





The Playful side

Don't you dance when no ones watching?
Everyone has this crazy side deep inside and we love it!

Thats why we decided to dance while everyones watching,
because we want everyone to be part of the dance. This side is
reflected on some of our products that contain bold colors or
patterns. Playfulness is usually attached to our brand's icon,
the Zebra.

Be careful, not to mix between the two personalities, each one has
its usage and timing.





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BRAND IDENTITY STANDARDS

LOOK AND FEEL BOOKLET

VERSION 1.0 JAN 2021

HOW WE PERCEIVE OUR MASTERPIECES?

Photography Style:

1- Minimalizm

When it comes to product styling, using a specific number of products and add-ons is very tricky, as we believe that the main focus of our photoshoot must be Drowzy's item yet, adding minimal touches give our product more life.



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BRAND IDENTITY STANDARDS

LOOK AND FEEL BOOK #1

VERSION 1.0 JAN 2021

HOW WE PERCEIVE OUR MASTERPIECES?

Our Photoshoots

It might sound stereotypical, yet the main principle in photography is that there are no strict guidelines, there are a number of set up synthesis rules, to increase the effectiveness & reach of the visuals, in order to be perceived the Drowzy way.

**DROWZY -25**

HOW WE PERCEIVE OUR MASTERPIECES?

Photography Types**Material Shoot**

Materials always play a big role when purchasing a product, that's why it is always really important to show the different materials / colors / components of the product. This is mainly to create a trust based relationship with the buyer.