

**Maxsem** ✨

## CASE No 2

Brand product lines development  
(naming-system, design-system)

## CASE No 2. COLLECTION LANGUAGE AND VISUALS FOR THE INTERNATIONAL PYROTECHNIC, EXPORT OF THE INTERNATIONAL STANDARD OF PYROTECHNIC PRODUCTS MAXSEM.

The central brand line according to the new brand platform is: "**The great firework way**". Inspired by the Great Silk Road with caravans traveling from East to West, and the Milky Way, it simultaneously speaks of the journey and being on the road, of the human path and destiny (Tao), of lights showing the way (fireworks), of the ability to know the destination and achieve great goals over any distance, as well as of the joys of traveling.

# THE GREAT FIREWORK

The brand line for consumer communication is: "**The great firework MY way**".

We make the brand closer to people by adding an extra meaning, "**My way**".

"**The great firework MY way**". We could recall a song by Frank Sinatra here.

So the basic principle of naming brand collections is the presence of "Great" in the title. The second part of a collection title is defined by its theme, meaning, emotion, and visual language rules for the corresponding category.



# GREAT WORD

Words and terms from different languages of the world, unique to those languages, convenient for the creation of image memes. Visual memes of a shared language, reflecting unique meanings.

Balikwas – Suddenly jumping to his feet in surprise

Gokotta – Wake up early to listen to birdsong (Swedish)



# GREAT MOMENTS

Words related to the best moments: time, place, emotion, circumstance, wish, occasion, participants. A captured moment of joy and happiness.



THE GREAT  
FIREWORK  
SHOW

GREAT  
MOMENTS

MC152

Effects



Weight/Time Height  
**60** 35  
seconds meters

Shots Units  
**16** 156  
units shots

Net  
**0.8-1-1.2**  
inches

**Maxsem**  
The great firework way



Color Time, cake

6.2" x 4.2" x 4.2" - 16.5" x 10.8" x 10.8" (16.5" x 10.8" x 10.8")  
Weight: 3.5 lbs (1.6 kg) - 16.5" x 10.8" x 10.8"

MAXSEM

The registered trademark of Maxsem is a service mark.  
See the instructions for restrictions.



**Color Time** MC152

- 2 FLOOR
- WHISTLE
- FAN
- 156** shots
- 0.8"-1-1.2"
-



# GREAT IDEA

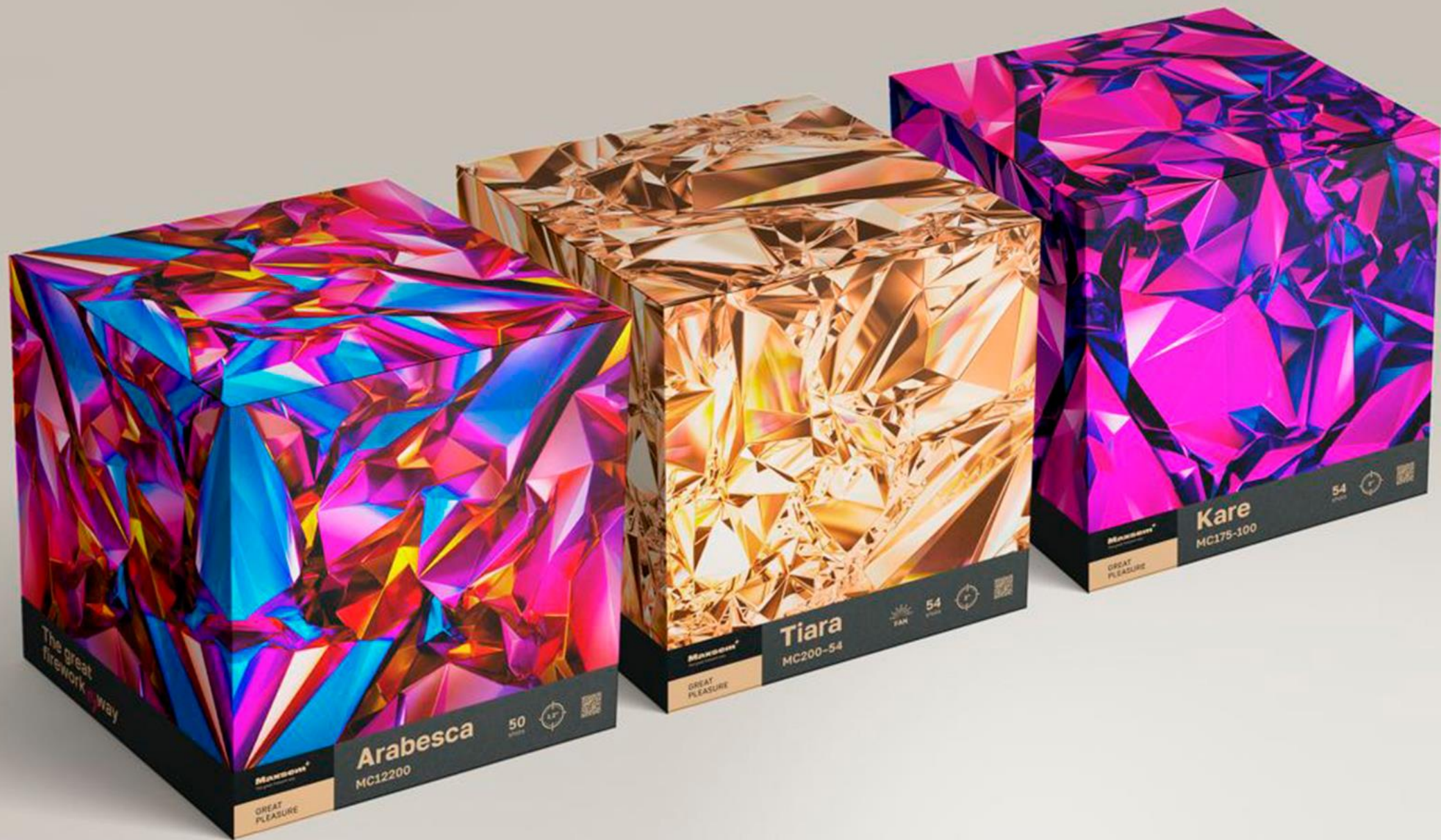
Character names. Imaginary events and phenomena. Great ideas, imaginary characters, spaces and situations, fictional stories.



# GREAT PLEASURE

For lux collection. Names of jewels (metals, stones) or descriptive characteristics of jewels.

Precious moments, an inside look at the effects, a volume of perception. The pattern (polygons or other) should create a beautiful semi-volumetric or volumetric effect.



The great  
firework way

Mazda  
GREAT PLEASURE

**Arabesca**  
MC12200

50



Mazda  
GREAT PLEASURE

**Tiara**  
MC200-54



54



Mazda  
GREAT PLEASURE

**Kare**  
MC175-100

54



# GREAT MUSIC

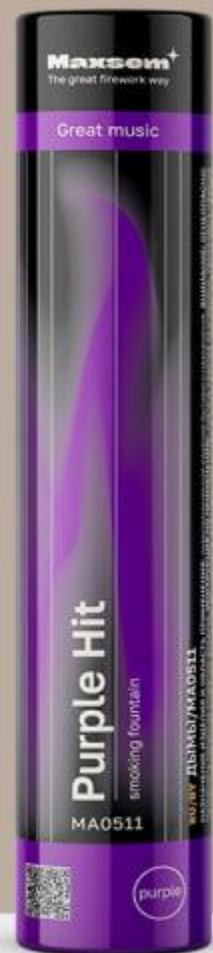
For color smokes. Names associated with musical genres (instrumental music, dance and vocals) from around the world, containing the colors of smoke.

Dark or light background, colored background matching the product color (only 1 of them), vertical lines reflecting motion, glowing smoke reflecting the northern lights in unique forms of math movement and charts.



REASSEMBLY  
Great Products  
MA0011







Purple Hit  
smoking fountain

Sky Blue Cover  
smoking fountain

Aqua Mash  
smoking fountain

Blues  
smoking fountain

White Ballet  
smoking fountain

Purple Romance  
smoking fountain

Sky Blue Arioso  
smoking fountain

Serenade  
smoking fountain

Yellow Bass  
smoking fountain

Orange Beat  
smoking fountain

Red Rave  
smoking fountain

Green Jungle  
smoking fountain

Orange Beat  
smoking fountain

Yellow Bass  
smoking fountain

Orange March  
smoking fountain

Purple Romance  
smoking fountain

Aqua Mash  
smoking fountain

Sky Blue Cover  
smoking fountain

Purple Romance  
smoking fountain

Arioso  
smoking fountain

Serenade  
smoking fountain



