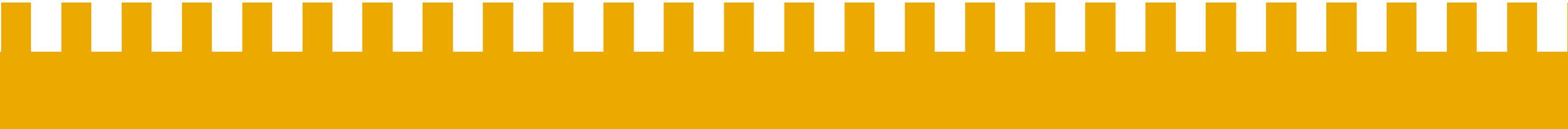


рaбyцy $\frac{1}{2}$

- 
- creating a corporate identity for an imaginary shoe brand
 - no previous information about the soul, the character and the behavior of the brand
 - consider appeal of the brand and the target audience
 - every piece of the corporate identity communicates the same message and there's a consistency overall
- 

inspiration

vending machines in Japan

- In Japan, products ranging from hamburgers to women's underwear are available in vending machines and these machines are positioned in critical locations to aid potential customers in their time of need.

provide

an alternative to
the existing system

eliminate

shopping stores
sales personnel

be available

location
price

communicate

practicality
efficiency

promote

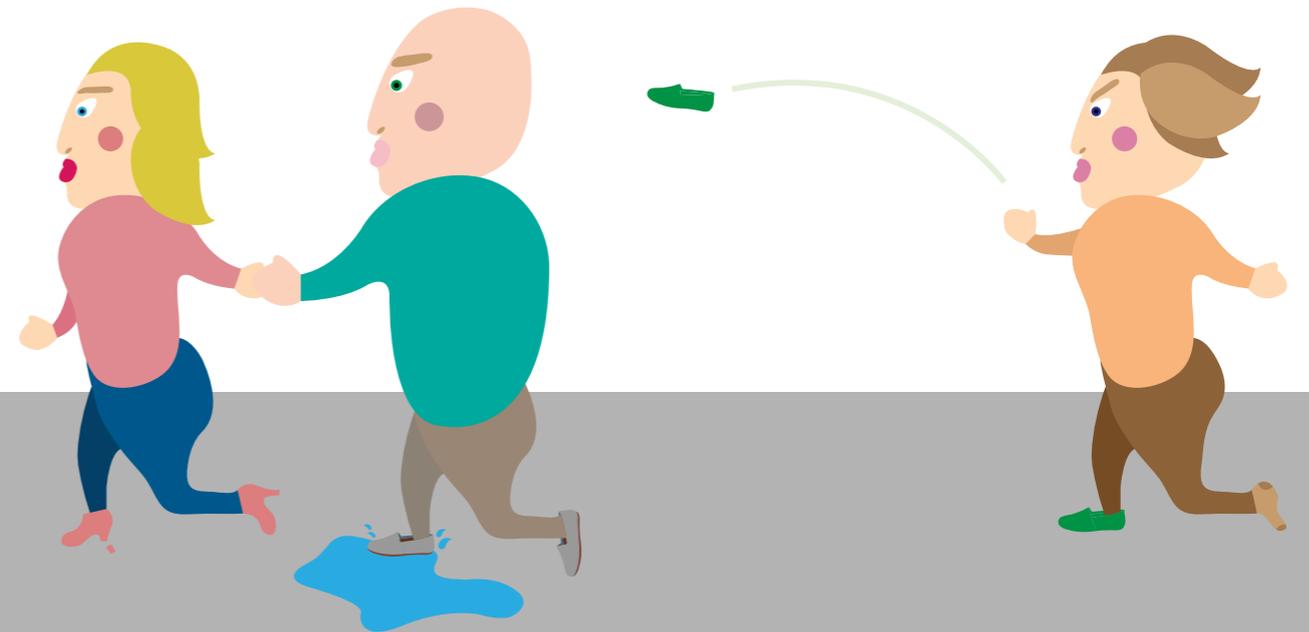
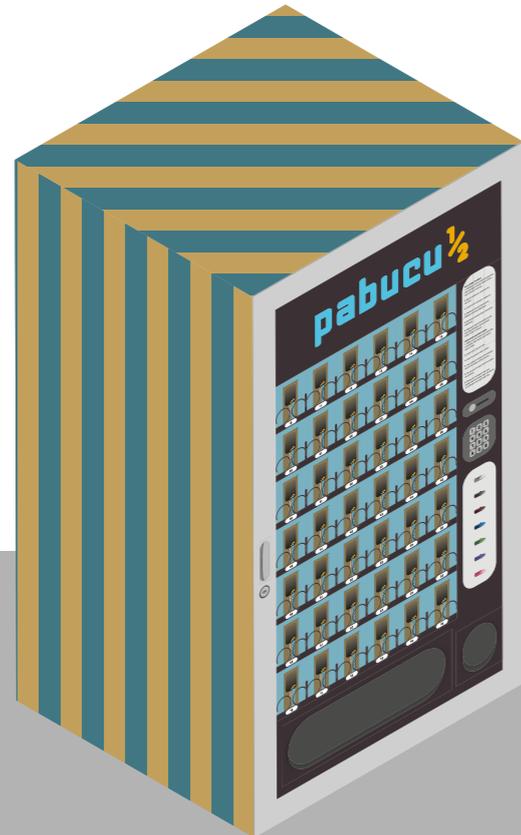
self-service
user-friendly

observe

needs, situations
places

define

target audience is whoever needs a shoe replacement or wants a design item



product: shoe

medium: vending machine

therefore;

we should consider how to fit the shoes within a vending machine

shoes will be folded in half and pressed before being packaged

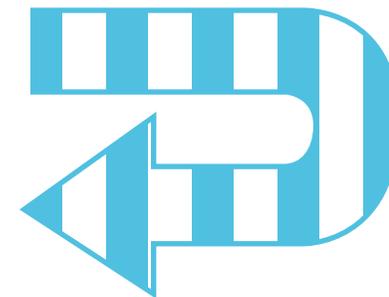


**searching for
a name**

turkish or english?
best if it is in turkish,
but without turkish
characters

keywords: practical,
available, attainable,
casual, cheap, comfort,
substitute, fun, foldable

‘pabucuyarım’



designing the
logo

pabuc¹/₂

business card



&letterhead &envelope

pabucu^{1/2}

Lorem ipsum dolor sit amet,

Suspendisse ut purus tortor. Sed varius mi id lorem eleifend consequat. Aliquam dictum, nunc et mattis malesuada, nisi sem tincidunt nulla, at faucibus dolor neque vel sapien. In tincidunt, risus molestie pellentesque elementum, magna tellus volutpat risus, at scelerisque magna erat vel ante. In odio urna, semper et suscipit nec, lobortis non lacus.

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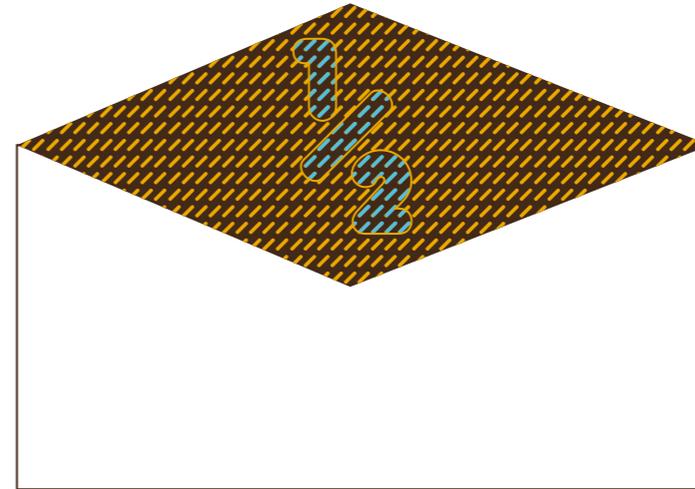
Suspendisse ut purus tortor. Sed varius mi id lorem eleifend consequat. Aliquam dictum, nunc et mattis malesuada, nisi sem tincidunt nulla, at faucibus dolor neque vel sapien. In tincidunt, risus molestie pellentesque elementum, magna tellus volutpat risus, at scelerisque magna erat vel ante. In odio urna, semper et suscipit nec, lobortis non lacus.

Aliquam arcu elit,
Lorem.



Bereketzade Mah. Cemeke Sok. 34000 Istanbul Phone: +90 212 293 79 23 contact@pabucuyarim.com
No 4H, Kuledibi (Beyoğlu) Fax: +90 212 293 79 22

letterhead paper



envelope back



envelope front

the shoe

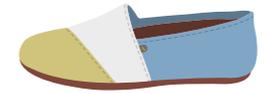
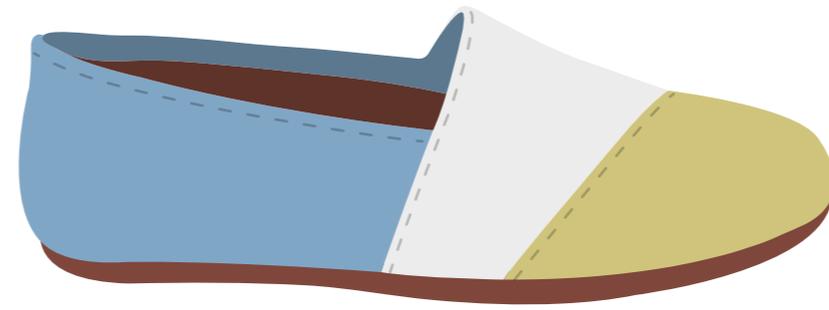
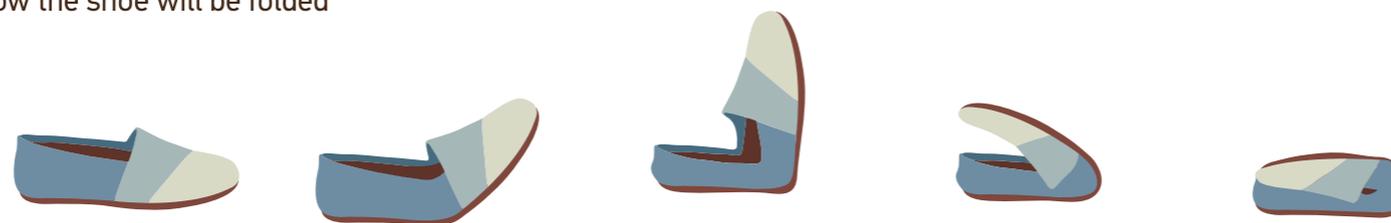


illustration of the shoe

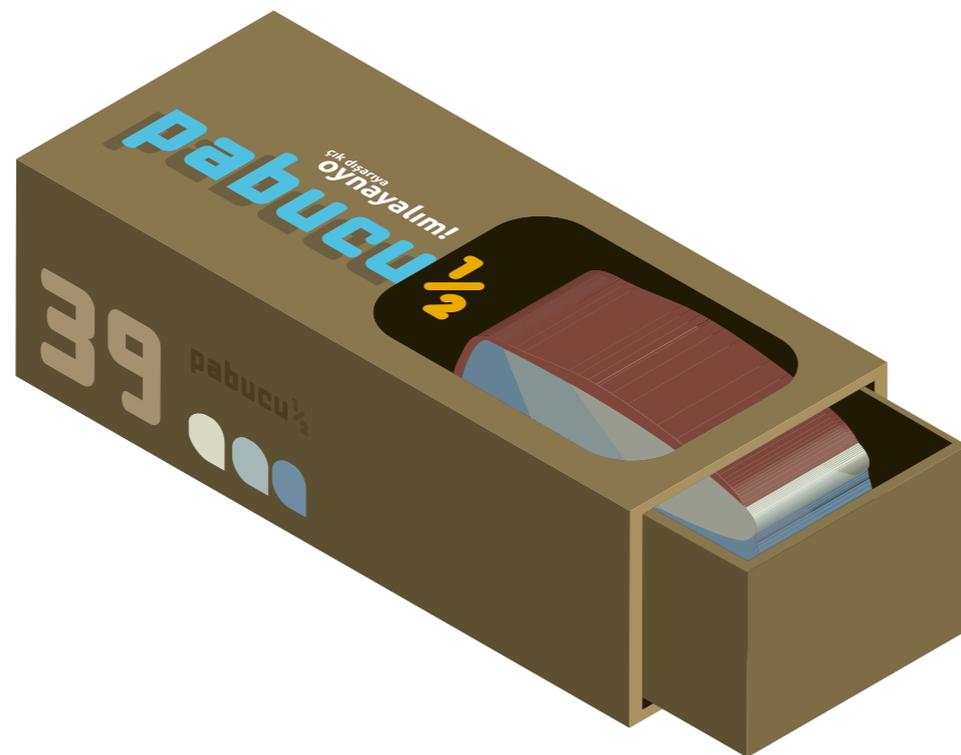
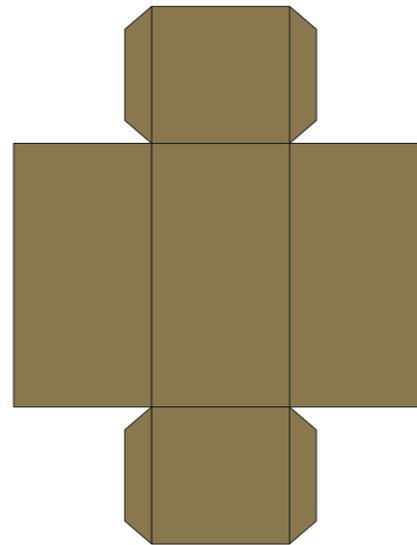
collection of the shoes of the brand pabucuyarım



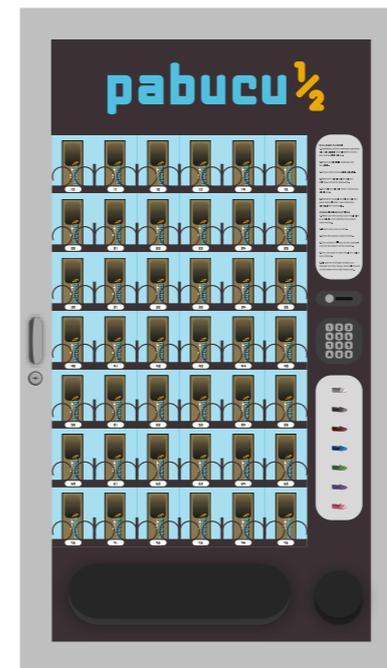
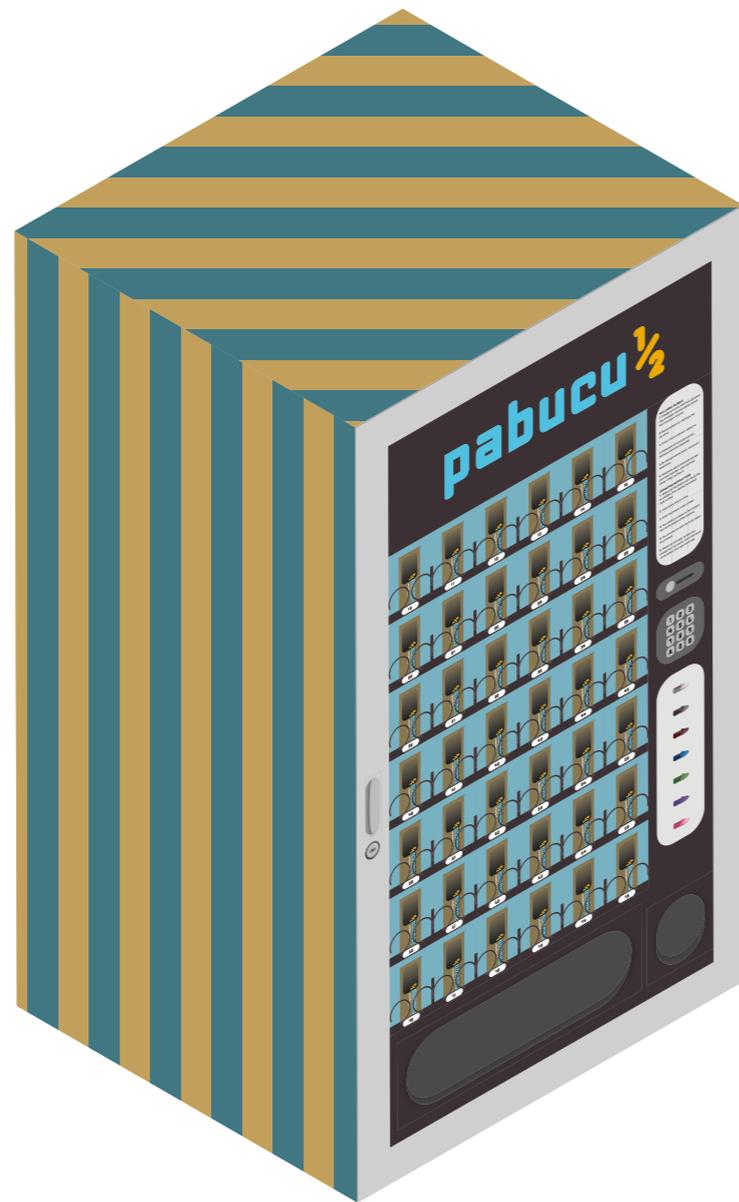
how the shoe will be folded



the package



the vending machine



the posters



the posters



ayakkabını
dinozor?
mu yedi



Akmerkez » Capitol » Cevahir » City's
Demirören » İstinyePark » Kanyon
Palladium » Tepe Nautilus » Viaport
www.pabucuyarim.com

pabucu ½



ayakkabını
uzaylılar?
mı kaçırdı



Akmerkez » Capitol » Cevahir » City's
Demirören » İstinyePark » Kanyon
Palladium » Tepe Nautilus » Viaport
www.pabucuyarim.com

pabucu ½

the website



the website

pabucu ¹/₂ anasayfa | hakkımızda | koleksiyon | iletişim

no.1
no.2
no.3
no.4
no.5

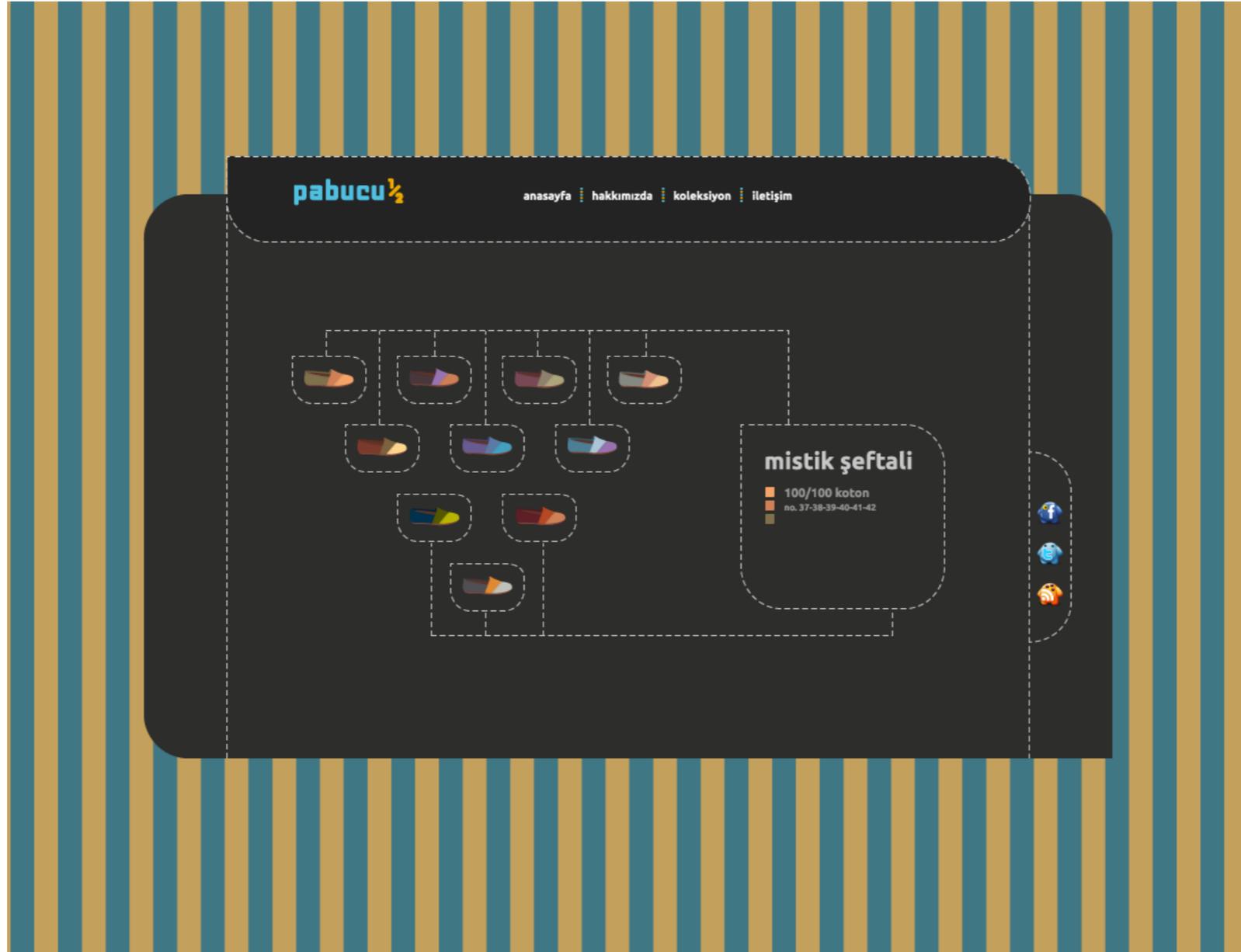
çık dışarıya oynayalım!

Her canlı, hiçbir işinin rast gitmediği, aksiliklerin üst üste geldiği günleri tadacaktır. Yağmurlu bir havada ayakkabınızın delinmesi veyahut bir partide ayakkabınızın topuğunun kınılması keyfinizi kaçırabilir. Bu gibi görünmez kazalar hızınızı kesmesin, böyle günlerin cezasını ayaklarınız çekmesin diye pabucuyarım ayakkabılarını tasarladık.

Size en yakın noktalara yerleştirdiğimiz pabucuyarım otomatları sizi sizden çok düşünen dostunuz olacak. Kolayca katlanabilir yapısıyla, özel ambalajının içinde çantanızda taşıyabilir, hayatın zorluklarına birlikte göğüs gerebilirsiniz. Unutmayın, ayağı mutlu olan çok yol alır!

[f](#)
[t](#)
[p](#)

the website



the website



the **end**

