

A vizuális érzékelés ereje



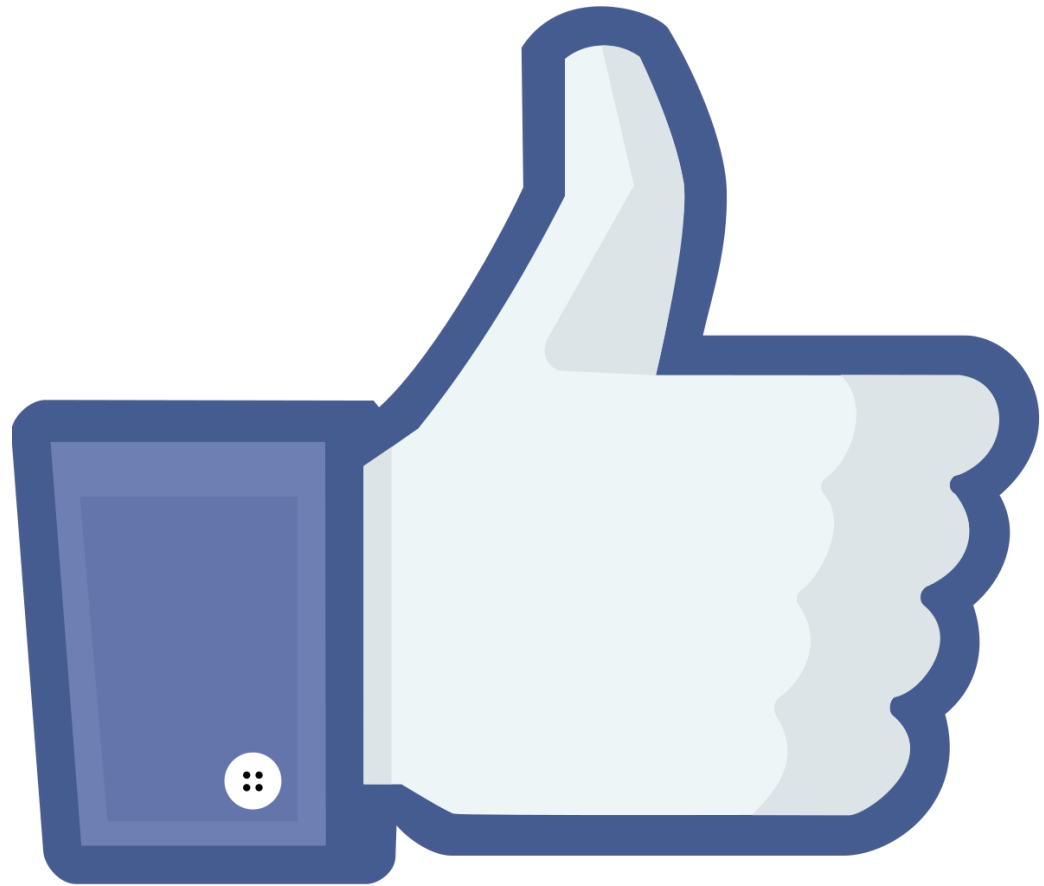
Bán Annamária
Kreanilla Design



16 0000

hirdetés, logó, címke

Miért fontos a vizuális tartalom?



univerzális
nyelv

60 000 x
gyorsabban



80%-át
megőrzi

érzelmeket
vált ki

**Miért fontos a
branding?**



logó



brand

„A logoless company is a
faceless man.“

(David Airey)

Milyen a jó logó?



egyszerű

Milyen a jó logó?



találó

Milyen a jó logó?



időtálló

Milyen a jó logó?



megkülönböztet

Milyen a jó logó?



emlékezetes



AMORGOS
SANTO DOMINGO, D.R.
TEL: 809 451 0000
WWW.AMORGOS.COM

AMORGOS
SANTO DOMINGO, D.R.

DEPARTAMENTO DE VENTAS
CALLE 100 N. #100
P.O. BOX 1000
SANTO DOMINGO, D.R.

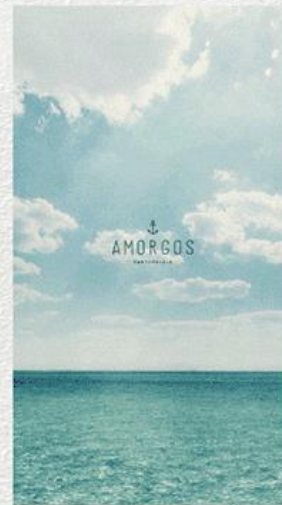
FECHA: 10/01/2018
HORA: 10:00 AM
LUGAR: SANTO DOMINGO, D.R.

CLIENTE: AMORGOS
CALLE 100 N. #100
P.O. BOX 1000
SANTO DOMINGO, D.R.

W. JUAN PABLO

ITEM	QUANTIDAD	DESCRIPCION	PRECIO UNITARIO	TOTAL
01	001	RESTAURACION DESAYUNO	000.00 LAT	
02	001	RESTAURACION DESAYUNO	000.00 LAT	
03	001	RESTAURACION DESAYUNO	000.00 LAT	
04	001	RESTAURACION DESAYUNO	000.00 LAT	
05	001	RESTAURACION DESAYUNO	000.00 LAT	
06	001	RESTAURACION DESAYUNO	000.00 LAT	
07	001	RESTAURACION DESAYUNO	000.00 LAT	
TOTAL LAT				0 000.00 LAT

AMORGOS
SANTO DOMINGO, D.R.
TEL: 809 451 0000
WWW.AMORGOS.COM



10/01/2018
Isaac
Amorgos

AMORGOS
SANTO DOMINGO, D.R.
TEL: 809 451 0000
WWW.AMORGOS.COM



AMORGOS
SANTORINI

CATALOGUE
2015

ΜΑΡΜΕΛΑΔΑ
Marmalade



Confiture de fraise

100% bio
superior quality
limited production
product of organic farming
200g



Confiture d'orange

100% bio
superior quality
limited production
product of organic farming
200g



Confiture de framboise

100% bio
superior quality
limited production
product of organic farming
200g

12

ΜΑΡΜΕΛΑΔΑ
MARMALADE
FROM DELOS



Milyen a jó csomagolás?

- véd
- kezelhetővé tesz
- informál
- elad

„a néma sales-es”

“I spend a lot of time on the packaging. I love the process of unpacking something. You design a ritual of unpacking to make the product feel special. *Packaging can be theater, it can create a story.*”

(Jonathan Ive, CDO, Apple)

forma

szín

méret



grafika

anyag

tipo.

Forma







BLOOD of GRAPES
from the heart of France

Description: White semi-dry
Grape varieties: 100% Gamay/Gamay

This generous wine is the most famous one in the region of
Alsace and Lorraine. Its name is given with honor of those
who and ripe pine-apple. It is great for aperitif, traditionally
served with chicken, fish and with most dishes.

Alc. 11,5 % vol.
750 ml



RH+

**BLOOD
of GRAPES**
from the heart of France

2004

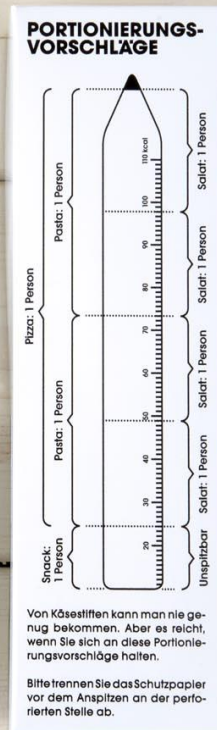
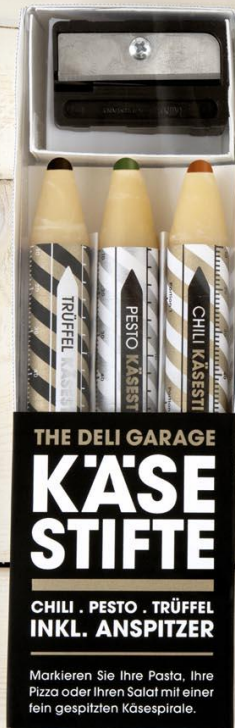
WINE
white semi-dry
Alc. 11,5 % vol. 750 ml













CLEVER LITTLE BAG

WELL IT'S SMARTER THAN AN OLD FASHIONED SHOEBOX BECAUSE IT USES 46% LESS PAPER.
EVEN BETTER, IT MEANS YOU DON'T NEED AN EXTRA CARRIER BAG AND YOU CAN USE IT OVER
AND OVER AGAIN. CLEVER HUNT FOLLOW THE PUMA ECO-TABLE. REUSE THIS BAG.
www.puma.com/CleverLittleBag



CLEVER LITTLE BAG

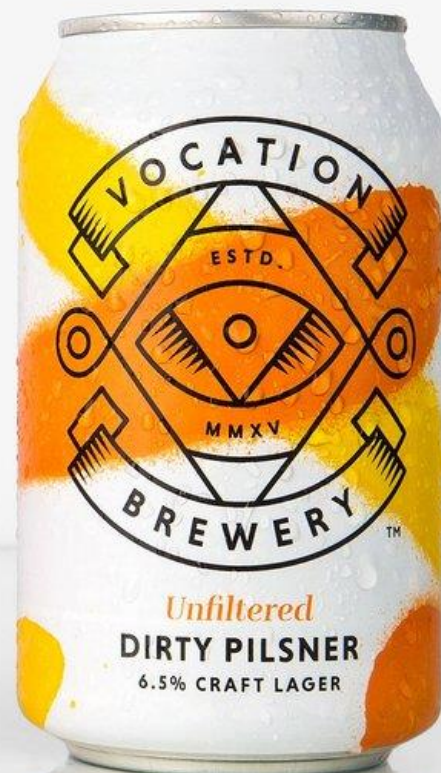
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Szín





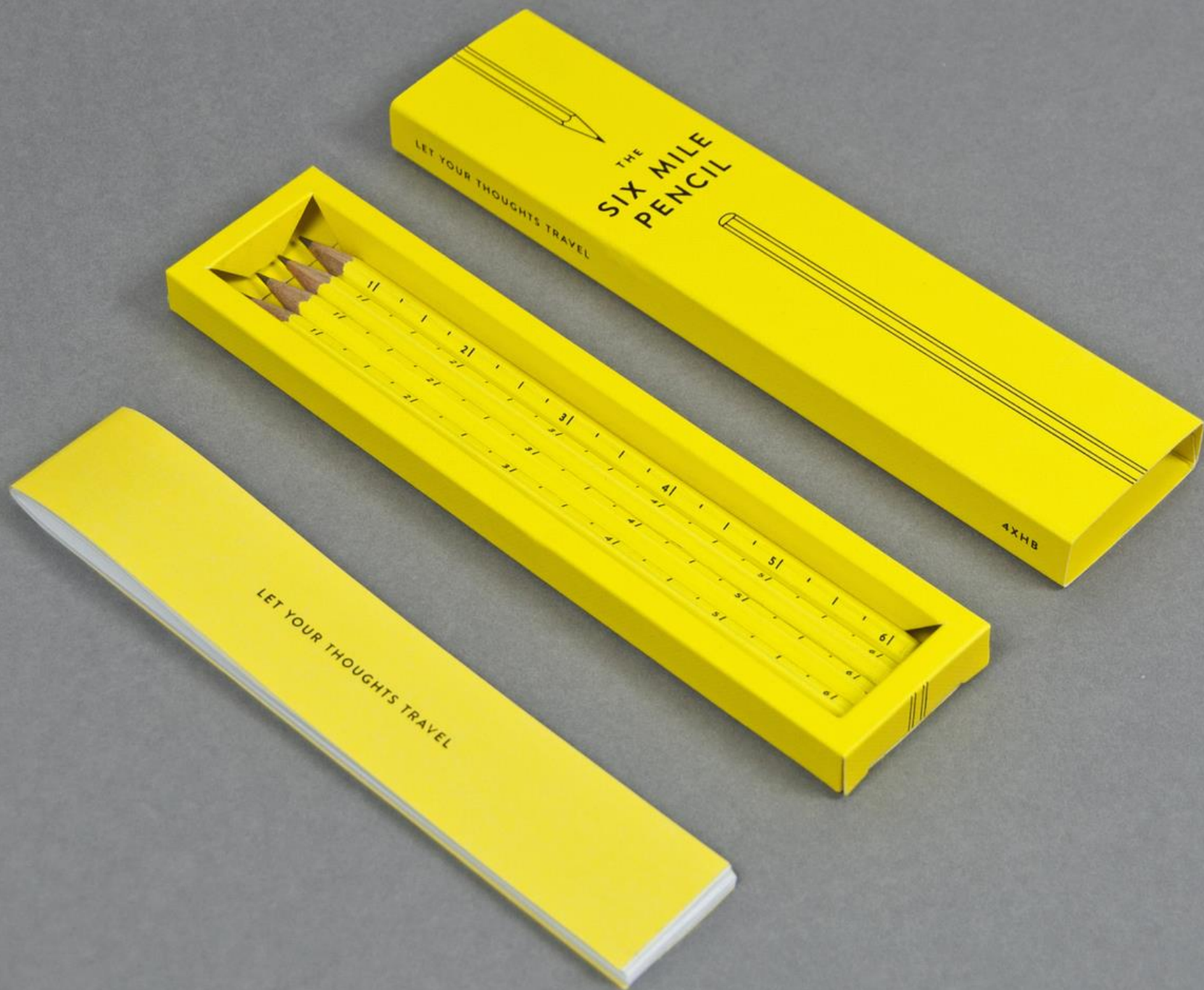




THE
SIX MILE
PENCIL

LET YOUR THOUGHTS TRAVEL

4xHB

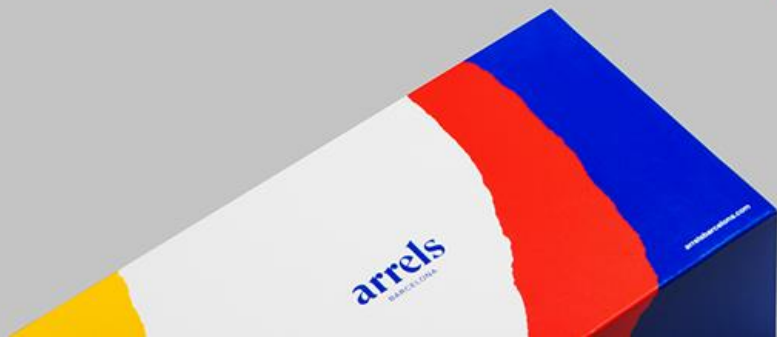


LET YOUR THOUGHTS TRAVEL

THE
SIX MILE
PENCIL

4XHB

LET YOUR THOUGHTS TRAVEL











COUNTER
CULTURE
COFFEE



BANKO GOTITI

WATERMELON, BERRY, CITRUS
BLUEBERRY, RASPBERRY, BLACKBERRY
CHOCOLATE, CITRUS

COUNTERCULTURECOFFEE.COM
NET WT. 12 OZ. (340g)

COUNTER
CULTURE
COFFEE



APOLLO

CITRUS, FLORAL, SILKY

COUNTERCULTURECOFFEE.COM
CERTIFIED ORGANIC BY QCS

COUNTER
CULTURE
COFFEE



SLOW MOTION

PEACH, MANGO, CITRUS, SWEET

COUNTERCULTURECOFFEE.COM
CERTIFIED ORGANIC BY QCS

COUNTER
CULTURE
COFFEE



FAST FORWARD

NUTTY, SWEET, LIGHT

COUNTERCULTURECOFFEE.COM
CERTIFIED ORGANIC BY QCS

COUNTER
CULTURE
COFFEE



FORTY-SIX

DARK CHOCOLATE, SWEET, FULL-BODIED

COUNTERCULTURECOFFEE.COM
CERTIFIED ORGANIC BY QCS

COUNTER
CULTURE
COFFEE



HOLOGRAM

FRESH, MILK CHOCOLATE, SWEET

COUNTERCULTURECOFFEE.COM
CERTIFIED ORGANIC BY QCS

COUNTER
CULTURE
COFFEE



BIG TROUBLE

CARAMEL, NUTTY, BOLD

COUNTERCULTURECOFFEE.COM
NET WT. 12 OZ. (340g)



COUNTER
CULTURE
COFFEE

ROAST
DATE
9/5

FAST FORWARD

NUTTY-SWEET · LIGHT

COUNTERCULTURECOFFEE.COM
CERTIFIED ORGANIC BY QCS
NET WT. 12 OZ · WHOLE BEAN

COUNTER
CULTURE
COFFEE

ROAST
DATE
9/5

FORTY-SIX

DARK CHOCOLATE · SMOKY · FULL-BODIED

COUNTERCULTURECOFFEE.COM
CERTIFIED ORGANIC BY QCS
NET WT. 12 OZ · WHOLE BEAN

COUNTER
CULTURE
COFFEE

ROAST
DATE
9/5

ALLO

Grafika





ЛАМПА СВЕТОДИОДНАЯ
ЭНЕРГОСБЕРЕГАЮЩАЯ 950079

ПОТРЕБЛЯЕМАЯ МОЩНОСТЬ	10 W
ЛАМПА НАКАЛИВАНИЯ	75 W
ТИП ЦОКОЛЯ	E27
ЦВЕТОВАЯ ТЕМПЕРАТУРА	2700 K
СВЕТОВОЙ ПОТОК	900 LM
РАЗМЕРЫ	60x110 MM

 ЛАМПА СВЕТОДИОДНАЯ



теплый белый свет

№ 79

Интересный факт, в пожарном депо калифорнийского города работает самая старая лампочка в мире. Она горит вот уже 110 лет. Наша лампа №79 гарантированно проработает 9 лет при использовании 3 часа в день. Или 10 000 часов непрерывной работы. Что равняется сроку службы 10 ламп накаливания.





M

LOVE

in a cup

20 RED LABEL TEA BAGS
WITH LOVEHEART TAGS



Because nothing says
YOU like a cup of tea

hey
sugar!





hey
sugar! ↗

HOT
STUFF

SQUEEZE
me ♡

you're
Sweet
🍬 🍬

YOU
STIR
ME UP ♡



Pasta



Fettuccine

6-8 min

500gm



Normal 409 409 459 479 339 309 249 239



185 185 185 185 195 119



105 105 45 47



105 105 45 47





MAVEM

AGUARDENTE
VINICA

SOB O CALOR E O FRESCO DE PORTUGAL



SONHA-EXPLORA-DESCOBRIR

Anyag





HOLD
AND
HOLLO

DRY



3426
LUSH
FRESH HANDMADE COSMETICS

LITTLE GREEN BAG

5 SOLID PRODUCTS
3 REUSABLE TINS
1 SHIKI SCARF





WEAR YOUR AIR



Tipografia





Nuts

WHAT ARE YOU WAITING FOR?
THIS WAY TO GENETICALLY
YOUR OF TASTE BUDS!
ISN'T IT NUT-AS
CURE FOR A MIGHTY
SNACK ATTACK INSIDE!

Nuts.com



Nuts.com



Nuts.com



Nuts.com



Nuts.com

HOWZERS, I
ALLY NUTS IN

Nuts.com



OKAY,
LET'S
TALK
NUTS.

A FAMILY
OPERATION
SINCE 1929!

NO, REALLY!
TICKLE YOUR
TASTE BUDS!

WARNING: DELICIOUS
FRESH-PACKED
GOODNESS INSIDE!
DO YOU WONDER
THINGS? WE THOUGHT

Nuts! M

Nuts!
NOW
SEE
HERE,
Y'ALL

Nuts!





STOP
THE WATER
WHILE
USING ME!

ALL NATURAL
ORANGE WILD HERBS
SHOWER GEL

STOP
THE WATER
WHILE
USING ME!

ALL NATURAL
SESAME SAGE
BODY LOTION

STOP
THE WATER
WHILE
USING ME!

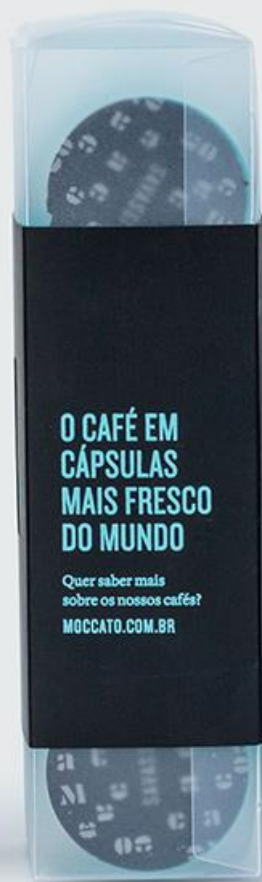
ALL NATURAL
LEMON HONEY
SOAP

STOP
THE WATER
WHILE
USING ME!

ALL NATURAL
ROSEMARY GRAPEFRUIT
SHAMPOO







A vizuális érzékelés ereje



Bán Annamária
Kreanilla Design