

Assignment 1: Design Portfolio

Module: COMM1790

Student Number: 201947436

Assignment 1A: Logo and Style Guide

Sparkling n Shining

Style Guide



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1) Introduction

Sparkling n Shining is a professional cleaning service company based in Leeds, UK, providing high-quality cleaning solutions locally since its establishment in 2016.



The company's mission is to "make every space sparkle and shine," and it is dedicated to providing comprehensive cleaning services for residential, commercial, and specialized settings. The company emphasizes reliability, professionalism, and cost-effectiveness, and is committed to delivering a high-quality service experience through its experienced and well-trained cleaning team.

Sparkling n Shining prioritizes customer satisfaction, offering free on-site assessments and quotes, quick response times, and 24/7 support for some services. The company uses environmentally friendly cleaning products and pays attention to detail, ensuring that spaces not only look clean but are also more comfortable and healthier.

In this project, I redesigned a completely new brand logo for Sparkling n Shining. The new logo retains the core brand characteristics of "cleanliness, professionalism, and reliability," while simplifying and modernizing the original visual identity. Through a clearer graphic structure and more consistent color usage, the new logo has better recognition and adaptability across different media and sizes.

Based on the new logo, I developed a comprehensive brand style guide, including guidelines for logo usage, color schemes, typography, and application scenarios. This ensures visual consistency and professionalism across all platforms, such as websites and social media, thereby enhancing the Sparkling n Shining brand image and providing a clear and sustainable framework for future brand communication.



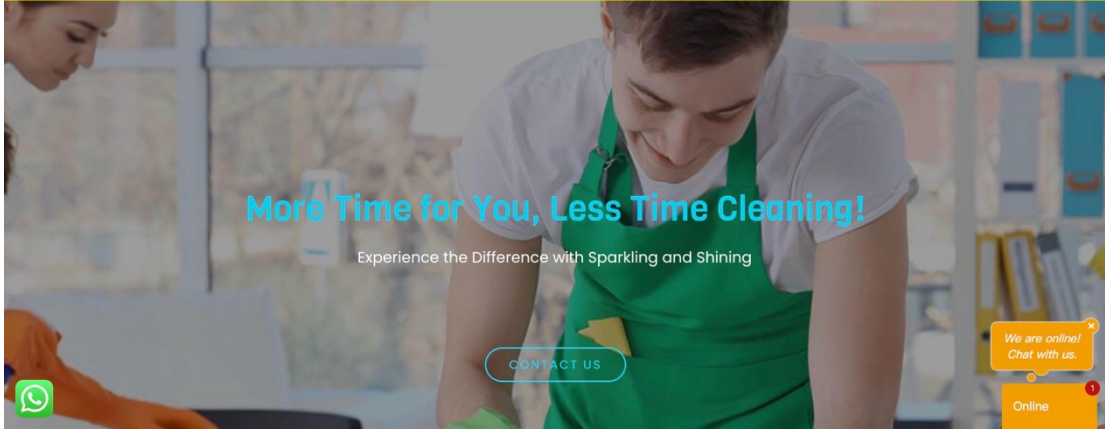
ADDRESS
31 Cromwell Mount Leeds, LS9 7ST



PHONE
+44 7554196441



EMAIL
info@sparklingshining-cleaners.co.uk



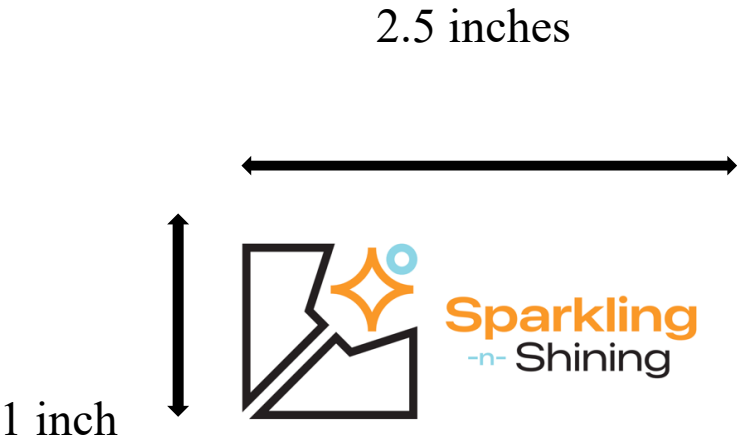
2) The Logo

The main logo for Sparkling n Shining appears here, intended for general use. In every case where feasible, its original colour scheme stays unchanged. Thin lines or delicate typography do not work well with this design. Transparency in any part disrupts clarity. Full visibility requires complete opacity at all times.



3) Sizing & Boundaries

As the logo was made in vector format, there is no limit to the maximum size it can be scaled to, as it will never lose clarity. In order to allow full legibility of the logo, however, it must not be made smaller than the minimum size of 1 × 2.5 inches.



4) Guidelines & Usage



Do not warp or distort the logo.



Do not place the logo on a non-specified background colour



Do not apply a visual effect to the logo.



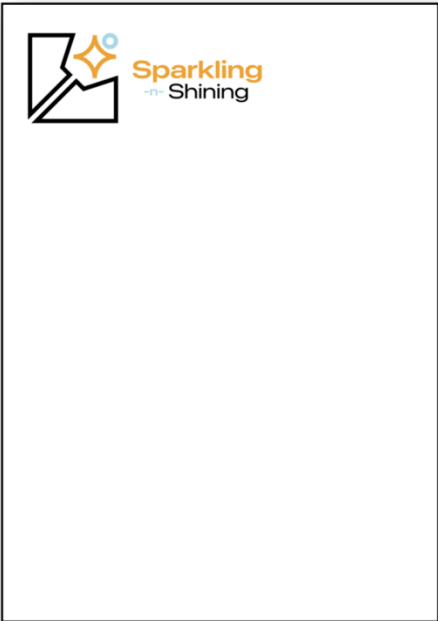
Do not apply a visual effect to the logo.



Do not crop the logo.

5) Logo Positioning

In all cases where a logo is used, it should ideally be placed in the top left corner of any document using the logo, at least approximately 8/16 inches from any edge, to remain within the agreed minimum boundaries.



6) Logo Silhouettes

In some cases, a monochrome version of the logo may be necessary, such as when the logo is placed on a black background. However, please note that on a black background, simply replacing the black portions of the original logo with white will suffice, and a monochrome version is not always required; the black background version is only suitable for black-themed scenarios and should not be used on backgrounds of any other color besides black.

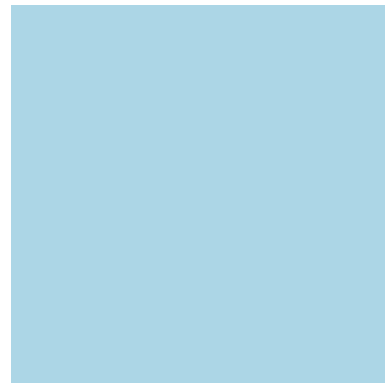


7) Colour

Sparkling Shining's logo uses a limited color scheme, employing only black, orange, and a touch of light blue. This reflects both the nature of their cleaning services and the high quality of their cleaning work. This simple color scheme also ensures the logo's aesthetic appeal when used in silhouette form.



#eda335



#abd7e6



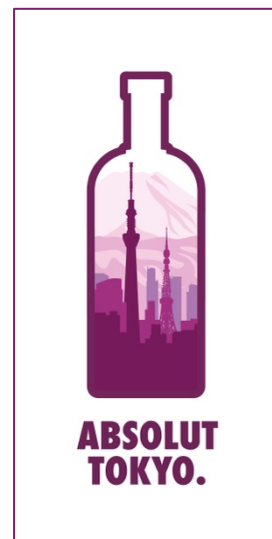
Pure Black

8) Typography

The logo uses a font, SF Pro Expanded Semibold, which is the only acceptable font for this purpose.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()
abcdefghijklmnopqrstuvwxyz

WEB BANNERS.



ABSOLUT CITIES.

Absolut Vodka, an international spirits brand renowned for its visual creativity, uses its advertising not only for product promotion but also as a long-standing dialogue between the brand and art and culture. By repeatedly reinterpreting the vodka bottle, its core visual symbol, Absolut continuously explores new narrative forms across different themes, making the advertisements themselves visual works with cultural significance.

Therefore, my design chose "Absolut Cities" as its theme, treating cities as symbols of culture and identity, not merely geographical locations. New York, London, Tokyo, Paris, Beijing, and Moscow each represent different historical backgrounds, lifestyles, and aesthetic sensibilities. In the design, I extracted the most representative architectural silhouettes of each city. I integrated them into Absolut's iconic bottle shape, creating a visual fusion between the brand image and urban culture. Simultaneously, different cities utilize symbolic main color palettes to convey their unique emotions and cultural atmospheres, establishing clear distinctions within a unified visual system.

In terms of form and technology, all visual elements were created as vector graphics in Adobe Illustrator to ensure clarity and consistency on the web. The final work is presented as a vertical web banner advertisement in a 300 × 600-pixel format, conforming to standard web advertising technical specifications. The overall design achieves a balance between brand consistency and urban differentiation, demonstrating Absolut's potential for brand extension in a global context.



Size: 300 * 600 pixels

Format: JPEG

Quality: Maximum (10)

Compression: Lossy

Resolution: 72DPI

Colour mode: RGB

Software: Adobe Illustrator



Size: 300 * 600 pixels

Format: JPEG

Quality: Maximum (10)

Compression: Lossy

Resolution: 72DPI

Colour mode: RGB

Software: Adobe Illustrator



Size: 300 * 600 pixels

Format: JPEG

Quality: Maximum (10)

Compression: Lossy

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Colour mode: RGB

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Compression: Lossy

Resolution: 72DPI

Colour mode: RGB

Software: Adobe Illustrator



Size: 300 * 600 pixels

Format: JPEG

Quality: Maximum (10)

Compression: Lossy

Resolution: 72DPI

Colour mode: RGB

Software: Adobe Illustrator

Assignment 1C: Channel Ident



This Assignment 1C requires us to conceive a complete concept for a documentary channel and design a set of static Channel Ident graphics suitable for television broadcast. I chose wilderness camping as the channel theme, mainly because I enjoy watching documentaries related to wilderness survival and camping life, and I wanted to combine my personal interests with the visual design knowledge I've learned in this course.

My channel name is CAMPED, and the overall channel atmosphere is positioned towards nature, tranquility, and authenticity, rather than emphasizing excitement or entertainment. In terms of visual style, I deliberately avoided overly complex imagery, hoping to provide viewers with a stable and comfortable visual experience when switching between different programs. In the logo design, I redesigned the letter A, simplifying it into the shape of a tent, which clearly and directly conveys the channel's theme.

During the production of this Channel Ident, I did not hand-draw the background images myself. Instead, I selected suitable nature and camping-related images from several free stock image websites as the basic materials. However, I didn't use the original images directly; I performed extensive post-production adjustments in Photoshop, including color correction, brightness and contrast control, and overall color tone unification. These methods are all techniques taught in the lecture, allowing the images to maintain a sense of realism while better matching the visual atmosphere required for a documentary channel. Furthermore, by adjusting the color temperature, saturation, and light and shadow levels, I tried to maintain consistency in style across images from different sources, avoiding any jarring transitions between frames.

The logo was created in Adobe Illustrator and saved in SVG vector format to ensure clarity even at Ultra HD broadcast specifications. The overall production process combined material selection, image post-processing, and vector graphic design, meeting the technical

specifications and visual consistency requirements of this assignment.



Size: 1920 * 1080 pixels

Resolution: 72 DPI

Colour Mode: RGB

Compression: lossless

Colour: Format: PNG

Software: Photoshop



Source Image (Click to view the source)



Size: 1920 * 1080 pixels

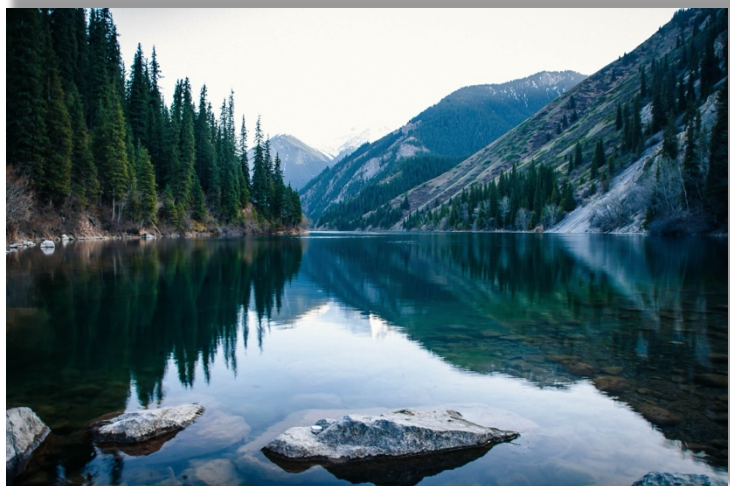
Resolution: 72 DPI

Colour Mode: RGB

Compression: lossless

Colour: Format: PNG

Software: Photoshop



Source Image (Click to view the source)



Size: 1920 * 1080 pixels

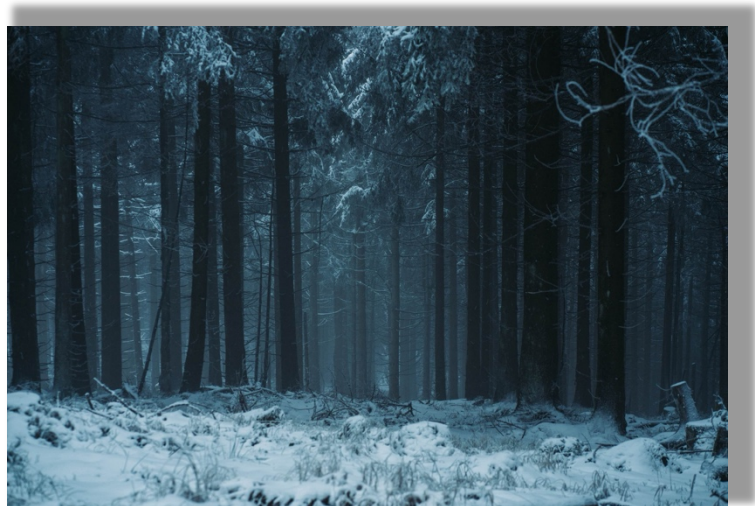
Resolution: 72 DPI

Colour Mode: RGB

Compression: lossless

Colour: Format: PNG

Software: Photoshop



Source Image (Click to view the source)



Size: 1920 * 1080 pixels

Resolution: 72 DPI

Colour Mode: RGB

Compression: lossless

Colour: Format: PNG

Software: Photoshop



Source Image (Click to view the source)



Size: 1920 * 1080 pixels

Resolution: 72 DPI

Colour Mode: RGB

Compression: lossless

Colour: Format: PNG

Software: Photoshop



Source Image (Click to view the source)

Jeju, Korea

Citrus Festival

The Logo



This is the original logo I designed for the Jeju Island Citrus Festival in South Korea. The overall design of the logo is based on the coastline of Jeju Island, directly incorporating regional characteristics into the logo's shape, greatly enhancing its recognition and uniqueness. The logo's visual form is half of a ripe citrus fruit, using the imagery of citrus fruit and harvesting to represent Jeju Island's most representative agricultural culture. The main color scheme uses a highly saturated orange system, symbolizing the ripeness and abundance of citrus fruits, and conveying a lively, bright, and friendly atmosphere for the festival. The overall style leans towards illustration and cartoon-like treatment, making the festival image younger, cuter, and appealing to people of all ages.

Format: JPEG (web)

Colour mode: RGB(web)

Resolution: 72dpi (web)



The second image is a monochrome version of the logo, mainly used for printing or special applications where color is not possible. This version retains the original shape and core visual symbols while simplifying the colors to ensure clear readability and recognition in low-cost printing or monochrome media. Since the citrus elements in the background were hand-drawn by me using Procreate, they could not be directly converted to black and white like vector or Photoshop layers. Therefore, I chose to readjust the overall visual hierarchy instead of simply changing the colors, ensuring that the hand-drawn texture is not compromised while maintaining the logo's integrity and professionalism.

Format: EPS (print)

Colour mode: CMYK (print)

Resolution: 300dpi (print)

Posters



Size: 2100 x 2970 pixels

Format: PSD

Resolution: 300 DPI

Colour Mode: CMYK

Compression: lossless

Software: Photoshop



Source Image (Click to view the source)



Size: 2100 x 2970 pixels

Format: PSD

Resolution: 300 DPI

Colour Mode: CMYK

Compression: lossless

Software: Photoshop



Source Image (Click to view the source)



Size: 2100 x 2970 pixels

Format: PSD

Resolution: 300 DPI

Colour Mode: CMYK

Compression: lossless

Software: Photoshop

Tickets

Front:



Back:



I designed a uniquely shaped ticket for the Jeju Island Citrus Festival. The image above shows the vector graphics of both the front and back of the ticket.

This uniquely shaped ticket uses a citrus fruit as its core design, similar to my logo design, but the overall outline of this ticket directly mimics the shape of a complete, real citrus fruit. This design allows the ticket itself to become part of the festival theme, enhancing its fun and commemorative value, and even giving it collectible value.

On the front of the ticket, I graphically represented a cross-section of the citrus fruit, with the internal structure naturally carrying the text "Jeju Citrus Festival." The back features the complete citrus fruit shape, with the date, entry information, and barcode neatly arranged within the peel area, balancing practicality with overall aesthetic appeal.

Size: 16cm x 8cm

Format: JPEG

Compression: None

Colour mode: CMYK

Resolution: 300 DPI

Website



Home

Ticket

Merch

Contact

TYPE

Apparel

Souvenirs

- Stationery
- Accessories
- Home & Living
- Pins & Badges

Edibles



Notebook
£10 / ₩16,000



Tote Bag
£10 / ₩16,000



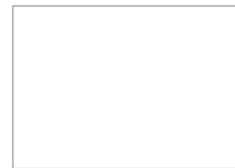
Cushion
£12 / ₩19,000



Badge
£3 / ₩5,000



Mug
£15 / ₩24,000



More products
coming soon



CONTACT

E-mail: jejucitrus@gmail.com

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Update with us!

Your E-mail
@2025 Citrus Festival

Size: 746 x 1158p

Format: PDF

Compression: lossless

Colour mode: RGB

201947436 COMM1790

This is the official website page I designed for the Jeju Island Citrus Festival in South Korea. As festival activities increasingly rely on online communication, designing a comprehensive website page is essential. It serves as a centralized platform for festival information, allowing visitors to quickly understand the event content, schedule, and related activities on a single page, while also helping to establish a strong visual identity for the festival.

In terms of design, I continued the overall visual style of the Citrus Festival, using high-saturation orange and hand-drawn illustrations as the background, reflecting Jeju Island's natural landscape and citrus culture, making the website visually clear and thematic. The top of the page clearly displays the festival name and dates, allowing users to quickly obtain key information.

Functionally, the website not only displays basic festival information but also includes a Merch/Souvenirs section (which I designed as a separate webpage) to showcase related merchandise, enhancing the commercial and interactive aspects of the festival. The bottom of the page includes Contact and Subscribe functions, allowing users to easily contact the organizers.

Merchandise

Throughout the festival, the merchandise not only serves to promote and extend the brand image but can also be frequently used by visitors in their daily lives, continuously reinforcing their memories of the event and the city, and enhancing the festival's reach and engagement.

For the Jeju Island Citrus Festival, I designed a series of practical merchandise items, including notebooks, canvas bags, mugs, and cushions. These products are closely related to daily life, highly practical, and cost-effective, allowing them to be used even after the festival ends, thus extending the impact of the Citrus Festival. I also designed badges as a lightweight merchandise option, which better suits the aesthetics and preferences of younger generations, making the festival appealing to different age groups.

Notebooks



Format: EPS

Compression: None

Colour mode: CMYK

Resolution: 300DPI

Canvas bags



Format: EPS

Compression: None

Colour mode: CMYK

Resolution: 300DPI

Pillow



Format: EPS

Compression: None

Colour mode: CYMK

Resolution: 300DPI

Mark cup



Format: EPS

Compression: None

Colour mode: CYMK

Resolution: 300DPI

Badges



Format: EPS

Compression: None

Colour mode: CYMK

Resolution: 300DPI