

**P.02
LOGO
SYSTEM**

PROCESS BOOK

1. COVER

PROJECT NAME + STUDENT NAME

2. INTRODUCTION

**WHAT IS THE DESIGN PROBLEM?
INFO ABOUT THE ARTIST**

3. MINDMAP

5. KEYWORDS

3 IMPORTANT KEYWORDS FROM MINDMAP

7. MOODBOARDS

8. SKETCHES

9. IDENTITY

**LOGO SYSTEM ON WHITE BG
LOGO SYSTEM ON BLACK BG
COLOR PALETTE WITH CMYK
POSTER**

PACKAGING: show the elements designed
for your packaging - by themselves, on
a mockup, and/or a photo

KRAFTWERK



KRAFTWERK





C 75
M 25
Y 46
K 02

C 50
M 10
Y 09
K 00

C 86
M 48
Y 38
K 12

C 31
M 17
Y 14
K 00

**THE
POSTER
BY ITSELF**

40x58cm

OPALINA

225g

—

THE PACKAGING ELEMENTS

- **THE DESIGNS**
- **A MOCKUP**
- **A PHOTO**



**Either one of the
above or a
combination**



KRAFTWERK



THX!