

bach  
mayr  
EUROSPAR  SPAR 

# Project idea

In the course of the class 'Media design' we were asked to create a Corporate Identity for a chosen business. I chose our local supermarket and did a rebranding. In the following slides you will see the logo and some product mockups that I created.

# Logo

made with Adobe Photoshop and Illustrator



old logo



new logos



MOCKUPS

# BUSINESS CARDS



MOCKUPS

# LETTER HEAD



Empfängername  
Empfängeradresse 1  
40325 Ort



01.01.2024

Leave fur on owners clothes spend six hours per day washing, but still have a crusty butthole sweet beast. Break lamps and curl up into a ball find empty spot in cupboard and sleep all day when in doubt, wash unwrap toilet paper. X kitten is playing with dead mouse and tweeting a baseball mess up all the toilet paper.

In the middle of the night i crawl onto your chest and purr gently to help you sleep meow meow you are my owner so here is a dead rat i do no work yet get food, shelter, and lots of stuff just like man who lives with us find empty spot in cupboard and sleep all day or shed everywhere shed everywhere stretching attack your ankles chase the red dot, hairball run catnip eat the grass sniff pushes butt to face but headbutt owner's knee.

Eat all the power cords you have cat to be kitten me right meow poop in litter box, scratch the walls and chirp at birds yet pounce on unsuspecting person.

Meow.

[www.spar-bachmayr.at](http://www.spar-bachmayr.at)

[eurospar-bachmayr@inext.at](mailto:eurospar-bachmayr@inext.at)



MOCKUPS

# STORE-MADE GOODS



MOCKUPS

# IN-STORE ADVERTISEMENT

