

Project 1 Report

Home Security Cameras

Branding and Packaging

Guide: Sanjay Shakhder, Anisha Shakhder

Proprietors: Bounce Communication Design

By- Anupriya Kashyap

To Whom It May Concern

This is to certify that Ms Anupriya, student of IDC, IIT Bombay interned with us from 10th May 2014 to 20th June 2014 as part of her M Design course with specialization in visual communication.

She was entrusted with the task of creating a packaging framework for a home security company. We found her to be a keen learner who used conceptual thought processes to create a unique design that was appreciated by her peers.

We wish her the best for the future.



Sanjay Shaktiher

Director & Business Head

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Preface

I wanted to work and get exposure in the area of branding and packaging so I chose Bounce Communication Design in Gurgaon. Learning about the various parameters considered when it comes to a Visual Brand language of a product, studying users for the product.

I was given a complete project on Branding and Packaging of a home security company. From developing the name of the company, designing its logo to its complete packaging.

About the Workplace

Bounce Communication Design is an established design Agency established since 2001. Bounce Design offers a unique blend of graphic design and brand starategy design to reach the target audience.The essence of the brand and that every communication has a purpose which has to be kept in mind while designing is given topmost importance.

Introduction

With the increasing rush in metro life, when we leave our beloved people and things almost daily. To keep them secure and be satisfied of their well being there is an increase in need of home and business security cameras. The USP of the camera that the company is going to launch is that it is one of the most high technology camera with motion detectors, sensors, an alarming system that is connected to a well form network. It also connects and shows the photage on our android and ios devices, has connectivity through wifi and is accesible through Internet on the go.

Brand Identity

Infocus

Insight

Night Vision

ICam

Hawk Eye

WatchDog

WATCHDOG

Font Family Avenir

Concept - well Connected Network + Day & Night

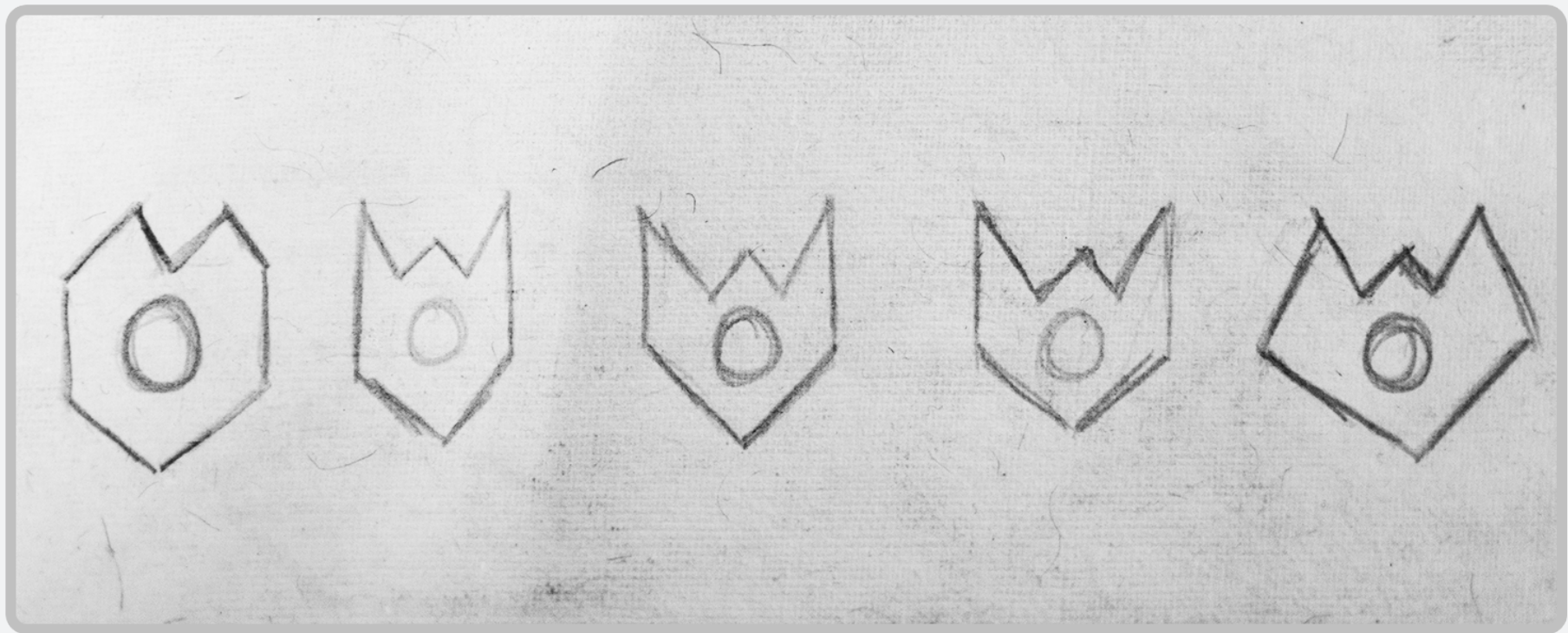
Symbol

Initial Sketches



Watchdog

Final Visual Identity





Grey proofing inside, or a shield 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 abstract form of a dog's face, it is black to represent night as the Camera has good night vision and works 24 hours. It has a batman kind of a feel to it, i.e batman'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

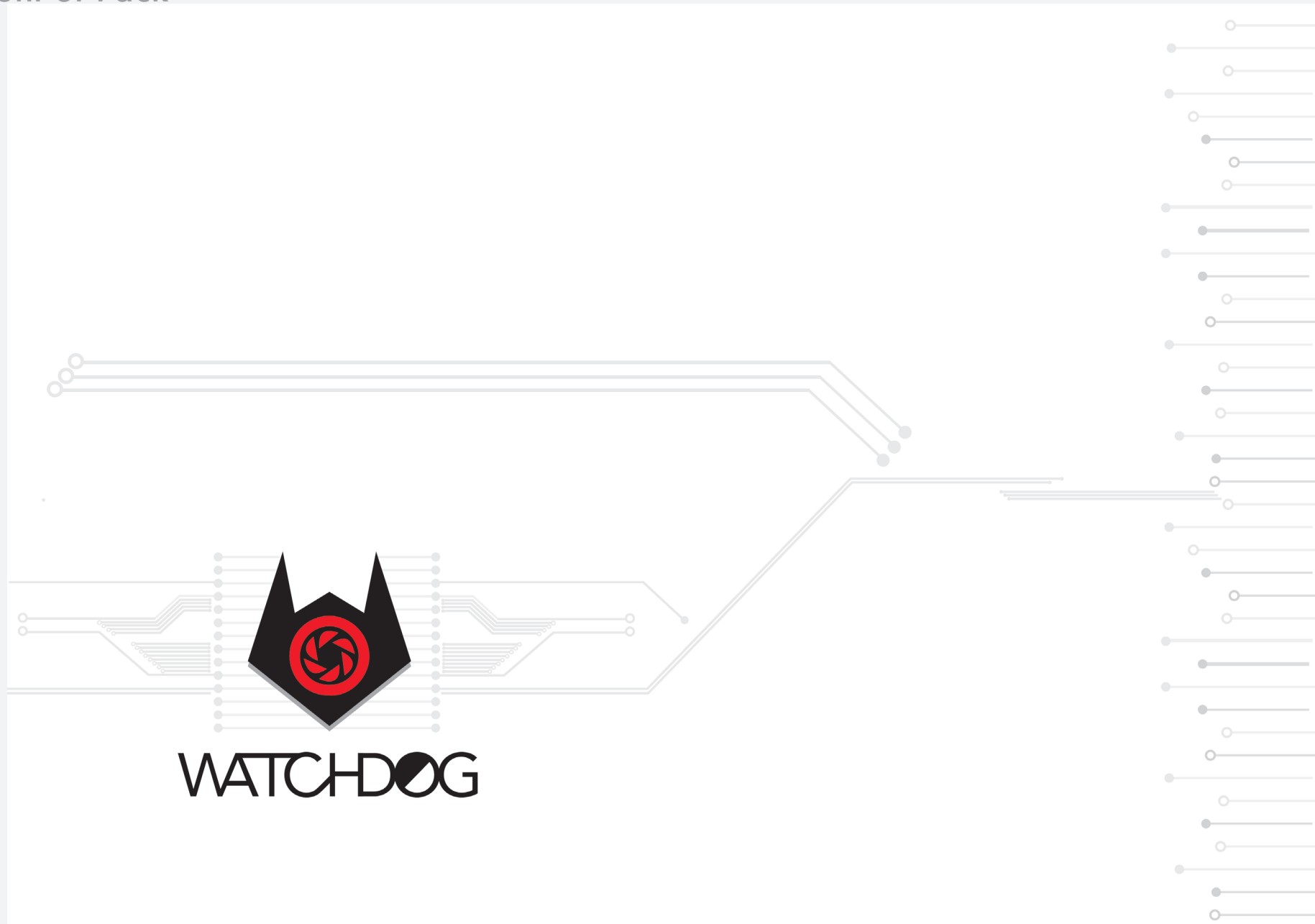
User Study: what is user understandability, appeal, need

Concept 1

Taken the USP of the product i.e sensors, network and alarming system into consideration the first idea that clicked was:

Nodes and Network

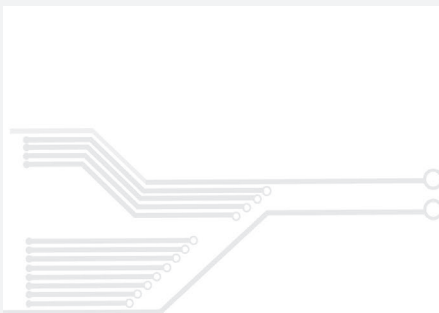
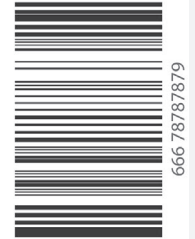
Front of Pack



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 variation brown



Concept 2

The first concept needed improvement because of its complexity and the client's requirement was to have a picture of the camera on the box, and they didn't want anything near the logo. So I came up with this concept in a different way.

Nodes and Network with Product Illustration and Icons

Front of pack



Indoor/Outdoor Duty



24/7 Monitoring



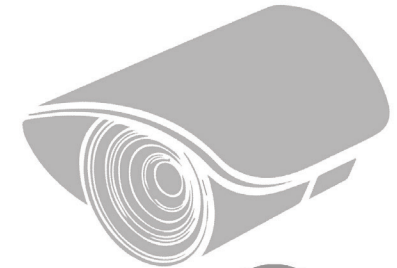
Motion Detector



Alarming System



WATCHDOG



Watchdog Security Cameras and Alarm System

Friend You can Trust Upon!

Mockups

color variation white



color variation brown



Concept 3

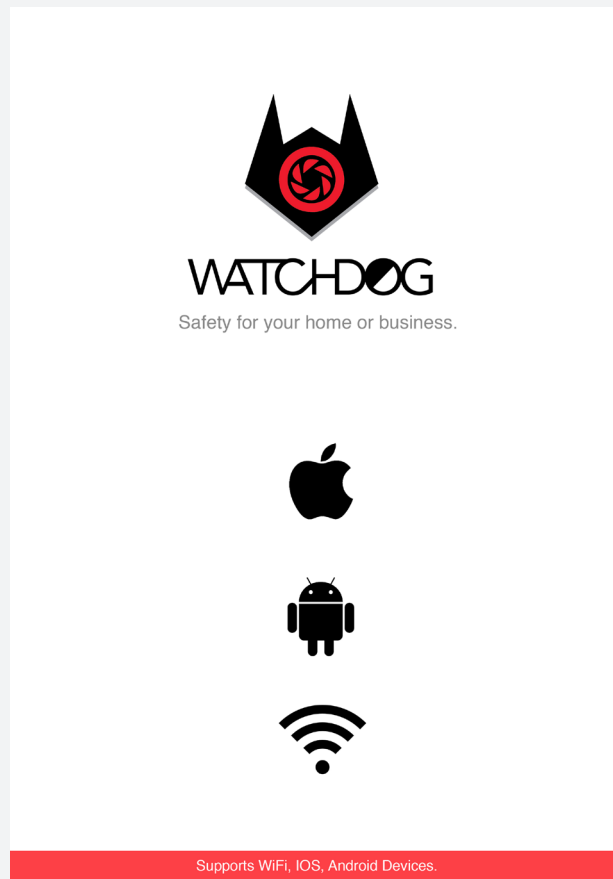
This concept is with a high a resolution of the product picture, cutout of additional small pictures that gives user a hint what the product does, the picture at the front apeals to the user.

Packaging skin with real Product Picture

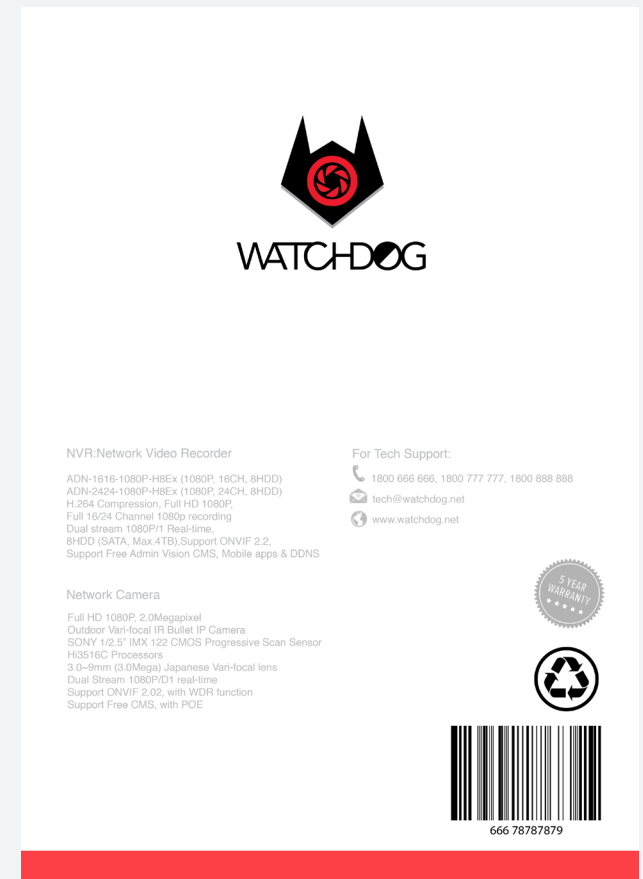
Front of pack



Side of pack



Back of pack



[illegible]

Concept 4

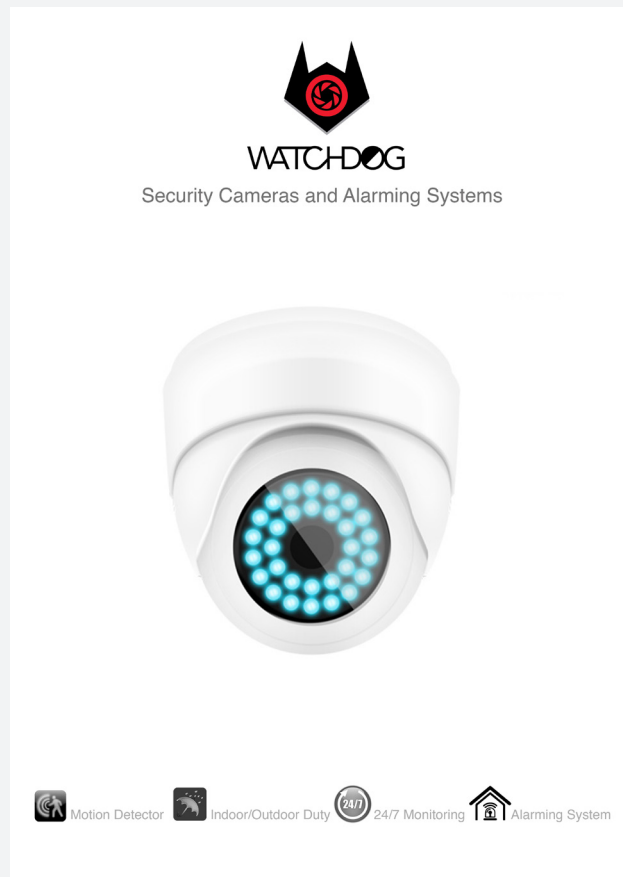
The client needed the front of pack to be more neat and icons instead of pictures to show the users what the product actually does and what is it's USP. The following concept was the final one with front of pack with least but important icons, a product picture and the back of pack with product description and more graphic icons to describe the product qualities.

FOP with product picture and most important icons

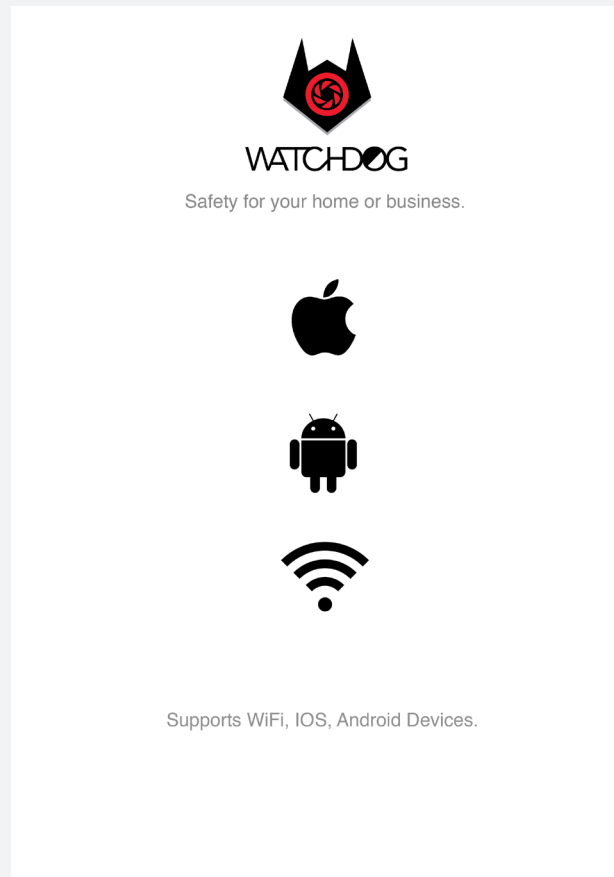
BOP with product description and more graphic icons

Front of pack

color variation white



Side of pack



Back of pack



Front of pack

color variation grey



Side of pack



Back of pack



Mockups

color variation white







color variation grey



