



**GEDDAC**  
IMAGE PROCESSING

## **Corporate Identity Report**

**Final Version**

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Team 5

Product Name: Make Me Up

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## COMPANY INFORMATION

Geddac is a company that was established at 15.09.2012 by six passionate entrepreneurs. It's aim is to develop innovative, personalized marketing solutions that revolutionize the shopping experience for every kind of consumers by using image processing techniques. Geddac got at the thin end of the wedge by starting the Make Me Up Kiosk project. For future Geddac's mission is to break new ground in collating the image processing techniques with possible shopping markets.

At first glance, we expected our company logo to be **masculine** because we deal with image processing. The concept of image processing has its own characteristic way to be implemented and it requires very well equipped and **passionate** engineers to obtain exact results. On the other hand, our company aims to make use of **technology** for bringing an **creative** light to the current problems of our daily life. We believe that our **dedicated** vision through this process will create a **remedy** that will be applicable for a long time.



*Figure 1: Company Logo*

We preferred to use **dark blue** as a main colour of the logo of the company because once the people sees it we want them to understand that GEDDAC is a masculine company which deals with high technological equipments. On the other hand, according to our online search on the impacts of colours on logos, we learnt that blue refers to the royalty and uneasiness. Since image processing is not an easy concept to learn and implement, blue fits the idea of our company. The other colour of logo is **light brown**. The colour itself reflects strength, reliability, comfort and security that are the main concerns of our company. We want our customers to trust us and feel comfortable on working with us. At the background of logo we preferred to use a simple triangle shapes since triangle shows that we hold on to our purpose.

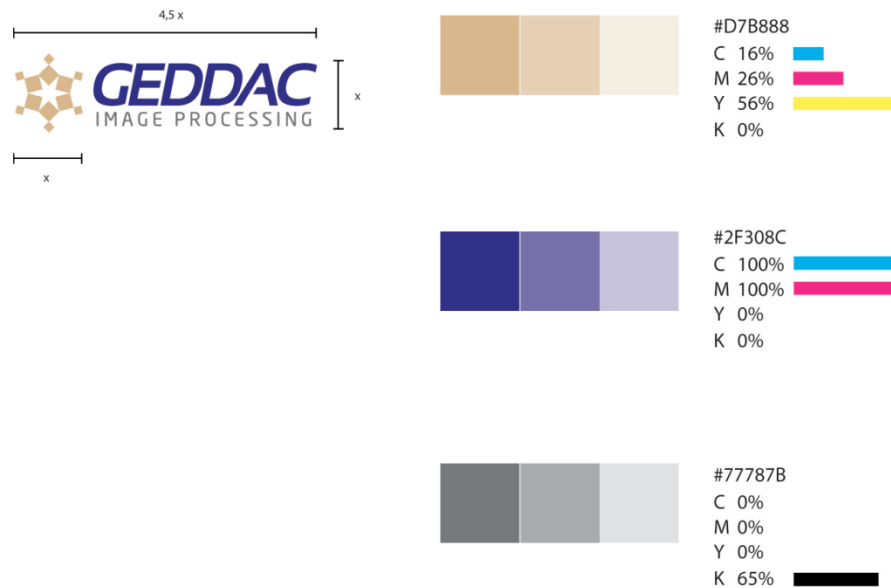


Figure 2: Company Logo Color Palette

## PRODUCT INFORMATION

MakeMeUp kiosk is a breakthrough solution for customers sampling cosmetics in store. Issues of hygiene and convenience are no longer a limiting factor and ladies can enjoy unprecedented freedom and speed in their shopping experience. The kiosk was developed with camera support, lightning control. Ladies will be photographed from the kiosk unit and they will comfortably try the make up products just getting in front of it. After showing the make up products to barcode scanner, Make up process come into being and they will behold the new magic touched faces of in the Kiosk Screen. The device will satisfy the needs of the customers and will present the new fun multimedia makeover experience for customers.

Meanwhile, once we started to design our product logo we took customers' demands into consideration. The logo of MakeMeUp emphasizes how **technology** is described in a **colourful** and **young** way. The **elegance** of logo gives some clues about product to customer like how we got technology and **femininity** together.



Figure 3: Product Logo

We preferred to use pink as a main colour of logo of MakeMeUp since *pink* refers to gender. We want to attract woman's' attentions so that we believed it is a good idea to use such a colour catches the ladies. The shape of the logo was designed circular because circle helps the product to be perceived in a much easy way. It is also connotative to the shapes of makeup products' palette

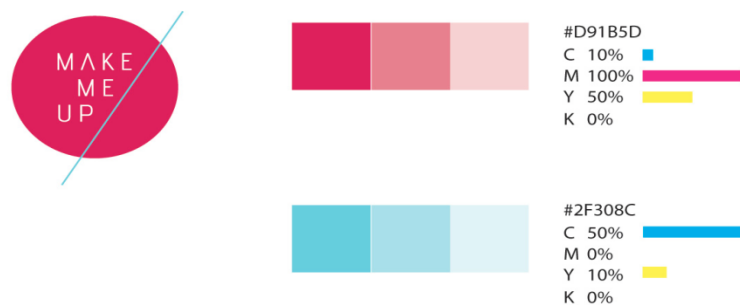


Figure 4: Product Logo Color Palette

We used a sanserif font in Geddac logo for declaring the idea of our company because we wants to indicate ideology of our company. We express the our vision which is modern and technological.

On the other hand, we used a sanserif for for MakeMeUp logo because we want to show our colorful and fashionable vision.



*Figure 5: View of Letterhead, BussinessCard, Envelope, etc.*

## PRESENTATION SCREENSHOTS



*Figure 6: Presentation Overview First Page*

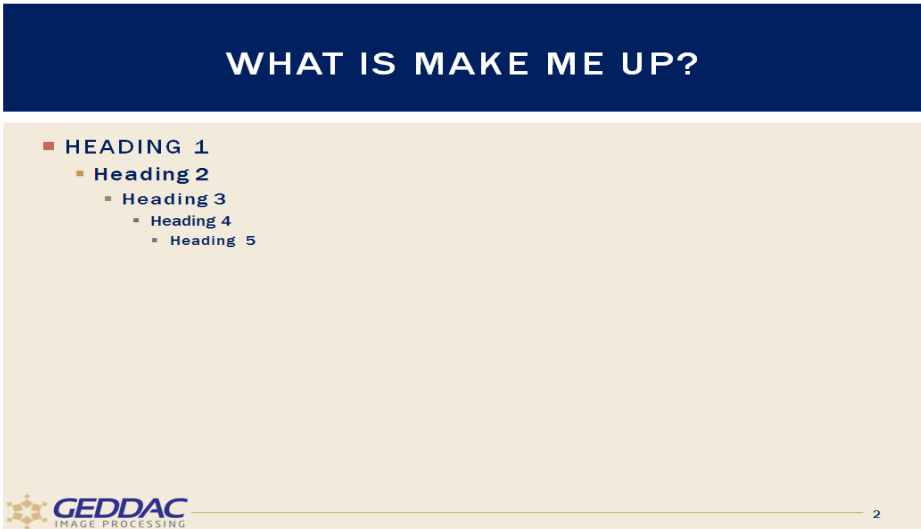


Figure 7: Presentation Overview Second Page

**WEBSITE SCREENSHOTS**

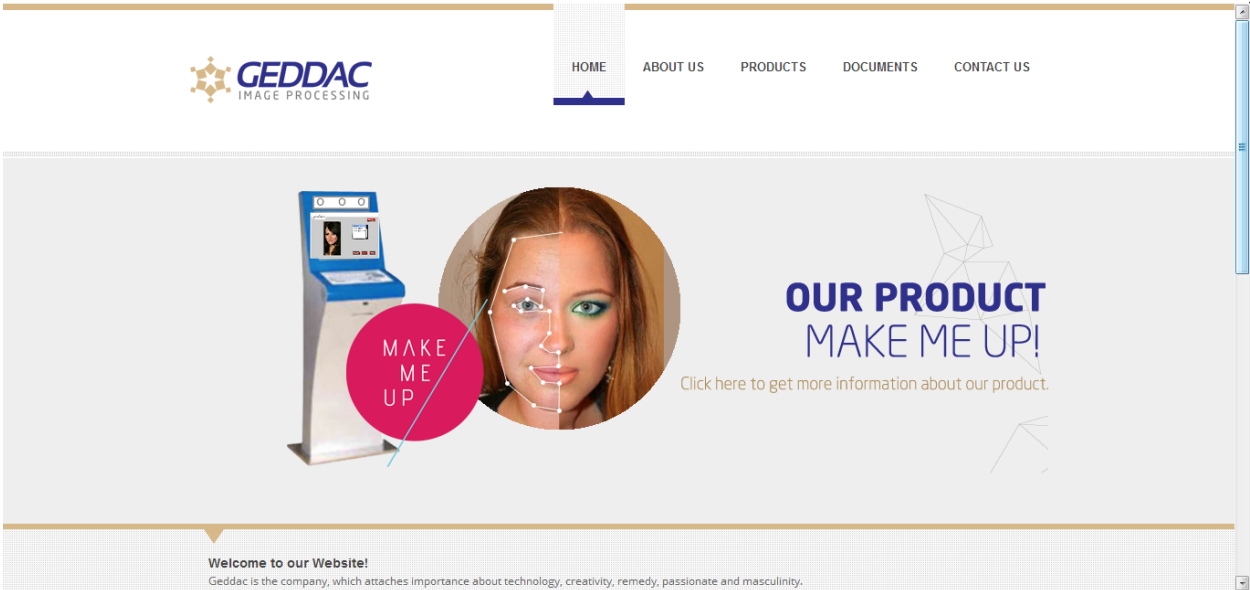


Figure 8: Website - Home Page



#### About GEDDAC

Geddac is the company, which attaches importance about technology, creativity, remedy, passionate and masculinity.

#### About Make Me Up!

Make Me Up is an innovation targeting a revolution in cosmetic shopping. We will product a kiosk, which takes place in cosmetic markets to help consumers to look and find their best options for, make up. The demand of consumers leads to loyalty of retailers to this kiosk.

#### Geddac has missions;

- Saving time of cosmetic sector customers.
- Providing great convenience on selecting product of cosmetic sector customers.
- Bringing new technology to cosmetic shops.

#### Also visions;

- Make difference in cosmetic sector.
- Customer satisfaction.
- Reliability.
- Provide customers with quality service.

*Figure 9: Website - About Us Page*