



## **content**

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## **creating the concept**

- » 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.

<b>provide</b>	<b>eliminate</b>	<b>be available</b>
an alternative to the existing system	shopping stores sales personnel	location price
<b>communicate</b>	<b>promote</b>	<b>observe</b>
practicality efficiency	self-service user-friendly	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

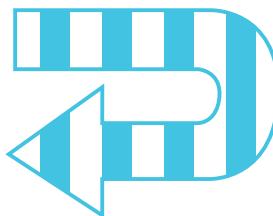


searching for  
**a name**

**turkish or english?**

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

**'pabucuyarım'**



designing the  
**logo**

pabucu  $\frac{1}{2}$

# business card

pabucu½

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# letterhead

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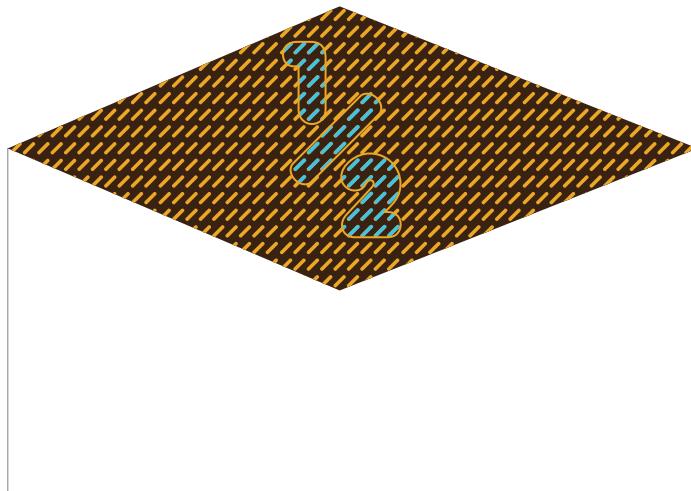
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Aliquam arcu elit,  
Lorem.



# envelope

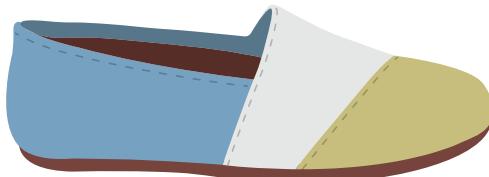


**pabucu<sup>1/2</sup>**

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Fax: +90 212 360 00 52

# the shoe



» illustration of the shoe

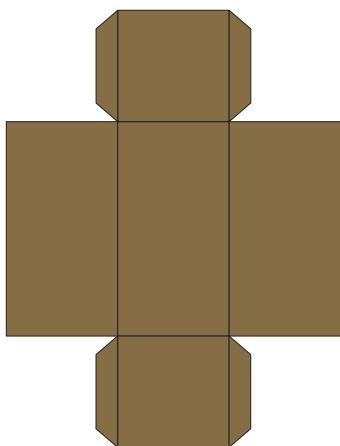


» collection of shoes of  
the brand pabucuyarım

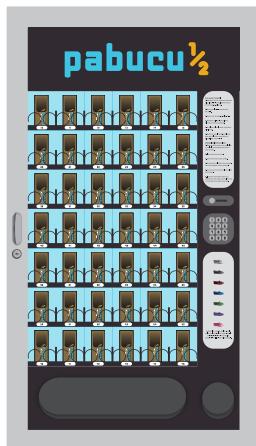
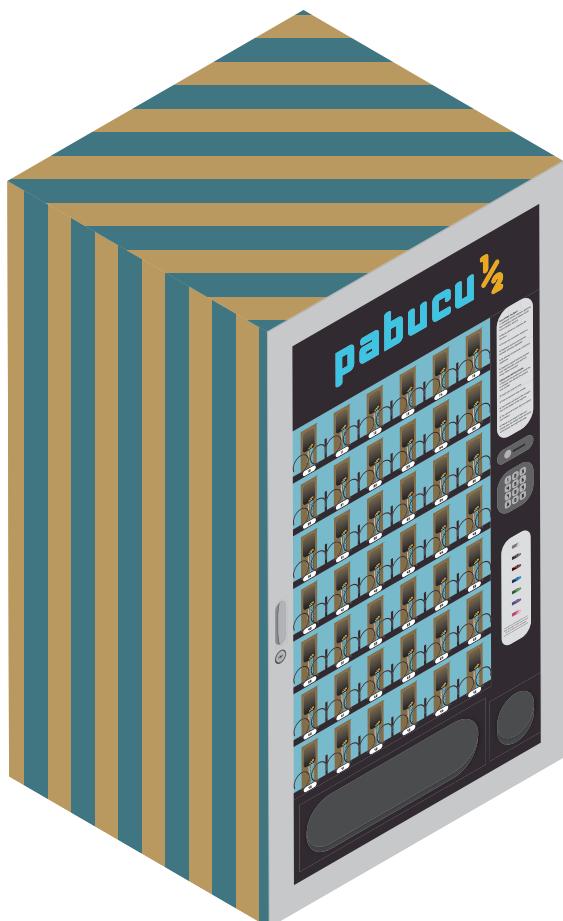


» display of how the shoe will be folded

# the package



# the vending machine



# the posters



pabucu½



çık dışarıya  
**oynayalım!**

# the posters



ayakkabını  
**dinozor?**  
mu yedi



Akmerkez = Capital = Çevre = City's  
Demirden = Bahçeçam = Kanyon =  
Palladium = Tepe Nautilus = Viaport  
[www.pabucuoyelrim.com](http://www.pabucuoyelrim.com)

**pabucu**

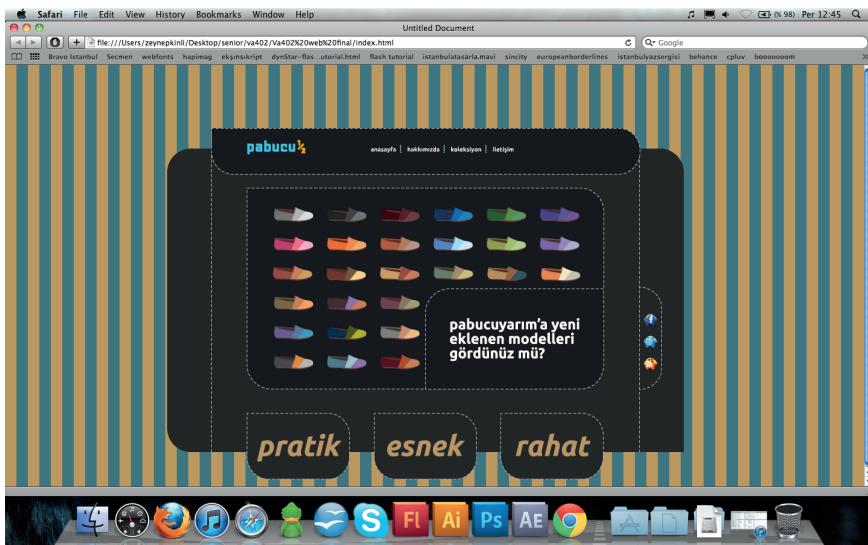
# the posters



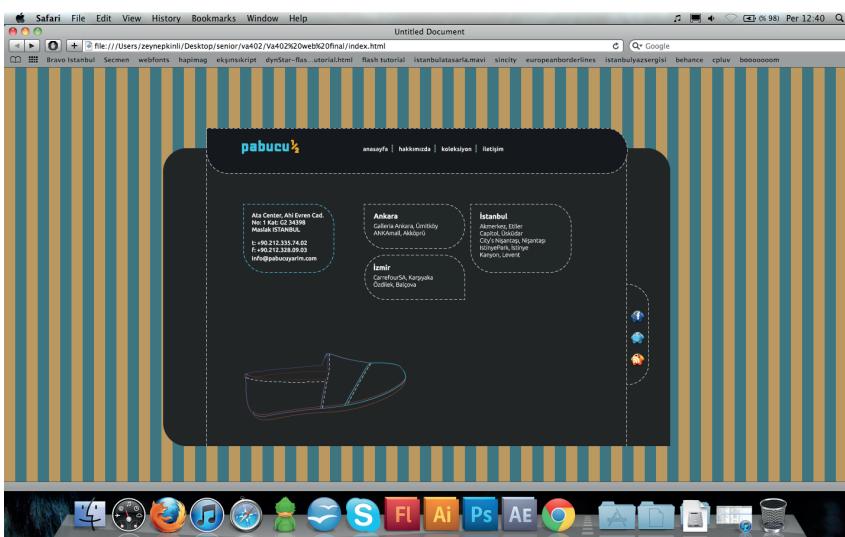
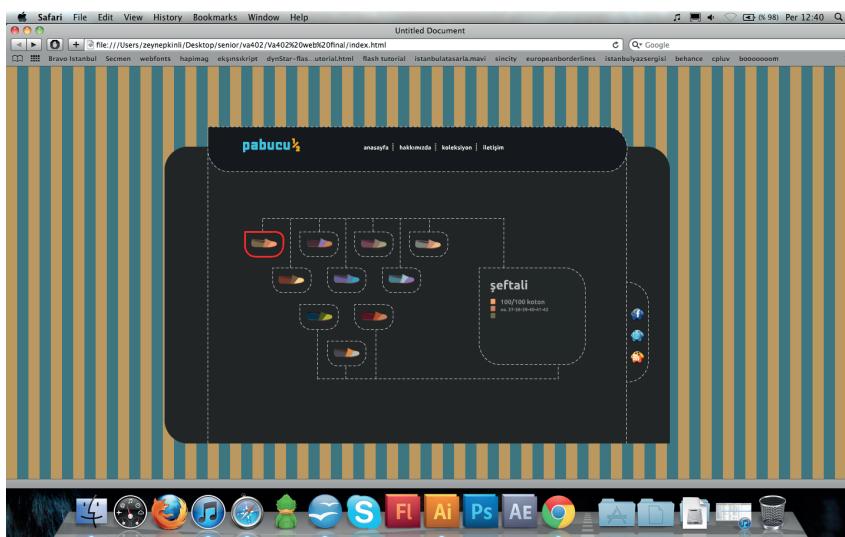
Akmerkez • Capitol • Çevahir • City's  
Demirören • İstinyePark • Kanyon  
Palladium • Tepe Nautilus • Viaport  
[www.pabucuyorim.com](http://www.pabucuyorim.com)

pabucu½

# the website



# the website



## **special thanks to:**

*for their help*

Ekmel Ertan, Onur Yazıcıgil, Servet Ekber Ulaş, Emre Birişmen

*for their support*

Onur Yazıcıgil, Servet Ekber Ulaş, Emre Birişmen, Elif Kınlı,  
Hilal Kınlı, Ersin Kınlı, Burak Beceren, Nergis Bışakçı, Zeynep Bozkurt

**by Zeynep KINLI**