

→ Adekunbi Ajai

Hello, my name is  
Adekunbi and I am a  
Product designer



Scroll down

# plugguili



branding

2022



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Your future customer is **educated, fun, and wants a stress free experience.**

Meet Suzy

**The colourful social worker**

### Overview

Age: 65  
Status: Married  
Occupation: Social worker  
Income: 66,000  
Location: Swansea (Wales, UK)  
Education: B.A, M.A, Phd

### Goals

Looking to buy an object online to help with plugging and removing her phone.

Needs to find a product on time, does not have the time or patience to look deeply.

### Values

Work life balance

Items purchased with money should have value

Quality over quantity

Enjoy not only the look of a product but the overall experience

two styles both showing the **bold and fun** personalities of the users.

Dsign

uplers

NO 1 is all about being bold!

more of fun

more of colour

oj.

peak

A little can of culture shock.

A drink for all seasons ... and reasons.

The right kind of peak for 3am.

CODECOOL

Heylane

VS

VS

BACKGROUND DESIGN

Something more confident

Bright but minimal

Elegance you would love to be a part of

Simplicity21

A Design Conference by Toss

ELEVATED LIVING

Malqu

Background Design

KLICK

**Simple**

**Inclusive**

**Enriching**

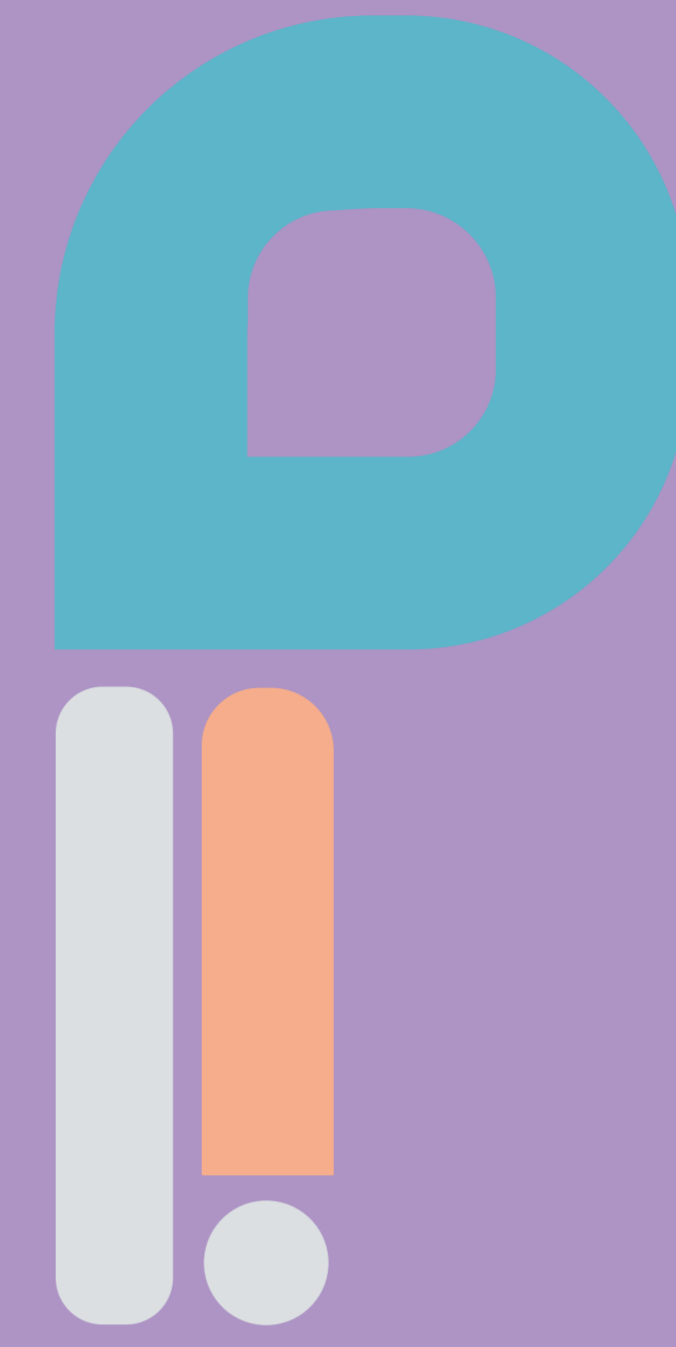


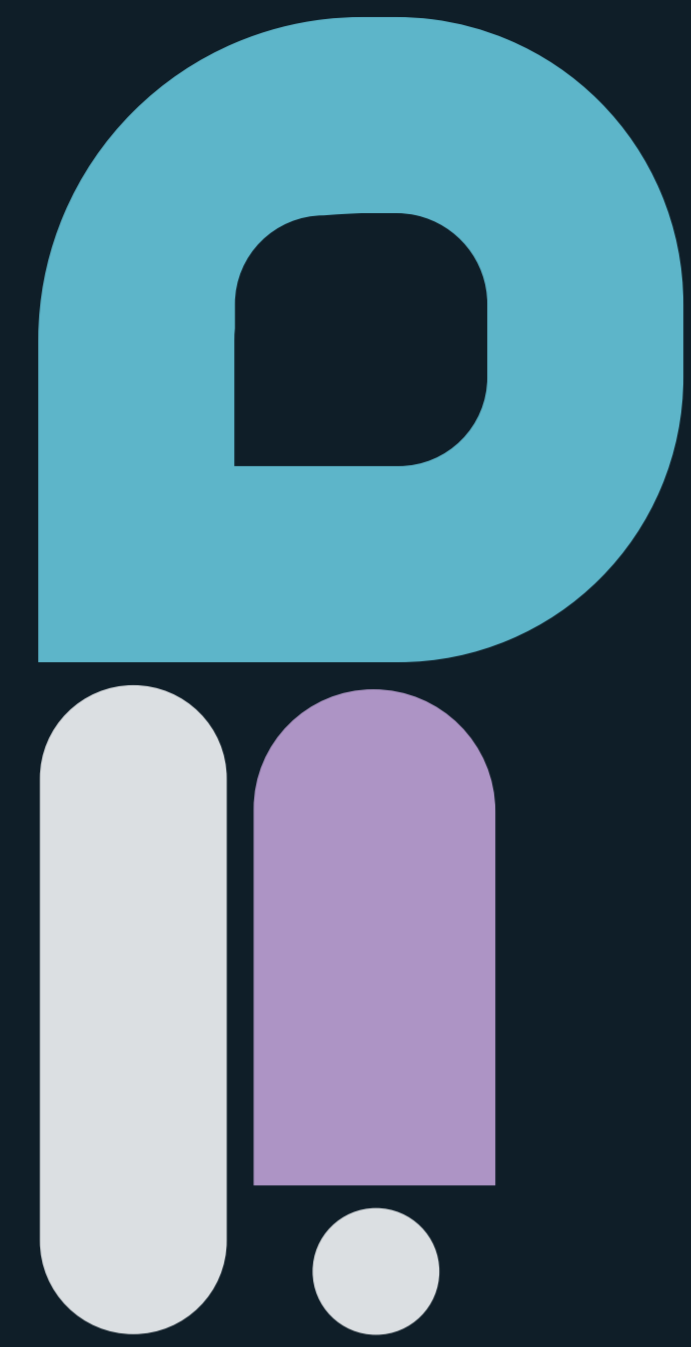
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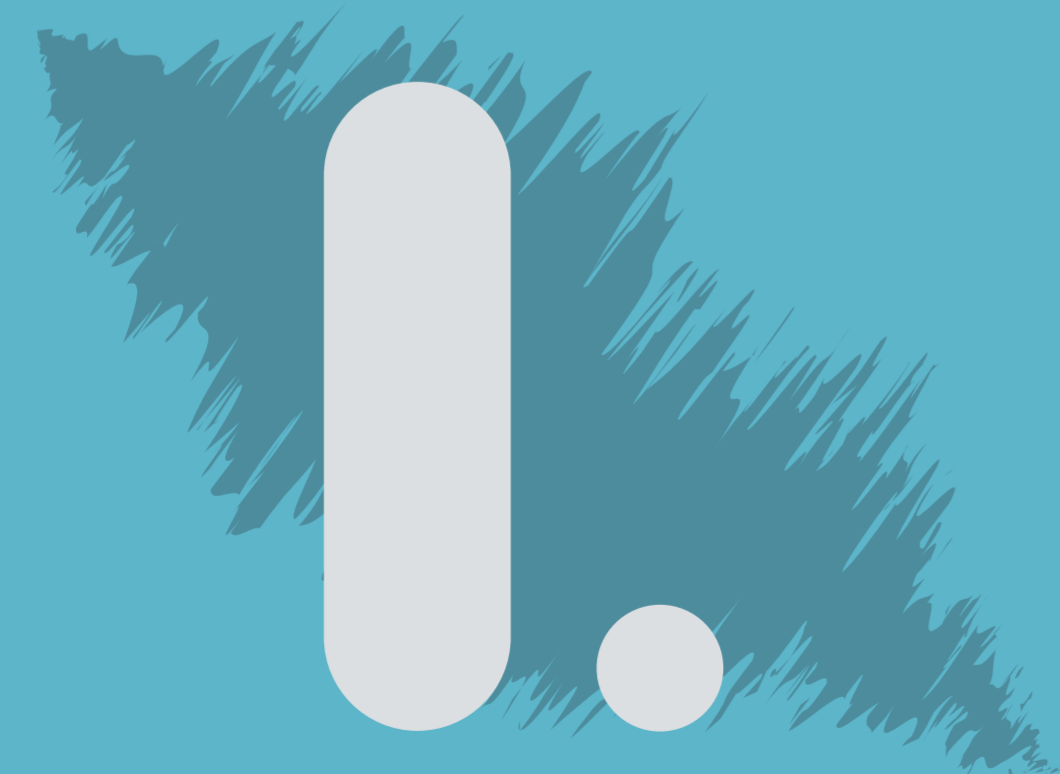
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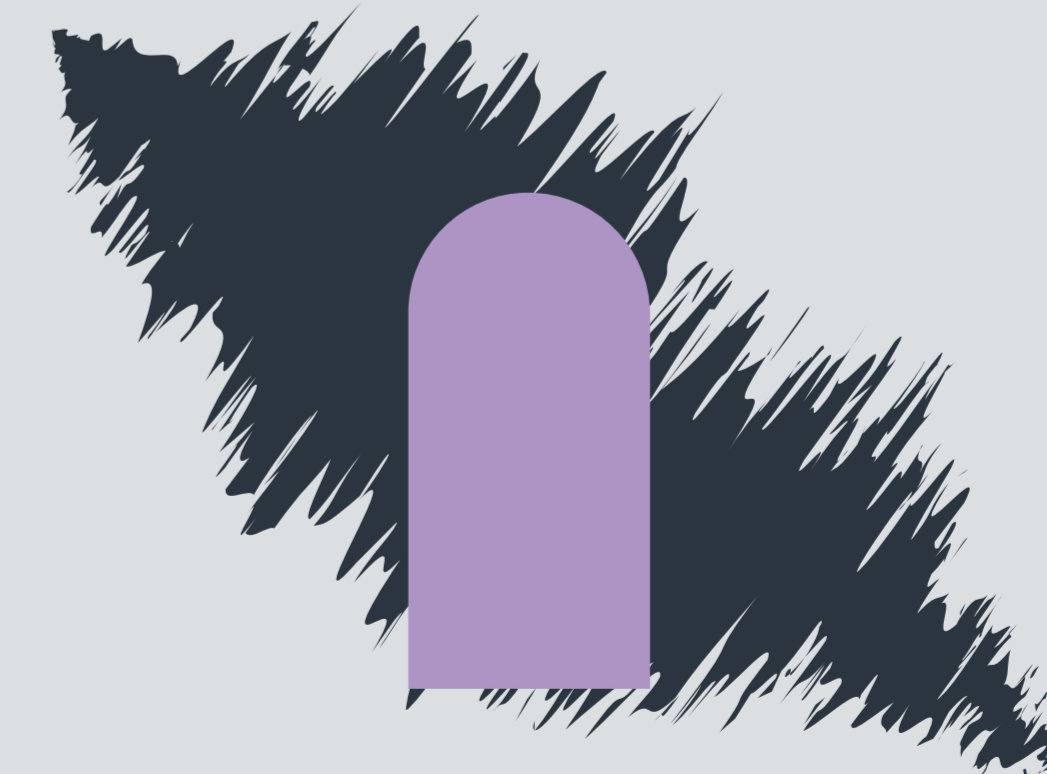


SIE

Simple shapes although different come together to form a unified meaning.



Each shape is equally important and without its use causes an imbalance. What does this mean to humanity?



You are important! You are included. The icon is divided in to three places taking three sets of colours even though the shapes are different.

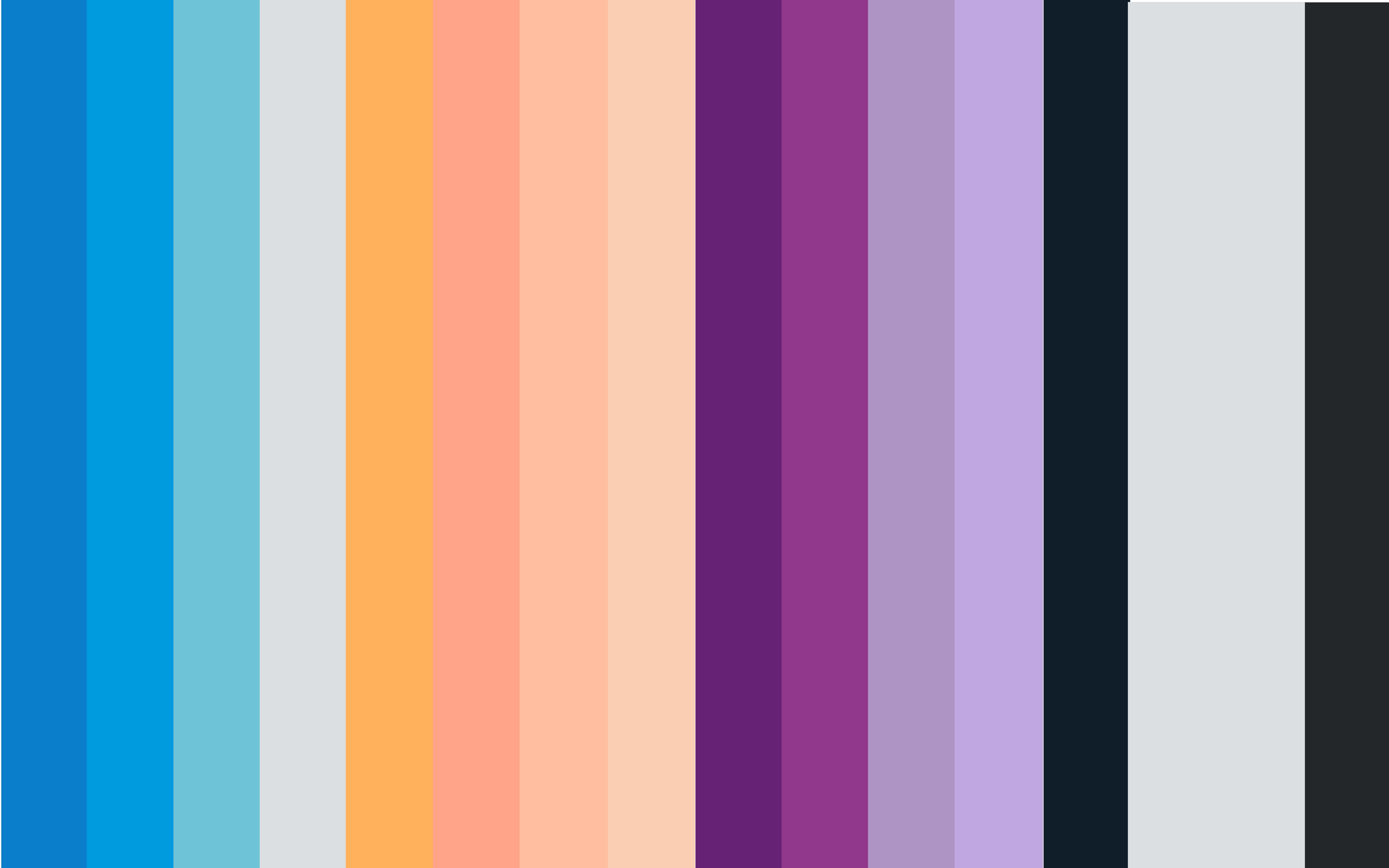
*Colours inspired by the need to instill trust, warmth and bonding between the youth and elderly.*

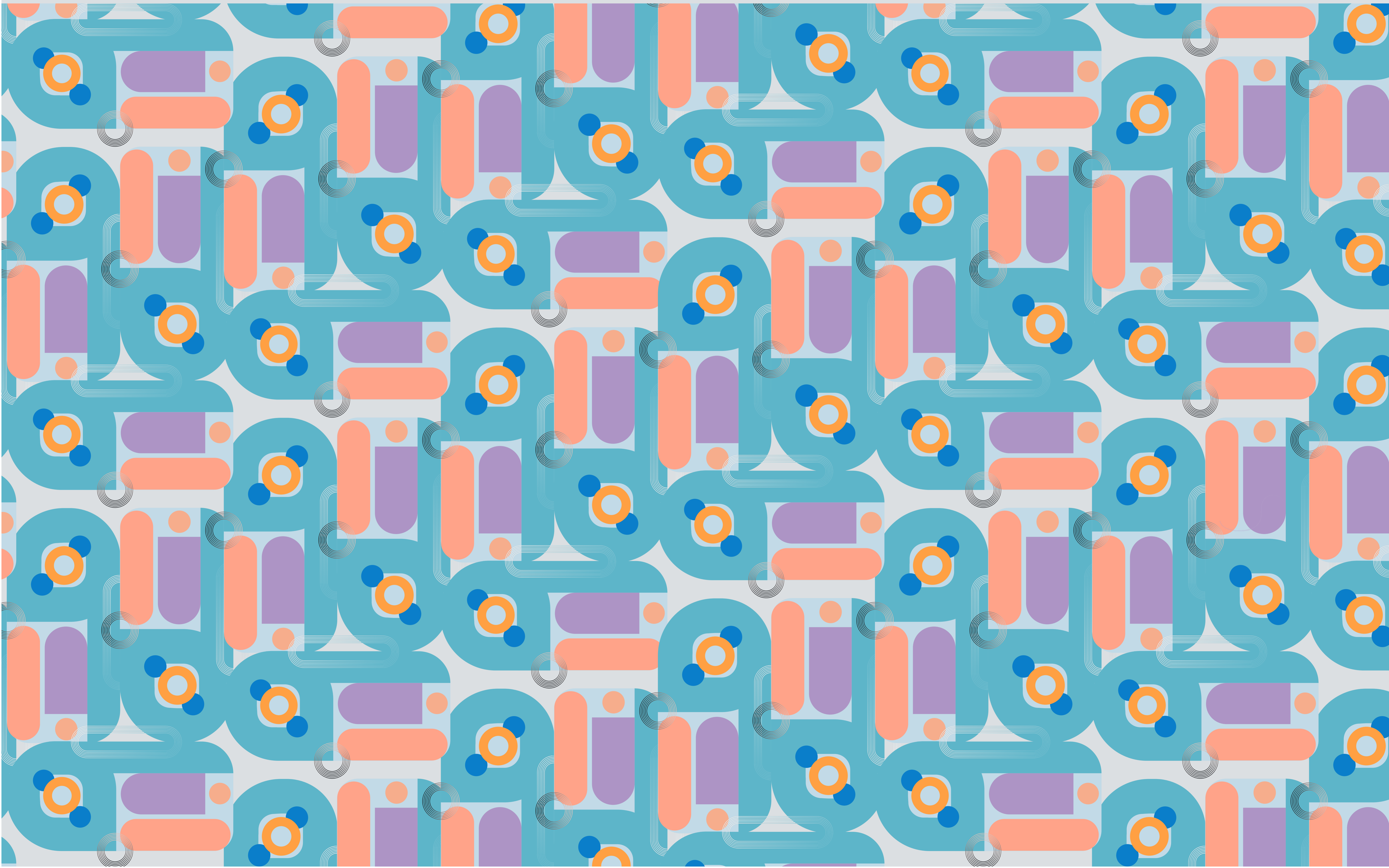
**Trust base**

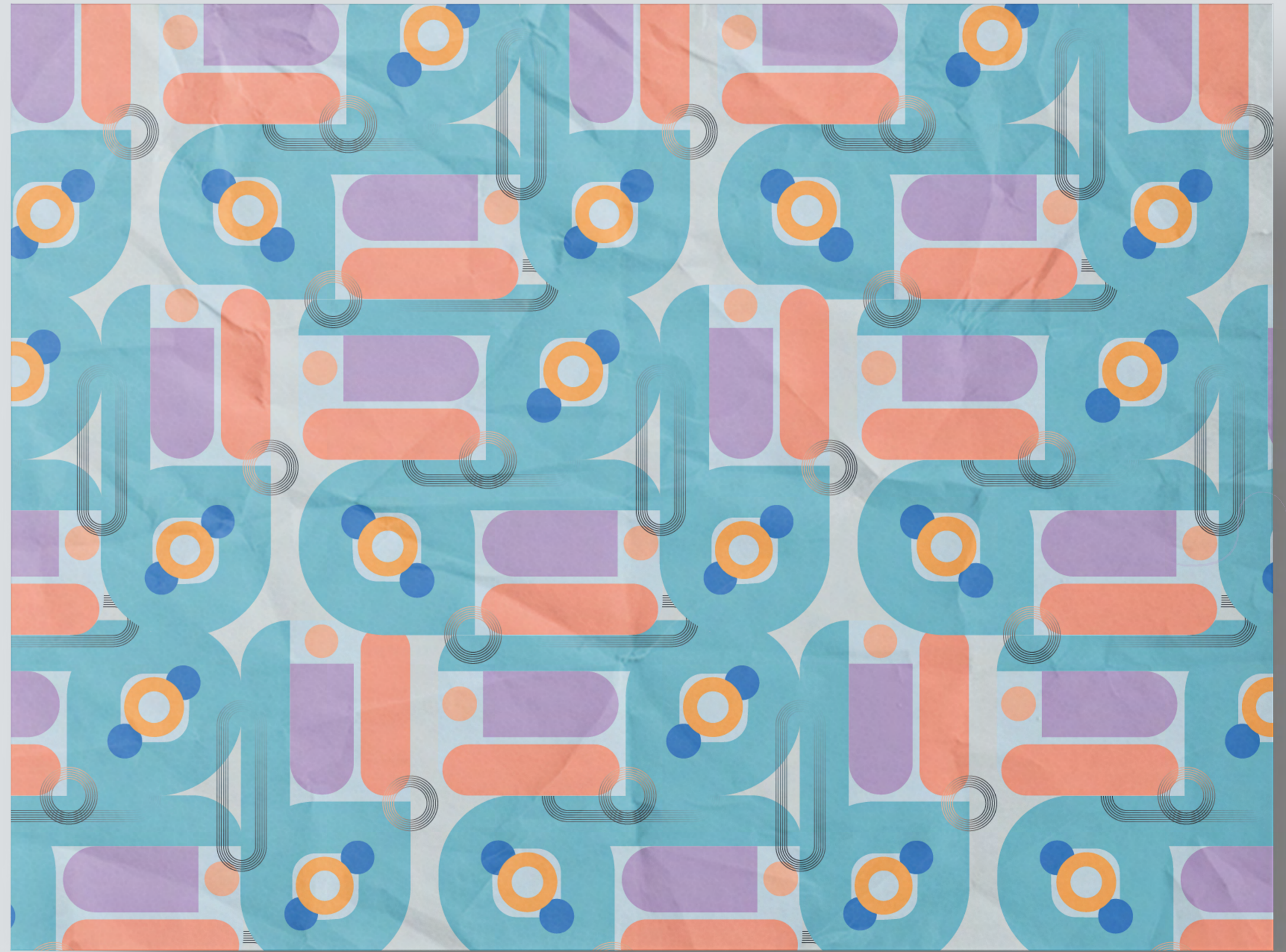
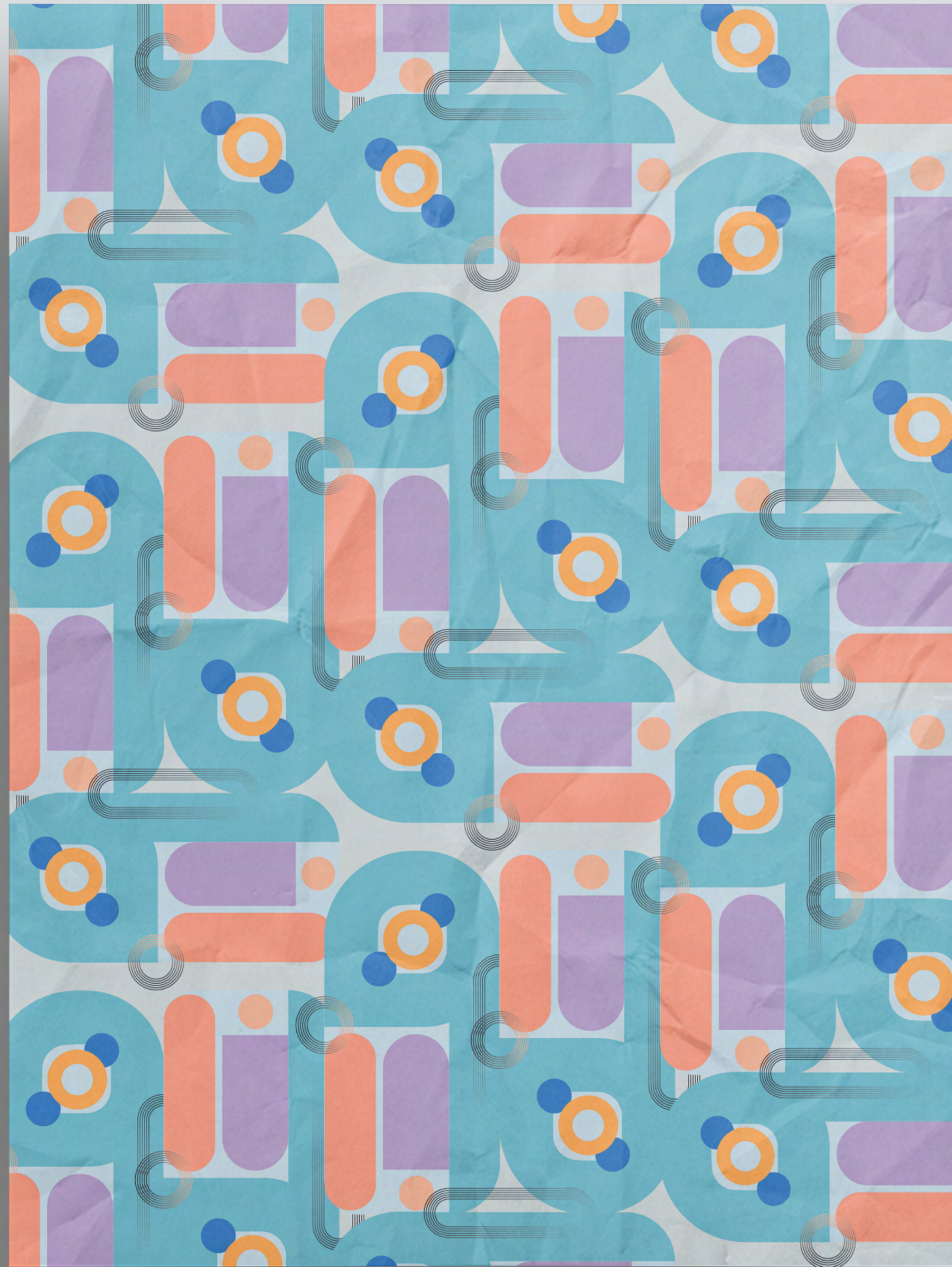
**Commune O**

**Deep balance**

**Neut blanc**

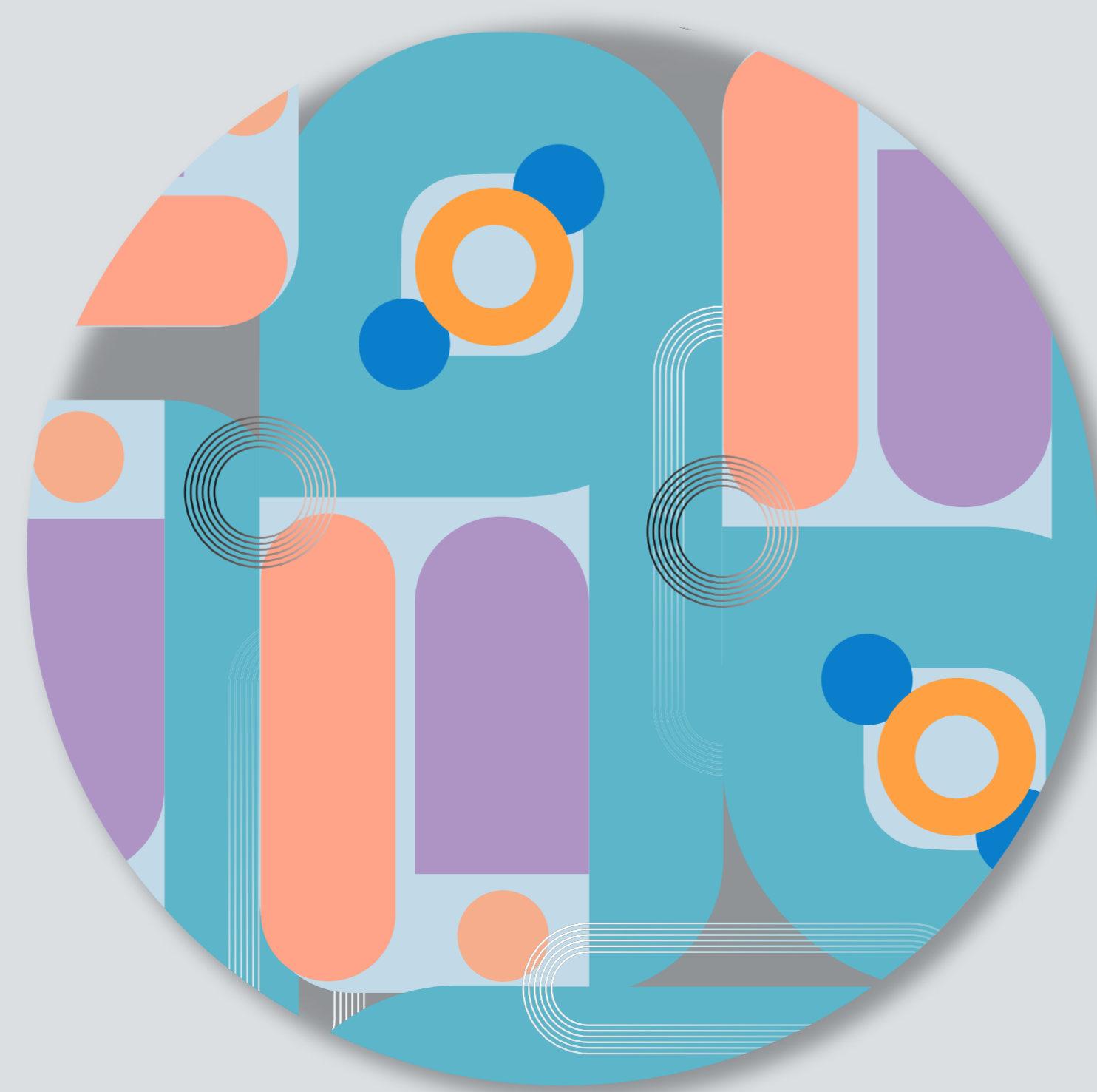












# Plugull is not just a tool but an aid.

## Use it how you like.

This is the main body text which is to be readable. It is to match really well with the subheading.

*Small text*

### Factors for selecting typography

Must be calming

Letter E stroke should be straight

Must be legible

Spacing within each line should be adequate

Alphabet ends must be squared

Shadows into light 2 Bold  
Horizontal scale -  
(110)  
Others set to default

ABCDEFGHIJKLMNOPQRSTUVWXYZŠŤUVWXYZŽabcdefghijklmnopqrstuvwxyz-  
vwxyzž1234567890

Poppins regular

ABCDEFGHIJKLMNOPQRSTUVWXYZŠŤUVWXYZŽabcdefghijklmnopqrstuvwxyz-  
jklmnopqrsštuvwxyzž1234567890

Poppins light

ABCDEFGHIJKLMNOPQRSTUVWXYZŠŤUVWXYZŽabcdefghijklmnopqrstuvwxyz-  
jklmnopqrsštuvwxyzž1234567890

Poppins light italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZŠŤUVWXYZŽabcdefghijklmnopqrstuvwxyz-  
jklmnopqrsštuvwxyzž1234567890*

