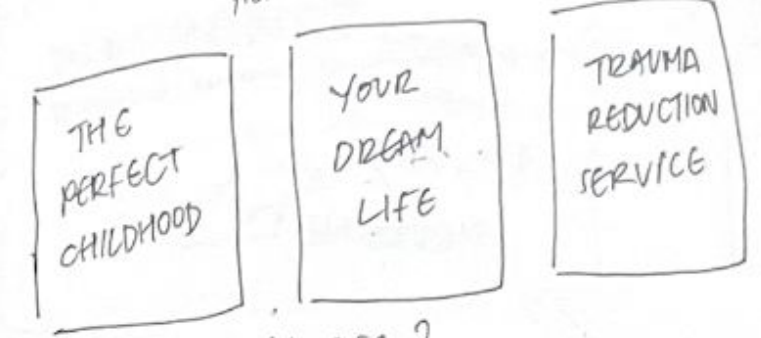


EXPANDING ON MEMORY



DELIVERABLE 1

① advertising outcome promoting "purchasable memories"
 mini catalogue or business cards
 fictional memory packages



→ lino prints of these

flyers?

↳ could include customer reviews, testimonials etc.

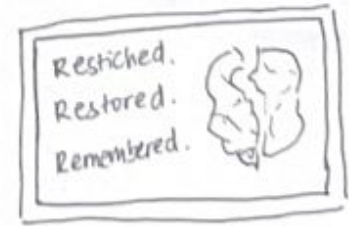
simple images that fabricate / craft this communication



business cards

② Certification labels

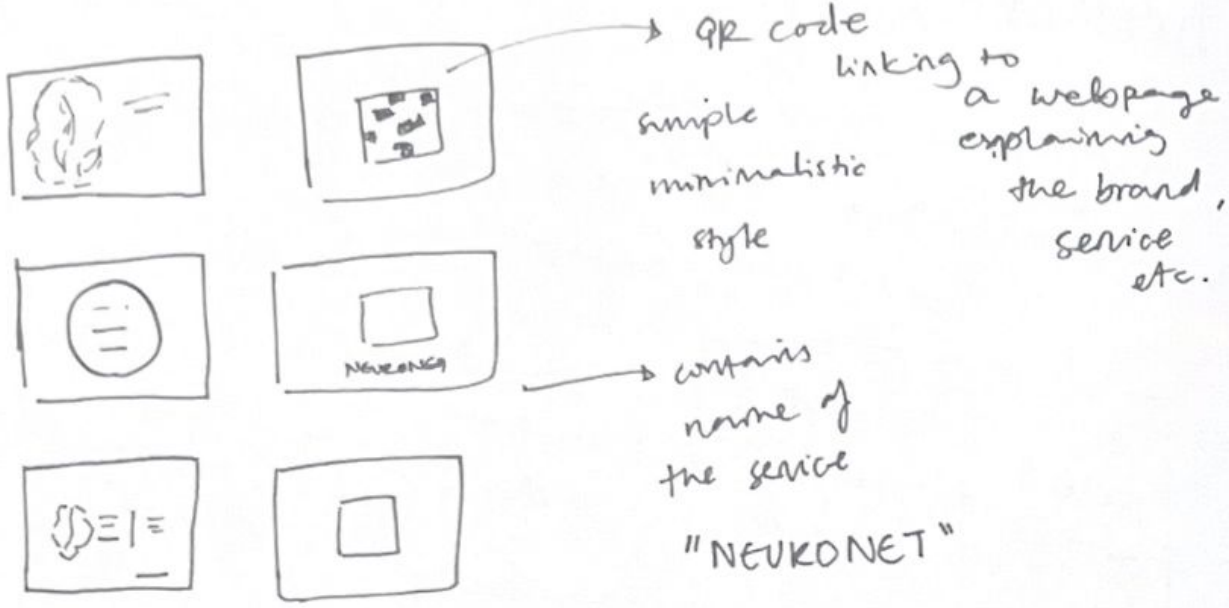
"Resticted. Restored. Remembered"



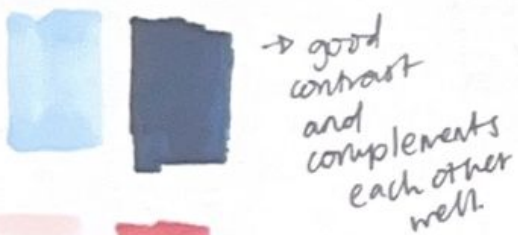
minimal image of a "fixed" brain

the labels link to the idea of manipulation of memories.

BUSINESS CARDS



↳ multiple layout



→ good contrast and complements each other well.



→ colors go well
↳ a bit too bright



↳ extremely bright and bold
seems too "fun"



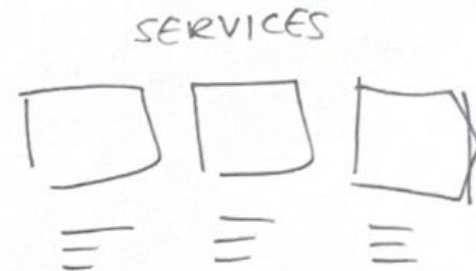
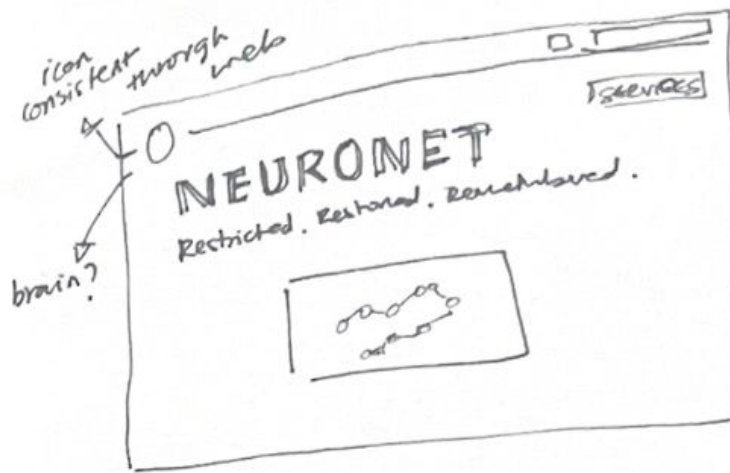
→ image of the brain takes up too much of the space

↳ doesn't really visualize an inviting and promotional business card.

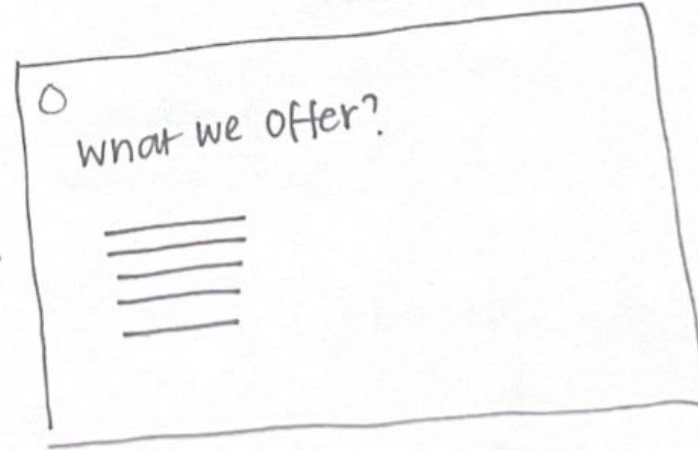
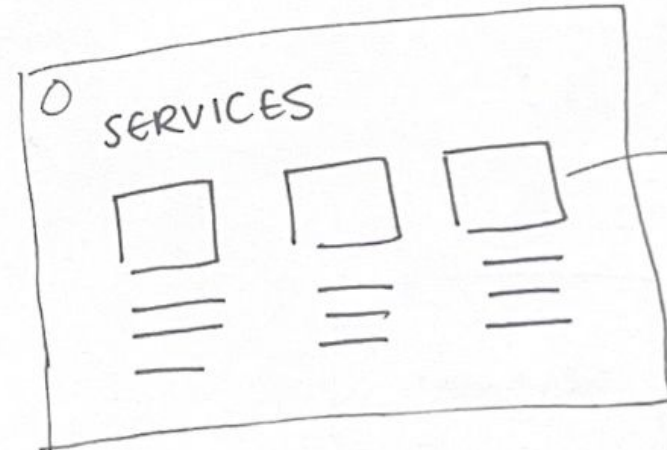
↳ feel it doesn't match the image of the services and the communication.

WEBSITE DESIGN

clean, simple, professional.



— BLACK AND WHITE COLOUR SCHEME WITH AREAS OF THE BLUE.

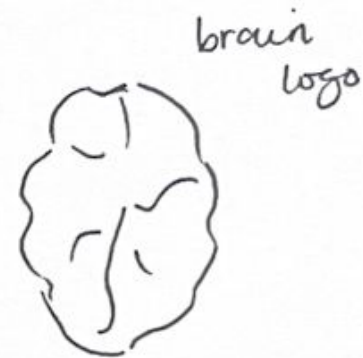


* want the web design to be consistent and cohesive.

* include hints of the colour schemes from the business cards in pages.

LOGOS FOR NEURONET.

NEURO → in relation to the neurological nature of the brain

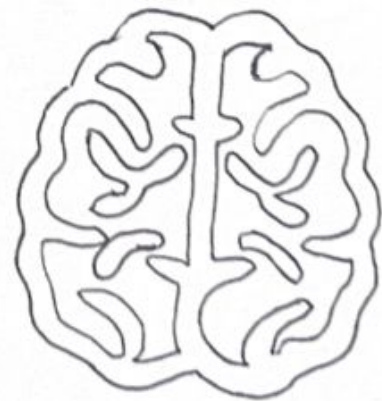


want the iconic logo to relate to this



→ thicker strokes to emphasise the brain and neurons.

→ for dimension



→ with neuronet colour scheme.

↳ i like the inner darker area in the logo.

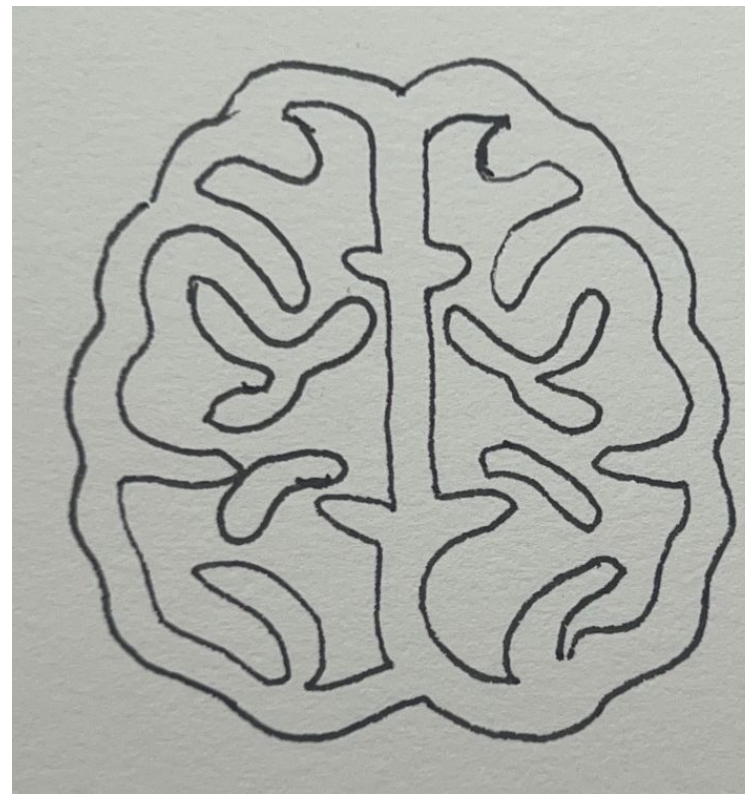
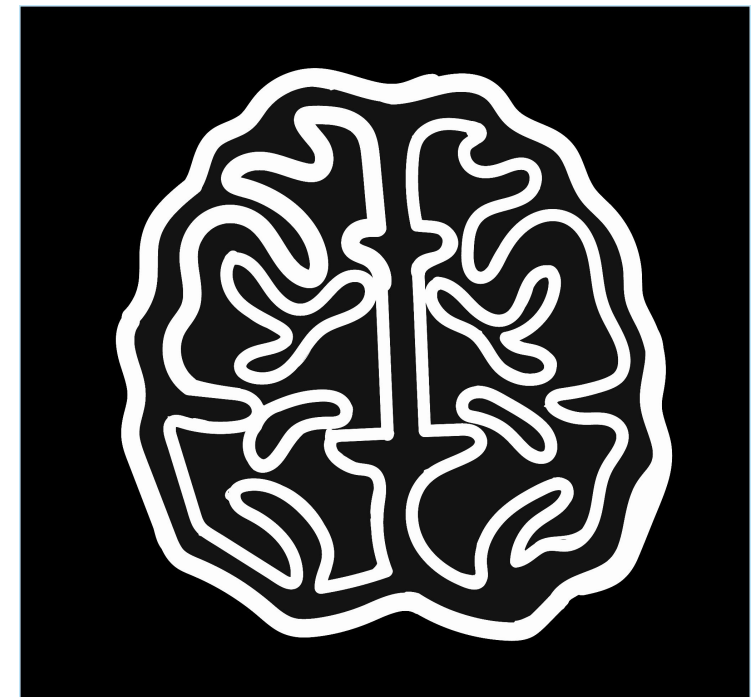


image traced the sketch. → took the drawing of the logo and worked into it on illustrator.

↓ digitalised version of the icon which allowed me to edit harsh lines and simplify.



certification labels-Recovered.psd @ 190% (RGB/8)



Color Swatches Gradients Patterns

Properties Adjustments Libraries

Document

Canvas

W 777 px X 0 px

H 560 px Y 0 px

Resolution: 300 pixels/inch

Mode RGB Color

Layers Channels Paths

Kind

Normal Opacity: 100%

Lock: Fill: 100%

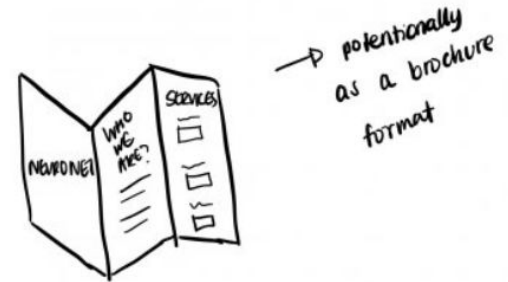
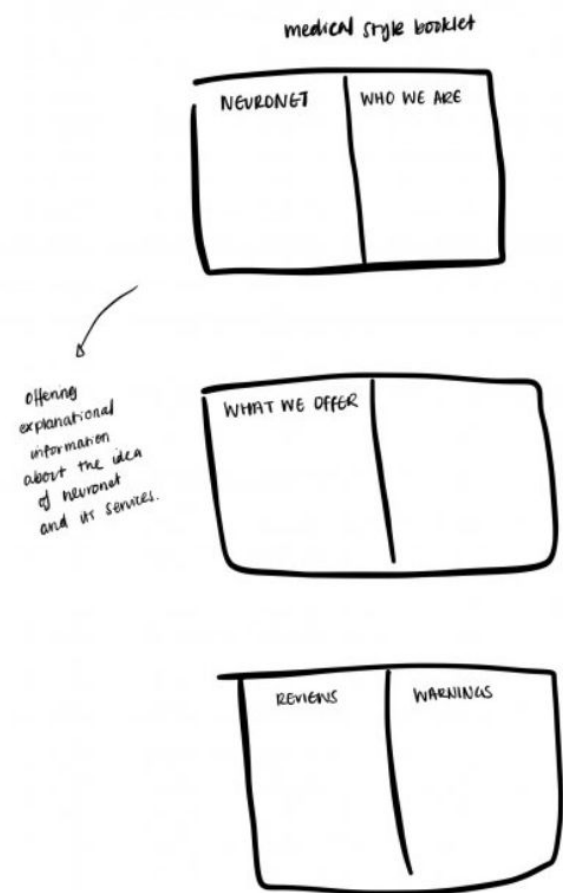
Artboard 9

Layer 21

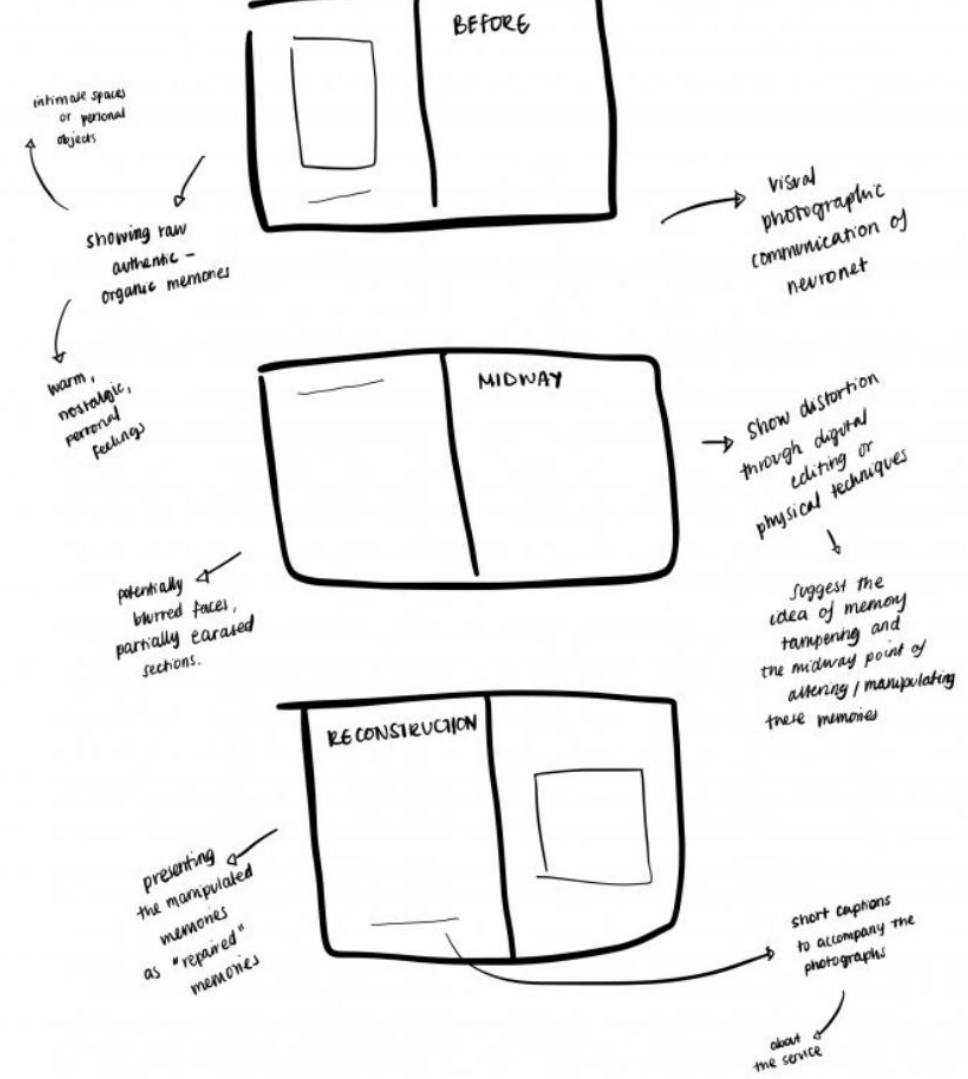
Artboard 4

NEURONET

GUIDEBOOK LAYOUT PLAN



PLAN

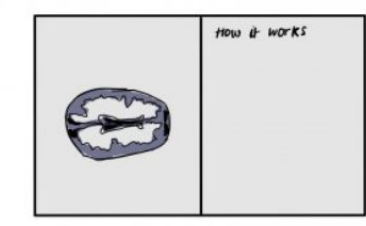
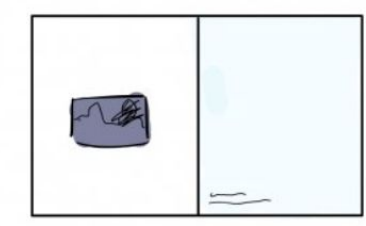
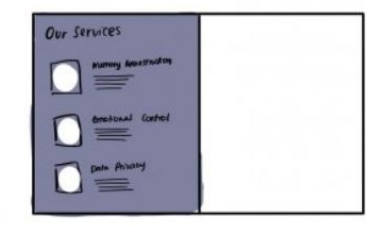
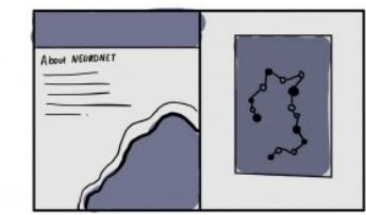
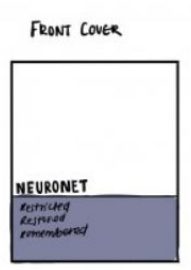


→ use the design from the business card to help design layouts for book.

→ medical aesthetic (clinical layouts and structured grids).

→ cool tones with hints of contrasting colours

→ maybe fold-out diagrams etc.

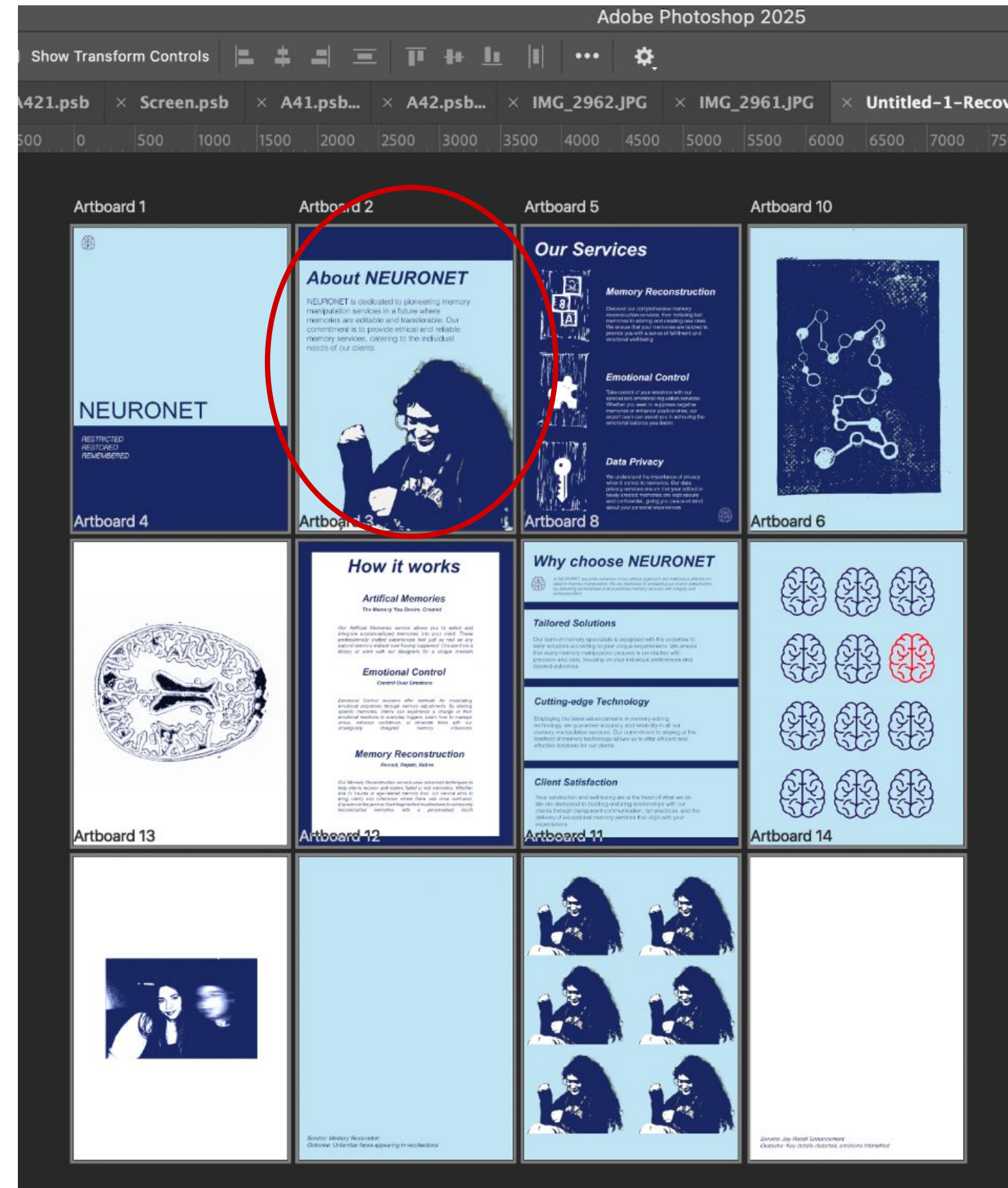


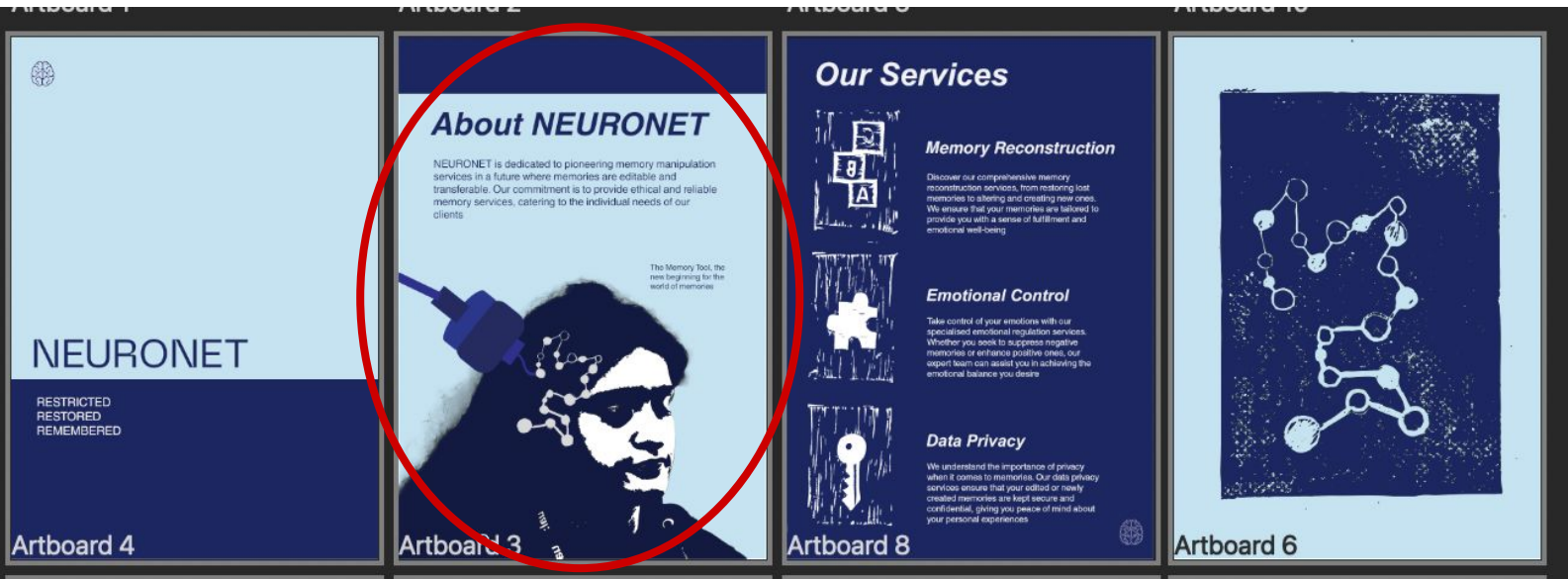
further stages of planning and sketching layouts for my neuronet booklet for deliverable 2.

these were my second plan of page layouts for the booklet.

↳ wanted to maintain a simple and cohesive colour scheme that carried out over all my deliverables.

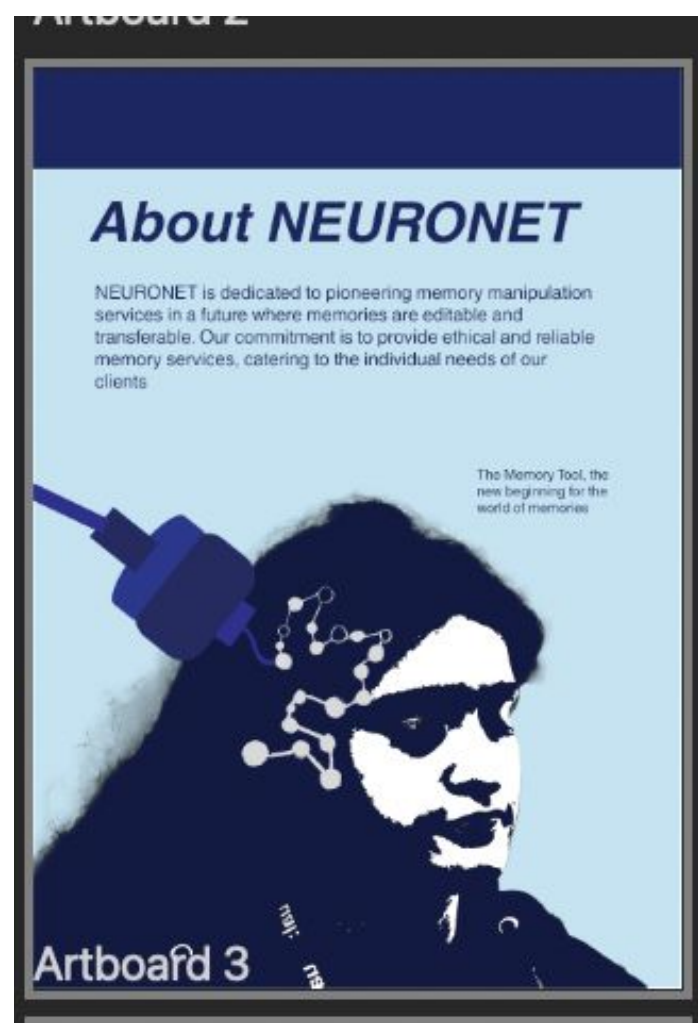
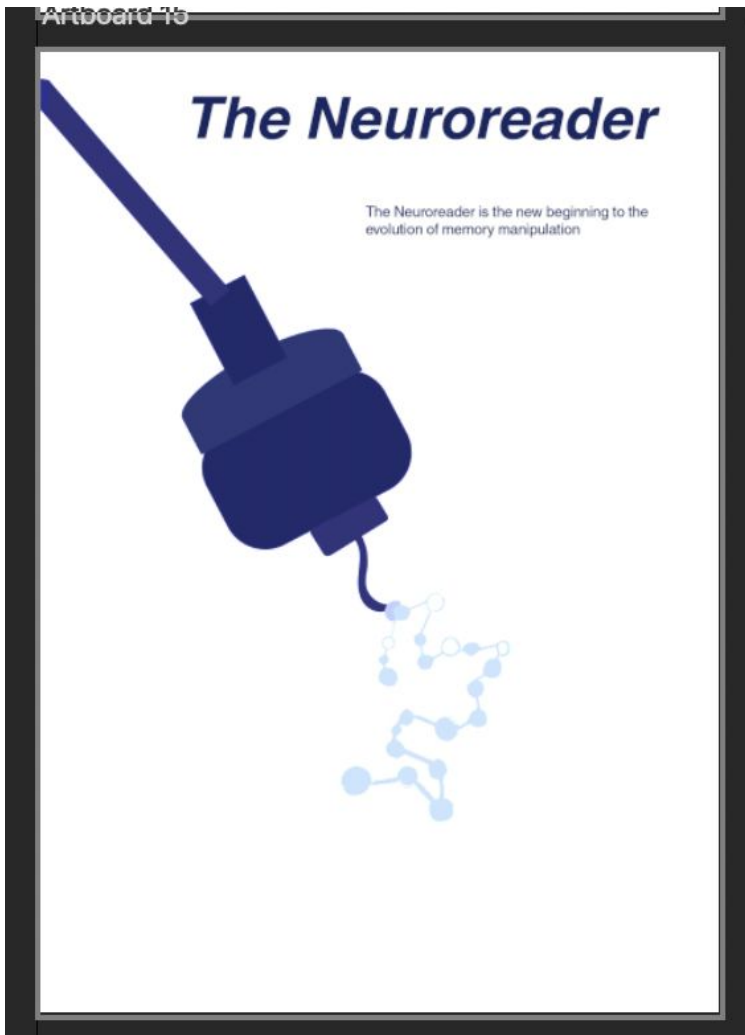
↳ while i liked most of these pages, after a quick tutorial i realised there were some gaps in the visual communication of neuronet to a person who doesn't know what it is.





As I realized there were some gaps in the idea of neuronet and how it works I decided to tweak some of my pages.

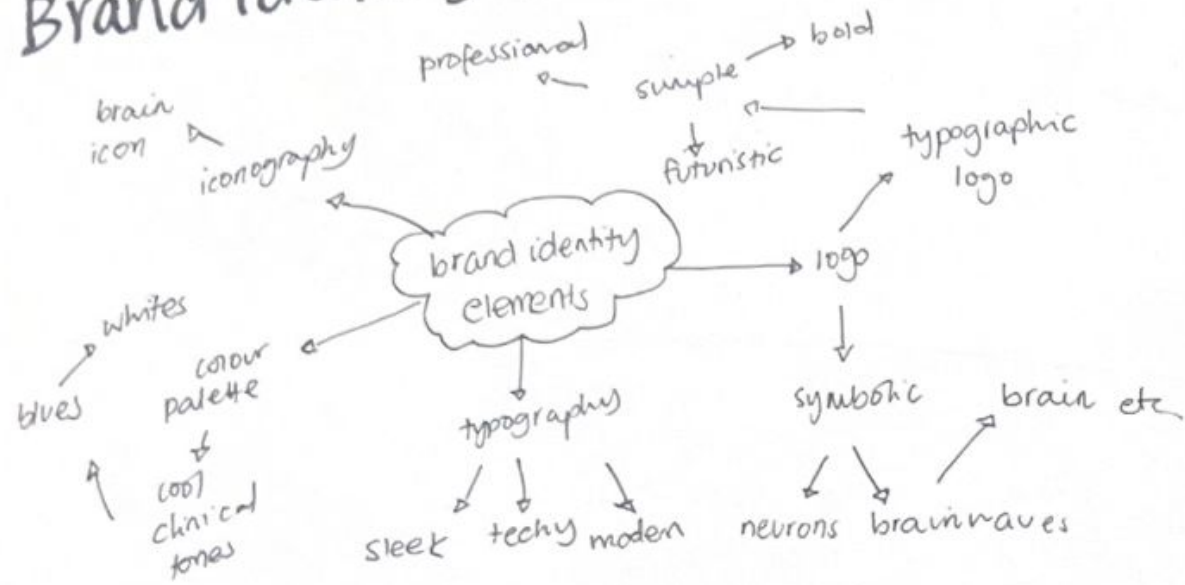
↓
 the first inner introduction page now seemed to make less sense with the image I had chosen.
 → to relate it more to neuronet I designed a device "the neuroreader" that would be used in neuronet services.



having made this illustration I incorporated it with the image of the woman
 → by doing this I feel more confident in the visual representation of how neuronet works and how it will be perceived by those who do not know what it is.
 along with this I added a page that explains what "the neuroreader" is.

Deliverable 3

Brand Identity for NEURONET.



printed/physical items

- business cards (deliverable 1)
- booklet/brochure (deliverable 2)
- client welcome pack
 - ↳ mock terms and conditions documents
 - procedure instructions
 - consent form

digital designs

- website (deliverable 1)
- social media mockups?

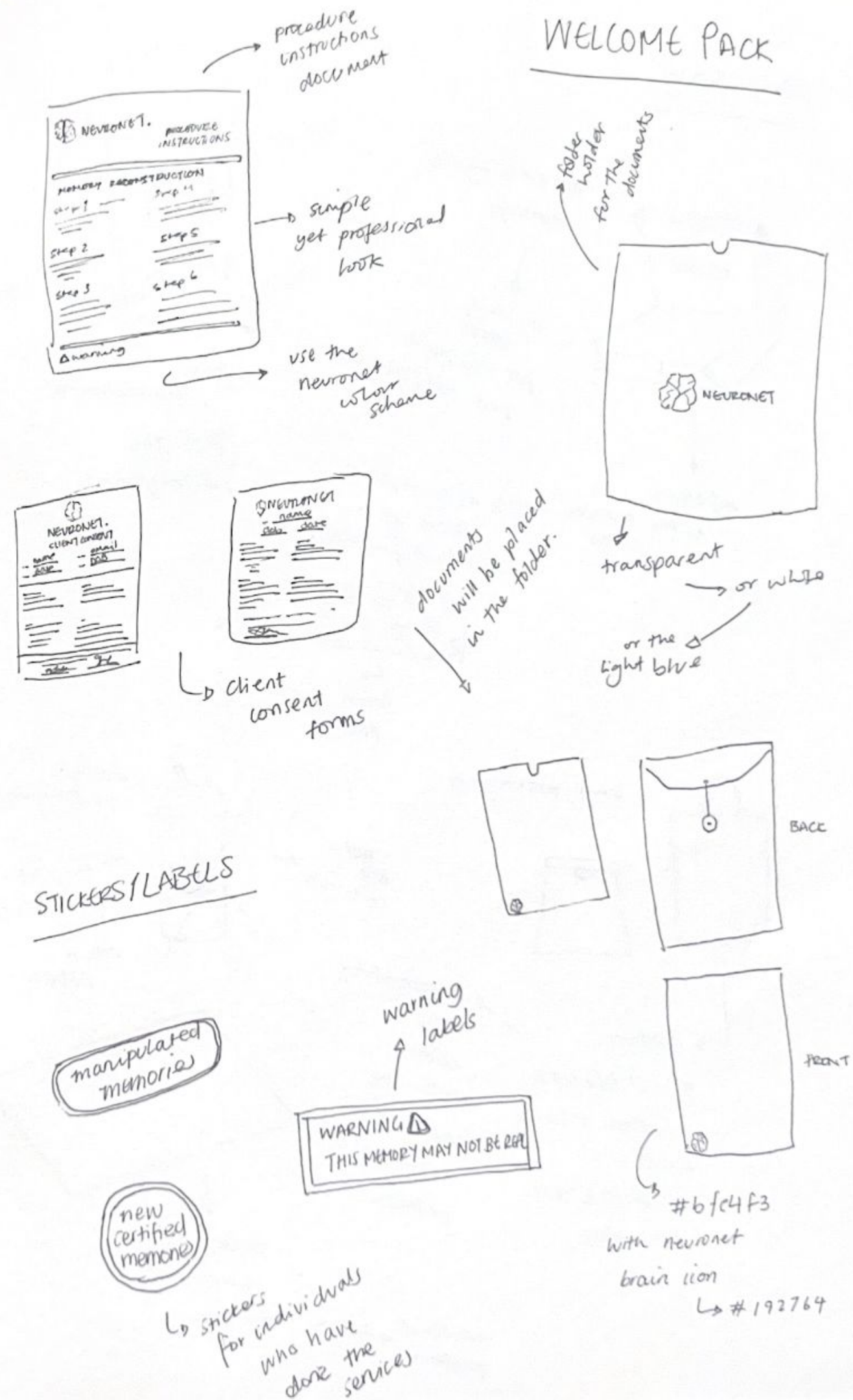
COLOUR SCHEME CODES

- DARK BLUE → #192764
- LIGHT BLUE → #bfe4f3
- WHITE → #ffffff
- RED (accents) → #f4001d

packaging

- branded envelopes
- stickers?
- security/safety warnings

WELCOME PACK



STICKERS/LABELS

manipulated memories

WARNING THIS MEMORY MAY NOT BE REAL

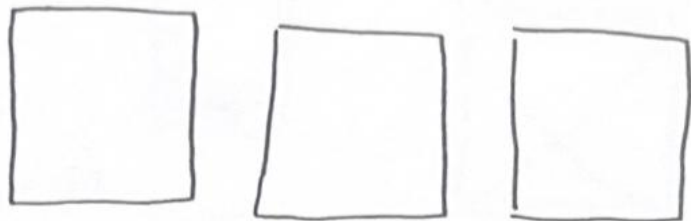
new certified memories

↳ stickers for individuals who have done the services

#bfe4f3 with neuronet brain icon ↳ #192764

NEURONET POSTERS

series of 3 posters



A4

maybe without "NEURONET" just the logo alone.

aim for it to be simple and minimalistic



poster that includes the neuronet brain logo

background as a light colour

#bfe4f3 (neuronet light blue)

brain logo in a darker and bold colour

#192764 (neuronet dark blue)

maybe a frame in the dark blue

with the logo inside

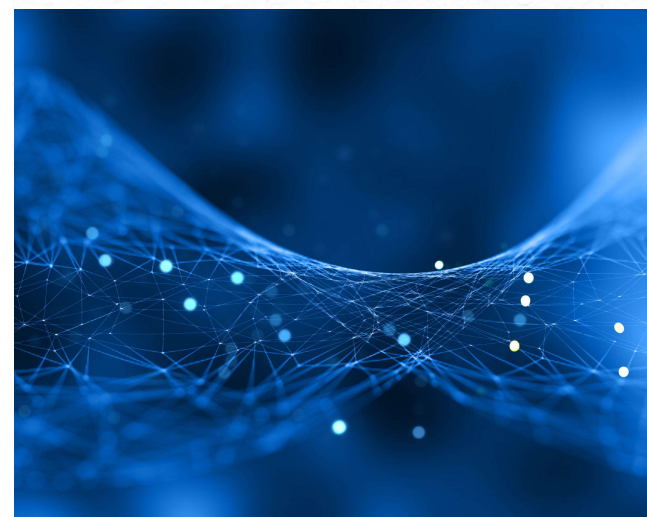
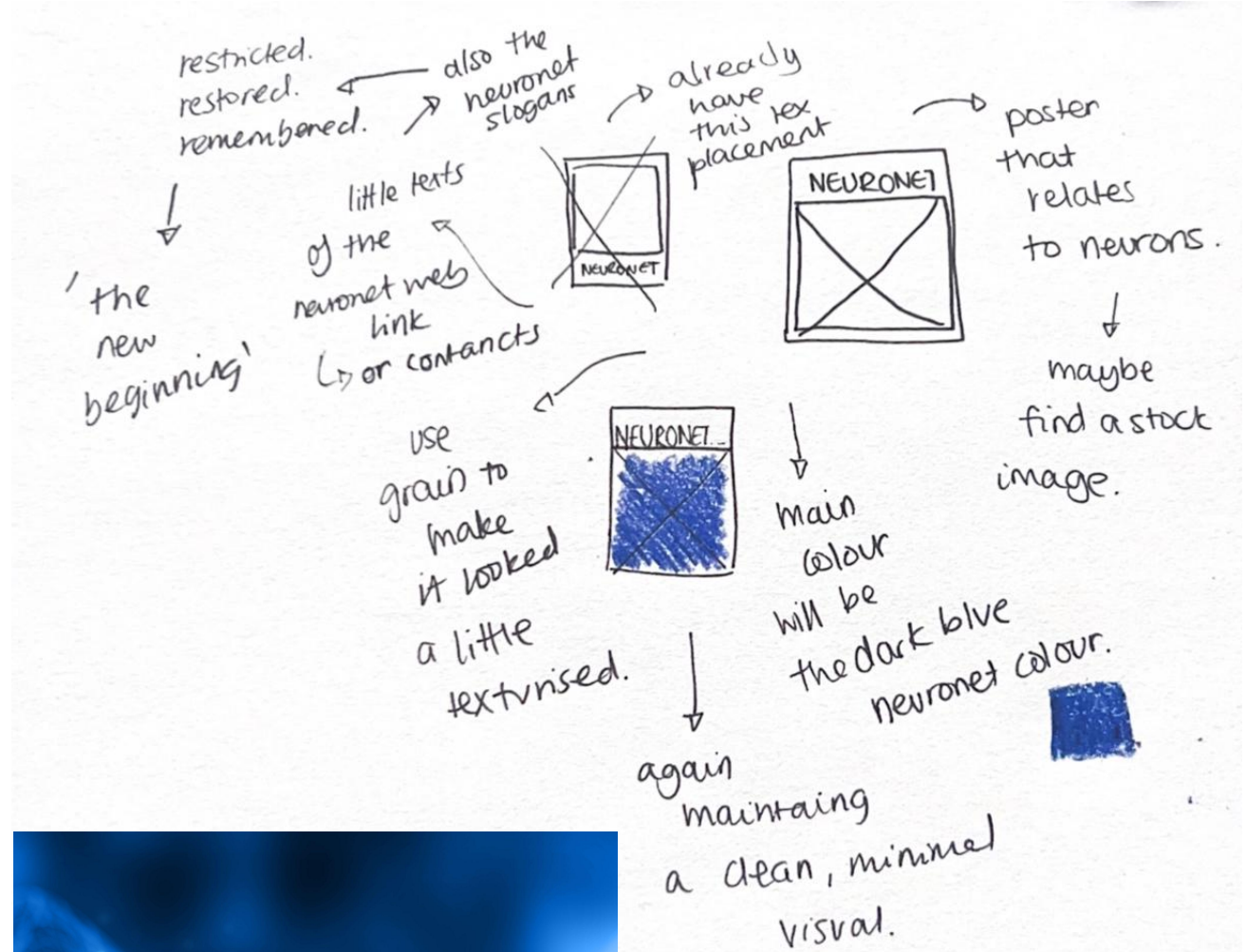


poster with the brain scan

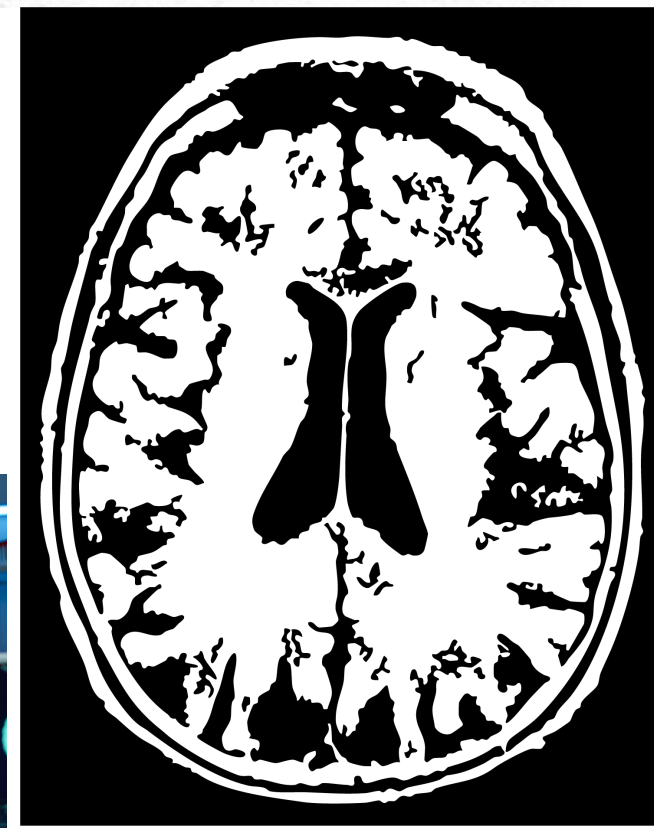
THESE POSTERS WILL ALSO BE INCLUDED IN PUBLIC ENVIRONMENTS AS MOCKUPS.

overlay with the blues.

inspired by the neuronet booklet page and initial business cards.

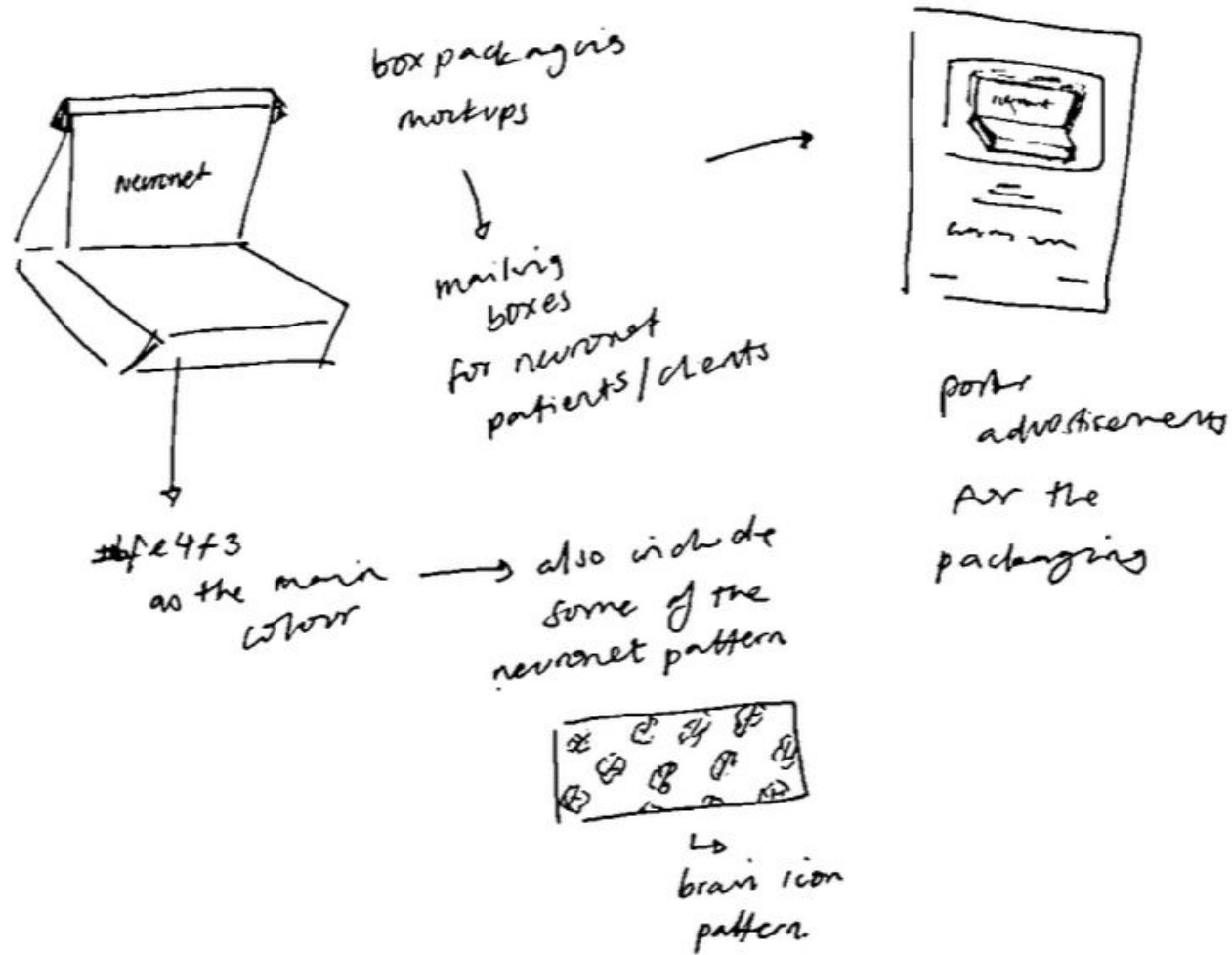


found on freepiks.com



images used in the neuronet posters and branding

PACKAGING

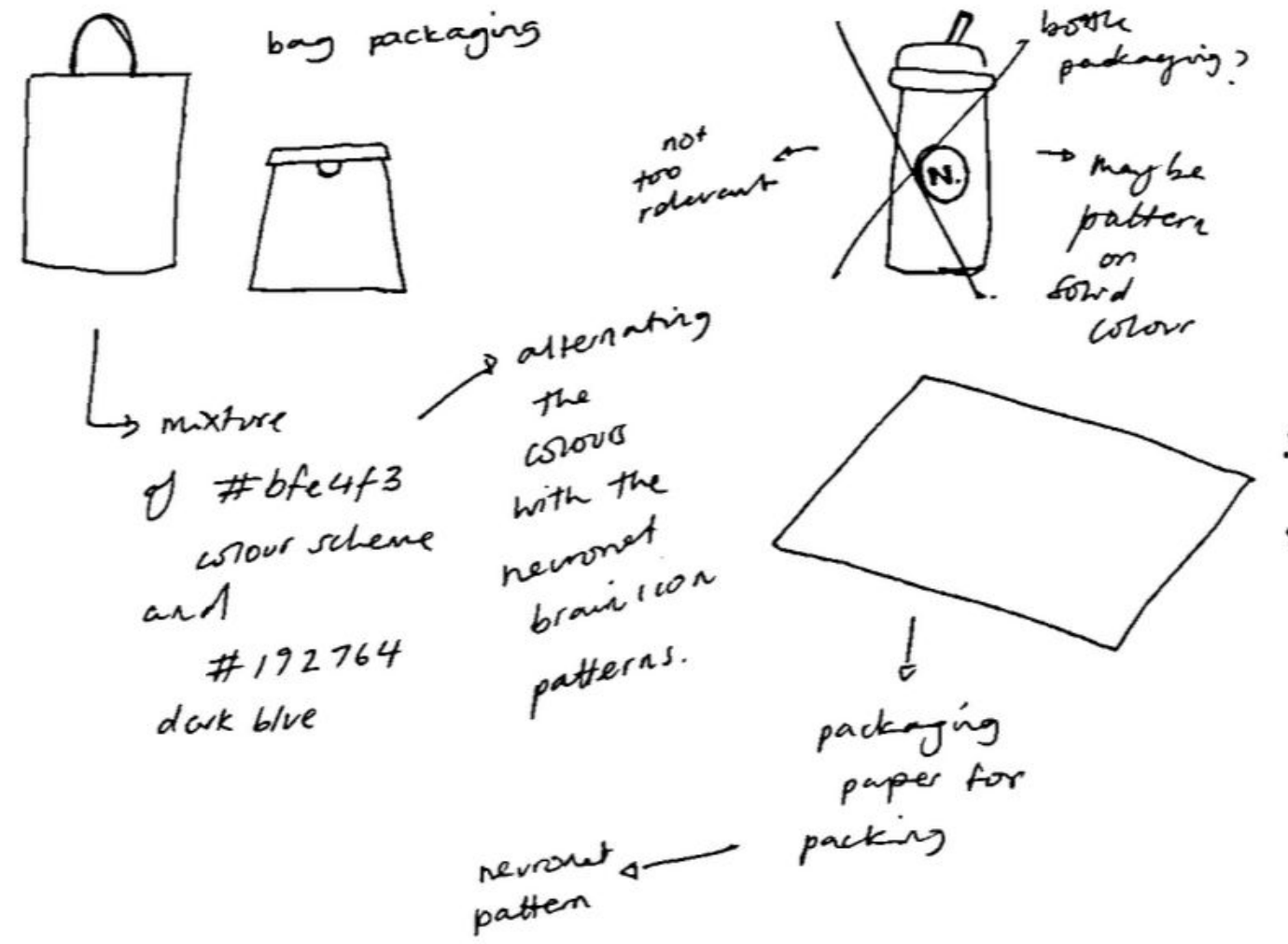


NEURONET
* as it actually exists
* the idea of it existing

process
realised within
the real world.

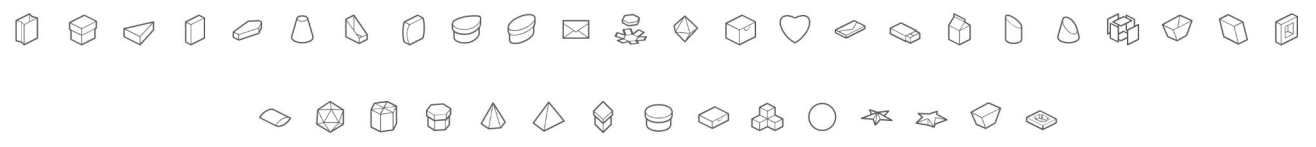
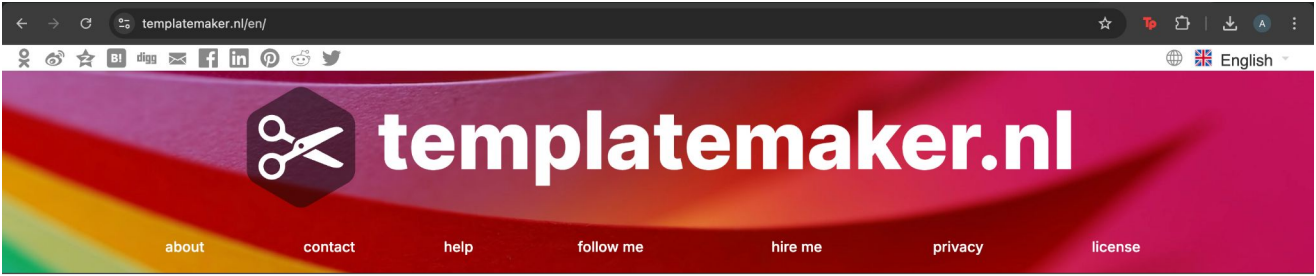
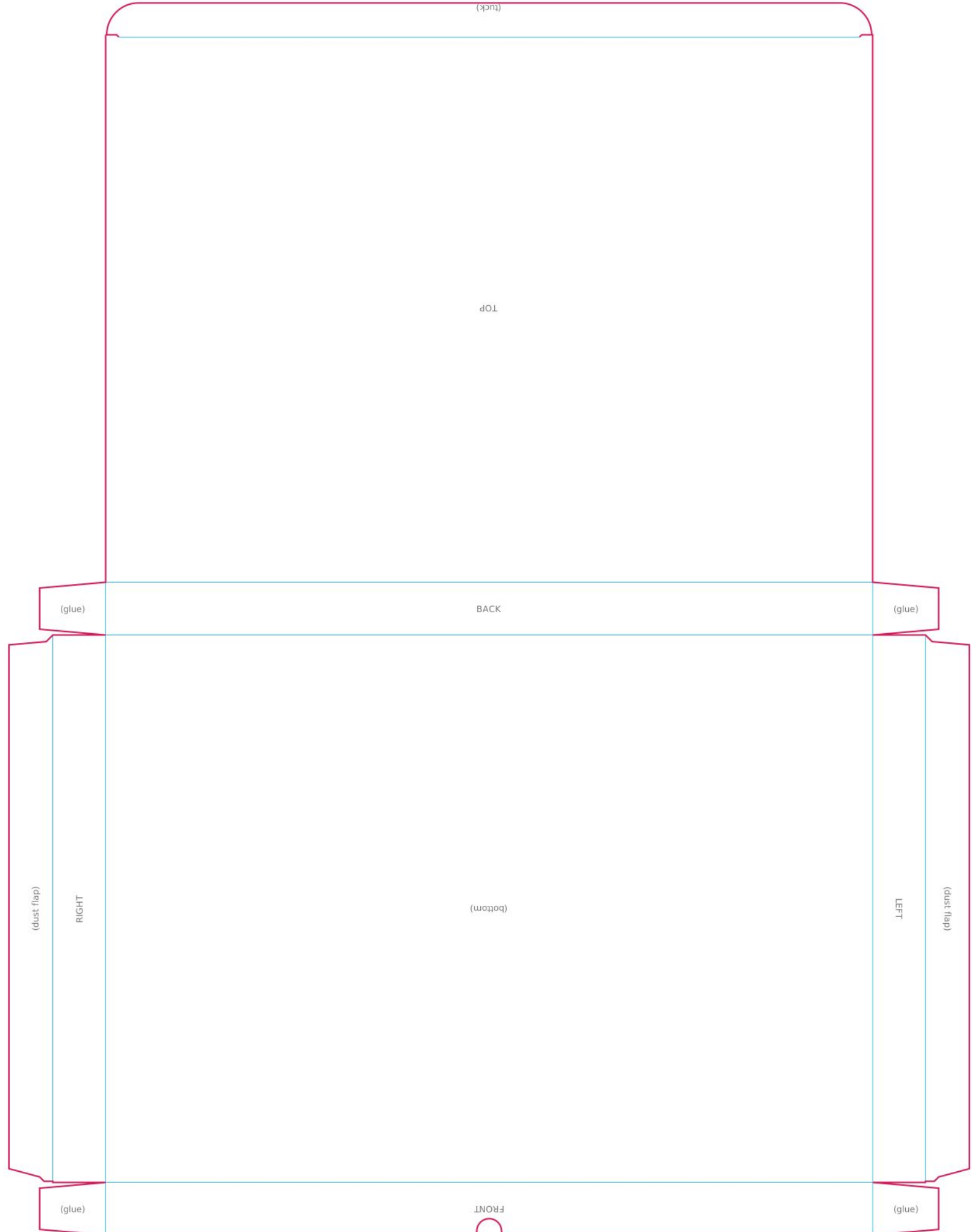
branding
website
- change the
first stationary
work up.

→ gaps
↳





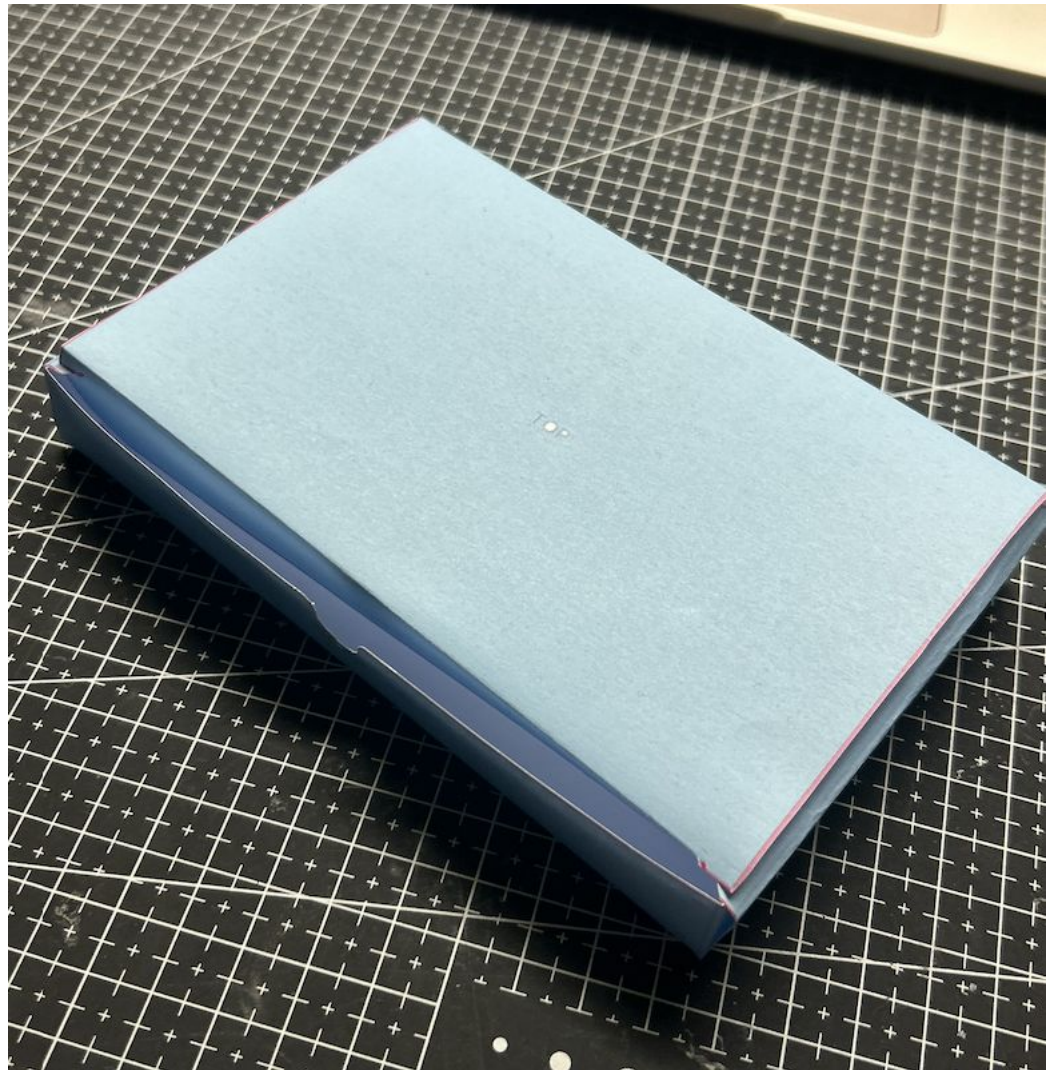
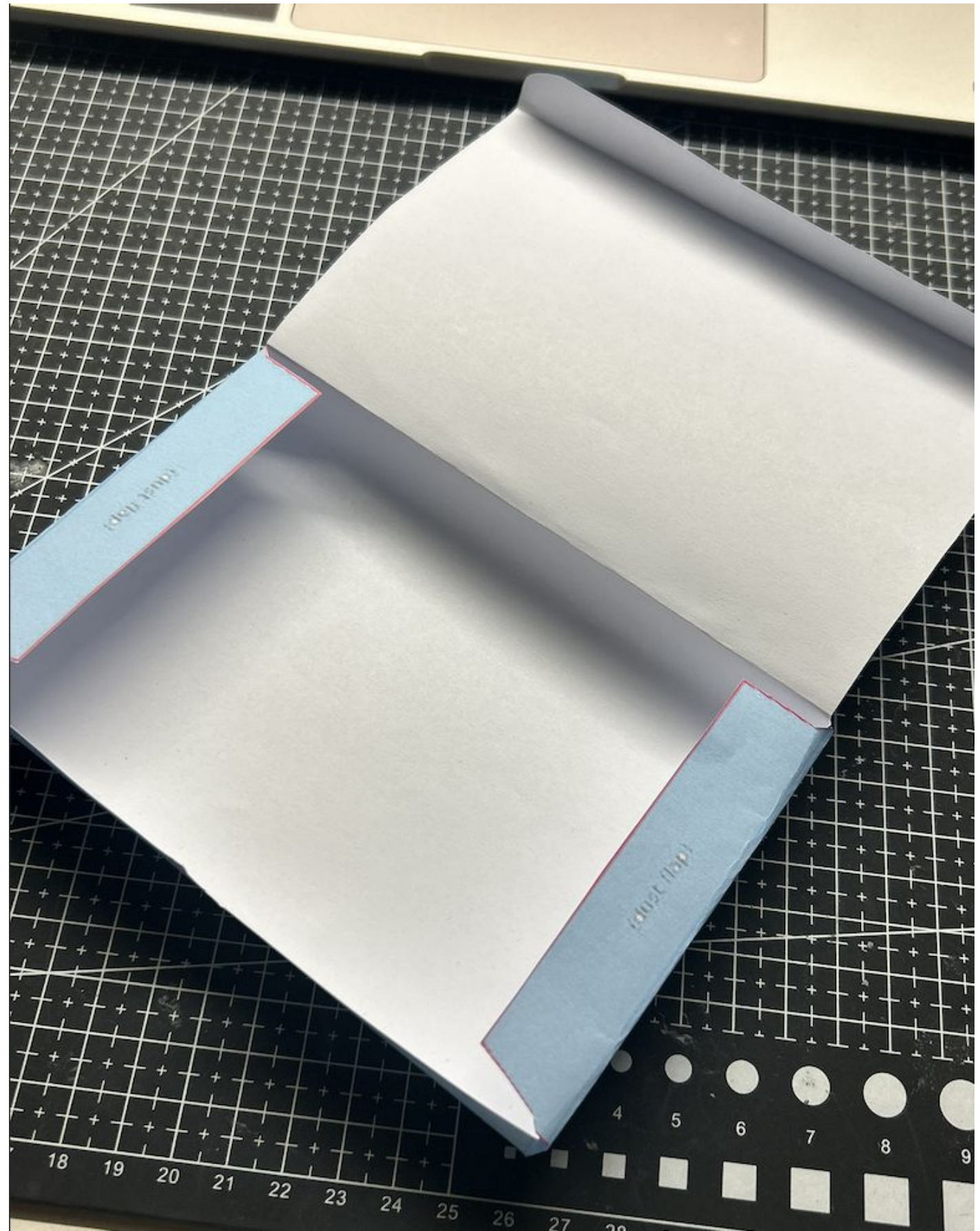
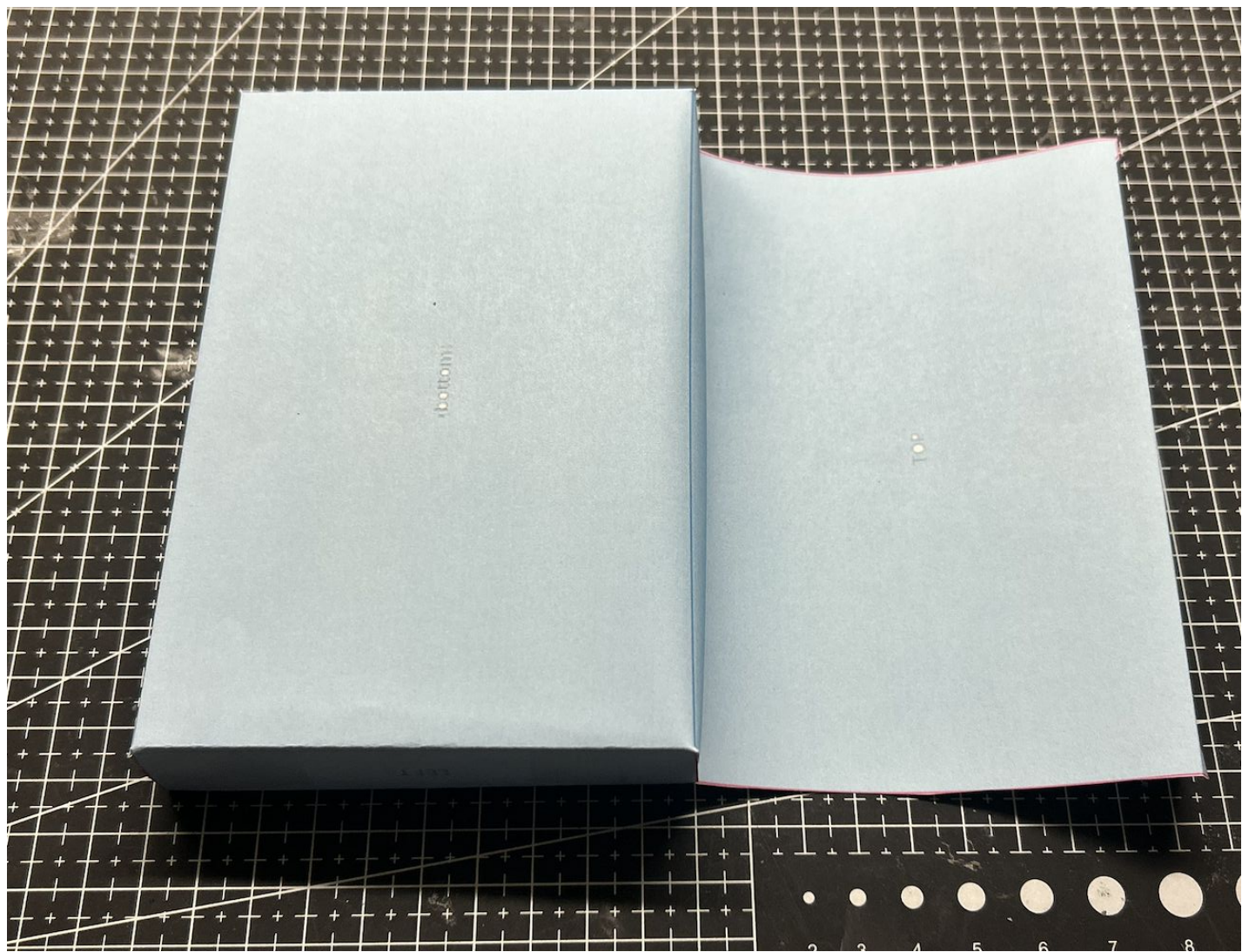
Shallow Box 349x249x24 (mm)



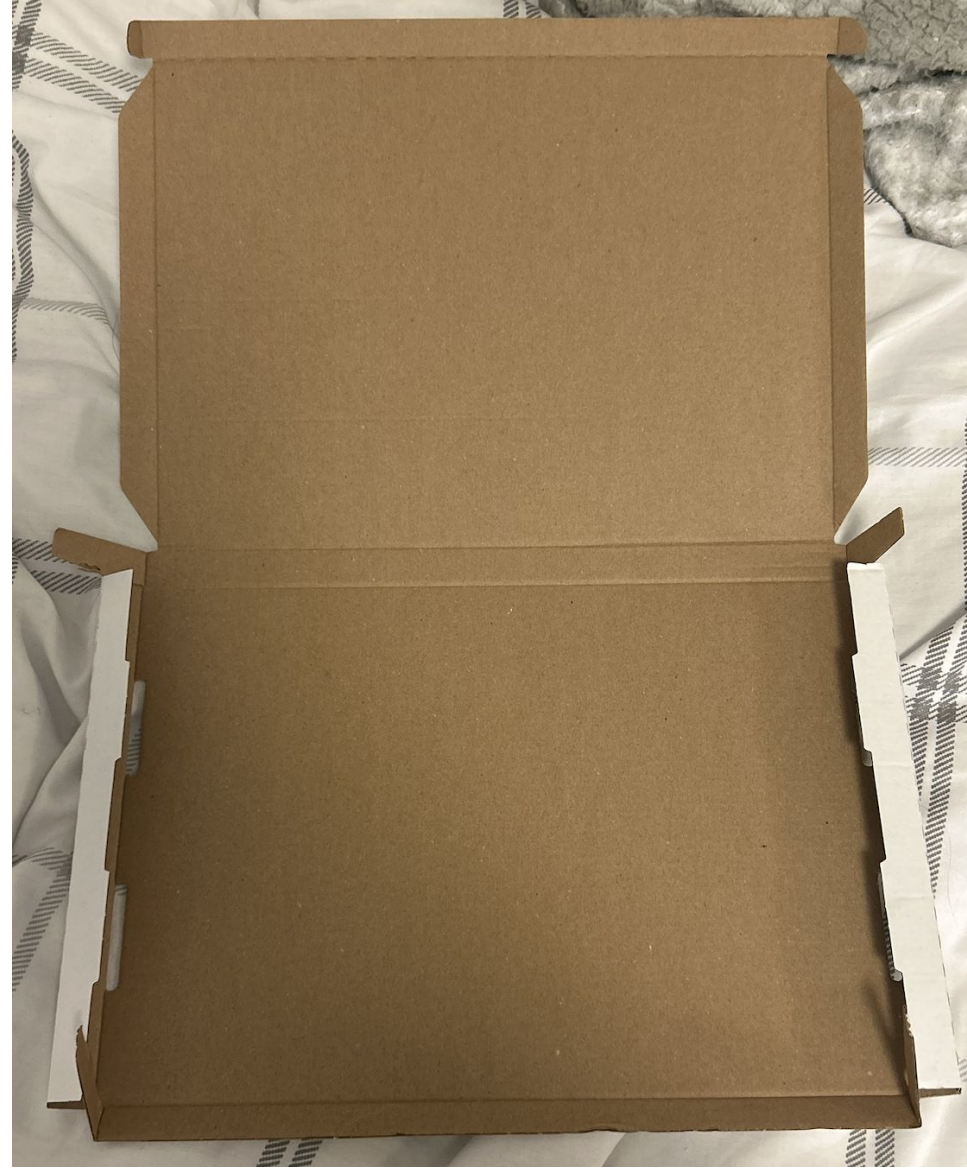
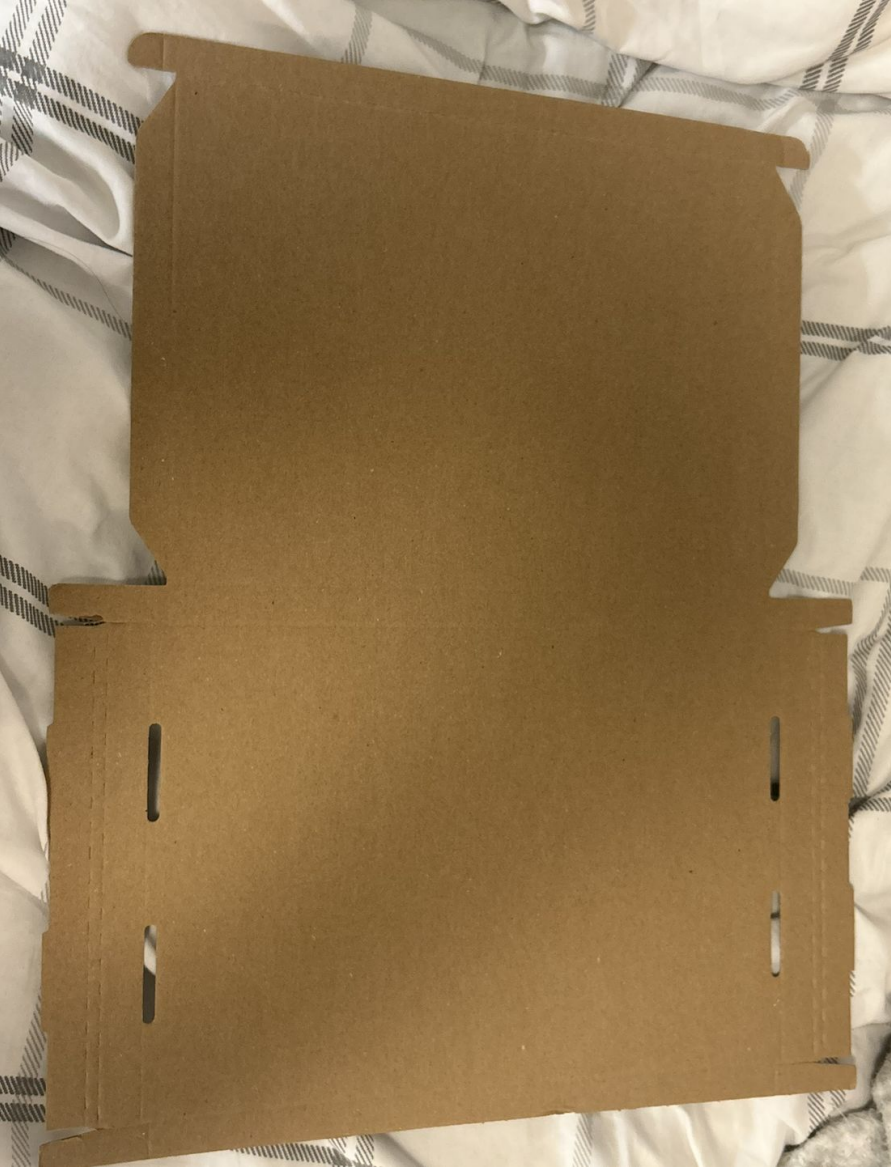
format plans for neuronet box packaging



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mini mockup of the packaging made using paper.



*got cardboard boxes to
use for the packaging -
stronger and
constructed*

