FINAL YEAR PROJECT

Brand Identity for Lion Buddy Perfume

BY

Md. Borhan Uddin Shamim

ID: 151-40-230

This report presented in partial fulfillment of the requirement for the degree of
Bachelor of Science in Multimedia and Creative Technology

Supervised by

Mizanur Rahman
Lecturer
Department of MCT
Daffodil International University

DAFFODIL INTERNATIONAL UNIVERSITY

DHAKA, BANGLADESH
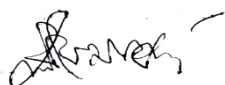
26 DECEMBER 2019

APPROVAL

This Project "Brand Identity for Lion Buddy" perfume, submitted by Md. Borhan Uddin Shamim to the Department of Multimedia and Creative Technology, Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Multimedia and Creative Technology and approved as to its style and contents.

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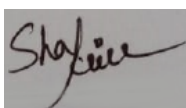Department of CSE
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DECLARATION

I hereby declare that this project has been done by me under the supervision and guidance of **Mizanur Rahman, Lecturer, Department of MCT**. I also declare that neither this project nor any part of this project has been submitted elsewhere for the award of any degree or diploma.

Supervised by:

Mizanur Rahman
Lecturer
Department of MCT
Faculty of Science & Information Technology
Daffodil International University

Submitted by:

Md.Borhan Uddin Shamim
ID: 151-40-230
Department of MCT
Daffodil International University

ACKNOWLEDGMENT

First of all, I liked to say, I must acknowledge with due respect to my honorable teachers. I express my heartiest thanks and gratefulness to the almighty God for his divine blessing which made me possible to complete the final year project successfully. I would like to extend my appreciation to everyone who made the following study useful and the achievement of my ideas and objectives to reality. I take this opportunity to my supervisor **Mizanur Rahman** lecturer in the Department of MCT, Daffodil International University, He supporting me all the time to make this project successful, patience and mentorship throughout the entire process. I really grateful and wish my implicit indebtedness to **Dr. Shaikh Muhammad Allayear** Head & Associate Professor, Department of Daffodil International University. And I'm being very thankful to all my entire coursemates at Daffodil International University, who took part in this discussion while completing the course work. And I must acknowledge with due respect the constant support and patience of my parents.

ABSTRACT

This is "**Lion Buddy''** perfume is a mixture of some essential wood oils fragrance. It's dominated by woody scents typically 7 to 9% mixture of cedarwood, vetiver, patchouli, citrus with distilled water. All these wood oils and distillates are essential in perfumery. This perfume chemical formula is glycerin, propylene glycol, benzophenone-2, 2% of alcohol all the mixture fragrances for the only man. Wood fragrances some of the most popular types of fragrances made any perfumery and it's best used during the fall, winter, and spring because of that warm dry smelling makes cozy fragrances for men. when anyone sprays it on his body they can feel like a king, rich and smoky everywhere. The main objective of this project is all the design, 3d visualization, and effect with the help of some software. Here is the name of all the software as Adobe Illustrator, Adobe Photoshop, Adobe after effects cc, Autodesk max2017, Adobe premiere pro2019 used to achieve the project.

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CHAPTER 1

INTRODUCTION

A perfume that is a mixture of some essential material to make a nice fragrance. And I create the perfume with all of the material that for hallow. Also, a man's personality introduction can by fragrance. This perfume not only feels satisfied also it gives human body serenity to surrounding with this fragrance. This is only for men. This perfume project I made for product branding at the world-class level to abide by all the curriculum and process.

First of all the whole think of brand promoting process like the brand logo and its animation, brochure for a business profile, brand identity, product modeling with education in mind as a better interactive learning tool.

1.1 Background Information

Most people are want to maintain their lifestyle in a luxurious way but they don't be able to like that. And this perfume will give them a luxurious feel. They can easily buy with a limit cost. So they'll able to buy this perfume.

There is much confusion over the term of this perfume which has three meanings. The first and oldest definition of terms refers to a family of fresh, citrus fragrances distilled using extracts from citrus, and woody ingredients. But this perfume all the fragrance of woody. it's carried our body like shine gentle. I have been thinking about that, which people are attached to this perfume and who'll use this, whom I made for this perfume. All middle-class men can buy this product cause that has a strong fragrance to feel rich in mind.

1.2 Inspiration

I'm being motivated to do this project from my father. From my childhood to till now he gives me so many remarkable perfumes. Also as a single project, I can make it better in my own way. So I want this perfume will choose every man.

1.3 Objective and goals

Nowadays perfume is being made and used in different ways than previous centuries. There is some content to build this perfume. I would like to make a stronger fragrance with some nice elements. All the equipment of product branding and packaging.

So, my goals have established this brand and promoting the brand of "Lion Buddy" perfume.

CHAPTER 2

PROJECT CHOOSING

2.1 Project choosing

I want to make this project because I liked the concept of the fragrances' influences on a man's behavior and confidence. The good fragrance gives better confidence as per the spiritual scholars of Tibet.

As I was been influenced and led my life from a very early age in a spiritual way, I got interested in doing my branding project on fragrance stuff.

2.2 Planning and Making Lion Buddy perfume

This whole project making before I did the brainstorming on that to do better output. So I discuss the project with my supervisor for the research about the branding systems. And how to make a brand product all of these things.which software will be easy to make this brand.

Firstly I did the brand identity that calls a brand name (logo). All the shape, color, measurements are exploring to analysis for an established brand. And step by step I did the whole thing to create this project.

2.3 Branding management

For this project branding, I have been doing the brand identity that is a logo, business card, brochure, and some corporate identity, these all are perfectly promoting a brand.

CHAPTER 3

FRAGRANCE MATERIAL

4.0 Fragrance material

A perfume can be defined as a blend of scented materials of natural and artificial origin which gives a pleasant odor impact.

4.1 What are the fragrances on this perfume?

This perfume has wooden material such as vetiver, patchouli, citrus with distilled water. All of these are top notes, And these top notes are playfully connected with cedarwood to make actual woody dimensions. And all this material mixed with some chemicals that are glycerin, propylene glycol, benzophenone-2, 2% of alcohol for the real fragrance.

4.2 Who can use this perfume?

This perfume made only for men. They can use it anytime anywhere but the best thing is for using this perfume on a corporate meeting, parties, photoshoot, in the music stage to feel free to conversation what they want.

4.3 What we give?

A fancy luxurious strong woody fragrance and the best idea about how to use this perfume for long-lasting. Actually this perfume all the elements are based on traditional classification. It will be a more long-lasting fragrance when they spray it before put their clothes so that the fragrance can absorb into their body part, They can also use this on their beards. The best temperature for this perfume preserving between 3–7 °C (37–45 °F). People want to buy long-lasting fragrance perfume for themselves to better show up on their surroundings.it can refresh the mindset and brain to meet people new way And this will be the top one perfume product in Bangladesh.

CHAPTER 4

SOFTWARE USING ON THIS PROJECT

3.1 Software using on this project

I used the software to make the branding project. There are all the software details listed.

3.2 Adobe Illustrator

I did work with adobe illustrator to make a brand logo, Business card, And Brochure. These all are creating with accurate measurements on this software.

3.3 Adobe Photoshop

Adobe Photoshop actually helps me to create the brochure fulfill. My product render image needs some low contrast that I make it on photoshop, And then I use this on the brochure and business card to looks good.

3.4 Adobe After Effect

This project logo animation is done by After Effects. It's the most important software to make the output of all the render sequence And I create some motion graphics with this. This software will give the output without any noise. Also, it's given the digital visual effects, motion graphics, and compositing application developed by Adobe Systems and used in the post-production process.

3.5 Autodesk 3ds Max 2017

Autodesk 3ds max 2017 is the main part of my project. Because of the product 3d modeling, modifiers and texturing, the animation is done by this software. I create a perfume bottle that has a glass modifier with matte black color shades. Lastly the render processing with this mental ray.

3.6 Adobe Premiere Pro

On this software, I using render video footage to make it smooth and sound designing. Also, Premiere Pro is a timeline-based video editing application.

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CHAPTER 5

LOGO DESIGN WITH BRANDING ELEMENT COLOR

5.0 Logo design with branding element

For the whole project, identity is the brand name that's called the logo and other elements. All branding color correction, measurement, are in this chapter.

5.1 Logo design

I create the logo with Adobe Illustrator software. Firstly I have to think about the whole element of this brand. where I can use this type of element to showup the brand. And did the pencil sketch of the logo with new ideas. Also, I did three logos with three types of variation. I have been using some tools to make this logo that is a line, rectangle, pen with concept ideas.

5.2 Pencil sketch of the logo

Firstly I doing three to four logo sketches with the general concept of perfume branding. This is the first one.

Figure5.1: logo pencil sketch

And this logo is without the perfume spray button looks pretty well.
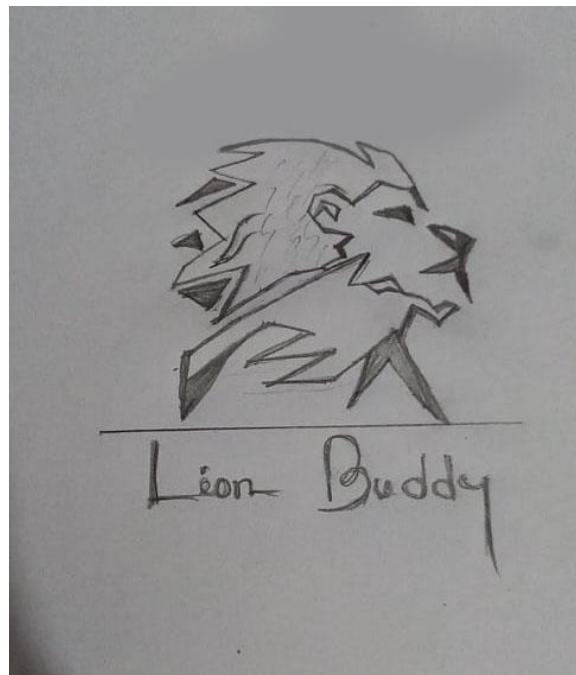
Figure5.2: logo selected sketch.

5.3 Pencil sketch of this branding project to make a logo
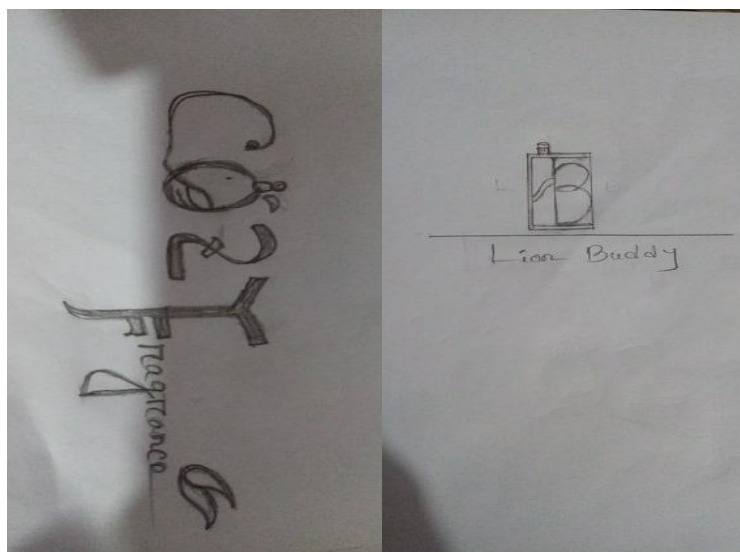
Figure 5.3 pencil sketch for making this project logo

5.4 Research the concept of these logos with three types of Variation

I did these logos before selecting the final one. That have three types of variation
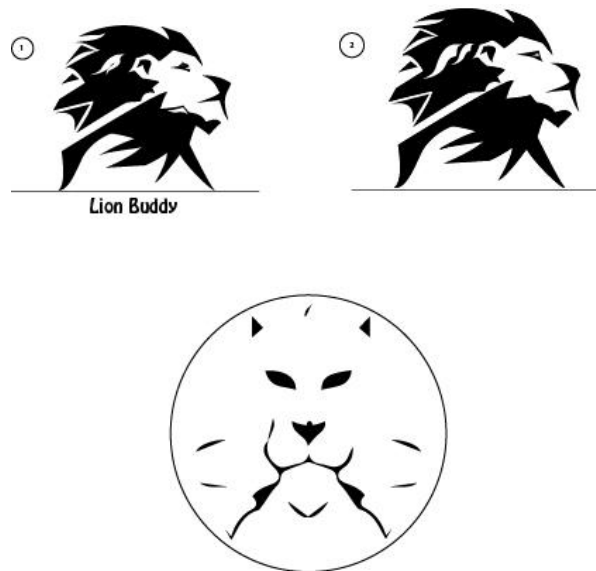
Figure5.4 logo variations

5.5 Main logo with color

This is the main selected logo of lion buddy perfume. I use this logo whole the elements of branding identity.

For this logo creation, I have been using some shape of adobe illustrator software that is Line, the rectangle with the pen tool to make the whole shape of this perfume logo.

Figure5.5 Main logo illustration

5.6 Logo with all the branding color

Firstly I have done the logo and then all of the branding identity. Logo color is similar to Gold that color code is F79433 CMYK with a matte black background.

For the business identity and brochure color into matte black, the logo was own color on there.

5.7 Logo Analysis

The logo is made out of combining a lion shape. And I'm inspired by the lion to make this logo. Because lion actually represented to men, In this logo lion beards are represent the fragrance element of perfume. So Many years ago, some people used to say that it is strong to be like a lion to smart men.

5.8 Tagline of this brand

This perfume is a highly stronger fragrance that's being carried to a man like a king. So this tagline is, Be a king.

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5.9 Color Grading in some element

I use the color gradient of some element on branding for that looks great. Color mixture on the gradient is coffee and gold that is on the business card rectangle and for matte black background color, I did the mixture of offwhite with low opacity black color to make the actual color that I want to express in the product.

5.10 Product color

The product is looking very luxurious. As I know. That also I used a mixture of color grade like black and offwhite that looks matte black. And this is the signature color of the gentleman. They will be attached to that color to buy this product.

5.11 Logo color meaning

This logo I made that color name actually like yellow Karak. This color means a warm shine that deeply connects with the logo. The shape of a lion.

5.12 Logo color master brand variations

All these colors are signature is our preferred version of logo for use in digital environments and whenever printing with at least two colors. These can be applied for one-color printing or on very complex backgrounds that may hinder legibility or appearance of colors.

Figure5.6 logo in black color

These white color logo variations can be applied for one color printing and for some complex backgrounds.

Figure5.7 Logo in white color

Here is the main color of the logo on using all the printing equipment. If there is don't have any background issues, we can apply this one.

Figure5.8 logo in the main color

5.13 What logo format do we use for printings :

Table 5.1: All the printings format

Print	.eps	.Spot or CMYK
Embroidery	.eps	spot or CMYK
Silkscreen	.eps	spot or CMYK
Word Doc (Print)	.png	RGB
PowerPoint	.png	RGB
For digital: Web/Email Tablet/Mobile	.png	RGB

CHAPTER 6

TYPOGRAPHY

6.1 Logo font

The main logo name lion buddy font is VTKS INK their mood is normal but I did expand it. Then doing the italic type. Especially for font choosing, I get help from my honorable supervisor, to make this logo.

Figure 6.1 logo font

6.2 Font color

On this logo font color is CMYK F79433

CHAPTER7

MARKET ANALYSIS

Introduction

Market analysis for this project I have going to so many brand shops of perfume. Firstly I checked the perfume ingredients of Cuba, Calvin Klein, Eternity, Euphoria, Elements, Jo-Malone for men and how it is working for long-lasting fragrance.

7.1 Market value

All those perfumes are very Advanced on the material. For the reason to long-lasting fragrance and looks pretty well. That's why people always want to buy this perfume.

7.2 Perfume category

All of the perfume name I have been told that is some variations of their material. Some are only perfume and others are Eau-de-cologne but all the perfume is made for gents with essential elements.

CHAPTER 8

DIFFERENCES BETWEEN PERFUME FRAGRANCE

Introduction

As we know perfume is better for fragrances to make a good moment.

8.1 Differences in perfume fragrance

All the perfume is not the same fragrance that has different from long-lasting material.

Table 8.1 Differences between perfume fragrance

Perfume (perfume)	Eau-de-perfume (EDP)	Eau-de-toilette (EDT)	Eau-de-cologne (EDC)	Eau Frachie
20-30% Fragrance concentration	15-20% Fragrance concentration	5-15% fragrance concentration	2-4% Fragrance concentration	1-3% Fragrance concentration
Almost 24 hours long-lasting	5to 8 hours Long-lasting	3to 4 hours long-lasting	2.30hours	Only 1 hour

CHAPTER 9

BRAND IDENTITY

I did some corporate brand identity of this lion buddy. All these are to promoting the brand in the world's class way.

Here is all of the identity:

9.1 Letterhead

This letterhead paper is actually heading at the top of the paper. That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern.

Figure 9.1 letterhead design

9.2 Business card

The business card actually bearing business information of a company to make an individual identity.
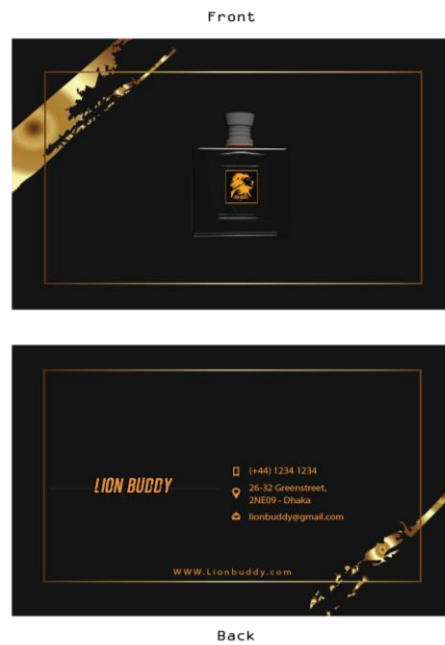

Figure 9.2 Business card design

9.3 ID card

Id card is also bearing a person's self-identity to prove their information is correct. Its standard size is credit card size form.

Figure 9.3 Id card design

9.4 Brochure

The brochure is actually an information document paper that carried company advertises and other promotions. Also called pamphlet, leaflet.

Figure 9.4 Brochure design

9.5 Envelop

Envelop is a letter card.

1. to wrap up, cover completely
2. to surround
3. to clandestine

and it's bearing the traditional way to message.

Figure 9.5 envelop design

9.6 Cd Cover

Cd cover is any kind of audio-video album packaging design. It bearing brand background information.

Figure 9.6 cd cover design

9.7 Dairy

Dairy is very important to use. It actually needs account calculation and after some pages, it'll bear some informative brand magazine.

Figure 9.7 Dairy design

9.8 Note pad

The note pad also carried the signature of a brand. Easily we can write here any kind of information about a brand.it also called a memo.

Figure 9.8 Note pad design

9.9 Pen

The pen is an international association of all the writers. It's locally promoting the brand or company.

Figure 9.9 pen design

9.10 T-Shirt

We make t-shirt for all the employee and consumers it also grow up the brand identity. And some times offered it with the perfume for double selling.

Figure 9.10 T-shirt design

9.11 Pen drive

These are portable and friendly device also called it a memory flash drive. And we give 64GB capacity on it with minimum price. And that have our logo brand name for promotions.

Figure 9.11 pen drive design

9.12 Product packaging

Product packaging is actually wrapping outside of the product to make protect the main material of the product. Also, it describes the content, identity, display, promote and so many things. I create this illustration for size, shape, and colors.

Figure 9.12 Product packaging

9.13 Web page design

Web page design is enclosed so many different types of introduction to people. we can easily promote our product and sell this from here. Also, people will see all of the material, tvc, product outline e,t,c.
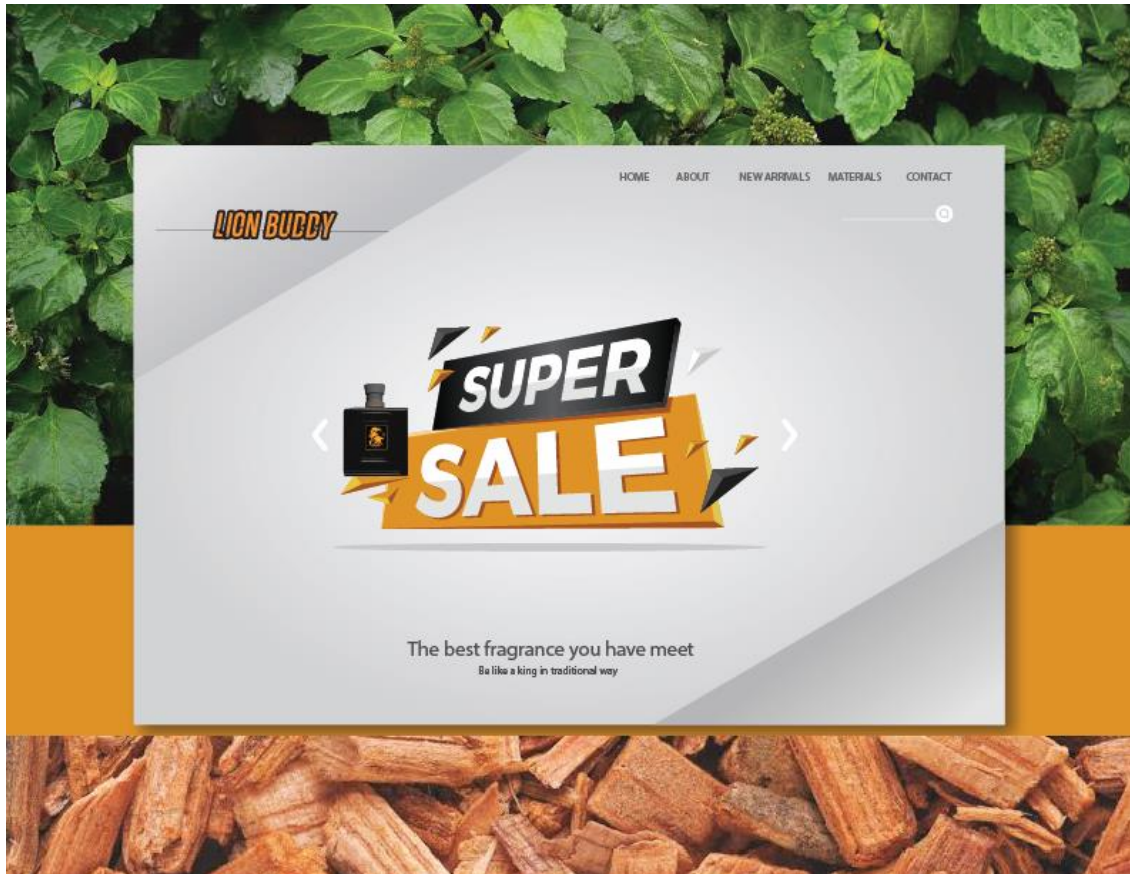

Figure 9.13 Web page design

CHAPTER 10

PRODUCT PACKAGING BUILD

Introduction

Nowadays marketing competition quite stiff and then, as a result, businesses and other organizations are furiously trying to get new customers to purchase their products.

10.1 Why it's important?

It is really important for marketers that really get to know their market selling well so that they are having a positive potential to make a new product with some cool features packaging.

10.2 promoting the brand

An important part of the product making process is all of the design of product packaging an effective strategy will produce unique, functional, easy to carry, benefits of products and all the equipment are promoting the brand, So that would be accurately by maintaining process.

10.3 Product Styling

All of the products can package in a variety of so many styles. When we come to packaging issues then all measurement, size , shapes are carried to a big impact on expense patterns.

CHAPTER 11

3D MODELING

Introduction

These lion buddy perfume bottle makings are done by Autodesk 3ds Max2017.

11.1 Bottle

This bottle of my brand lion buddy perfume. I create this bottle body shape from the box and did it editable poly to make the shape, I select the vertex, face tool then extrudes it after applying OpenSubdiv modifier to make the actual shape.
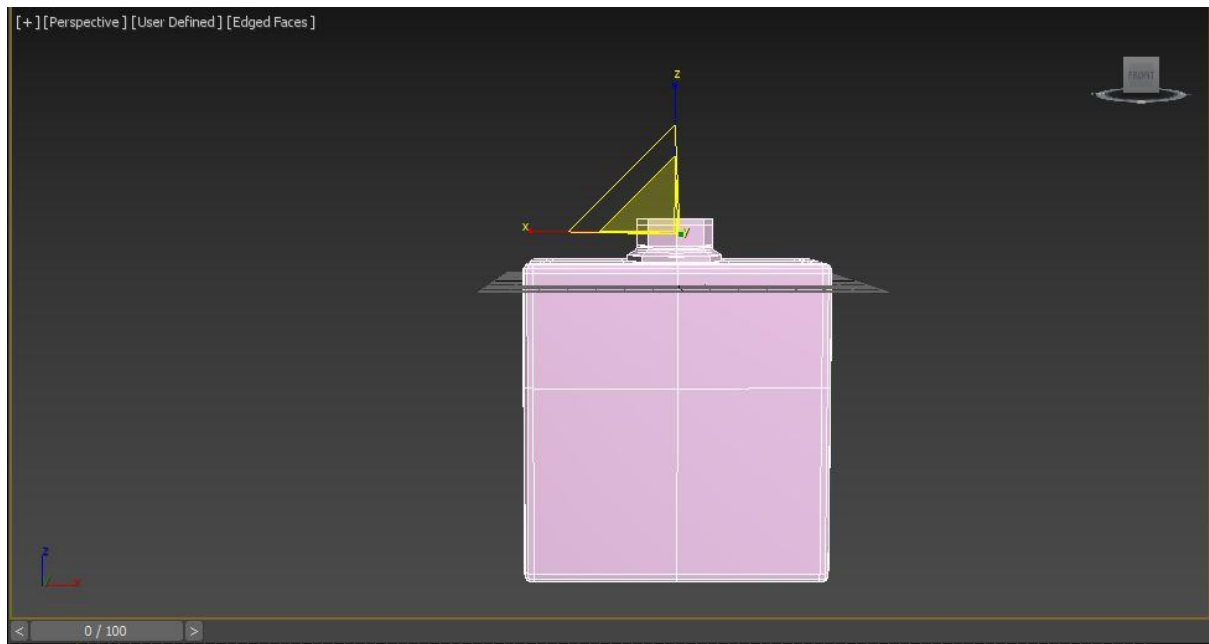

Figure 11.1 Bottle body shape without the modifier.

And this bottle with an opensubdiv modifier. Now it looks real shape to carry perfume materials.
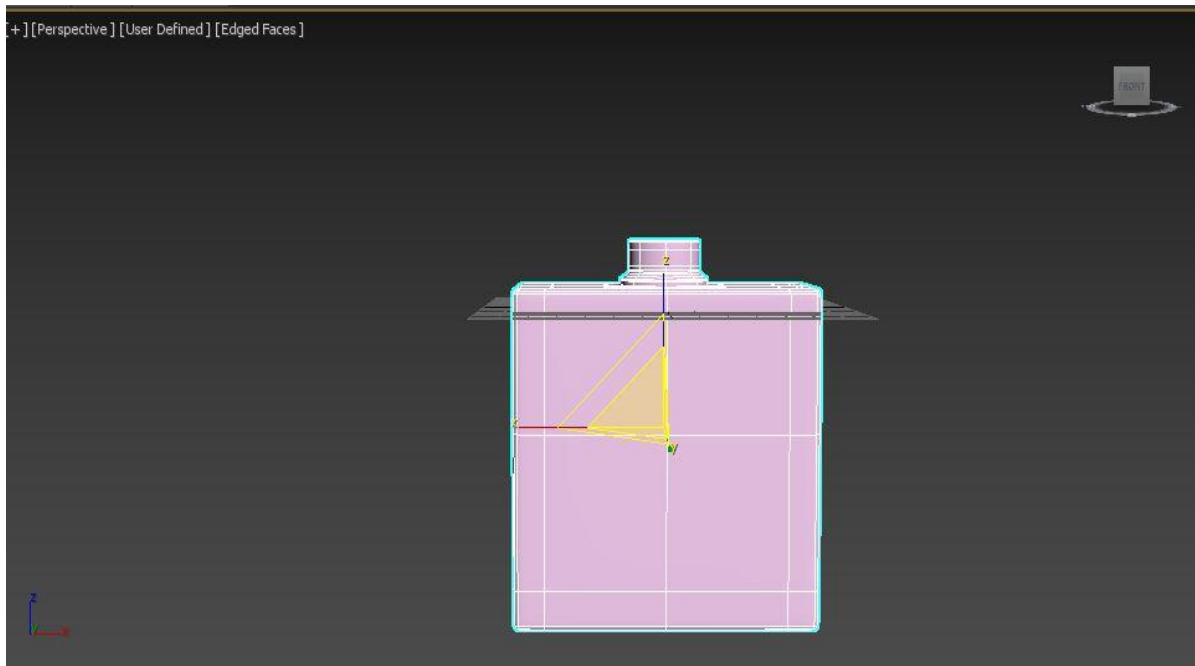

Figure 11.2 Bottle body shape with a modifier.

11.2 Spray Button

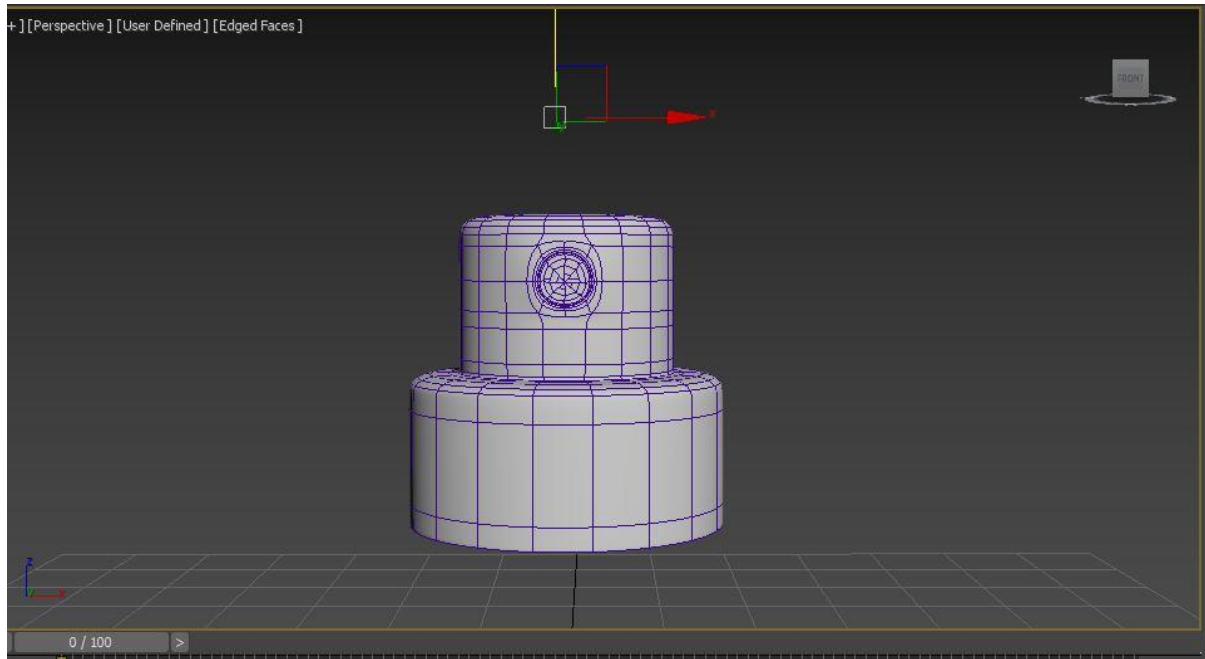It's almost the same but it takes from the cylinder.

Figure 11.3 spray button

11.3 Bottle Cap

These are creating from the cylinder tool and give that some segment and did it poly then extrude it after applying opensubdiv modifier.
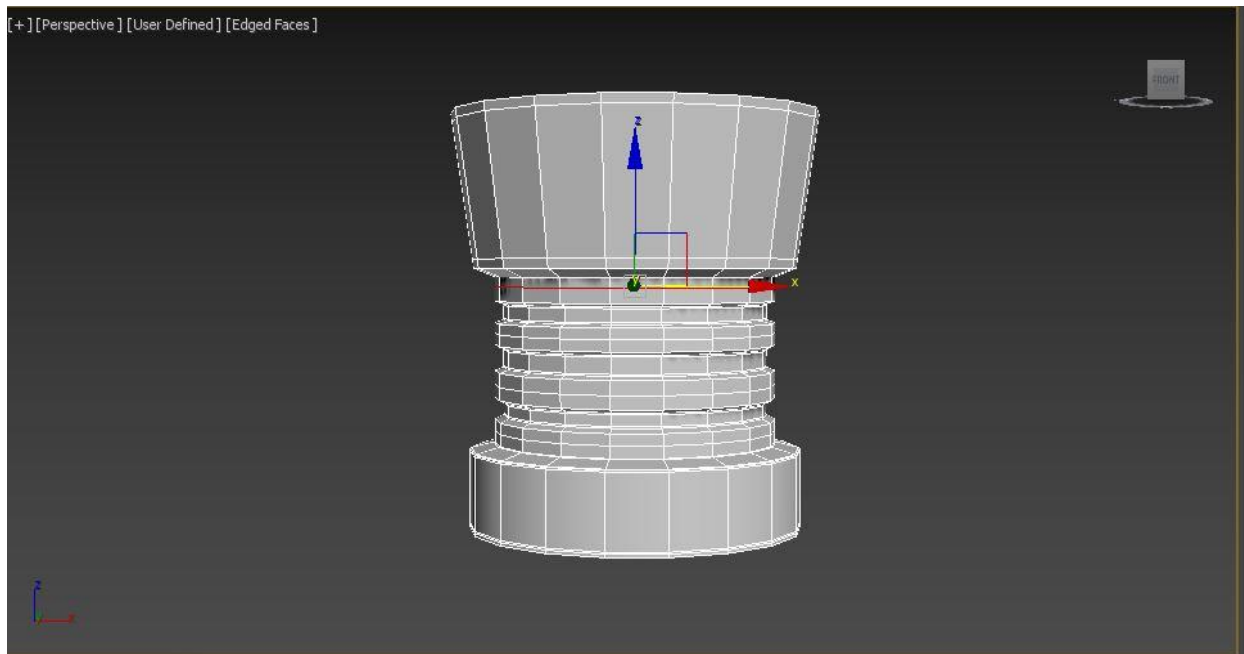

Figure 11.4 bottle Cap

11.4 Pipe

This perfume, there is a pipe inside this bottle which comes with fragrance.

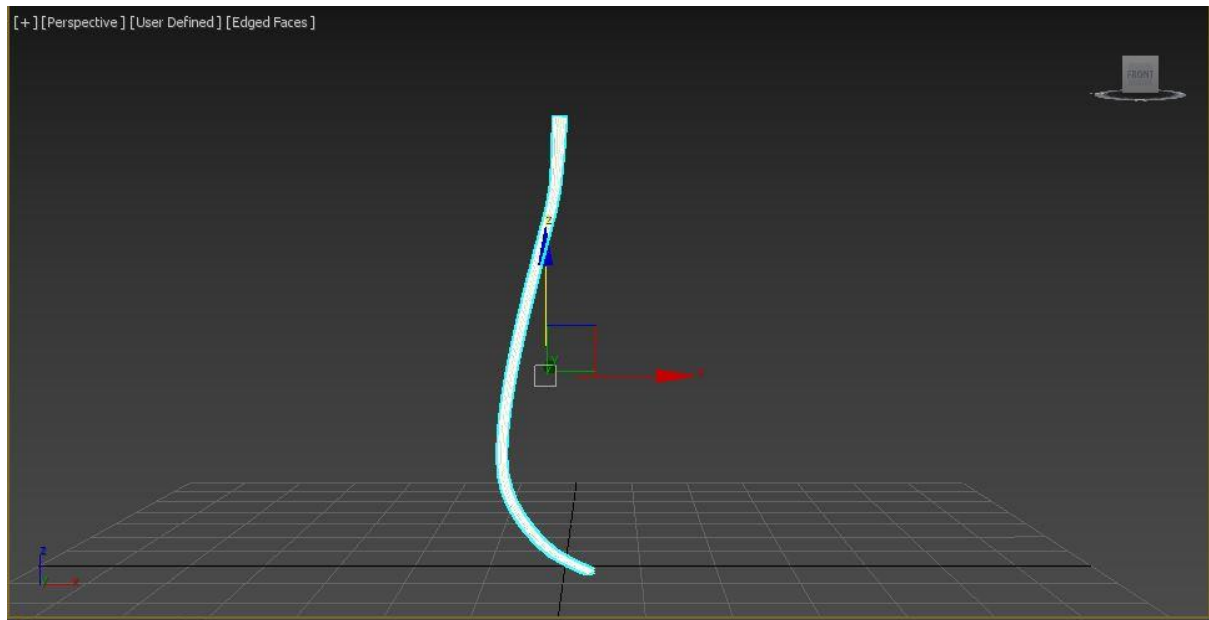I create this on cylinder, change the size and segments.

Figure 11.5 pipe

11.5 Perfume fragrance element

I make it inside the bottle to showing the perfume liquid. I did the face selection inside under this bottle and then grow it to make feel the material.
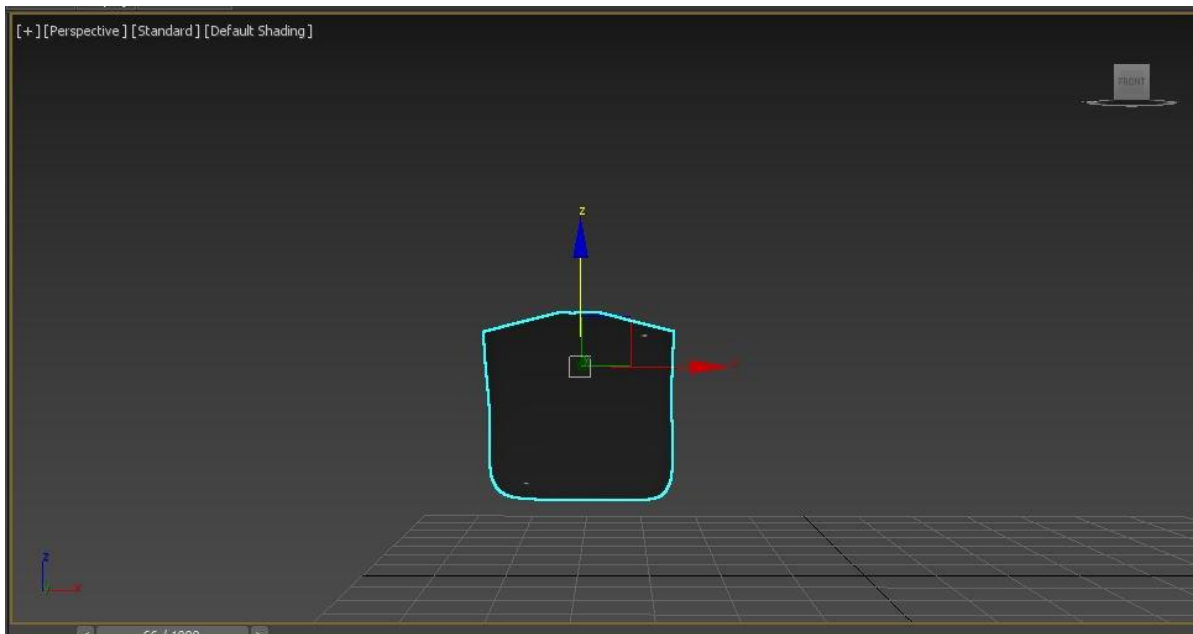

Figure 11.6 Perfume material

11.6 Applying glass material on this bottle shape

In this picture, I used to applying glass material on this bottle to change the parameters to make an actual perfume bottle.

Figure 11.7 Applying material

11.7 Texturing

I did this texturing to make it look gorgeous. It's an easy way to make it. Select a plane then select object type > Autogrid and then applying on this logo texture >link this with bottle and position it.

Figure 11.8 Bottle Texturing

11.8 Product Packaging

I make this packaging to select a box than did it poly and then texture this same way like doing before. Also, I did the wood material symbol on it.
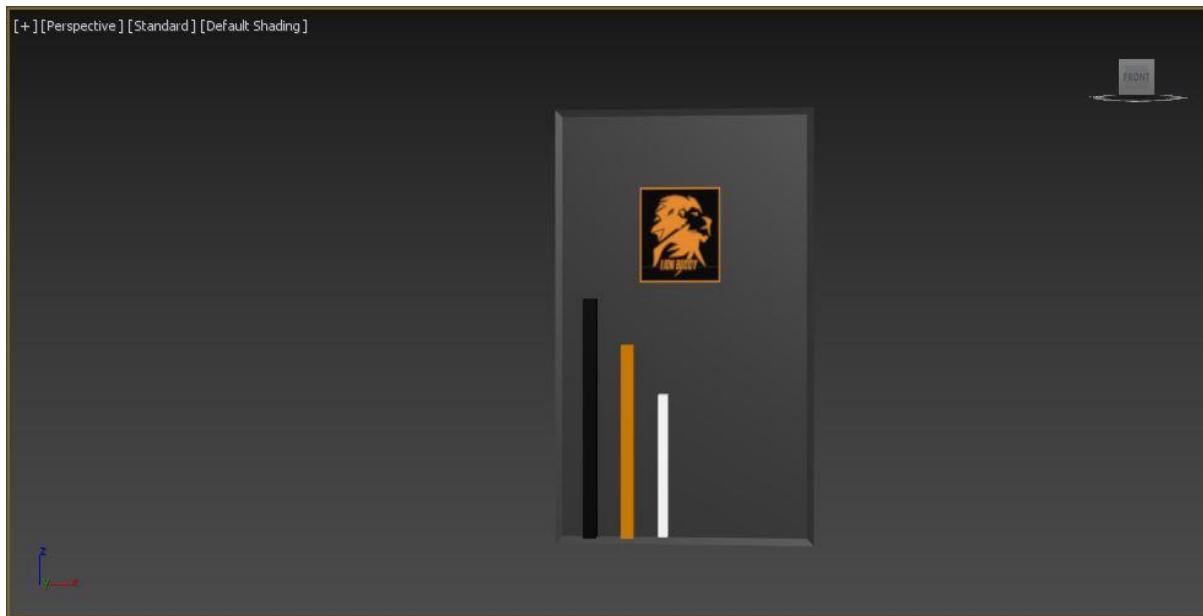

Figure 11.9 packaging in Max

CHAPTER 12

SCREENSHOTS

Here is a screenshot of logo variations. These logos are using on background satisfactory. If it needs to use on the complex background then we'll see which one is perfect, that 'll be using on it.
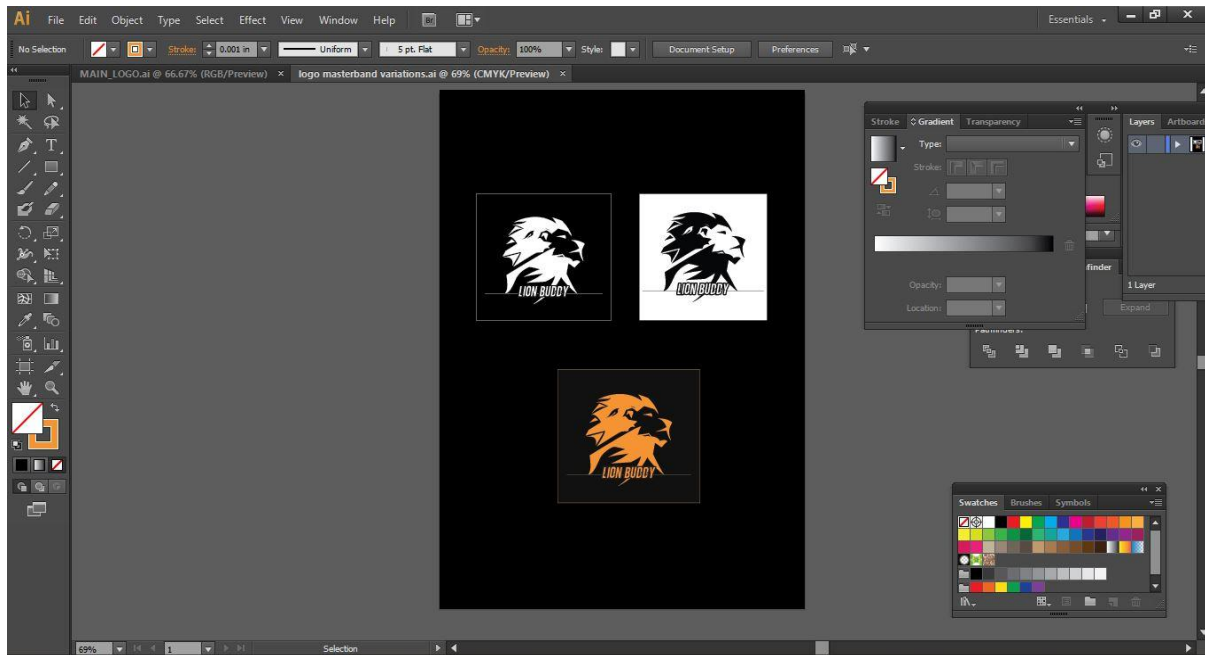

Figure 12.1 logo variations screen capture of illustrator software

ID card design is the main thought to know people individually and prove themselves to authority.
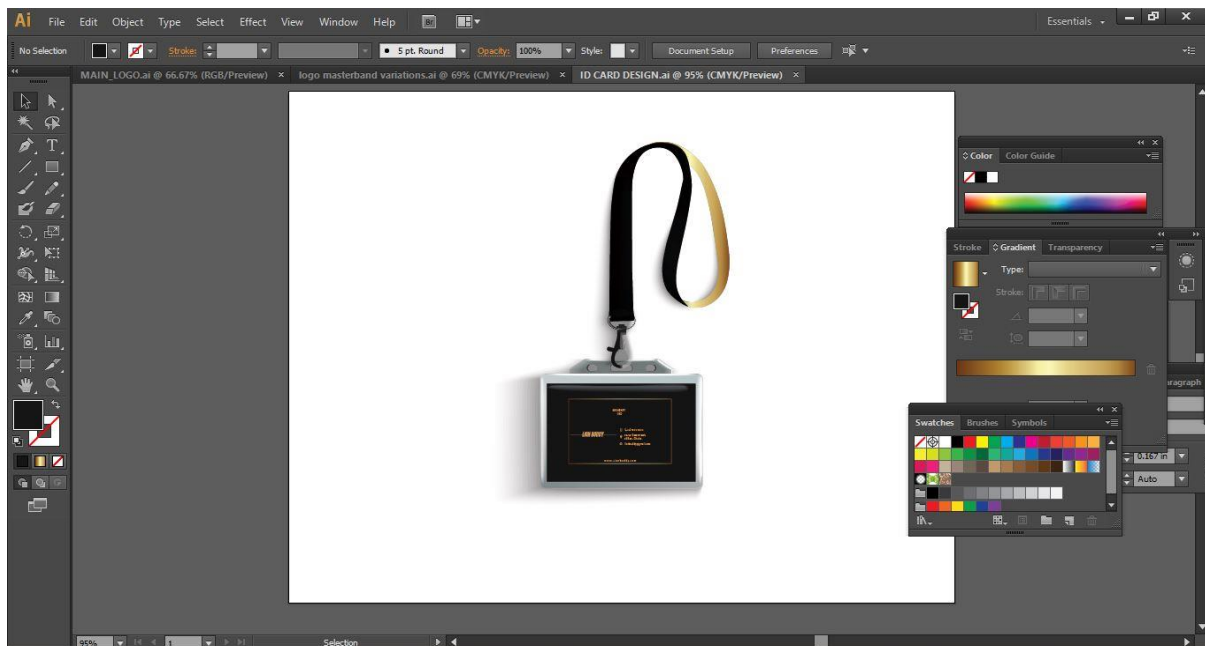

Figure 12.2 Id card design screen capture of illustrator software
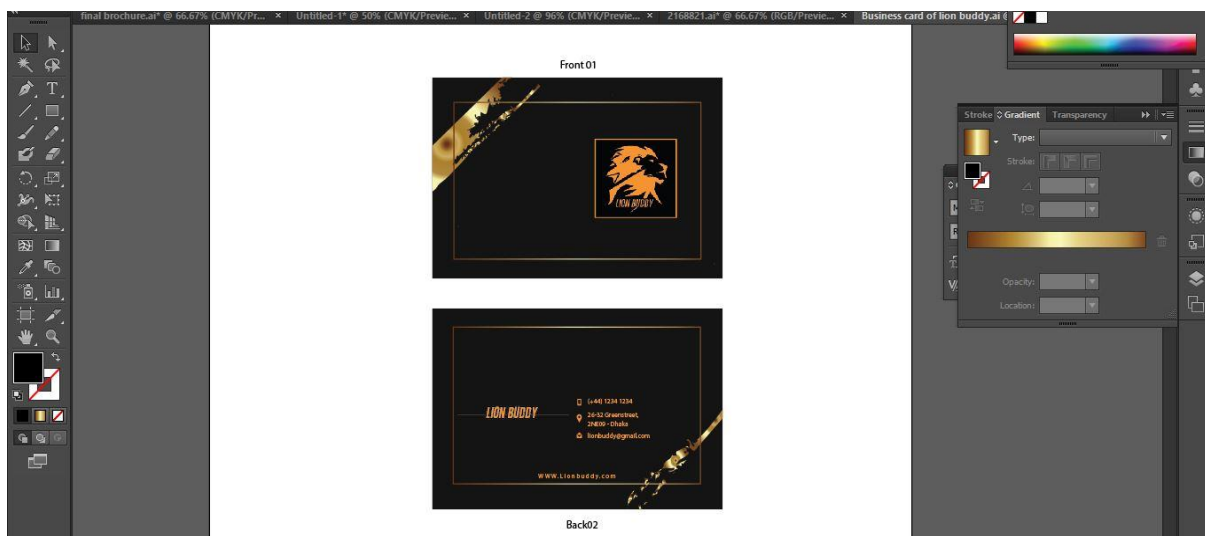
Business cards also provide brand identity.

Figure 12.3 Business card screen capture of illustrator software

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Here is a web page design screenshot to records the working process. This web page design with adobe illustrator. Here i make web site with this perfume fragrance element in the background and features.
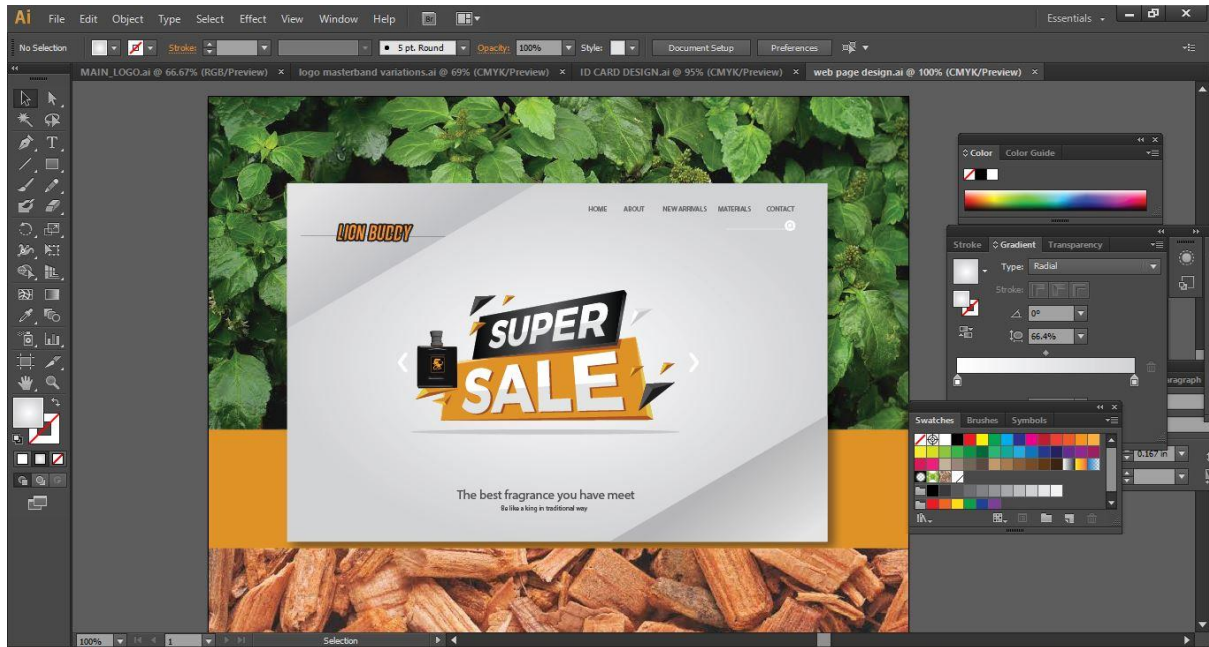

Figure 12.4 web page screen capture of illustrator software

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Here is Product 3d model design screen capture is given below

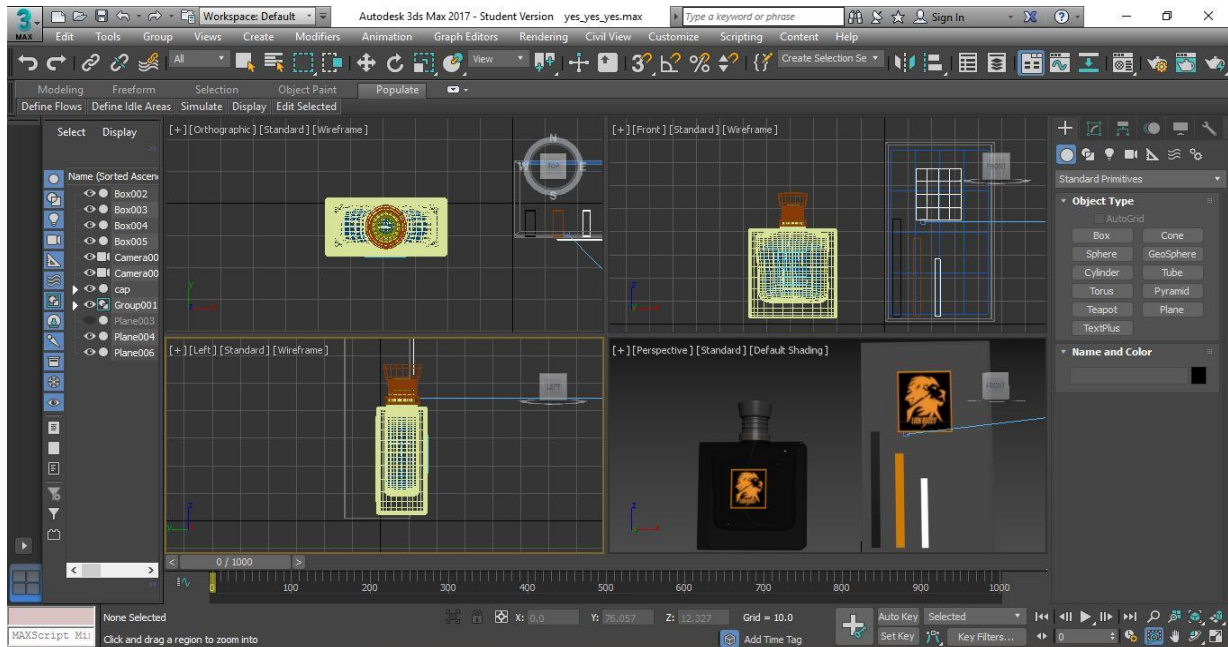Perfume bottle making in 3ds max with perspective view screen capture.

Figure 12.5 bottle design screen capture of Max software

After effect working process is given below :

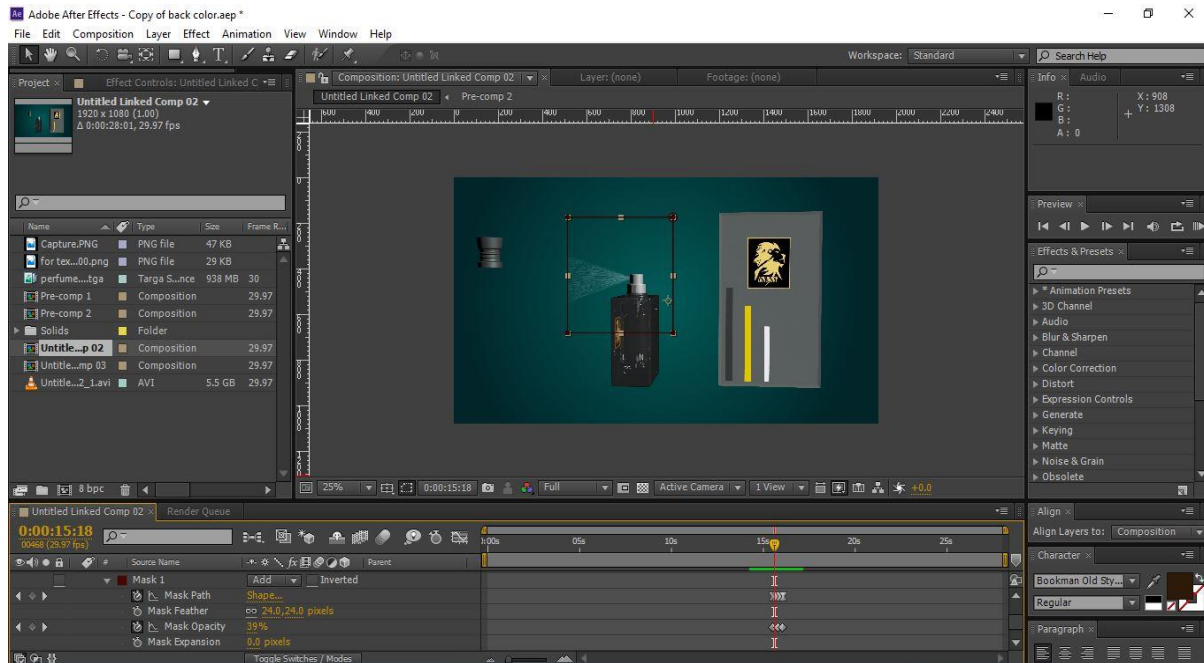This screenshot is working on perfume spray effect with after effect particles.

Figure 12.6 spray effect screen capture of after effect software

CHAPTER 13

CONCLUSION

In this project report topic, I have discussed the perfume brand of lion buddy.

The market demand for this perfume product is increasing day by day and this product business also satisfactory. I hope and believe that the future of this product is really brightest. With the very high expectation of profitability that will be the perfect product for today's environment. In this conclusion I learned perfume has made on significant impact on society during the past and present, in addition, I was surprised to know that perfume ingredient and collecting from so many things and these turns to make unique fragrances for men perfumes.

And this perfume will come up with some new features like the pocket size for easy to carry with new fragrance dimensions.

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