

PROJECT BRIEF – METAMORPHOSE CATALOG DESIGN

1. Project Overview

Project Title: METAMORPHOSE Catalog Design

Objective: To create a visually engaging and emotionally connected product catalog that reflects the unique personality of the brand.

The catalog must combine emotional storytelling with practical product presentation.

2. Brand Concept

METAMORPHOSE is a modern, playful, and colorful brand offering high-quality vinyl flooring. The brand is built on a foundation of emotional connection and practicality.

3. Collection Overview

METAMORPHOSE 5.0

- Hero: Parrot
- Sense: Sight
- Color: Fresh green (#95BF7C)
- Mood: Accessible, youthful, colorful

METAMORPHOSE 6.0

- Hero: Dolphin
- Sense: Hearing
- Color: Aqua blue (#69B0E6)
- Mood: Calm, precise, fluid

METAMORPHOSE 7.0

- Hero: Galapagos Tortoise
- Sense: Touch
- Color: Ruby red (#E3344F)
- Mood: Solid, premium, safe

4. Design Objectives

- Integrate hero animals clearly and consistently into each collection section
- Use collection colors as a key visual navigation tool (backgrounds, accents, headers)
- Emphasize the sensory identity of each collection with visual or iconographic references to sight, sound, and touch
- Include room for both emotional storytelling and product specifications
- Communicate the MIX & MATCH system: all decors available in plank and herringbone formats

5. Visual Style Guidelines

- Typography: Montserrat for headers, Lato for body text
- Layout: modern, clean, consistent grid structure
- Icons: custom-designed line icons for Eye (Sight), Ear (Hearing), Hand (Touch)
- Use illustration or stylized graphic style for animal heroes
- Maintain visual balance between lifestyle/emotion and technical information

6. Deliverables

- Full product catalog layout (A4, print and digital ready)
- Three cover spread layouts (one per collection)
- Icons for sensory experience and product features
- Visual integration of dual format concept (plank + herringbone)
- Consistent styling of all pages, typography, color codes, and image placements