

pabucu¹/₂

- » 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 womans underwear are available in vending machines and these 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

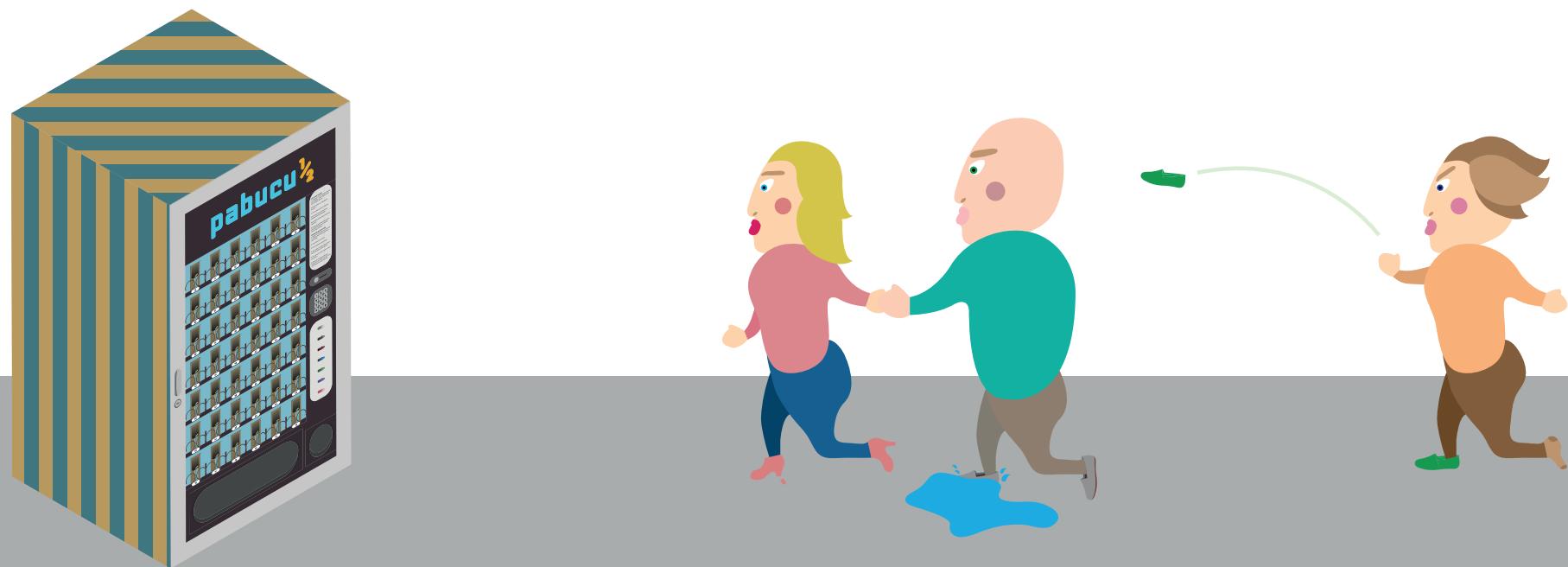
self-service
user-friendly

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

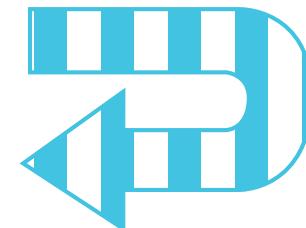


searching for a name

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

step 01

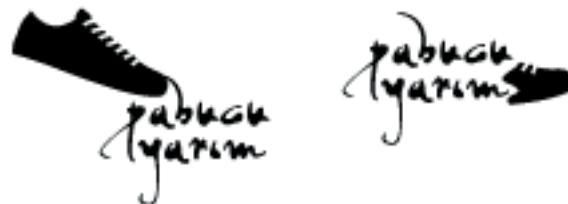
*a bunch of
shameful ideas*

*i started out with the idea of
referring to the foldable
structure of the shoe.*



*however, it did not work out.
so i moved on to my next idea
and tried to stress imperfection.*

*after a few trials, i decided
that i needed to let go of the
foot and start focusing on
the shoe instead.*



*since the product is imaginary,
it was not very wise to include
the form of the shoe in the logo.*

step 02

*typography will
bring me victory*

at this point i decided that it
is possible to be creative
using the name of the brand.



PABUCU
YARIM

÷ PABUCU
YARIM

{½} PABUCU
YARIM

PABUCU
2

{**PABUCU**}
2



i decided to drop the word
'yarim' which means half.
but logo became way too
much mathematical.

step 03

*eventually,
less is more*

*in order to simplify the
mathematics, i got rid of the
parentheses.*

$\frac{1}{2}$ PABUCU PABUCU $^{\frac{1}{2}}$

pabucu $\frac{1}{2}$



*i changed the font to reduce
the look of marshmallow. i
moved 1/2 to the right side to
fix the meaning.*

color scheme

contestants



winners



finalized logo;

pabucu $\frac{1}{2}$

business card

step 01

*starting to
brainstorm*

pabucu¹

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» *i thought i would be
for the best if i gathered
all the info that need be
on the business card*

pabucu²

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» *then i started to think
about what i could use
as a design element*

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» *i thought that two lines
could refer to shoe laces,
but since i had not illustrated
the shoe at this point, i figured
it was not a good idea.*

step 02

getting warmed up

pabucu^k

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» i decided to change the background color to a dark color to pop out the logo

pabucu^k

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» to clear the hierarchy between the info, i made small changes

step 03

*getting warmed
up*

pabucuz

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» *i tried if another design element would work instead of the three slashes.*

» *to improve the hierarchy, i changed the position of the name on the business card.*

» *then i decided to put the name in one line only to avoid extra stress.*

step 04

*almost there,
but not quite*



» *I added the position of the person to the business card.*



» *on the front side on the business card, I preferred a colorful solution and also thought of displaying the name of the brand to clear up any confusions.*

step 05

*business card,
finalized*

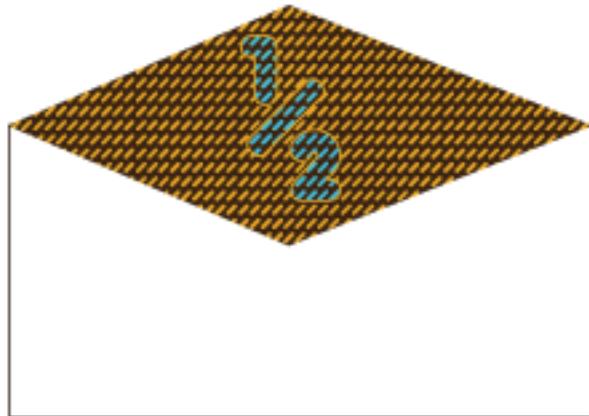


» *in the end, i got rid of two slashes
and narrowed them down to one
to simplify the look.*



» *i decided that displaying another
version of the logo would harm
corporate identity, so i got rid
of it.*

letterhead & envelope



envelope back



envelope front

letterhead paper

pabucu^b

Loreum ipsum dolor sit amet.

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Aliquam arcu elit.
Loreum.

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the shoe

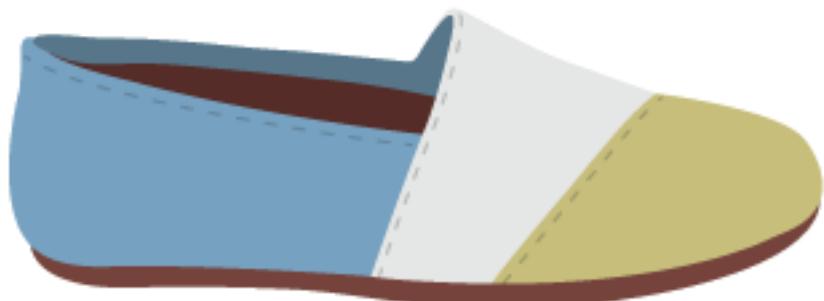


illustration of the shoe

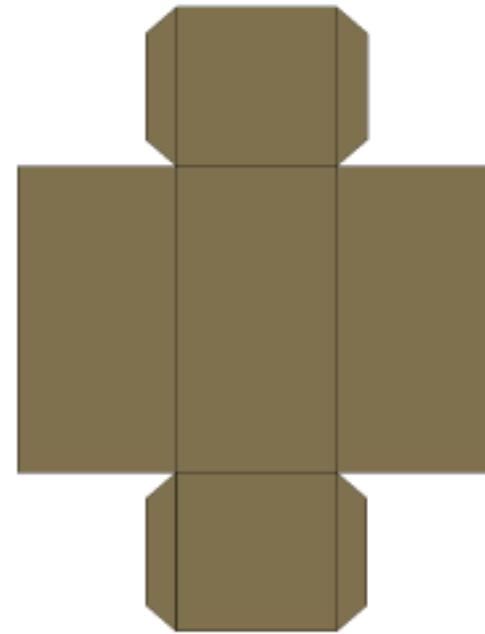
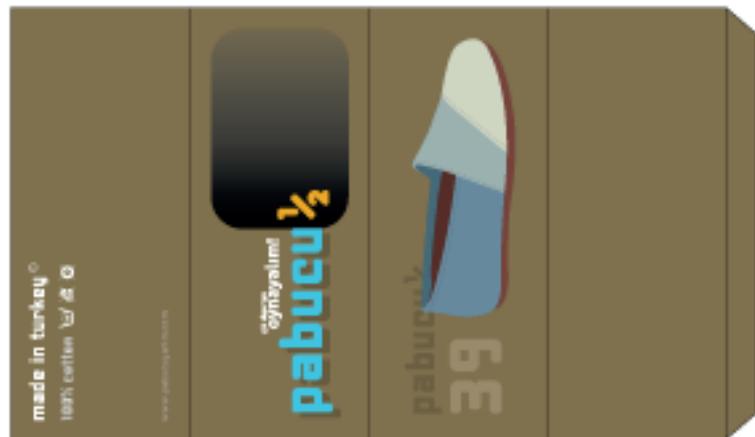
» collection of the shoes of the brand pabucuyarim

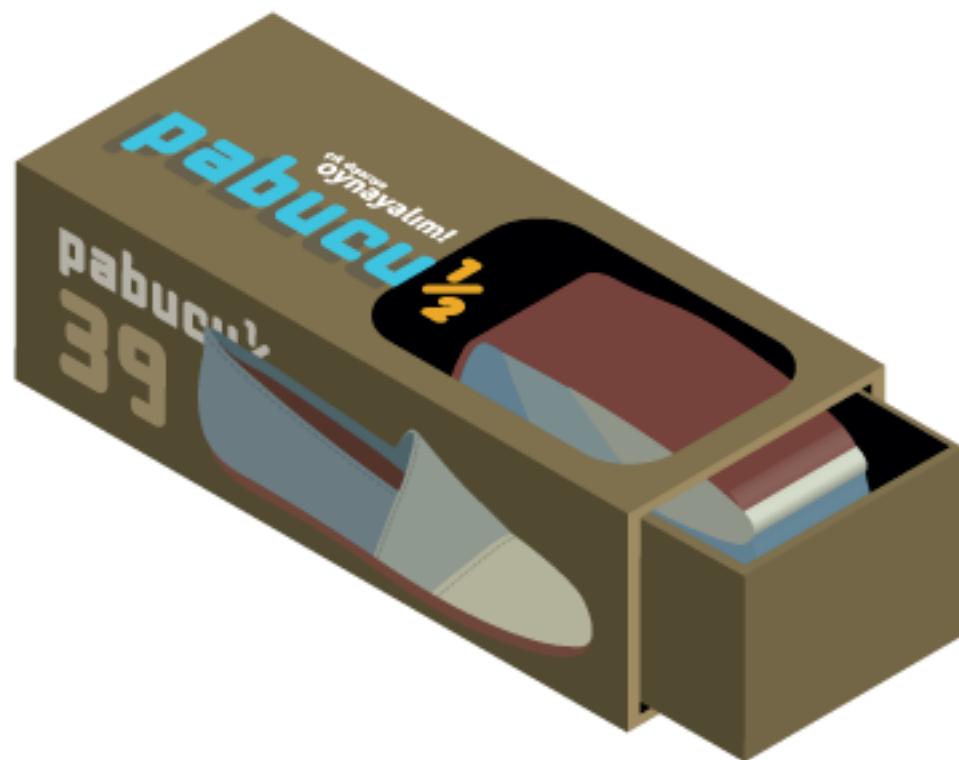


» *how the shoe will be folded*

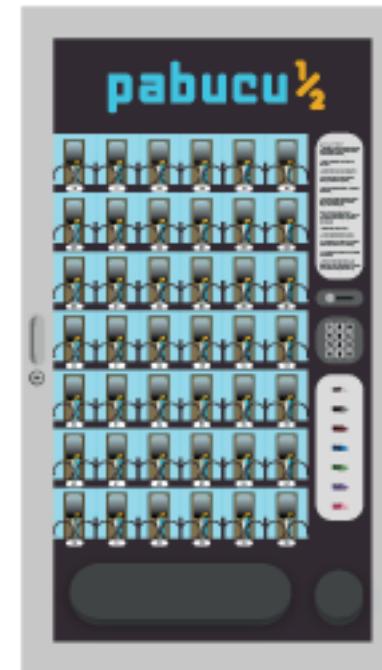
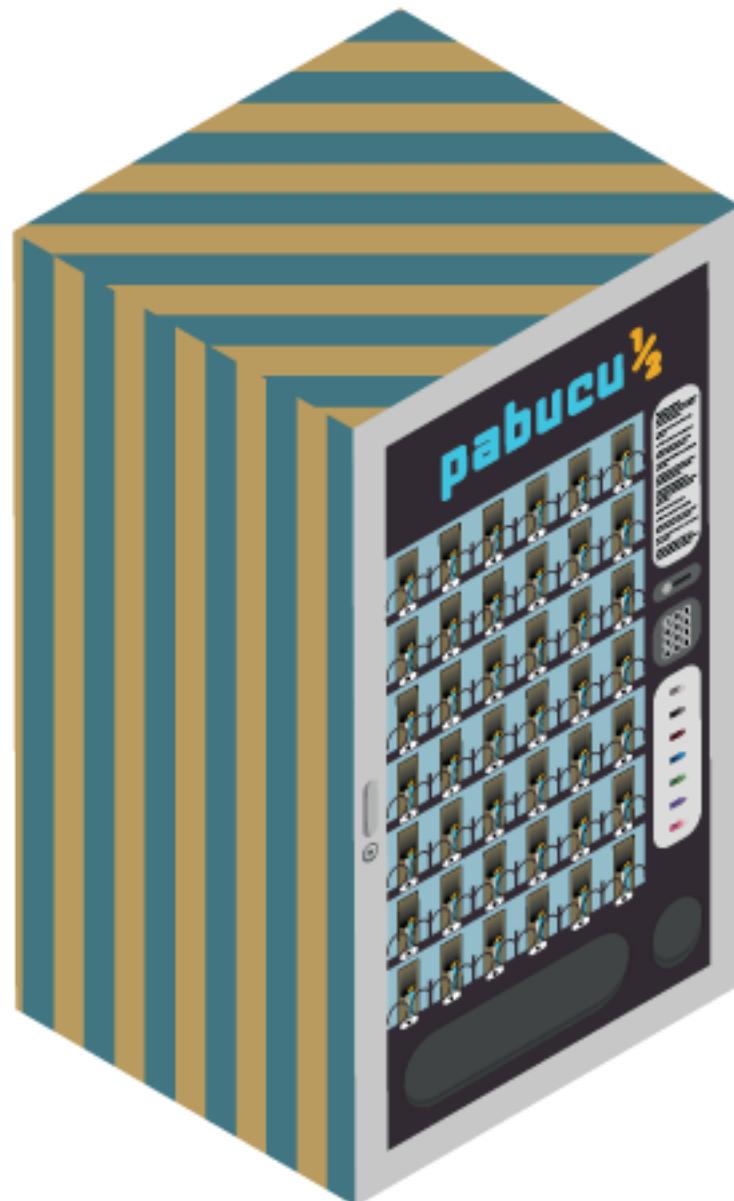


the package

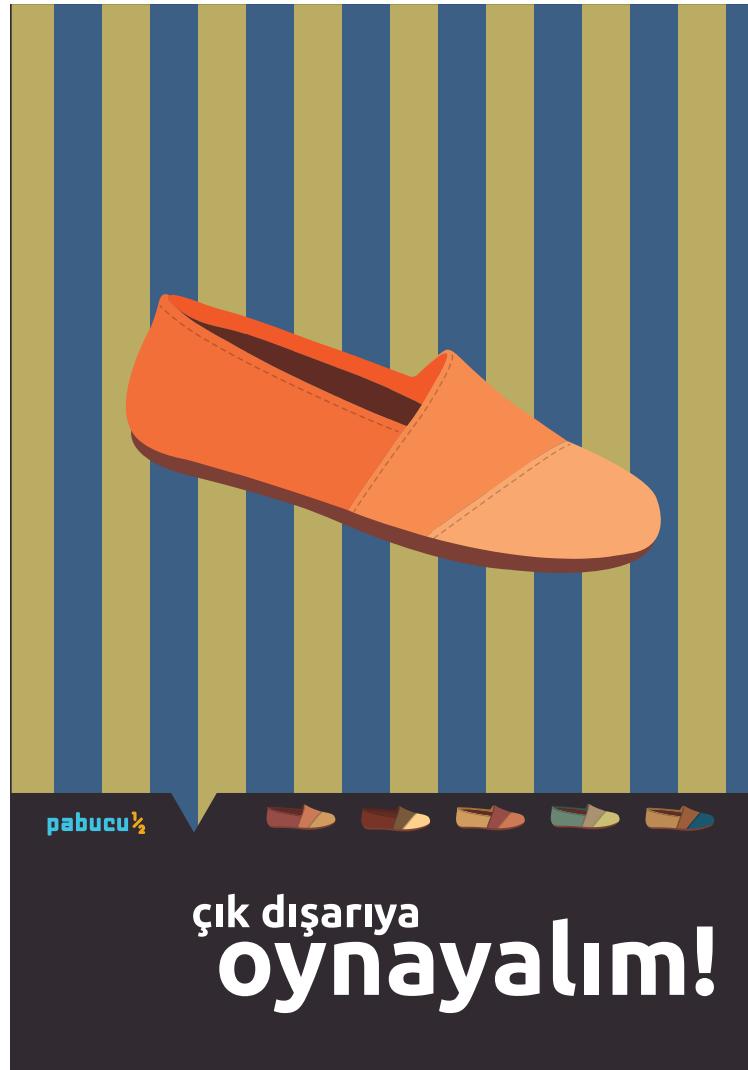




the vending machine



the posters





ayakkabını
dinozor?
mu yedi



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

pabucu½



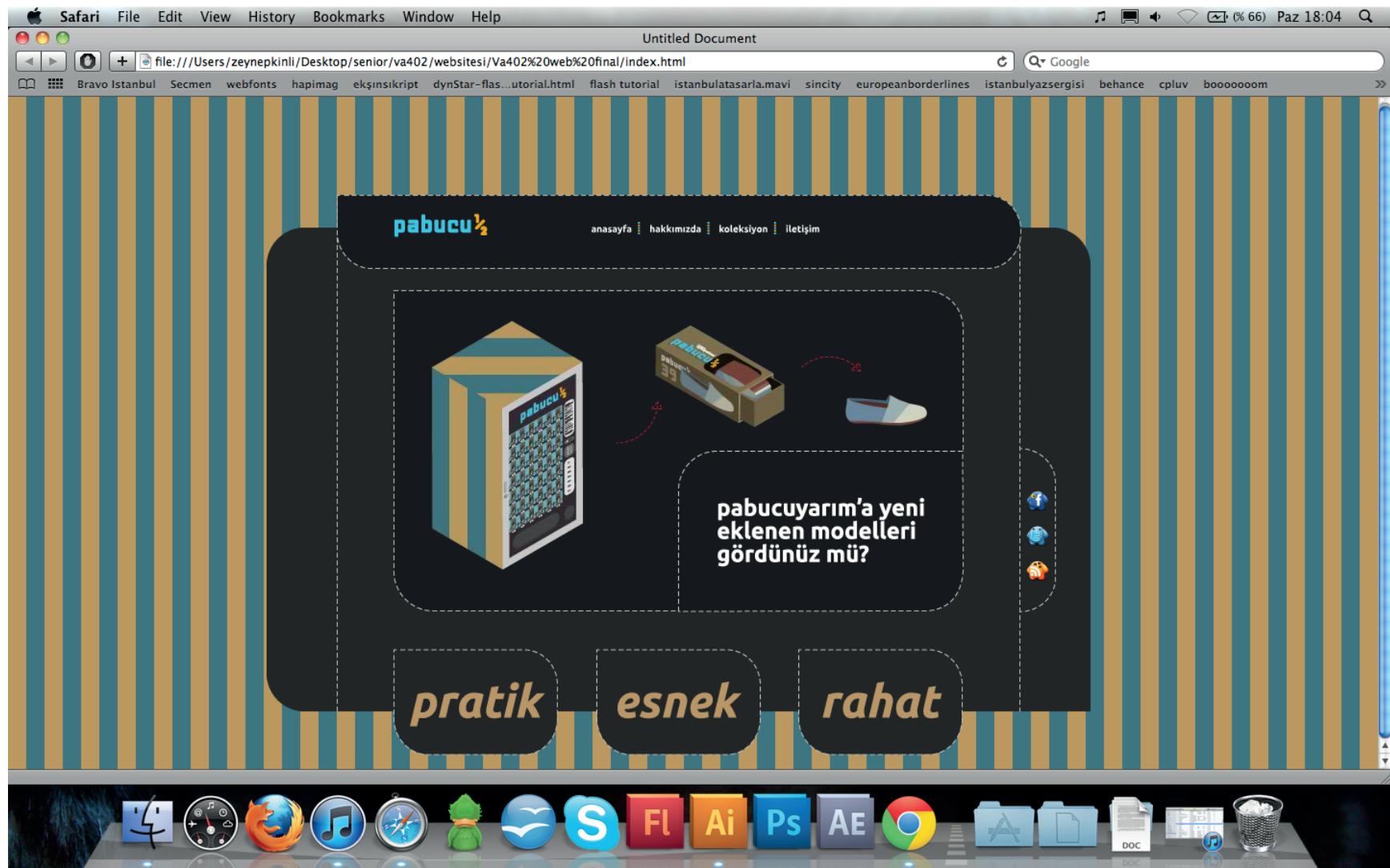
ayakkabını
uzaylılar?
mı kaçırdı?



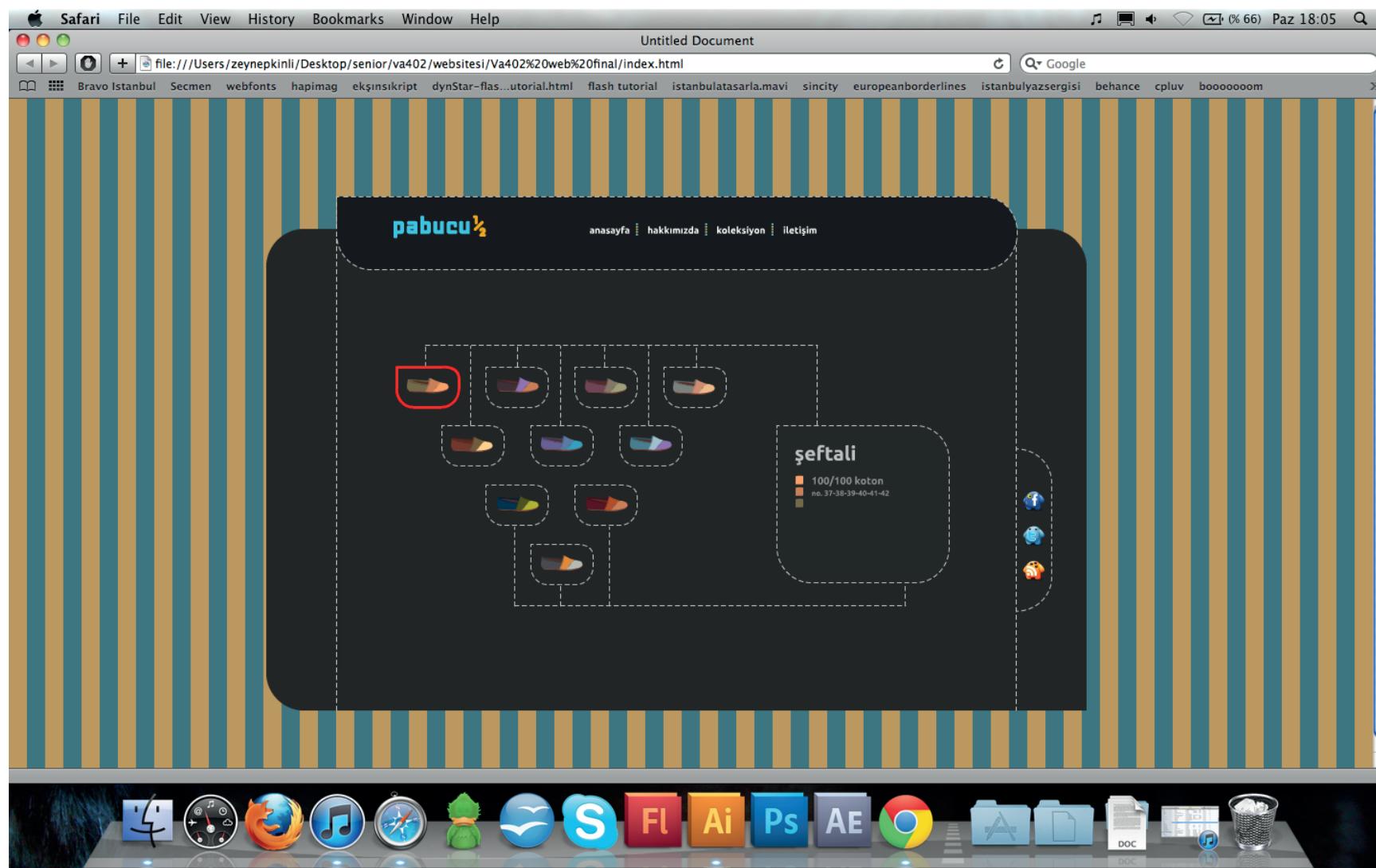
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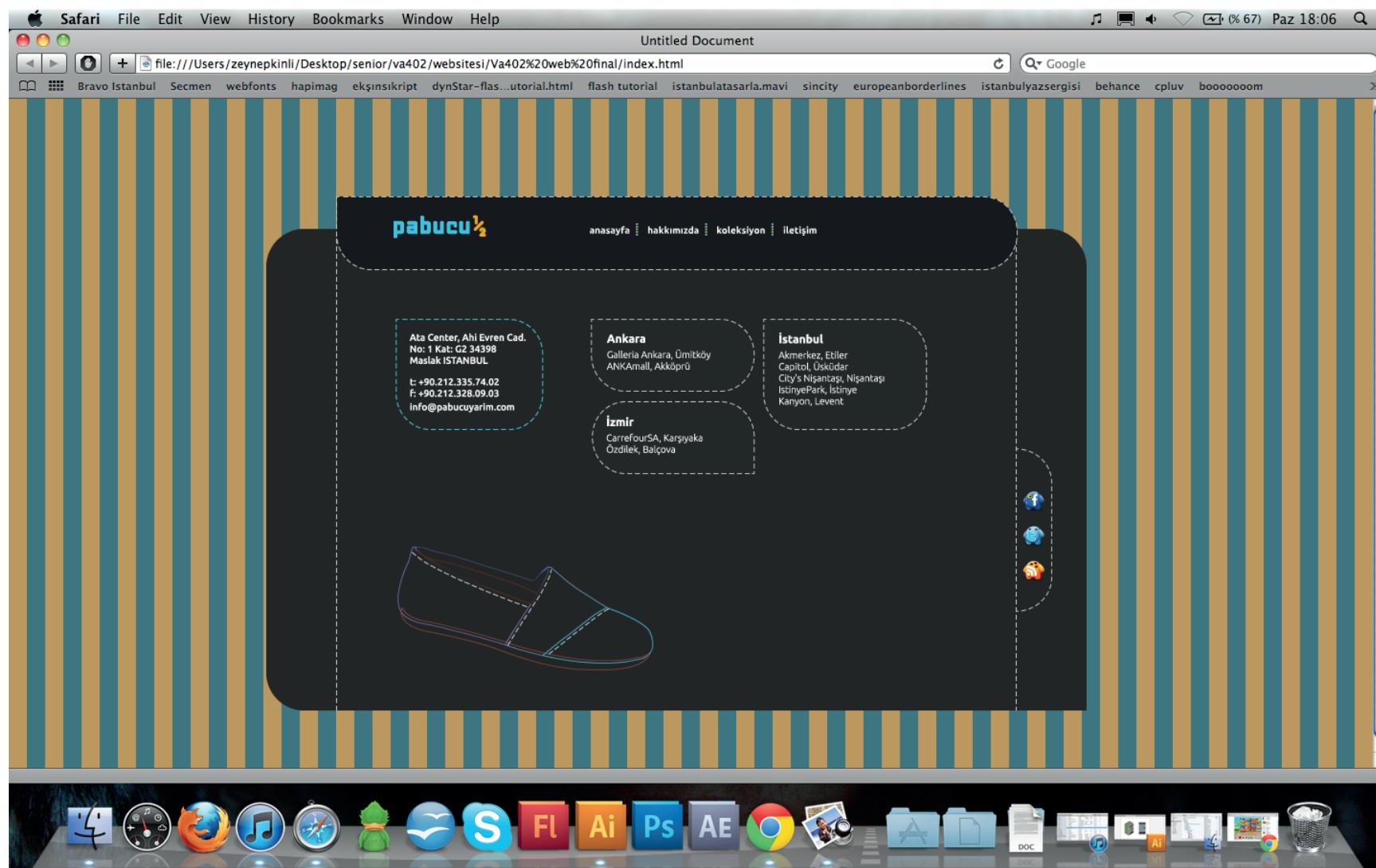
pabucu½

the website









Untitled Document

file:///Users/zeynepkinli/Desktop/senior/va402/websites/Va402%20web%20final/index.html

Google

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pabucu½

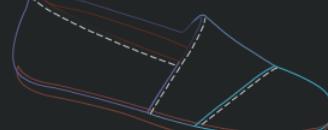
anasayfa hakkımızda koleksiyon iletişim

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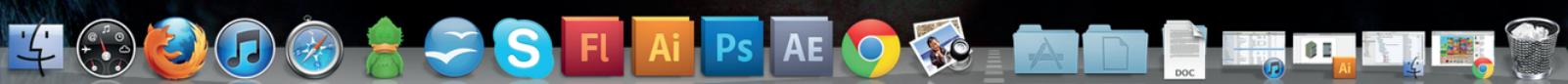
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İstinyePark, İstinye
Kanyon, Levent

Izmir
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the end