Brand Application
Inerior Design

Tour Guide
Service

1.

2.

3.

4.

5.

6.

Detail
Visitor Center reception Frount

1. Brick Arch Structure Defining the Space and Creating an Entrance Focal Point

2. Brochure Stand

3. Tour Guide Signage

4. Blackout Curtain

5. Brochure Stand

6. Reception Desk

I extended the brand pattern into the interior wallpaper of the café space, using large areas of natural elements to create a relaxed and vibrant atmosphere, while ensuring the visual language aligns with the overall brand concept. The pale green of the walls and the orange used at the visitor centre's reception counter also draw from the colours featured in the brand illustrations.

Description of the project

This project began as an interior design scheme for the Glasgow Necropolis Visitor Centre and evolved into a multidisciplinary response combining space, branding, and visual design. Drawing from research into local plants and animals found around the cemetery, hand-drawn illustrations were developed and simplified into a graphic system. These visuals were applied across interior surfaces, packaging, and signage, including a custom wallpaper, flower wrapping, and branded takeaway cups. A logo combining the shape of a gravestone and a leaf reinforces the connection between memory and ecology. By merging spatial design with storytelling and graphic application, the project creates a calm, cohesive environment that deepens the visitor's emotional experience.
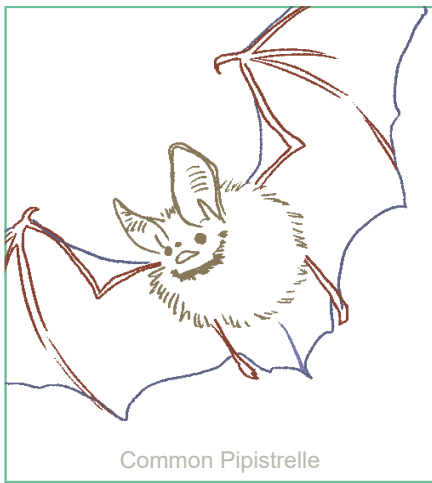
Common Pipistrelle

Wood-mice

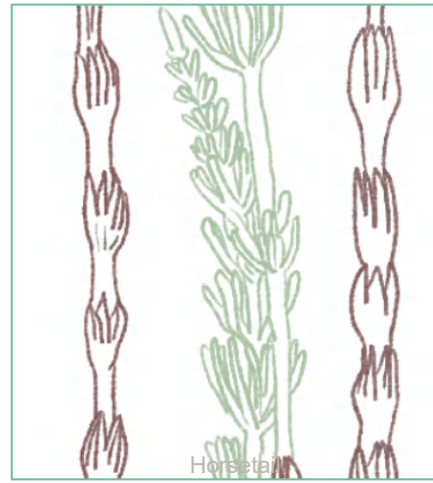Roe deer

Greenfinch

Bullfinch

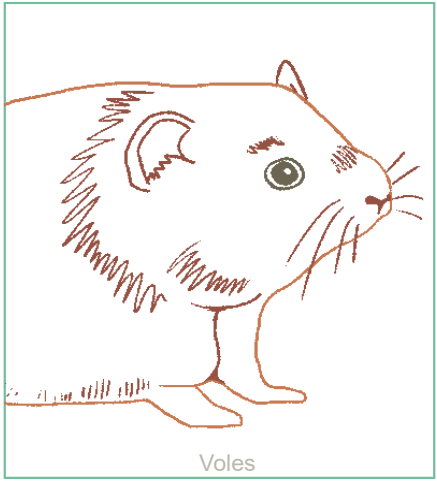Blackbird

Stag's-horn Club-moss

HorsetailHeath Pearlwort

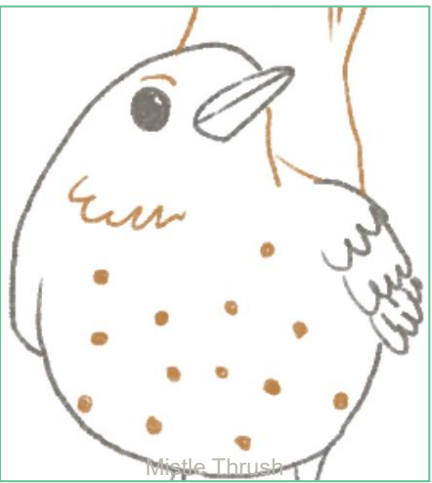Horsetail

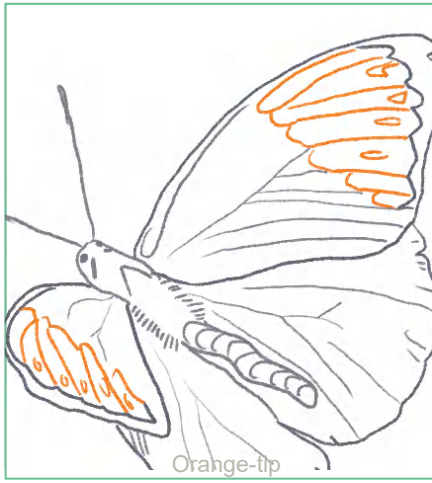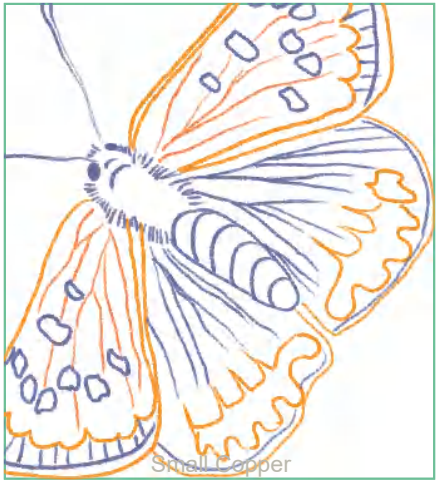Grey squirrel

Voles

Rabbits

Robin

Mistle Thrush

Red Admiral

Small Tortoiseshell

Peacock

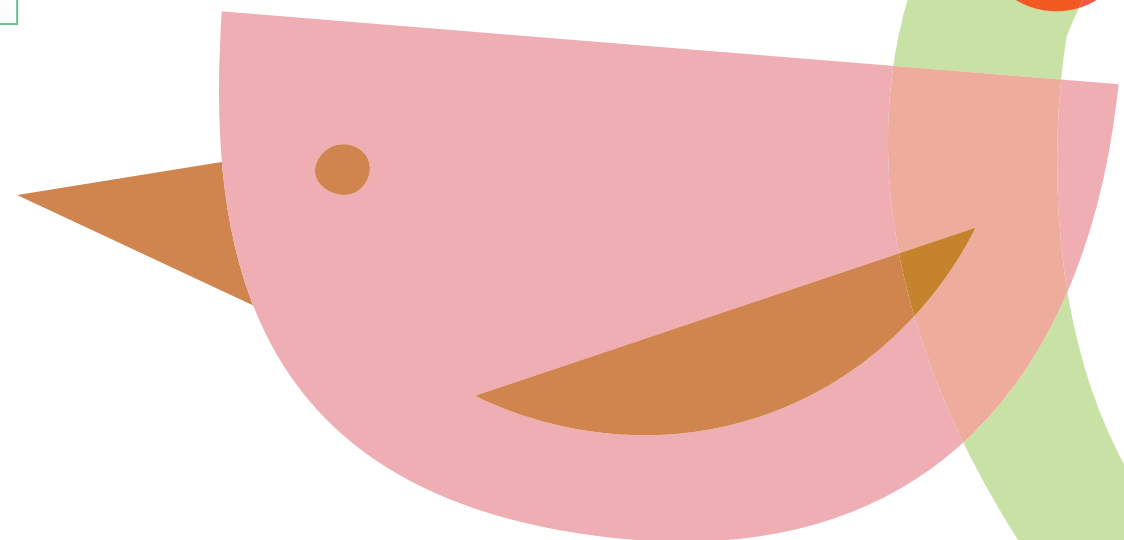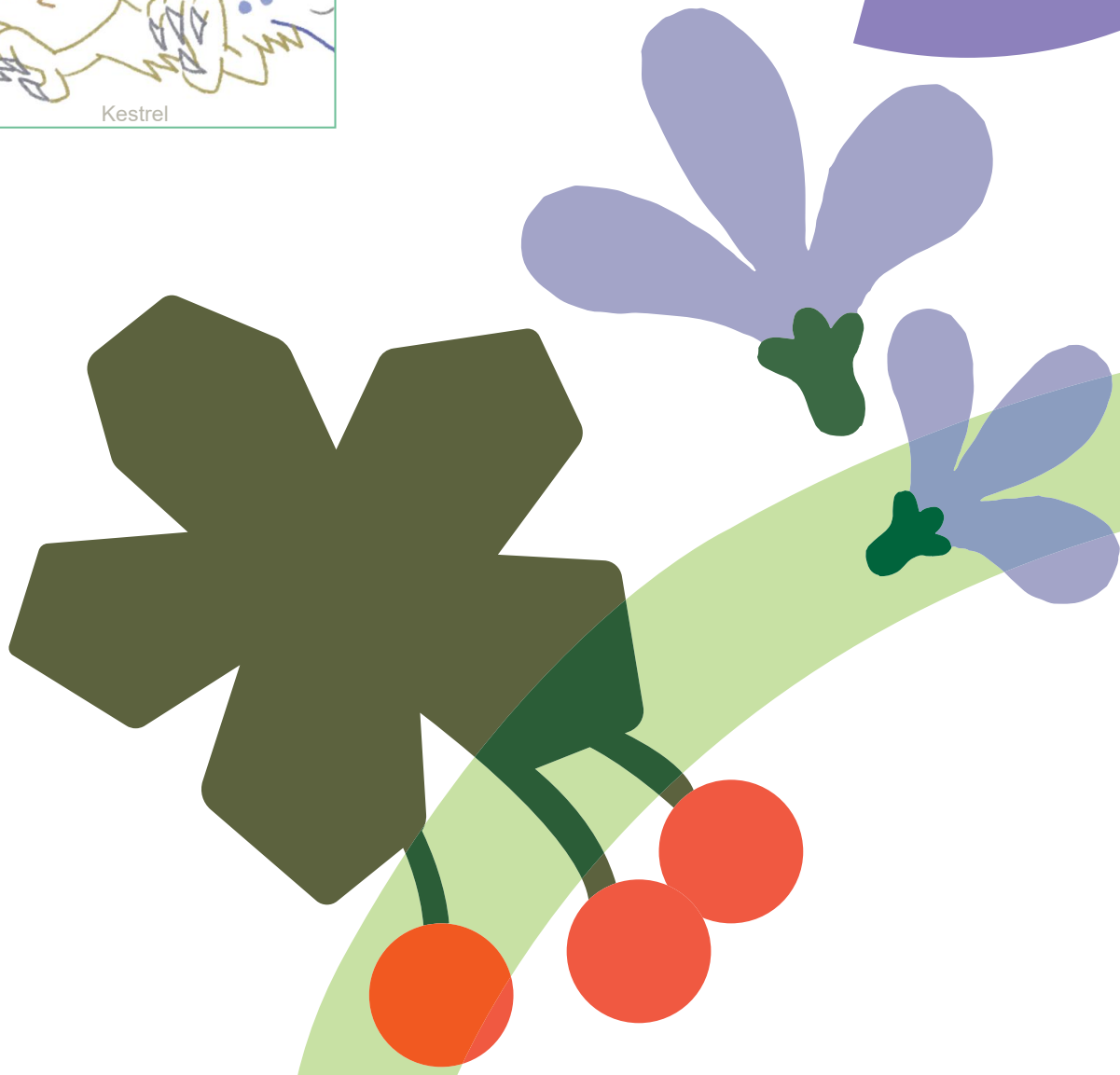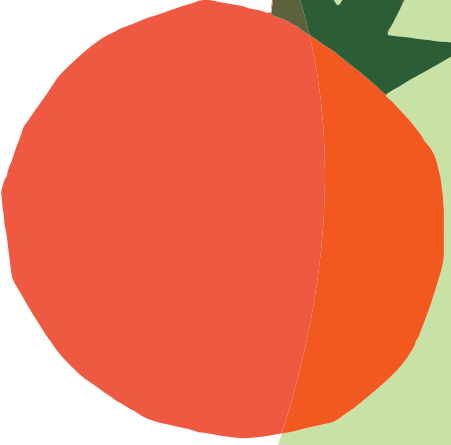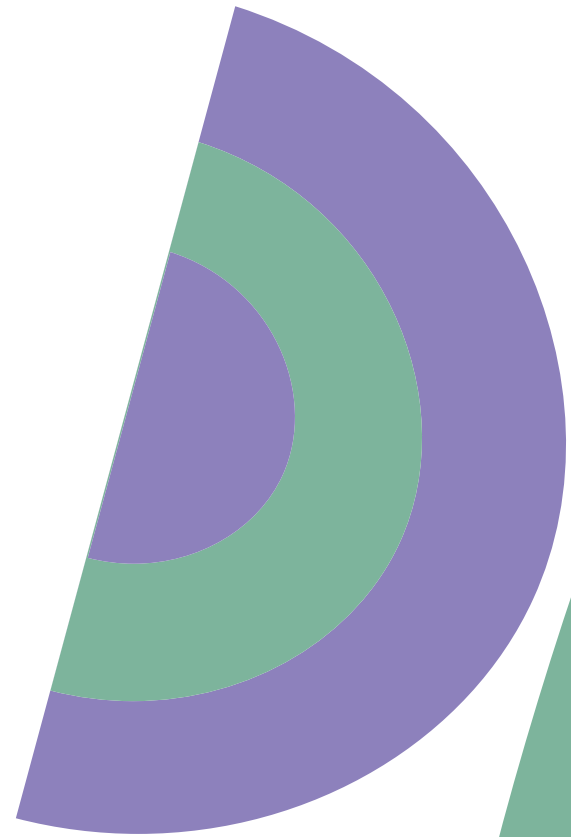Kestrel

Orange-tip

Small Copper

Meadow Brown

Lecania cyrtella

Bluebells / Wild Hyacinths

Ivy

Inspiration Gathering

Because I read about the site's rich ecosystem on the Glasgow Necropolis Wildlife page and observed that many visitors come not just to remember but to walk and enjoy nature, I realized how central ecology is to the space. So I chose nature as the core of this brand extension, and illustrated four categories—mammals, butterflies, plants, and birds—to build a quiet, life-centered visual identity.

Brand Illustrations
Decorative assets

In this second version, I transformed dozens of detailed sketches into six simplified icons representing local species. With reduced colours and bold shapes, the design became more unified and adaptable—making it easier to apply across materials and compatible with more printing methods.

Print Colour

The palette
Our palette consists of six main colours (plus white). See the next spread for usage.

Pantone
Printers use the Pantone Matching System (PMS) to ensure accurate colour reproduction.

CMYK
If Pantone inks are unavailable, use CMYK values.
Tones may vary based on paper, printing method, and finishes.

RGB & Hex
RGB: For screens.
Hex: For web colours.

CMYK: 0 24 23 6
RGB: 239 182 184
HEX: #EFB6B8
Pantone 698 C

CMYK: 8 0 42 61
RGB: 91 99 57
HEX: #5B6339
Pantone 5743 C

CMYK: 9 0 29 11
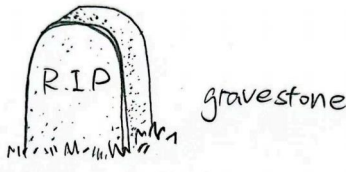RGB: 208 228 163
HEX: #D0E4A3
Pantone 7485 C

CMYK: 28 0 16 28
RGB: 132 183 154
HEX: #84B79A
Pantone 5585 C

CMYK: 20 31 0 27
RGB: 150 129 187
HEX: #9681BB
Pantone 7445 C

CMYK: 0 63 77 8
RGB: 234 86 53
HEX: #EA5635
Pantone 165 C

The Logo

The logo combines a gravestone arch and a leaf, symbolizing remembrance and nature. Green is the primary colour, representing life and ecology; purple conveys dignity, and pink adds warmth. The muted palette expresses calm and respect.

R.I.P gravestone + leaf, plant, nature = **Glasgow Necropolis Visitor Centre**

Colour

Three colour variations support different contexts, ensuring consistency while keeping green as the dominant tone.

Glasgow Necropolis Visitor Centre

Glasgow Necropolis Visitor Centre

Glasgow Necropolis Visitor Centre

Colour

When placing the whiteout logo against an image, select an area with less detail and enough contrast.

Glasgow Necropolis Visitor Centre

Glasgow Necropolis Visitor Centre

A view of the Glasgow Necropolis at dusk, where historic monuments overlook the modern cityscape.

Image from : https://www.atlasobscura.com/places/glasgow-necropolis

Brand Application
Packaging Design 1

This was my first packaging design, featuring a repeated butterfly pattern. After consulting several print shops, I learned that the fine lines and multiple colours made the design difficult to reproduce using standard techniques, and the cost was too high. This experience led me to reconsider the relationship between visual detail and production methods, and I decided to shift toward a simpler, more feasible design approach.

Originally, I positioned my extended design project as purely packaging-focused. But through this process, I began to question that limitation—packaging felt too disconnected from the larger theme. In relation to my main project, brand identity became a more meaningful and integrated point of entry.


" In the early spring, butterflies such as Small Tortoiseshell and Peacock reappear after the winter cold. "

— "Wildlife," Friends of Glasgow Necropolis,

Brand Application
Packaging Design 2

In the packaging design process, I used screen printing to apply the brand patterns onto wrapping paper and cardboard. By creating and testing the dieline for the box, I ensured that the structure aligned accurately with the visuals. The final packaging includes printed wrapping paper, a custom box, and a tag.
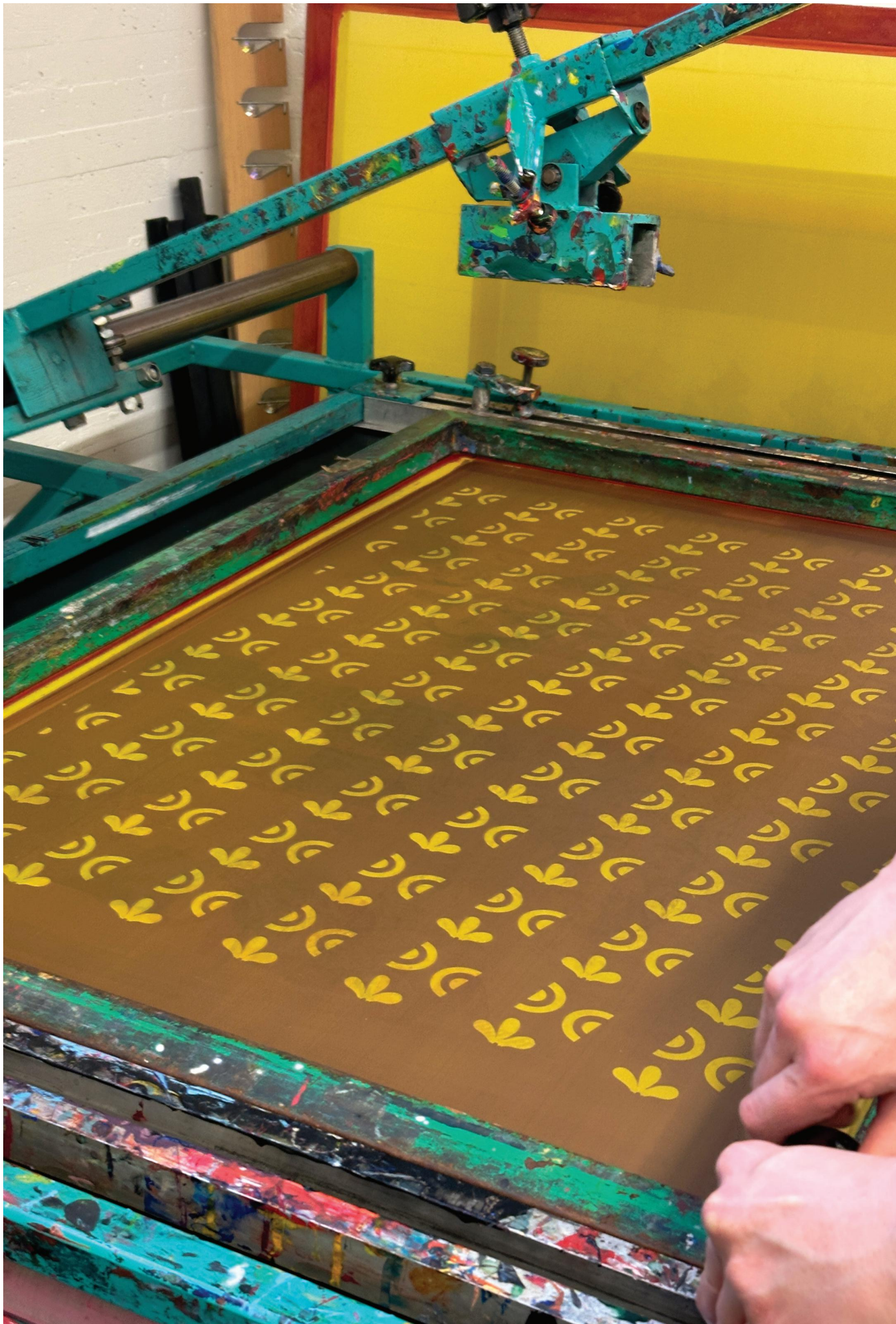
print on tissue paper

cutting cardboard boxes

final packaging