

SO SHOW US WHAT YOU DID AT ZENIT THIS FALL



STUDENT:
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INTERNSHIP AT:
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A FULL SPECTRUM
DESIGN AND
INNOVATION AGENCY
FOR PRODUCT, DIGITAL
AND SERVICE DESIGN

I can't show you,
but I can tell...

During my internship at Zenit Design, I've been involved in many different projects. Unfortunately, I'm not allowed to go into detail about them here. However, I can give you a general idea about the work behind one branding project I've been part of.

First step: A company contacted Zenit and wanted help developing and designing an electrical vehicle charger. The design process for the product began. Second step: The company was new and when the brand name was decided, I was introduced to the project. Third step: The branding process started with a lot of research, analyzes and inspiration hunting. Identifying and studying potential buyers and users, creating a business model canvas, benchmarking and defining the brand values were some of the activities done in this step. Forth step: Next up was to visualize the outcome from step three. I worked on ideas for logotypes, brand colors, product colors, a pattern and

typography. Fifth step: Now it's time to discuss with colleagues and make final adjustments before presenting the concept to the client. Sixth step: Presenting to the client, receiving their feedback and toggle between step four, five and six for a while. Seventh step: With the design set, I started building the brand book with guidelines on how to use the brand elements. Eighth step: The brand elements are put into practice. The logo is placed on the charger and typography, brand colors and graphical elements are used on the packaging and user guide.