
MORE THAN ALOE

Ideation & Design Process

NEXT STEPS

Ariana Chavez

TC CREATIVES

Phase 1: Research

Competition and Design Trends



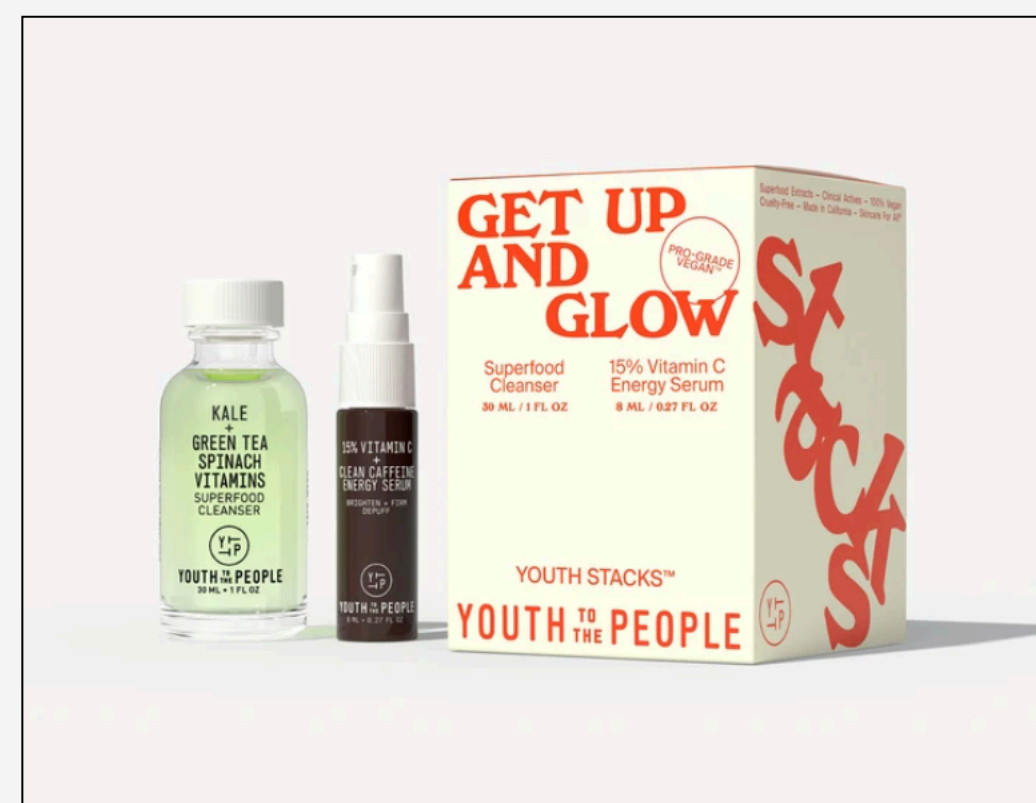
Ingredients and Competitors

- ◆ What are the benefits of Turmeric and Aloe? How can they be used on skin? Are there any precautions we should take?
- ◆ List out and discover possible competitors.
 - ◆ TATCHA
 - ◆ Peach and Lily
 - ◆ Youth To the People



Design Trends & Logos

- ◆ What makes the logos of these skin brands attractive?
- ◆ Which design trends can be used given the audience and the goal?



**Phase 2:
Initial Logos &
User Testing**



Sweet & Golden

Sweet  Golden

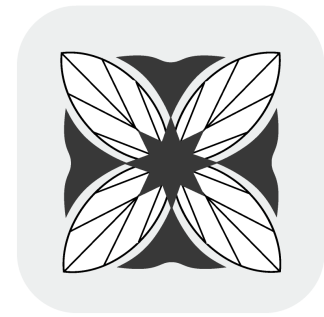


Feedback

- ◆ Most common feedback was in regards to the “elegant” feel of the logo. It was either non-existent or irrelevant.
- ◆ The other one was that some of the logos looked too “fun” or “misleading”.
- ◆ Initial colors were also “vibrant”, which didn’t fully align with the aspects of “elegance”.



Phase 3: Deciding on Final Logo



MORE THAN ALOE



KIND ORGANICS

*Gold
x Aloe*

GOLD & ALOE



Decision Making

- ◆ What lead to the chosen logo?
 - ◆ Curates to audience
 - ◆ Presentation of look and feel
- ◆ Final chosen logo displayed a feeling of contemporary elegance.



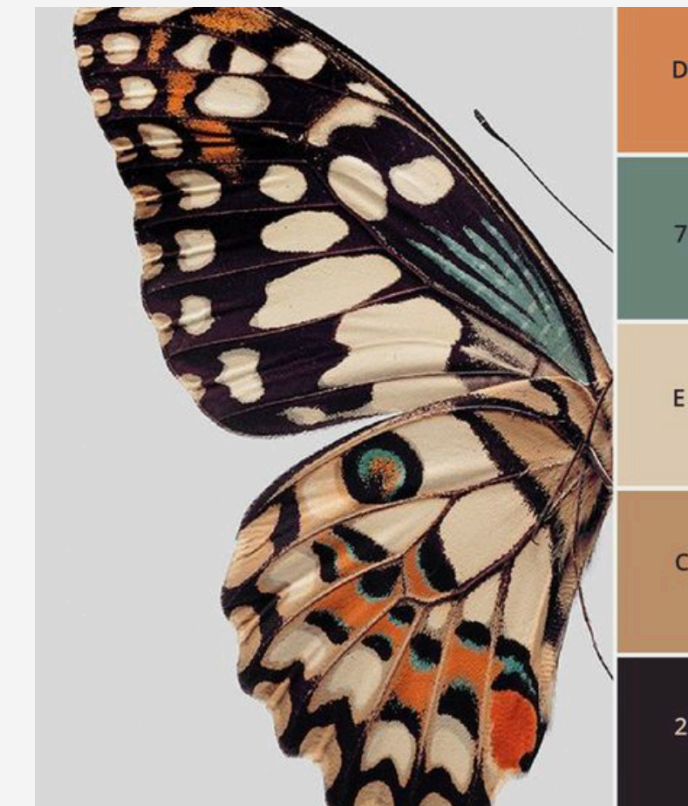
Chosen Logo



Phase 4: Concrete Color Palette & Packaging

Colors

- ◆ Really loved the idea of using muted colors paired with vibrants in order to create that natural and contemporary style.
- ◆ I used the following color palettes as initial inspiration.
- ◆ Colors shown represent the primary ingredients in addition to other organic ingredients that can be used.



Final Color Palette

Primary Colors



Hex: f7bf8c
CMYK: 2, 28, 48, 0
RGB: 247, 190, 139



Hex: E2692B
CMYK: 7, 72, 98, 0
RGB: 226, 105, 43



Hex: BDCADB
CMYK: 25, 14, 7, 0
RGB: 189, 202, 219



Hex: 9AE5BD
CMYK: 38, 0, 34, 0
RGB: 154, 229, 189

Secondary Colors



Hex: 99C3FF
CMYK: 36, 15, 0, 0
RGB: 153, 195, 255



Hex: FFC127
CMYK: 0, 26, 94, 0
RGB: 255, 193, 39



Hex: 6666CC
CMYK: 68, 65, 0, 0
RGB: 102, 102, 204



Hex: 383838
CMYK: 69, 62, 61, 54
RGB: 56, 56, 56



Packaging

- ◆ Color use is minimalist in order to be more sustainable.
- ◆ Curates to e-commerce by using simple illustrations.
- ◆ Adds to the overall story and tone: “Eco-Friendly Self Care”.
- ◆ Brand system can be used in a strategic way to incorporate ingredients and call to actions.



Packaging



Stationary



Phase 5: Voice, Tone & Presentation

Mission & Vision

- ◆ In order for the story to begin, there needs to be a way to visualize components and bring them together. Certain phrases and images were used to appeal to the target audience—women with acne-prone skin--and were also used to shape how marketing will be displayed.
- ◆ Mission: Produce natural products to relieve skin and use eco-friendly materials.
- ◆ Vision: Reduce chemical waste and give back to women, by amplifying self esteem and suppling skin care and hygiene products.

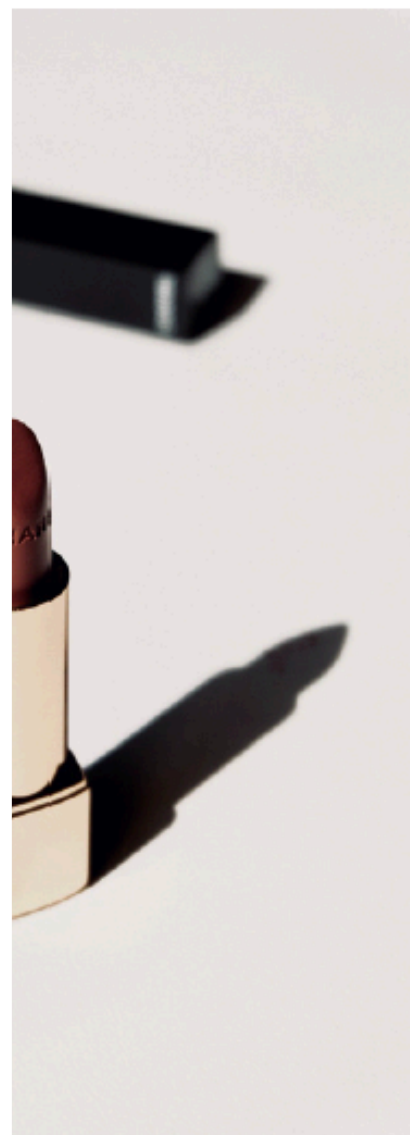


Voice & Tone

- ◆ The biggest goal is to utilize “eco-friendly skin care” in order to attract women with acne-prone skin to the product, by stating that the product is not only reducing material waste but also giving back to communities/women in need.
- ◆ In order to achieve that, minimalism should be used strategically by using singular bold colors that represent the main ingredients and types of products created (creams, cleansers, kits, etc.)
- ◆ The imagery’s contrast, smiles, and tones will not only stand out but also make the brand versatile, enabling looks that lend themselves to seasonal promotional items



Imagery



Marketing



Fin
