BRAND IDENTITY



ART DIRECTION

BRAND IDENTITY

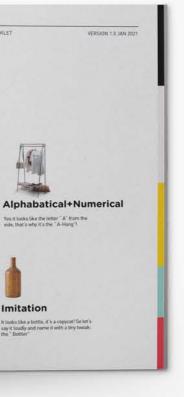






product design technique.

ART DIRECTION



DROWZY -06

BRAND IDENTITY STANDARDS

LOOK AND FEEL BOOKLET

The Playful side

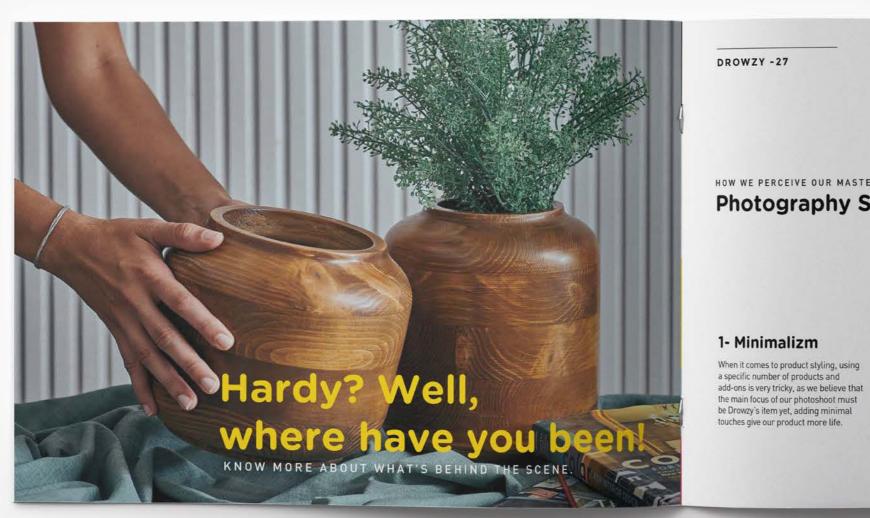
Don't you dance when no ones watching? Everyone has this crazy side deep inside and we love it!

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.



BRAND IDENTITY



DROWZY -27

HOW WE PERCEIVE OUR MASTERPIECES? Photography Style:



BRAND IDENTITY STANDARDS

ART DIRECTION



DROWZY -24

BRAND IDENTITY STANDARDS

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.



ART DIRECTION



Photography Typ



Material Shoot

Materials always play a big role when purchasing a product, thats 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.