

Work Task Management
by Regita Maheswari Saputra

dul
set

Dulset brand
development & guideline

MOOD | LOGO | FONTS

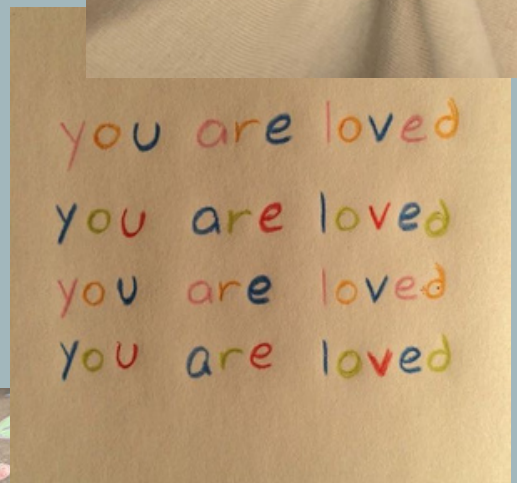
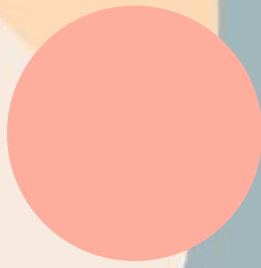
Dulset

"Create Comfort in A Simple Way"

Dulset is a children's underwear brand based in Indonesia. Dulset provides two functions in one product, tank top and bra.

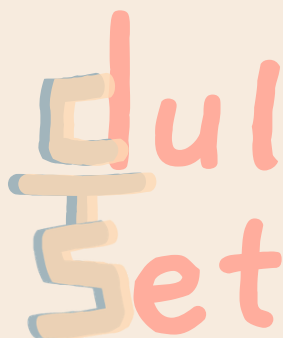
"Dulset" comes from the Korean word "**둘**/dul" which means two, by putting together a tank top and bra in one set to make it more practical. This was inspired by an undergarment in Joseon Dynasty called "**허리띠**/heoritti" or the chest hider which was tied around the breast and "**허리마리**/heorimari" which functioned like a corset. These garments are worn layered together.

Dulset is made for girls who have new breast growths. Because teenage bras are not very practical for them and only wearing a tank top can not cover the breasts maximally.



Logo Development

01



Font Style

Gaegu Bold: Dulset

02



Font Style

Tlab: Dulset

03



Font Style

21o: Dulset

04



Font Style

Cute: Dulset

Choosen Logo



BEHIND THE LOGO

The logo is based on the name itself "둘/dul." I turned the "ㄷ/digeut" into the letter "d" and the "ㄴ/rieul" is mirrored and become the letter "s."


COLOR



Dulset brand

development & guideline

Color Palette

A solid blue heart shape.

#A2B5BC

The blue color represents meanings of trust and confidence.

A solid pink heart shape.

#FFAD9D

The pink color means sweet, nice, playful, cute.

A solid yellow heart shape.

#FEDAB5

The yellow color stands for happiness, positivity, and joy.

A solid beige heart shape.

#F7EBDE

The beige color symbolizes comfort and simplicity.

Font Combination

o1

Sknhs|mn 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

o2

Letters for Learners 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

Logotype

Dulset

Font : Gaegu Bold

Dulset brand

development & guideline

Collateral Design: Business Card



Dulset brand

development & guideline

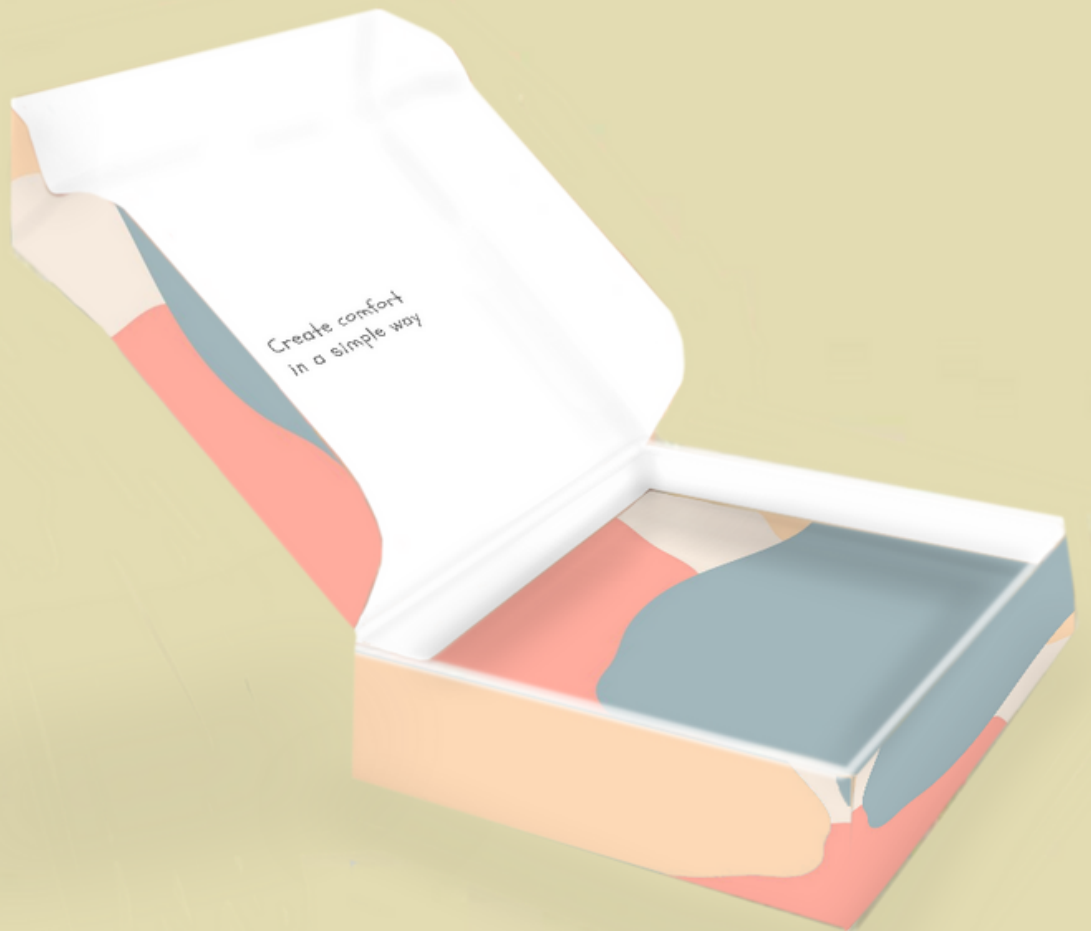
Collateral Design: Brand Tag



Dulset brand

development & guideline

Collateral Design: Packaging



Dulset brand
development & guideline

Website



Dulset brand

development & guideline