FINAL YEAR PROJECT

"BRANDING & PACKAGING OF DAFFODIL MULTIMEDIA LIMITED (DML) "

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DECLARATION

We hereby declare that, this project has been done by us under the supervision of Dr. Shaikh Muhammad Allayear, Associate Professor and Head and Mr. Mizanur Rahman, Lecturer Department of MCT. We also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

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ABSTRACT

Branding & Packaging decisions are very important decisions in this present age of globalization. There has features a sizable amount of brands of varied merchandise. Among all the brands consumer selects his brand after a careful analysis of variety of things associated not only with the product but also the manufacturer, the brand name, the packaging, the value etc.

There has a lot of branding and Packaging element, among them Brand name, Tagline and Logo is the most important and Brand Shape, Brand font, Business card, Brochure, Envelope, CD cover, Notebook and others are also required.

Actually we are doing rebranding of Daffodil Multimedia Limited (DML), so that we don't have to work for the company name and tagline of the company. We have started our work form logo and we finished our work by make a Video content or TVC for the company. In this total branding and packaging work we have selected a logo for DML, A Brand Shape, A Font Family, A Business card, A brochure, A CD cover, Envelope, Notebook and a TVC.

In this project, we can find an overview of a company's all branding and packaging element and a brief discussion about why we selected an element for a company's branding and packaging. In this ultra modern period of globalization, it takes much more than a very simple logo or other branding elements to attract consumers,so that we have to utilizing many artistic designs and creative thinking to capture the look of buyers.

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Chapter 1

Introduction

We are living in an era where success of any industries and their respective components is greatly dependent on a well-elaborated branding strategy. Within constantly growing industries, brands need to be studied and analyzed thoroughly for them to be managed appropriately.

Branding of a brand is actually a name, a term, a sign, a symbol or a design or a combination of them of a company. For identify the company or its goods and services. One of the major components of branding is logo. Think of how we instantly recognize the Coke or Pepsi by seeing their logo. Actually Logo is the face of a company. We can said any person's name by seeing his face, in similarly a logo should be like a face of a company by seeing which as people can understand the name of the company as well as the service or products of the company. Company name actually has been hidden in the logo. A tagline and brand symbol is also very important. Because this types of brands identity serves several valuable functions in a company. At the basic level of a company, brands serve as markers for the offerings. For customers, brands can simplify a choice, promise a particular quality level, reduce risk, and make trust. Brands also play an important role in determining the effectiveness of marketing efforts such as advertising and packaging. Actually Packaging and Advertising are the component of a brand. Among Branding, Packaging and Advertising of a company there has many things, such as Logo, Shape, Font, Business Card, Brochure, Notebook, Envelope, Poster, Leaflet, Banner, other graphical content as well as video or animated content. The video content are many types.

For a greater Brand value brand analysis is very important, once a complete analysis of a company has been formed, problems and challenges are to be identified. When problems and challenges are identified then it will be easier for the company to solve those problems and face those challenges consequently. Brands manifest their impact at three primary levels, customer

market, product market, and financial market. The value accrued by these various benefits is often called brand equity.

For branding and Packaging our company is Daffodil Multimedia Limited (DML). Daffodil Multimedia Limited is a multi platform organization. Daffodil Multimedia is widely recognized as being industry innovators. Daffodil Multimedia started its journey in 1990 as a sister concern of Daffodil Computers Ltd. Daffodil Multimedia was established to create multimedia content based on the choice of their clients and customers. The main service of Daffodil Multimedia limited are- Logo and Graphics design, 3d Modeling & Animation, Clipping path, 3d Model Printing, Image editing and others. Daffodil Multimedia has a good portfolio also. We are working for rebranding of Daffodil Multimedia. For rebranding we have make the logo of the DML again. We have also make the brochure, business card, notebook, envelope, and other branding and packaging instruments. We have also work for the advertisement of Daffodil Multimedia LImited. We have make a social awareness video for the courtesy of Daffodil Multimedia Limited.

CHAPTER 2

Literature Review

Introduction

In this chapter, literature from different sources (books and internet websites) on the corporate identity or branding and packaging included for presenting history of the branding. Also the history of each elements of branding.

2.1 The Conceptual Framework

The term Branding & Packaging, though are used, however it reflects totally different options of a product. So, for clarity, the conception of the terms are viewed one by one.

Packaging: Once one buys a product typically packaged , what involves his mind may well be indisputable fact that it has been packaged to guard the merchandise in order that it reaches the ultimate customers within the right quality and customary. however you may fail to comprehend that the packaging plays alternative roles too that include:

- Distinctive a company's product: once a product has established its market share and desires to keep up it, the packaging is what attracts or encourage the target market client

typically demand sure product by distinctive it packaging and whole name: typically, packaging carry the brand.

- It additionally increase a product profit potentialities, a pretty new package might build a client pay a lot of even once the rise in worth.
- A rise or reduction in injury loses can scale back cost and thereby increase profit or scale back profit. The question of whether or not to vary a package and if this once to form the changes are connected. The trend these days is in favor of amendment and this trend is gaining momentum. Usually, management has 2 reasons for considering packaging innovation.
  1. To combat a decrease in sales
  2. To expand a market by attracting new cluster of customers.

This can be done to correct a poor feature within the existing one. An organization might want to require advantage of recent material or to help in promotion, a instrumentality could also be modified.

2.2 History of the Branding & Packaging

The word whole dates back to Germanic language, the traditional North Germanic language language from that fashionable Scandinavian languages derived. Brand originally noted a chunk of burning wood. It wasn't used as a verb till late English, once it came to mean "mark for good with a hot iron." By the seventeenth century, it noted a mark of possession created by stigmatization.

Branding associated Packaging have an ancient history. stigmatization most likely began with the apply of stigmatization around 2700 BCE. Pictures of the stigmatization of kine occur in ancient Egyptian tombs qualitative analysis to around two,700 BCE. kinds of stigmatization or proto-branding emerged ad libitum and severally throughout Africa, Asia and Europe at totally different times, reckoning on native conditions. Seals, that acted as quasi-brands, are found on

early Chinese merchandise of the Qin family line giant numbers of seals survive from the Harappan civilization of the Indus vale (3,300–1,300 BCE) wherever the local people depended heavily on trade; cylinder seals came into use in metropolis in geographical region in around 3000 BCE and expedited the labeling of products and property, and therefore the use of maker's marks on pottery was commonplace in each ancient Greece and Rome Identity marks, like stamps on ceramics, were additionally utilized in ancient Egypt.

The apply of branding livestock is far older than the word. Cave paintings from the period counsel that early man may need marked kine with symbols drawn in paint and tar. By 2000 BC, Livestock homeowners switched to a a lot of permanent method: burning. Egyptian ceremonial occasion monuments, more or less 4000 years recent, depict branded kine.

During now, brands were additionally accustomed establish merchandise. Pottery manufacturers from China, India, Greece, Rome, and geographical region (now Iraq) used totally different engravings to spot not solely who created ceramic merchandise however additionally what sorts of materials were used and wherever the products were made. a number of the earliest known marked Chinese pottery dates back 4000 to 5,000 years. Archaeologists have additionally known roughly 1000 distinctive potters' marks in use throughout the primary 3 centuries of the Roman Empire.

Potters weren't the sole artisans to whole their work. In Ancient Egypt, masons incised symbols—called stonecutters' signs—on the bricks they made for the pyramids and alternative Pharaoh-led construction comes. This helped distinguish their work from that of alternative masons and ensured they were fairly paid. Bricks typically enclosed quarry marks, that indicated wherever the stones came from. The oldest materials with these symbols are around half-dozen years recent. Similar markings were utilized by masons in Greece, Israel, Turkey, Syria, and later in Medieval Germany.

Figure: 2.1 The Pyramids

Watermarks additionally emerged within the Medieval amount as how for paper manufacturers, printing homes, and alternative guilds to tell apart their merchandise and property. Later, throughout the renaissance amount, artists like designer introduced a brand new sort of personal branding: They began truly linguistic communication their names to their work, instead of victimization symbols.

A couple of centuries later, throughout the commercial revolution, another sort of stigmatization was born"mass branding" this time to resolve a brand new business challenge. Customers were conversant in shopping for native merchandise from native merchants. Generic merchandise created en bloc didn't have constant charm. thus factories borrowed a manoeuvre from winemakers and commenced stigmatization logos onto the barrels accustomed transport their

merchandise. Soon, they additionally began marking individual merchandise, birth to such fashionable yank brands as Campbell's Soup, Coca-Cola, Juicy Fruit, and Jemima.

By the late nineteenth century, corporations had invested with such a lot in stigmatization that they required how to guard those investments from competitors. In 1875, they got it with the passing of the Trade Marks Registration Act. currently stigmatization wasn't simply one thing corporations did, it absolutely was one thing they may own. which modified everything.

2.2.1 The Birth of Corporate Brands

Advertising was still a comparatively new and underutilized medium, however a person named James Walter Thompson wished to vary that. His advertising firm was the primary to ascertain an artless department to style content for purchasers. In 1889, his firm placed associate in-house ad claiming that eighty p.c of advertising within the US was placed by J. Walter Thompson New York.

But Thompson didn't keep his secrets to himself. In 1901, he printed The Thompson Blue and Red Books of Advertising—comprehensives guide to advertising opportunities altogether markets. Here, he explained the conception of trademark advertising, associate early definition of what we have a tendency to currently branding.

Figure: 2.2 Thompson books from 1901

Thompson's recommendation couldn't have come back at a stronger time. With numerous new brands coming into the market, it absolutely was changing into more durable and more durable

for corporations to differentiate their merchandise from those of competitors, particularly as quality became a lot of standardized from one whole to ensuing.

Companies shortly began introducing slogans, mascots, and radio jingles to market their brands, not simply their merchandise. In 1941, Bulova clocks free the primary TV industrial, that reached 4000 TV sets. By 1952, TV ad revenue surpassed magazine and radio ad sales, introduction the Golden Age of Advertising

TV advertising didn't simply offer corporations a stronger thanks to reach customers. The new medium additionally allowed for brand new stigmatization ways. Because of the longer, live-action format of those ads, brands might do over raise customers to shop for their merchandise. they may build associate emotional charm.

In the Nineteen Fifties, many leading shopper grocery corporations together with Procter & Gamble, General Foods, and Unilever developed the conception of brand name management, or what we have a tendency to currently decision promoting. Suddenly, stigmatization wasn't regarding swing a emblem on a product. it absolutely was concerning giving the corporate a strategic temperament and swing an individual's face on the whole. wherever early ads may need simply shown the merchandise or somebody victimization the merchandise, new ads began to inform stories and this Tang industrial took viewers all the thanks to area.

Figure: 2.3 1950s Procter & Gamble ad, a little girl borrows laundry detergent from a friendly neighbor: [3]

Over ensuing few decades, customers who had never given abundant thought to what sort of detergent they bought suddenly became terribly brand-conscious. And in fact they were most attentive to the brands that spent the foremost cash on advertising. During this era, the formula for winning was clear: Mass pay and an honest industrial equaled eyeballs and dollar signs.

Then, in 1984, Apple modified the branding game another time. Its super prospering Super Bowl industrial (directed by world-famous film producer marine turtle Scott) reached 46.4 p.c of yankee households. however it absolutely wasn't the reach that created this ad special; it was the whole strategy. The groundbreaking (if somewhat creepy) storytelling ad inspired viewers to interrupt free from conformity. It additionally introduced the primary Macintosh laptop, however

not till the previous few seconds of the spot. Instead, the ad was all concerning the whole and what it wished to form customers feel.

Despite the rousing success of Apple's industrial, and therefore the several alternative nice ads that were galvanized by this promoting strategy, fashionable brands were once more troubled to vie with lower-priced competitors. This strain came to a head on Gregorian calendar month two, 1993, once tobacco company Duke of Edinburgh Morris declared it might cut the worth on its Marlboro cigarettes by twenty p.c to vie with generic brands. Duke of Edinburgh Morris stock plummeted, taking the whole exchange down with it.

Confidence in stigmatization was at the bottom, and lots of specialists even declared Marlboro Friday the "death of brands. Except its wasn't.

2.2.2 The Death of Brands

There's tons of truth to the old chestnut "history repeats itself," however not continually in stigmatization. The which means of the word has evolved such a lot over the centuries that even people that make out for a living have not created the affiliation between fashionable promoting and eutherian mammal. It wasn't simply a light-weight bulb moment for US. I asked a couple of colleagues, and that they didn't understand off-hand either.

But 2 things have continually been true within the history of branding: It's tasking, and you can't estimate what worked yesterday to figure tomorrow.

Today, competition is stiffer than ever and quality standards ar nearer than ever. Few brands will extremely argue that their merchandise ar higher than everything else on the market. simply inspect the packaged foods business. Today, non-public labels (meaning generic or store brands) account for fourteen p.c of grocery sales, and specialists expect that range to stay rising.

The popularity of generic brands within the US has even attracted European non-public label grocers, Aldi and Lidl, to the States. Aldi, that presently has concerning 1600 locations

nationwide, plans to feature 900 a lot of stores over ensuing 5 years. And Lidl can open its 1st US location in urban center later this month.

At constant time, new non-public label digital grocers ar rising, together with the capably named company whole less. The digital retailer's entire line of merely packaged healthy foods and organic improvement provides sells for $3 or less. the location simply launched last month, however it's guaranteed to grow quickly. In fact, the corporate has already raised $50 million in funding from investors like New Enterprise Associates, Google Ventures, Red purpose Ventures, Cowboy Ventures, and Slow Ventures. [1] [2]

Chapter 3

Project Workflow

3.1 Idea generating

Idea is the purpose of a development process. It is like "Why it matters?". It is also known as need finding. Without any need the development should not exist in the first place. Because doing so will mean nothing in the end. So at first we have make an idea for our branding and packaging. Where the idea of logo shape font and all others what we want to make was included. We decide at first we will make a logo and where will be many shape. And we will take that shape as our brand shape. We will use the color of Daffodil Family's brand color or almost same of the Daffodil Family's brand color as Daffodil Multimedia is a sister concern of Daffodil Family. After finalization of logo shape color and font it's too easy to make all other brand excersories by following these things.

3.2 Logo

First we have to know what is logo? And why we used a certain logo for certain company .Well I want to describe widely in below:-

3.2.1 Preface

A Logo is a design symbolizing an organization. Logo is actually a graphic representation or a symbol of a company name, trademark or a symbol of company product of goods. Often uniquely designed for ready a company recognition. You may also think of a Logo as a simple visual mark for identifying any company product or service.

3.2.2 History of logo

The very first logo to be trademarked was the Bass red triangle in 1876. The movement Arts and Crafts of late -19th century.

Figure 3.2 The first logo

3.2.3 Purpose

The purpose of a logo is not only symbolize. A logo is the foundation of a company's branding. It is often the primary means by which customers can know thats its your company. It is the most important promotional tool that sets your company apart and encourages or discourages customer loyalty.

3.2.4 Our logo making process

To create a perfect meaning full logo we try many way and many design . At first we make a concept then we drawing many logo as rough. Form all the drawing we select a logo for work. And we have build that in Adobe Illustrator. After that we feel there need necessary correction. So that we correct that many and many times and finally we got the best logo for daffodil multimedia.
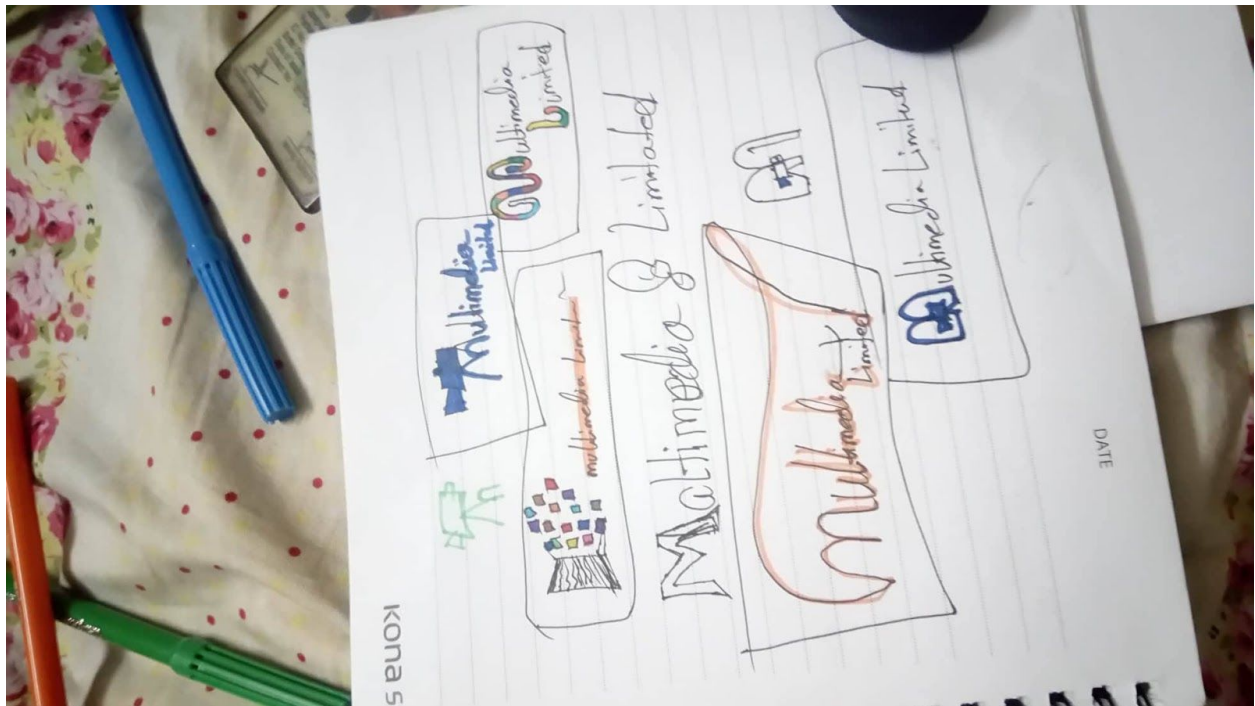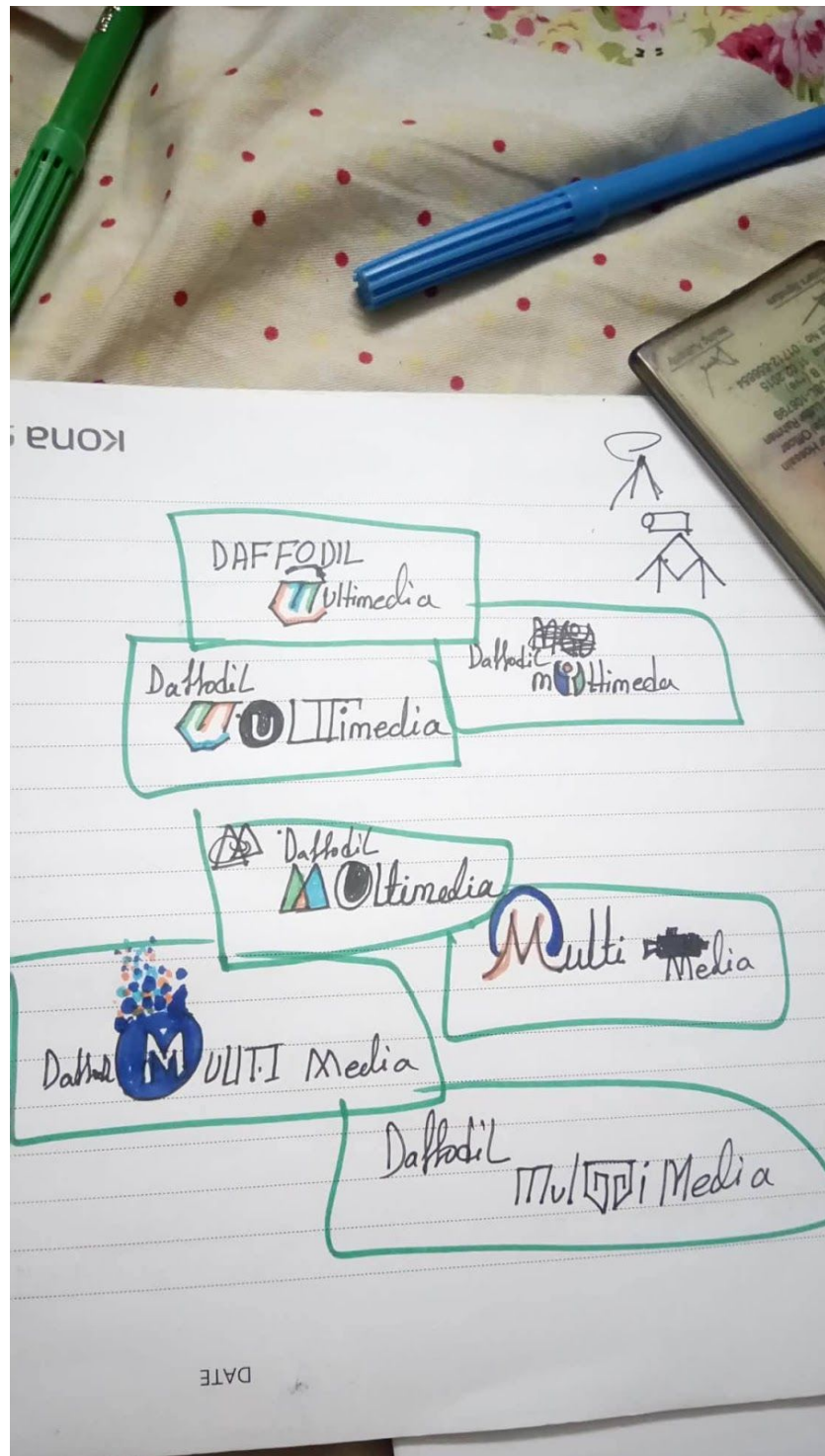

Figure 3.2.4.1 Logo drawing

Figure 3.2.4.2 Logo Drawing
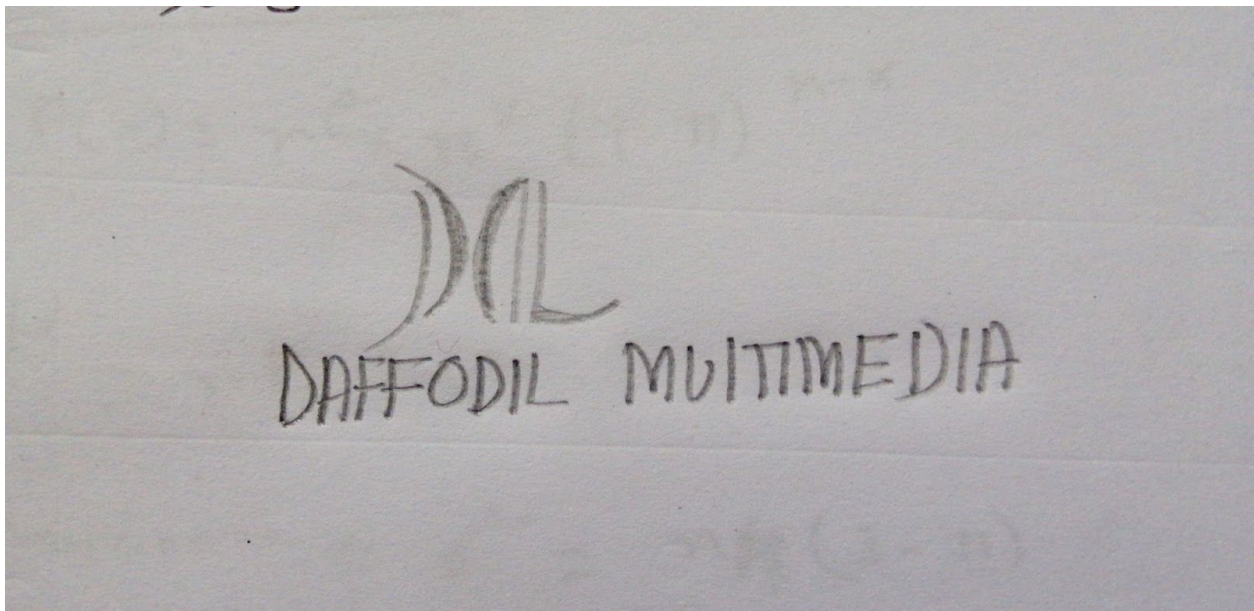
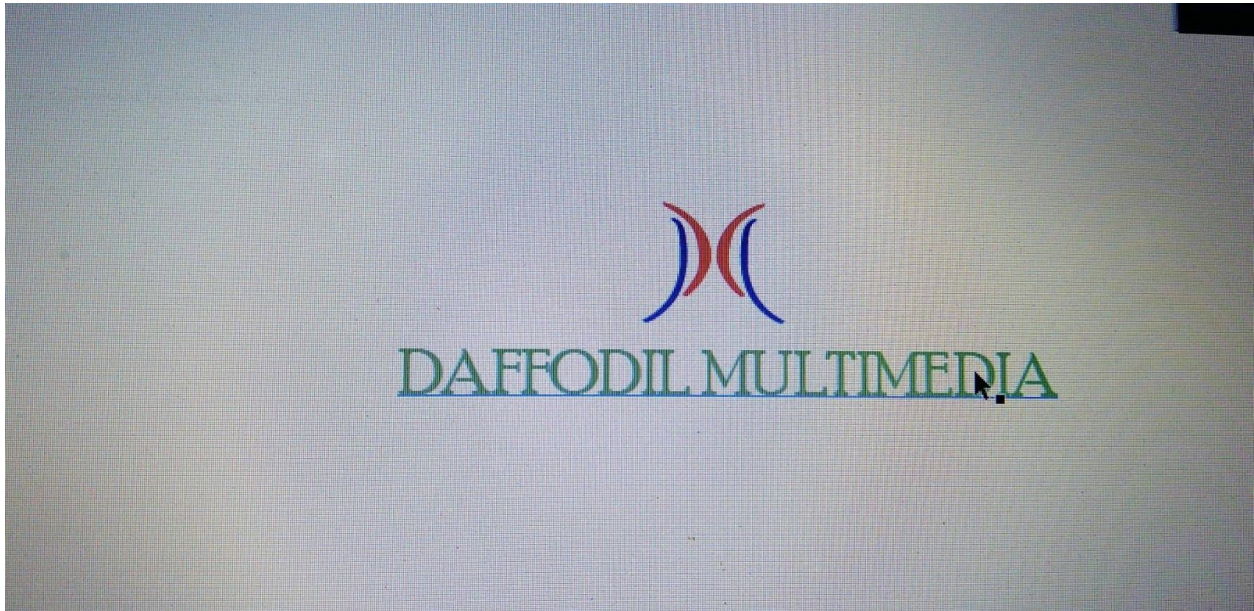Figure 3.2.4.3 Logo drawing

Figure 3.2.4.4 Logo Drawing

Figure 3.2.4.5 Logo Illustration

Figure 3.2.4.6 Logo Correction

Figure 3.2.4.7 Logo Processing

And at a time we are going to very near to our final logo…….

Figure 3.2.4.8 Logo almost final

Figure 3.2.4.9 Final Logo

This is very important for any logo designer to understand what sort of layout and sizing will be the best suit of any logo. It's will be a creative process for logo making to not only think about where we will be using our logo, but where we want to use it on in the future also. How much specifications we can give in logo design the logo will be more effective also.

Out some vital information which is really the identifying key that how a designer thinks about our logo. So here a 7 steps chart that to make a high quality logo design.

Figure 3.2.4.10 seven steps of logo making

3.2.5 Describing our logo

To describe our logo first need to know the value and causes like-

- Industry
- Main product or service
- Unique sells points
- Brand values
- Important stories of brand

Where our logo will be used-

- Stationery
- Products
- equipment
- Signage
- Labels

Why our logo is important for our business advertising and promotion-

- Builds a loyal corporate Identity
- Builds trust
- Enhances brand exposure
- Relates customers to our company
- Advertising plan make easier
- Content marketing plan make easier

What our customers and consumers will see-

Our logo will be the face of our business, as every person has a face. When we designing it we need to consider how our audience will view this logo it and what their perspective will be on it.

3.2.6 Conclusion

Using logo in our advertising strategy is a wonderful way to build our overall name and trust with our potential customers and audience.

Whether we tend to area unit mistreatment our brand's brand or trust logos on our web site, it's vital that each one brand be wont to full potential to show our whole and its reference to our audience on a grander scale.

By using our logo in advertising, we've got the flexibility to grow our business a lot of and a lot of every year. Remember our logo is perhaps the foremost vital advertising methodology we are able to use in our promoting strategy, use it with pride and sagely to boost our overall conversions, revenue and ratio.

3.3 Brand Font

The most obvious part of typography is font selection. Your brand's temperament is expressed within the fonts used to present its name and tagline in your company logo. A font family may be a named set of typefaces, like Times New Roman or Arial. A font class may be a a lot of general classification of a font, like serif and sans serif.

While less glory however whole marks and imaging, solid whole font choice is that the glue that ties your whole organization along. Fonts tell a story by transportation a voice and temperament to your work. whether or not in print or online, a decent typeface will have interaction your audience.

If you've already settled on a emblem/logo, you may have already got one chosen font that matches your aesthetic. However the work doesn't stop there, you'll conjointly want a robust secondary font and clear body copy font, [11]

Here is the link of the brand font family of DML

https://drive.google.com/file/d/1THTY2Qhc2MiZ6CF8FRQbQsSQ-4eHeeXz/view?usp=sharing

https://drive.google.com/file/d/1Wtp9Vxpwl9wcUUgN-QOsKhAulRXEyLH0/view?usp=sharing

https://drive.google.com/file/d/1DHMdFTDs7YYlVhT87qqO5oyw88UvWRZw/view?usp=sharing

https://drive.google.com/file/d/1rfLg_iyUO68L71hQ07VlnXi-dYA82G9H/view?usp=sharing

https://drive.google.com/file/d/1T56nLLSQNVFnKKrBZPNi6IVw9VWvmob3/view?usp=sharing

https://drive.google.com/file/d/1DXSoGYnAoBSnPQvtFztFoh7WqlQpU23K/view?usp=sharing

3.4 Brand Color

Brands and color area unit inextricably coupled as a result of color offers an instant technique for transfer that means and message while not words. Branding could be a word normally brought up by advertisers and promoting individuals, however what will it truly mean? promoting specialists outline "brand" because the "name, term, sign, image or style, or a mix of them meant to spot a company's product or services." In alternative words, a whole communicates the "idea" of company or product. this can be what forms the reference to shoppers.

Color is that the visual element individuals bear in mind most a couple of whole followed closely by shapes/symbols then numbers and at last words. And this everything incorporates a color. we have a tendency to can't see something while not color. therefore within which color we would like to envision any form or font it's necessary. [12]

Brand color

71CDDF

005B97

3953A4

51AA46

Figure 4.1 Brand Color

3.5 Shape

Circles, ovals and ellipses are tend to project a positive emotional message. employing a circle during a brand will recommend community, friendship, love, relationships and unity. Straight edged brand shapes like squares and triangles recommend stability in additional sensible terms and might even be wont to imply balance.

3.5.1 Description

The Meaning of Shapes in Design is Shapes with rounded edges are softer and additional approachable, whereas shapes with sharp lines and edges, depict strength and presence. once it involves the utilization of form in style and layout, designers use shapes to symbolize concepts or ideas. set a mood or feeling.

3.5.2 Meaning of the shape we have used

1. Half moon

This shape is symbol of moon , and we all know moon is symbol of dream . So we can say every company has a dream to full fill their passion to achieve success   . Symbolism of the Crescent Moon. The so called Luna, half moon, or sickle of the moon, also waning and waxing moon, is a sign of fertility, related to life and death, and thus a popular symbol in many dream .

Figure 3.5.1 Half moon

2.Pillar

This shape is symbol of pillar , and pillar is symbol of stronger things .which can make a company more stronger than any competitor . The pillar is the bridge between HEAVEN and EARTH, the vertical axis which ... it also represents stability, and a broken pillar represents death and mortality.
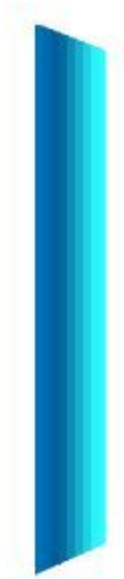
Figure 3.5.2 Piller

3.Leaf

This shape is a symbol of a leaf , and leaf is image of life reality. Whereas inexperienced leaves depict hope, renewal, and revival, dead leaves represent decay and disappointment. In general, leaves area unit symbolic of fertility and growth, and within the Chinese tradition the leaves of the Cosmic Tree represent all of the beings within the universe.

Figure 3.5.3 Leaf

3.6 Brochure

A brochure may be a common selling tool wont to advertise a service or product giving. It takes the shape of a pamphlet or flyer that's wont to distribute data concerning one thing. Brochures permit businesses to introduce new product and services to existing customers or increase their reach by advertising to new prospects. they will be bimanual go into person, mailed, or left at specific businesses that area unit willing to assist you reach their customers.

3.6.1 Description

A brochure is typically sunburst and solely includes outline data that's promotional in character. A folder is typically many sheets of paper with a cardstock cover and sure with staples, string or can be plastic binding. In distinction, one piece of open paper is typically known as associate insert, flyer or bulletin.

3.6.2 Tips and tricks for Design a Brochure

- **Identify your target Market:** A target market may be a specific cluster of individuals at whom our product or service is aimed. A target market might describe folks of a selected people, profession, financial gain level, gender, legal status, so on or any combination of those factors. The brochure must be designed with our target market in mind. for instance a booklet aimed toward young moms ought to look and feel totally different from a booklet aimed toward recent retirees.

- **Select associate acceptable format:** Supported our target market, verify the format of the booklet. The format includes such components because the size, sort of paper, and variety of folds. we have a tendency to may additionally need to suppose however the booklet are distributed. can it's mail-clad or bimanual out at associate event.

- **Determine the sort of data to incorporate:** The data that's enclosed varies from one booklet to consequent. The booklet might embody the organization's mission statement, product options, charts and graphs, directions, photos, and a logo. to assist decide what to incorporate, suppose what purpose the booklet serves. Is it to prompt a break concerning the fundamentals of our business or is it to sell a selected service or product, during

which case we'll need to create positive your prospect is aware of what to try and do next: visit our website, enter a code, decision a special telephone number, etc.

- **Lay out of content:** The secret's to stay our booklet style easy and effective. an excessive amount of data might cause the booklet to look littered. As a result, our message are lost. Limit the amount of colours wont to between 2 and 4 and use every color systematically. for instance, use one color for the headings and subheadings, and another for general text. [4] [5] [7]

3.6.3 Fold sorts of brochure

There are 15 fold types of brochure

1. Single Gate Fold
2. Double-Gate Fold
3. Classic Tri-Fold
4. Four-Panel Fold
5. Four-Panel Accordion Fold
6. Five-Panel Accordion Fold
7. Four-Panel Roll Fold
8. Eight-Panel Roll Fold
9. 16-Panel Fold
10. Half-Fold
11. Half-Fold + Half-Fold
12. Tri-Fold + Half-Fold
13. Z Fold
14. Tri-Fold + Z Fold
15. Die-cut Z Fold [6]

There will be all kinds of brochures in these racks:
Brochures for local attractions.
Brochures for guided tours around town.
Brochures for restaurants.
Brochures for comedy shows, plays, dances.
Brochures for car rentals.
Brochures for shopping centers.
So we choice classic Tri-Fold . like:-

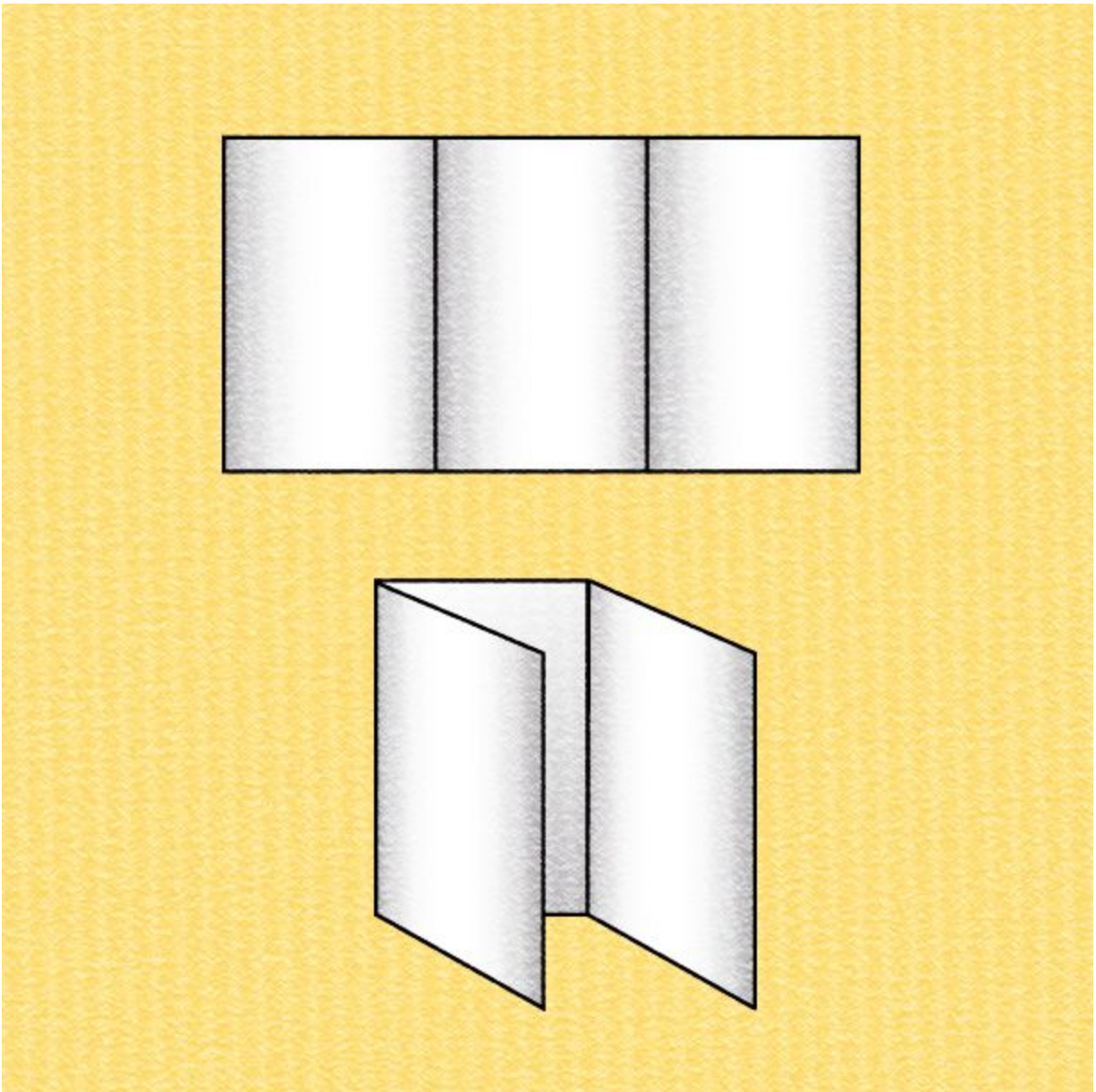Figure 3.6.1 Trifold brochure

Classic Tri-Fold

"**What specific action do we want people to take from our brochure?**"

We need to know exactly what the point of our brochure is. The point of our brochure can either be:

Get people to pick up the brochure and call a number.

Get people to pick up the brochure and email .

Get people to pick up the brochure and drive to our location.

Get people to pick up the brochure and go online to buy something.

3.6.4 Editing and design

Brochures leaflets are carefully emended to push a corporation or business, to sell a service or goods . We are going to be clear that we have a tendency to attempting, achieve and outline their target market. we are going to even be responsive to skillful layout and style geared toward attracting the eye of their readers.
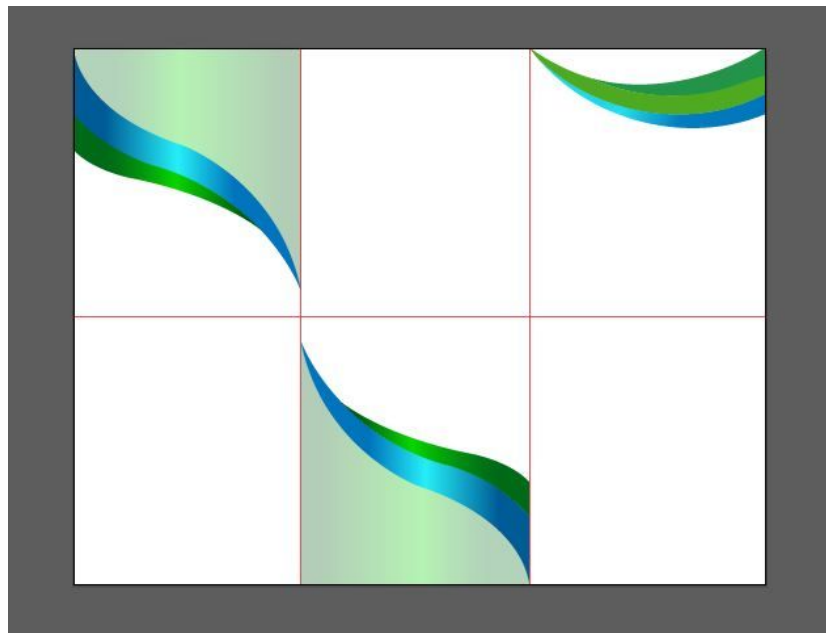

Figure 3.6.2 brochure design processing

3.6.5 The aim of Our Brochure

Many brochure styles unwisely waste cash as a result of they don't accomplish any specific promoting goals. They simply look pretty, at best. To avoid manufacturing a pretty but pointless booklet that doesn't deliver the goods a sales goal. Apprehend the answers to the subsequent queries (which focus our booklet style and create it helpful for our marketing:

- ❖ Who is the reader of this brochure?
- ❖ How can they get the brochure?
- ❖ What ought to they are doing when reading the brochure?

Without a particular focus, our booklet can't be properly suited to any single use. It becomes a humdrum piece that talks typically regarding your company or product however doesn't hit readers over the top with any specific charm or decision to action.

A good general rule is to outline up to 3 specific functions for the booklet. Don't go past 3 thought, as a result of your style can't accomplish quite 3 functions effectively. the foremost common and applicable functions for a booklet square measure to:

1. Act as a reference on the merchandise, or technical details of the merchandise, for prospects.
2. Support a private commerce effort by disposition credibleness and serving to overcome objections.
3. Generate leads through a direct-mail campaign.

Say we wish to style a booklet that will all 3 of those tasks well. Begin by planning the contents. What product and technical info should be included? Write the info the knowledge|the data down or collect necessary illustrations therefore we've the actual fact base the essential information to communicate ahead folks.
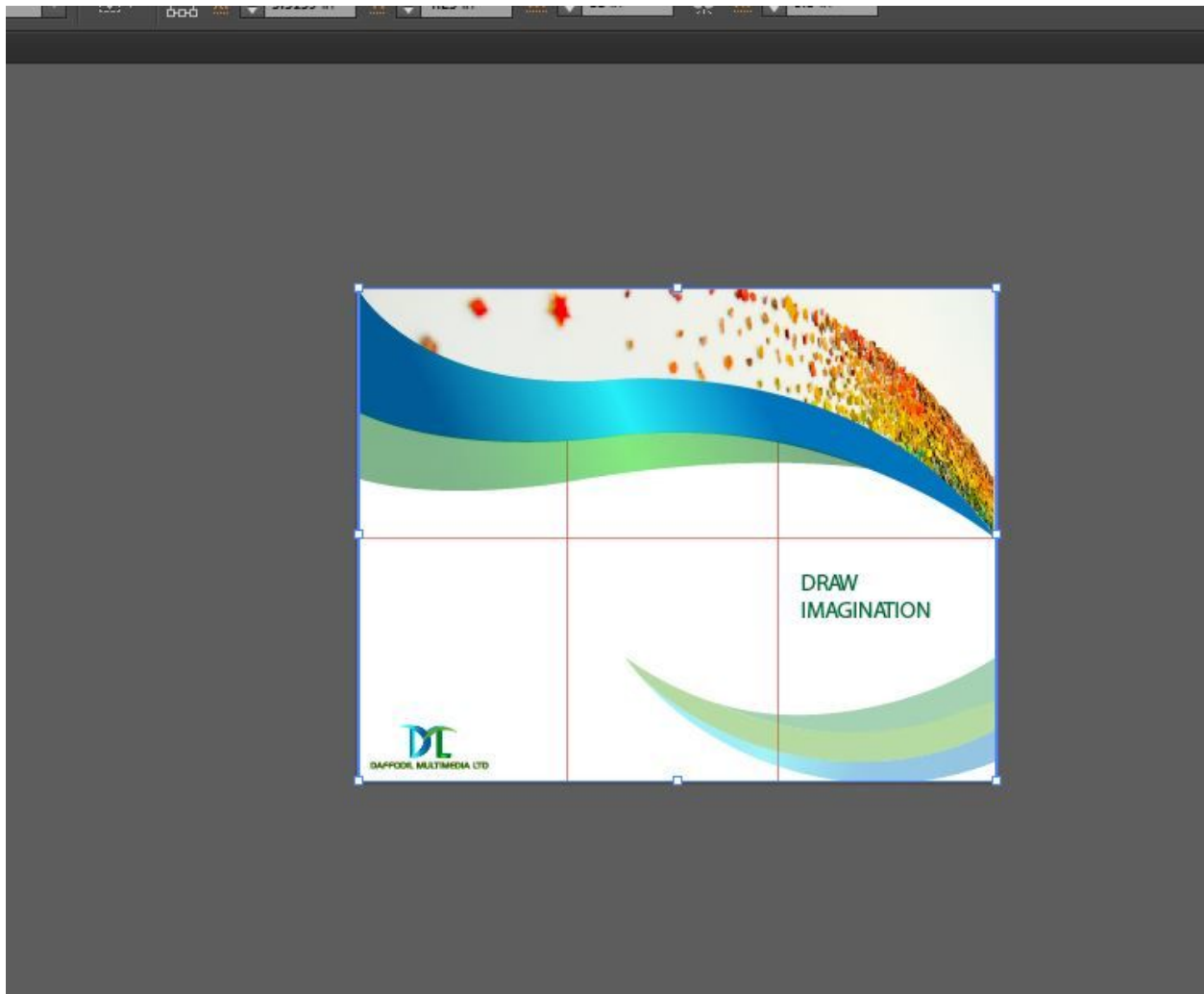
Figure 3.6.3 Brochure design in adobe illustrator

3.6.6 Conclusion

Promotional brochures are available in several sizes and may be folded many alternative ways in which, the foremost common being the tri-fold booklet. Most trifolds bend the proper aspect 1st then the left soonce opened, the booklet reads from left to right.

3.7 COMPACT DISC

A compact disc (CD) is a portable storage medium. It is usually used for audio play, video play and digital data storage.

3.7.1 Description

Compact disc (CD) glossy plastic or metal body. Its standard Compact disc (CD) measures 4.7 inches and 1.2 mm thick. It's a very flat thing. It is weight between 15 grams or 20 grams. Compact disc (CD) has a capacity of audio 80 minutes, 650 and 700 for data storage.

Figure 3.7.1 Compact Disc (CD)

History:

The first inventor of audio recording and data storage was James Russell, he was a American inventor. Then Philips and Sony Company purchased licenses from James Russell and published worldwide in 1980s.now a day's compact disc (CD) used for many ways. Corporate identity one of them.

3.7.2 Format of Compact disc (CD)

1. Audio CD

2. Super audio CD

3. Video CD (VCD)

4. Super video CD

5. CD-MIDI

6. Photo CD

7. CD-i

8. CD-i ready

9. CD-ROM

10. enhanced CD (CD+)

11. Vinyl Disc

CD size:

Physical size	Definition
120mm	Standard size
80mm	Mini CD size
80*45mm-80*64mm	Business card size

CD size

3.7.3 The purpose of our CD in corporate identity

At present people are use corporate identities in two ways one is digitally (TVC, web blog, social media advertising etc) and another manually (print media advertising, leaflet, brochure, greeting, notepad, pen, visiting card, calendar and CD delivery). CDs are very effective in corporate identity because it contains lots of image, audio, video, articles and information. CD is the digital marketing system.
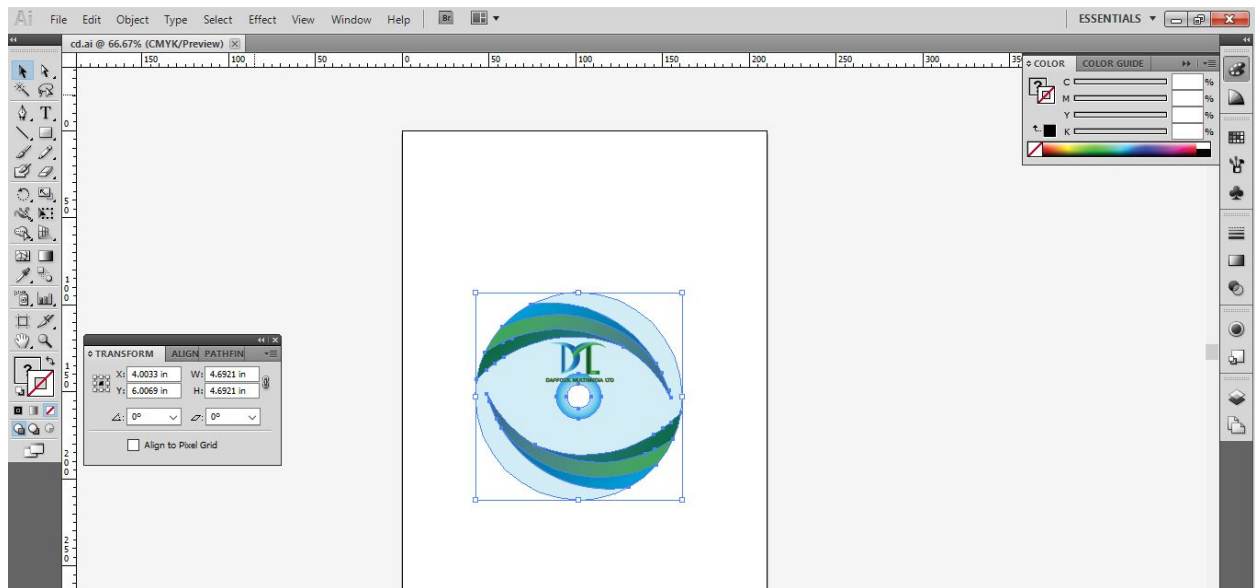

Figure 3.7.2 CD sticker

3.7.4 Edit and design

We use 'adobe Illustrator CS5' version in this design. There are lots of tools in this software but we use selection tools, direct selection tool, ellipse tool, rectangle tool, fill tool, gradient tool and pathfinder tool.
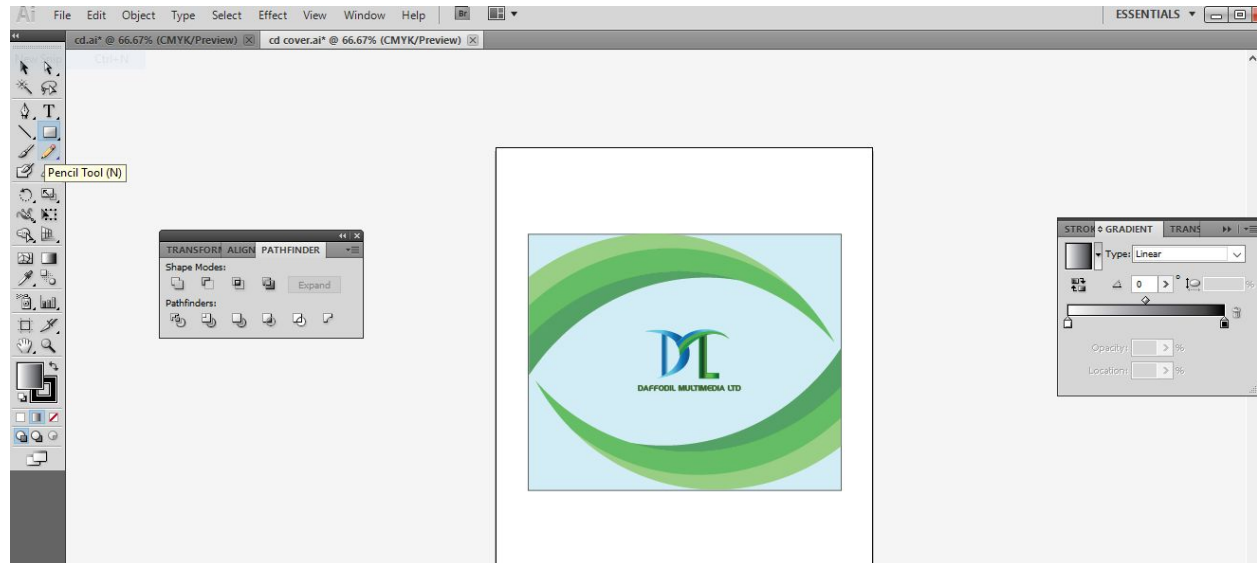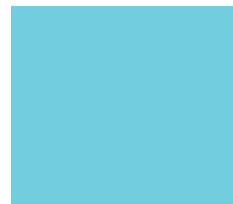

Figure 3.7.3 design in Adobe Illustrator CS5

3.7.5 Color selection

We designed CD and CD cover using adobe illustrator software. We use our branding color into the CD and CD cover.

Brand color

71CDDF

005B97

3953A4

51AA46

Figure 3.7.4 Daffodil multimedia LTD brand color

3.7.6 Shape

We use our logo leaf shape in the CD and CD cover. Use ellipse shape also. This CD is 120mm stander size.
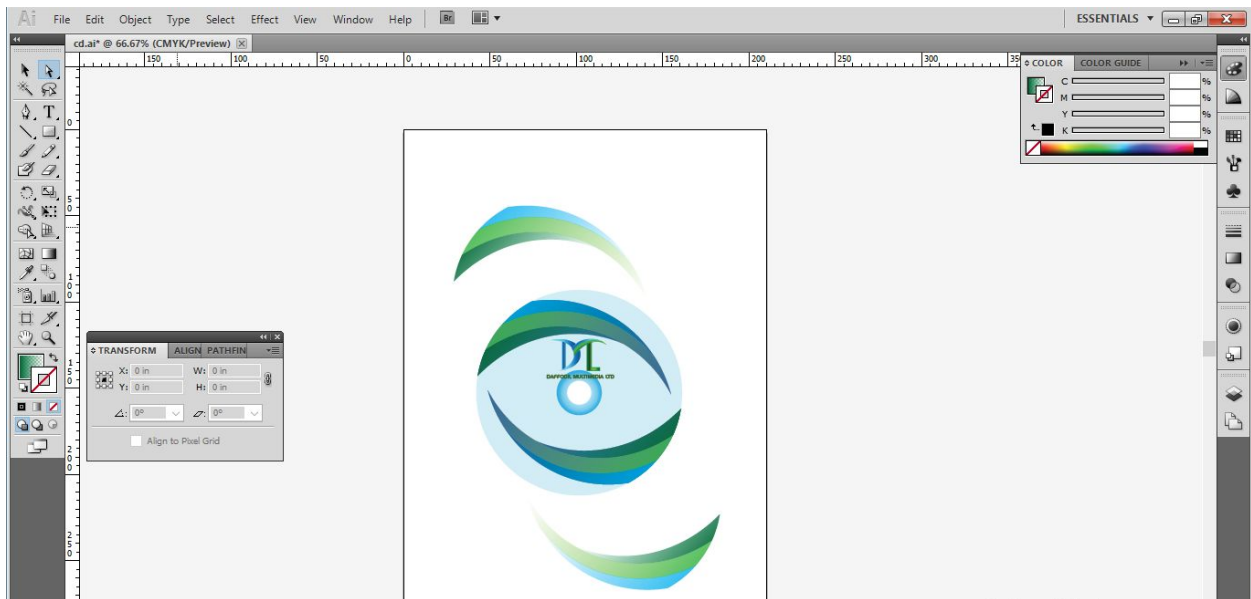

Figure 3.7.5 Leaf shape use

Appendix:

First of all we discuss about color and shape to match continuity with logo and branding color together. During doing this work we face some problem but we can solved that problem by discussing one another and taking help from internet. Although the present age is internet period but Compact disc (CD) is very important for well storage and accumulates data, audio, video etc. it is formal way to extension corporate identity.

3.8 Envelope

An envelope is a carrier of letter, documents or any other confidential things. It secures the letter from any outsiders. People use it to send their important messages to the specific person by writing address on it. Envelope is very easy to get from any post offices with no hurdle.

3.8.1 Description

Usually an Envelope is made of papers and similar other materials .it is a thin, flat materials .envelopes are almost rectangular .it has a single opening way. Generally an envelope has a space of name, address .when people use it they should must fill up those space .without name and address an envelope valueless.
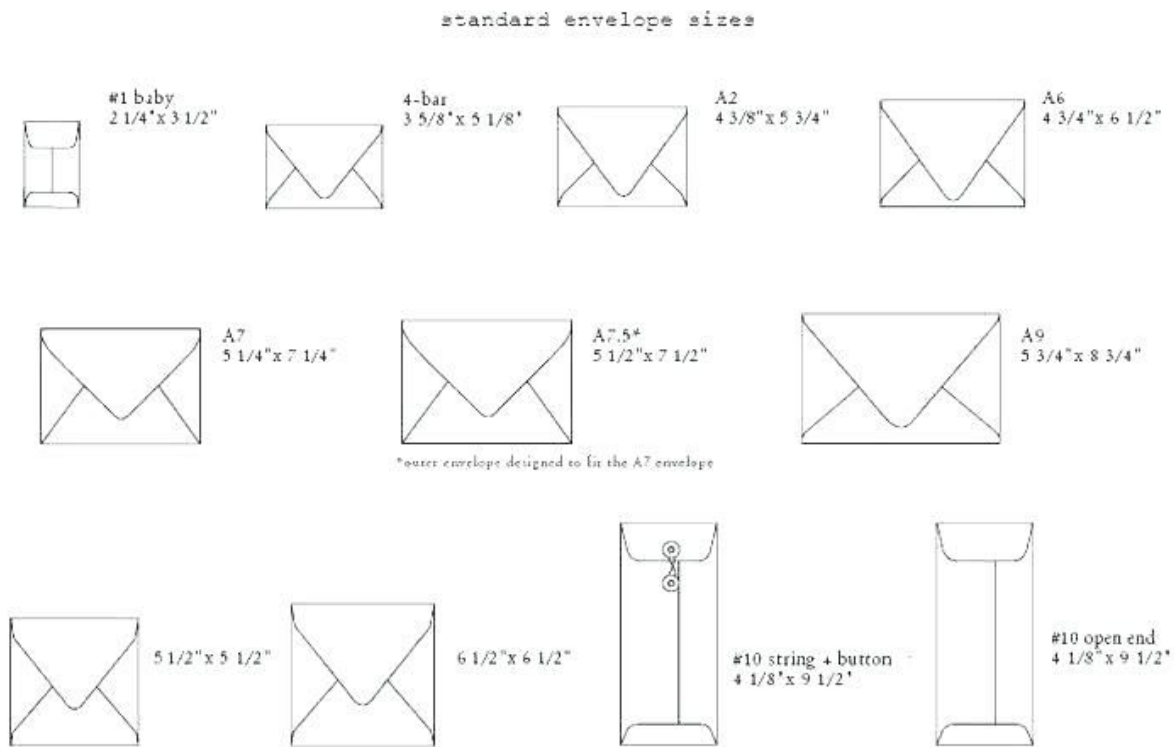

Figure 3.8.1 International Envelope Size and Shape

3.8.2 Type

There are lots of envelopes such as greetings envelope, commercial envelope, wedding envelope, window envelope etc.

international standard envelope size are 4.33*8.66 in,3.2*4.5 in,3.19*6.4 in,4.5*6.4 in,4.5*9 in,6.4*9 in,9.0*12.8 in,12.8*18 in,4.9*6.9 in,6.9*9.8 in,9.8*13.9 in,11*15.75 in.

3.8.3 History

Jacques de Morgan was the first discovered an envelope in 1901 then Roland de Mecquenem discovered it 1907 .china is the developer of an envelope. People were used it for delivered anything such as money monetary government official things and wrapping anything. At the first time envelop was handmade. Gradually granted a British patent for the first envelope –making machine. Now a day's envelope is printing in many ways.

3.8.4 The purpose of our envelope in corporate identity

We use envelope in corporate identity because it is a sign of formality .corporate office always want to maintain formal communication so envelope is use to maintain the formality.

3.8.5 Edit and design

We use 'adobe Illustrator CS5' version in this design. There are lots of tools in this software but we use selection tools, direct selection tool, rectangle tool, rounded rectangle tool, fill tool, gradient tool and pathfinder tool. Our envelope is window envelope.

Figure 3.8.2 Windows Envelope

Appendix:

First of all we discuss about color and shape to match continuity with logo and branding color together. During doing this work we face some problem but we can solved that problem by discussing one another and taking help from internet. It is formal way to extension corporate identity.

Chapter 4

Software

Introduction: For our full Project here we have use Basically 2 Software. Adobe Photoshop & Adobe Illustrator.

4.1 Adobe Photoshop

Adobe Photoshop a formation graphics editor developed and printed by Adobe Systems for macOS and Windows. Photoshop was created in 1988 by Thomas and John mound. Since then, it's become the actual trade customary in formation graphics piece of writing, to the purpose that Photoshop has become a generic trademark resulting in its use as a verb like "to Photoshop a picture," "photoshopping" and "photoshop contest", tho' Adobe discourages such use. It will edit and compose formation pictures in multiple layers and supports masks, alpha compositing and a number of other color models together with RGB, CMYK, CIELAB, spot color and duotone. Photoshop has Brobdingnagian support for graphic file formats however additionally uses its own PSD and PSB file formats that support all the said options. additionally to formation graphics, it's restricted skills to edit or render text, vector graphics (especially through clipping path), 3D graphics and video. Photoshop's feature set will be swollen by Photoshop plug-ins, programs developed and distributed severally of Photoshop which will run within it and provide new or increased options.

Figure 4.1 Adobe photoshop cs6

4.1.1 Adobe Photoshop cs6

Photoshop CS6, discharged in could 2012, adscititious new artistic style tools and provided a redesigned interface. with a spotlight on increased performance. New options are adscititious to the Content-Aware tool like the Content-Aware Patch and Content-Aware Move.

Adobe Photoshop CS6 brought a collection of tools for video piece of writing. Color and exposure changes, additionally as layers, area unit among many things that area unit featured during this new editor. Upon completion of piece of writing, the user is bestowed with some of choices of exportation into many standard formats.

CS6 brings the "straighten" tool to Photoshop, wherever a user merely attracts a line anyplace on a picture, and also the canvas can reorient itself in order that the road drawn becomes horizontal, and adjusts the media consequently. This was created with the intention that users can draw a line parallel to a plane within the image, and reorient the image thereto plane to additional simply reach sure views. [10]

4.2 Adobe Illustrator

Adobe illustrator a vector graphics editor developed and marketed by Adobe Systems. Originally designed for the Apple Macintosh, development of Adobe illustrator began in 1985.Along with artistic Cloud.

Figure 4.2 Adobe illustrator

4.2.1 Adobe Illustrator cs5

CS5 was discharged in April 2010. at the side of variety of enhancements to existing practicality,illustrator CS5's new options embody a Perspective Grid tool taken from freehanded, a brush (for additional natural and aesthetic wanting strokes) and a comprehensive update to strokes, remarked by Adobe as "Beautiful Strokes".

4.2.2 Adobe Illustrator cs6

Version CS6 was the sixteenth generation of Adobe illustrator. Adobe adscititious more options and a number of other bug fixes like a replacement computer programme, layer panels, RGB codes, and color ramp to extend performance. CS6 was discharged on April twenty three, 2012.

4.2.3 Adobe cc

Along with artistic Cloud (the results of Adobe's shift on its unleash strategy), illustrator CC was discharged. This version (the 17th) was the primary to be solely sold during a subscription-based service model, in line with the opposite computer code within the erstwhile known as illustrator

Suite. As a part of artistic Cloud, this version brought enhancements therein subject like color, font and program settings syncing, saving documents to the cloud, and integration with Behance (a artistic cooperative network), additionally as different options like a replacement touch-compatible kind tool, pictures in brushes, CSS extraction, and files packaging.

Chapter 5

Discussion

Branding and Packaging or corporate identity is a big things for any company. Here we have discuss about the reason and process of rebranding of Daffodil Multimedia Limited (DML). In this branding package many other things can include, but firstly we have done only these things by which we have write previously. We are select the **Highland Gothic** font family as the brand font of DML. It's a free font so that anyone can use this font very easily. As Daffodil Multimedia is a sister concern of Daffodil Family so here we have select the brand color of Daffodil Multimedia is almost same of the Daffodil Family. All shape and design are comes from the logo. Any people by seeing any design can easily understand that it's product or symbol of Daffodil Multimedia LImited. After seeing any or all design people can also understand thats Daffodil Multimedia and Daffodil family has a connection. If he know this both company. Our design has many elements which tell about the relation between the Daffodil family and Daffodil Multimedia. We hope after using these all branding element the growth of DML will run fastly from now.

Chapter 6

Conclusion

The final project was the final outcome that we have learned in these 4 years of our Bachelor course. There are different sections in our department and anyone can be the master of one or more section. Although we are not master of Corporate Identity design. Actually our team wish was to do corporate identity design so that we have take branding and packaging as our final defense project.

Branding and packaging along with advertising is a big sector. For establish any company in this global era it's highly recommended to make your own corporate identity. People can know your company be seeing your branding and advertising then the will trust or not trust your company. An unique corporate identity is the basic of a company foundation. We can not know any person without seeing or hearing his name and face. Here company name work as use of the name of the people and the logo and other branding element work like the man's face and body shape. People can't see the condition your company without visiting your company but people can understand the condition and quality of your company by just seeing your branding element. So here we have tried our best to do the branding and packaging of Daffodil Multimedia limited as best as we can. And we hope the family of Daffodil Multimedia and the customers of Daffodil Multimedia will appreciate with the design of these branding elements.

We hope Daffodil Multimedia Limited will choice our process of rebranding their company and our project output. And by using this brand material their company earn more values in this global market.

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