



Bycherry

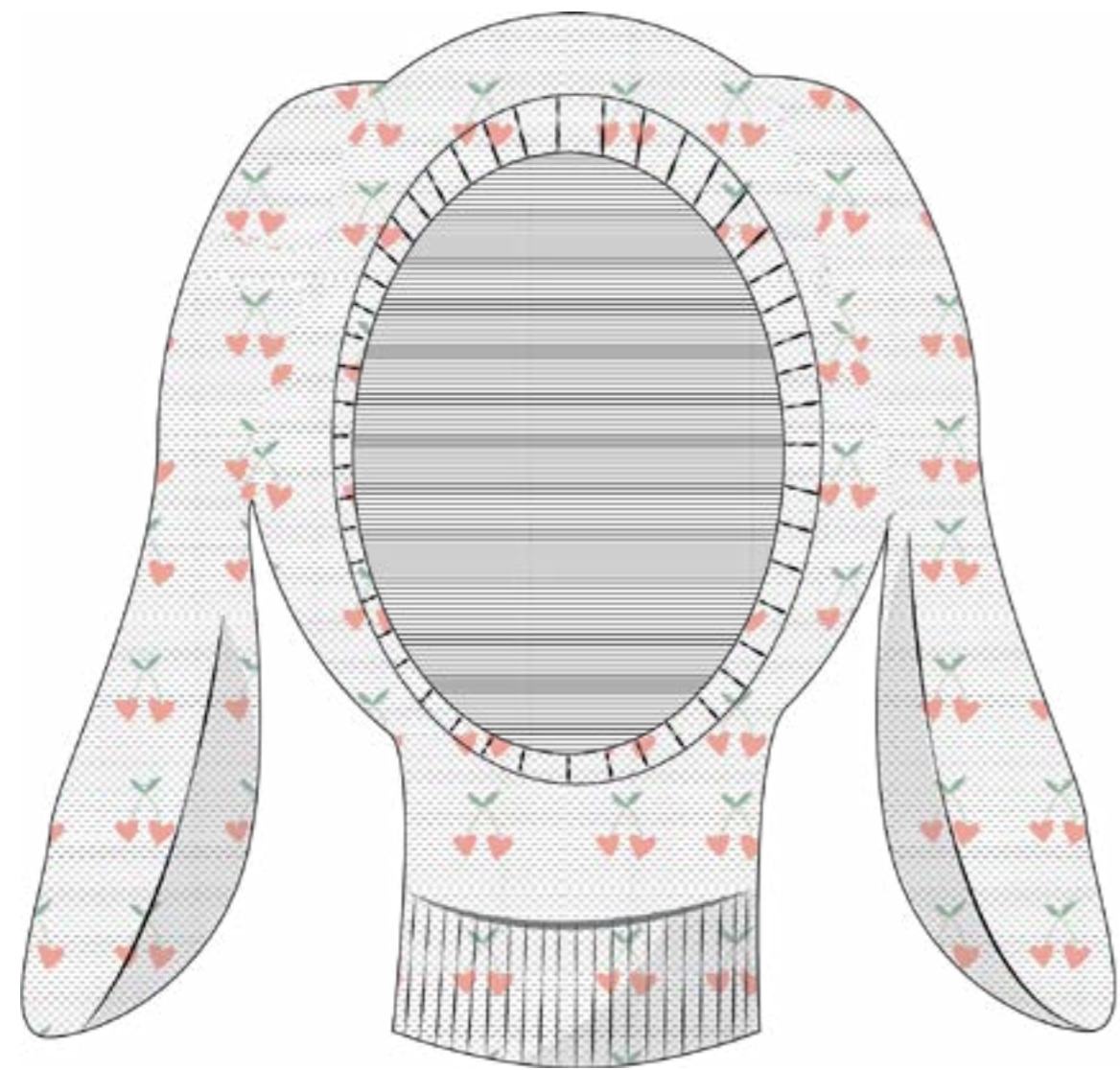
Handmade crochet pieces

Kira A Juanacio Caizapanta  
Visual Outcomes

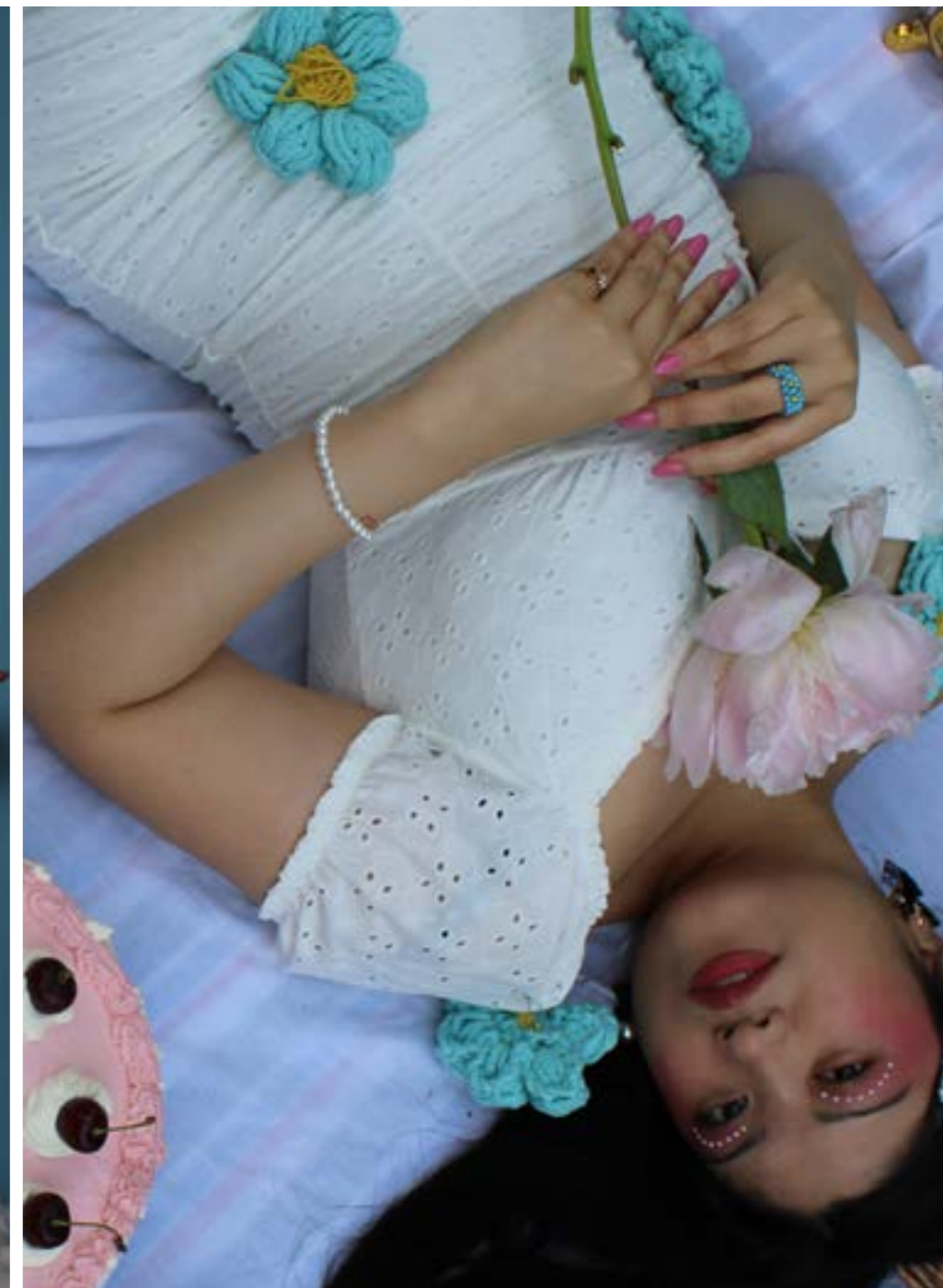
# The flower cardigan CAD



# The cherry bunny balaclava CAD



# The Flower Box



# The heart Cardigan



# Final Products



# Promotion - Social Media Campaign



- The Summer Collection -



By  
Cherry

- Handmade crochet pieces -

- The Flower Box -



By  
Cherry

- Handmade crochet pieces -

- The Flower Cardigan -



By  
Cherry

- Handmade crochet pieces -



By  
Cherry

Handmade crochet pieces



## Logo & Brand name

The logo came to be a cherry, because it is the founders favourite fruit, cherry, and

## Bycherry Meaning

Cherry:

1. A small, soft round stone fruit that is typically bright or dark red. "a bowl of cherries"

The founder wanted our crochet collections to represent a colourful and sweet feeling for customers when buying from us, just like cherry.

(Google, s.d.)



## Fonts

Playfair Display & Josefin Sans Regular

### Playfair Display

PRIMARY FONT

Aa

PLAYFAIR DISPLAY

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

### Josefin Sans Regular

SECONDARY FONT

Aa

JOSEFIN SANS REGULAR

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

## Logo Variations

Transparent logo, white logo and the pink logo will be used for social media and the packaging.

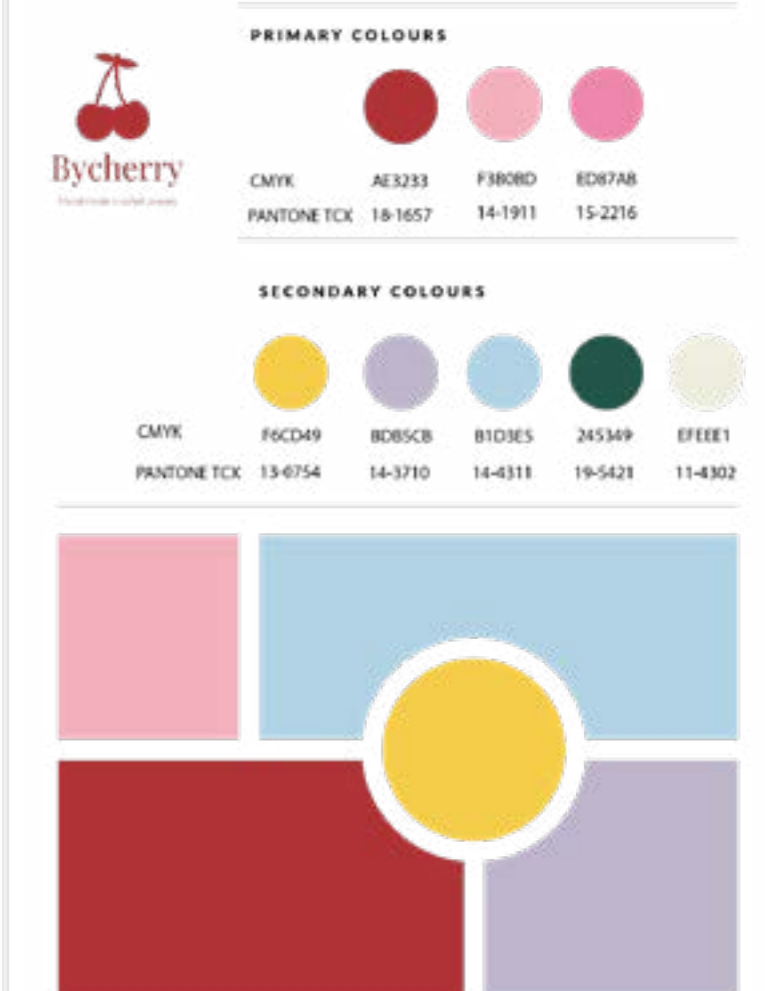


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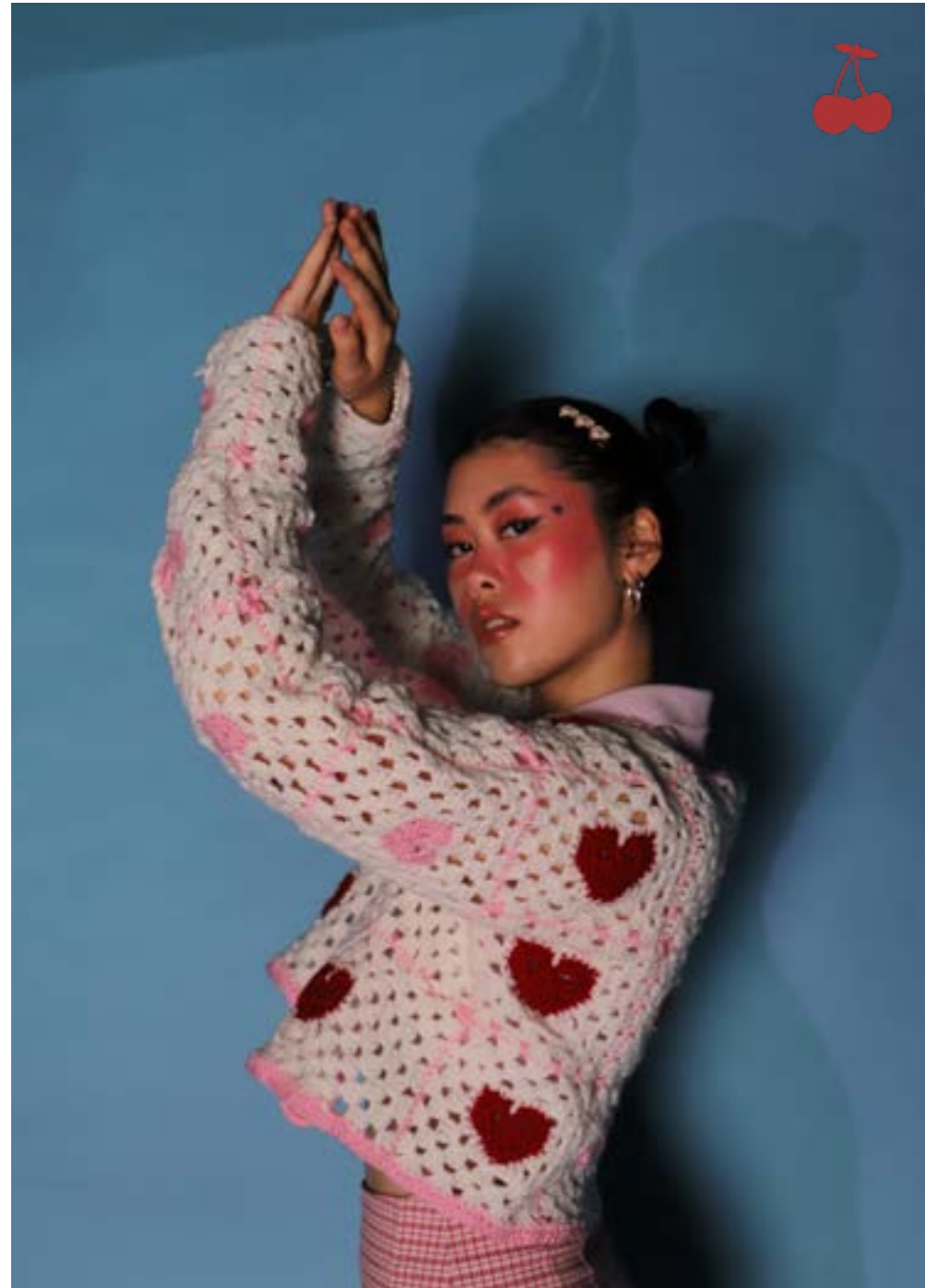
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## Colours

We have a range of pastel colours but red and pink are our primary colours while the other colours used for our collection pieces are our secondary colours.



# Website - Product Details and Pictures



# TikTok Content



# TikToks

Video 1

Video 2

Video 3

# Website Content



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[www.bycherry.com](http://www.bycherry.com)