

## BRIEF

I have been tasked with creating a portfolio of work for an antique electric vehicle company called HARMONY.

HARMONY creates retro and classic styled vehicles with modern electric powertrains. These are vehicles that look old, but run on modern electric technology instead of fossil fuels. Graphic design solutions I have created include: a poster, a logo and a website.

Harmony have asked me to promote their new vehicle 'The Colossus' and the retro styling involved with it. The company has a focus on environmentally friendly vehicle solutions with an emphasis on green renewable energy based products.

The colour green has been used to represent this idea, with most design featuring monochrome green palette.

The design conventions I have used are based on vintage vehicle advertisements from the 1930's, that have a retro and stylised photography and layout.

Typography that I have used, tries to be more modern than the use of serif fonts, particularly with my logo design. The logo I had in design had to include three things: Electricity, HARMONY and the bold and sharp design inspired by the vehicles.

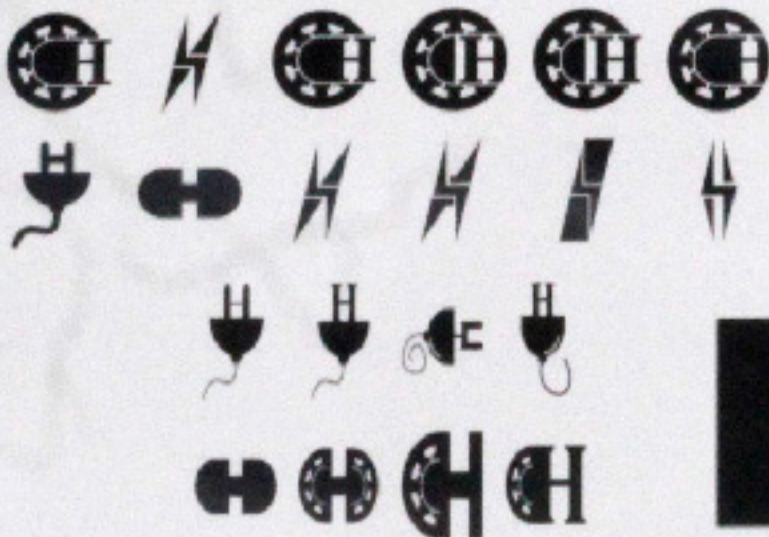
For the posters, magazine spread and website, I had include sharp angles with elegant harmonious designs, inspired heavily by Bauhaus.



## LOGO - CONCEPTS

## REFINEMENTS

## FINAL



## POSTER - CONCEPTS

## REFINEMENTS

## FINAL







REFINEMENTS



FINAL



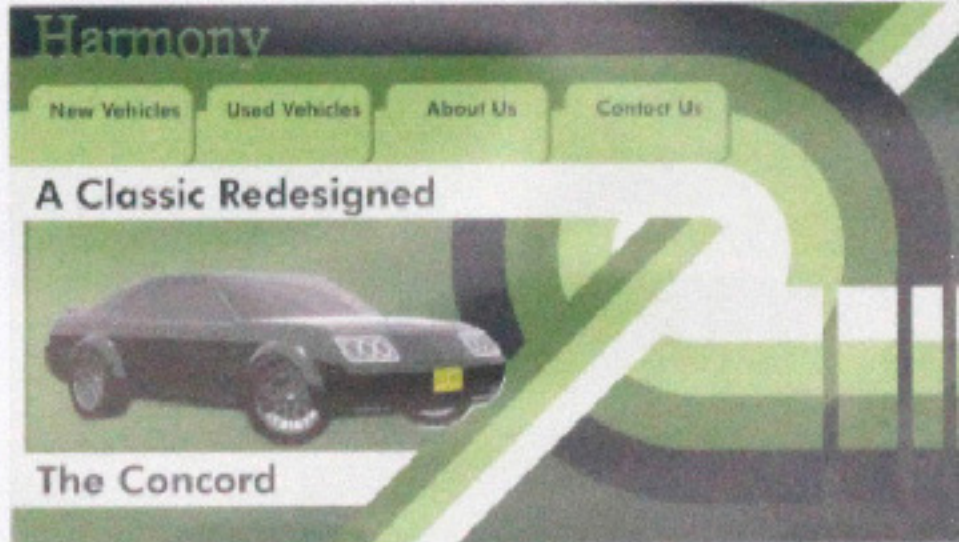
WEBSITE - CONCEPTS



REFINEMENTS



FINAL





# BRIEF

I have been tasked with creating a portfolio of work for an American electric vehicle company called HARMONY. HARMONY creates retro and classic styled vehicles with modern electric powertrains. These are vehicles that look old, but run on modern electric technology instead of fossil fuels. Graphic design solutions I have created include: a magazine spread, a poster, a logo and a website.

HARMONY have asked me to provide their new vehicle 'The Concord' and the retro styling involved with it. The company has a focus on environmentally friendly vehicle solutions with an emphasis on green renewable energy based products.

The colour green has been used to represent bio ethics, with great design featuring monochromatic green palettes.

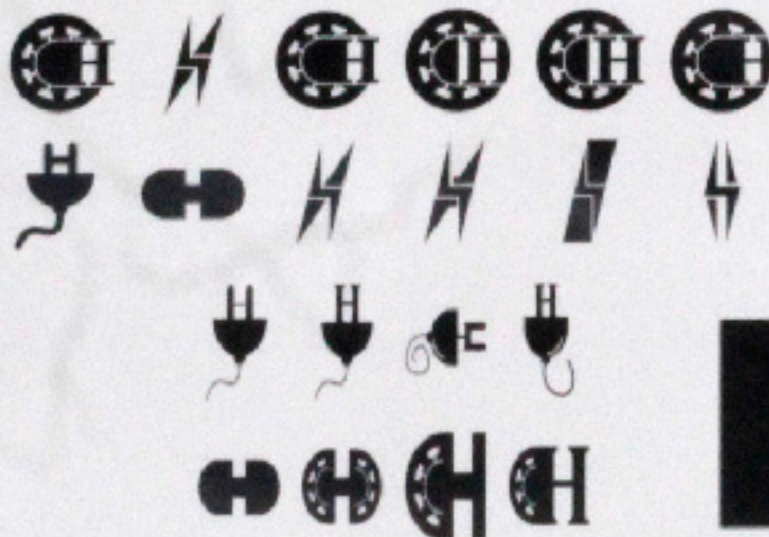
The design concept for 'The Concord' and the retro styling involved with it. The company has a focus on environmentally friendly vehicle solutions with an emphasis on green renewable energy based products.

Typography that I have used, tries to be more modern than the use of serif fonts, particularly with my logo design. The logo I had in design had to include these things. Electricity, HARMONY and the word and design inspired by the vehicles.

For the poster, magazine spread and website, I had include sharp angles with elegant harmonious designs. Inspired heavily by Bauhaus.



## LOGO - CONCEPTS



## REFINEMENTS

## FINAL



## POSTER - CONCEPTS



## REFINEMENTS



## FINAL



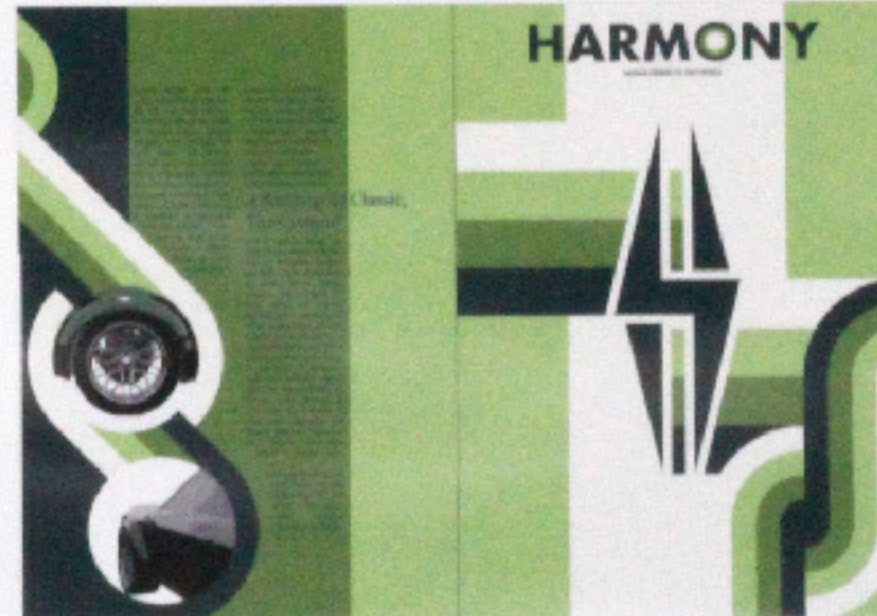
## MAGAZINE SPREADS - CONCEPTS



## REFINEMENTS



## FINAL



## WEBSITE - CONCEPTS



## REFINEMENTS



## FINAL

