

By AI WRAP

Brand Guidelines

AI WRAP Brand Guidelines

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Portfolio Design

Brand Guidelines

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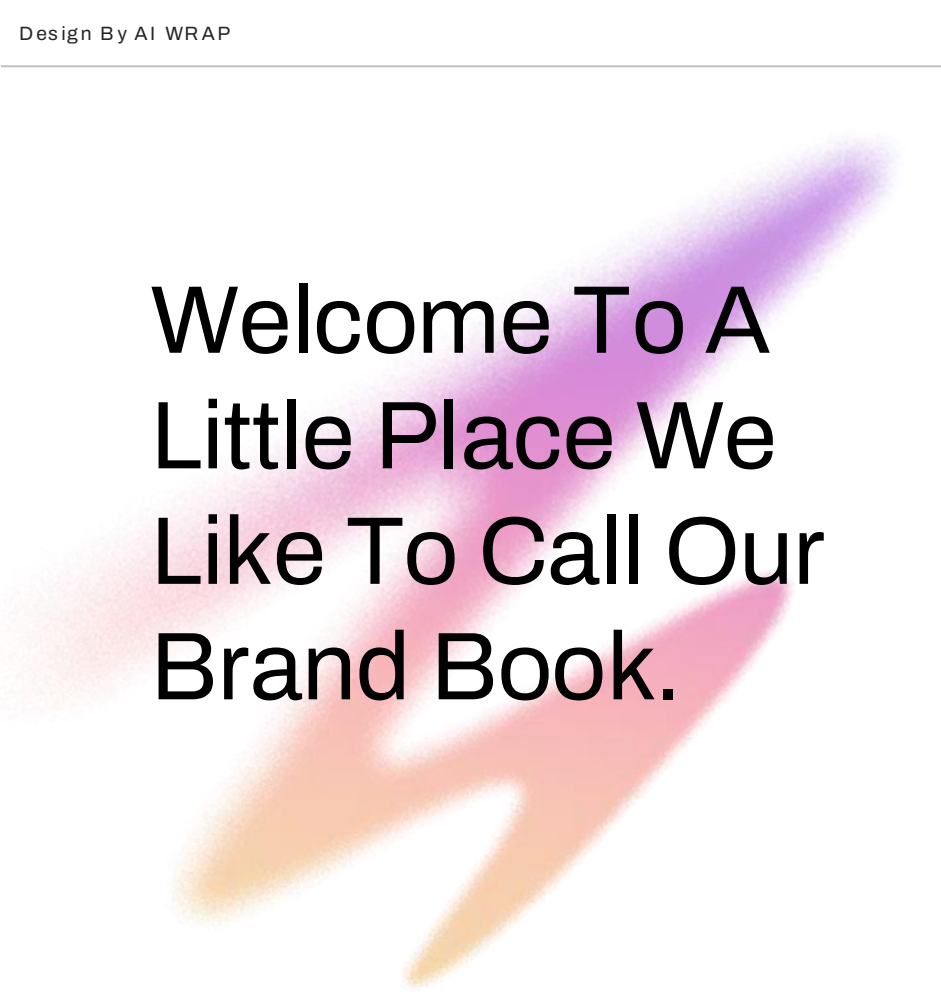
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Welcome To A Little Place We Like To Call Our Brand Book.

Introduction

Portfolios are collections of work designed to demonstrate the breadth of our skills and experience.

This deck should give you an overview of our expertise in design. Don't hesitate to reach out with any questions, or if you want to discuss any of your ideas in depth.

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Newglo

Newglo, was founded in 2005 by Isabelle and Marco Pacchioni out of a passion for aromatherapy and natural active ingredients, taking the market by storm by democratizing aromatherapy with the first "ready-to-use" products. A range of safe, effective, and easy-to-use products! They are both early adopters of aromatherapy's effectiveness in treating everyday health and are supported in this adventure by their son Rocco, and Florence, Marco's sister.





Mofeel

mofeel



Ever since the first outbreak back in December 2019, millions of lives and occupations of the entire population have fallen under the severe destruction of COVID-19.

Looking on the bright side, the global pandemic is a boost to human's awareness of their own life quality; meanwhile being a motivation for the development of pioneering technologies, including smartphones, smart-watches and facemasks that help with detecting threats and keeping ones safe and sound.

Those inspirations led to the birth of Mofeel - a representation of our strong belief in a future where humans and technology all join hands, bringing the field of Community Health Care to the next level.



m.

Logo Concept

Think about Mofeel as a smart healthcare center where all the leading and innovative technologies are applied into improving the wellbeing of humans. With the slogan "Feel Good Life" and consistent use of eco-friendly materials, Mofeel's products and solutions aim to enhance life quality. We thrive to enrich our customers' experience and help them "Feel More". The states of being Clean, Modern, Friendly, Delicate, Safe, Lasting are also the attributes being delivered in each of our well-crafted products.

Palette



#E12291



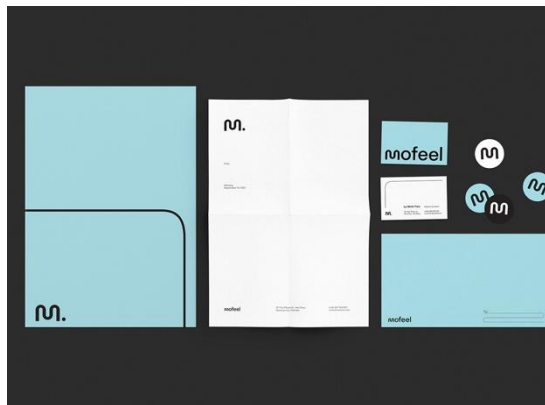
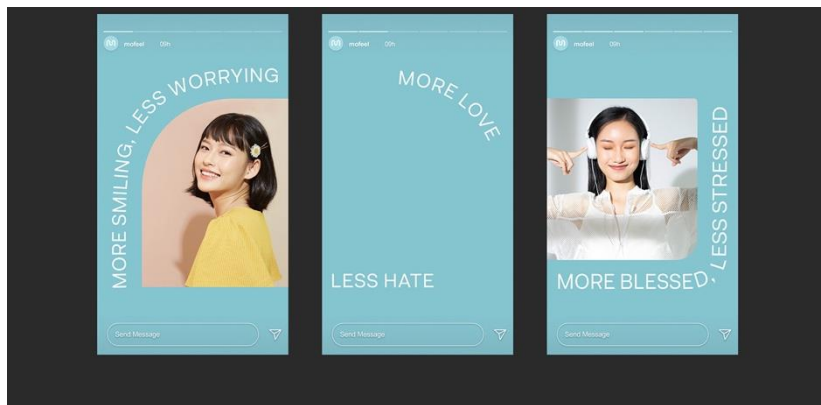
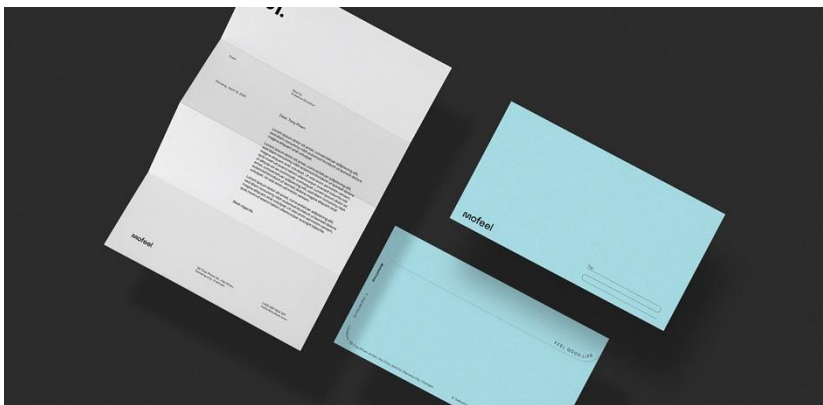
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#E12291



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Mini Notebook

Welcome to the N-mini notebook, a safe place to keep your "n" marvelous ideas whenever they pop up in your mind. The N is small enough to carry in every pocket and suitable for multiple uses. It could be used as a logo sketchbook, journal, logbook, memo pad, or diary...



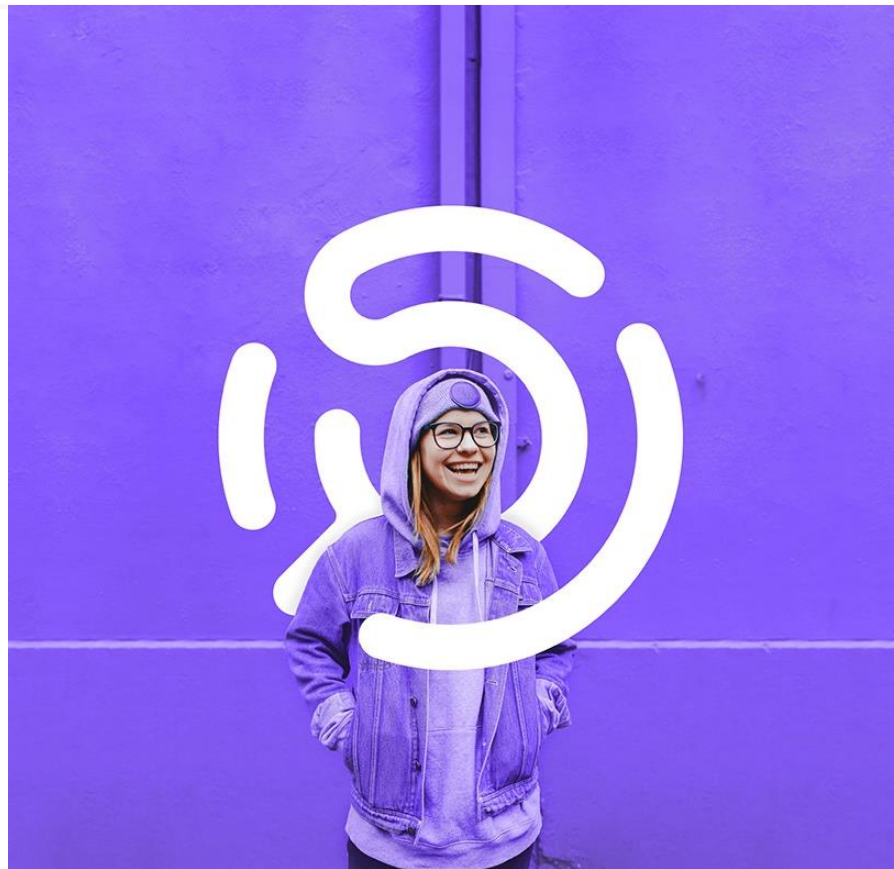
This five-pack lets you instantly color-code your note-taking purpose. Let's fill these notebooks and make your ideas shine bright with humor, talent, and creativity inside you.



Searchify

Searchify is a hosted service, which means that it runs on our servers over your Internet connection, what we like to call "in the cloud." Using Searchify saves you from having to do any system administration tasks or pay for hardware.

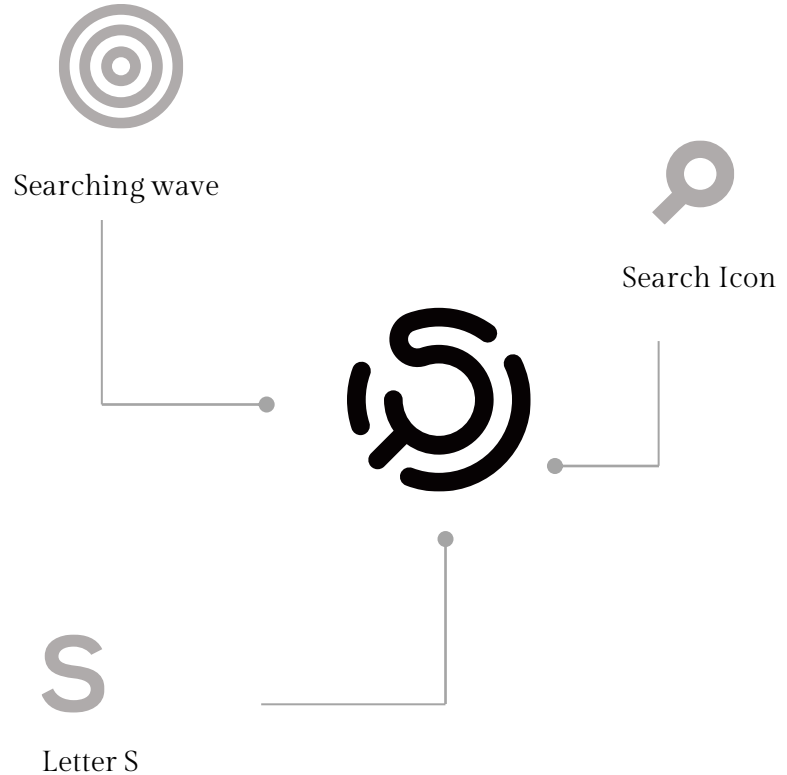
You can use Searchify to create a finely-tuned search function for your web site or application. If you have content you want your users to find, but you don't want to deal with complicated coding and system administration tasks, Searchify is for you. Check out our clients and plug-ins page.

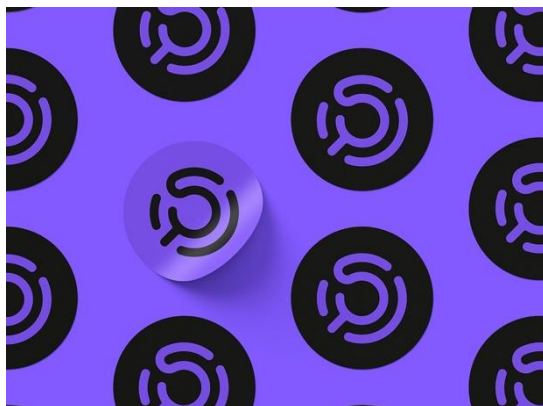
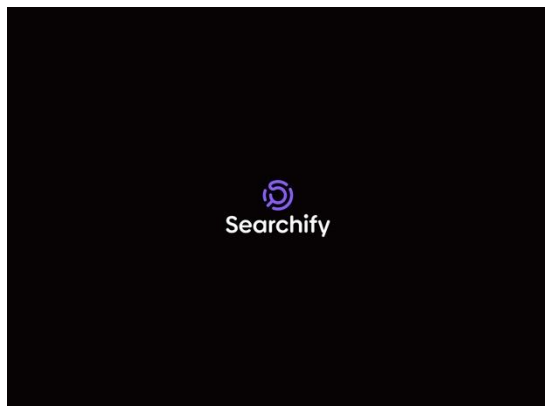
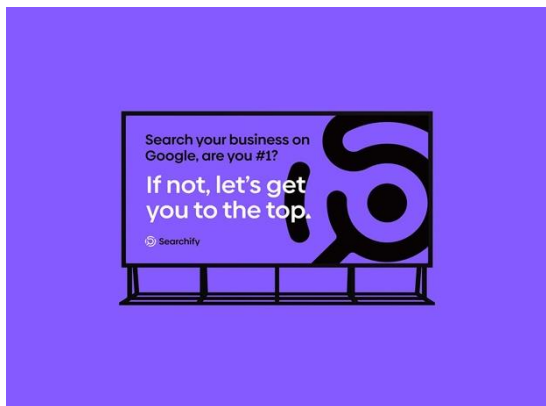
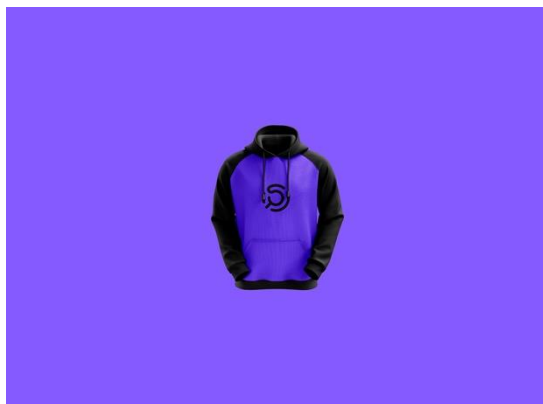
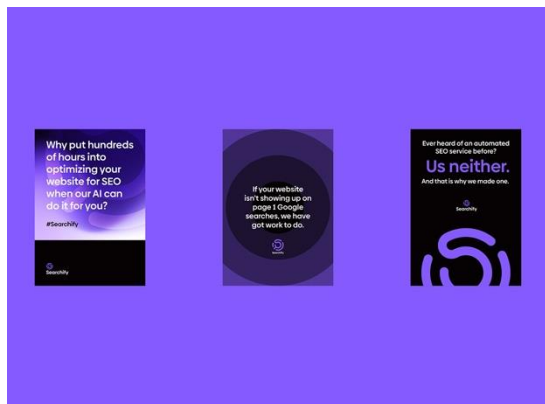
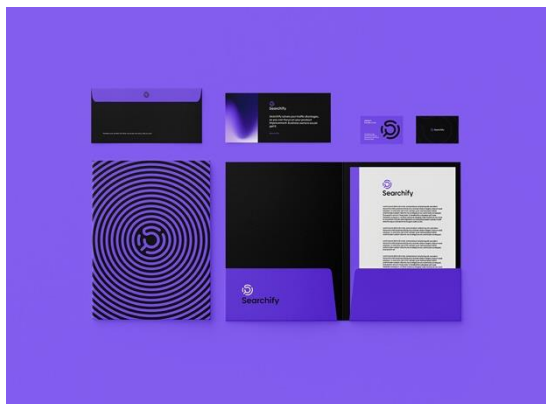


Logo Concept

Searchify is an SEO-related business that will bring machine learning and automated services SEO to domains. It is a tech-based company. Providing software as a service.

The symbol emphasizes the precision and collaboration at the heart of the searchify. The logo is composed of three shapes search icon and flagship that rely on its partnerships: between mimosa and its community,





Mimosa

Mimosa has been providing customized wood crafting solutions in Rome since 2010. Using the highest quality materials, we design, fabricate and finish residential and light commercial cabinetry and woodworking. We create custom cabinetry for kitchens, bathrooms and laundry rooms that are just as functional as they are beautiful. We also specialize in building quality built-in storage and entertainment units, fireplace mantels, closet storage systems, custom furniture and more.



Logo Concept

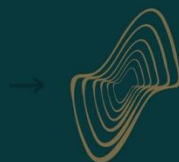
The symbol emphasizes the precision and collaboration at the heart of the mimosa. The logo is composed of two shapes wood and flagship that rely on its partnerships: between mimosa and its community,



client's flagship product
- chair



wood



logo



#E12291



#E12291



#E12291



#E12291

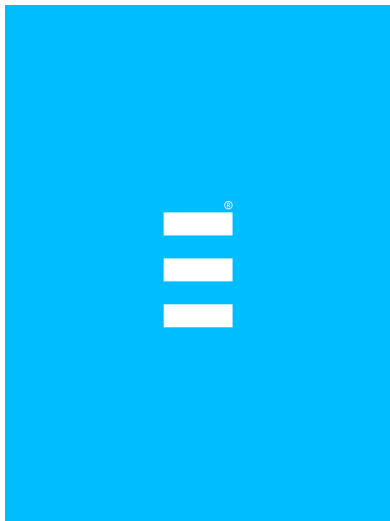




A visual identity that attracts people and makes customers love

- Stationery
- Posters
- Website
- Packaging



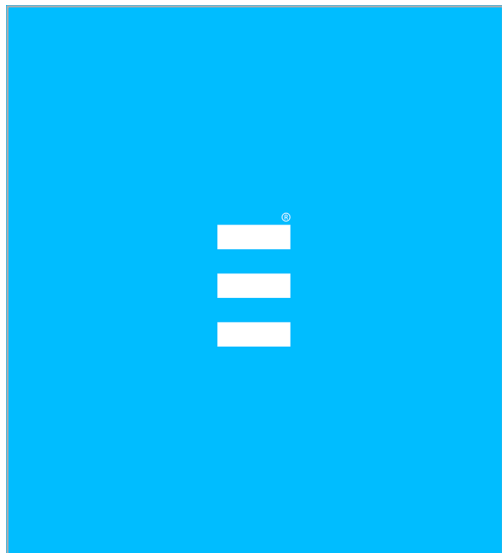


Chemistry Coffee

Chemistry Company serves coffee and culture to people who love America. They develop explosive roast profiles with the same mission focus learned as military members serving this great country and are committed to supporting veterans, law enforcement, and first responders. With every purchase you make, we give back.

The great thing about this project, when you look back at it. Is that you really notice how far research can get you and how it expands your horizons and then when you go back to basics you get a whole new take on it. Honestly, you couldn't reach one without having visited the other first.

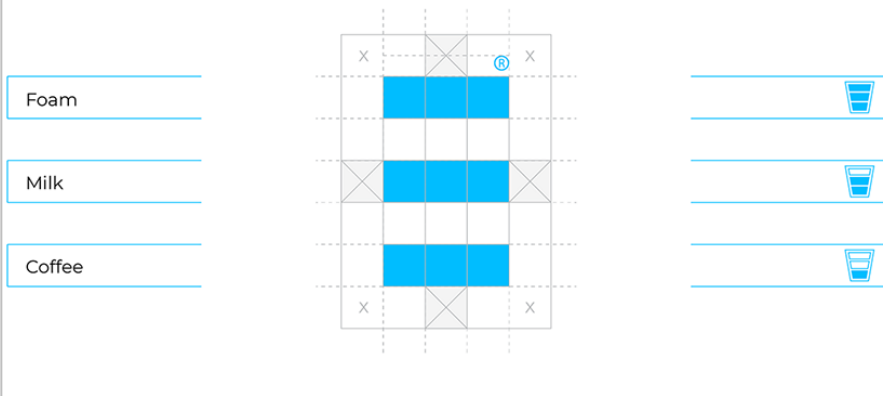




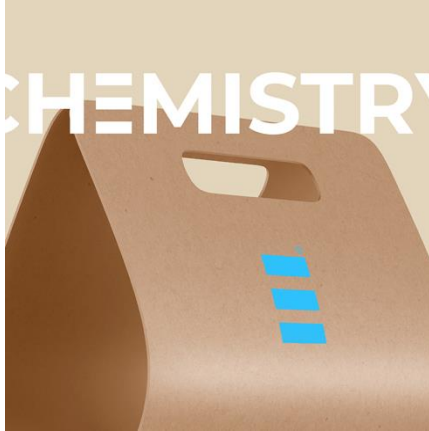
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Logo Concept

3 Layers can make everything, everything!

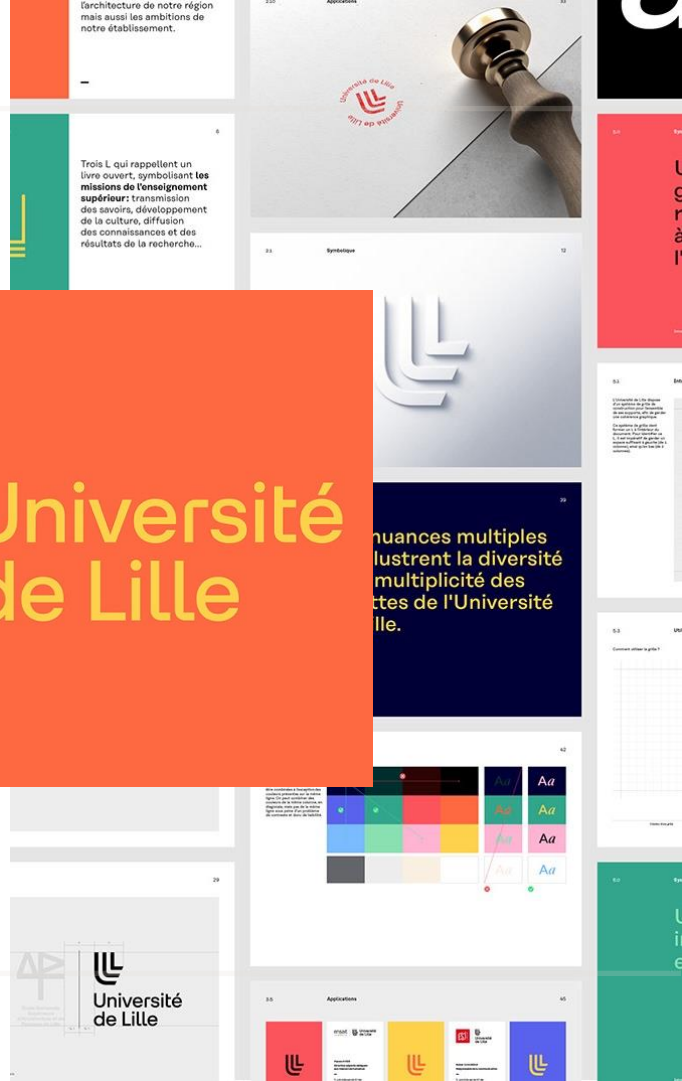


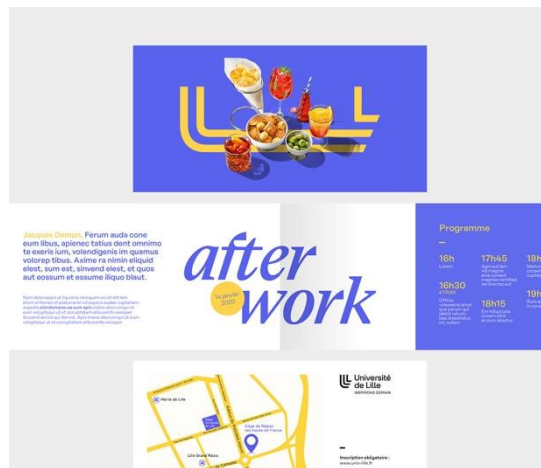
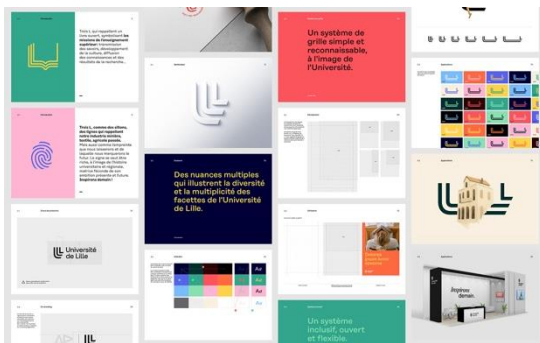
Many coffee drinks consist of three layers: Coffee, milk, and a rich layer of foam. We were inspired by the brand name itself, these distinctive blue marks for the measurement lines of laboratory vessels



Université de Lille

Université de Lille is a new "EPE" (experimental public institution), now including the students of the former Université de Lille, Lille School of Journalism (ESJ Lille), Lille National School of Architecture and Landscape (ENSAPL), National School of Textile Arts and Industries (ENSAIT) and Sciences Po Lille. Université de Lille is the university of social, economic and environmental transition. It's a project that brings the completeness of French knowledge to the doors of Northern Europe.





A university at the heart of global transitions, a major force in higher education

- Stationery
- Posters
- Website
- Packaging

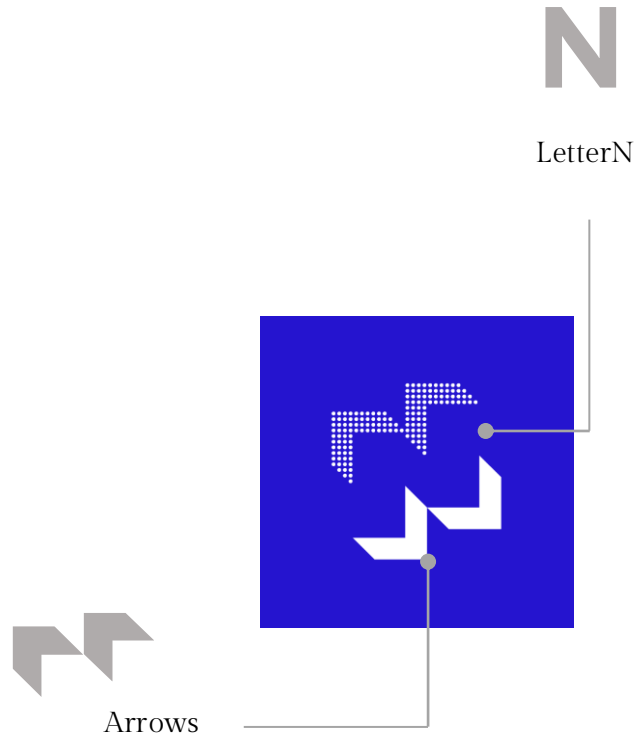
Nevers

Nevers is built like a capital that a child can visit" wrote Marguerite Duras. Probably the most beautiful homage to this city, is the prefecture of Nièvre, located in the heart of France. Nevers is a city rich in history and heritage. Yet, like many medium-sized cities, its demography is on the decline, leading to the inevitable economic slowdown. Nevers is often described as a "sleeping beauty" and it is precisely this image that we have sought to change.

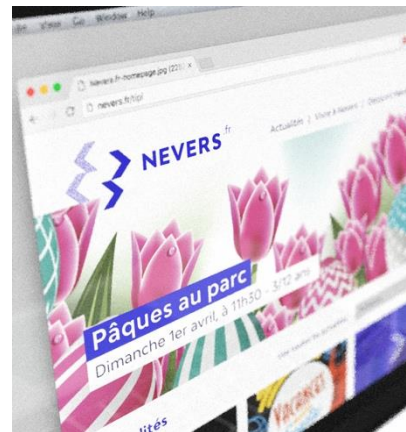


Logo Concept

The logo is designed in a modular way. In its initial configuration it draws the letter "N", but it can be recomposed in a thousand ways... The idea of movement is written into his DNA. These arrows seem to open up as if to unfold the city's potential.



A visual identity that looks to the future



- Stationery
- Posters
- Website
- Packaging



Uay

UAY - is a software development company based in Switzerland. We had the pleasure to create a functioning brand style, branding elements, and supporting identity system.



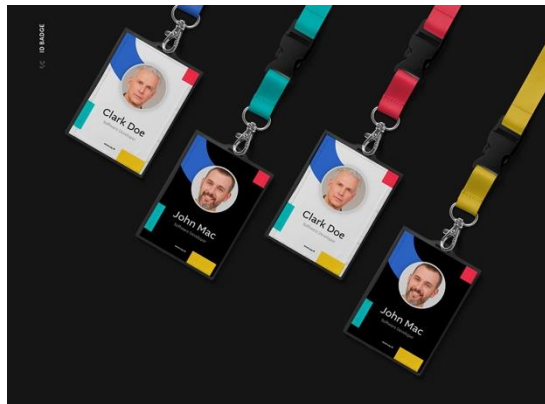
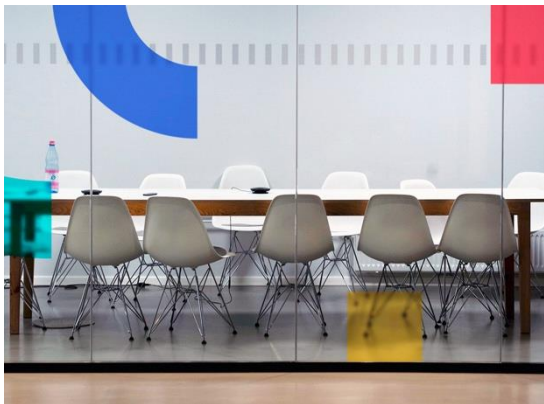
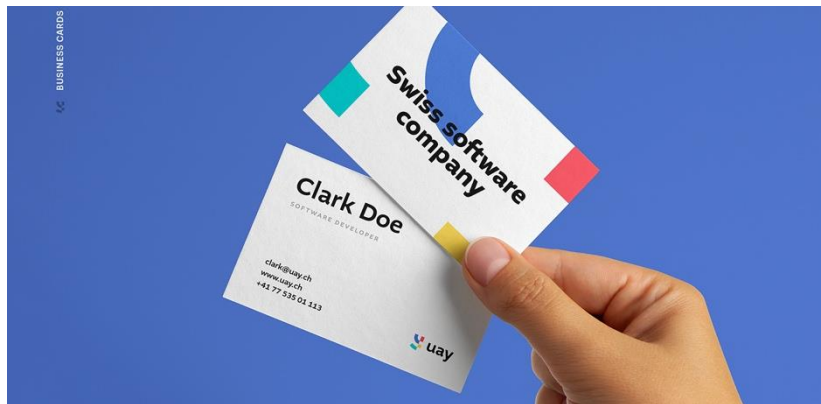
Logo Idea

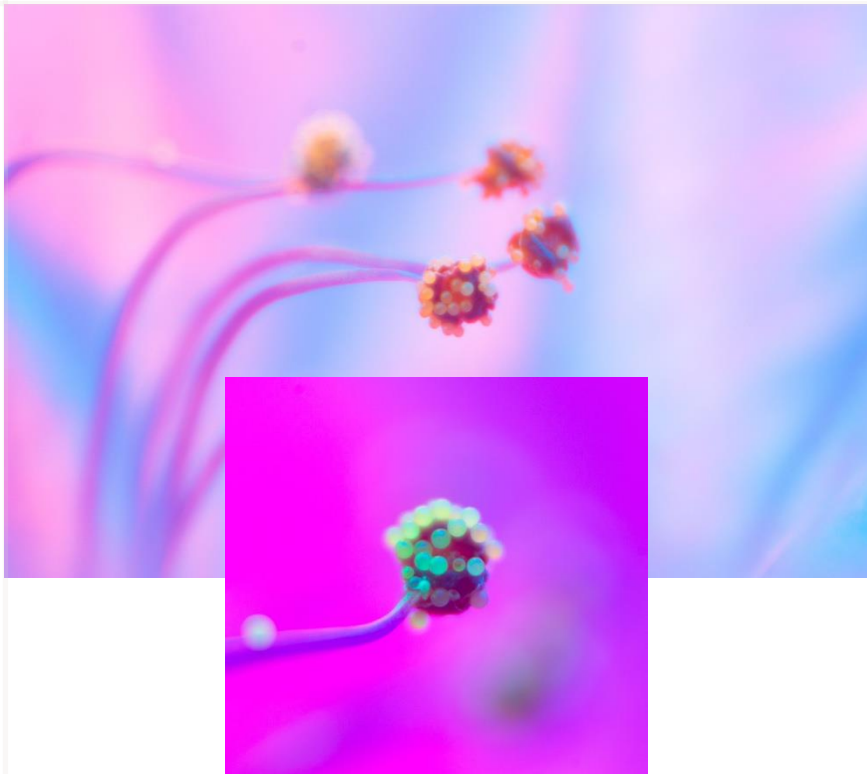
Logo icon construction consists of 4 simple geometrical elements that combined the present U and Y letters monogram.

Our Role:

- Brand Strategy
- Brand development
- Branding Elements
- Brand Identity system

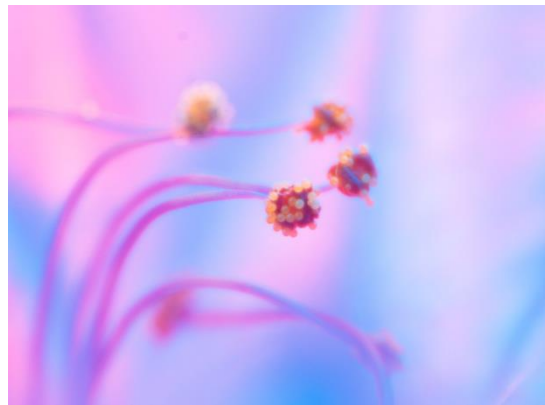
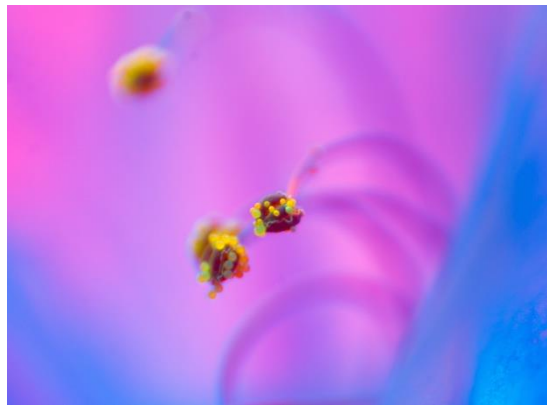
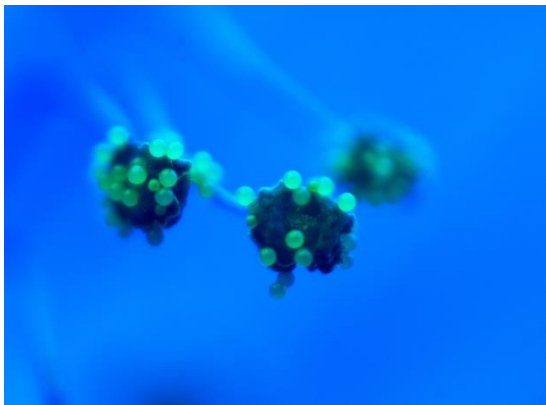






Flower Caviar

We had the opportunity to work with the Caviar team on the new flower collection release films. We designed a fun abstract world to allow the original flower to be transformed into its new flower form. This campaign was blast. Lots of thanks to everyone involved and to Caviar for letting us have push the boundaries and get a little surreal along the way.

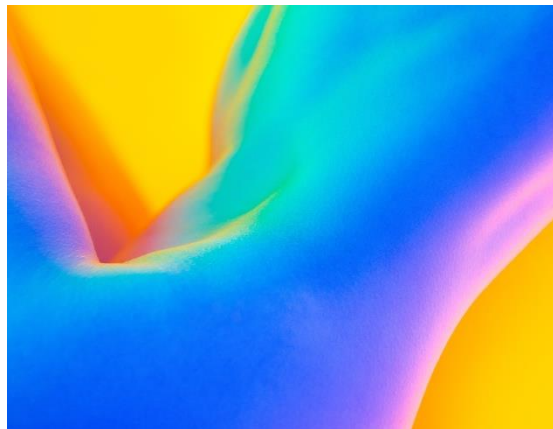
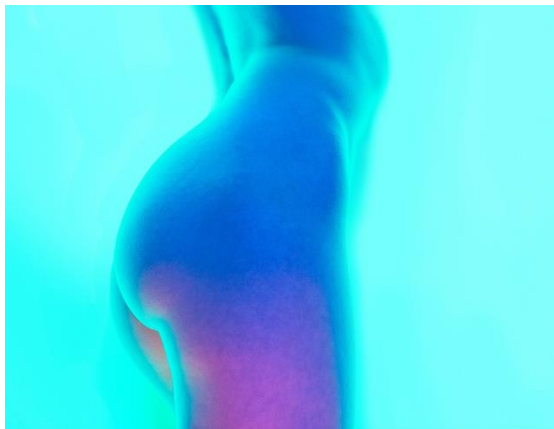
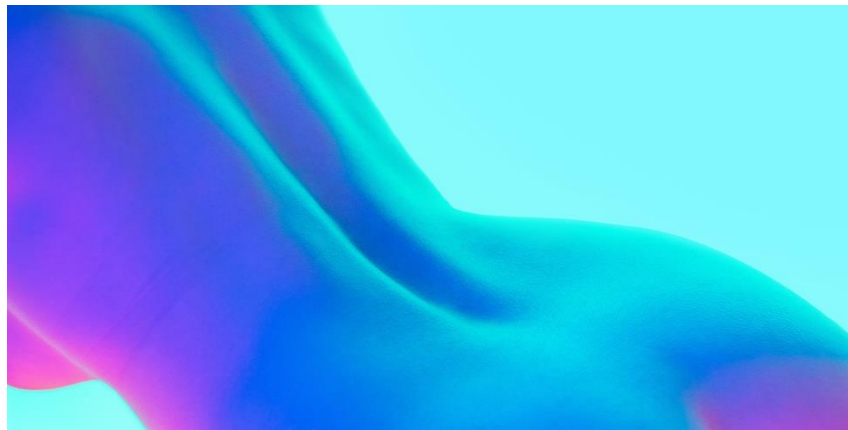
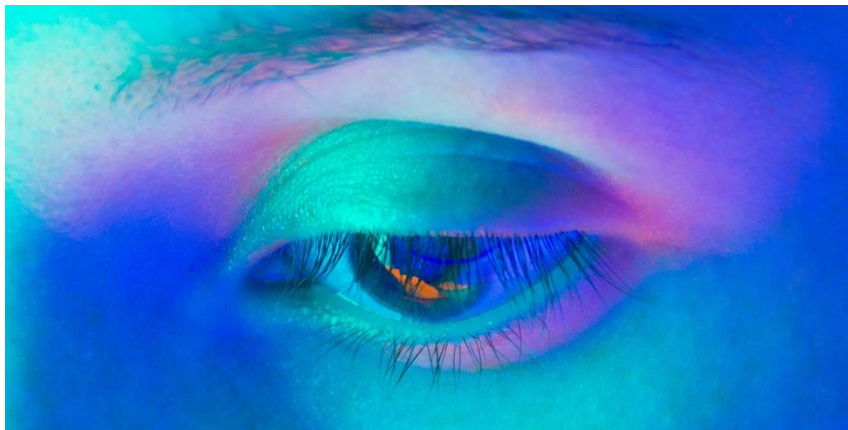


Cold Shell

Another upcoming trend among photographers that is sure to be on the rise is the use of photography color gels or filters. This technique allows for endless possibilities, creating interesting colorful lighting situations for the photographed object. When using two or more different color shades, beautiful color fadeings and contrasts are created which cannot be replicated in Photoshop.



Cold Shell is an experimental photography project. The color-popping series uses of neon colors and sensual imagery to advertise the iconic soft drink company.





Our Awards

Logolounge book 12

LogoWave 5 - 3rd place Award

LogoLounge 10 + 11

Los Logos 8

Branding Elements Logos 4

Logo Talks IV

Logo Talks III

CounterPrint Monogram Logo



Behance Portfolio Award

Branding Served 17x

Student Show 8x

Wacom Gallery

SVA Portfolio's

Cover Design: Publish

Advanced Photoshop

Photoshop Magazine

DESIGN PORTFOLIO

THANK YOU

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