

**COMM1790**

**Student Number: 201884852**

**Assignment 1: Design  
Portfolio**

# Assignment 1A: Logo and Style Guide

V MASSAGE

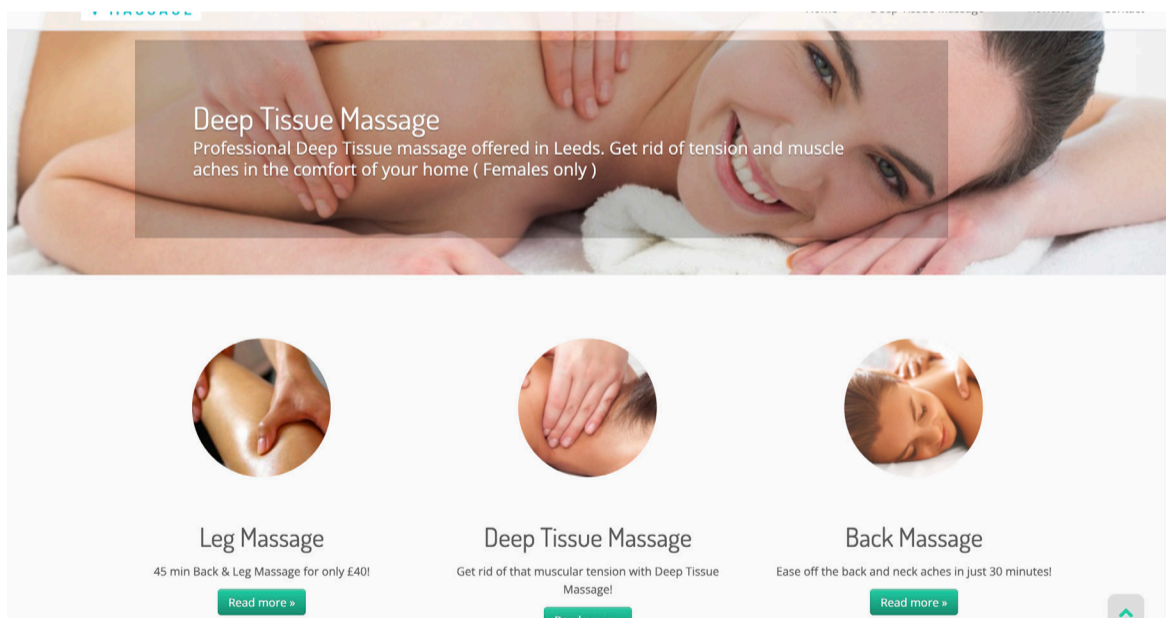


MASSAGE

# 1. Brand Overview



V Massage is a local massage service brand based in Leeds, UK. It mainly offers deep tissue massage and also provides weight management-related services. The brand aims to relieve physical fatigue and muscle discomfort, and hopes to help clients relax their bodies and improve their daily living conditions through massage.



The official website mainly features various massage service items. The homepage displays multiple types of massages. Each item can be clicked to view the corresponding textual description, and the contact information and reservation details are provided on the page.

## 2. The Logo

This logo was redesigned for the Vmassage brand. I used the letter “V” as the main shape and combined it with a hand shape to represent massage and body care.

I chose soft and elegant colours to give the logo a calm and relaxing feeling, which matches the brand’s concept of comfort and care.

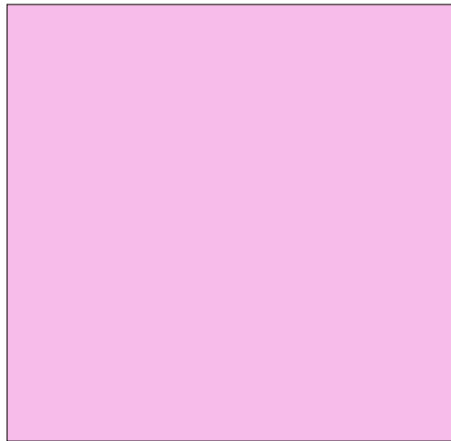
This logo is mainly used on the Vmassage website and other online platforms as the main visual identity of the brand.



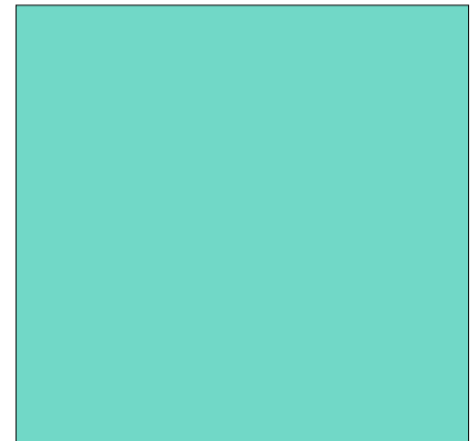
## 3. Colour



**#a5ffe2**



**#a5ffe2**



**#71d8c7**

In the design, I chose to use these three colours. These colors give a sense of relaxation and gentleness, which aligns with the comfortable and healing atmosphere conveyed by the brand.

## 4. Logo Silhouette



To adapt to darker backgrounds or when colors cannot be used, I designed a black-and-white version of the logo. This helps to maintain the clarity and uniformity of the logo in various situations.

## 5. Logo sizing & Clear Space

The logo adopts a nearly square proportion to ensure consistency in various applications. The minimum height of the logo is 20 millimeters to guarantee clarity and legibility even at smaller sizes. As a vector-based design, the logo can be freely scaled while maintaining its original proportion. This makes it suitable for a wide range of formats.



To ensure clarity, the logo should always be surrounded by clear space.

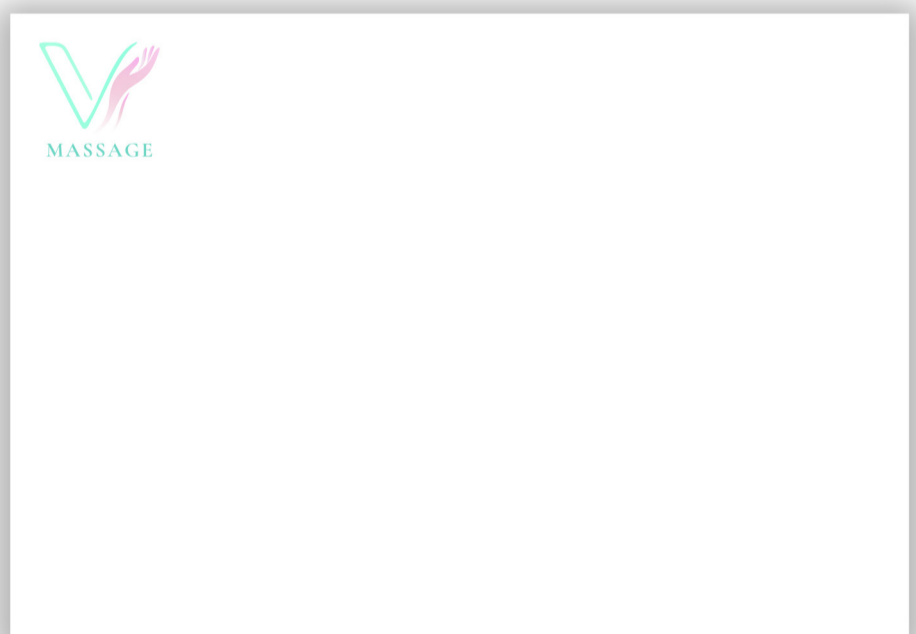
A minimum clear space of 5 mm should be maintained around the logo to avoid visual interference.



## 6. Positioning

In most applications, the logo should be placed in the top left corner to ensure consistency and facilitate clear brand recognition.

The logo should be given sufficient space to maintain a distance from the edges, and it should also follow the previously established clear space guidelines.



## 7. Misuse

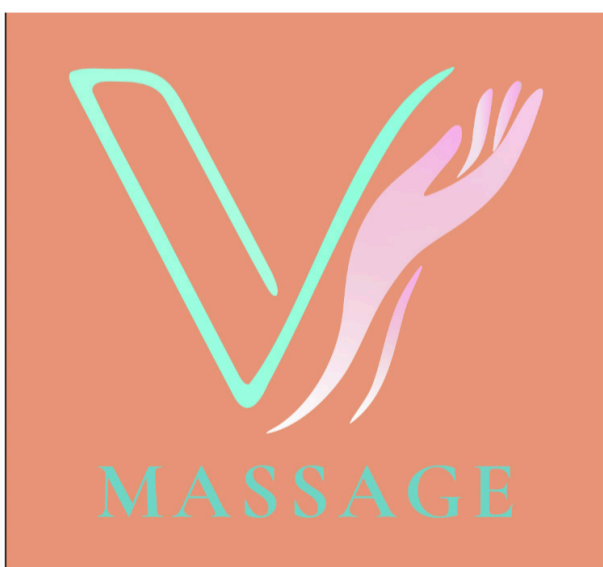
The following examples illustrate incorrect usage of the logo and should be avoided.



You must not distort or stretch the logo.



You must not add a border around the logo.



You must not place the logo on an unapproved colour background.



You must not change the colour of the logo.

## 8. Typography

The logo wordmark uses Cormorant Garamond, a serif typeface that reflects elegance and calmness, supporting the brand's relaxing identity.

For body text, Inter Light is used to ensure clarity and readability across print and digital applications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Assigment 1B: Web Banners

**ABSOLUT  
GRAPHIC**

# ABSOLUT GRAPHIC

In this project, I designed a series of web banners for Absolut Vodka, with graphic patterns as the main theme. The designs use basic shapes such as dots, hearts, stars and checkered patterns to explore how simple graphics can create different visual effects through variation in arrangement and combination. Although these elements are visually simple, changes in repetition, rhythm and colour allow each banner to convey a different feel.

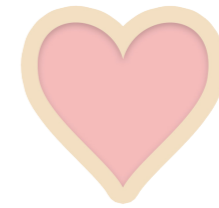
All of the designs use the Absolut bottle as a consistent visual framework, helping the series remain structurally unified. Applying different patterns to the same bottle shape highlights the characteristics of each graphic and allowed me to more clearly explore how patterns change within a fixed form.

Overall, the project focuses on using variations of basic graphic elements to create different visual outcomes within a unified structure.



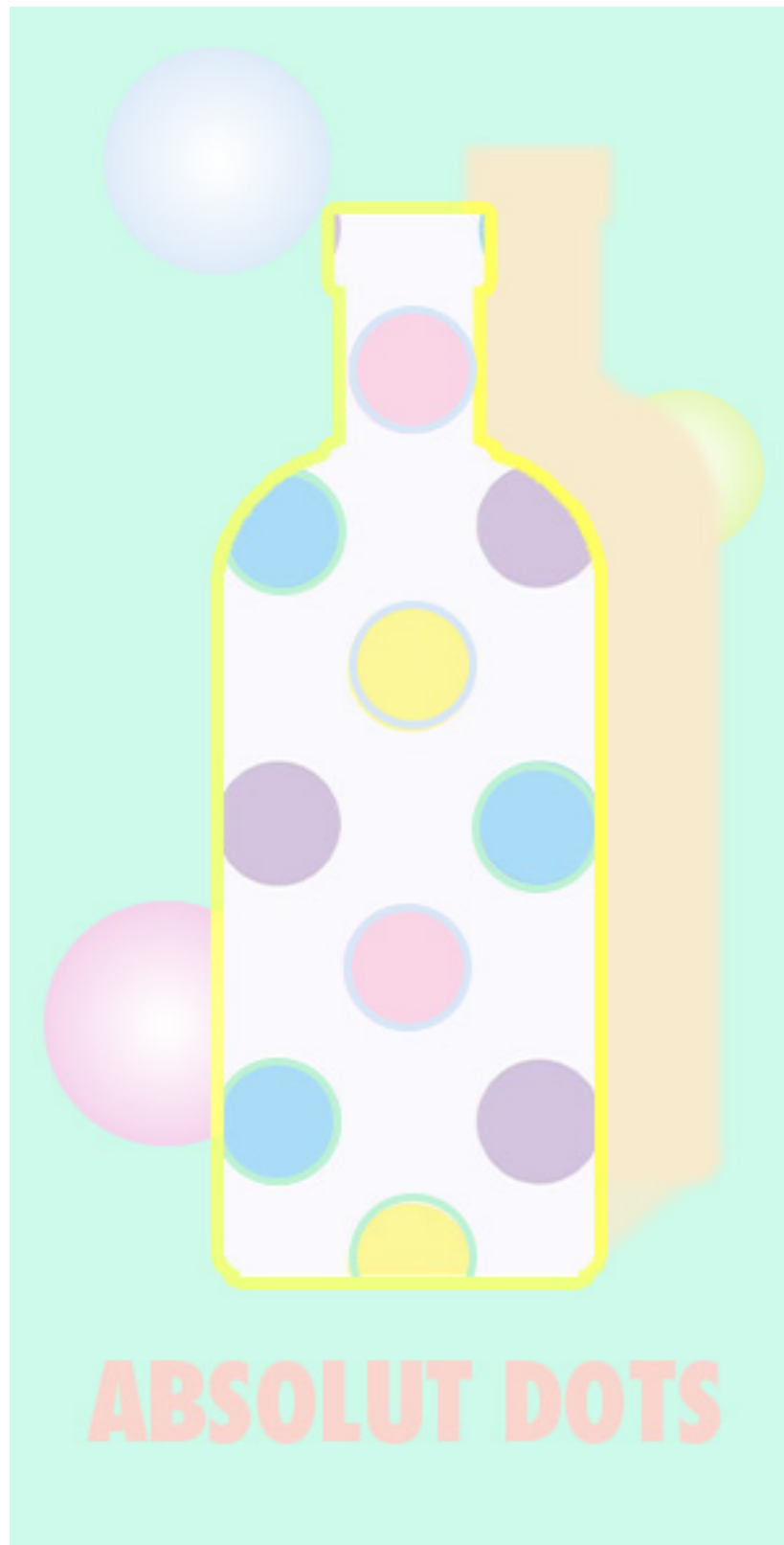


# HEARTS



Hearts are used as the main graphic element and applied to the back of a tablet device. The shape of the bottle and the heart is presented in a sticker-like form, highlighting its decorative nature and treating the device as a medium for personal visual expression.

Size: 300 x 600 pixels  
Format: JPEG  
Quality: Maximum (10)  
Compression: Lossy  
Resolution: 72DPI  
Colour mode: RGB



# DOTS



Dots are used as the main visual element in this web banner. Colourful dots are combined with bubble-like shapes in the background to create a light and playful atmosphere.

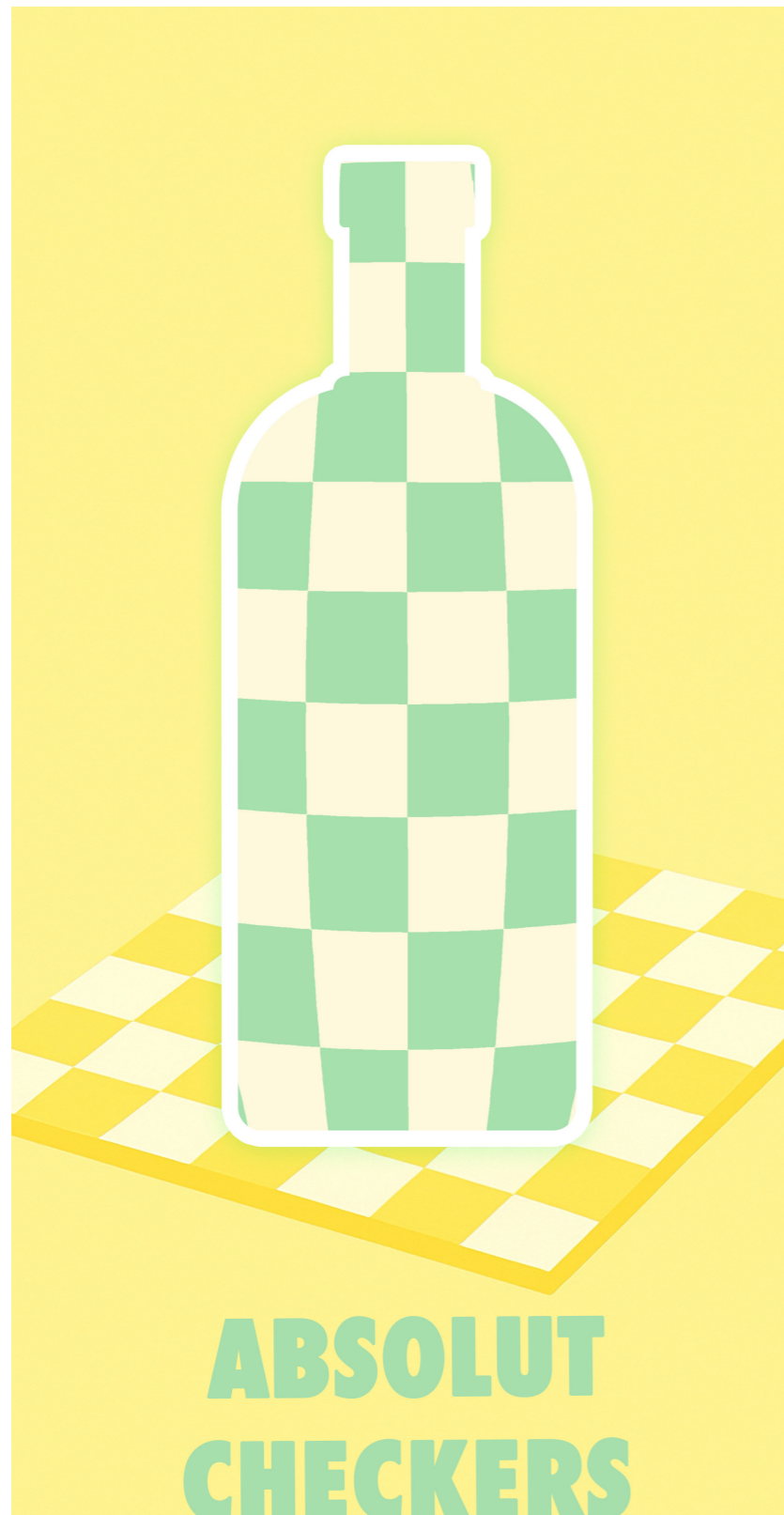
Size: 300 x 600 pixels  
Format: JPEG  
Quality: Maximum (10)  
Compression: Lossy  
Resolution: 72DPI  
Colour mode: RGB



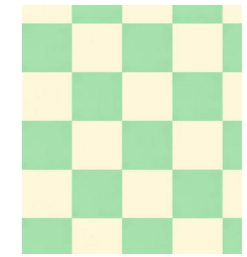
# STARS

Stars are used as the main visual element. A dark background and shadow effects suggest a night-time setting. The bottle appears as a blurred shadow, allowing the stars to stand out more clearly in the composition.

Size: 300 x 600 pixels  
Format: JPEG  
Quality: Maximum (10)  
Compression: Lossy  
Resolution: 72DPI  
Colour mode: RGB



# CHECKERS



Checkered patterns are used as the main visual element. The bottle is designed to resemble a chess piece and is placed on a checkerboard pattern, with the composition built around this graphic structure.

Size: 300 x 600 pixels  
Format: JPEG  
Quality: Maximum (10)  
Compression: Lossy  
Resolution: 72DPI  
Colour mode: RGB

## Assignment 1C: TV Ident



Flora is a channel centred around the visual presentation of flowers. It mainly showcases the colours and shapes of various flowers, creating a relaxing and comfortable viewing experience.

In the logo design, I incorporated floral elements and soft colours, and added slow and subtle motion to make the logo feel natural without drawing too much attention away from the main image. The logo is presented in a white and semi-transparent style, allowing it to blend well into different floral backgrounds while maintaining overall visual unity and recognisability.



**Size: 1920 x 1080 pixels**  
**Format: PNG**  
**Resolution: 72 DPI**  
**Colour Mode: RGB**  
**Compression: lossless**  
**Software: Photoshop**



**Size: 1920 x 1080 pixels**  
**Format: PNG**  
**Resolution: 72 DPI**  
**Colour Mode: RGB**  
**Compression: lossless**  
**Software: Photoshop**



**Size: 1920 x 1080 pixels**  
**Format: PNG**  
**Resolution: 72 DPI**  
**Colour Mode: RGB**  
**Compression: lossless**  
**Software: Photoshop**



**Size: 1920 x 1080 pixels**  
**Format: PNG**  
**Resolution: 72 DPI**  
**Colour Mode: RGB**  
**Compression: lossless**  
**Software: Photoshop**

## Assignment 1D: Multiformat Campaign

# WELLINGTON COAST LIGHT FESTIVAL

# 1. Logo



Format: EPS (print), PNG (web)

Colour mode: CMYK (print), RGB (web)



This is the final logo design for Wellington Coast Light Festival, a light show set along the coastline. The logo aims to convey the flowing movement of light and the overall atmosphere created by the coastal environment at night.

The flowing lines in the logo echo the shape of the coastline and the rhythm of the light display, while the circular nodes symbolise individual light sources distributed along the coast. Together, these visual elements form a dynamic and immersive visual identity.

When the coloured version of the logo is not suitable, a monochrome reverse version may be used. This ensures that the logo maintains clarity and visual consistency on dark backgrounds or in low-colour printing environments.

## 2. Posters

This poster highlights the coastal environment and the venue of the event, combining the lighting effects with the landscape, and clearly conveys the background and key information of the festival.

Outsourced photos:



Size: 2480 × 3508 pixels

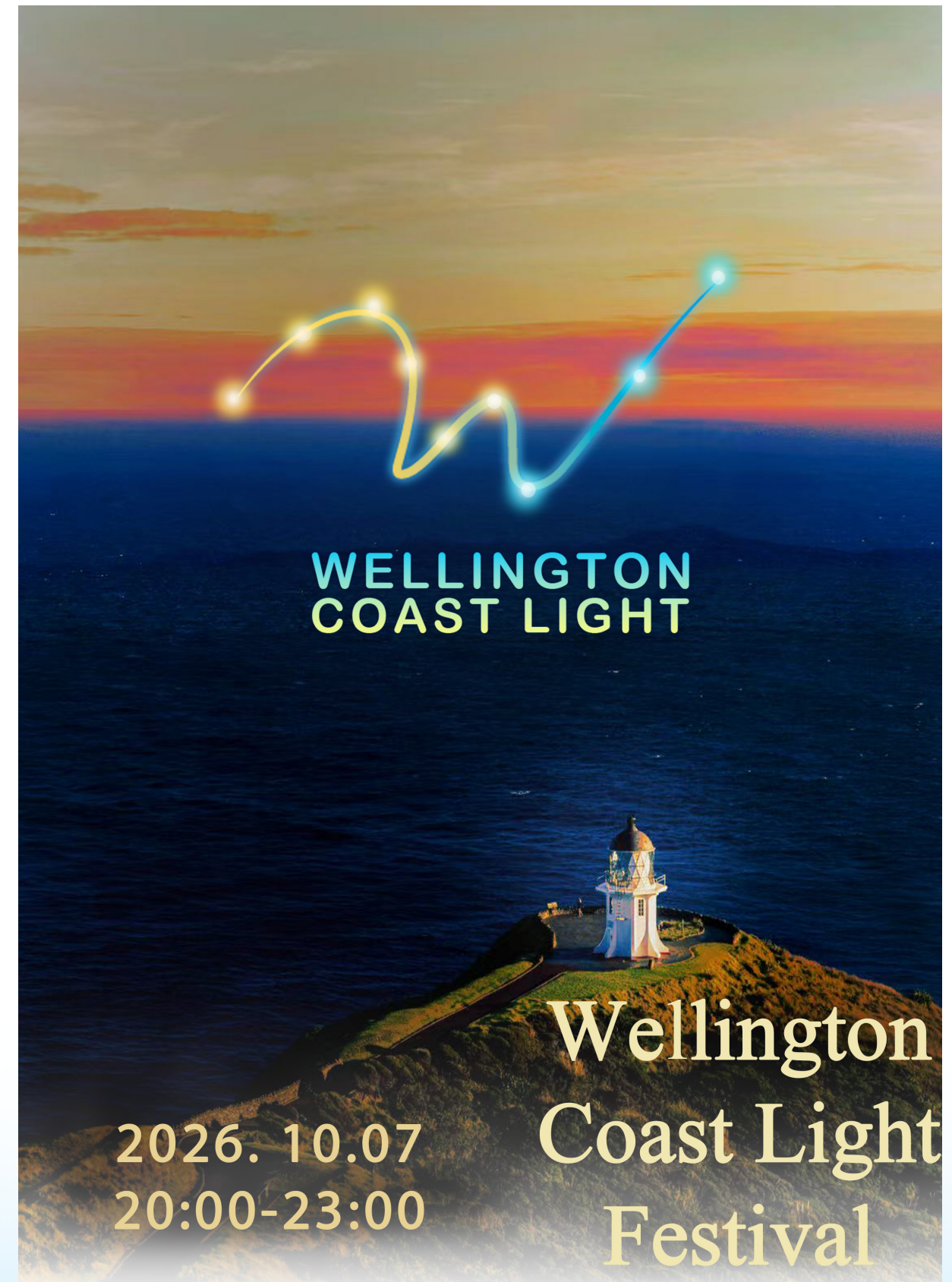
Format: TIFF (print)

Resolution: 300 DPI

Colour Mode: CMYK

Compression: None

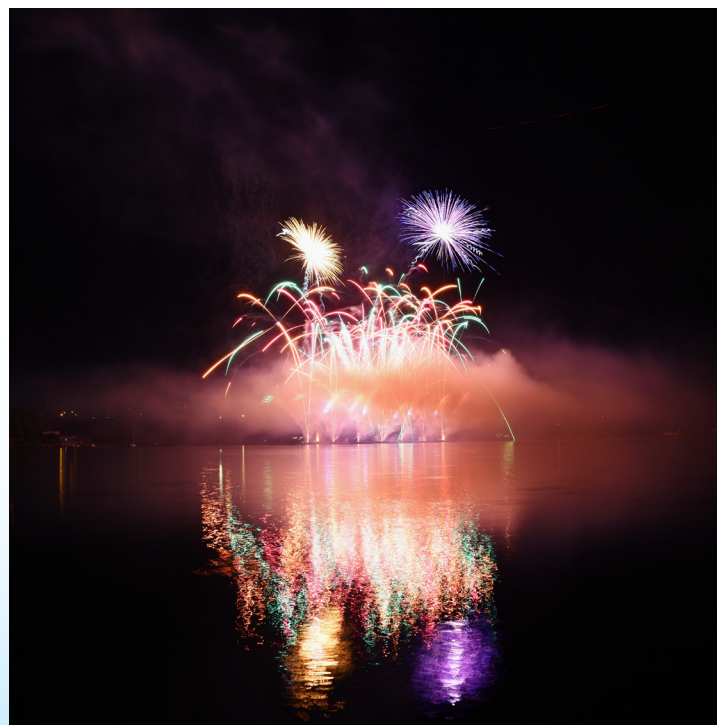
Software: Photoshop



## 2. Posters

This poster highlights one of the major attractions of the festival, the fireworks show. The displayed time represents the overall schedule of the light show.

Outsourced photos:



Size: 2480 × 3508 pixels

Format: TIFF (print)

Resolution: 300 DPI

Colour Mode: CMYK

Compression: None

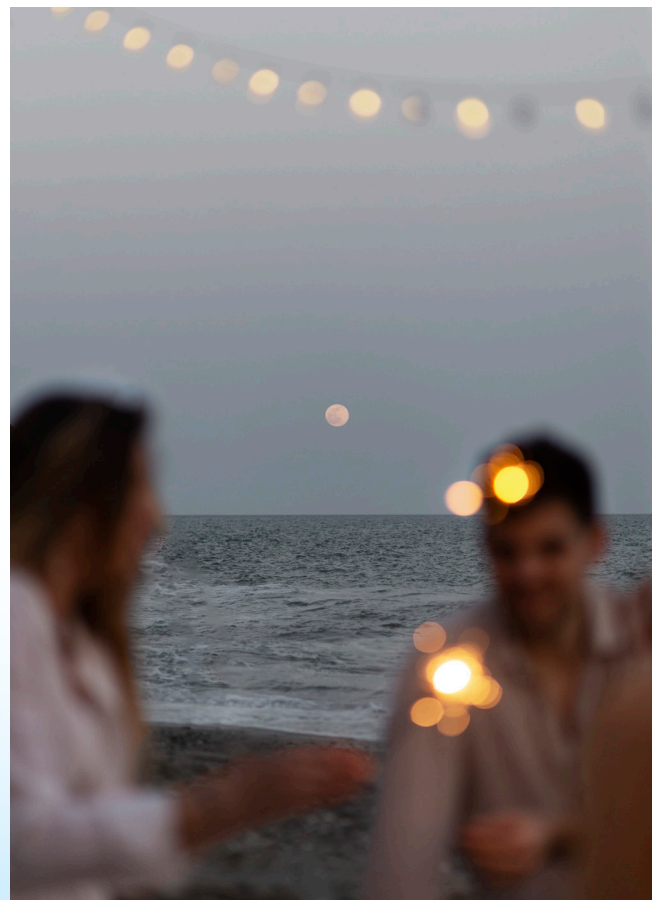
Software: Photoshop



## 2. Posters

This poster focuses on brand identity by placing the logo within a night-time coastal scene, creating an emotional association with the event.

Outsourced photos:



Size: 2480 x 3508 pixels

Format: TIFF (print)

Resolution: 300 DPI

Colour Mode: CMYK

Compression: None

Software: Photoshop



### 3. Web banners



Size: 728 x 90 pixels

Format: JPEG

Colour mode: RGB

Resolution: 72 DPI

In the design of the Wellington Coast Light Festival, I created a web banner for online promotion, using a horizontal layout suitable for various websites. In terms of design, I chose to maintain overall simplicity and made the logo the main visual element to ensure good brand recognition even at smaller sizes.

## 4. Website



## 4. Website

The screenshot displays the website for the Wellington Coast Light Festival 2026. The navigation menu includes Home, Tickets, Schedule (underlined), Merch, and Contact. The main heading is "2026 COAST LIGHT FESTIVAL SCHEDULE". The schedule is presented in three columns, each with a representative image and a text box containing the event details.

Time	Event Name	Description
20:00-21:00	Live Music Performance	Live coastal music and casual sing-along moment
21:00-22:40	Coastal Light Performance	Illuminated beach walk Photo spots & light installations
22:40-23:00	Fireworks Main Show	Fireworks shining over the coast

## 4. Website

For the Wellington Coast Light Festival, I created a website page to show how the event could be presented online. The page uses a wide layout with night-time visuals to match the overall atmosphere of the coastal light show. The event title, navigation bar and buttons are placed in clear positions to help users quickly understand the event and explore more information.

### Website Specifications:

Size: 1920 x 1080 pixels

Format: JPEG

Colour mode: RGB

Resolution: 72 DPI



## 5. Tickets

During the design process of the Wellington Coast Light Festival, I created two ticket layouts to show how the event tickets could be presented visually.

The designs use imagery related to the coastal night environment and fireworks to reflect the atmosphere of the festival. Different layouts and colour tones are used to distinguish between ticket types, while keeping the overall visual style consistent with the festival's branding.



**Ticket Specifications:**

**Size: 1080 x 480 pixels**

**Format: JPEG**

**Colour mode: RGB**

**Resolution: 72 DPI**

## 6. Merchandise



For the Wellington Coast Light Festival, I designed a small range of merchandise including a wristband, a badge and a commemorative photo booklet.



I also created instant-style four-frame photo prints, similar to photo booth strips, allowing visitors to upload photos and print them as a souvenir from the event.

