




EMILIA PEREZ  
 BIS 308  
 PRODUCT: MAKEUP BRAND  
 BRAND: & MORE BEAUTY

**SECTION 1: MARKET ANALYSIS**

<b>BRAND COMPETITOR</b>	<b>WHICH ICONS, SLOGANS, AND MESSAGING USED</b>	<b>VISUAL IDENTITY PROJECTED</b>	<b>WHO IS THEIR CORE AUDIENCE THAT BUYS THEIR PRODUCT (GENDER, AGE, ETC.)</b>
<p>COMPETITOR 1: BITE BEAUTY</p> 	<p><b>ICON:</b> Simple text of the brand name.  <b>SLOGAN:</b> Makeup that's good enough to eat.  <b>MESSAGING:</b>      The B in the logo represents having a bite out of it, representing the brand being good/natural enough to eat.</p>	<p>Simple but bold and contrasting.       Empowering use of clean/food grade products.       Aiming to attract people who are conscious about using simply clean products.</p>	<p>Their core audience for this brand are women aged from 20-35. Targeting those who are conscious about using naturally made products, without having to sacrifice quality.</p>
<p>COMPETITOR 2: KOSAS BEAUTY</p> 	<p><b>ICON:</b> Simple text of the brand name.  <b>SLOGAN:</b> Beauty, Undone   Clean. Weightless. Vibrant.  <b>MESSAGING:</b>      Their simplicity in their logo represents how their clean brand uses simple beneficial botanical formulas.</p>	<p>We exist to revolutionize what beauty means and change the complicated relationship between beauty and makeup.       They believe in free, easy, unrestrained beauty that celebrates simplicity and defies convention.</p>	<p>Their core audience for this brand are women aged from 20-40. Targeting those who are health conscious, are looking for natural options.</p>
<p>ORIGINAL BRAND: &amp; MORE BEAUTY</p> 	<p><b>ICON:</b> Simple text of the brand name, using the &amp; symbol for the first part of the name.  <b>SLOGAN:</b> Giving more than just beauty  <b>MESSAGING:</b>      &amp; MORE simplistic logo stands for giving back more than just beauty, but clean options, in the modern day.</p>	<p>Company that gives back with every purchase. Donating half of each purchase to the Global Footprint Network.       Aiming to attract people who are conscious about using simply clean products.       Lower price point than competitors, changing the availability of clean products to consumers.</p>	<p>The core audience of my brand are women aged from 18-30. That focus on the future and choosing products that are better in the long run of things</p>

## SECTION 2: PROTOTYPES

### FIRST PRELIMINARY DESIGN



My first design of my clean make up brand was very modest. I was not sure of how basic the brand should look like. I wanted the consumer to be able to quickly recognize that the product is an all-natural clean brand. To add this element, I added the green leaf to represent this, but I didn't think it would be enough since it barely stands out and is not featured in the main logo but rather just on the packaging. That's when I decided I need to add more colors that represents my theme.

### SECOND PRELIMINARY DESIGN



For my second preliminary design, I started to add more of the color green to my design. I wanted consumers to be able to easily recognize that this brand is an environmentally friendly company. I felt like this was too much green though, and the product and box needed to be more cohesive. That's why I modified it and ended up taking away all of this bold green and adding a more playful mixture of light green and blue blobs to the design

## SECTION 3: BRAND AND DESIGN JUSTIFICATION

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## **ABOUT THE BRAND:**

My final brand design features the same main elements of all of my prototypes, but a more cleaned up version. It was hard trying to design this since it's such a simple design, but the simplicity represents what the whole brand stands for, clean natural beauty.

## **CORE IDEA AND NICHE AUDIENCE:**

I designed logo that goes along with the trend of other clean beauty brands. After researching the market, majority of the clean beauty brands had logos that used just plain simple text, using minimal colors to represent the company. My logo and design tell the narrative of a simplistic transparent makeup brand. The name of the brand plainly states the company's purpose of offering more than just clean beauty, but also offers a recycling program to help change the makeup industry since younger generations are calling more environmentally responsible companies.

## **PRODUCT + USP + BRAND IDENTITY**

My product is a completely clean, natural, eco-friendly makeup brand. My brand will offer a recycling program for our customers, offering discounts for returning and recycling old packaging of our products. Our products will be packaged in glass bottles and glass/plastic droppers that can be recycled or reused after product is gone.

Makeup can become a costly product not only for the consumer but also for the environment, because of how often a person needs to replenish their products. Our company wants our consumer to receive a product that can be 100% recyclable. The USP for my product would be the fact that it is at a lower price point for our consumers, while offering eco-friendly options along with our clean formulas. Most clean makeup products for 1oz of product can be pretty pricey, and we want to change that price point to encourage others to switch to our brand.

## **DESIGN STRATEGIES**

For my design I took in consideration fonts, colors, themes, and moods that I wanted my brand to portray. Picking the font was sort of time consuming, I wanted a more modern/tech feel for my brand while still having a simplistic vibe. That is why I decided to use symbols and a unique font for the name. I decided that the colors representing the brand also needed to be minimal. When researching other competitors, they all had simplistic text and they just switched the color of the font to give their different products a different theme. The themes and moods that my brand represents is a company that wants to make a difference helping the environment as well as helping keep their consumer healthy in the long run of using their products. There is a want for more clean beauty products in the makeup industry since the younger generations are calling for more transparency, eco-friendly, health conscious choices in products.

Picking the colors for my design wasn't much of a challenge. Since I am portraying an eco-friendly theme, I knew I needed to incorporate blues and greens into my design, since these colors offer calming and nature themes. I also wanted the design to have high readability, that is why I decided to use a sans serif font, but at the same time it is a novelty font since it doesn't follow all of the same rules as a normal font. Overall, the design of the logo and packaging goes one in one. The box of the product helps bring in the overall message of the product, since the basic logo does not give all of that information. The leaf on the product bottle and box are not technically a part of the logo design but is an important part that we are including in the packaging to get our clean product message across.