

Design Brief.

We are keeping a design which is simple, clean and sophisticated but will push promo where necessary. Minimal colour (only where needed), text/fonts simple but have an impact. We want to highlight the product and it's features.

Our target market is an older customer with both men and women in the main ages ranging from 35-65. We have a variety of designs/ styles/looks which suits most spaces and what ever stage you are at through life. We are a family brand with longevity and we care about the customer.

Please create the following:

- Web Banner: 1920px wide x 960px high. We want a mix of promo '25-50% Off everything*' with '*Terms and conditions apply.' with a lifestyle image. The promo colour is red R237 G28 B36.
- Social Media tiles x2: 1080 × 1440 pixels (3:4 aspect ratio). One about the range 'Como'. Have the range name Como. Second one to be a promo one with a mix of promo '25-50% Off everything*' with '*Terms and conditions apply.' with a lifestyle image. The promo colour is red R237 G28 B36.
- EDM: (just a very small part) Have heading, intro, shop now button, show casing the Como range and promo banner. For Como just need to show a main lifestyle pics and some detail shots.

Images “Lifestyle”



Assets received with
the brief:

Logo

●Zdesign.

Images “Como range”



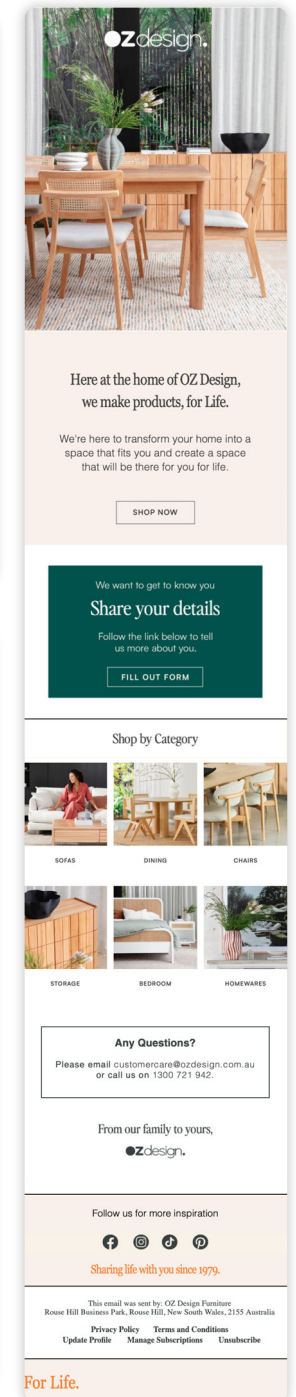
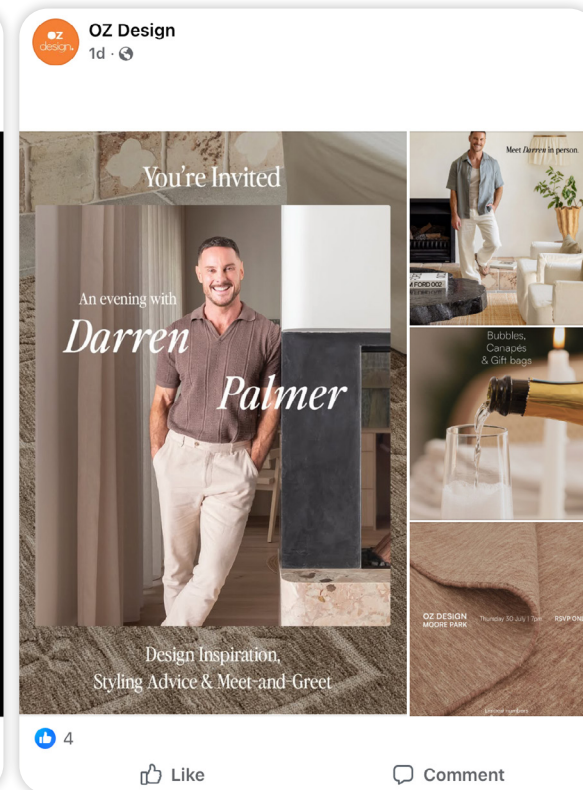
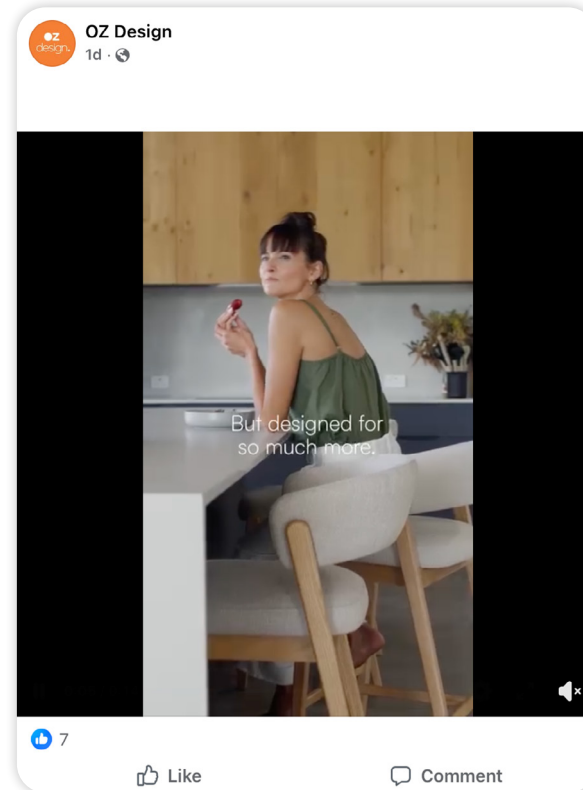
- Visual Research of current OZ Design

1. 1920 x 960px Web banner mockup

2. 1080 x 1440px Socials mockup

3. 1080 x 1440px Socials mockup

4. EDM mockup



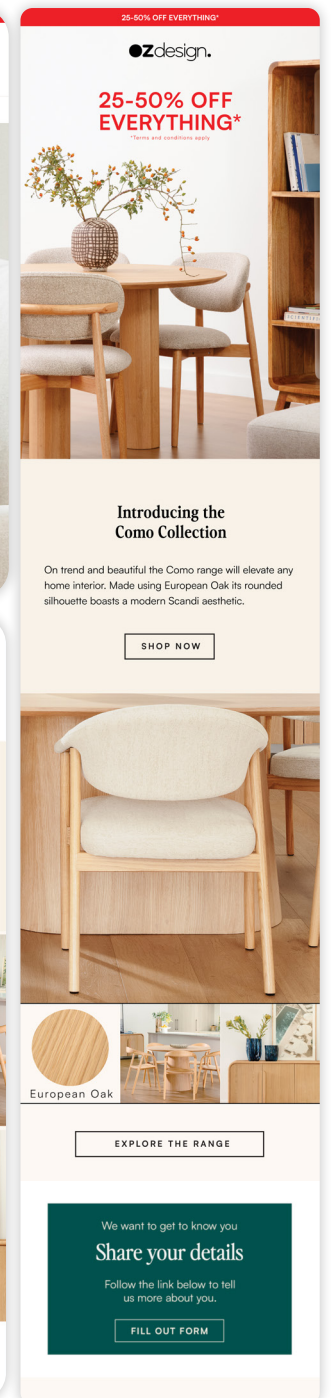
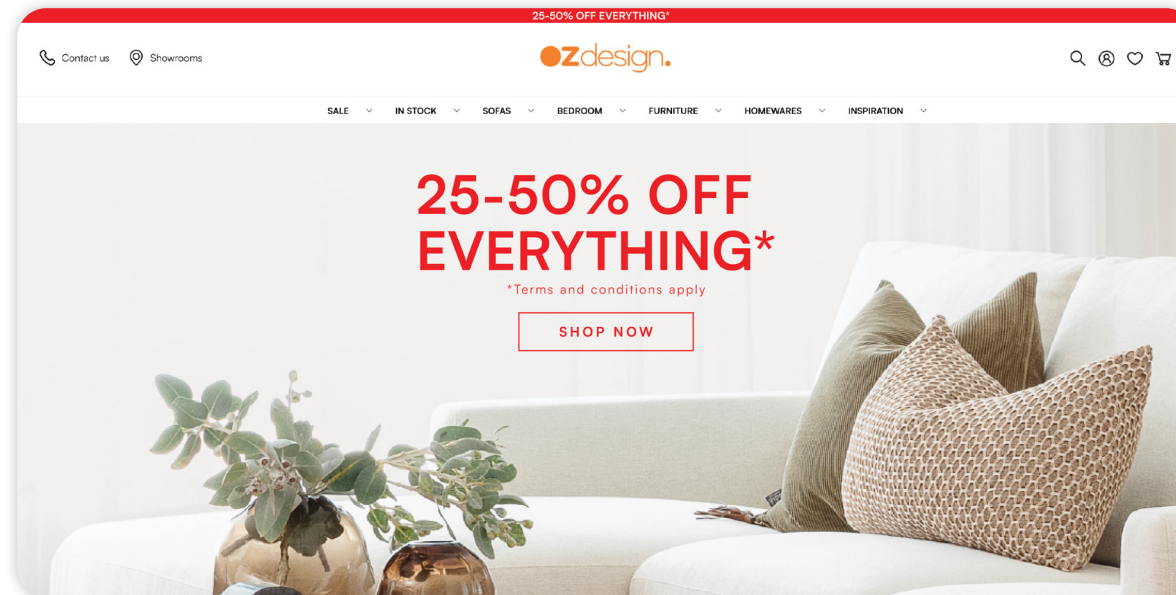
New designs for OZ by Melissa Sherley

1. 1920 x 960px Web banner mockup with lifestyle image + promotion

2. 1080 x 1440px Socials mockup with lifestyle image + promotion

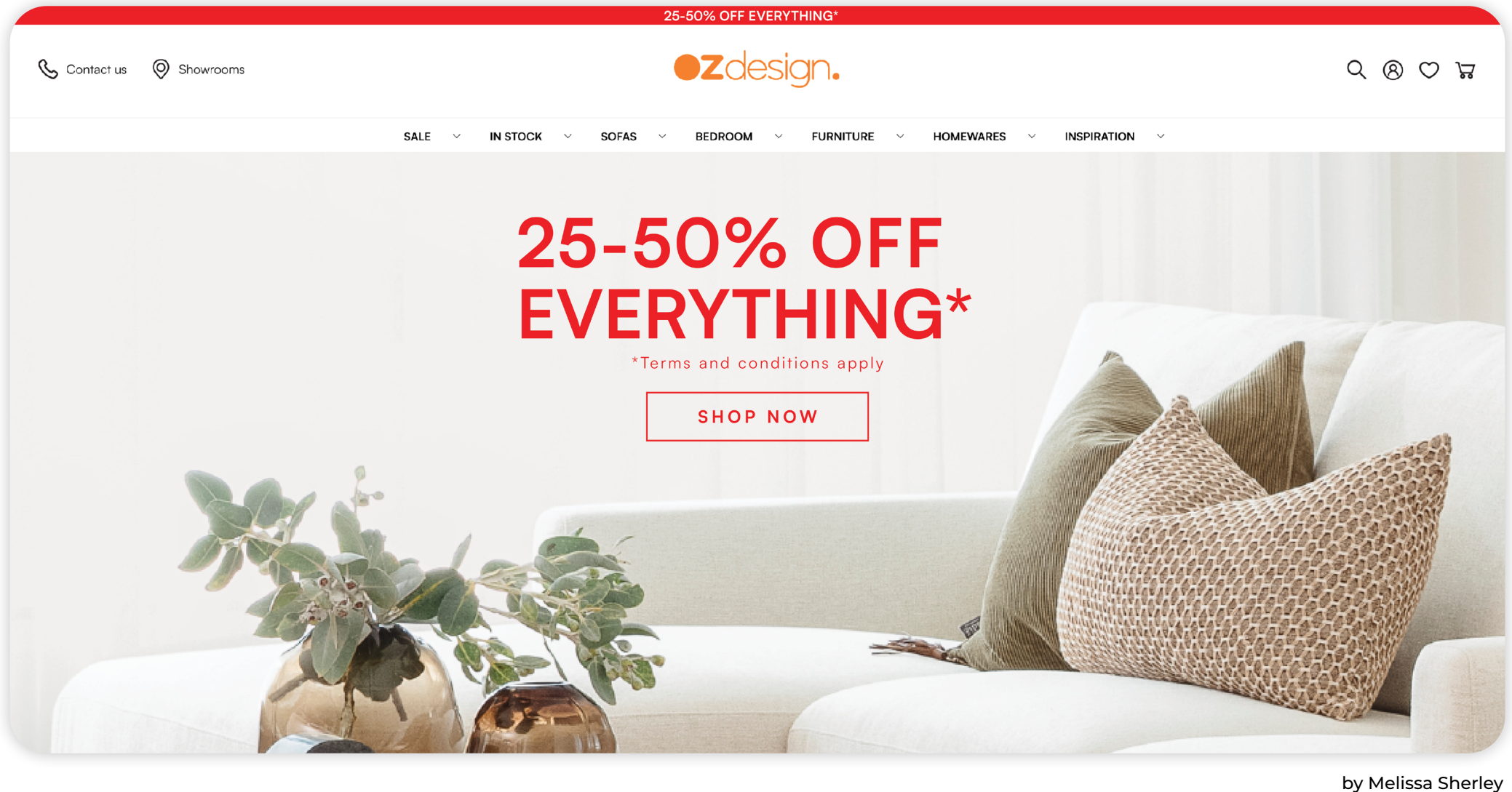
3. 1080 x 1440px Socials mockup about Como including the name Como.

4. EDM mockup with promo banner, Como showcase including a Main como image + some detail shots,, heading, intro and shop now button



Promo colour red (R237, G28, B36)
and promo details are repeated throughout

Mockup created from the landing page of
the current OZ Design website



Main promo text is placed to maximise contrast
and balance

Image is selected and cropped to showcase
a bright and openly inviting composition
that emphasises texture and Australian
gumtrees that provide a focus on Australia



OZ Design

1d · 🌐

25-50% OFF EVERYTHING*

●Zdesign.

25-50% OFF
EVERYTHING*

*Terms and conditions apply



👍 Like

💬 Comment

Promo colour red
(R237, G28, B36)



Promo details and
terms & conditions



Promo details are repeated
throughout



OZ Design logo selected in
black for contrast



A central image is cropped
to provide space and clarity
for the promo. This allows
for maximum impact with
an openly inviting minimal
design aesthetic. It also
re-emphasises the new
website banner design
for campaign purposes.
It emphasises texture and
Australian gumtrees that
provide a focus on Australia





OZ Design

1d · 🌐

COMO

The Scandi
collection



European Oak



4

Like

Comment

Como Name. Font chosen to reflect the modern rounded aesthetic of the collection.

About Como - defines the aesthetic of the collection

Feature Como image depicts a woman and is selected to engage socially with a human-centric focus. Also it depicts an experiential lifestyle image for the purposes of the social media platform.

Layout of the design is selected for familiarity ie brand strengthening as it is the current choice of layout popularly posted on the OZ Design facebook page now.

About Como - highlight

Como images to showcase the collection

Como images to showcase the collection

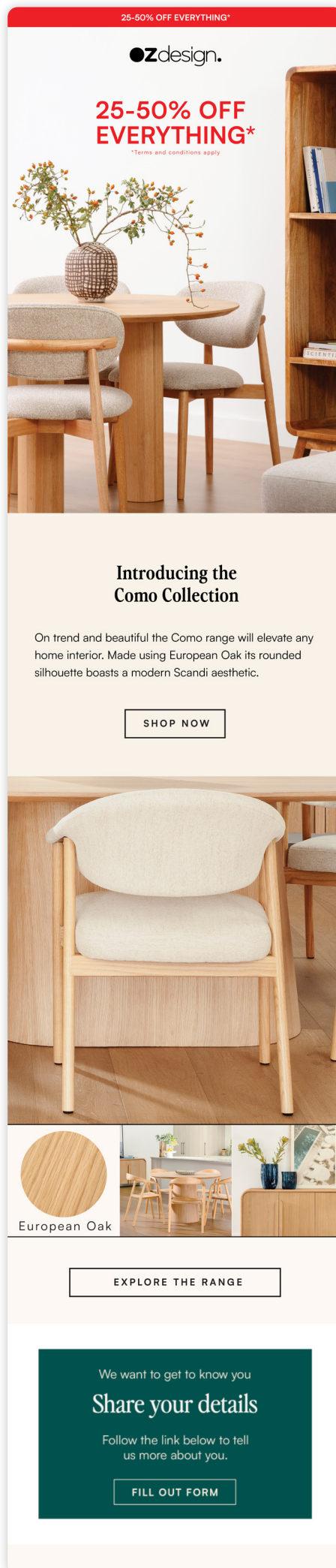
Promo banner

Promo text styling matches website banner and socials design for campaign strength

Brand colour background

Showcase of Como range images are cropped to emphasise design features and to enhance the overall composition

Additional Como images highlight design features ie made from European Oak with modern curved lines



Como range image

Heading & intro

SHOP NOW button

EXPLORE THE RANGE button provides an additional call-to-action and provides a conclusion for the como design section of the EDM

by Melissa Sherley