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DESIGN CHALLENGE



swipe for details



Brand Name: Üni

About The Brand: Üni is a new unisex fragrance strategically designed to be the next “it” fragrance for the mid 20-late 30’s crowd. They pride themselves on being a niche fragrance brand.

Brand Descriptors: Exclusive, sleek, gender neutral, upscale, intriguing.

Assignment: Your task is to create a brand identity design for Üni that is reflective of the information provided above. You have full creative control over everything else.

Deliverables:

- Primary logo and alternate (secondary and/or submark)
- Color palette
- Mood board
- Bottle packaging mockup