

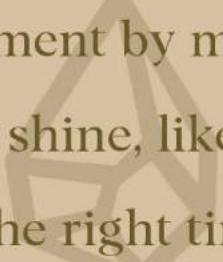
Work Task Management
by Brigita Celine

amber sparks



amber.

17 December 2020



“Take it moment by moment and
you will shine, like amber,
in the right time”

An import Baltic Amber from Amberku Indonesia based on the capital city of Lithuania, Vilnius with a certificate of authenticity accompanied by a copy of the test results from the Lithuanian Authority Laboratory.

Amber comes from pine tree resin that has been buried for hundreds of years in Northern Europe, namely Scandinavia. The most famous amber is Baltic Amber, which is an amber found in the area around the Baltic Region (the area around the Baltic Sea, Sweden, Poland, Germany, Finland, Estonia, Latvia, Lithuania and Russia (Kaliningrad)). The amber itself is indirectly called stone because its shape resembles the shape of a rock but the surface itself is not hard and more supple

Amber is believed to contain analgesic which is a term to represent a group of pain relievers and succinic acid which is used as a body thickness system. This is where amber is believed to be healing energy.

a m b e r. modified amber which is believed to be a healing energy which is often used among any age into a necklace that uses real white gold strings so that it is more modern to wear.

Certificate of Authenticity



LITHUANIAN ASSAY OFFICE
GEMMOLOGICAL TESTING LABORATORY

Amber test report
No. – 00078

Article:
Gemstone(-s):
Weight:
Colour:

Necklace "AMBERKU"
Baltic amber
5.42 g
Yellow, honey, dark cherry



Conclusions:

Necklace consists of 48 amber pieces. FTIR spectra shows characteristic of Baltic amber. Darker pieces show indication of imitation of amber.

Ekspertė
Gintarė Martinkutė
Surname

Signature

2018-12-11
Date

This report is related only to the item which was submitted to Lithuanian Assay office gem testing laboratory. Microscope, UV lighting have been used for gem identification.

Lithuanian assay office, Gemmological Testing Laboratory, Žirmūnų st. 70, LT-09124 Vilnius, tel. +370 52 70 00 00, email: gcmilabs@pr.li

...eties of Con
...society alone.
...roasted as thoroughly as
...d per 1-2 cylinders wit
...res clear, full flavored a
...ore
...screened and freed fro
...liberated by roasting
...It is packed in Patent air-tight packages
...with waxed paper, which protects the
...from atmospheric influences, and retains i
...trength and aroma.

Inside this Book

- 01 ———
Logo Development
- 02 ———
Chosen Logo
- 03 ———
Moodboard
- 04 ———
Business Card
- 05 ———
Hang Tag
- 06 ———
Packaging
- 07 ———
Website
- 08 ———
Brand Division
- 09 ———
Future Development



Logo & Font Development

01



BEHIND THE LOGO:

The shape of this logo is inspired by the original amber shape which is round and oval and not very symmetrical. So that we modified it into various forms.

LOGOGRAM

LOGOTYPE



amber

02



BEHIND THE LOGO:

The shape of this logo is inspired by the original amber shape which is round and oval and not very symmetrical. So that we modified it into various forms.

LOGOGRAM

LOGOTYPE



amber.

03



BEHIND THE LOGO:

The shape of this logo is inspired by the original amber shape which is round and oval and not very symmetrical. So that we modified it into various forms.

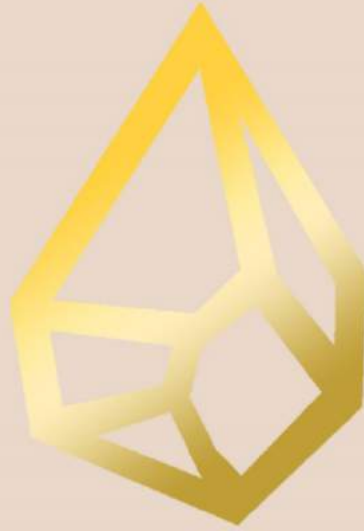
LOGOGRAM

LOGOTYPE



amber.

Chosen Logo



LOGOGRAM

LOGOTYPE

COLOR



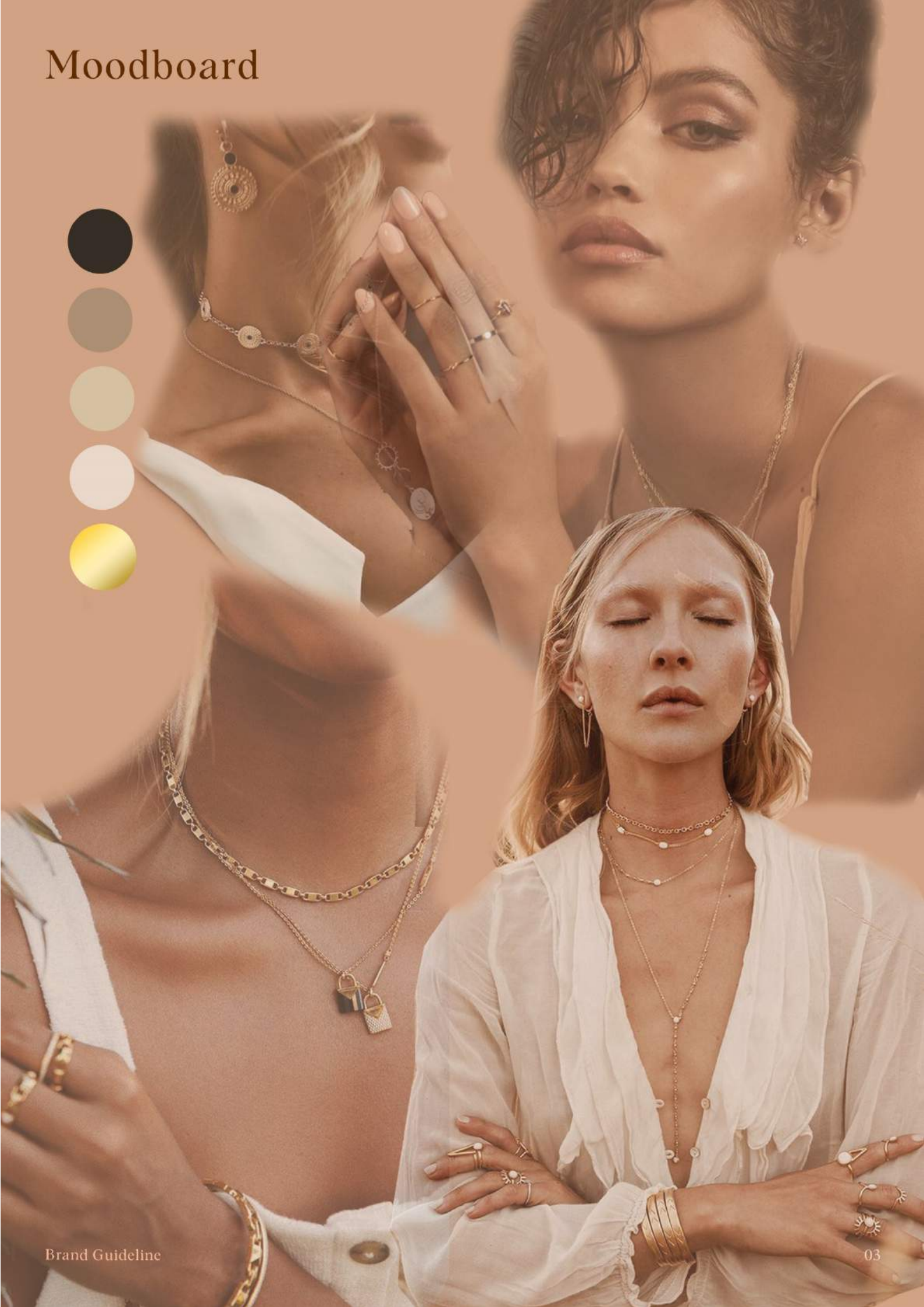
a m b e r .



BEHIND THE LOGO:

The shape of this logo is inspired by the original amber shape which is round and oval and not very symmetrical. So that we modified it into various forms.

Moodboard



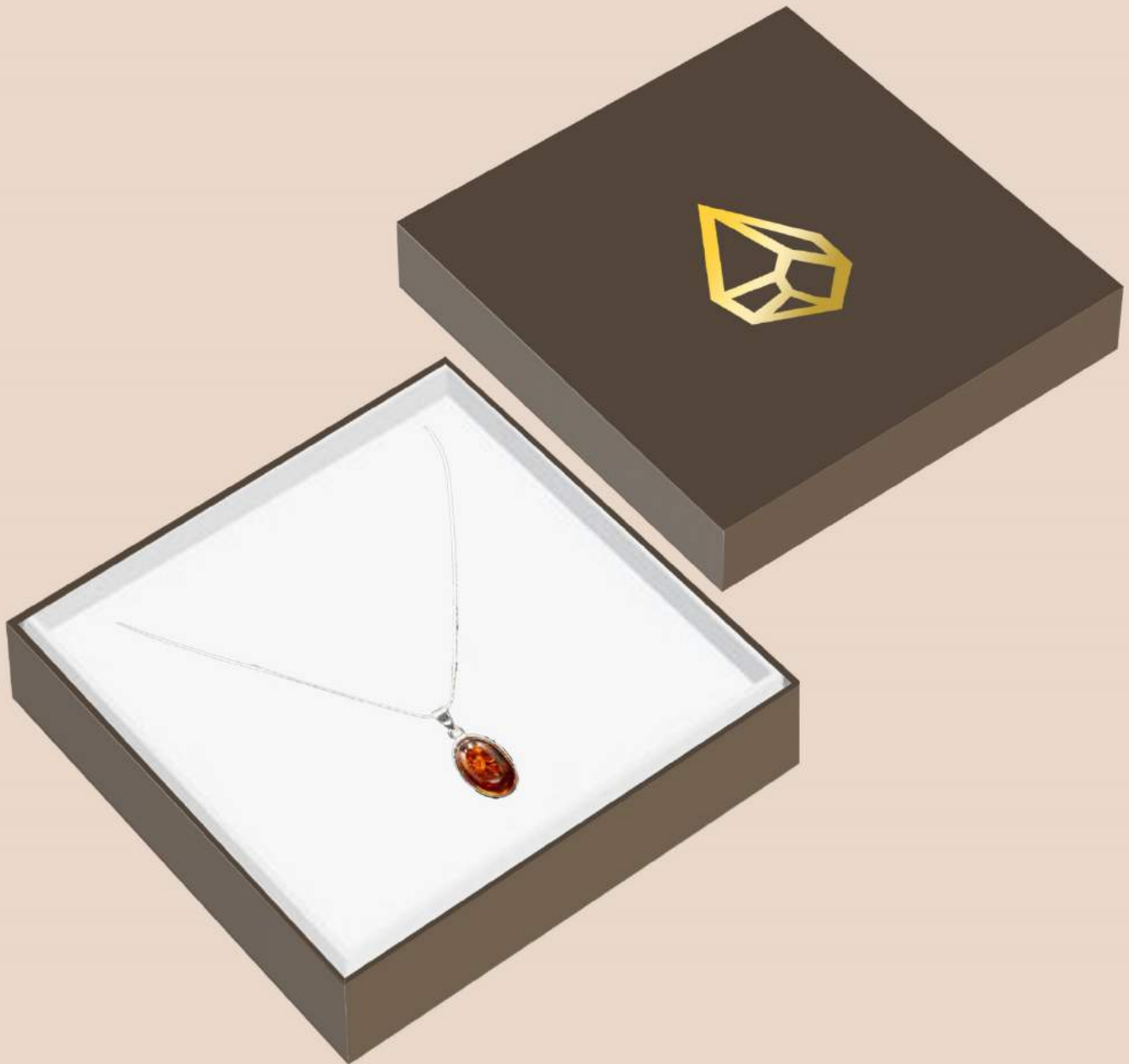
Collaterals: Business Card



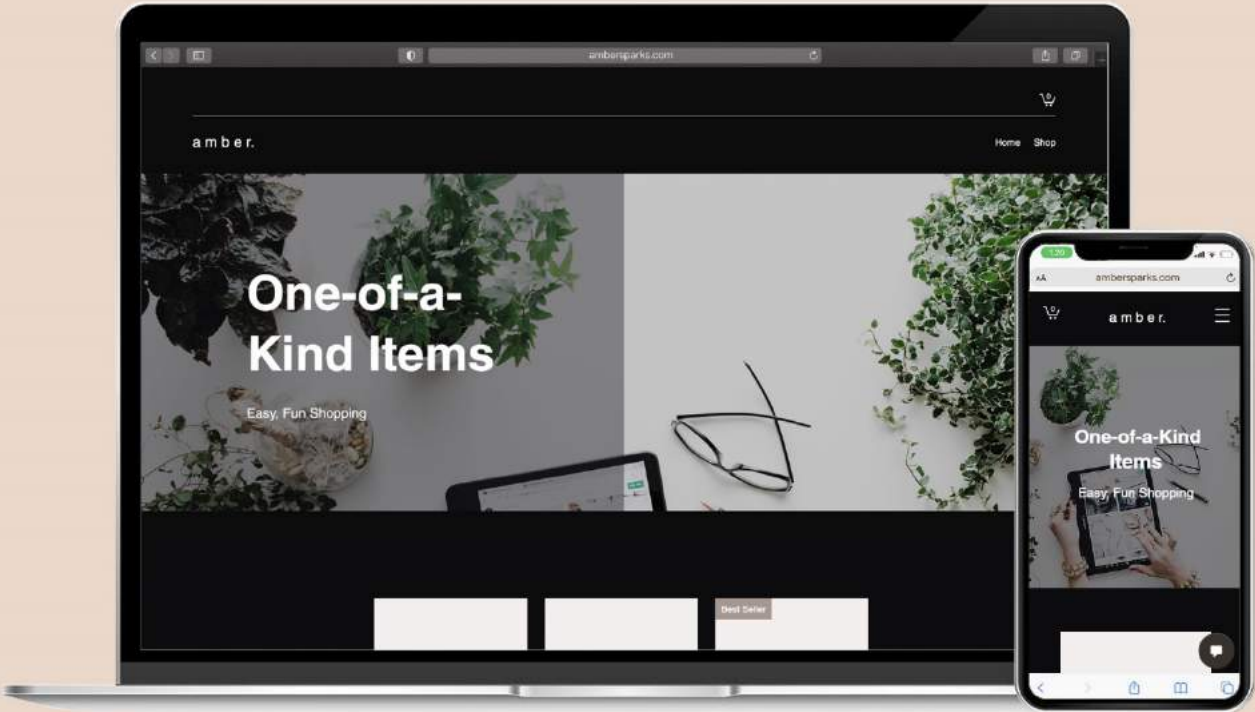
Collaterals: Hang Tag



Collaterals: Packaging



Collaterals: Website



Brand Division

Innovating healing energy necklaces is becoming more attractive for today's women to use as fashion also paying attention to the movement of using eco friendly items.

Future Development



Expanding the healing energy necklace collection in various forms while adjusting market trends as well as the eco friendly movement, we also looking forward in expanding our offline store.

amber sparks



Thank You

a m b e r .