

1. Will show a visual representation of design styles mentioned in the brief with a description of what they symbolise and the industries that can use it.



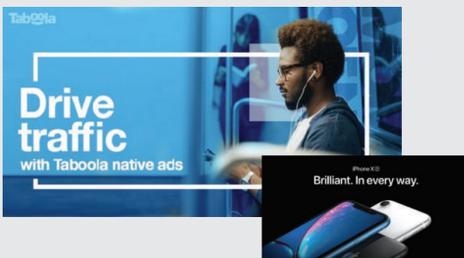
LUXURY

The luxurious style of design is used to advertise products that are very expensive, rare and exclusive in nature. It uses the traditional forms of design in a modern way, the design is uncluttered and minimal with a lot of breathing space.

Colors Used: metallic colors, paired with dark hues or pastel a lot of black and white

Fonts used: Formal Script, Modern San serif combined with light serif fonts

Industries: fashion, jewellery, real estate, automotive and hospitality.



PROFESSIONAL / CORPORATE

The Professional / Corporate style of design is used by organizations who want to make formal impressions on their target audience.

Colors Used: muted colors, blues and greys are seen a lot

Fonts used: San Serif or Modern Serifs

Industries: Finance, Health, Insurance, Consultancy etc.



FUN & FRIENDLY

A design style that inspires fun and usually gives off an informal, rather than rigid, impression.

Colors Used: Bright Colors

Fonts used: Hand Written Scrip & San Serif

Industries: Fashion, Jewellery, Art, Entertainment, Education, Kids



MASCULINE

Masculine design style is stereotypically appealing to men. Details in masculine design may include simple lines, monochromatic theme (black and white) and "rugged" texture.

Colors Used: Dark Colors with neon colors as accents

Fonts used: Bold, Formal Fonts

Industries: Gyms, Handyman Services, Construction, Adventure



FEMININE

The feminine style of design has stereotypically design elements that attract female attention such as soft color palettes, floral and cursive writing

Colors Used: Pastel Colors

Fonts used: Light forms and Cursive Writing

Industries: Fashion, Beauty, Women Products



ARTISTIC / HAND-CRAFTED

The luxurious style of design is usually combines photography with illustrations

Colors Used: No specific colors

Fonts used: Handwritten Fonts

Industries: Business that do a lot of customisation, Creative professions like Interior Designers, Gifting, Florists etc



INFORMATIONAL

The informational style of design is used when a lot of information needs to be provided. Images and info-graphics and often employed in this form of design

Colors Used: Formal colors with bright colors as accents

Fonts used: Formal San Serif Fonts

Industries: Consultancy and Finance



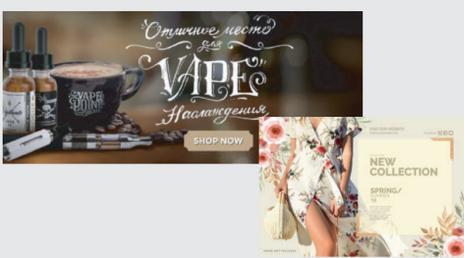
PRICE-CENTRIC

The Price-Centric style of design is used when a business wants to hi-light a sale or cost of a product

Colors Used: All Colors

Fonts used: Depending on Business

Industries: All Industries other than consultancy businesses



VINTAGE

Vintage or retro (short for "retrospective") is a style that is derivative of trends from the recent past. May incorporate rustic, nostalgic elements to invoke the past, ornate ribbons and wreaths and elaborate decorative arts

Colors Used: Uses Tints, Tones and Shades, combined with neutral colors

Fonts used: Old letterpress, Hand-drawn typefaces

Industries: fashion, jewellery, real estate, automotive and hospitality.



NATURAL & ORGANIC

Natural and Organic design is a style use natural elements like leaves, flowers and fresh produce. It can also feel rustic by adding weathered and textured effects.

Colors Used: Greens, Blues, Brown with a splash of red and oranges

Fonts used: Handwritten, San serif and Traditional Serif

Industries: Food, Hospitality, Art & NGO's