

NYME Branding and marketing design

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We had the opportunity to make the branding of NYME, University of West Hungary for the 15th EDUCATIO international education fair which organized between 22nd and 24th of January 2015 in Budapest.

The EDUCATIO Fair is the biggest education professional fair in Central Europe. The Fair is especially important for students taking their final examinations since they can meet the representatives of all higher education institutions.

As we are first year students of MA Graphic Design, we thought that it would be nice to make this platform more like with an international voice for the audience. The main idea was to show the identity of University of West Hungary in the colorful and happily understanding way.

The concept is about evoking positive emotions from the visitors, and for this idea we added friendly characters which symbolizes the converging community of the university. The characters play an inseparable role and each of them are individual.

We created a graphic look that shows our opinion about this big pulsing society. And hopefully it allows for everybody to see themselves in this intimate air and everybody can identify with what we are created for show the world of University of West Hungary and at first to make the secondary school students comfortable in our medium.

Also, We have used to extend some of this symbols with harmony of colors and figures into patterns for various packaging design.