

PHILIPS

BRANDBOOK

KARLA KORT

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Karla Kort

Juni 2015

Hogeschool van Amsterdam

Product Design, Jaar 3



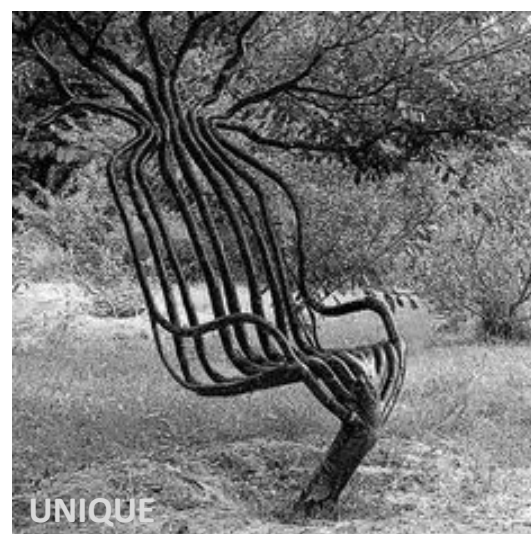
EXPERIENCED



FAMILIAR



FOCUSED



UNIQUE

Wij zijn er voor jou.

Wij zijn er voor jou en je familie, al jaren lang. En we blijven verbeteren, innoveren, om nog beter in te spelen op jouw behoeftes.

We zullen je nooit in de steek laten.

We zijn sterk en aanwezig, gefocust op ons doel, we willen jouw leven verbeteren.

We richten ons ook met presizie op de fijnste details.

Zo helpen we bijvoorbeeld ook om jou en de wereld om ons heen gezond te houden.

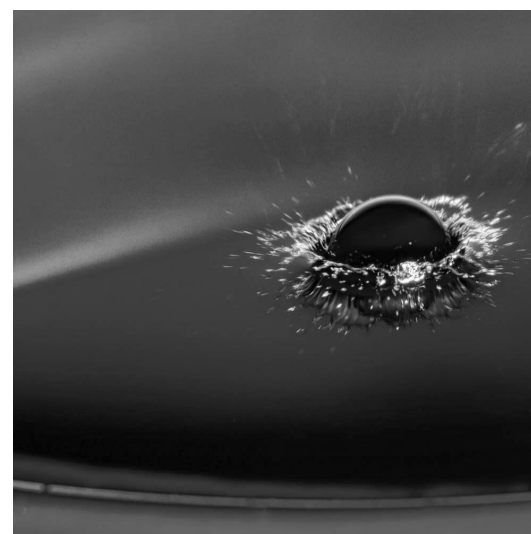
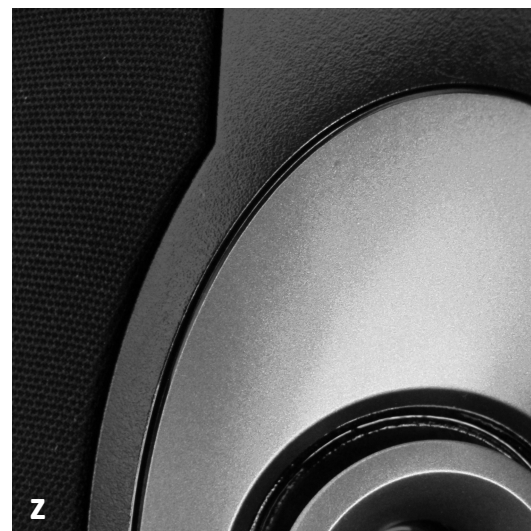
We willen speciaal zijn voor jou. Een houvast, er altijd zijn als je ons nodig hebt. Een uniek plekje in je leven.



FORM
DESSIN
COLOR
MATERIAL



FORM



EXPERIENCED

FAMILIAR

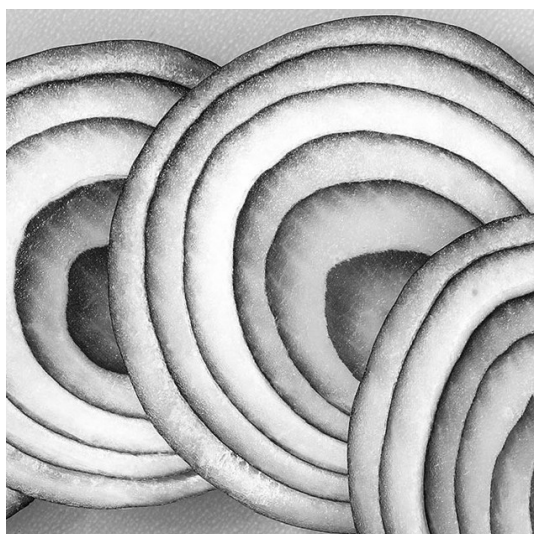
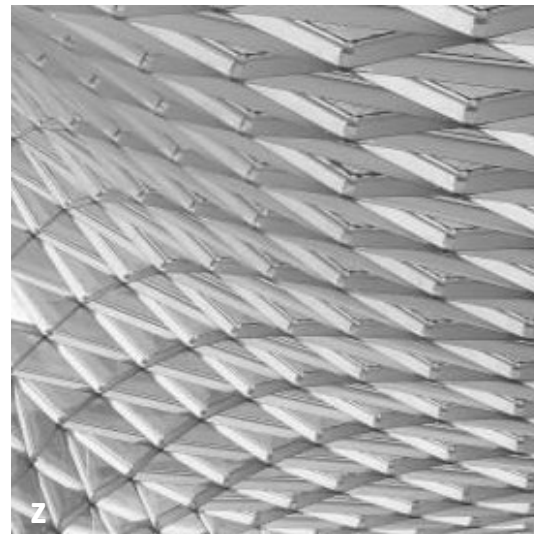
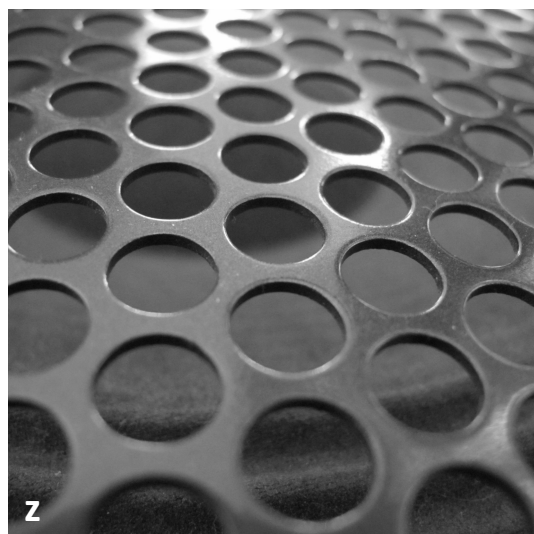
FOCUSED

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DESSIN



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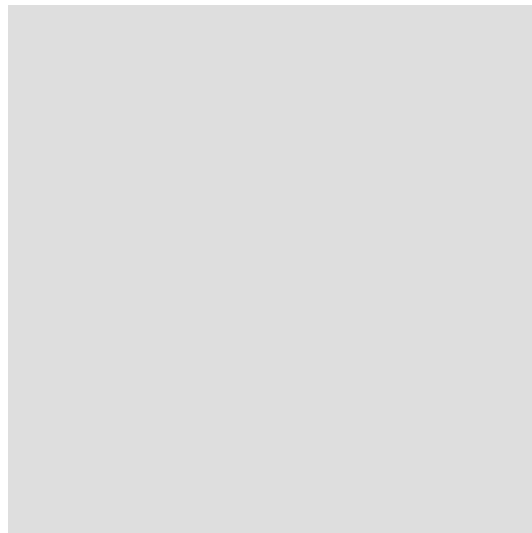
COLOR



RICH SHADOWS



REFLECTION



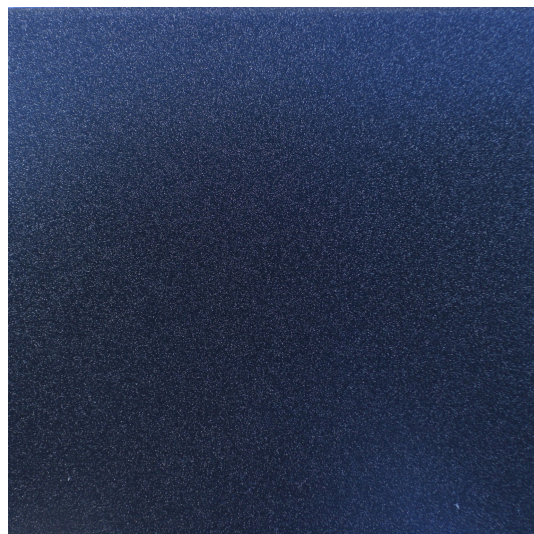
CITRUS



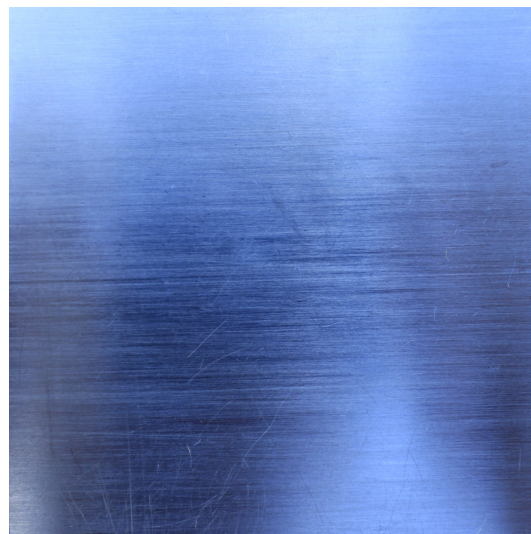
SAFE PLACE



MATERIAL



SPARKLING PLASTIC



STAINLESS STEAL



SHINY & TRANSPARANT



DARK PAINTED METAL

EXPERIENCED

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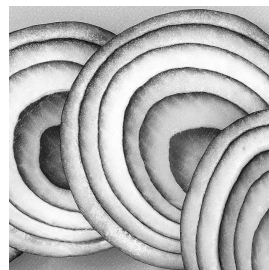
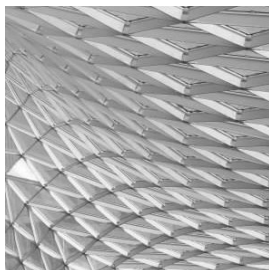
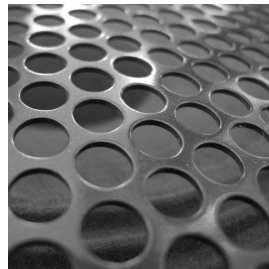
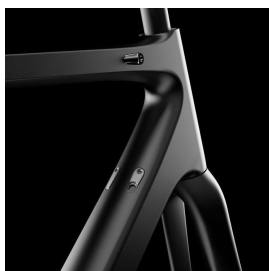
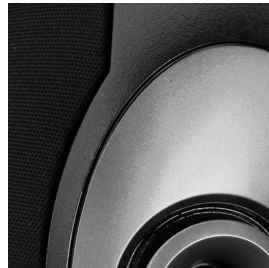
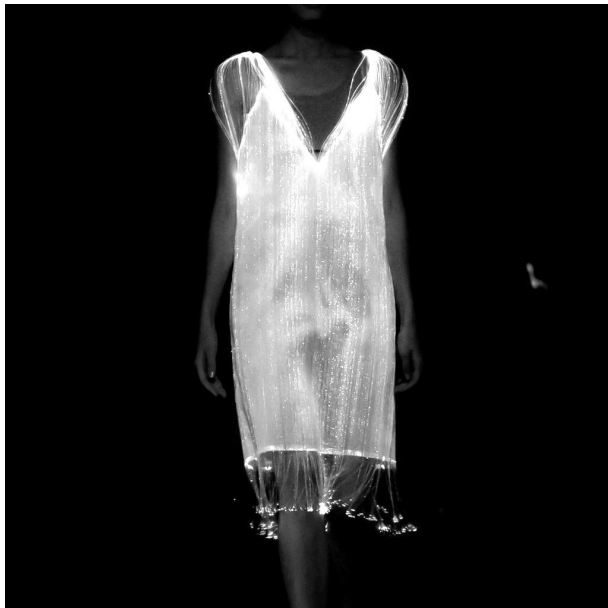


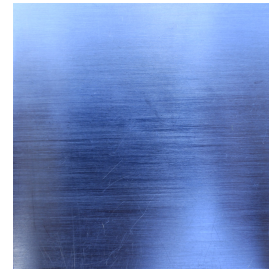
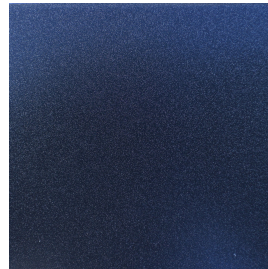
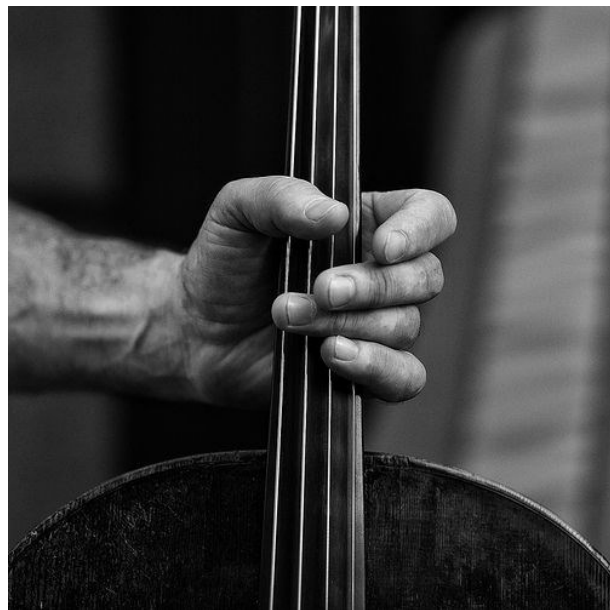
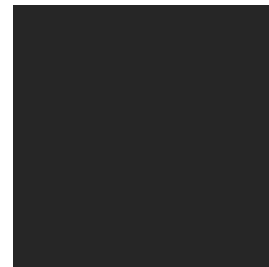
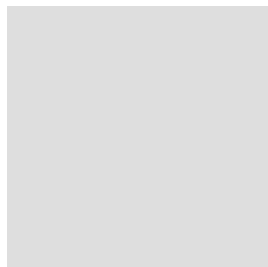
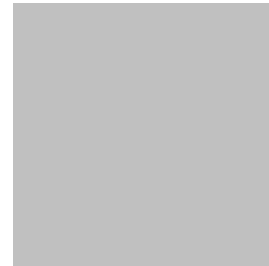
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