

bloom

**CCCU End of Year Exhibition  
2020**

**Jon Jack Zee**

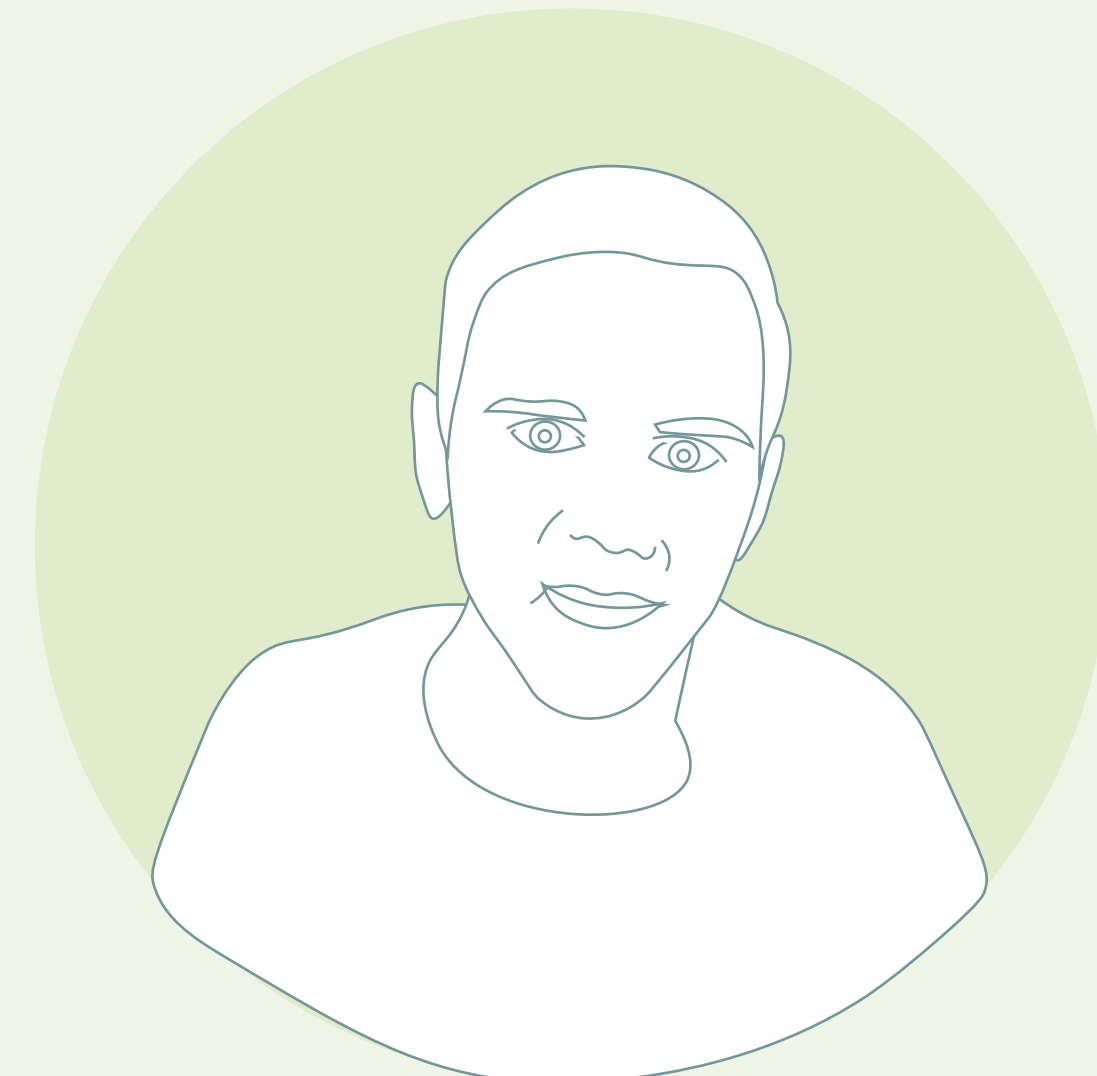
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# Introduction

Welcome to Bloom! We are a vibrant and collaborative group of individuals who aim to bring your ideas to life. We feel that we've all developed a unique design style and efficient work ethic since we began in 2018. Our time at Canterbury Christ Church University has been challenging but much more gratifying than we ever could have thought. We are very proud of the work we've completed while being here and are very grateful for the time and knowledge our tutors have gifted us all.



# Brand Look & Feel

## All Round Gothic

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**BOLD**

**ABCDEFGHIJKLMN OP 1234567890**

**QRSTUVWXYZ**

**abcdefghijklmnop**

**qrstuvwxyz**

BOOK

ABCDEFGHIJKLMN OP 1234567890

QRSTUVWXYZ

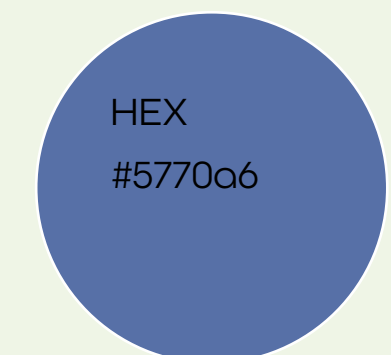
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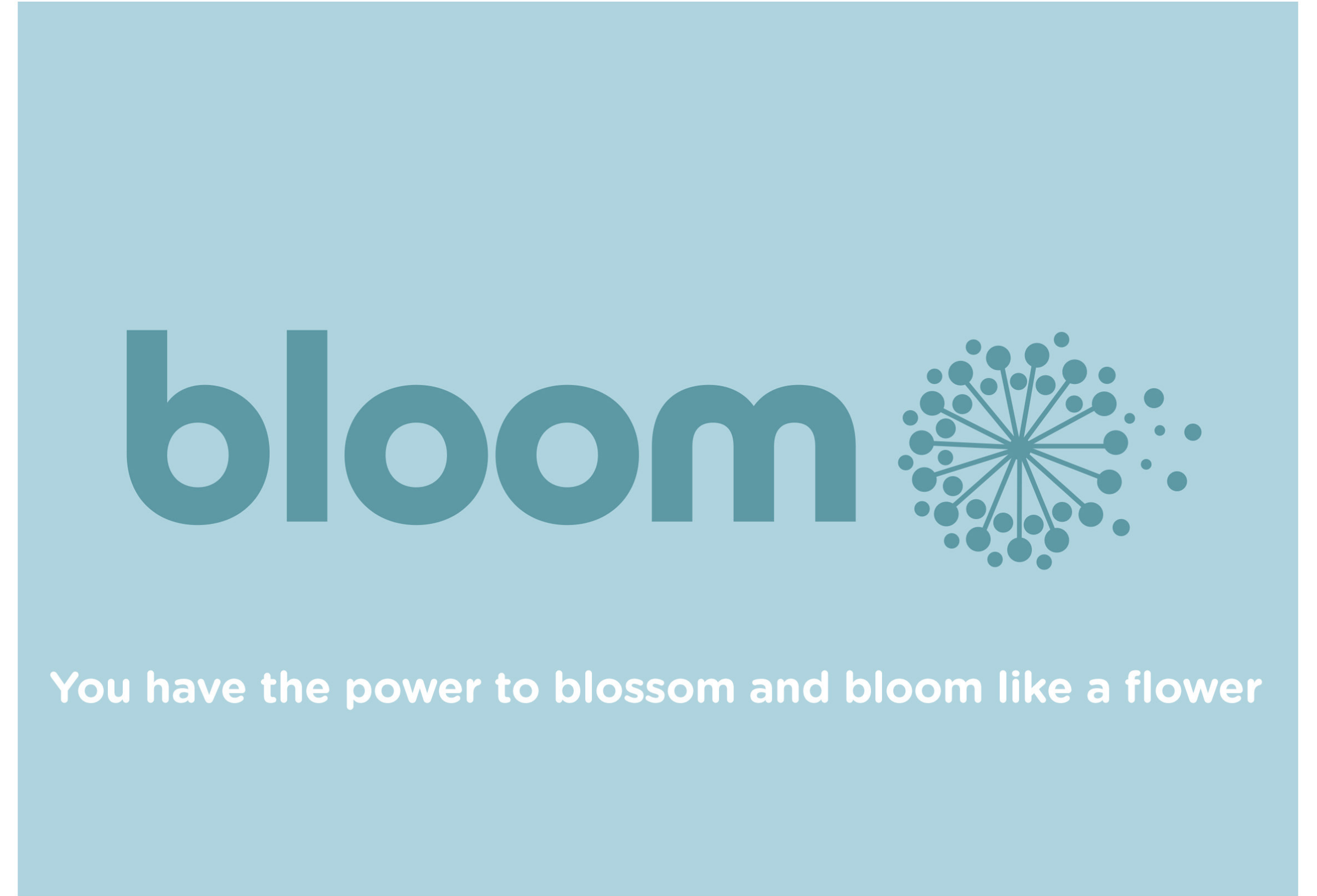
qrstuvwxyz

## Colour Palette

Primary

Secondary





Dandelion - blowing seeds represent us moving onto our own path

# Take Away Design

bloom

4

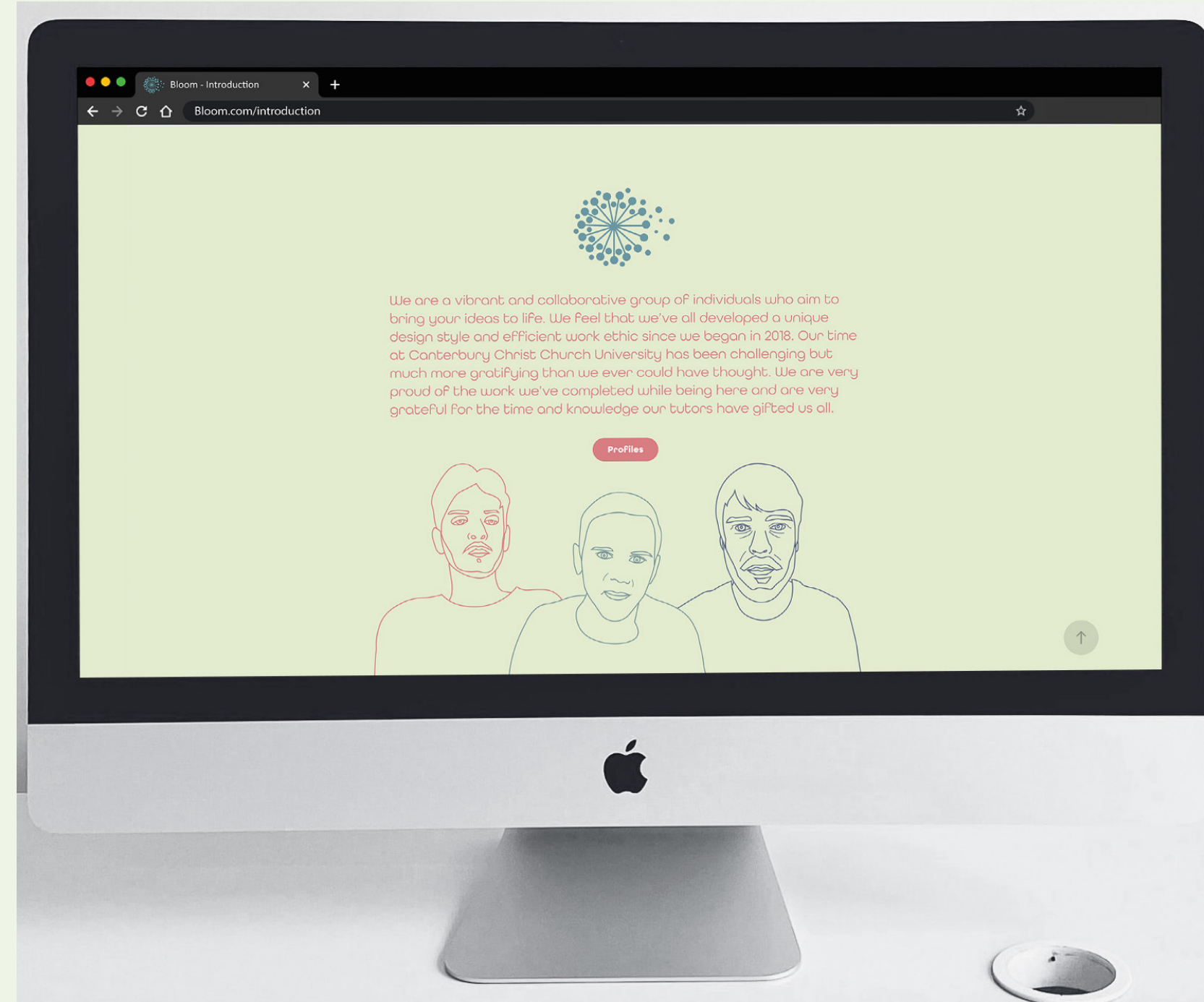


## Contents:

- Notebook
- Pencil
- Eraser
- Tape
- Roll up poster with tube



Homepage

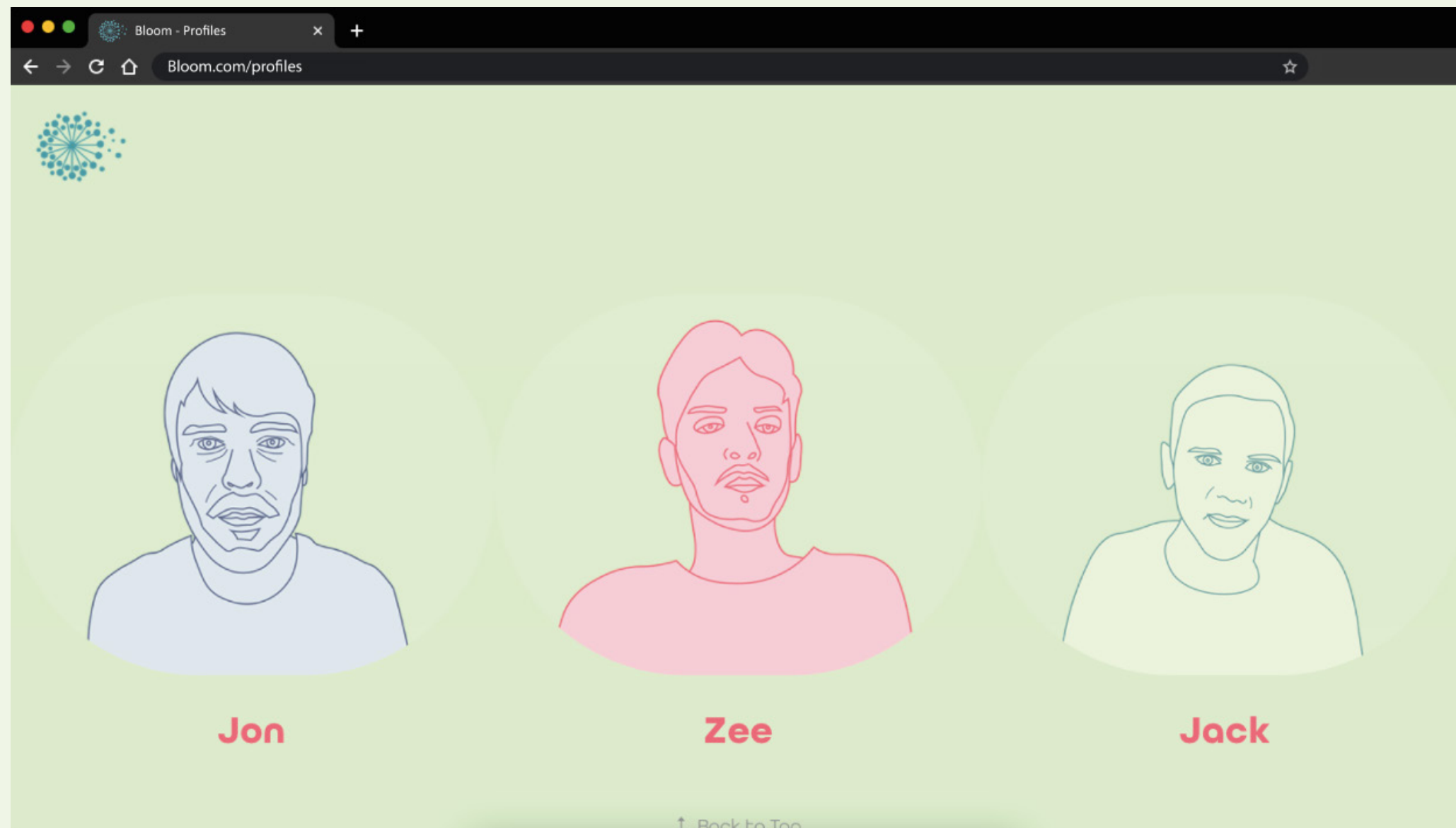
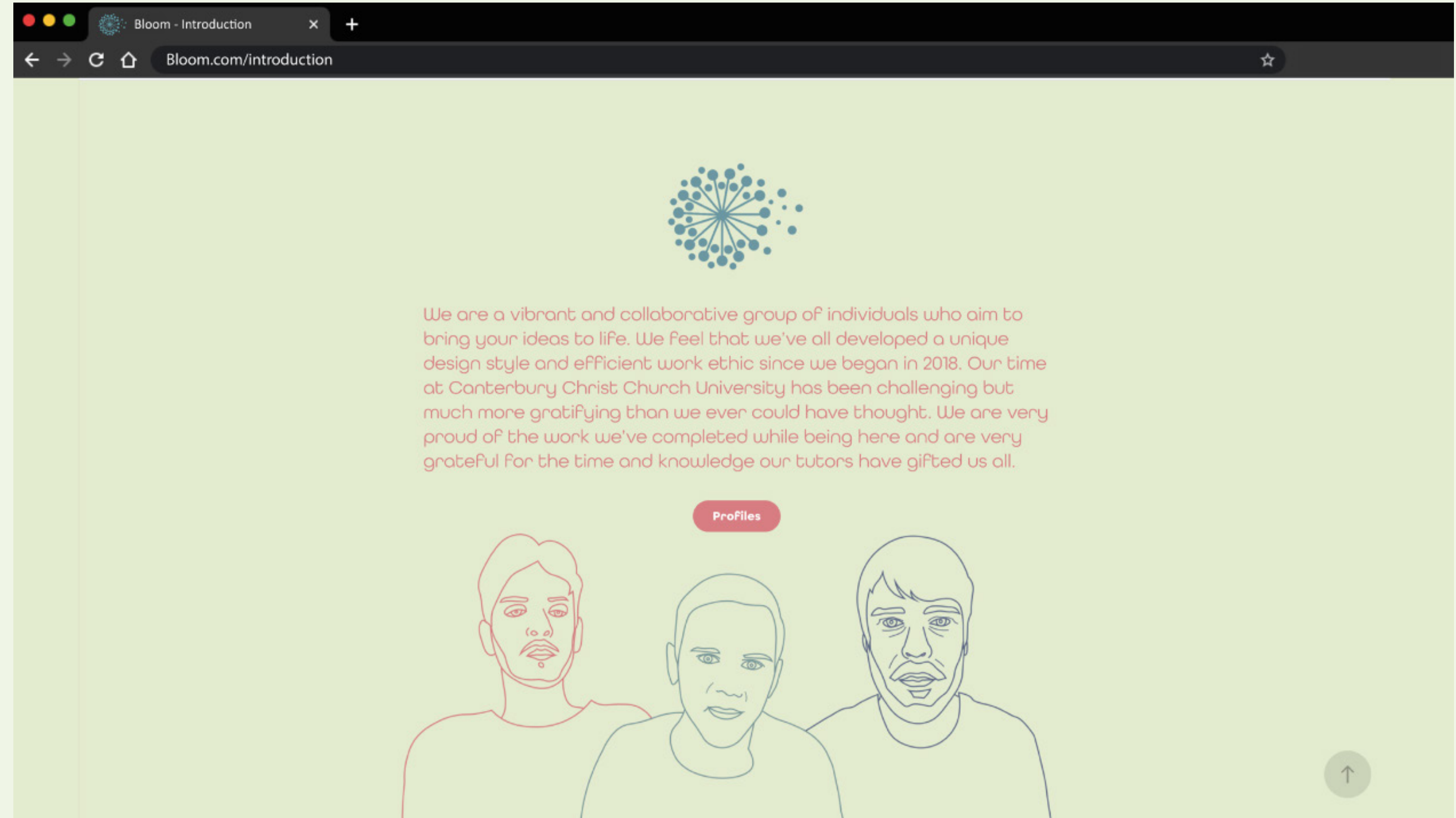
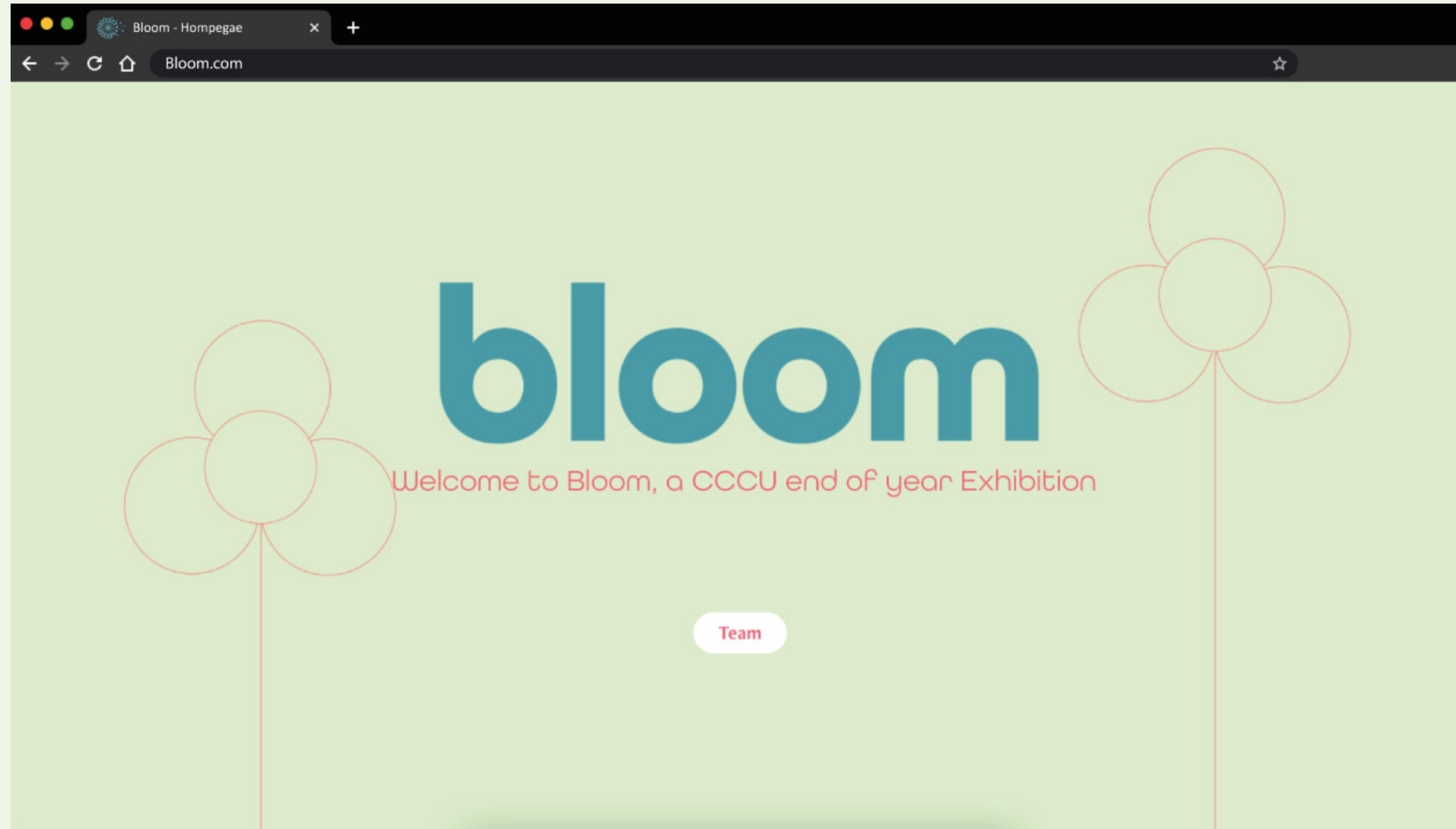


Introduction



Profiles

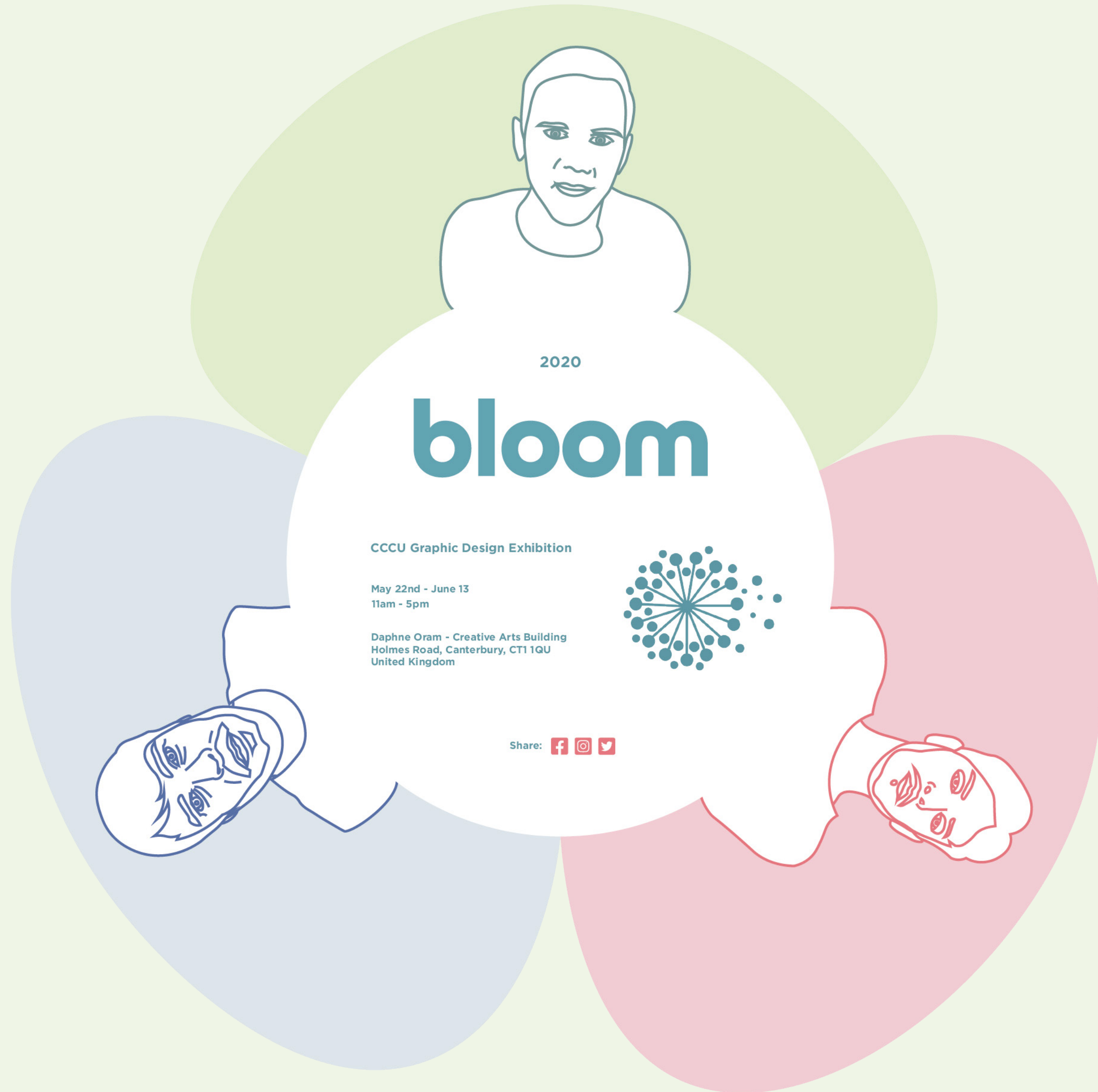
# Website Walkthrough



CLICK HERE!

# Map & Invitation







Poster shown across the front of the Reception Cafe

# Stickers & Badges



Two Bloom designs that can be made into badges, only in blue and white to stay within the primary colour scheme of our logomark and icon. The stickers use our different graphic elements with a mix of primary and secondary colours.

# T-shirt



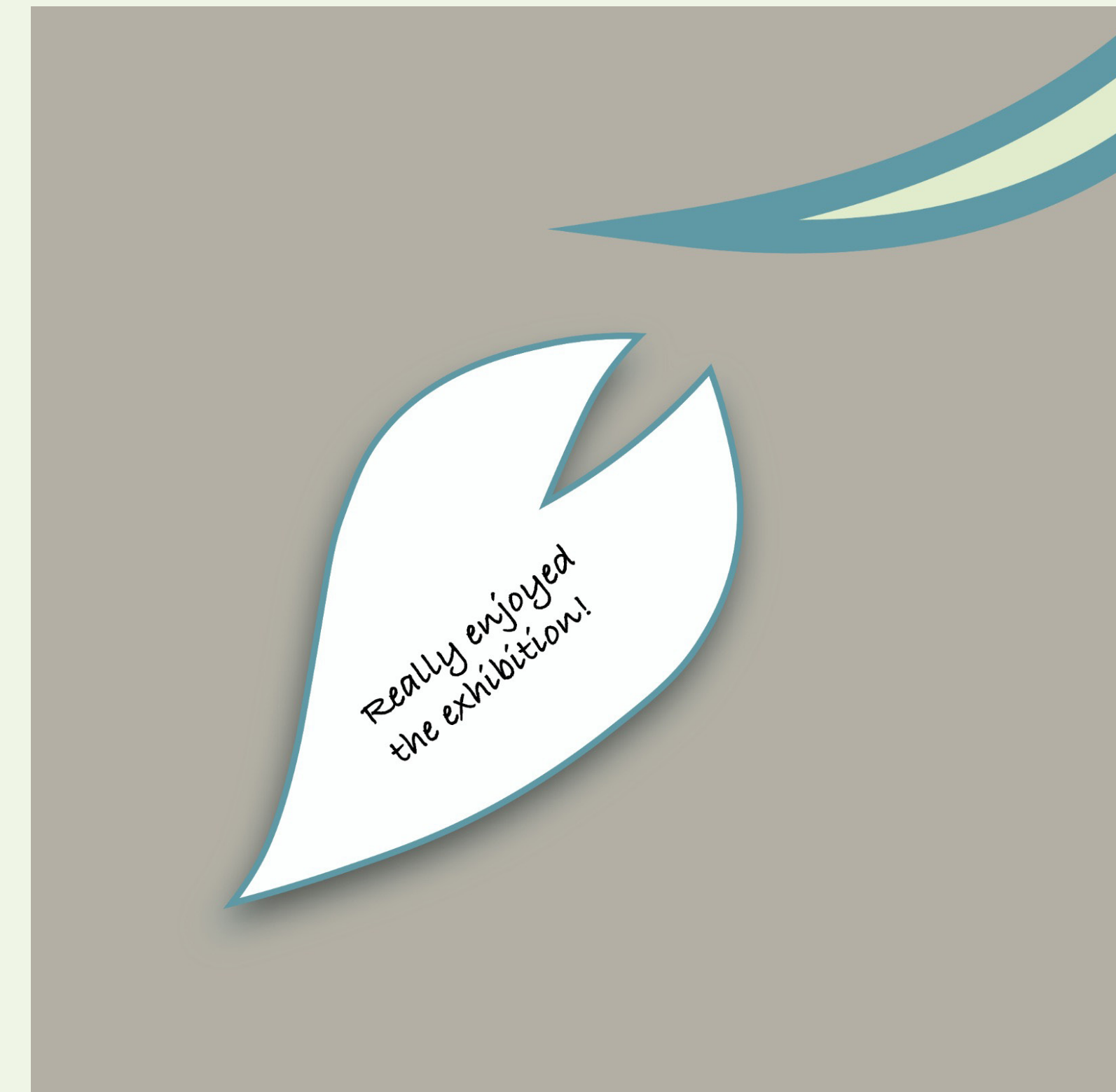
Minimalistic t-shirt design with our logomark on the back neckline and our icon on the front chest.

These can be worn by the Graphic Design department when showcasing the projects.



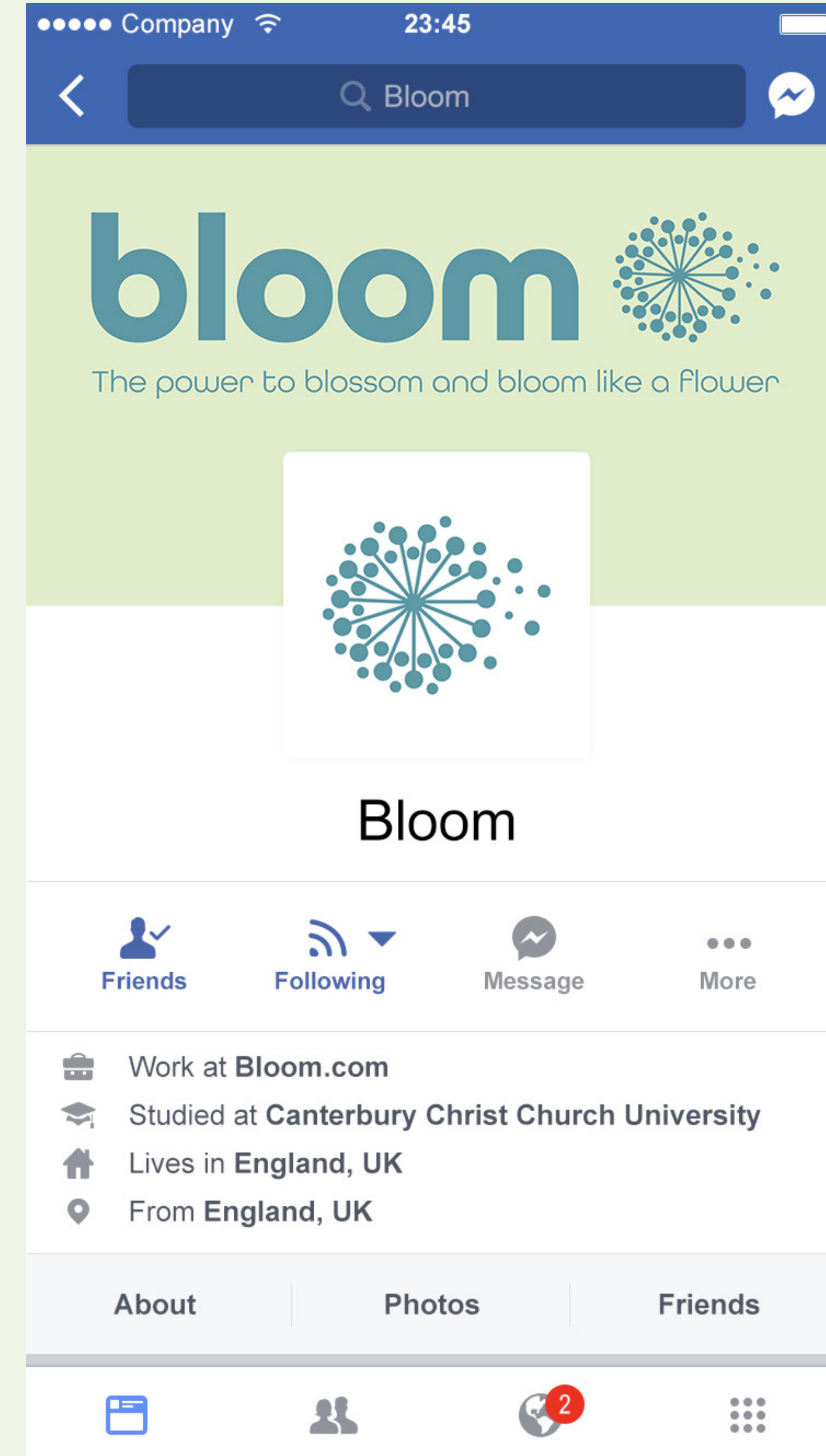
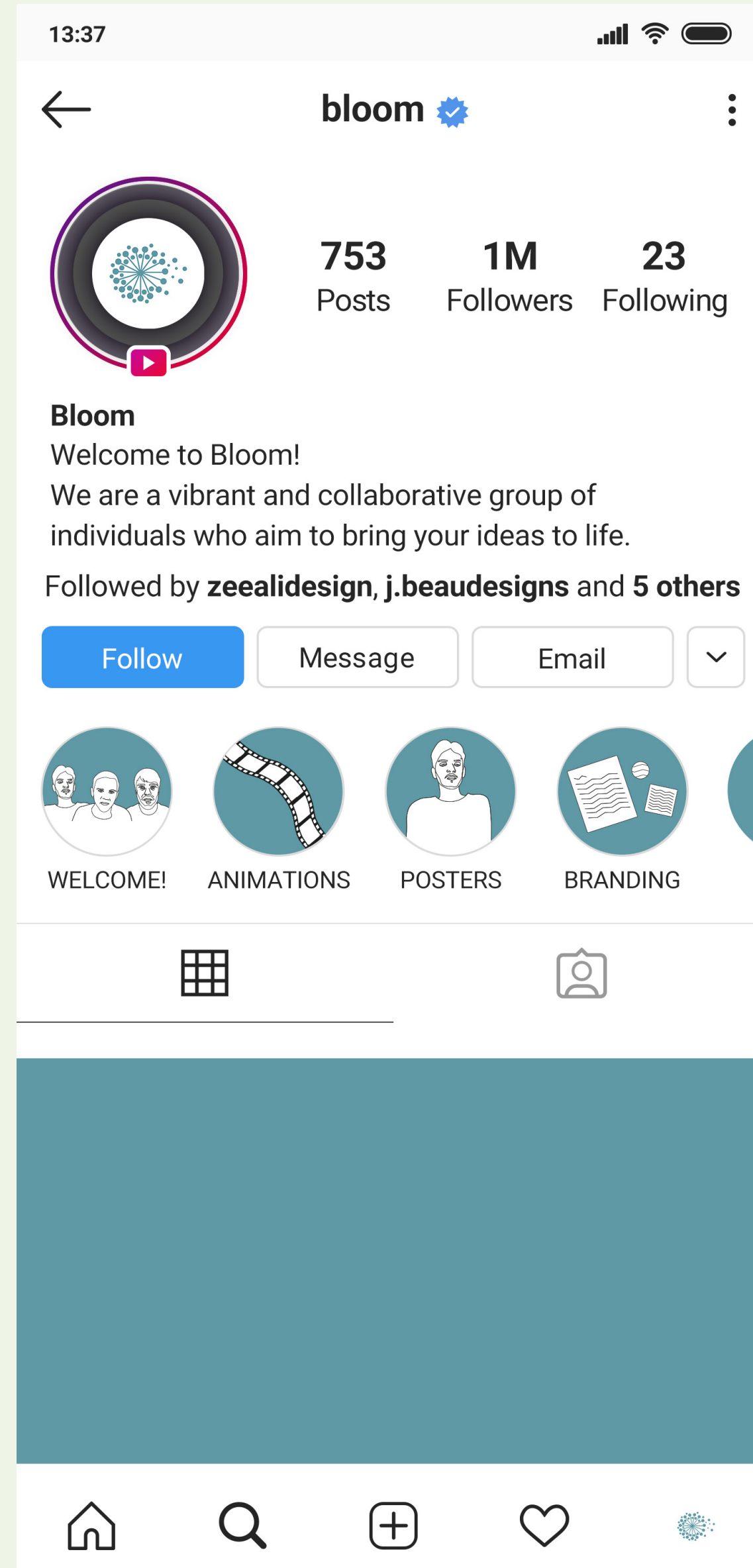
CLICK HERE!

# Feedback Tree



Graphics will be made from Vinyl so they can be stuck onto the wall. Visitors can use pen to write their feedback.

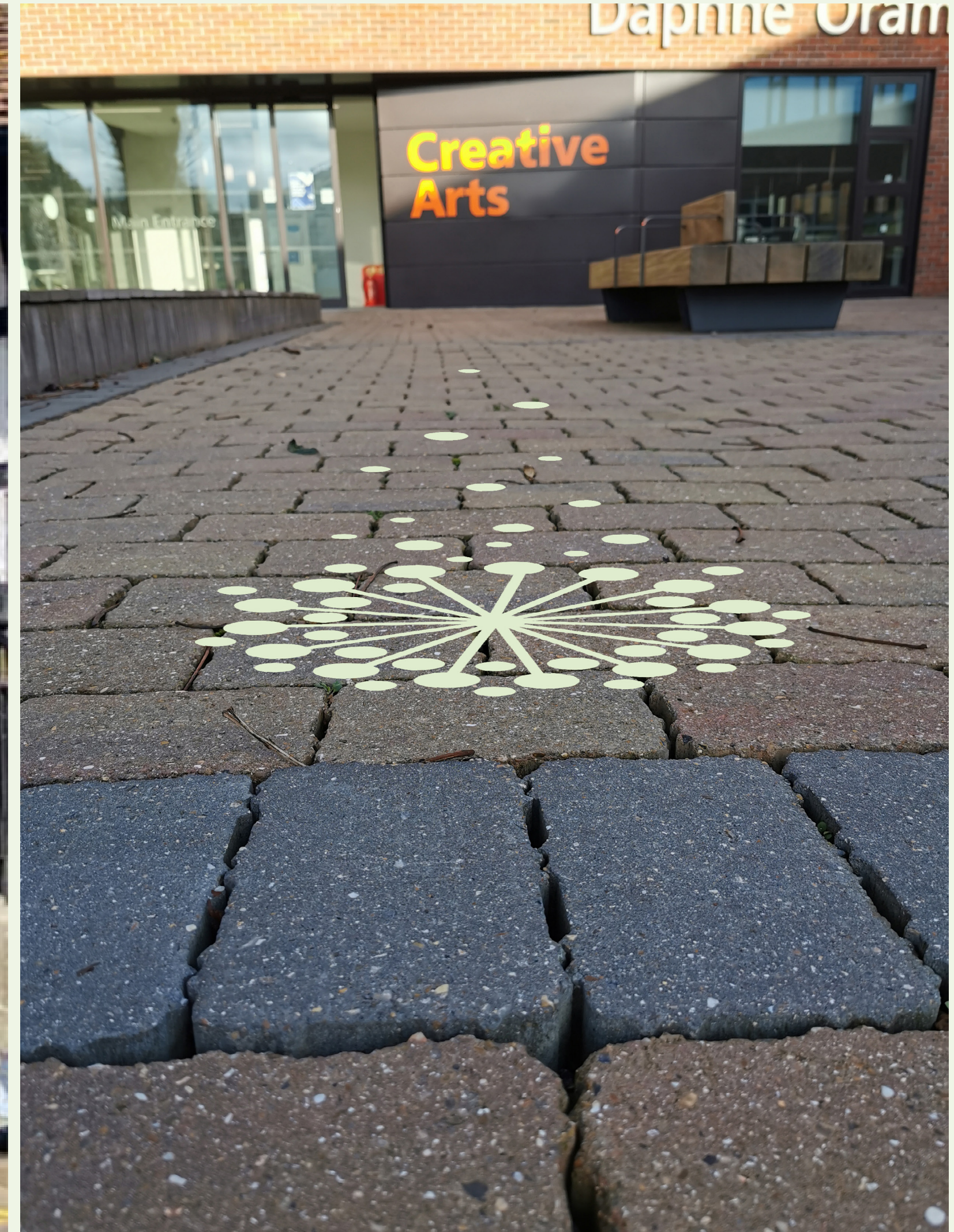
# Social Media Strategy



# Wayfinding



# Wayfinding





Exhibition Display

# Exhibition Display



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