

klauzurní práce

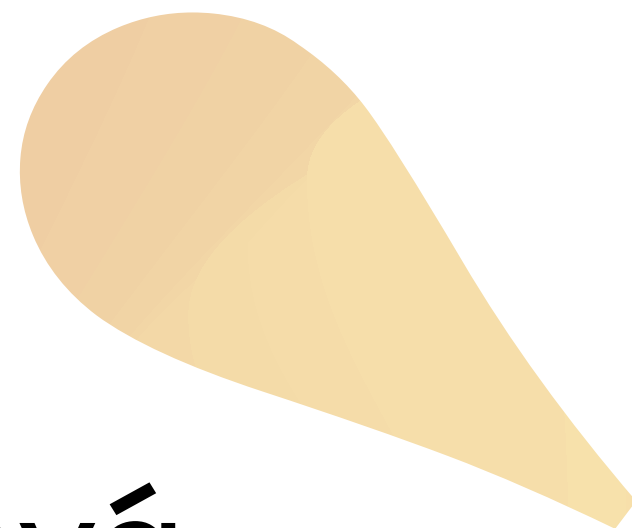


letní semestr

Vizuální styl značky Crémart



Barbara Bártková



2. ročník

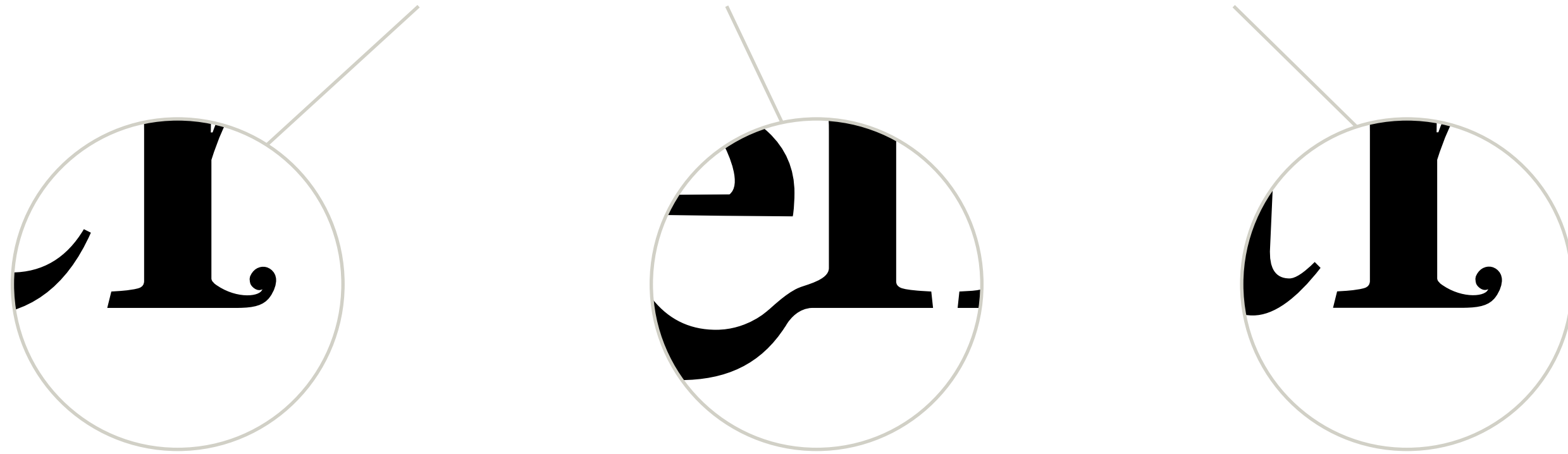
myšlenka

- vytvořit rozpoznatelné logo doprovázené originálním dynamickým prvkem
- čerpat z charakteru značky a inspirovat se strukturou krému, kterou vystihne plynulý přechod mezi barvami

logo

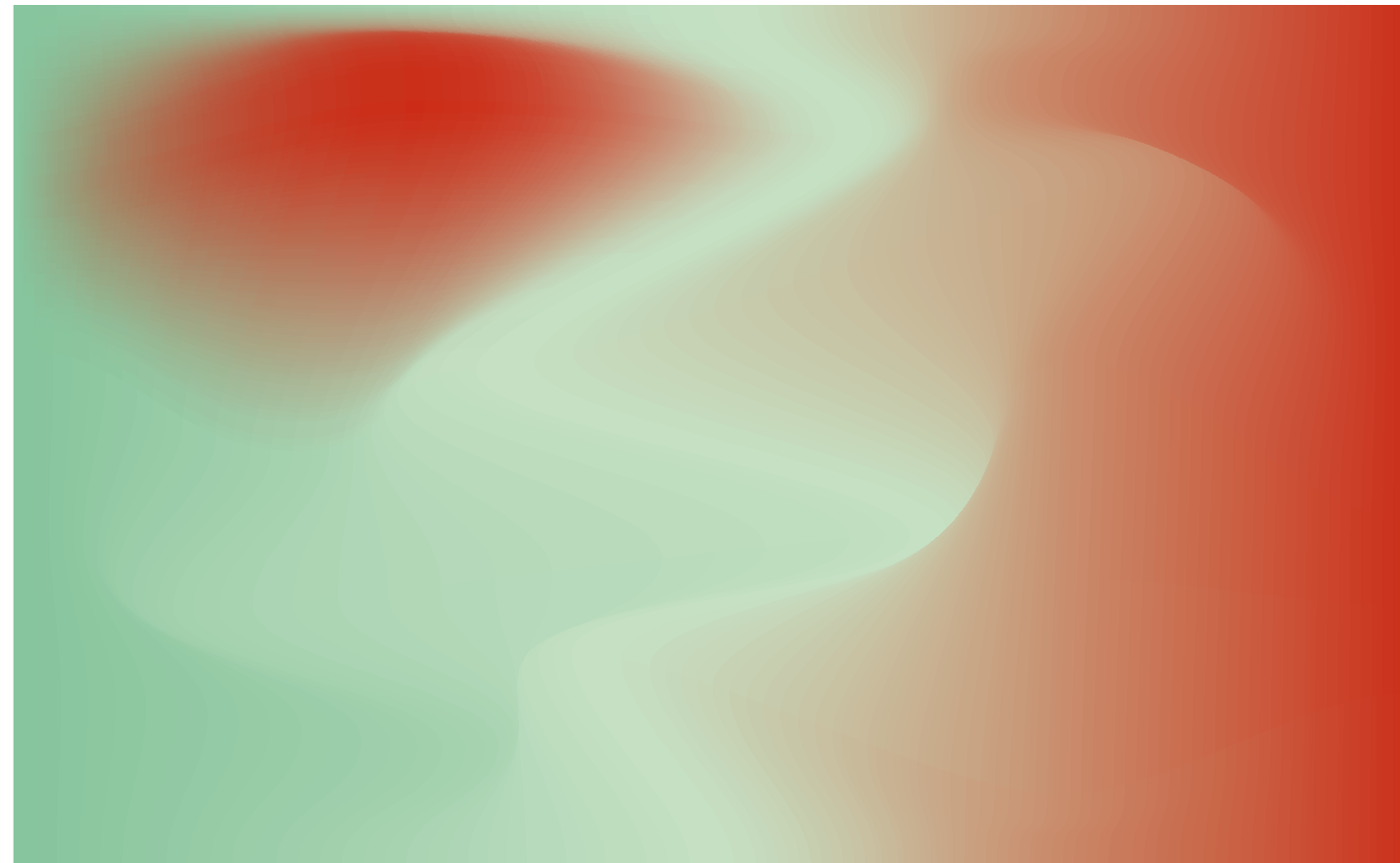
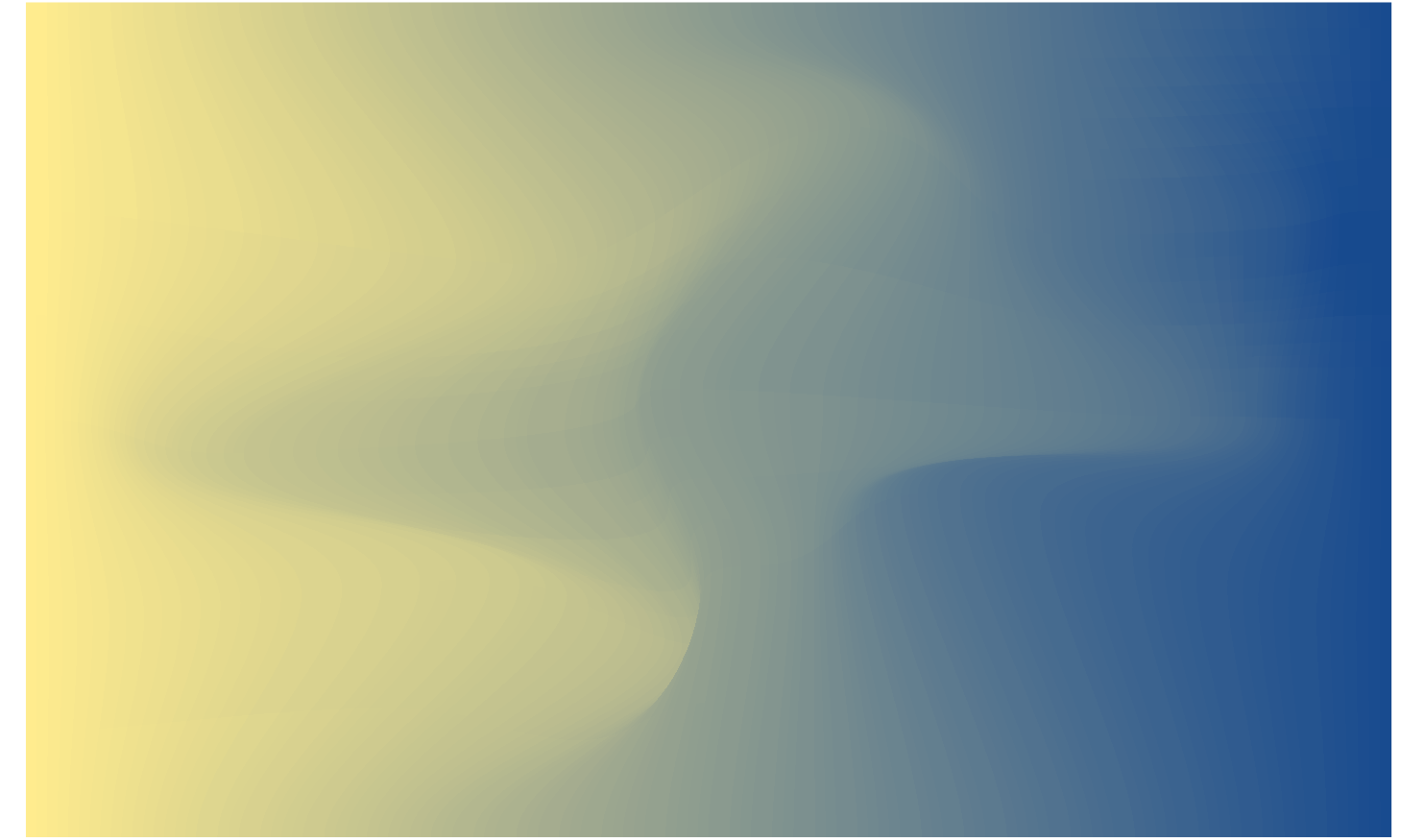


crémart



font — Freight Display Pro

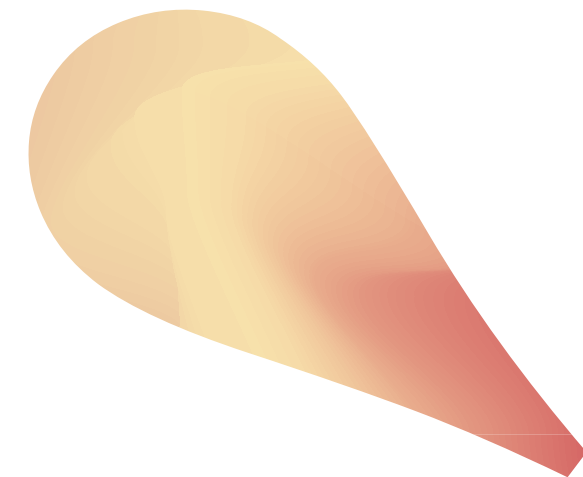
textury



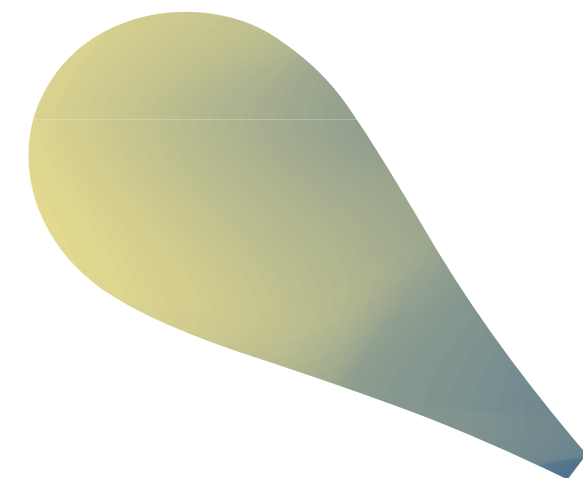
crémart +

kombinace

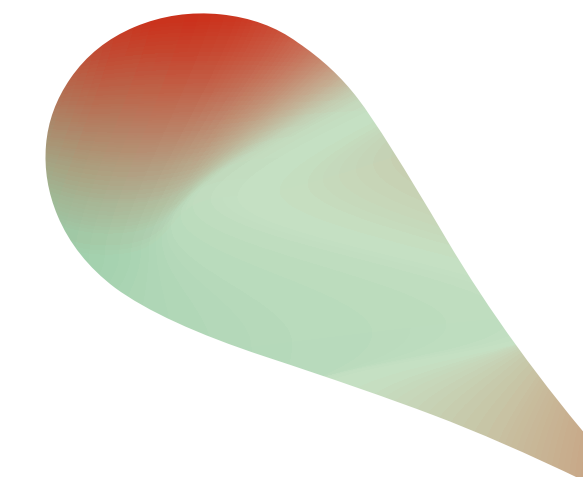
crémart



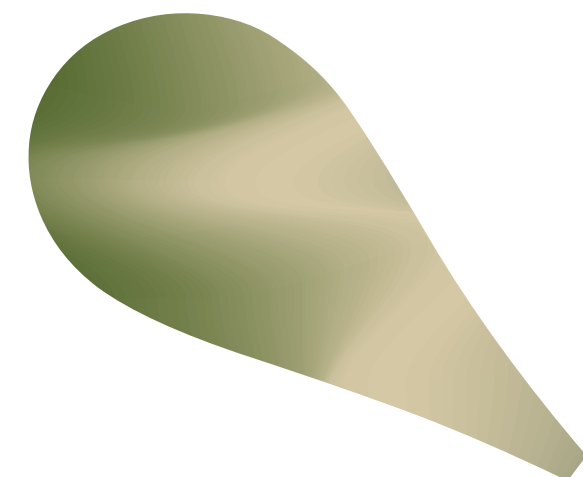
crémart



crémart

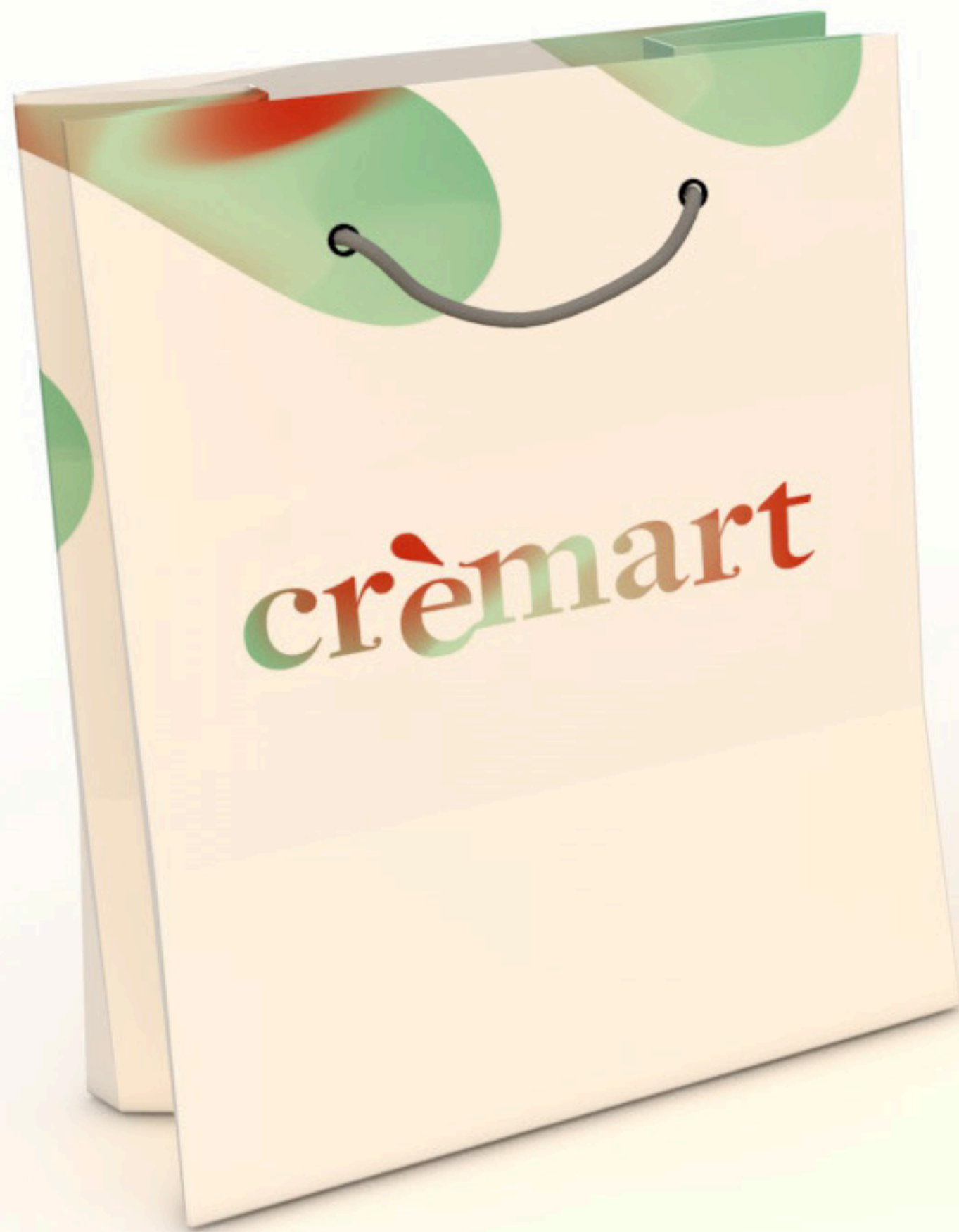


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aplikace vizuálního stylu





propagační kartičky

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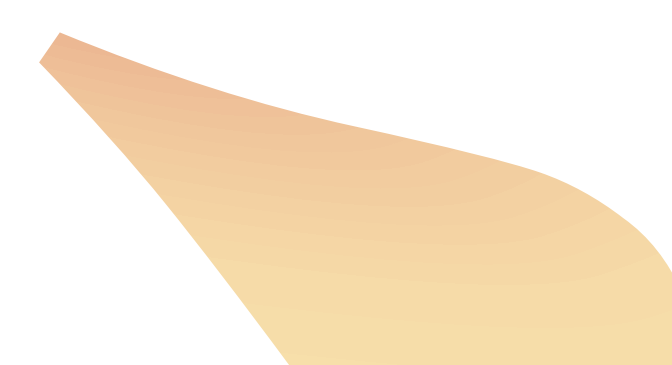
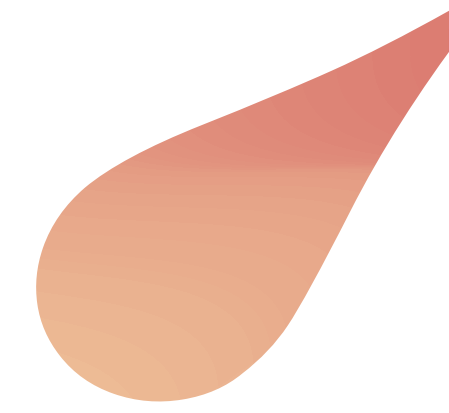
COFFEE

TEA

DELICIOUS

ORIGINAL

aplikace interiér/exteriér









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Děkuji za pozornost.

