

**Sample PPT for IFP 50 Hour Design
Challenge –
Brand Book Category**

Name -

Creator ID -

Images are only for representation

Logo and Name

A write up explaining why this name and logo.

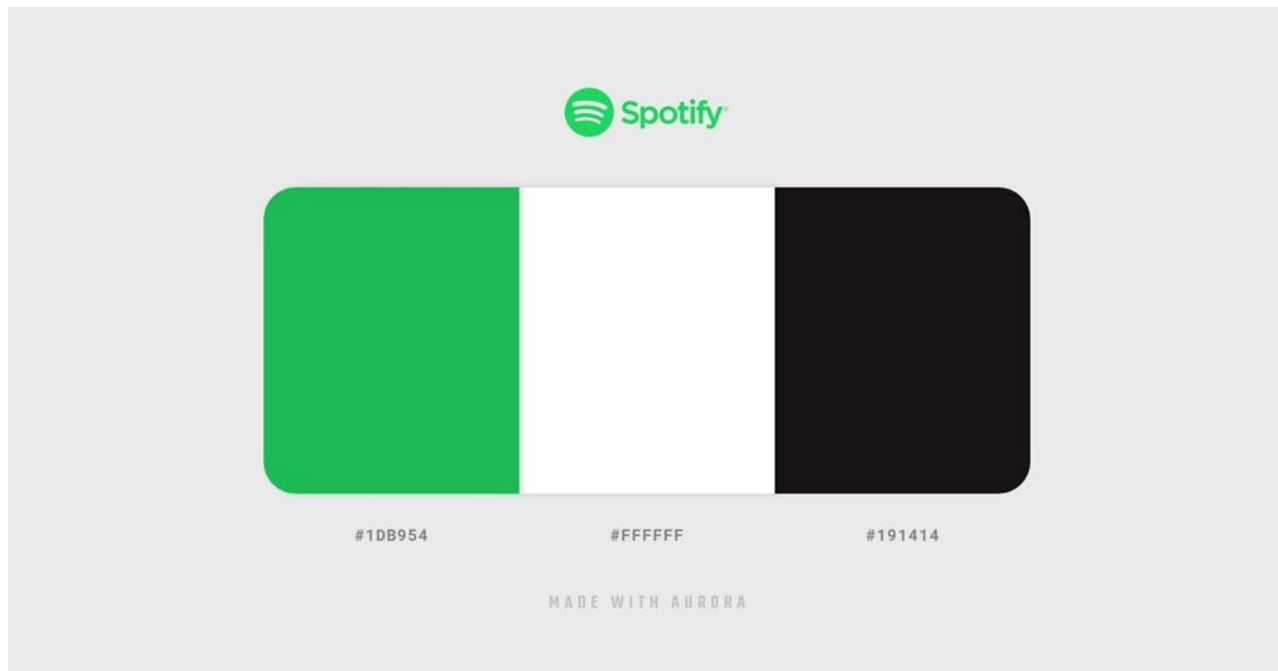


Brand Language

Write up explaining body of words, phrases, and terms that you will use to describe its purpose or in reference to its products.

Images are only for representation

Colour Scheme



Images are only for representation

Brand Logo & its variations



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Font Used

(Write up about 100 words explaining how this font suited your brand language)

For reference:

It was created specifically for the music streaming platform and is designed to be modern and playful. The font features clean lines and a simple sans-serif design, with a minimalist look that is easy on the eyes. It is used for all of the text on Spotify's website, as well as in its mobile app and other branding materials.



Images are only for representation

Images that reflect the Brand



Communication during marketing of the brand

Write up explaining what will be the communication style of your brand, for e.g, formal or informal, appealing the emotions of the audience, or cool and withdrawn.

Print Ad

Things to be mentioned :

1. Newspaper or a magazine ad
2. Size of the print Ad



Nobody can make a **mixtape** for you like we do.

Check out your discover weekly playlist now.

Spotify.com/DiscoverWeekly

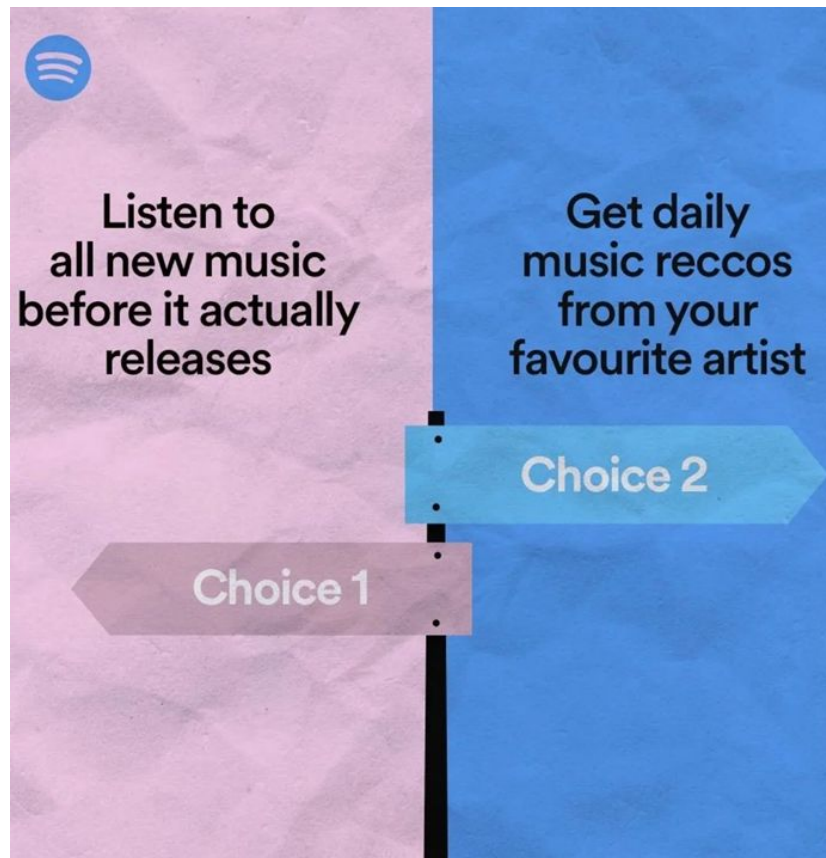
Spotify

The advertisement is a vertical print ad with a teal background. At the top, the headline reads "Nobody can make a mixtape for you like we do." with "mixtape" in orange. Below it, a sub-headline says "Check out your discover weekly playlist now." in white. The central graphic is a stylized cassette tape with a black body, orange window, and white reels. At the bottom, the URL "Spotify.com/DiscoverWeekly" is on the left and the Spotify logo is on the right.

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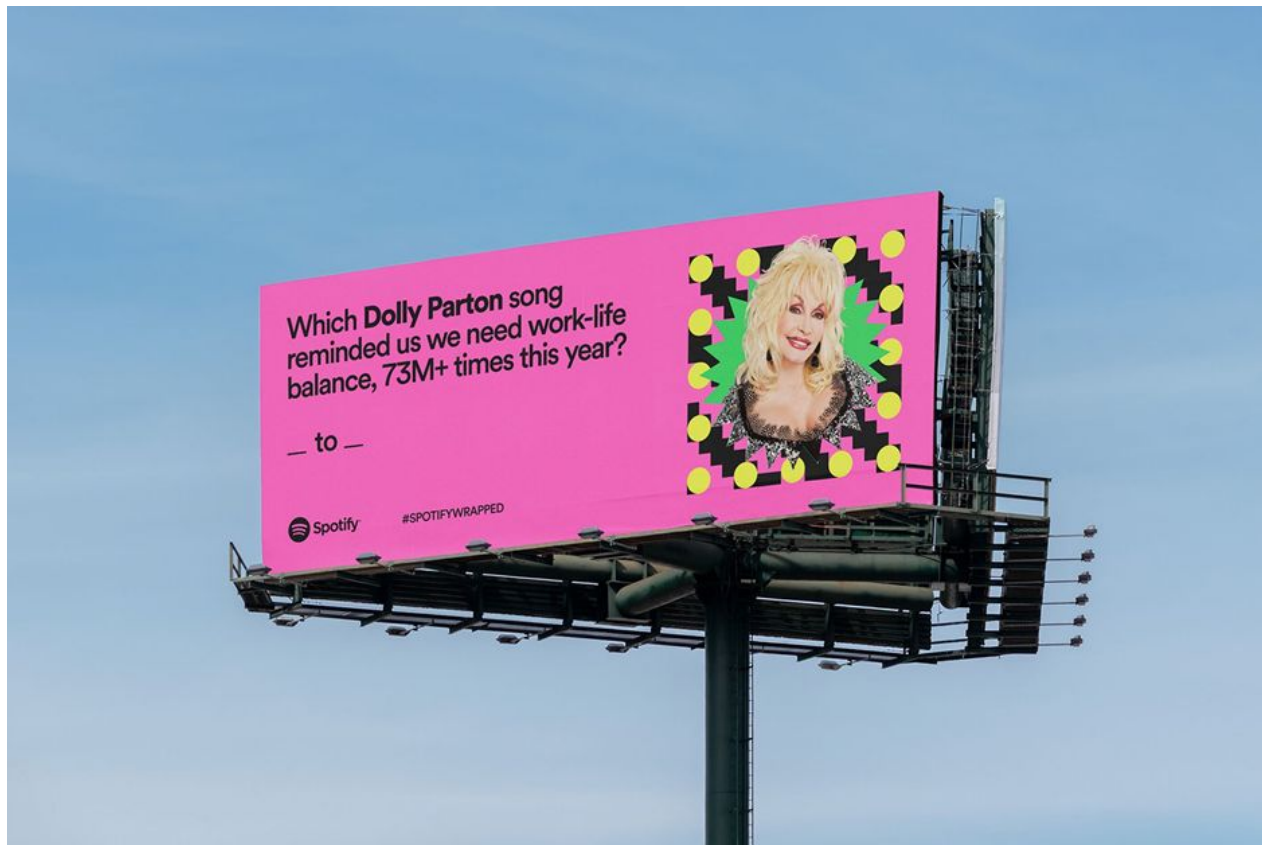
Digital Ad

(can be static or animated)



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Billboard Ad



Images are only for representation

Merchandise



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Packaging

To be imagined as per the theme given. It will depend on whether the design in question is a product or service. The participant may figure this accordingly.

**For any questions or queries, contact us on
+91 97272 99070 or mail us at care@ifp.world**