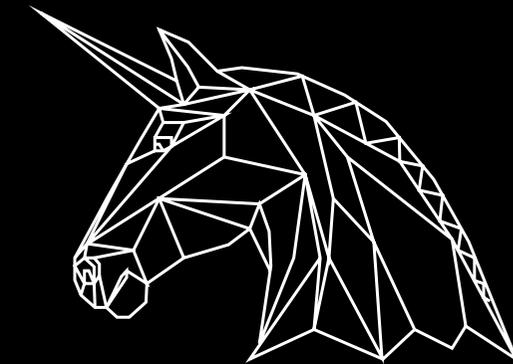
UNICONE



UNICONE

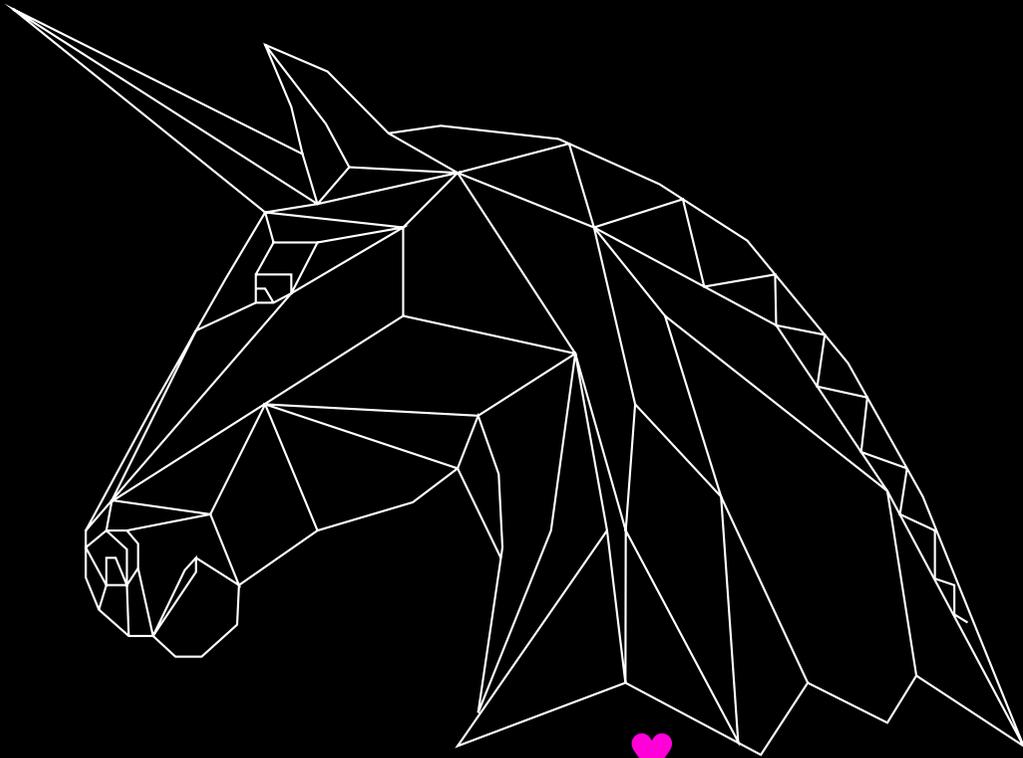


Unicone

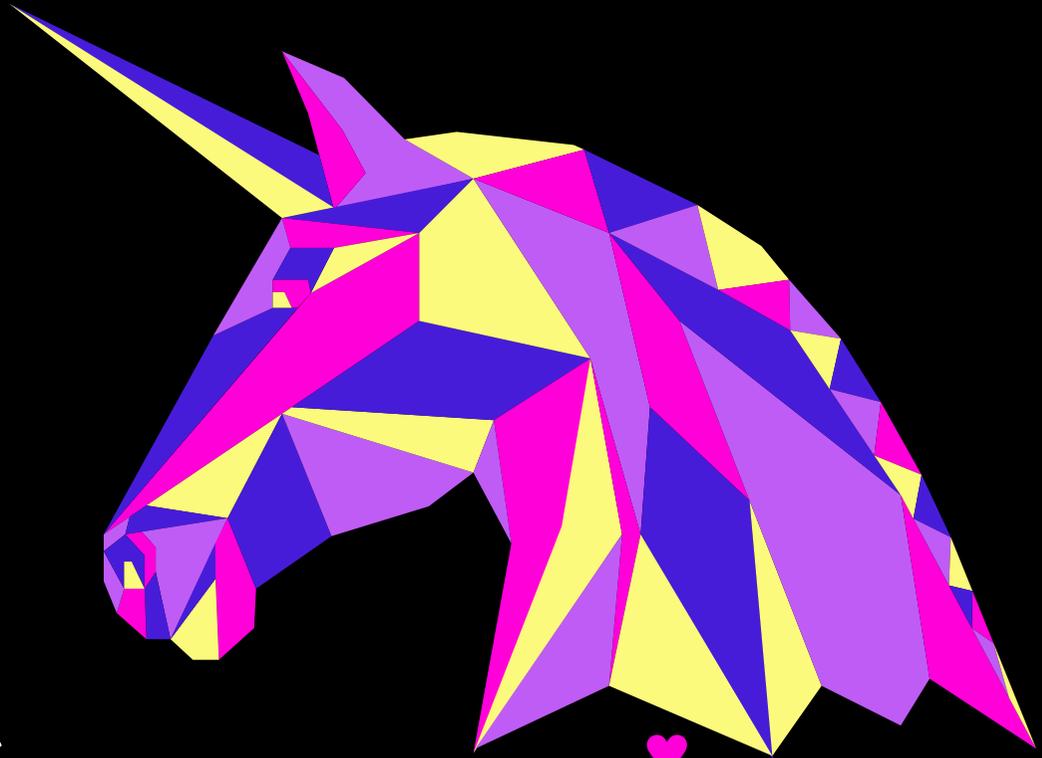


UNICONE

LOGO VARIATIONS

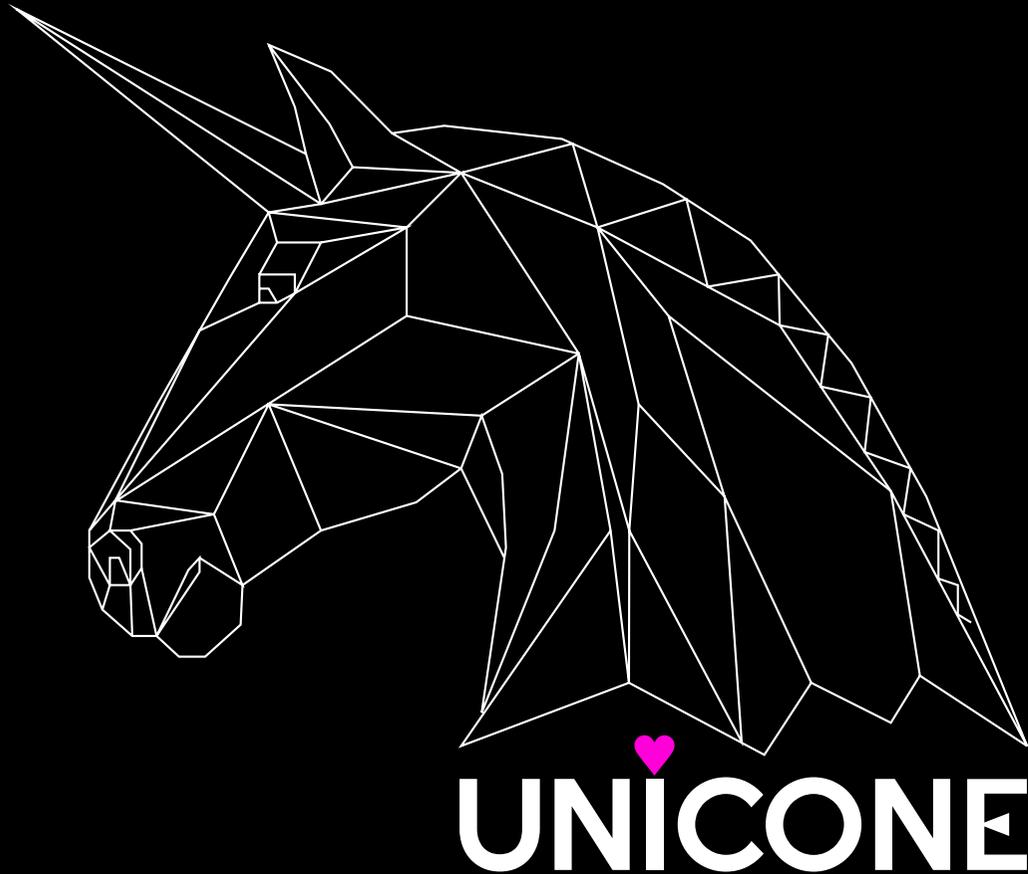


UNICONE



UNICONE

FINAL LOGO



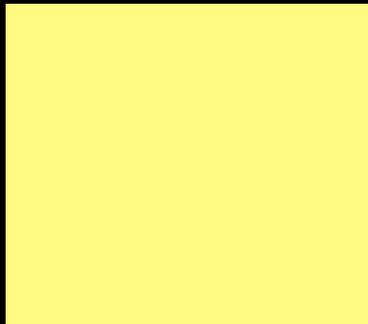
This is my final brand logo for the **UNICONE**. I am quite happy with how it has turned out. I decided to keep it simple and felt that the outline was a much more effective piece of design fitting in with **BESTIVAL'S** theme this year, although the coloured version also works quite well too. I have made some similarities to the **BESTIVAL** logo by manipulating the 'I' and the 'E' in **UNICONE** so that it is easily recognisable.

BRAND COLOURS



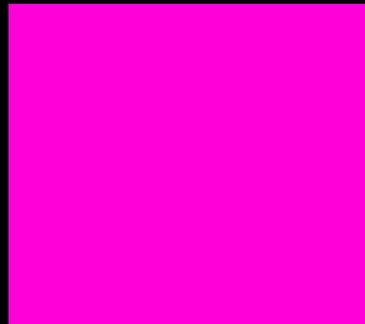
WHITE

RGB: 255 255 255
CMYK: 0 0 0 0
HEX: FFFFFFFF



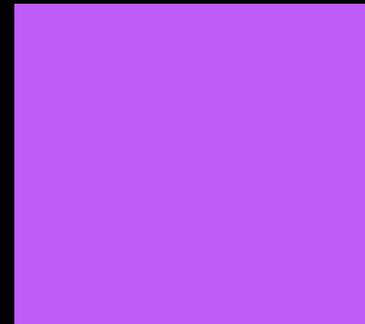
YELLOW

RGB: 254 252 125
CMYK: 7 0 61 0
HEX: FCFB7D



PINK

RGB: 255 0 216
CMYK: 31 81 0 0
HEX: FF00D8



LILAC

RGB: 191 91 246
CMYK: 53 67 0 0
HEX: BF5BF6



PURPLE

RGB: 78 28 216
CMYK: 88 80 0 0
HEX: 471CD8

BRAND COLOURS

I decided to go for a similar colour scheme to this year's **BESTIVAL** theme as to integrate my brand with theirs. It also means that my brand is adaptable and versatile and can be changed each year to fit in with **BESTIVAL'S** themes.



WHITE

RGB: 255 255 255
CMYK: 0 0 0 0
HEX: FFFFFFFF



YELLOW

RGB: 254 252 125
CMYK: 7 0 61 0
HEX: FCFB7D



PINK

RGB: 255 0 216
CMYK: 31 81 0 0
HEX: FF00D8



LILAC

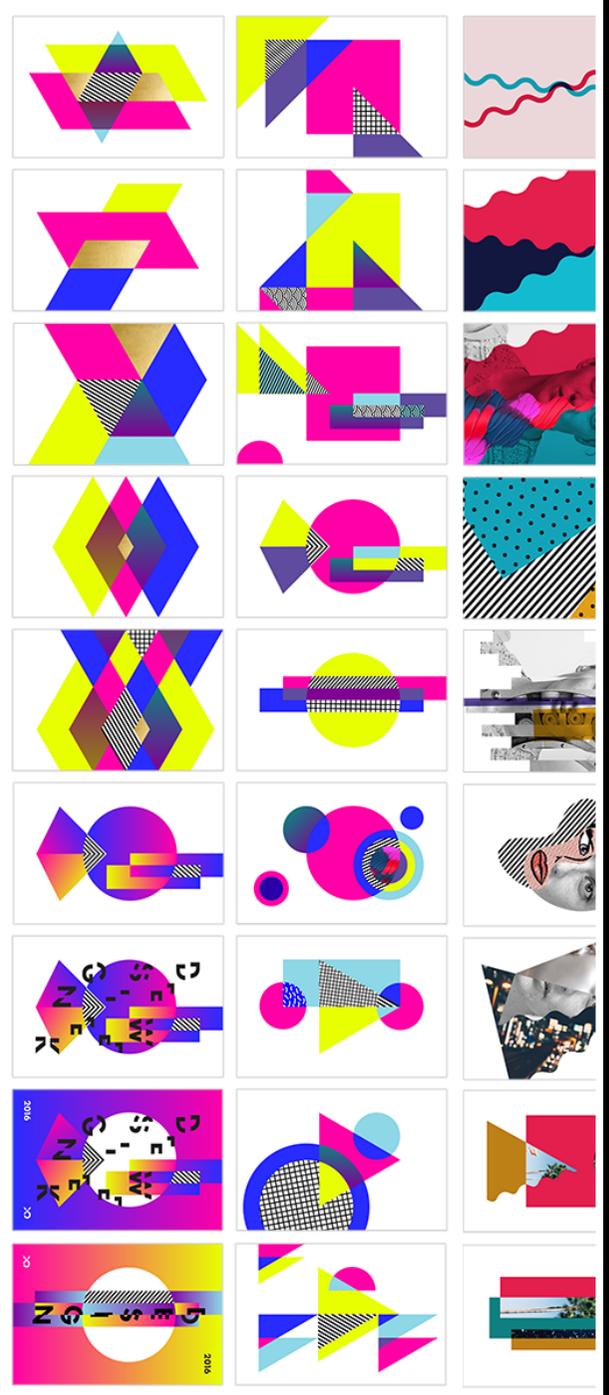
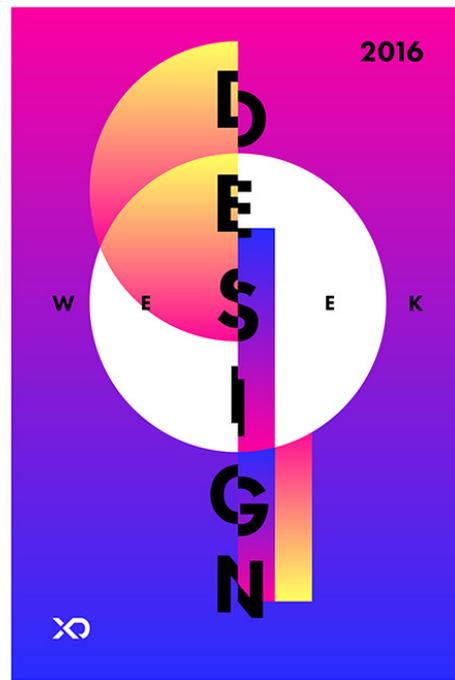
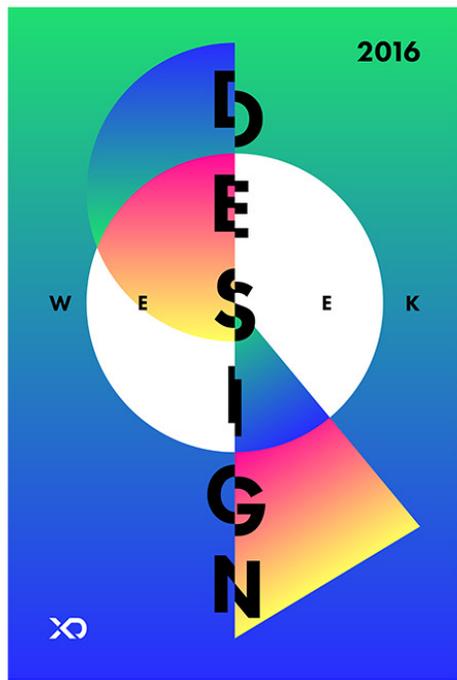
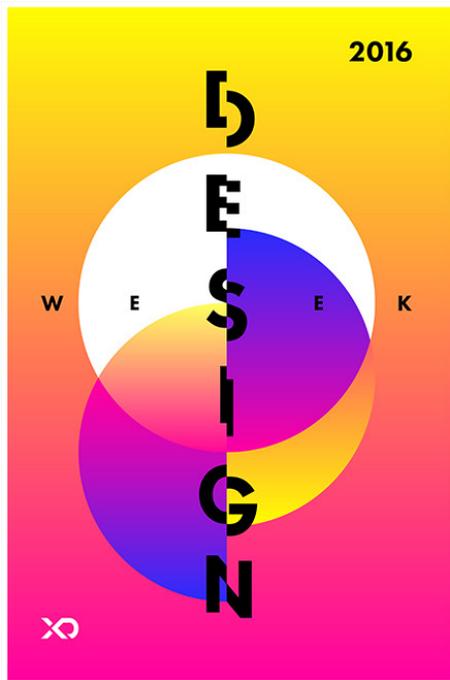
RGB: 191 91 246
CMYK: 53 67 0 0
HEX: BF5BF6

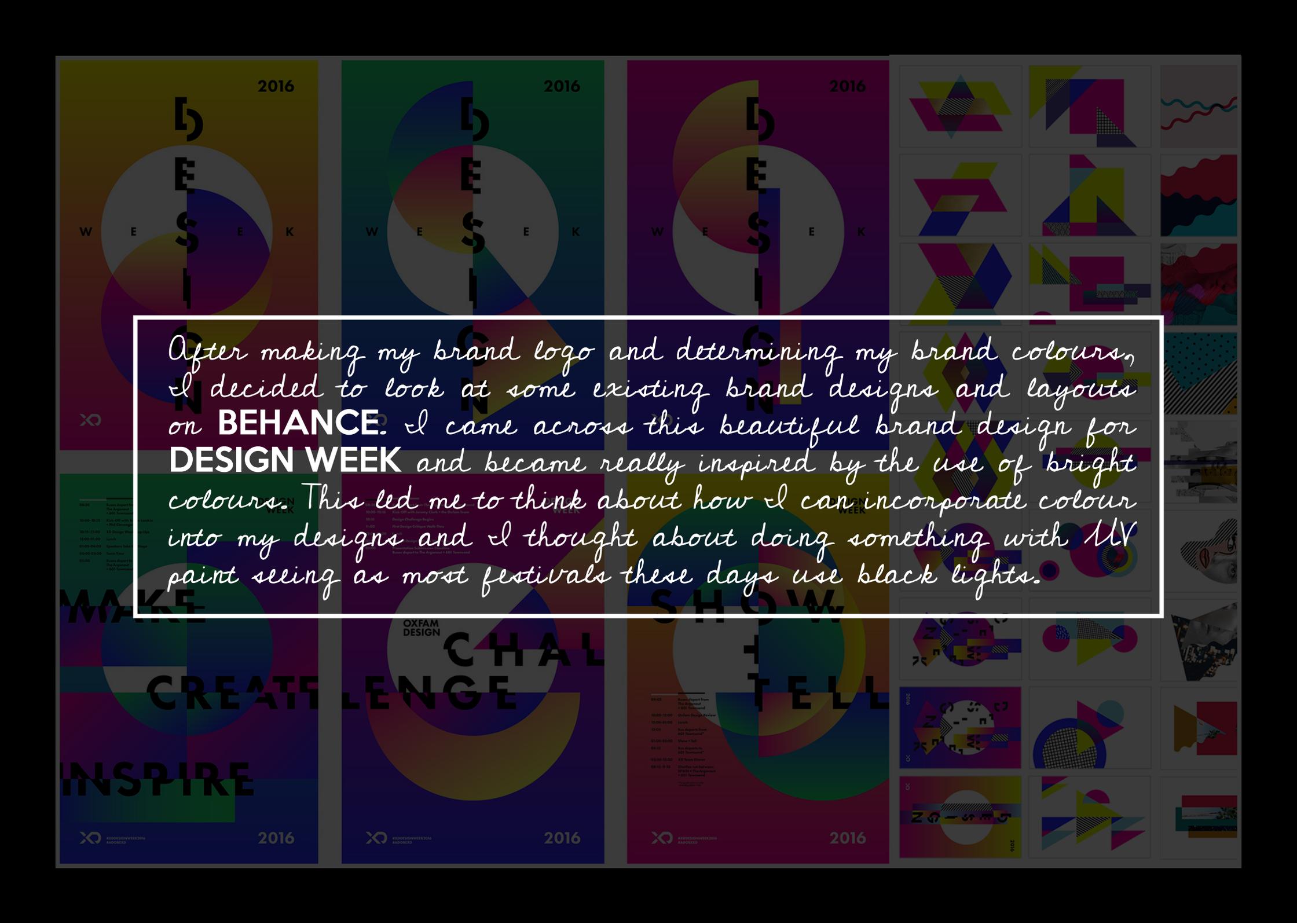


PURPLE

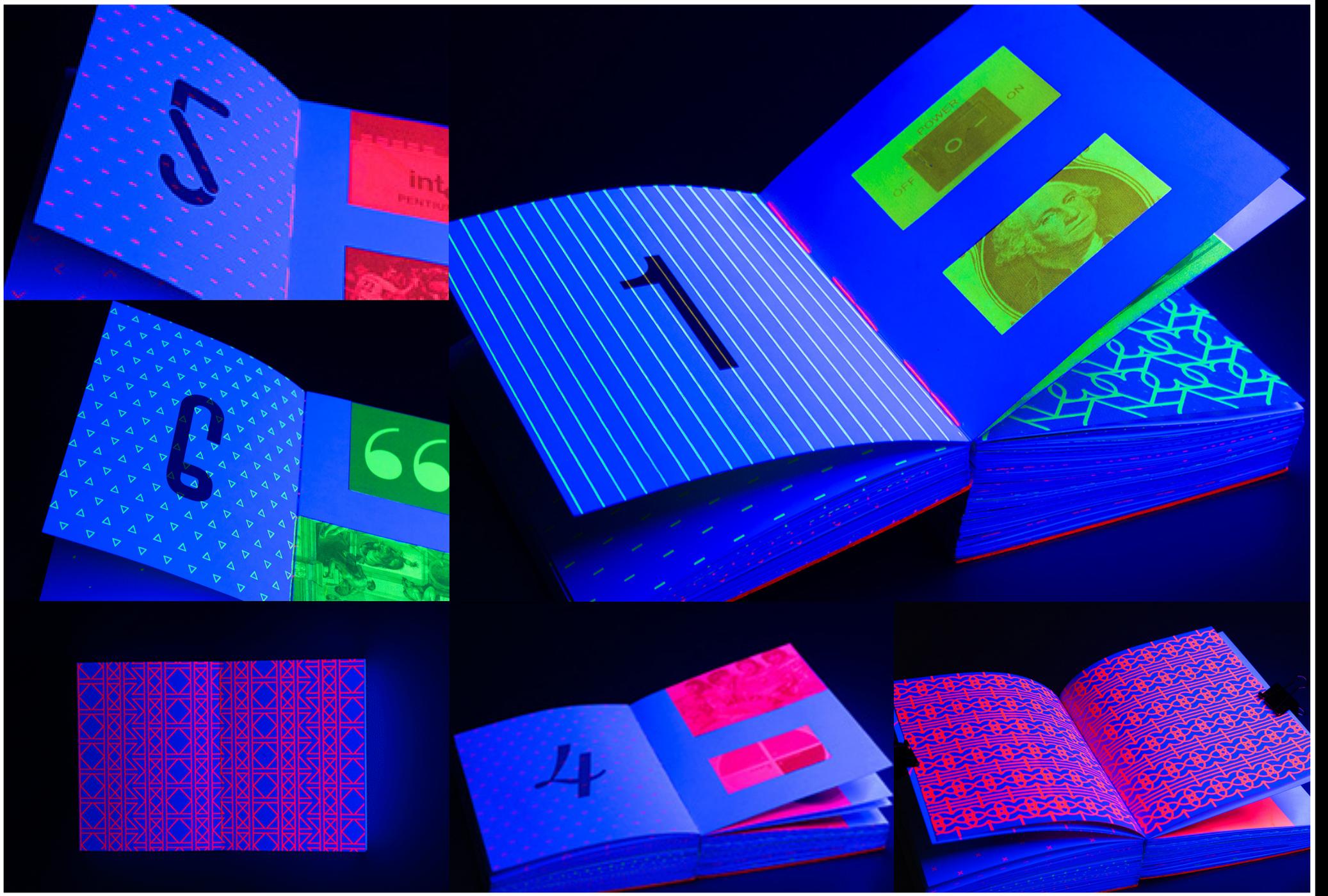
RGB: 78 28 216
CMYK: 88 80 0 0
HEX: 471CD8

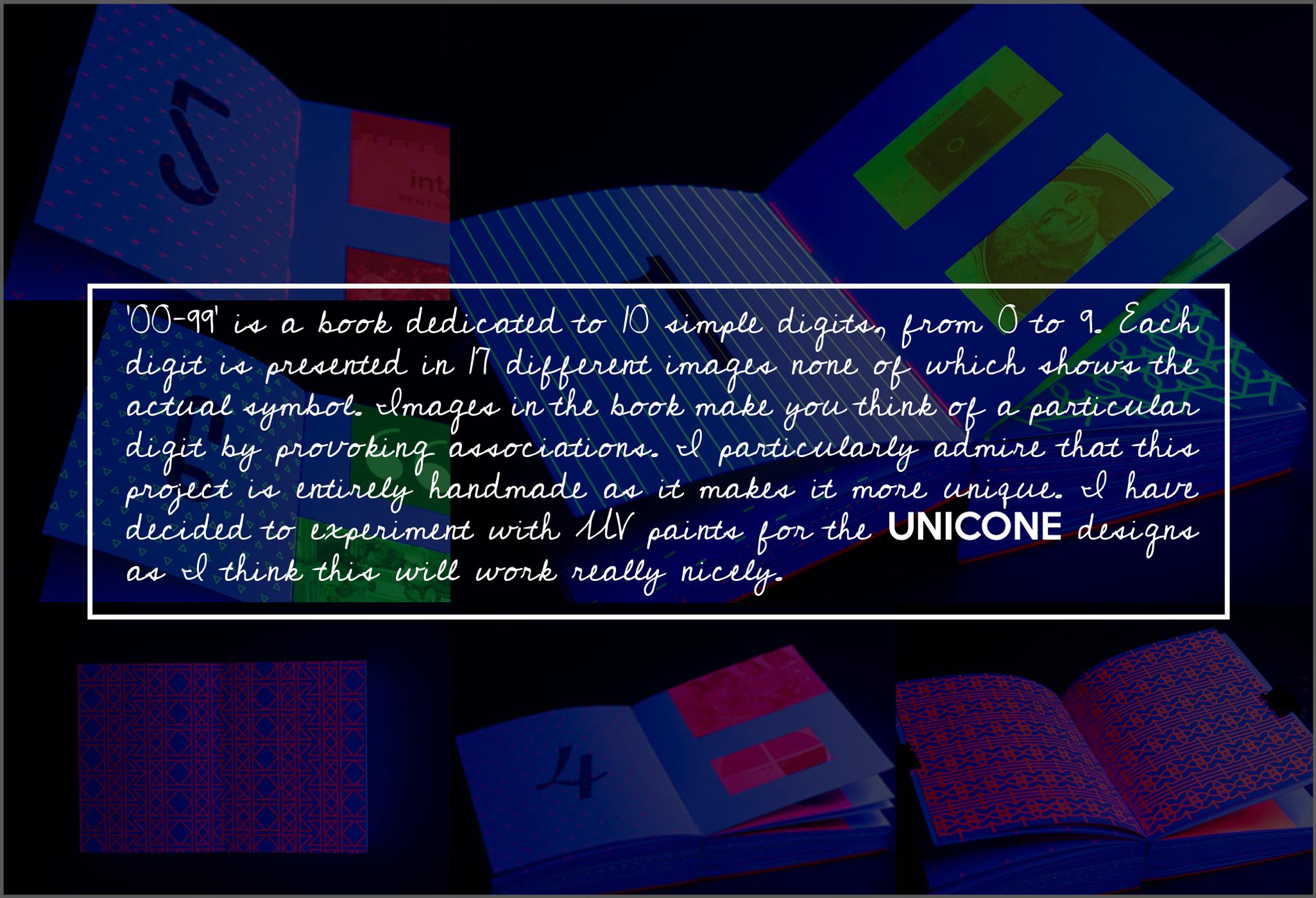
INSPIRATION



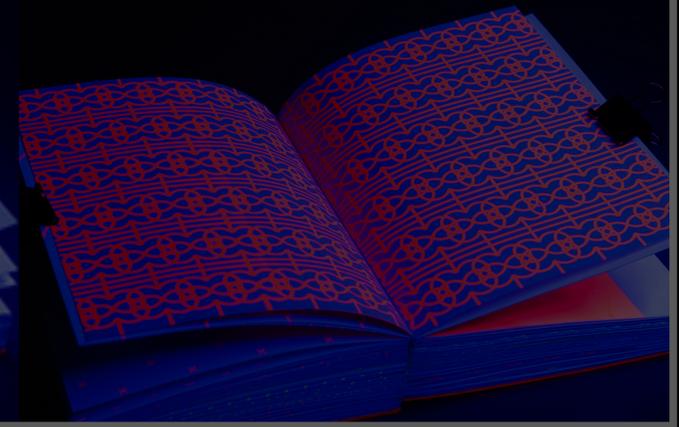
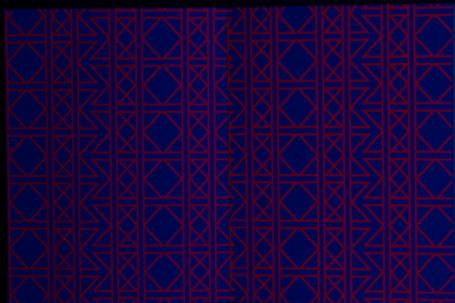


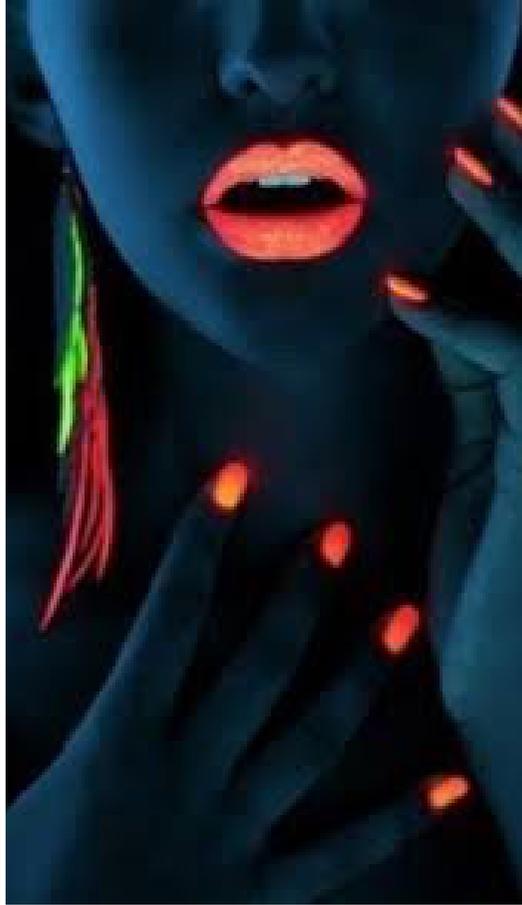
After making my brand logo and determining my brand colours, I decided to look at some existing brand designs and layouts on **BEHANCE**. I came across this beautiful brand design for **DESIGN WEEK** and became really inspired by the use of bright colours. This led me to think about how I can incorporate colour into my designs and I thought about doing something with UV paint seeing as most festivals these days use black lights.

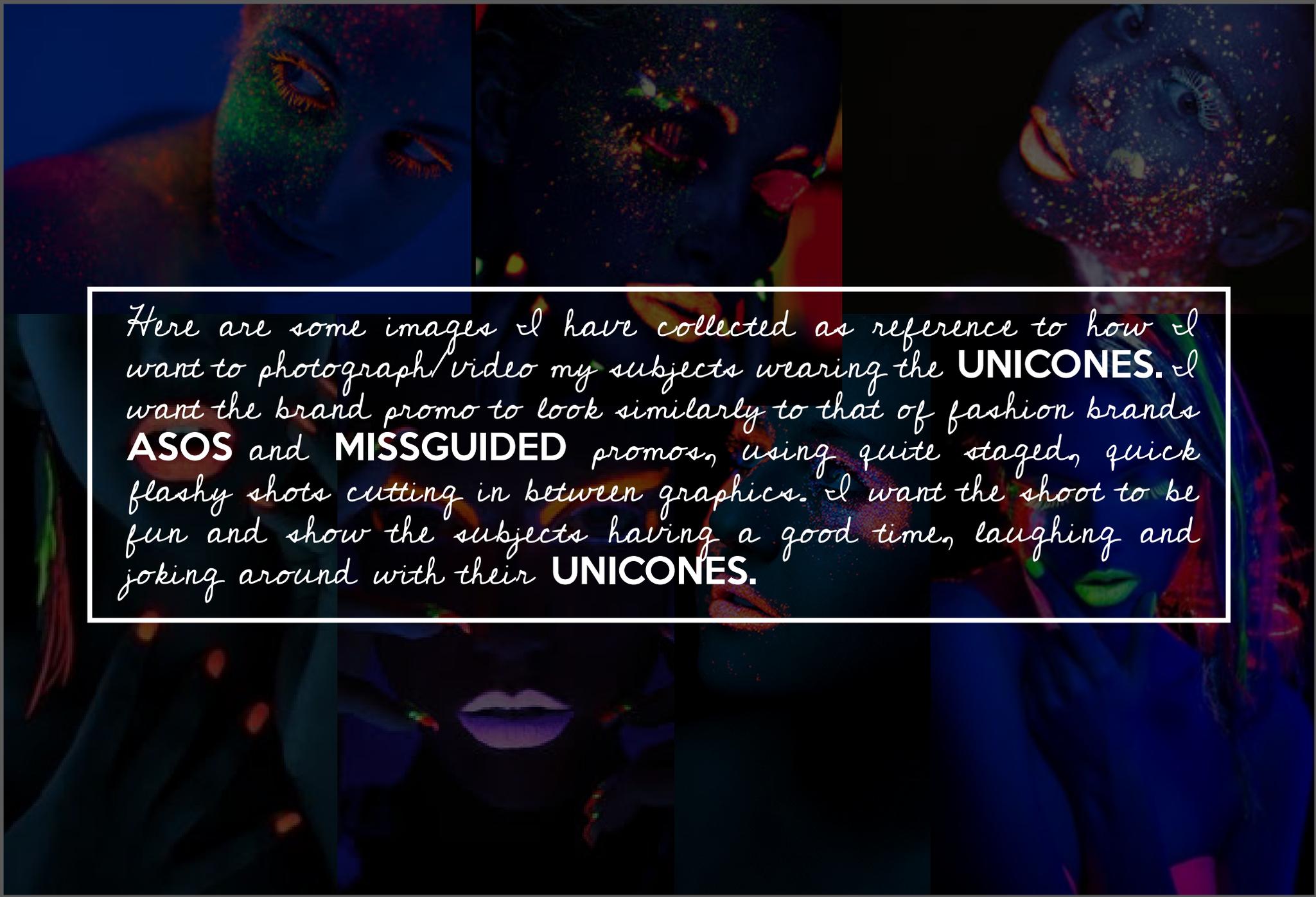




'00-99' is a book dedicated to 10 simple digits, from 0 to 9. Each digit is presented in 17 different images none of which shows the actual symbol. Images in the book make you think of a particular digit by provoking associations. I particularly admire that this project is entirely handmade as it makes it more unique. I have decided to experiment with UV paints for the **UNICONE** designs as I think this will work really nicely.

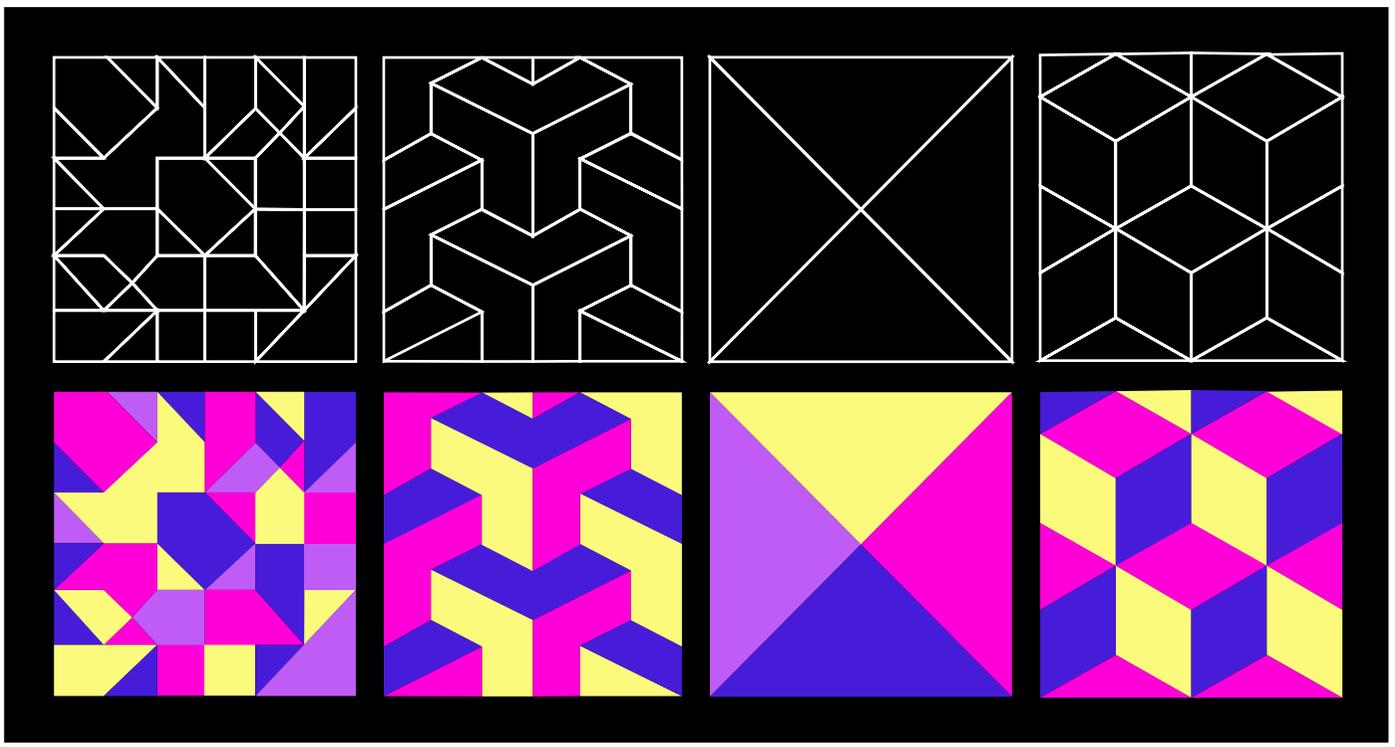


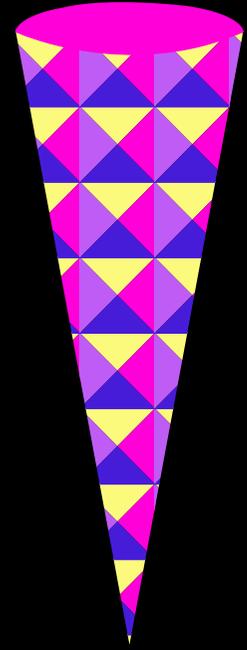
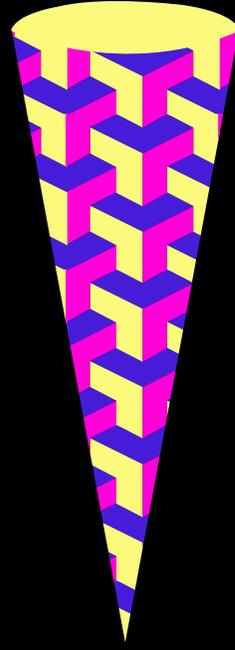
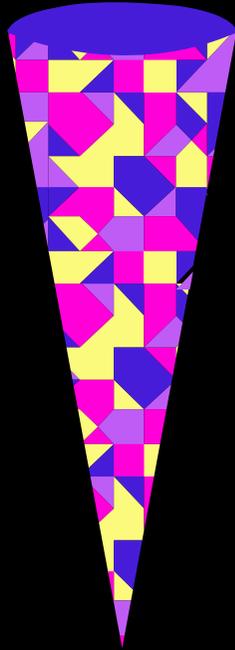
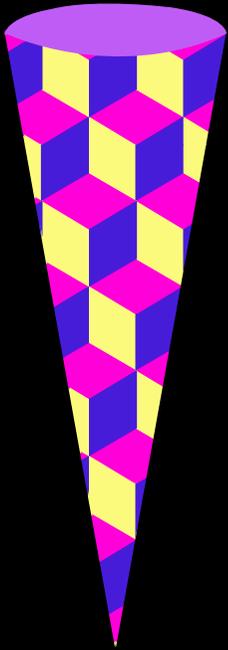
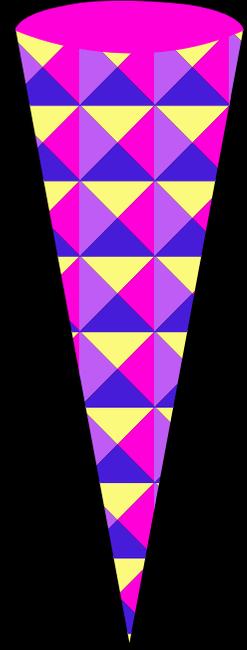
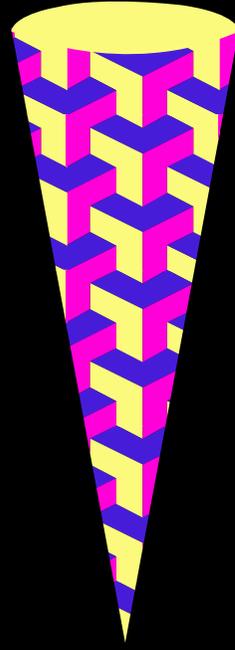
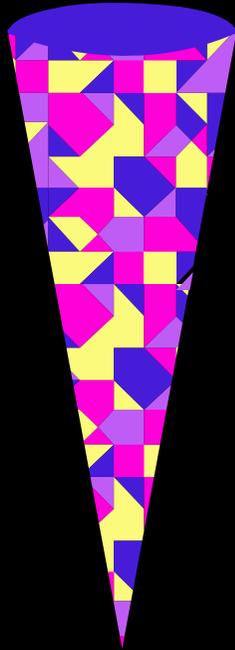
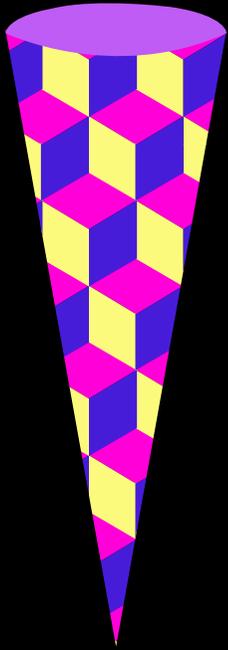


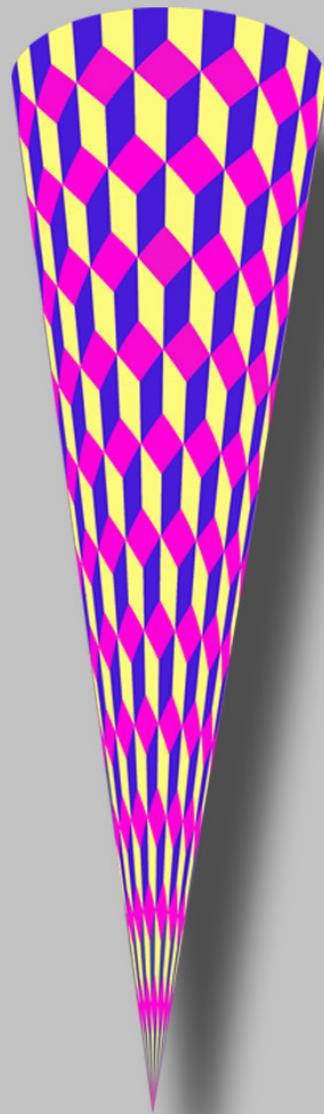


Here are some images I have collected as reference to how I want to photograph/video my subjects wearing the **UNICONES**. I want the brand promo to look similarly to that of fashion brands **ASOS** and **MISSGUIDED** promos, using quite staged, quick flashy shots cutting in between graphics. I want the shoot to be fun and show the subjects having a good time, laughing and joking around with their **UNICONES**.

DESIGNS









Here I have made a quick 3D mock up of what the cone would look like in reality. This would be how it looks in daylight, but as soon as night falls, the UV paint will show up and transform the cone into a whole new product. This is both exciting and surprising and allows people to collect the different patterns and different sized **UNICONES**.





I have also made some quick T-shirt mock ups to show how the branding could work. These would be nice in colour as well as black and white, but due to the nature of the design this can be very flexible.

FINAL ELEMENTS

FINAL PHOTOS



FINAL PHOTOS

The photoshoot actually worked out quite well despite a few obstacles during the development process. I ended up having to buy an extra UV light due to the first one not being bright enough, and changed the material of the cones three times before reaching my final designs. I ended up having to individually paint each pattern onto paper in UV paint and then hand stick them onto the cones.

EVALUATION

I really enjoyed this project and was really able to get stuck in with some creative ideas. I wish I had more time to have finished this as I feel like I could have made much more progress with it. I am really happy with how my designs worked out and am also happy with the promo I made, however due to the lack of time, I was unable to properly storyboard my idea and ended up having to create the piece with rough ideas of how I wanted it to look.

I also wanted to make more mock up designs to show how the brand could feature across a range of platforms, including designs for the bar space at **BESTIVAL**.

If I could re do the project, I would also have sourced a more appropriate camera and lighting as the footage has come out quite grainy, although this does add to the effect.

Overall, I am happy with the work I have produced but wish I'd had more time to execute it to the best of my ability.