MORE THAN ALOE Ideation & Design Process

NEXT STEPS

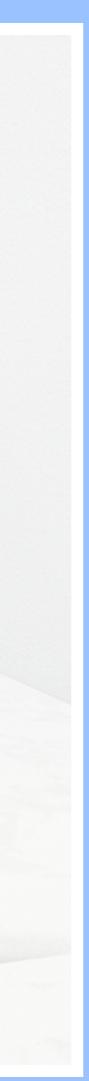
Ariana Chavez

TC CREATIVES

Phase1: Research

Competition and Design Trends





Ingredients and Competitors

- we should take?
- List out and discover possible competitors.
 - TATCHA
 - Peach and Lily
 - Youth To the People



• What are the benefits of Turmeric and Aloe? How can they be used on skin? Are there any precautions

Design Trends & Logos



Which design trends can be used given the audience and the goal?









Phase 2: Initial Logos & User Testing

















Sweet & Golden

Sweet 💥 Golden







Feedback

- 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".



• Most common feedback was in regards to the "elegant" feel of the logo. It was either non-existent or

Phase 3: Deciding on Final Logo





MORE THAN 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.

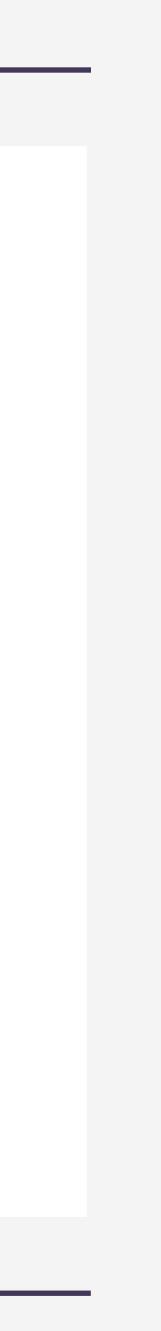


Chosen Logo





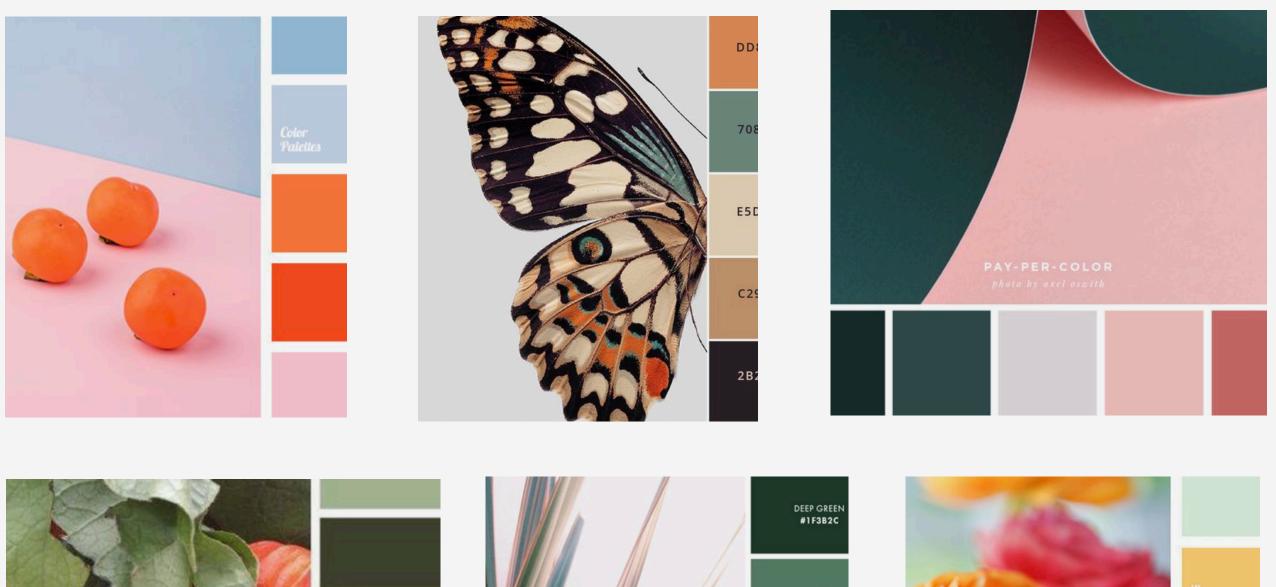
NATURAL SKIN CARE



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.





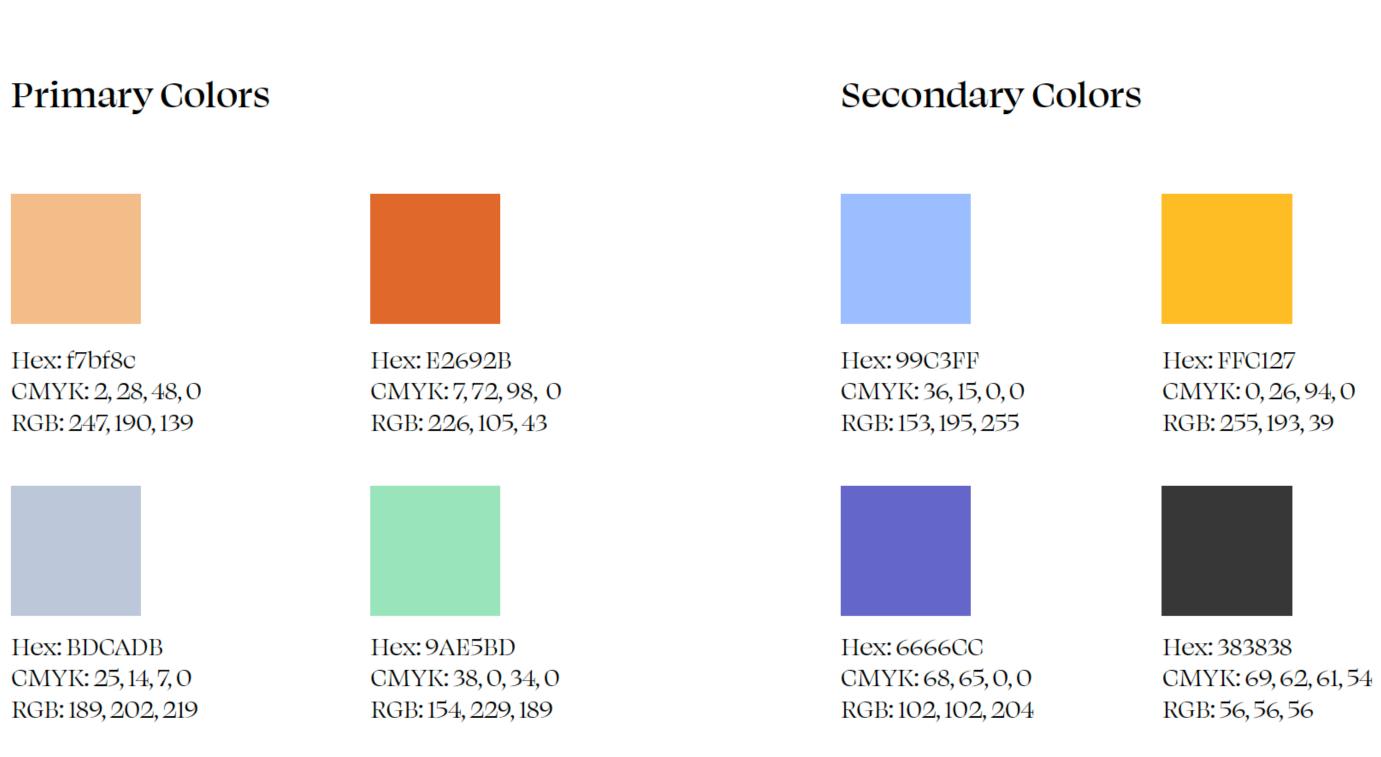








Final Color Palette







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





20%East Charry Houst Low, Jugelon, CA 9000 734-234-3628

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Ariana Chavez Marketing Manager

Dear Miss Titlary.



More

209 East Cherry Street Los Angeles, CA 90017 714-204-5678

Ariana Chavez

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Phase 5: Voice, Tone & Presentation

Mission & Vision

- 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.
- care and hygiene products.



• 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-

• Vision: Reduce chemical waste and give back to women, by amplifying self esteem and suppling skin

Voice & Tone

- communities/women in need.
- represent the main ingredients and types of products created (creams, cleansers, kits, etc.)
- enabling looks that lend themselves to seasonal promotional items

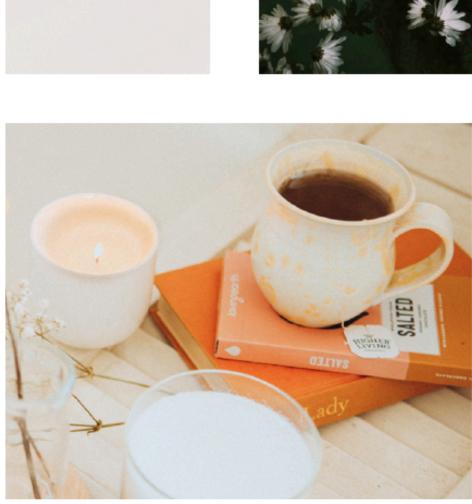


• The biggest goal is to utilize "eco-friendly skin care" in order to attract women with acne-prone skin to the product, by stating that the product is not only reducing material waste but also giving back to

• In order to achieve that, minimalism should be used strategically by using singular bold colors that

• The imagery's contrast, smiles, and tones will not only stand out but also make the brand versatile,

Imagery







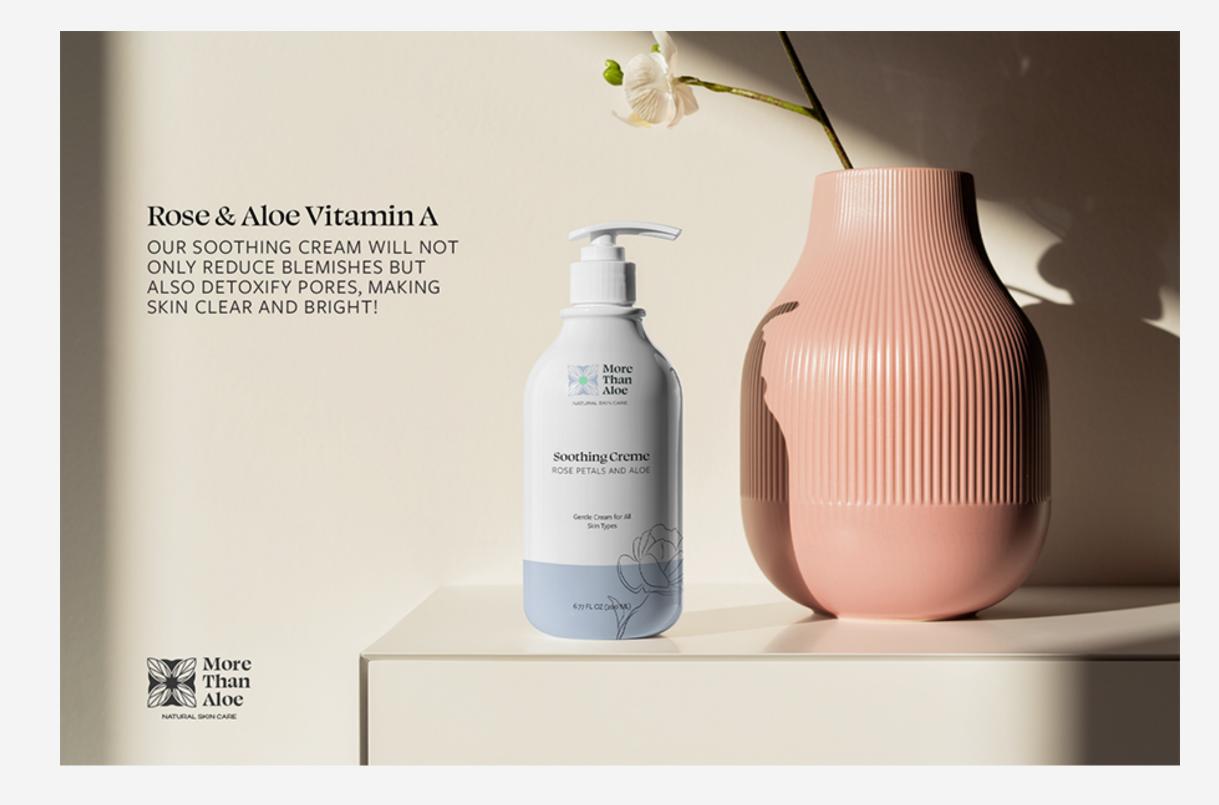








Marketing





Summer End Sale!

Get ready for Fall with our Summer End Sales Event! Get your favorites or try something new and enjoy \$10 off your next purchase!







