Project 1 Report

Home Security Cameras

Branding and Packaging

Guide: Sanjay Shakdher, Anisha Shakdher
Proprietors: Bounce Communication Design

By- Anupriya Kashyap

Brand Identity

- Infocus
- Insight
- Night Vision
- ICam
- Hawk Eye
- WatchDog

Font Family Avenir

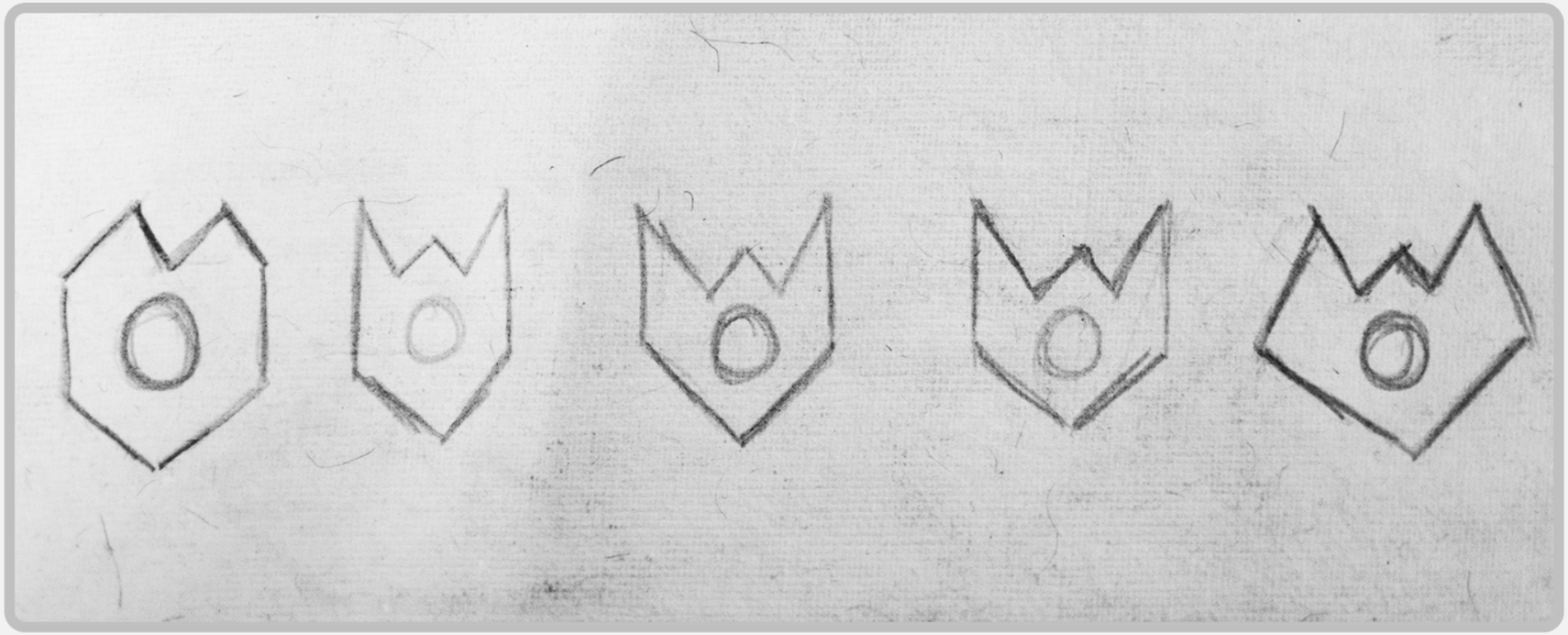
Concept - well Connected Network + Day & Night

Symbol

Initial Sketches

Watchdog

Final Visual Identity



Grey proofing inside, or a sheild to give the logo a strong structure. It forms a stronger protection layer which symbolises security.

This symbol gives the essence of the name i.e Watchdog, it has an abstarct form of a dog's face, it is black to repesent night as the Camera has good night vision and works 24 hours. It has a batman kind of a feel to it, i.e bat-man's costume which symbolises this brand as a superhero that protects the common people.

Camera Aperture, as the brand is of a security camera company. This symbol gives a hint of what actually the brand is about, what does the company sells.

Sheild

R 167 C 29
G 169 M 22
B 172 Y 22
K 0

Dog+Batman+Night

R 0 C 75
G 0 M 68
B 0 Y 67
K 90

Aperture

R 237 C 0
G 27 M 92
B 43 Y 80
K 0

Logo

Packaging

Considered Points

USP of the product: motion detectors, sensors, alarming system, connected to network

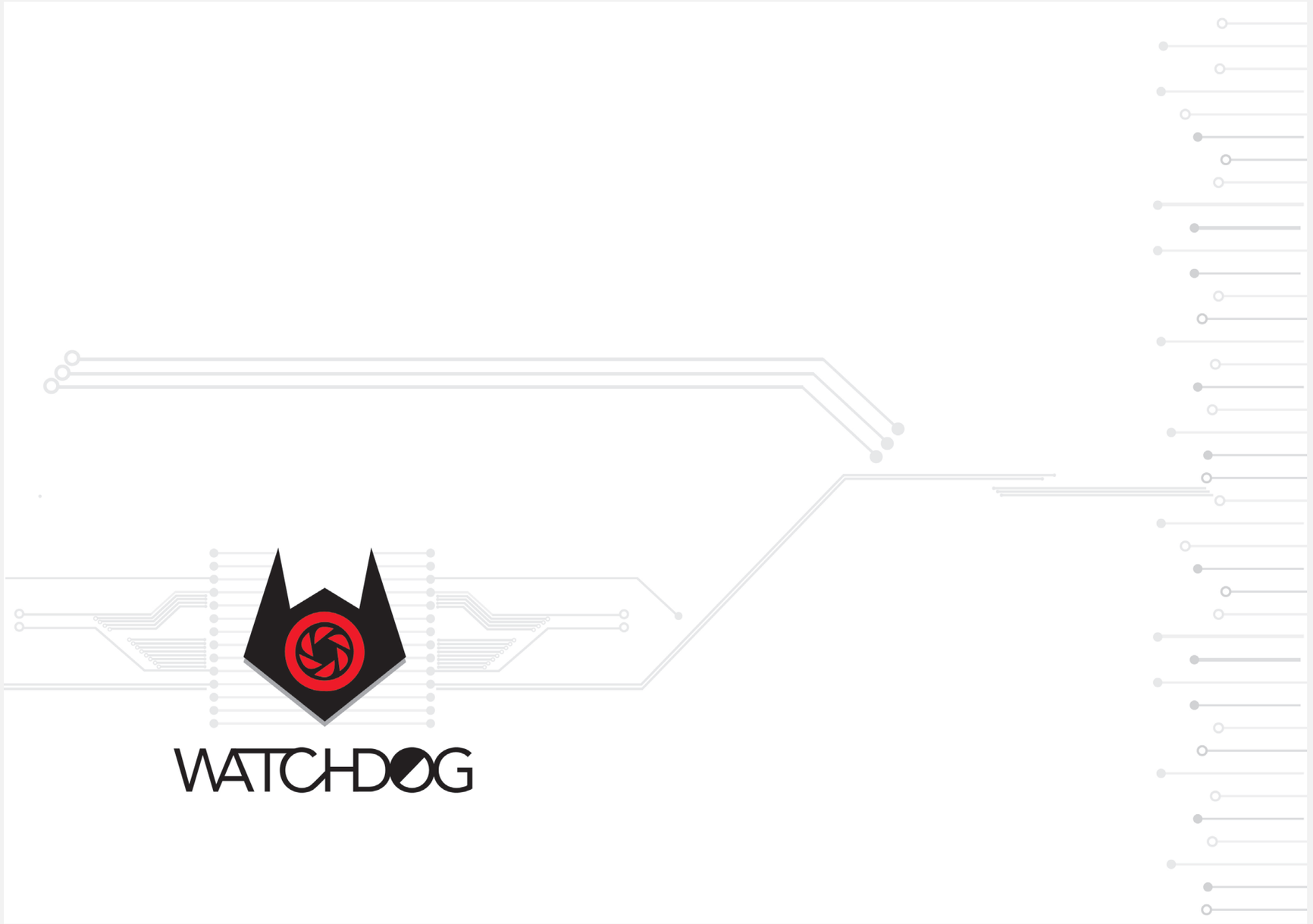
Client Requirement: simple, minimal packaging, reference- Apple

User Study: what is user understandability,appeal, need

Concept 1

Nodes and Network

Front of Pack



Side of Pack

For Tech Support:
1800 666 666, 1800 777 777, 1800 888 888

Mail Us at:
Sales@watchdog.net

Reach Us at:
Watchdog Securities Private Limited
66, Sector-6, Gurgaon- 110053

Network Camera

Full HD 1080P, 2.0Megapixel
Outdoor Vari-focal IR Bullet IP Camera
SONY 1/2.5" IMX 122 CMOS Progressive Scan Sensor
Hi3516C Processors
3.0~9mm (3.0Mega) Japanese Vari-focal lens
Dual Stream 1080P/D1 real-time
Support ONVIF 2.02, with WDR function
Support Free CMS, with POE

NVR:Network Video Recorder

ADN-1616-1080P-H8Ex (1080P, 16CH, 8HDD)
ADN-2424-1080P-H8Ex (1080P, 24CH, 8HDD)
H.264 Compression, Full HD 1080P,
Full 16/24 Channel 1080p recording
Dual stream 1080P/1 Real-time,
8HDD (SATA, Max.4TB),Support ONVIF 2.2,
Support Free Admin Vision CMS, Mobile apps & DDNS

Mockups

color variation white

color varation brown

Concept 2

Nodes and Network with Product Illustration and Icons

Front of pack

Indoor/Outdoor Duty

24/7 Monitoring

Motion Detector

Alarming System

WATCHDOG

Watchdog Security Cameras and Alarm System

Friend You can Trust Upon!

Mockups

color varation white

color varation brown

Concept 3

Packaging skin with real Product Picture

Front of pack

WATCHDOG

Security Cameras and Alarming System, for your Home and Buisiness Safety.

Side of pack

WATCHDOG

Safety for your home or business.

Supports WiFi, IOS, Android Devices.

Back of pack

WATCHDOG

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5 YEAR WARRANTY

666 78787879

Mockups

WATCHDOG
Safety for your home or business.
WATCHDOG
Security Cameras and Alarming System, for your Home and Business Safety
WATCHDOG
WATCHDOG
Safety for your home or business.

Concept 4

FOP with product picture and most important icons
BOP with product descrition and more graphic icons
SOP graphic icons

Front of pack

color variation white

WATCHDOG

Security Cameras and Alarming Systems

Motion Detector | Indoor/Outdoor Duty | 24/7 Monitoring | Alarming System

Side of pack

WATCHDOG

Safety for your home or business.

Supports WiFi, IOS, Android Devices.

Back of pack

WATCHDOG

Perfect for your home or business place
Highly adjustable and portable
Low light viewing
Infrared detection for night vision.

360° 360 defree view

Cloud storage
DVR hard drive for recording
Web access

HD High Definition video

Remote viewing
access through all your devices
Ease of accessibility

Network Camera

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NVR:Network Video

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Front of pack
color variation grey

Side of pack

Back of pack

Mockups

color variation white

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WATCHDOG
Security Cameras and Alarming Systems
Motion Detector
Inside/Outdoor Dvds
24/7 Monitoring
Alarming System

color variation grey

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Indoor/Outdoor Duty
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Thank You!