



UNICASE

Logo & Branding Guideline

Creative Brief



Background

UNICASE is an app that let users to create and customize phone cases by just using their phone. It is a platform for everyone since it is easy to use, including most of the popular phone models, and has different types of good quality materials to pick. They can either take a picture or upload an image to make the most unique phone case that no one would ever have.

Target Customers

- 20 to 35 male and female
- Smart phone users
- Does not require much income

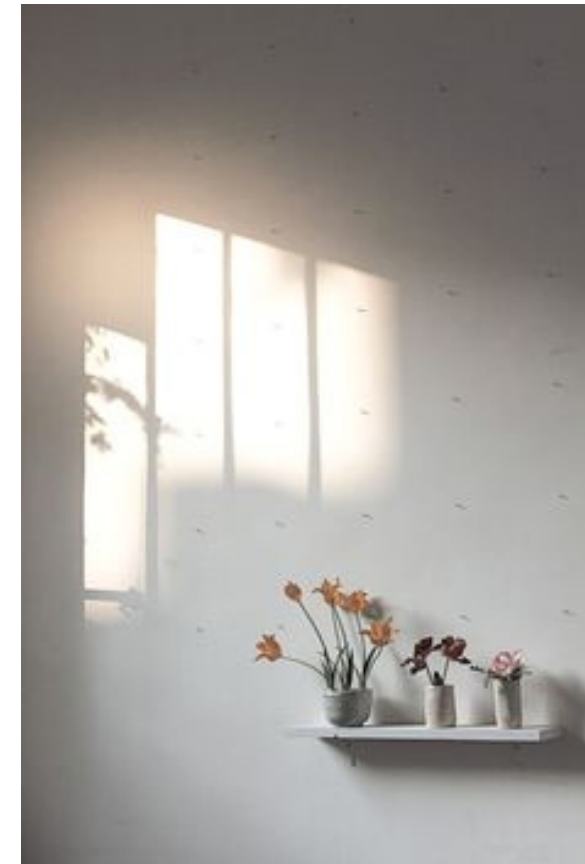
Tone

Mainly black or white text with background image to create the elegant and minimal feeling.

Obstacles

To make the text readable with background image

Moodboard



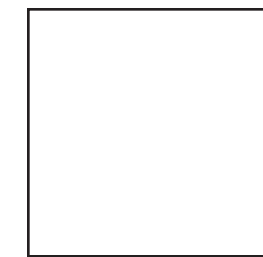
Logo & Font Specifics



UNICASE is the short form of unique case, which represents that you can create your own unique phone case by using the app. The logo is created by “uni”, the letter n on the top, u at the bottom, and i is the camera of the phone. It only has simple lines because the theme and style of UNICASE is minimal, so the logo is as simple as possible. There are only black or white version depends on the background, which is also because of minimalism. Normally, the background would be a photograph because the main idea of UNICASE is to use a photograph to create a phone case. Since the logo itself is a phone, it looks like a frame and creates a small special phone case with the photo at the back. The font being used is Lato. It is a san-serif type-face, which matches the theme of UNICASE. The body font is Open Sans, which would be used on body paragraphs.



C: 0 R: 35
M: 0 G: 31
Y: 0 B: 32
K: 100
#231F20



C: 0 R: 255
M: 0 G: 255
Y: 0 B: 255
K: 0
#FFFFFF

Logo/ heading font: Lato

Body font: Open Sans

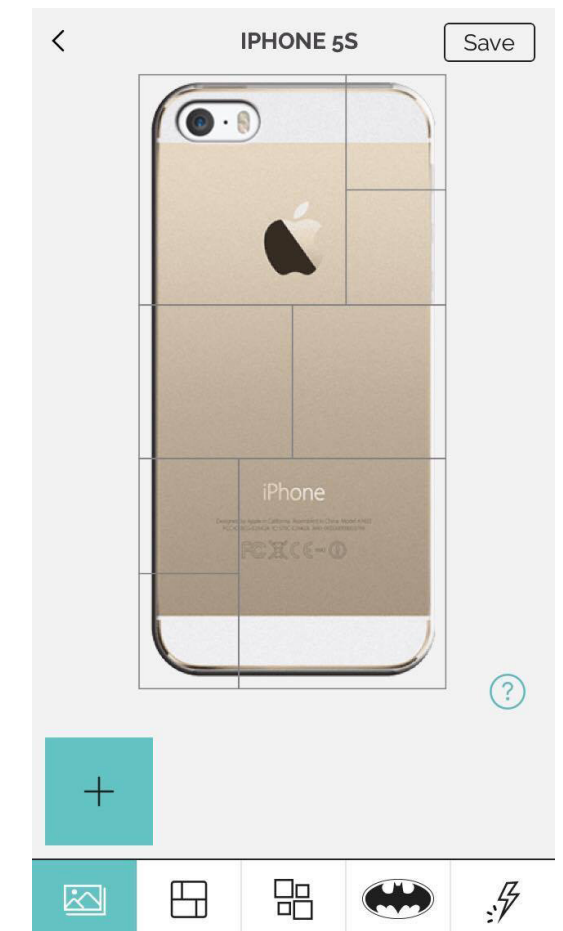
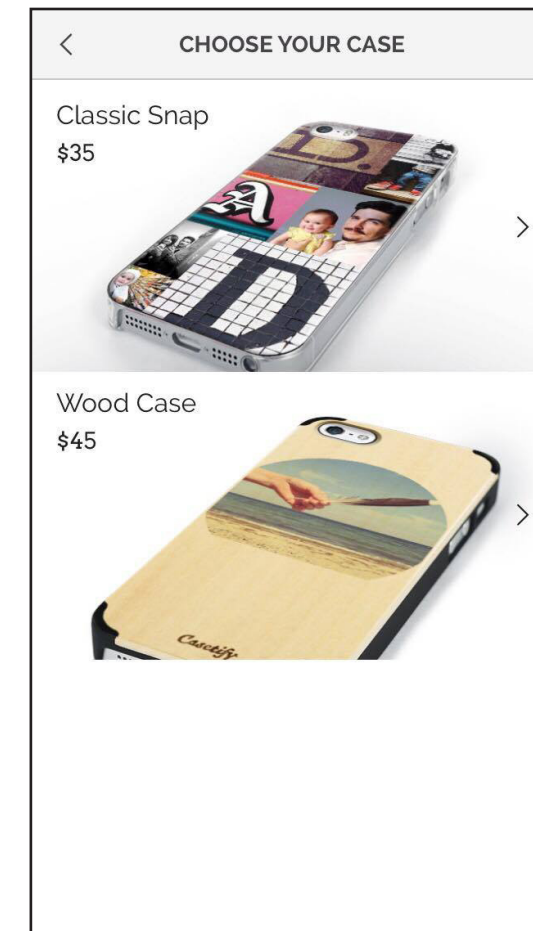
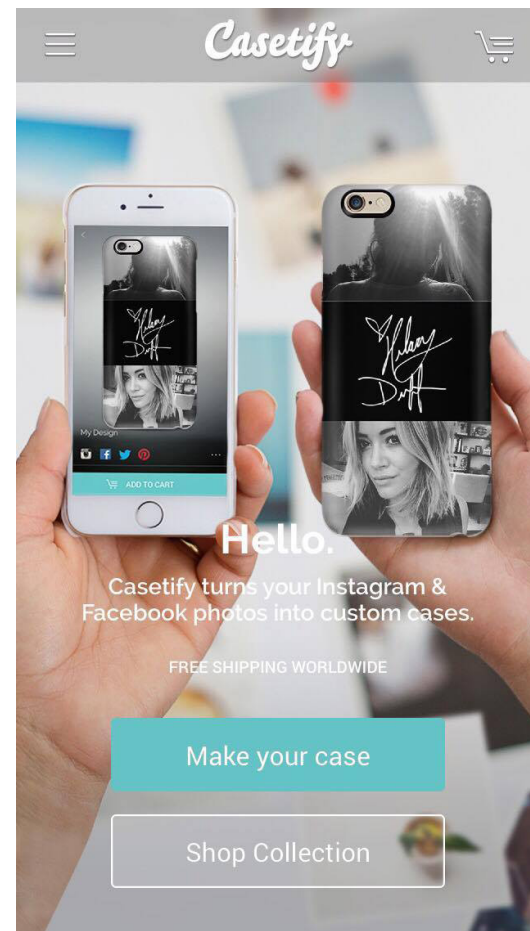
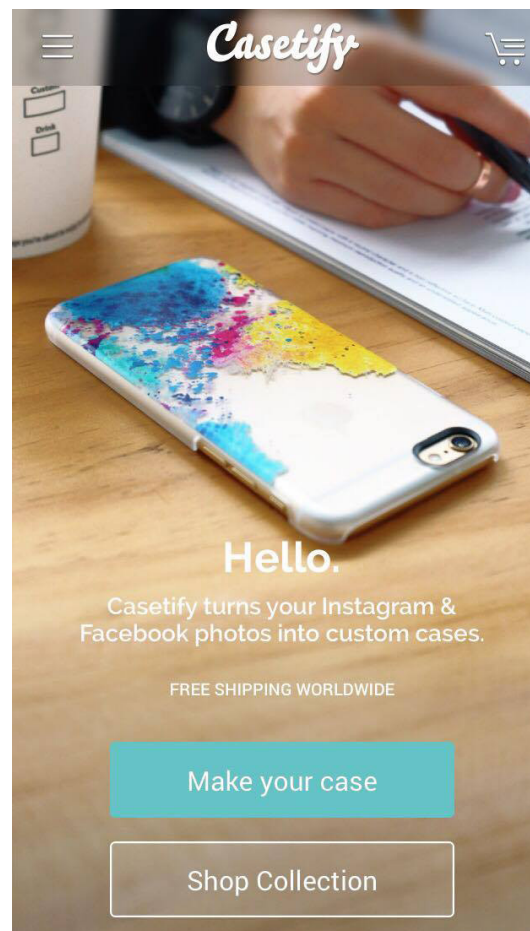
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz
1234567890
!@#\$%^&*(),.

ABCDEFGHIJKLMNOP
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Competitive Analysis

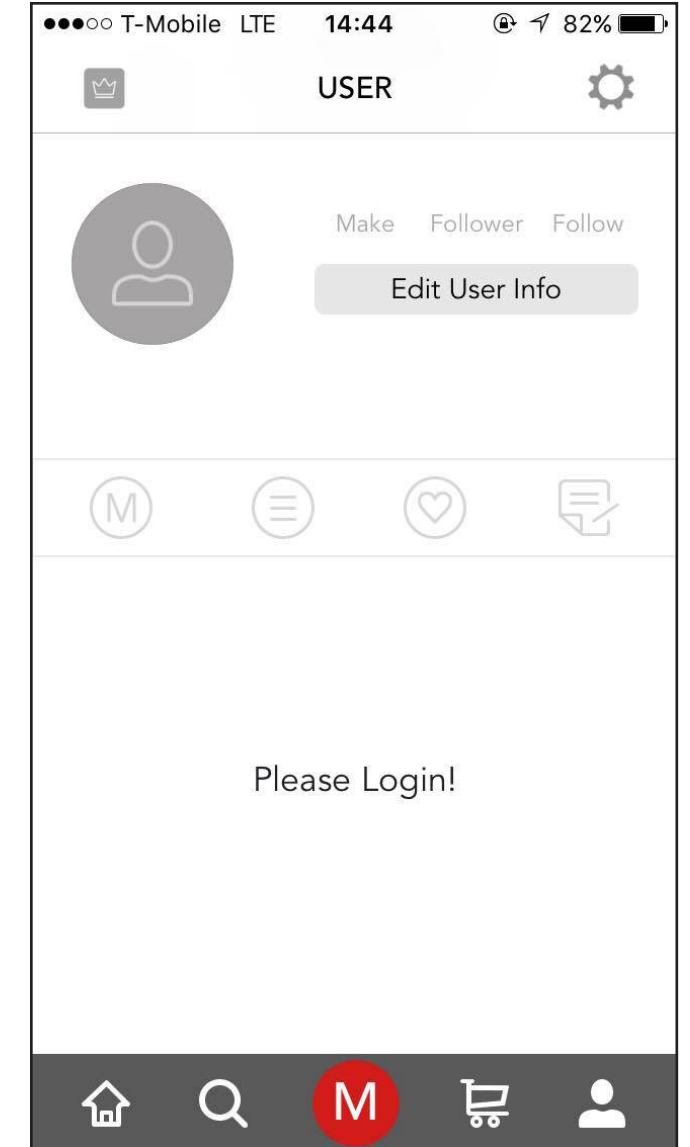
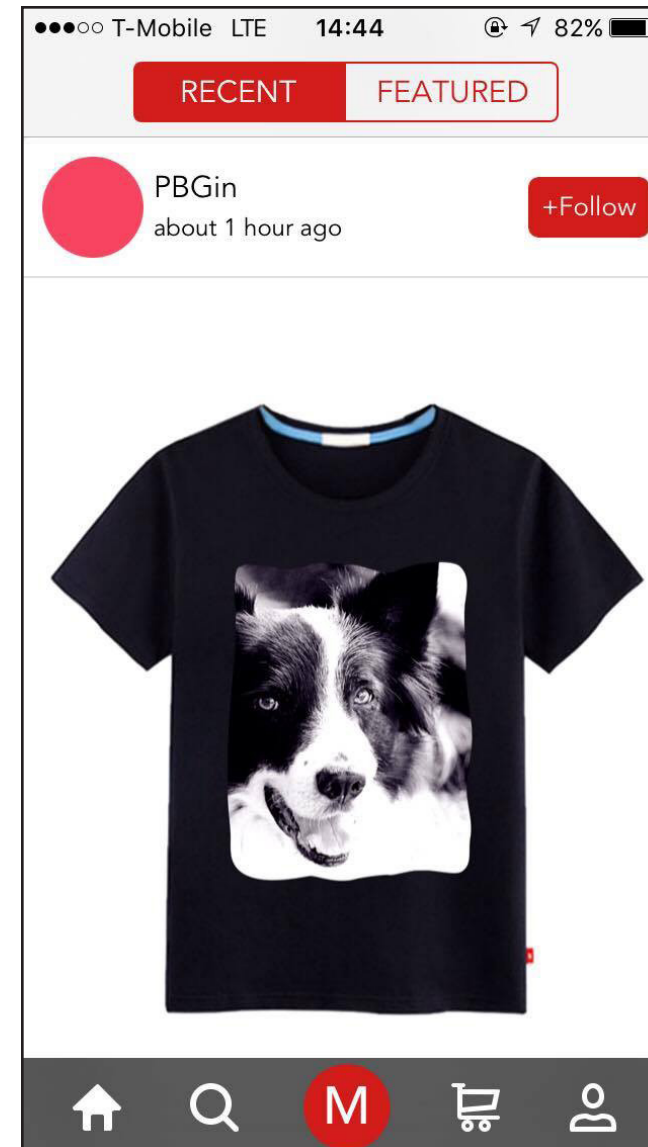
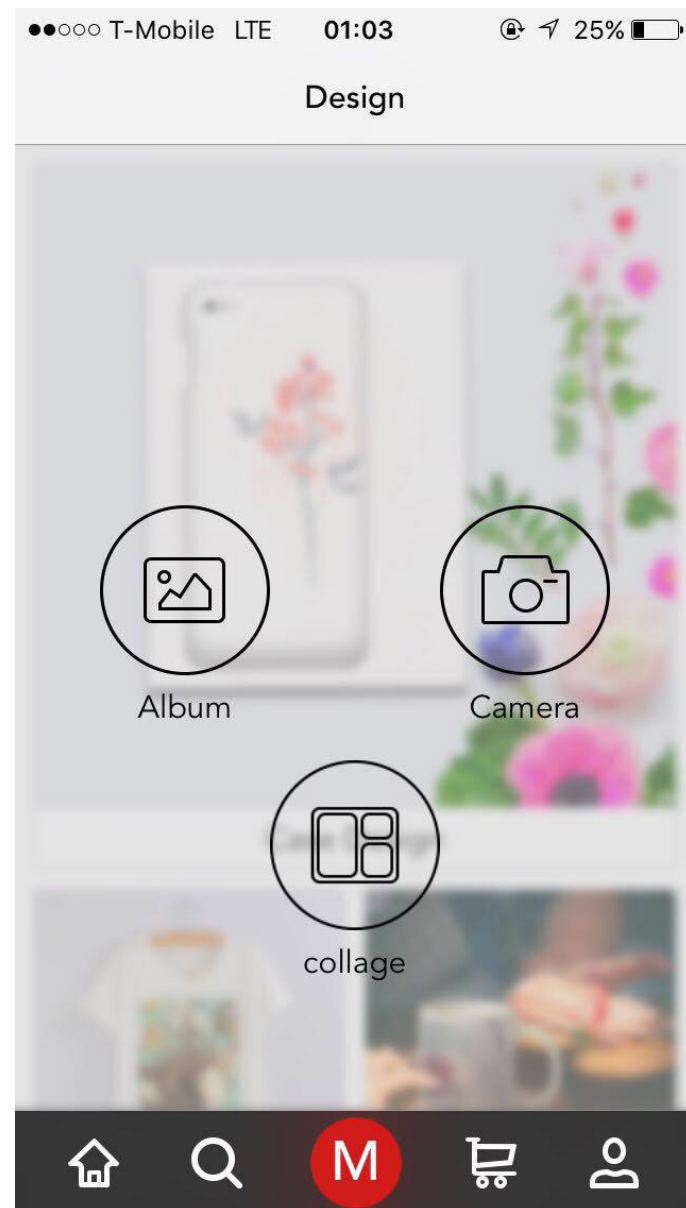
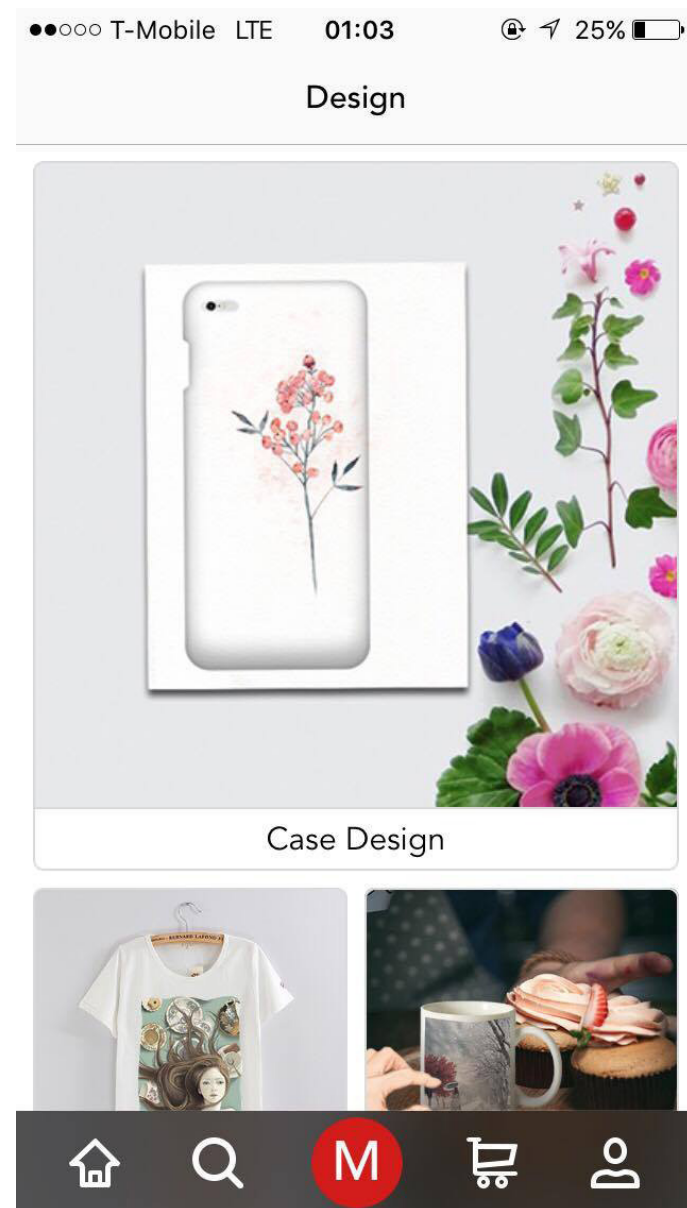
Casetify

Casetify has a lot of images on both their website and the app. With the variety of images, the color of their logo and fonts are either black or white, so the screen would not be too many things going on at the same time and too difficult to read the content. It also gives us an elegant and minimal feeling with the simplicity of the layout and the san-serif typeface. At the "Make your case" section, the instructions are pretty clear and it guides you to make everything step by step.

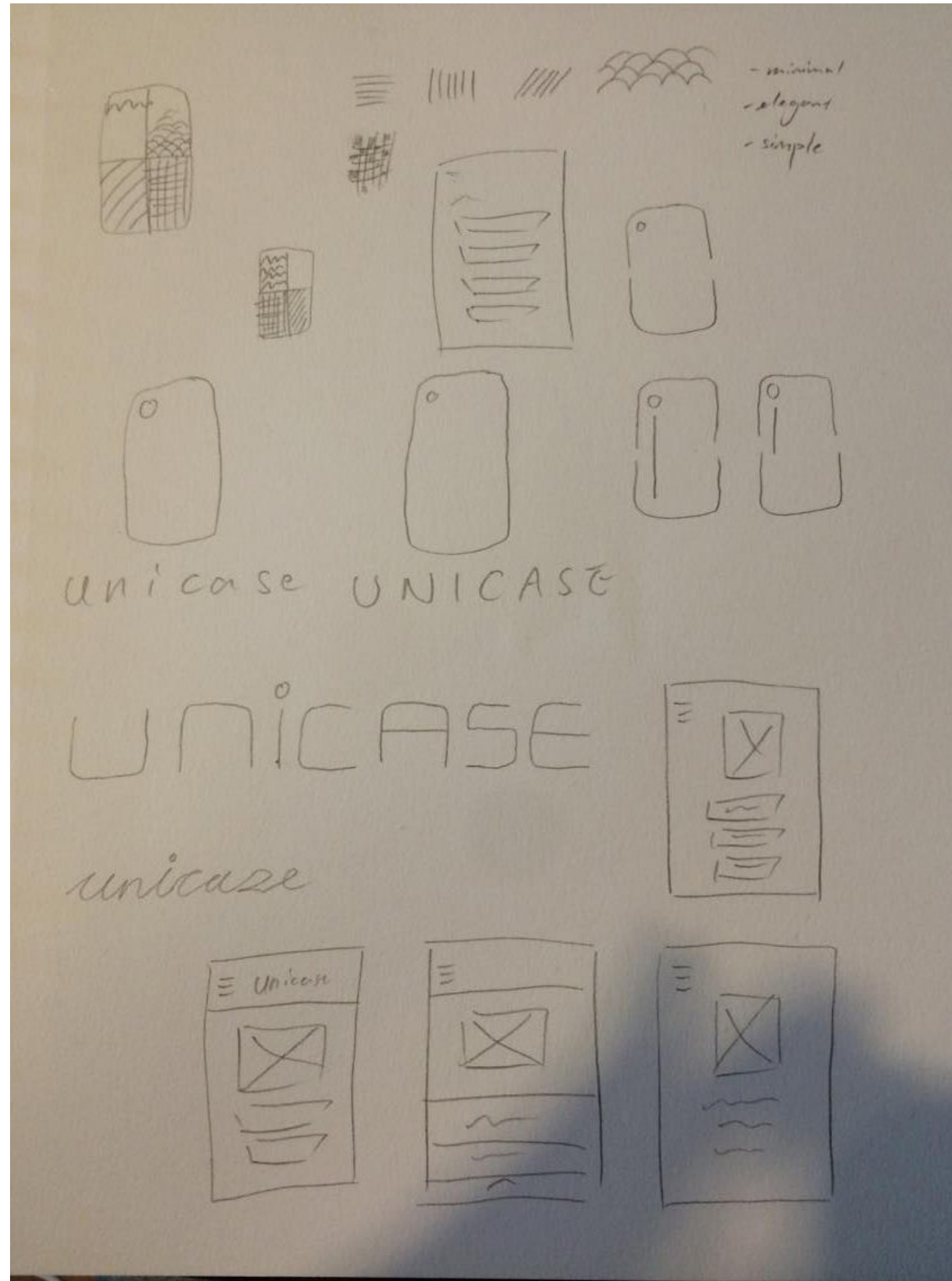


Bigger Lens

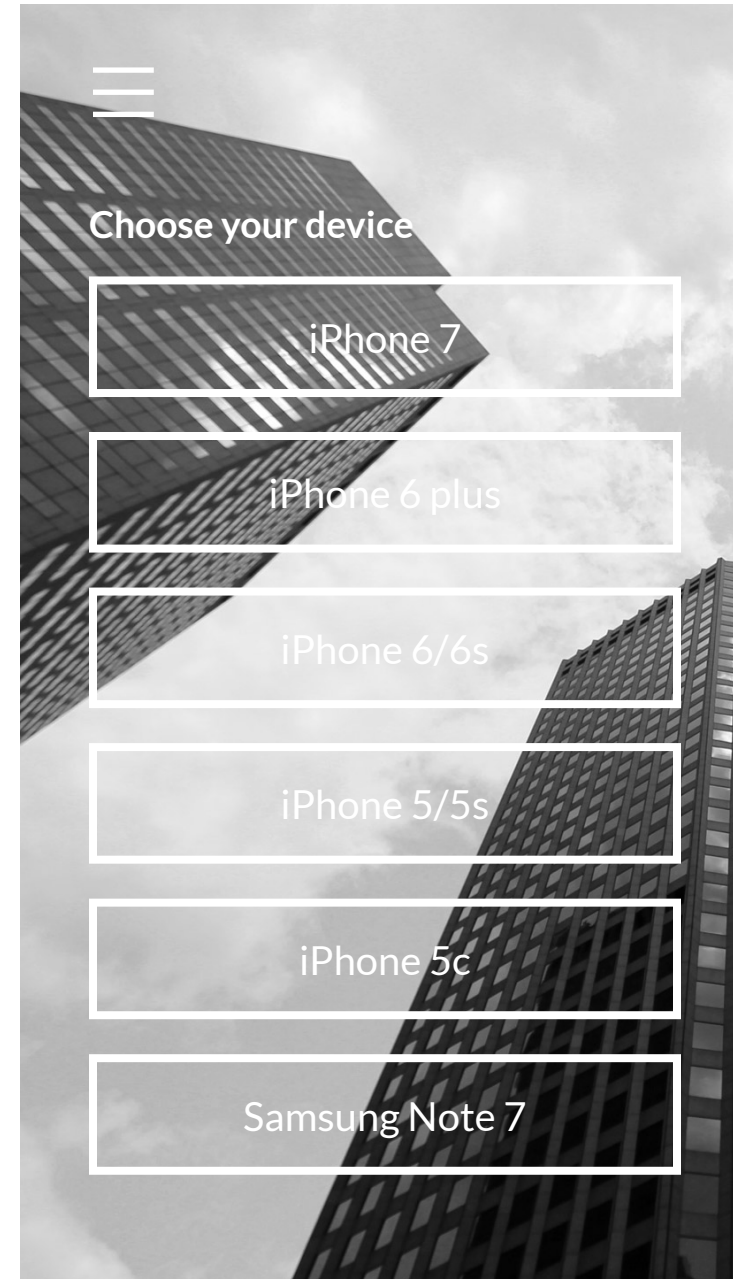
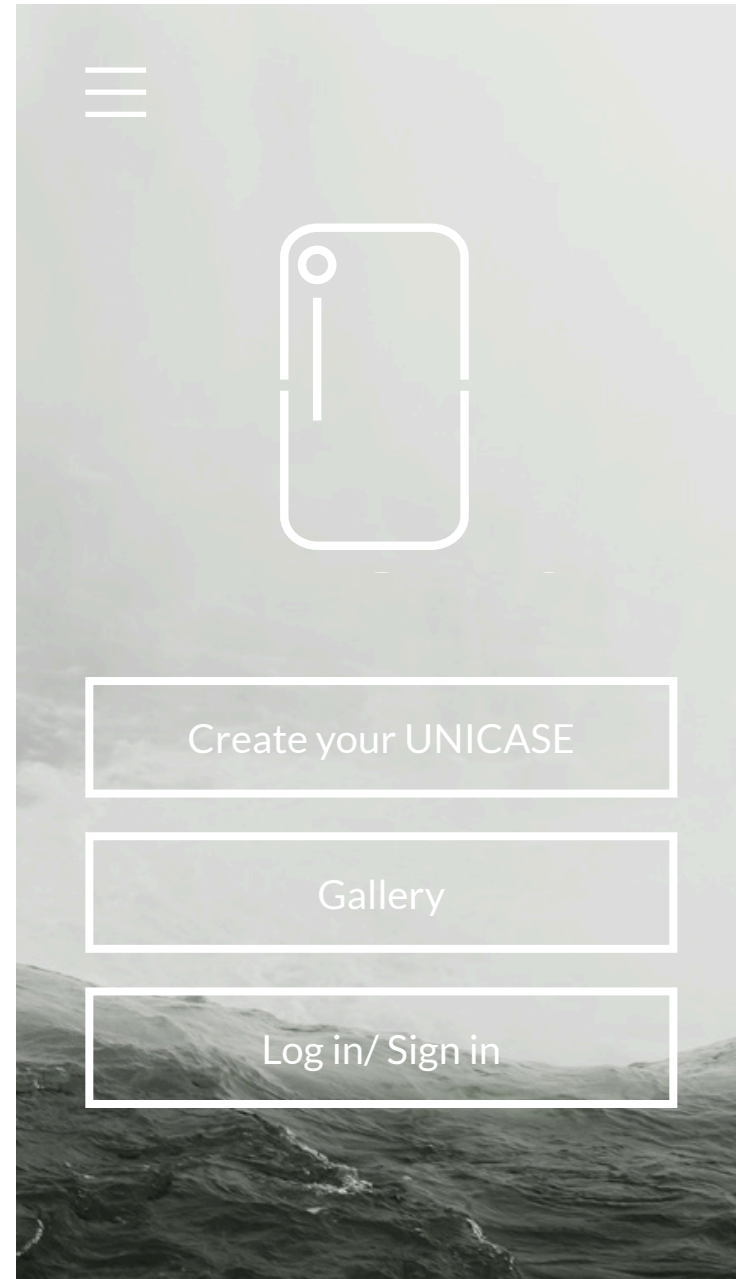
Bigger Lens does not just let you create custom phone cases, but also t-shirts, cups, and makeups. It is a platform for users to share their creations to everyone. However, the layout and design looks very similar to Instagram, a photo-sharing app. The simple layout and choice of typeface gives a clean and neat feeling. The red dot at the bottom is always the spot light on the screen. Sometimes it might affect people reading the content.



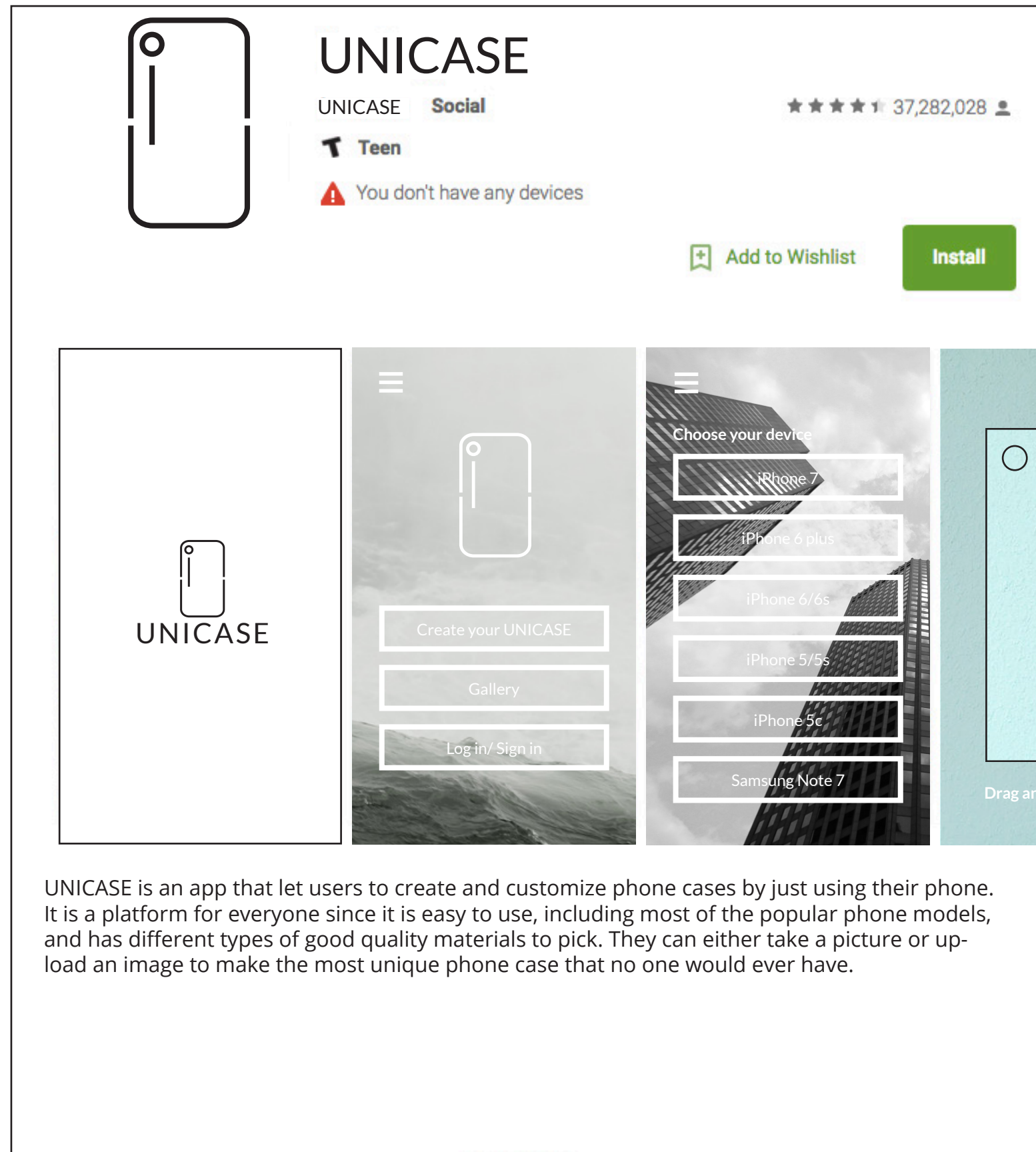
Sketches



Final Mockups



Appstore Preview



The image shows a screenshot of the UNICASE app's App Store listing. At the top left is the app icon, a simple line-art outline of a smartphone. To its right, the app name "UNICASE" is displayed in a large, bold, sans-serif font. Below the name, the category "UNICASE Social" is shown. To the right of the category, there are five stars representing the average rating, followed by the number of reviews "37,282,028" and a small user icon. Below the category, the age rating "Teen" is indicated with a small icon. A red warning icon and the text "You don't have any devices" are also present. On the right side of the listing, there are two buttons: "Add to Wishlist" with a plus icon and "Install" in a green box. Below the listing information, there are four preview images. The first is a white background with the UNICASE logo and name. The second shows a menu with options: "Create your UNICASE", "Gallery", and "Log in/ Sign in". The third shows a "Choose your device" screen with a list of phone models: "iPhone 7", "iPhone 6 plus", "iPhone 6/6s", "iPhone 5/5s", "iPhone 5c", and "Samsung Note 7". The fourth shows a teal background with a circular icon and the text "Drag and".

UNICASE

UNICASE Social

★★★★★ 37,282,028

Teen

You don't have any devices

Add to Wishlist

Install

UNICASE

Create your UNICASE

Gallery

Log in/ Sign in

Choose your device

- iPhone 7
- iPhone 6 plus
- iPhone 6/6s
- iPhone 5/5s
- iPhone 5c
- Samsung Note 7

Drag and

UNICASE is an app that let users to create and customize phone cases by just using their phone. It is a platform for everyone since it is easy to use, including most of the popular phone models, and has different types of good quality materials to pick. They can either take a picture or upload an image to make the most unique phone case that no one would ever have.