



sevonne

Brand Guideline Book

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Jacuzzi Sponsored Trans-Disciplinary Studio | Art Center College of Design | 2021 Summer



Introduction

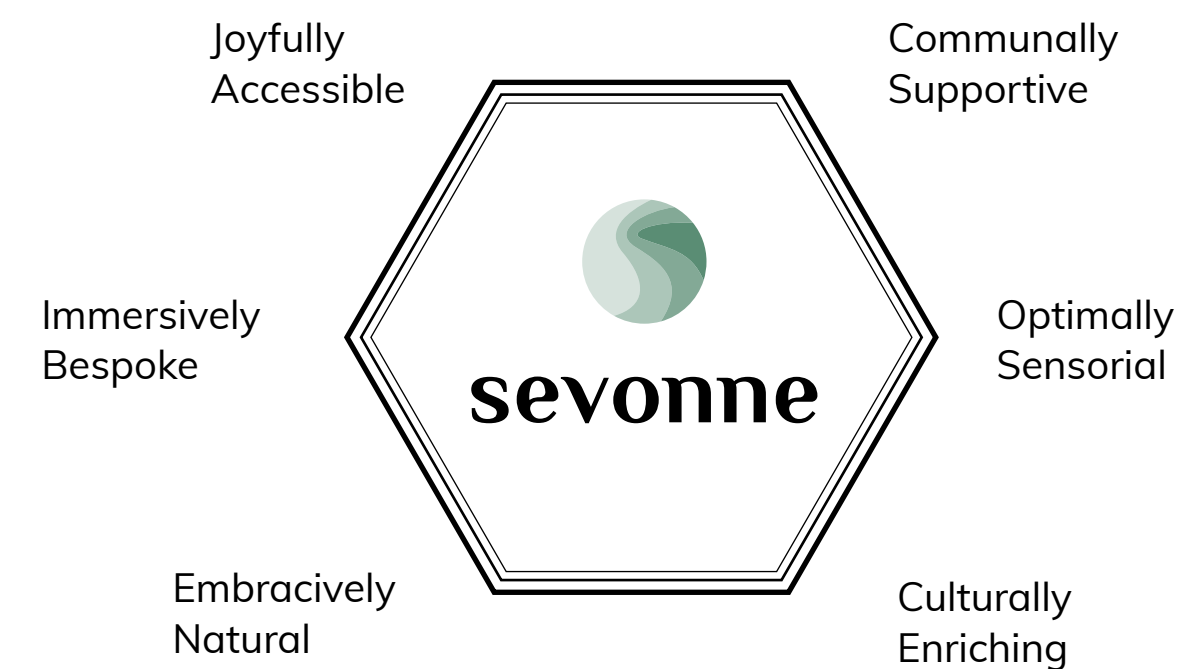
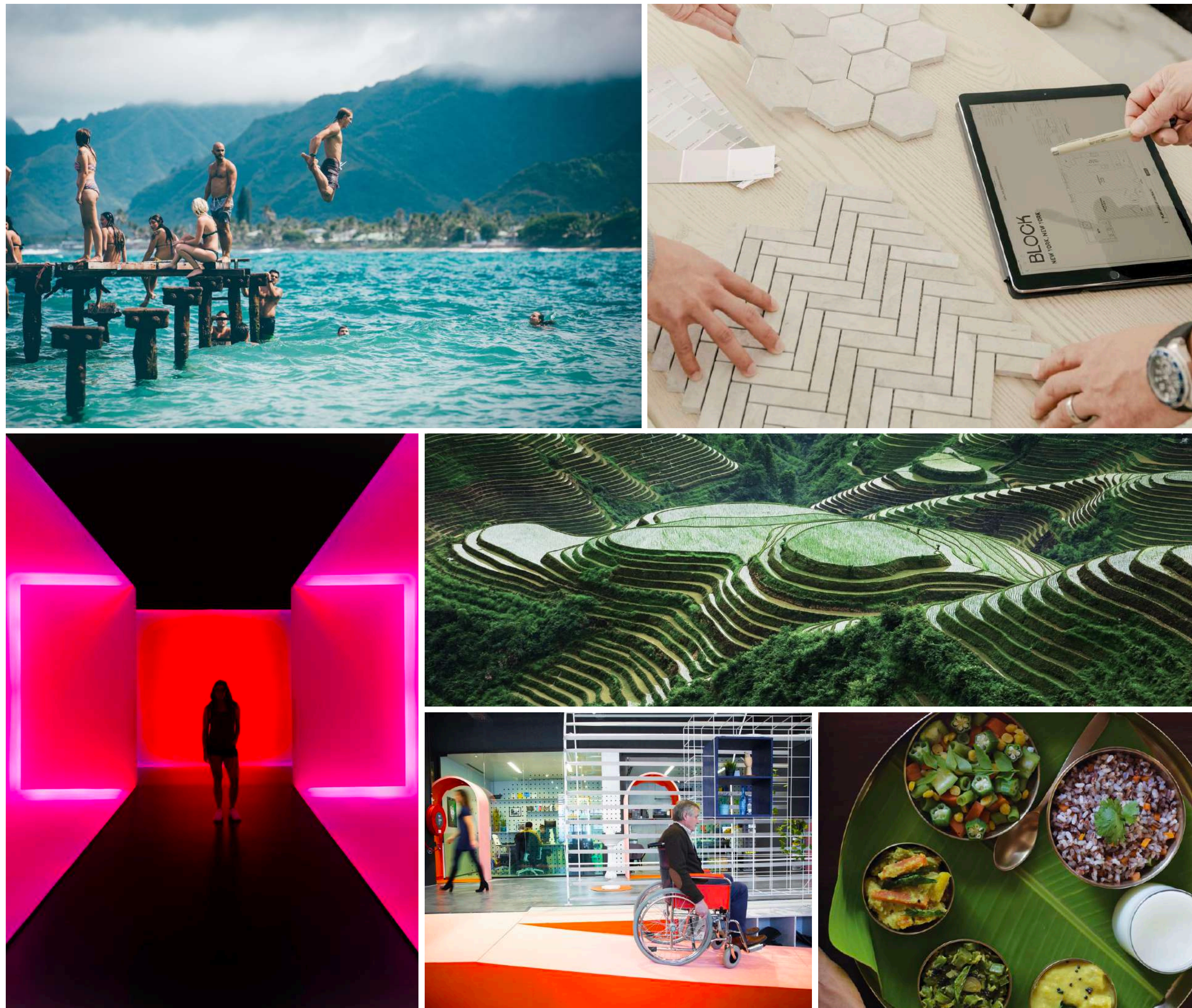
In a projected future state of urbanized mega-cities, we envision Sevonne to be a hot tub brand that focuses on the experience of **bringing nature into urban** environment for the next generation's physical and mental wellbeing.



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Moodboard

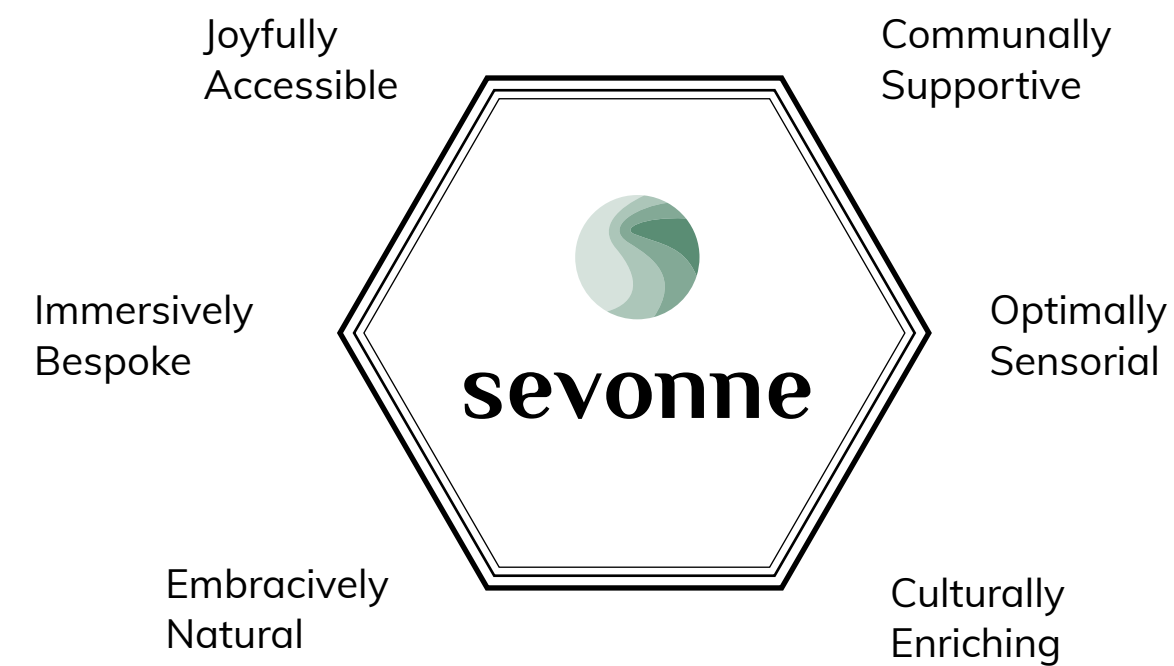


Sevonne offers users a **joyfully accessible** hot tub experience with an **optimally sensorial** approach to create an **embracively natural** feeling, and provides users **immersively bespoke** and **communally supportive** services that is **culturally enriching**.



sevonne

Sevonne is pronounced as /se'vɒn/
/se/ is the pronunciation of French word "ç'est", meaning "this is"
"Von" means "hope" in Icelandic
"Hope" is a feeling of expectation and desire for a certain thing to happen
Sevonne means "this is hope"
Sevonne gives people their desired time



Primary Logo



Secondary Logo



Minimum Size





Sevonne

Header



Mauris volutpat interdum orci ut maximus. Proin ut magna et odio sodales lacinia. Maecenas ac urna eu nulla sagittis viverra sed vitae enim. Integer tristique vestibulum dictum. Pellentesque at nunc ac sapien vestibulum ultricies eu non felis. Ut id lectus orci. Suspendisse rhoncus rutrum lacus sed commodo.

Vestibulum porttitor condimentum pharetra. Mauris ante lorem, porta eget laoreet ac, suscipit ut nisl.

Muli Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*!?

Muli Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*!?

Philosopher Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*!?



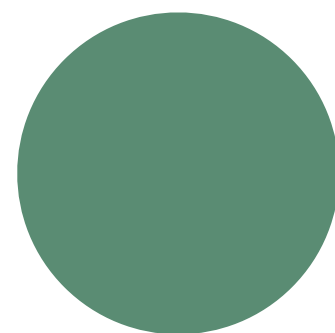
Graphic Patterns





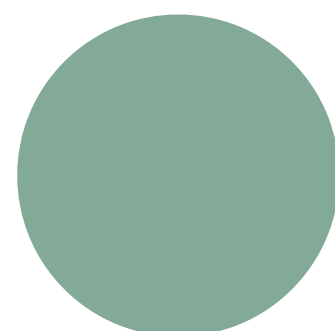
Viridian Green and Indigo Blue are the representation of nature. Alive Green stands for organic green products. Aqua Green indicates the high quality of water and relaxing hot tub experiences.

This color palette conveys a healthy lifestyle with joyful spirits for people's physical and mental wellbeing in urbanized mega-cities.



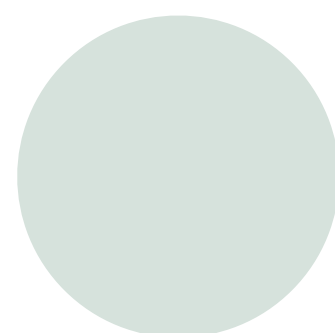
Viridian

CMYK: 69, 33, 59, 0
RGB: 90, 141, 116
HEX: #5a8d74



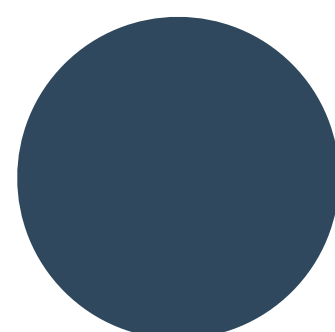
Alive Green

CMYK: 53, 22, 43, 0
RGB: 132, 170, 152
HEX: #84aa98



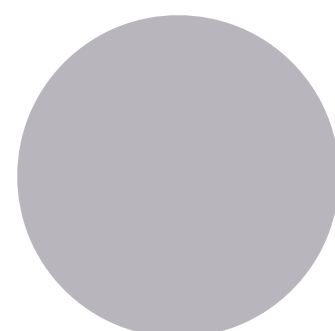
Aqua

CMYK: 19, 6, 14, 0
RGB: 215, 227, 221
HEX: #d7e3dd



Indigo

CMYK: 87, 72, 53, 15
RGB: 48, 73, 94
HEX: #30495e

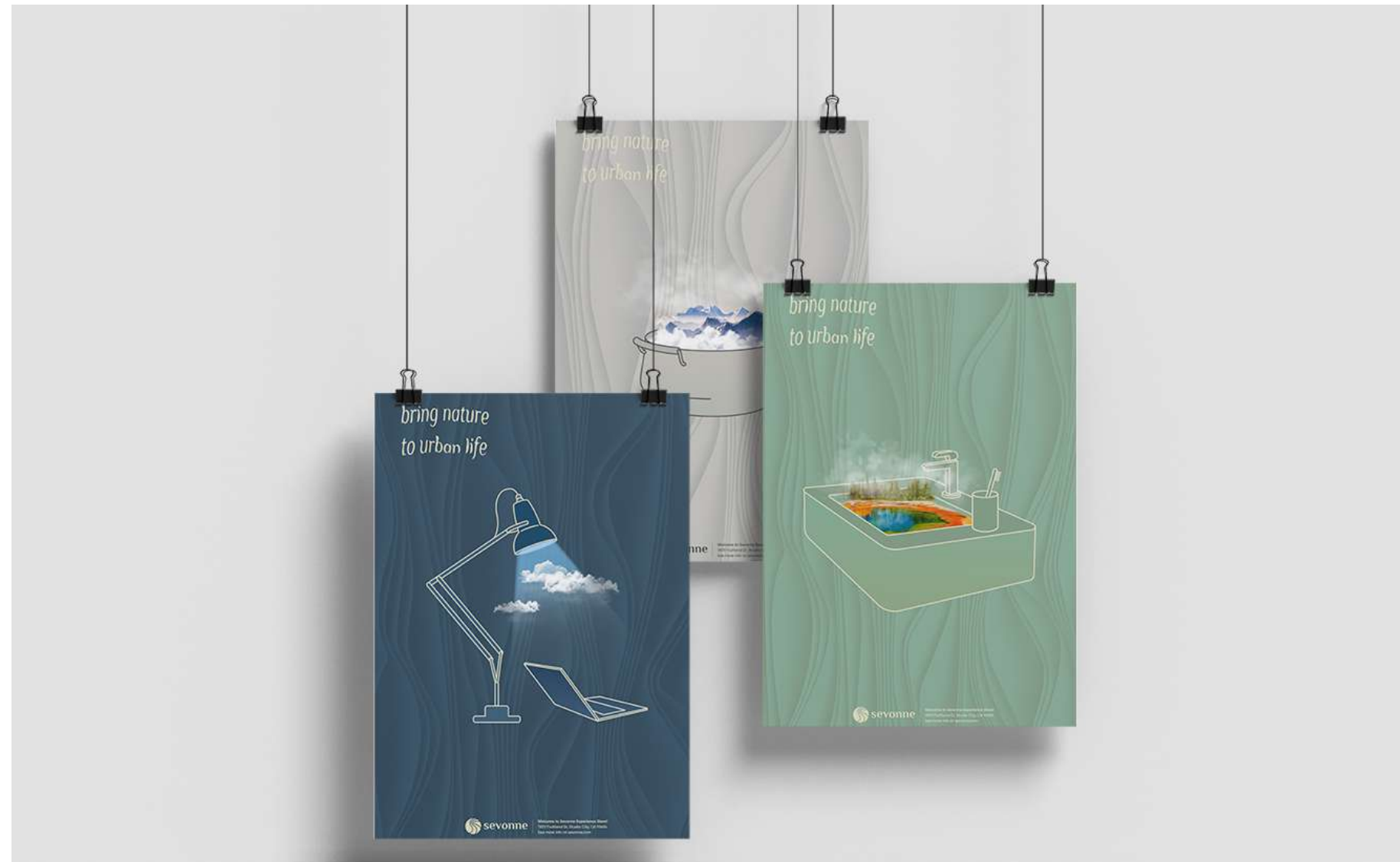


Concrete

CMYK: 33, 27, 20, 0
RGB: 184, 182, 189
HEX: #b8b6bd

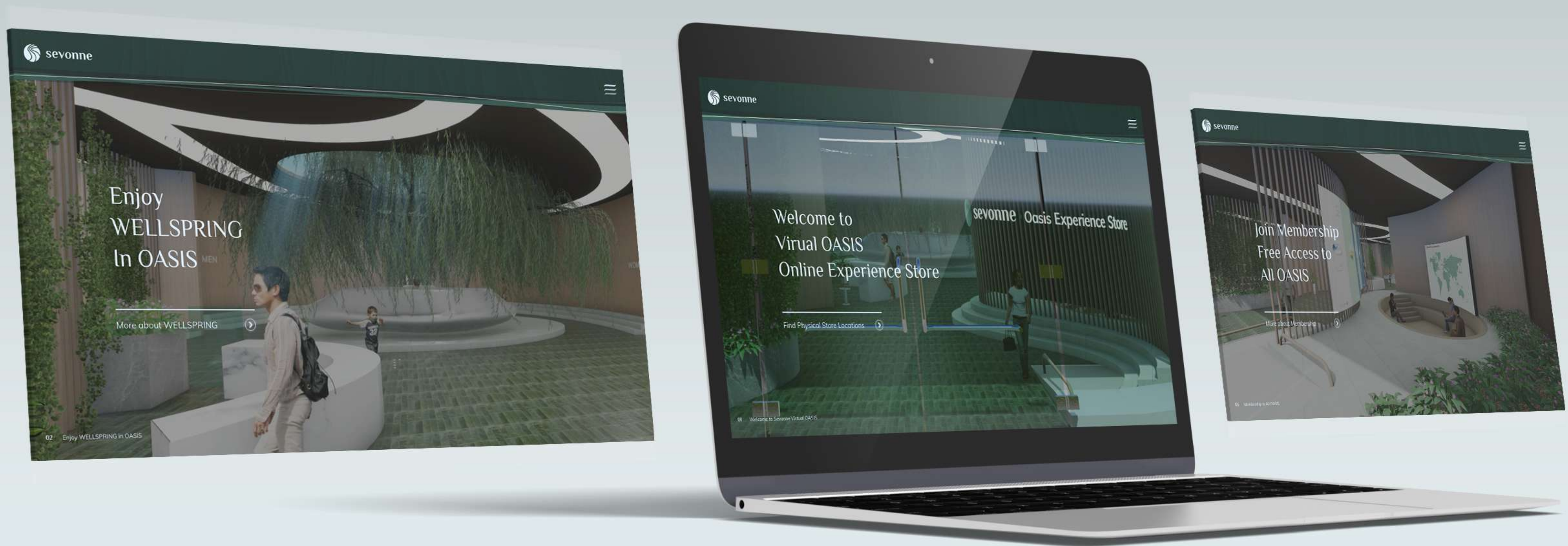


Market Campaign



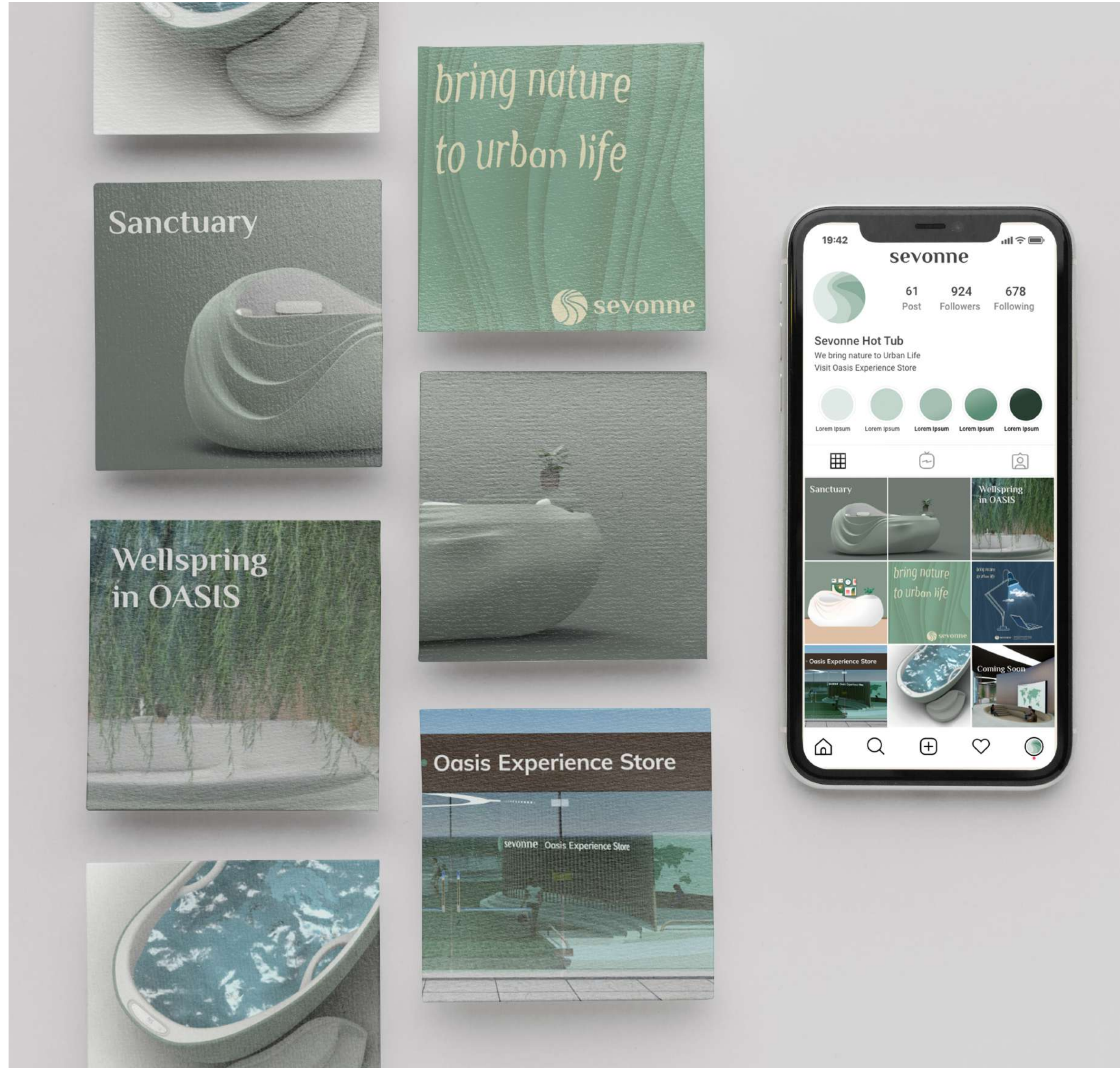
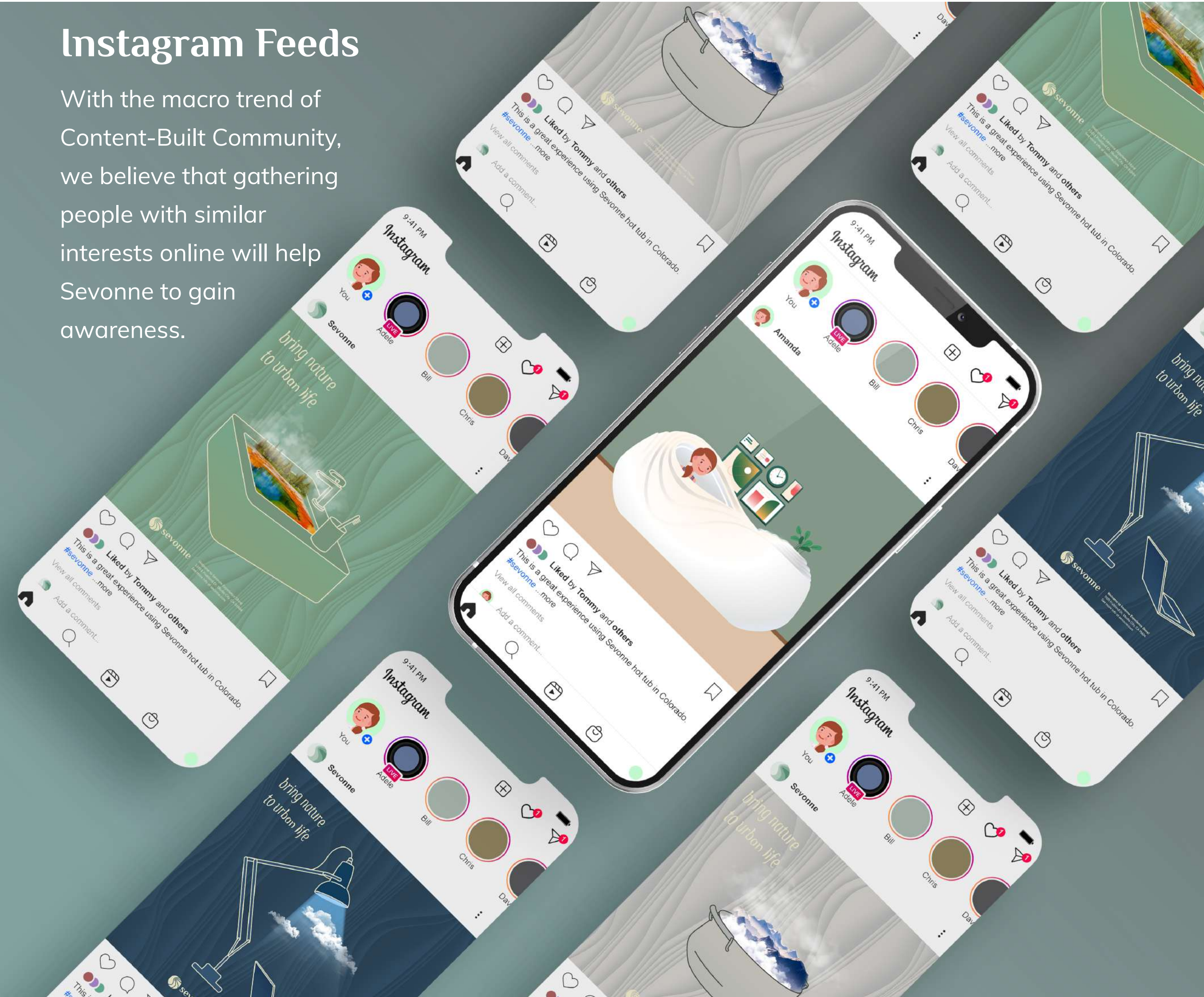
Virtual Online Experience

Sevonne website will also have a virtual online experience that provides users with immersive online experience.



Instagram Feeds

With the macro trend of Content-Built Community, we believe that gathering people with similar interests online will help Sevonne to gain awareness.





Mobile Portal

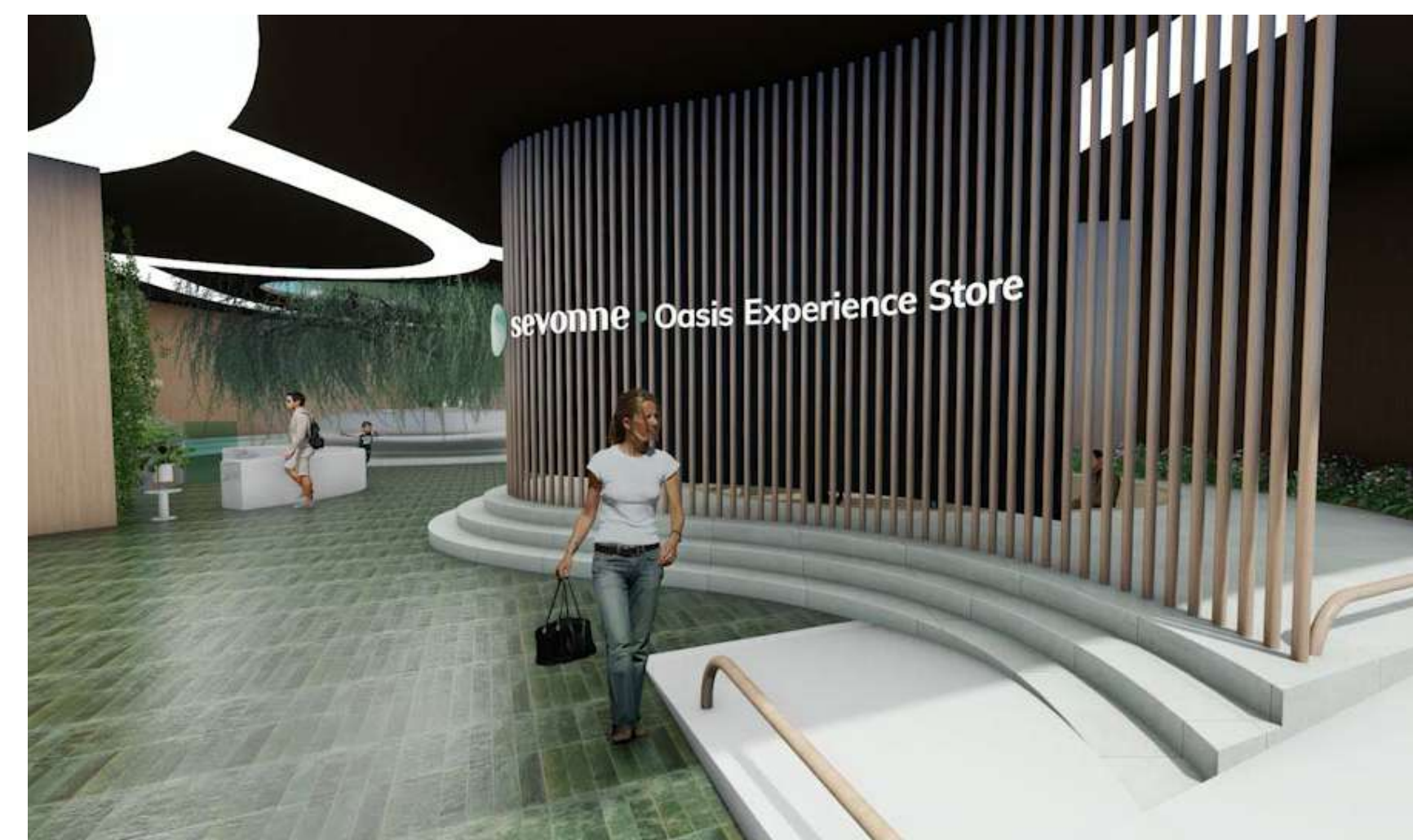
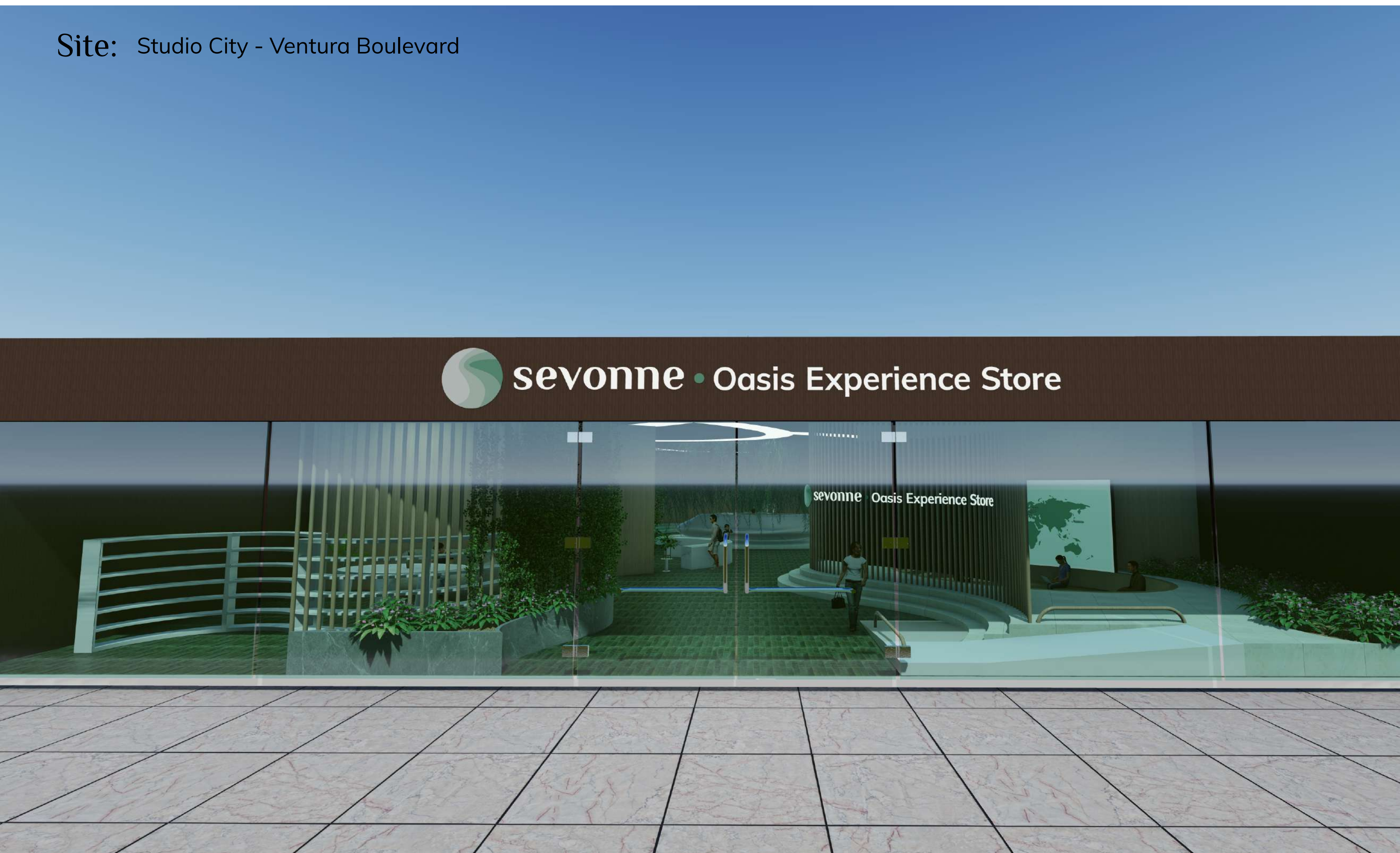
Users are able to easily request for maintenance through this mobile portal without much effort.



Sevonne · Oasis Experience Store

Oasis Experience Store Design a new nature pavilion where people can have a green hot tub experience around nature in the urban city.

Site: Studio City - Ventura Boulevard





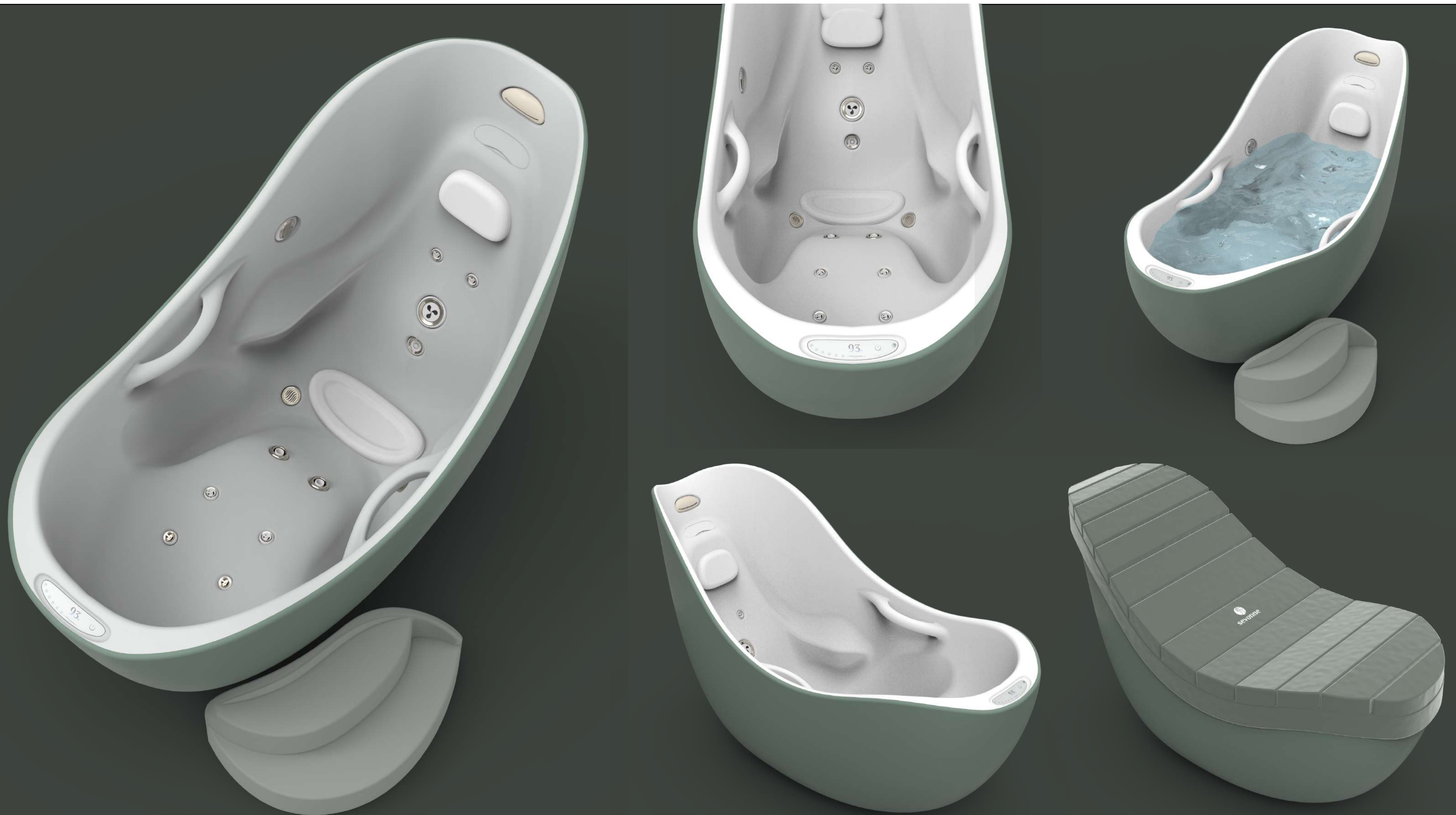
Sevonne · Oasis Experience Store





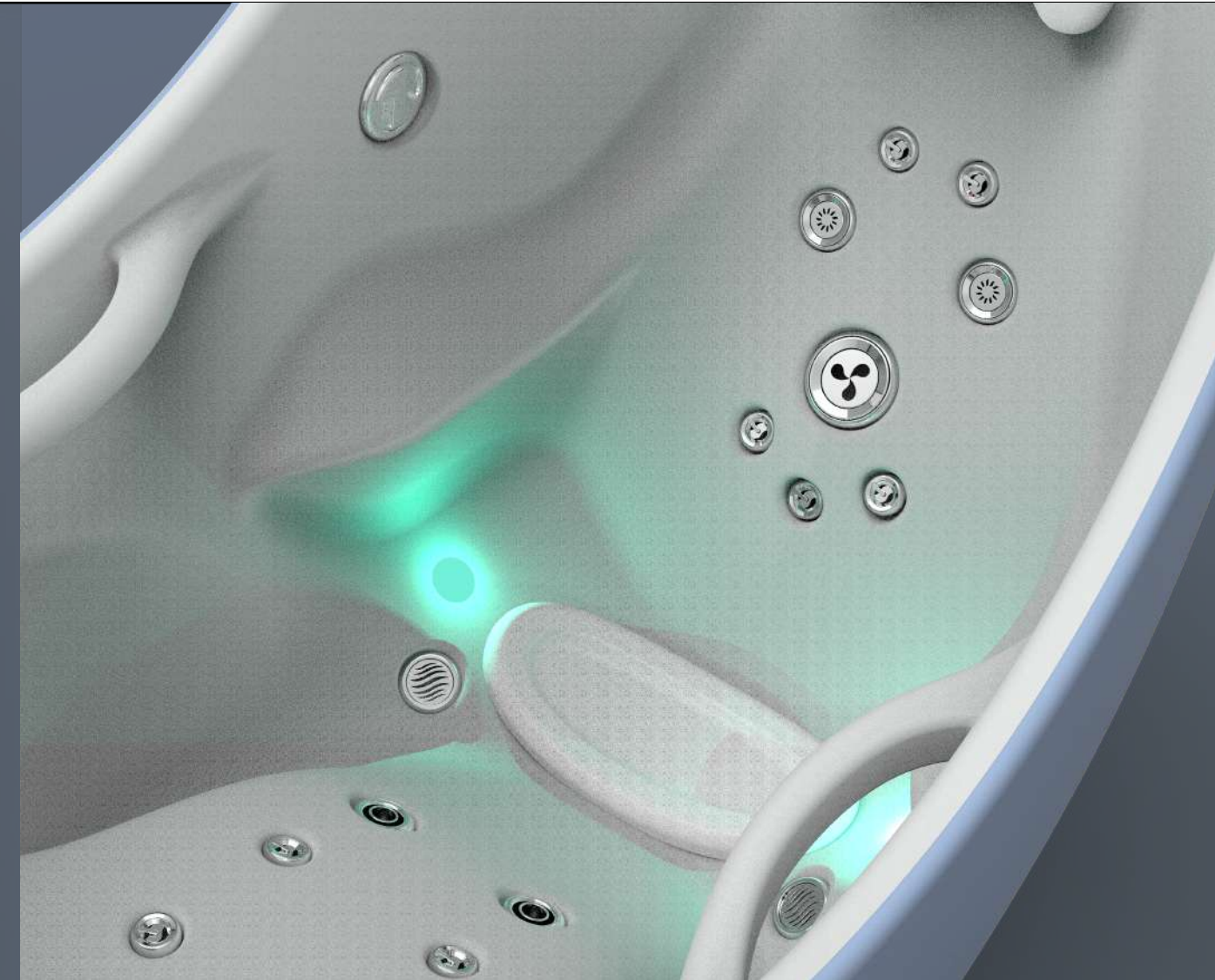
Heaven Essential

Haven Essential is a basic hot tub model with essential functionality of massaging jets and easy-understood hot tub implementation. Nancy can just go in and out of the hot tub easily and the headrest can move in a range to fit in people's different heights. It keeps the ultimate comfortable massaging experience accessible.



Heaven Bespoke

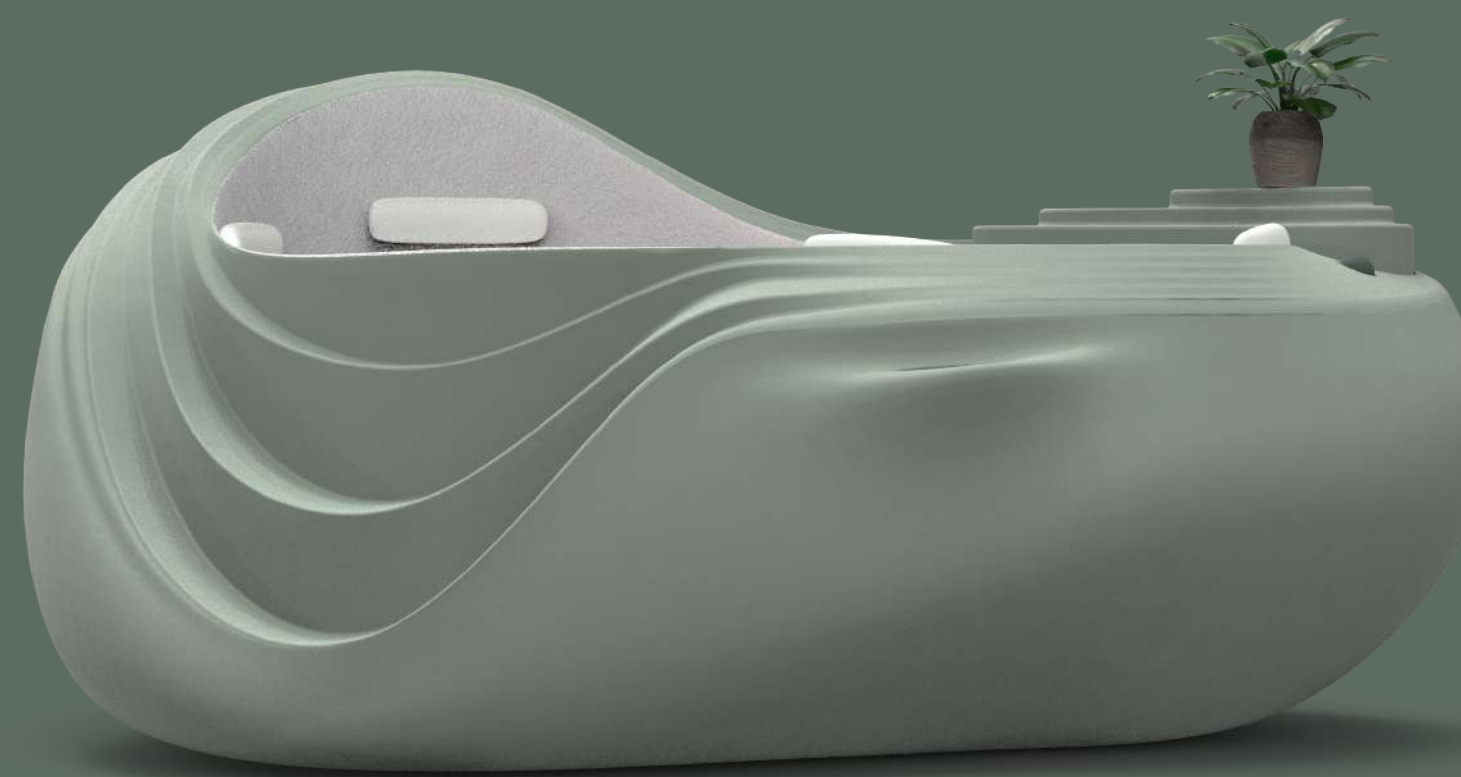
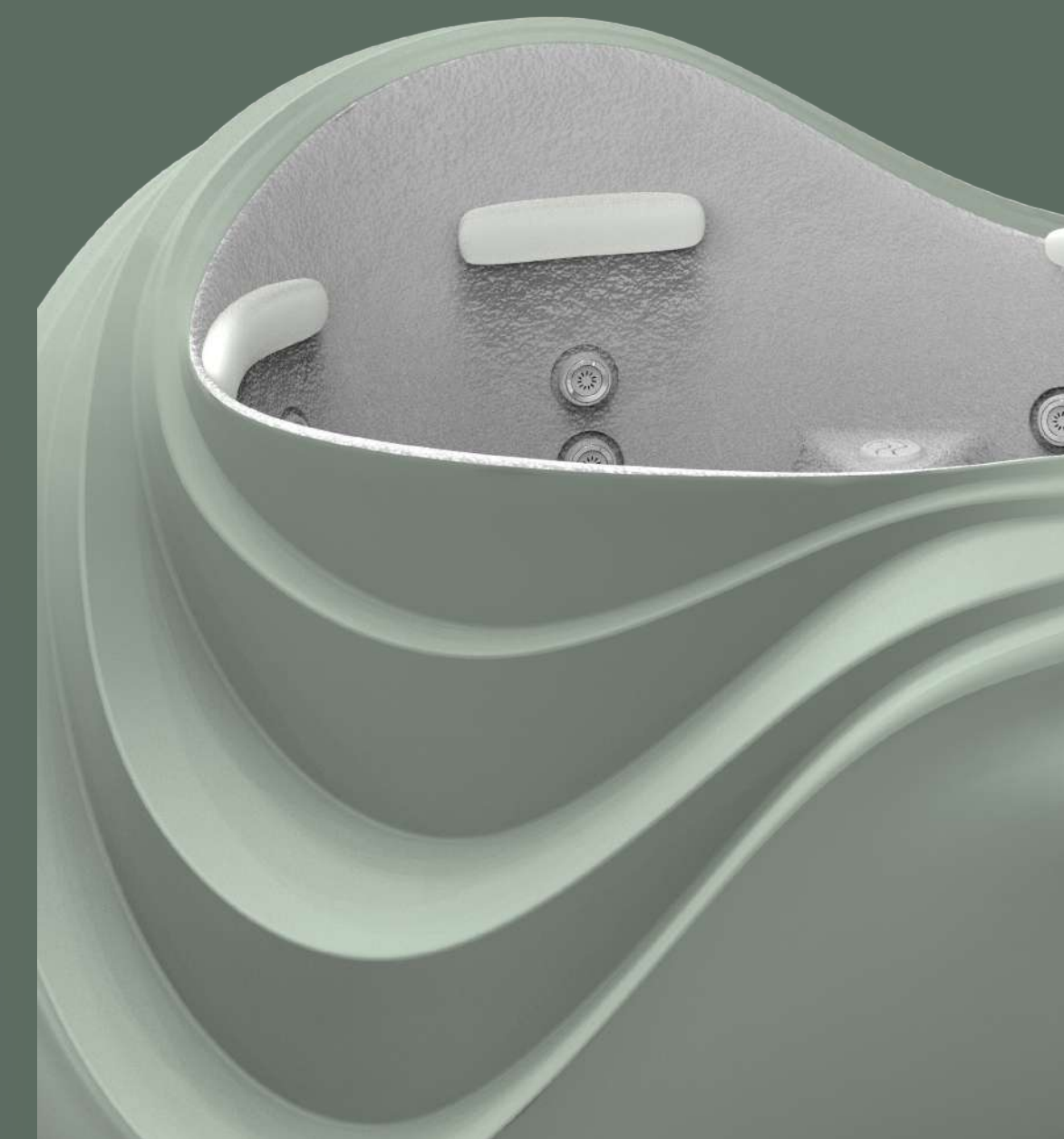
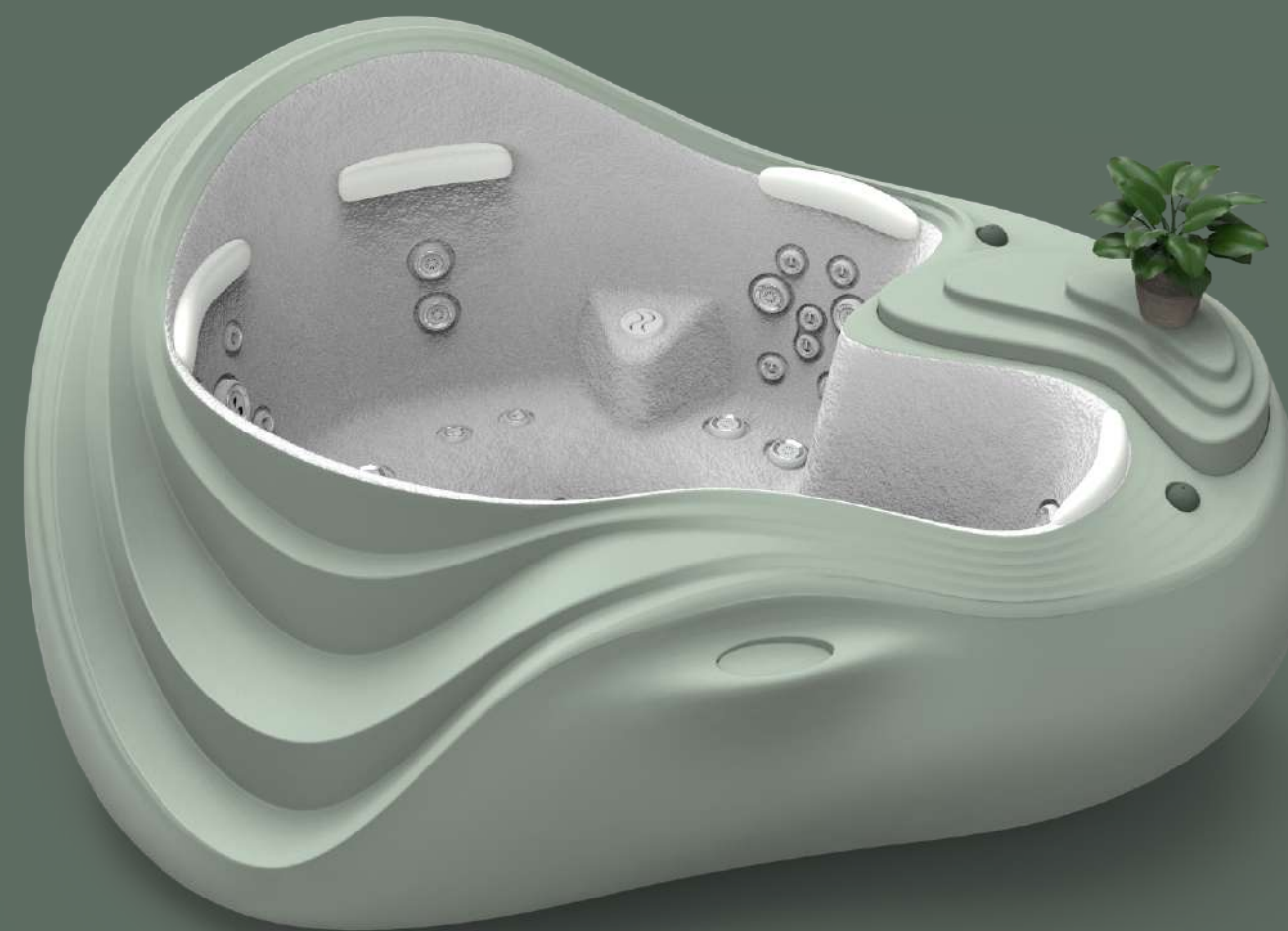
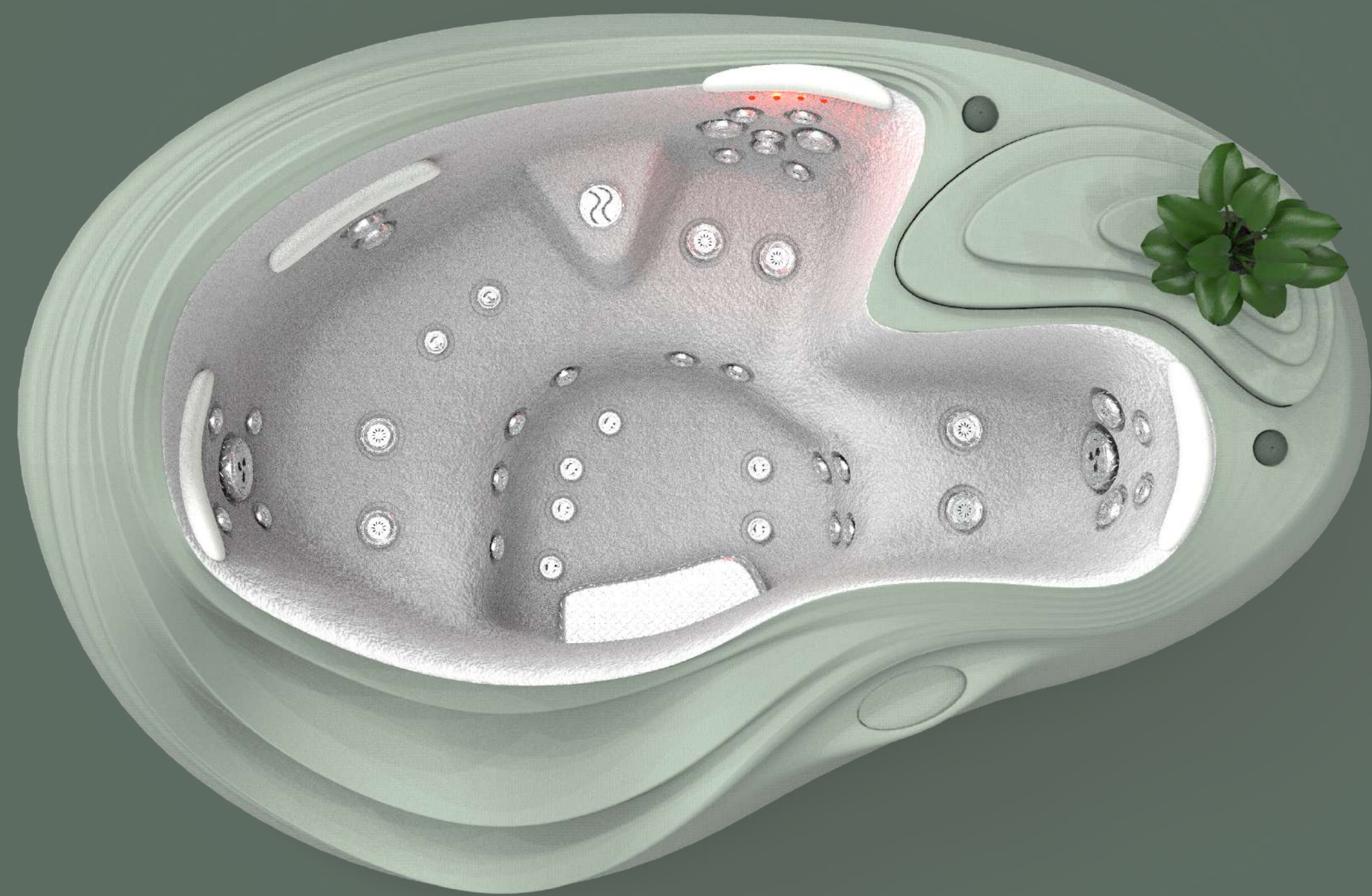
Users bespoke the numbers and positions of jets based on the model of Haven Essential according to their specific requirements. Besides, they can also have different options of soft headrests, side trays and customize the hue therapy. So that people can have a great opportunity to decide what they want.



Hot Tubs

Sanctuary

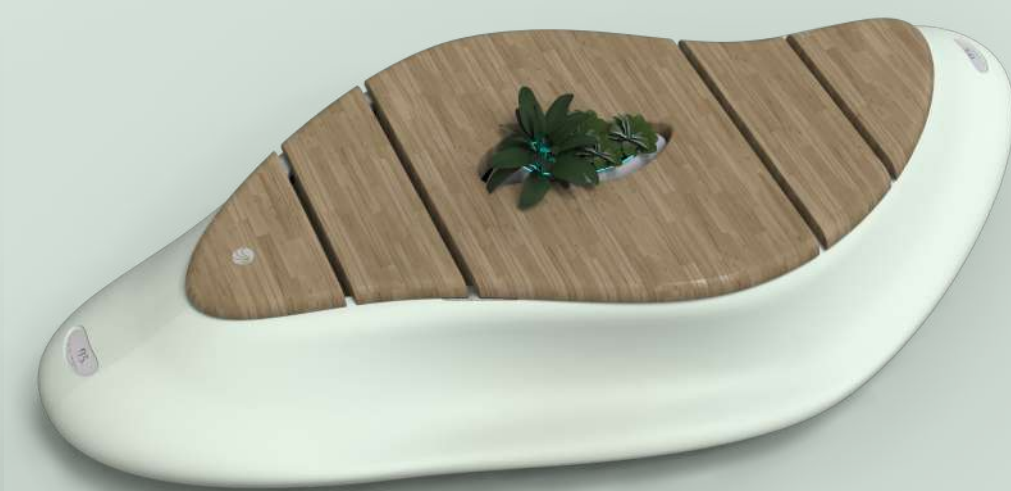
The entertainment system of hot tubs can simulate the nature environment, extracting the beneficial elements from nature. Sevonne also offer a kit of special massage accessories to keep safety and comfortable.



Hot Tubs

Wellspring

Wellspring is a public hot tub set up in our OASIS Experience Store. Surrounded by the evergreen drapes, this hot tub site becomes a popular relaxing hangout place. You can also imagine Wellspring is running for events in stores and hotels. People talk with each other and enjoy this moment either inside or outside of this hot tub.



Accessory Packaging

Accessory Personal Care

A new series of spa accessories made from mineral, fresh fruit, vegetables, bed-mud and herbs for fresh and healthy hot tub experiences. Users can enjoy different kinds of spa culture via bespoke spa accessories.

