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Absolute Web banners

ABSOLUT. WEB BANNERS

Introduction

The details and designs of a series of five web banners outlined in this document . After researching and analysing previous adverts produced for absolute as well as studying the web site and style guide I was able to understand and adhere to the brand identity.



Surrounding the brand is a strong artistic culture. It is also known for being involved in the representation of controversial, non-conforming, bold and creative design choices. The brand has produced many campaigns over the years which represent many different people in the world. The rule 'less is more' is followed by using simplistic, but impactful and strong designs. In response I choose to base the series of web ads on popular film genres. Most people can identify with preferring a certain genre of film and film is a widely and universal appreciated art form. To help focus the design I selected a well know film in each genre. I used a combination of vector graphics and digital images throughout the series to create more dynamic designs.

The key design targets:

- To be artistic, bold and stylish design choices.
- To maintain the bottle's geometric and proportional shape
- To write text in white, black or grey and not any other colour
- To not to use apostrophes or word play on the Absolut brand name
- To always use the full bottle outline and not use repeated, overlapping outlines
- To put the dot at the end of the advert headline.
- To Use minimal text and simple imagery
- Focus on experiences, inclusivity and inspiration
- Use 'Futura PT Con Extra Bold' and 'Edwardian Script ' as the Absolut custom fonts by Hattenbach (MRF) are unavailable.

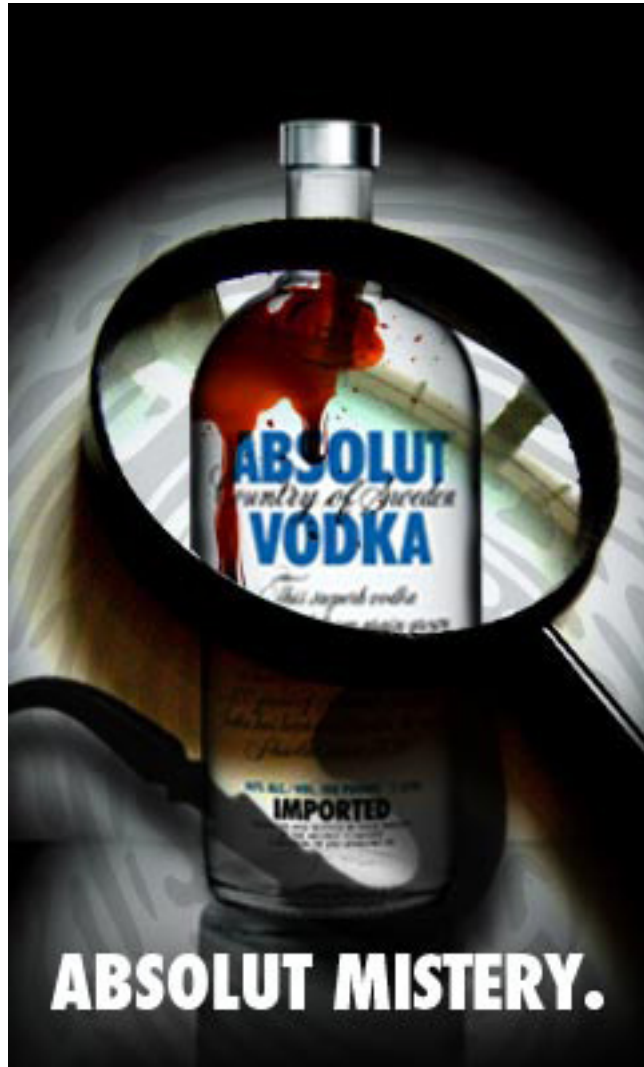
Absolut Adventure Banner



This banner depicts the action adventure film genre. Specifically the film 'Indiana Jones' in which action and adventure are combined with fantasy, history and culture. Indiana Jones as a character is bold and not afraid of a risk. As the word 'ADVENTURE' is longer it is placed on the line below to increase the readability.

Format:	JPEG
Resolution:	72 DPI
Compression:	lossy
Quality:	60%
Colour mode:	RGB
Size:	240 x 400 pixles
File size:	24 kb

Absolut Mystery Banner



The genre of mystery and detective, often surrounds the concept of uncovering the truth could reflect the pureness of the product and the value the brand puts on transparency. Specifically in the film, Sherlock Holms the character has a bold, excentric and controversial personality, which reflects part of the brand identity.

Format:	JPEG
Resolution:	72 DPI
Compression:	lossy
Quality:	50%
Colour mode:	RGB
Size:	240 x 400 pixles
File size:	18 kb

Absolut Hero Banner



In the genre of superhero, fantasy, action. The film 'Superman' is a well known iconic superhero film which has undergone many remakes and evolutions over time but has maintained a strong character identity, and strong moral compass associated, similar to the story and values of the absolute brand.

Format:	JPEG
Resolution:	72 DPI
Compression:	lossy
Quality:	50%
Colour mode:	RGB
Size:	240 x 400 pixels
File size:	20 kb

Absolut Horror Banner



In the horror genre, the 'Hatchet' films which were released 2006-2017. The films depict the popular concept of an 'axe murderer' and so even if the films are unknown the imagery can still be associated to horror. Like Absolute the horror genre is generally less conforming and may push the boundaries of what is acceptable.

Format:	JPEG
Resolution:	72 DPI
Compression:	lossy
Quality:	50%
Colour mode:	RGB
Size:	240 x 400 pixels
File size:	20 kb

Absolut Spy Banner



The classic spy, suit and backdrop depicts the spy genre and combines tradition with a contemporary technological concept. In the films questionable moral decisions are often made but ultimately to the best end, like how Absolut values its roots and heritage but also supports new and unconventional ideas.

Format:	JPEG
Resolution:	72 DPI
Compression:	lossy
Quality:	70%
Colour mode:	RGB
Size:	240 x 400 pixels
File size:	36 kb