

Mallika Chauhan CHÉRIE Brand Process

Index

Step 1 : Keywords from Brief	3
Step 2 : Summarised Research	4
Step 3 : Detailed Research	5
Step 4 : Personal Branding Process	6
Brand Attributes	7
Songs	8
Step 5 : Brand Persona	9
Step 6 : Name Ideations	10
Step 7 : Brand Moodboard	11
Step 8 : Logo Ideations	12
'e' Logo	13
Typography Logo	14
Human Embodiment Logo	15
Step 9 : Logo Refinement	16
Step 10 : Font Exploration	17
Fonts (Sans Serif)	17
Fonts (Serif)	18
Step 11 : Colour Palette	20
Step 12 : Final Colour Palette	21
Colour Contrast Testing	21

Brief

These 6 keywords will form the basis of the entire brand identity

Design a brand identity for a premium sustainable skincare line that uses organic ingredients and eco-friendly packaging. The brand should convey luxury, purity, and environmental responsibility.

Premium

Sustainable

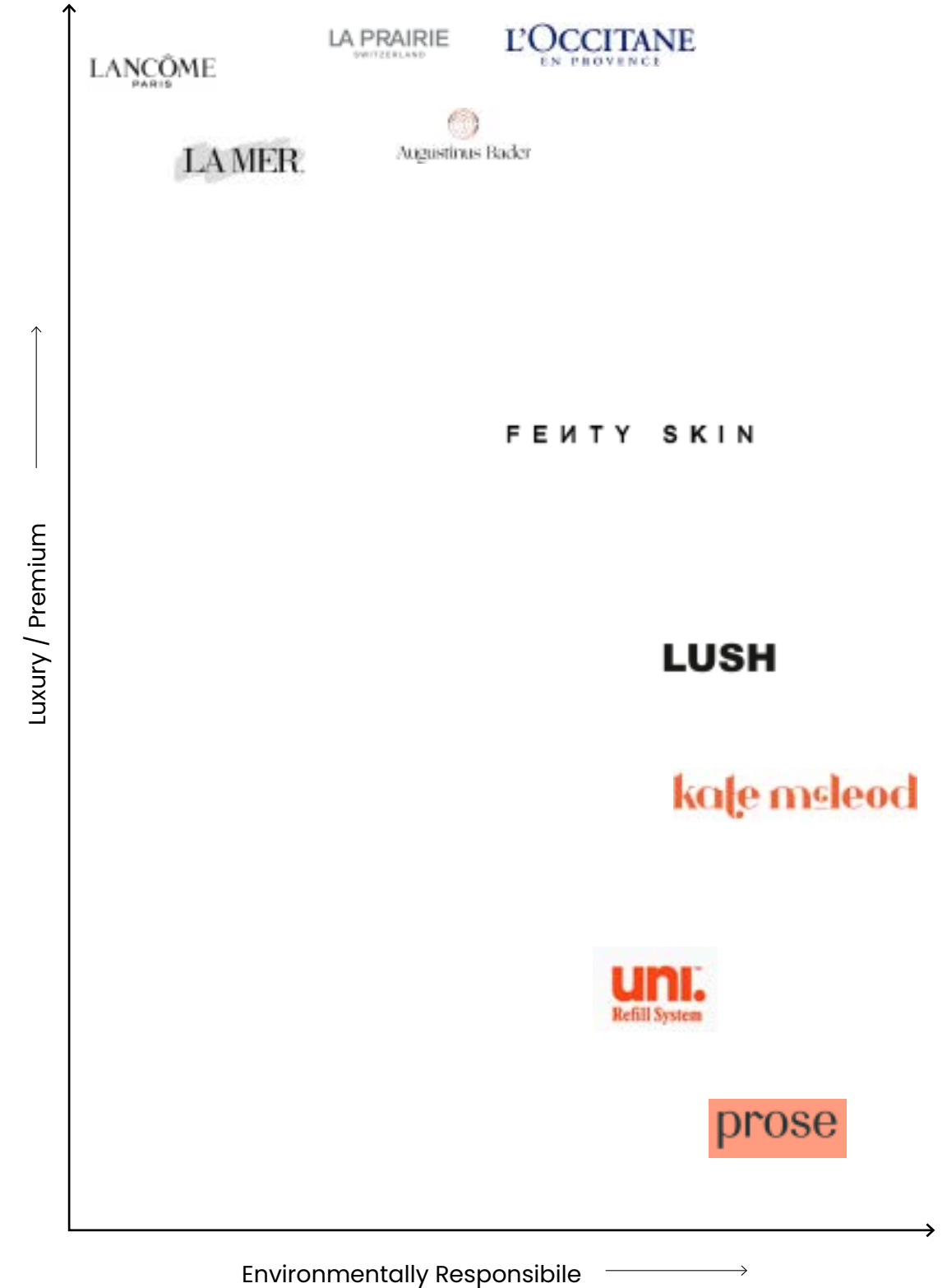
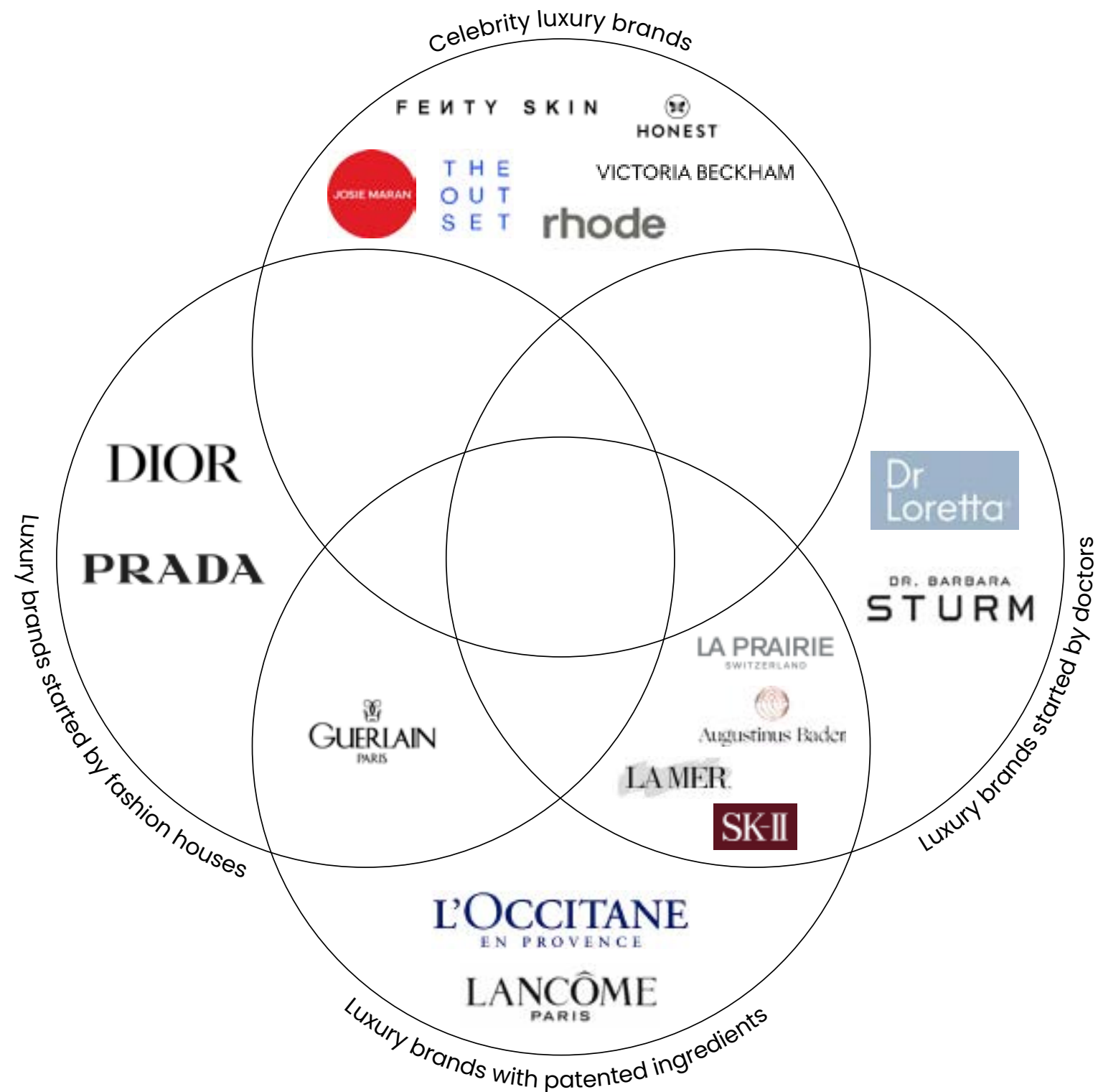
Skincare

Luxury

Purity

Environmental
Responsibility

Luxury Brand Research – Summarised



Brand Research – Detailed

Practices of luxury and premium brands.

1. Patented Ingredients or “That One Thing Only They Have”

- **Lancome** is a popular go-to for many skin concerns, they are particularly well-known for their patented ingredient **LR 2412**.
- **La Mer’s signature Miracle Broth**, which features a fermentation of sea kelp, vitamins, and minerals that help renew and revitalize skin, took no less than 6,000 experiments and 12 years to perfect. The brand focuses on the art of fermentation—after all, its signature broth takes three to four months to reach its greatest form.
- Scientists behind the Asian-owned brand **SK-II** discovered the unique yeast strain, known as **Pitera**, featured throughout the luxury skin care brand in a sake brewery during the ‘70s. (They noticed the elderly workers had wrinkled faces, but extraordinarily soft and youthful-looking hands.)
- **Augustinus Bader** skin care is powered by its **patented Trigger Factor Complex** technology, which was inspired by over three decades of cutting-edge research on skin healing and tissue repair. There’s not just one product that works, though. The brand has over 20 offerings spanning across skin, hair, and body that are all expert-formulated, expert-tested, and expert-approved.
- **Guerlain coined the term BlackBee Repair technology** to describe the neuroscience, bee products, and decades of research its scientists pour into each formula, which acts similar to skin’s natural repair system.
- **Dr. Paul Neihans developed La Prairie’s exclusive cellular complex in the 1930s**. That complex—which is produced in three separate laboratories to ensure no one chemist will ever know the full formula—remains a staple in the brand’s product range.

2. Associations to history (very old brands)

Most old fashion house - turned - beauty brands justify their luxury price tag via their associations to luxurious, old and reputed fashion empires. Eg. **Dior Skin**

3. Expensive packaging

- The **impeccable craftsmanship behind each Guerlain bottle** and formula has never faltered. The test tubes and beakers behind each meticulously crafted formula bring forth lightweight complexion-soothing creams and anti-aging serums that glint on our nightstands.

4. Connections to famous doctors and focus on technology

- **Dr. Barbara Sturm** launched her eponymous skin care line back in 2003—and it’s remained a beauty editor and celeb favorite ever since.
- **Dr. Paul Neihans** started La Prairie in a stunning chalet hidden in the Swiss mountains.
- **La Mer** was created by physicist Dr. Max Huber to heal the appearance of the scars he suffered during a lab accident.
- **Dr. Loretta** is a Harvard-trained dermatologist who founded her self-titled brand to immediate success.

Practices of brands that are environmentally responsible.

1. Made to Order Models

Sustainability goes hand in hand with customization. Prose has adopted a made-to-order model, creating products tailored to individuals rather than one-size-fits-all shampoos and conditioners. The result? They’re only producing what people will actually use.

2. “Naked Packaging”

Lush mitigates the impact of its packaging waste by eliminating it at the source. In fact, 60% of its core range is “naked” – products like soap and shampoo bars that aren’t packaged at all. Other example Kate McLeod.

3. Using refillable packaging material

- Glass can be easily disinfected and refilled.
- Aluminium is lightweight, won’t break unlike glass and has unlimited recyclability and can be easily disinfected and refilled. Some brands that utilise aluminium in their packaging are Everist, Flamingo Estate, Uni, L’Occitane and many more.
- Paper and cardboard are also used for used for packing soap and bars that can be composted or bio degrade once thrown away. Eg. Lush.

4. Creating special refill mechanisms

Several skincare brands like Fenty Skin have created refill mechanisms for their products, wherein new refills can be bought to replace the old one once the product has finished, all inside the same exterior packaging.

5. Bamboo and Linen packaging

Kate McLeod uses Bamboo packaging that is sustainable and repels moisture. Additionally, her body bars and moisturisers come in simple packaging, where they are covered with a protective thin layer of linen, inspired by cheesecloth.

6. Dried Tablets

Brands like Blueland use dehydrated tablets or powders that, when mixed in with clean water make colutions that can be used. While this mechanism is only limited to their non skincare range such as hand soap and detergent, it is an interesting way to lower the use of non biodegradable materials in packaging.

7. Collecting ‘empties’

Brands like L’Occitane have collected emptied out containers from their customers since 1976 so that they can be cleaned and disinfected and then be sold to customers after being filled again.

Personal Branding Process

Keywords

Luxury

Skincare

Sustainable

Other Brand Attributes

Bold

Close to your Heart

Feminine

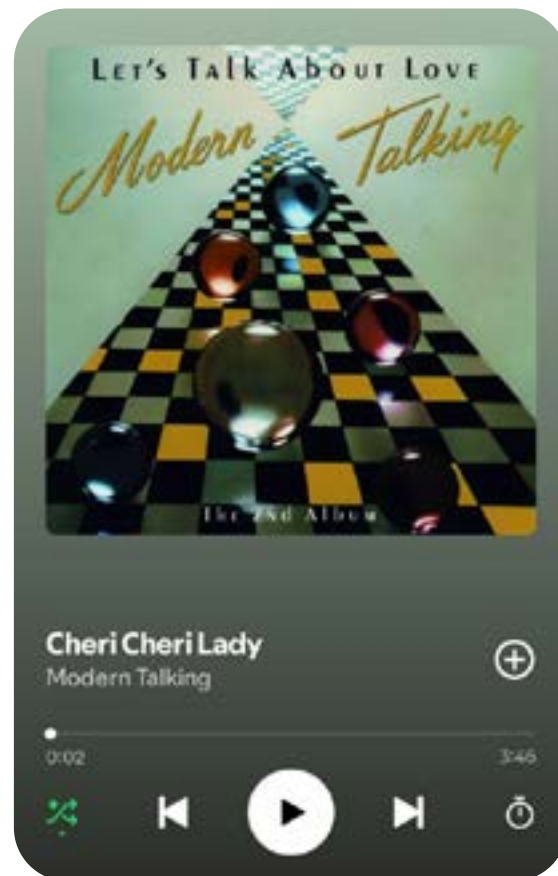
Confident

Secure

Something you'd gift to a woman

Sensual

Songs which fit this brand



Brand Persona (or now, the “CHERIE Woman”)

Gender: Female

Occupation: Something creative /
doing what she loves

Hobbies: Niche or creative hobbies like

–

Watching theater, ballet or opera

Visiting art museums

Book binding

Collecting antiques perfumes or
lipsticks

Cooking

Sewing or making her own clothes

Collecting and reading books

Eating good or healthy food

Growing a garden

+ many more

Traits: A cultured woman who is –
Polite

Gentle but firm

Incredibly creative

Bold

Mysterious

Confident

Financially Stable

What women who use the brand will be perceived as by other people:

- Always focuses on herself
- Very secure in her friendships and relationships
- At the same time, can handle her alone time as well
- Comfortable splurging on herself
- Everybody is in love with her for some reason or another
- She takes care of her health without delay
- Incredibly organised in everything
- Down to Earth, doesn't like to show off and doesn't like travelling or loud places too much
- She eats tasty and healthy food all the time
- Her health is important to her
- She is cultured when it comes to art, theater, ballet or the opera
- She is conscious about the environmental impact she leaves behind
- She spends her free time enjoying creative pursuits like reading, book binding, sketching, drawing etc.

CHERIE

Means 'darling' in French. Could be taken as a woman who is dear to everyone.

Chosen as it fits the brand persona closest and fits with 'Cheri Cheri Lady'.

Rocket Science

'It ain't rocket science'.

Aims to make skincare easy and accessible. Not chosen as does not align with brand persona and themes.

Chemical Consortium

Highlights the chemicals behind skincare process.

Ultimately not chosen because we need something the people can pronounce.

LIMBO

Too simple.

Rani Beauty

Takes luxury to the next level. Think Gold and Red intricate branding.

Ultimately not chosen because the name was too obvious.

Name Ideations

VERVE

Energy or enthusiasm. Think neon green and blue branding. Not chosen as did not align with brand persona.

PUNCH

Means 5 in Sanskrit
Could signify 5 key brand values
Or could mean that you get 'punched' with healthy ingredients.
Rejected because it does not embody the brand persona.

Pretty PPL Club

Sounds and means exactly like it is written, quirky and fun.
Rejected because it does not embody the brand persona.

Butter.ly

Makes skin butter smooth. Very summery branding.
Ultimately not what goes in line with brand persona.

BLINK

'Results in the blink of an eye'.
Not chosen as did not align with brand persona.

Brand Moodboard



The Bathing Pool by Hubert Robert



The Swing (Frangonard)



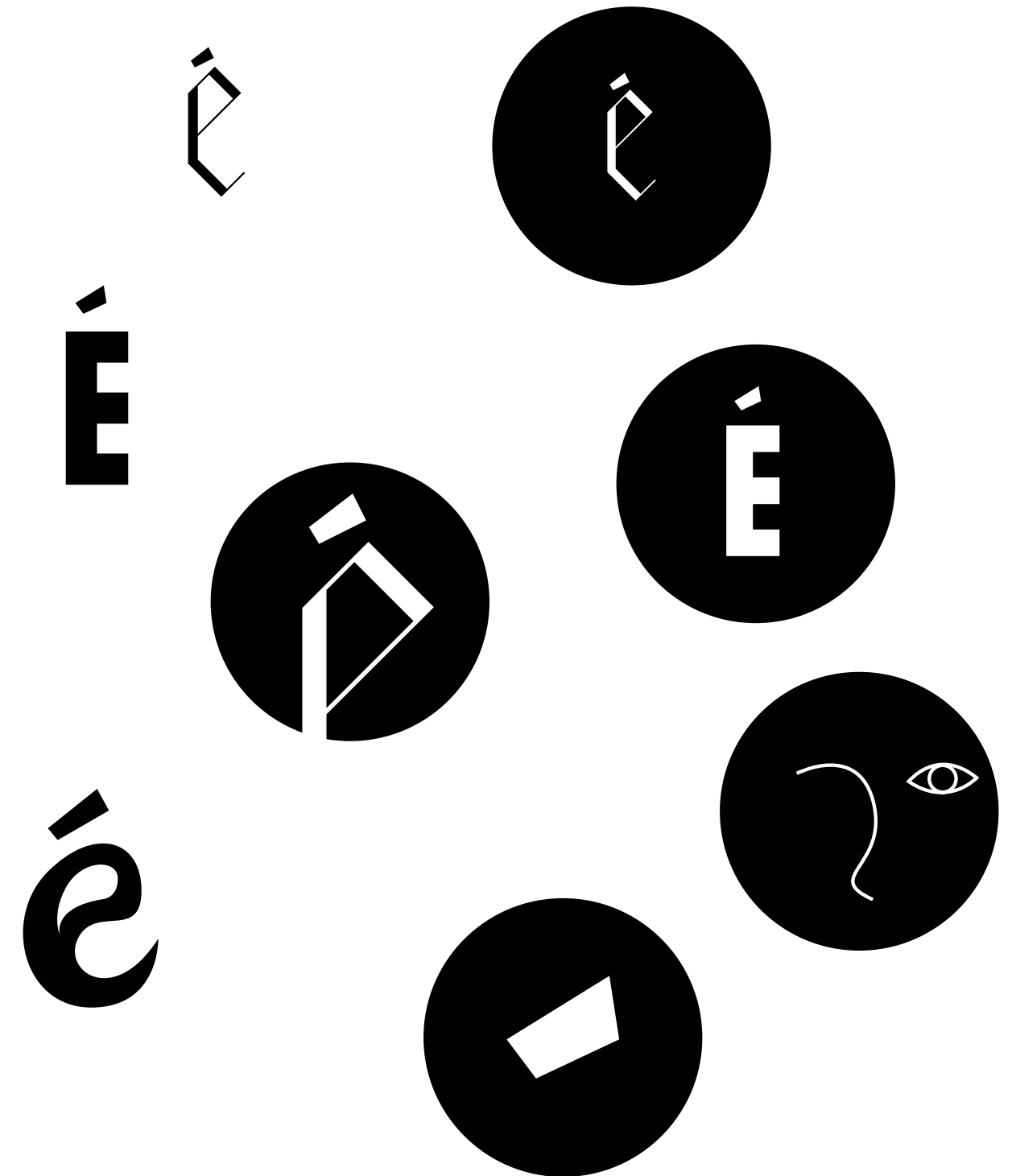
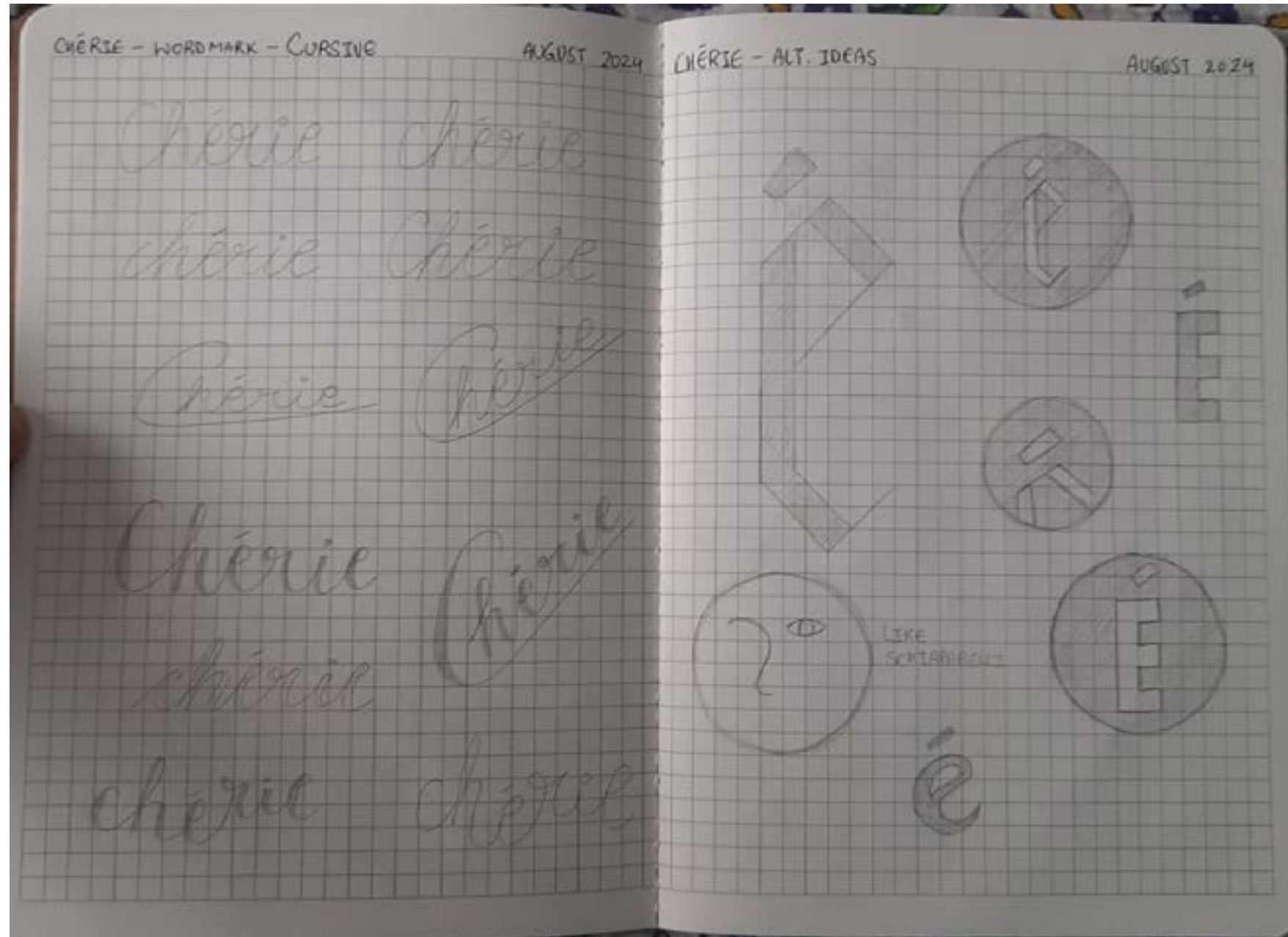
The Two Crowns (Frank Dicksee)



Logo Ideation Process

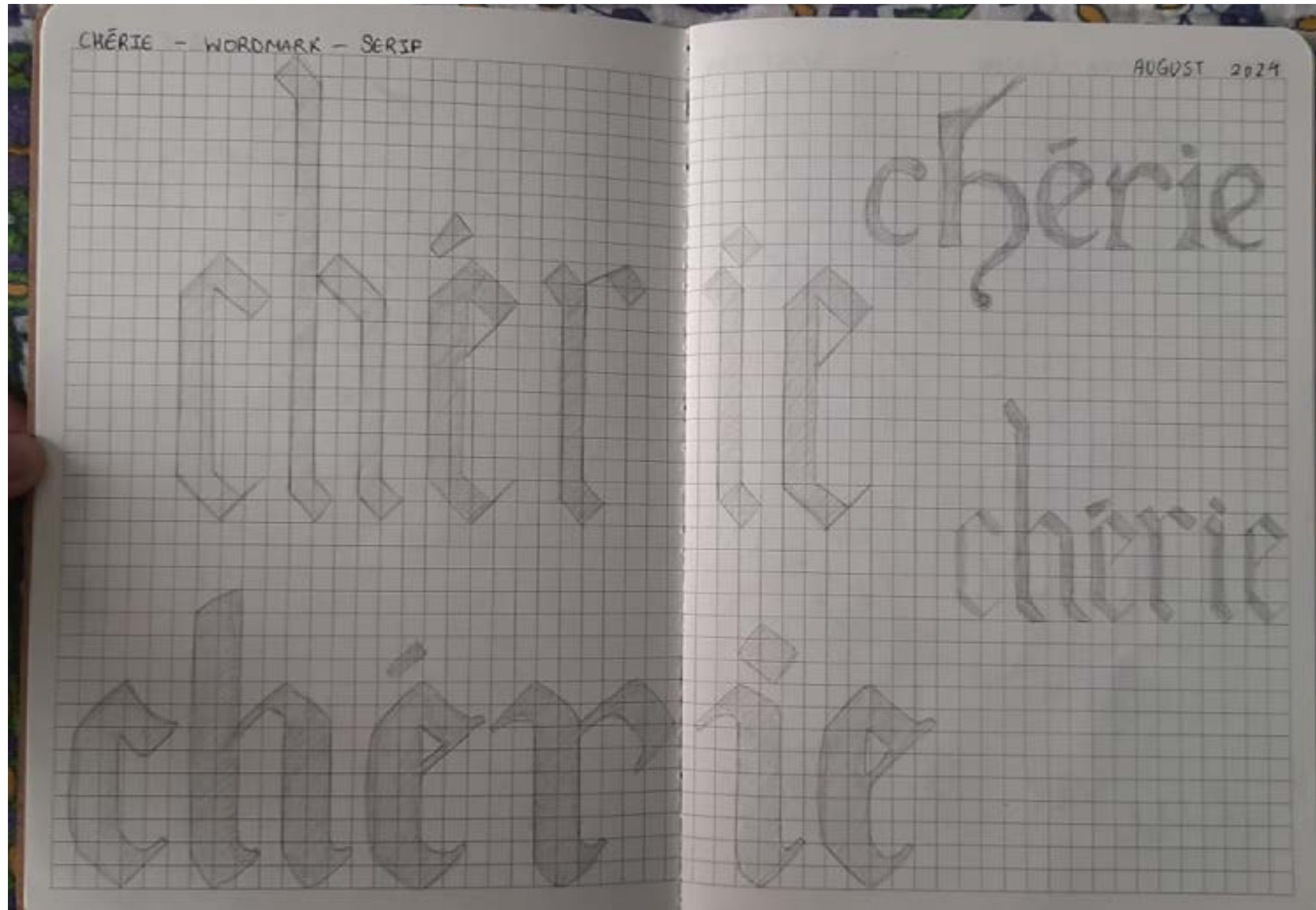
Concept: Focusing on the 'e'

These logo ideations meant to put emphasis on the e accent of CHERIE.
All were rejected as they did not match brand persona.



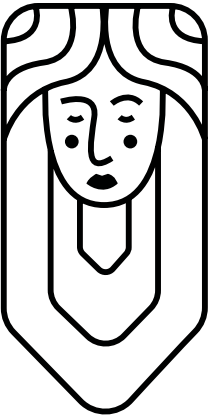
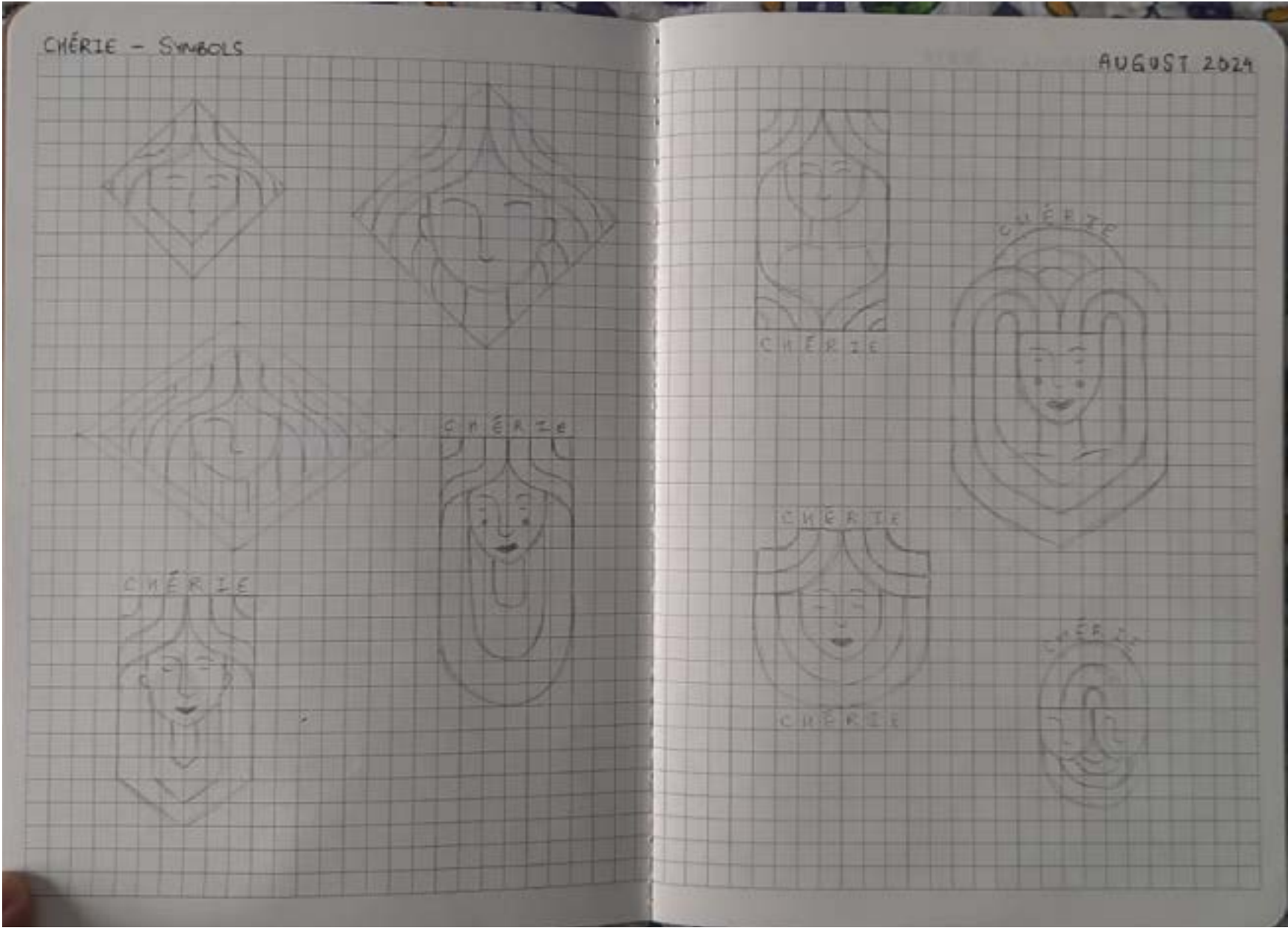
Concept: Typographic explorations

To lean into gothic or intricate type was the goal. All were not selected as they did not go along with final logo.

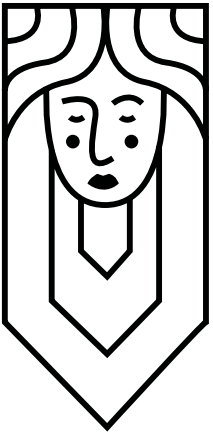


chérie
chérie
chérie

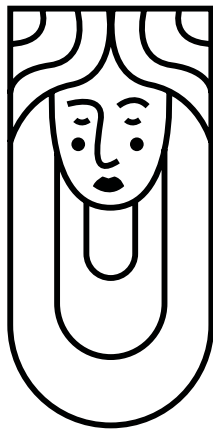
Concept: Physical embodiment of CHERIE



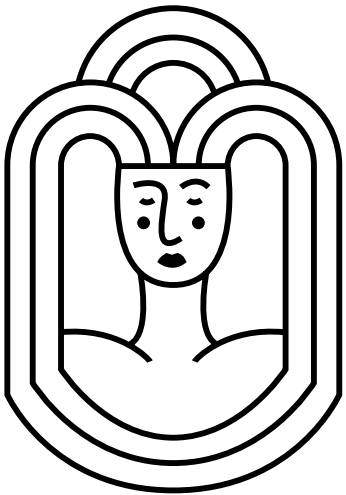
Too many curves.



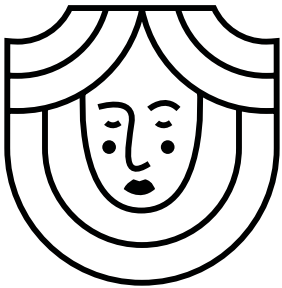
Too pointed.



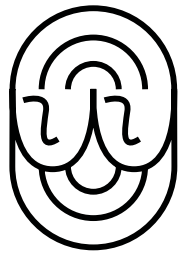
This was chosen as it embodied the brand persona accurately.



Too intricate.



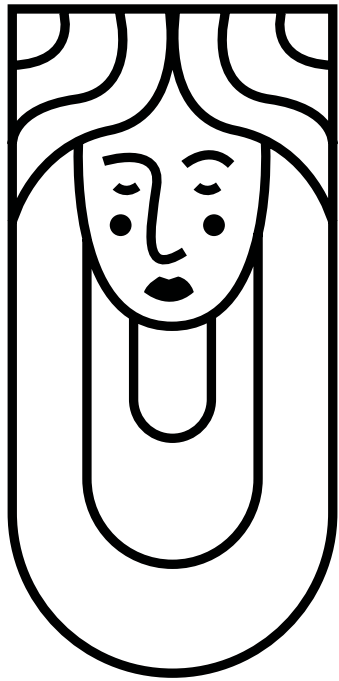
Too concise.



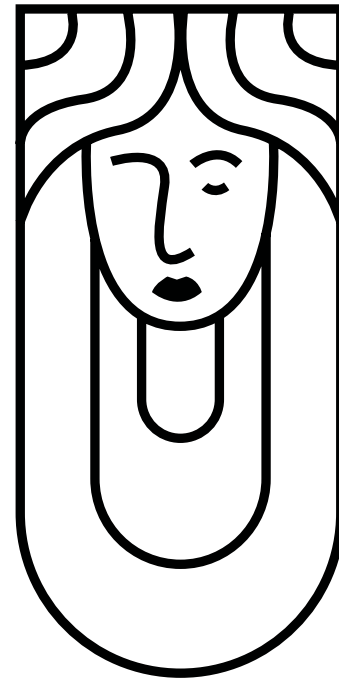
Too abstract in concept.

Further modifications

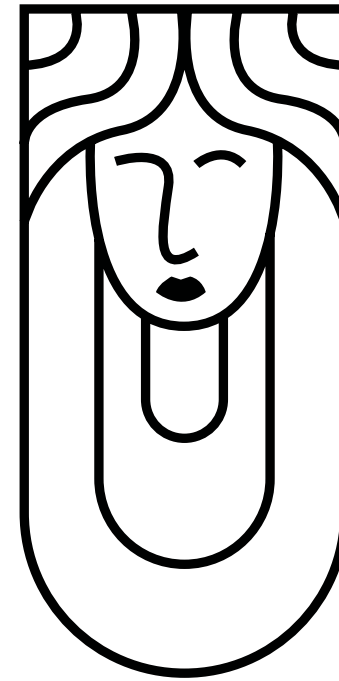
The selected logo embodied the brand persona, however upon scaling was becoming cluttered, so elements were removed from the face to preserve clarity.



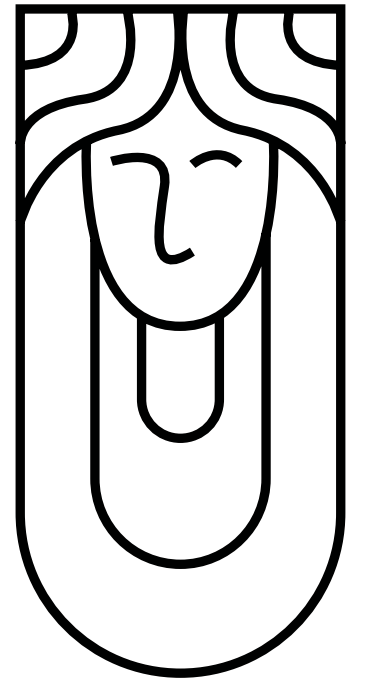
Original Logo



1st Rendition

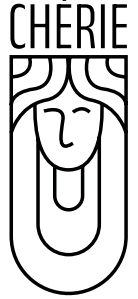
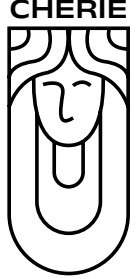
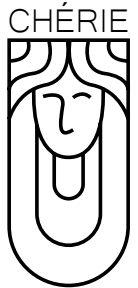
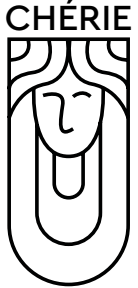
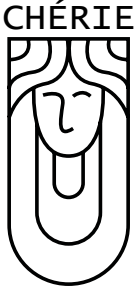


2nd Rendition

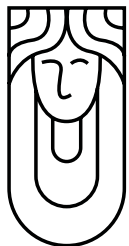
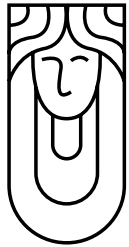
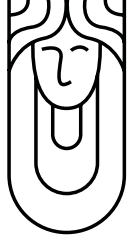
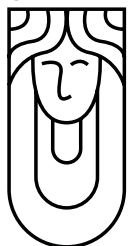
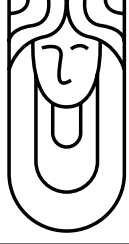


Final
Rendition

Font explorations – Sans Serif

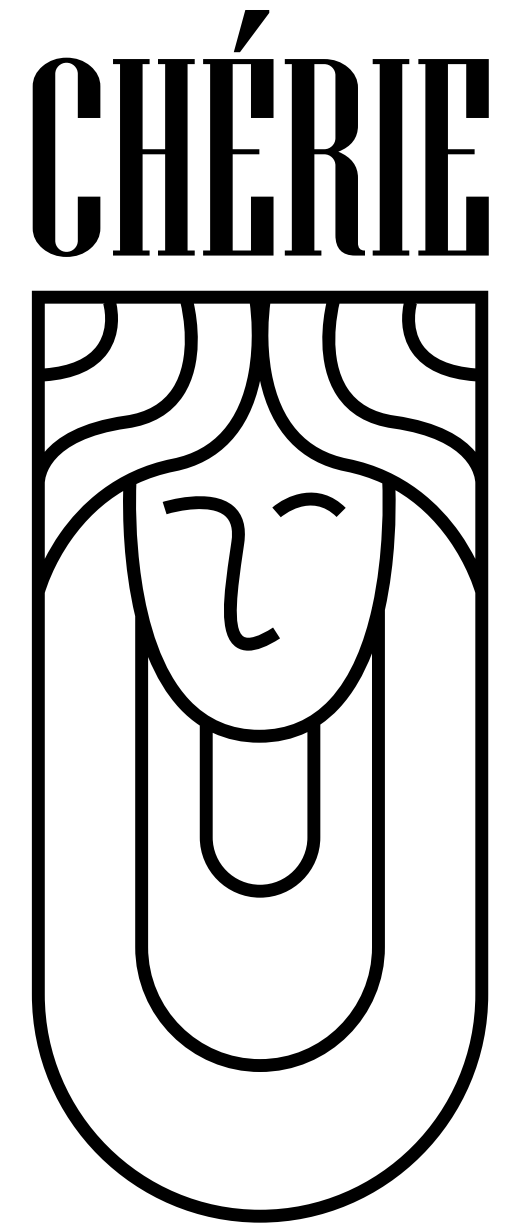
S. No.	Font Name	Standalone Wordmark	With Logo	Matches Brand Persona?	Complements Logo?	Dynamic Wordmark?	Consensus (Usable?)
1	Anek Devanagari Condensed Regular	CHÉRIE	CHÉRIE 	✓	✓	✗	✗
2	Anek Devanagri Expanded SemiBold	CHÉRIE	CHÉRIE 	✗	✓	✓	✗
3	Microsoft Yi Balti Regular	CHÉRIE	CHÉRIE 	✗	✗	✗	✗
4	CeraPRO Modern Medium	CHÉRIE	CHÉRIE 	✗	✗	✗	✗
5	Lucida Console Regular	CHÉRIE	CHÉRIE 	✗	✗	✗	✗

Font explorations – Serif

S. No.	Font Name	Standalone Wordmark	With Logo	Matches Brand Persona?	Complements Logo?	Dynamic Wordmark?	Consensus (Usable?)
6	Poor Richard Regular (All Caps)	CHÉRIE	<div>CHÉRIE</div> 	✓	✗	✓	✗
7	Poor Richard Regular (Lowercase)	chérie	<div>chérie</div> 	✓	✗	✓	✗
8	Modern No. 20 Regular	CHÉRIE	<div>CHÉRIE</div> 	✗	✓	✓	✗
9	Niagara Solid Regular	CHÉRIE	<div>CHÉRIE</div> 	✓	✓	✓	✓
10	Engravers MT Regular	CHÉRIE	<div>CHÉRIE</div> 	✗	✗	✓	✗

→ chosen since it fulfilled all criteria

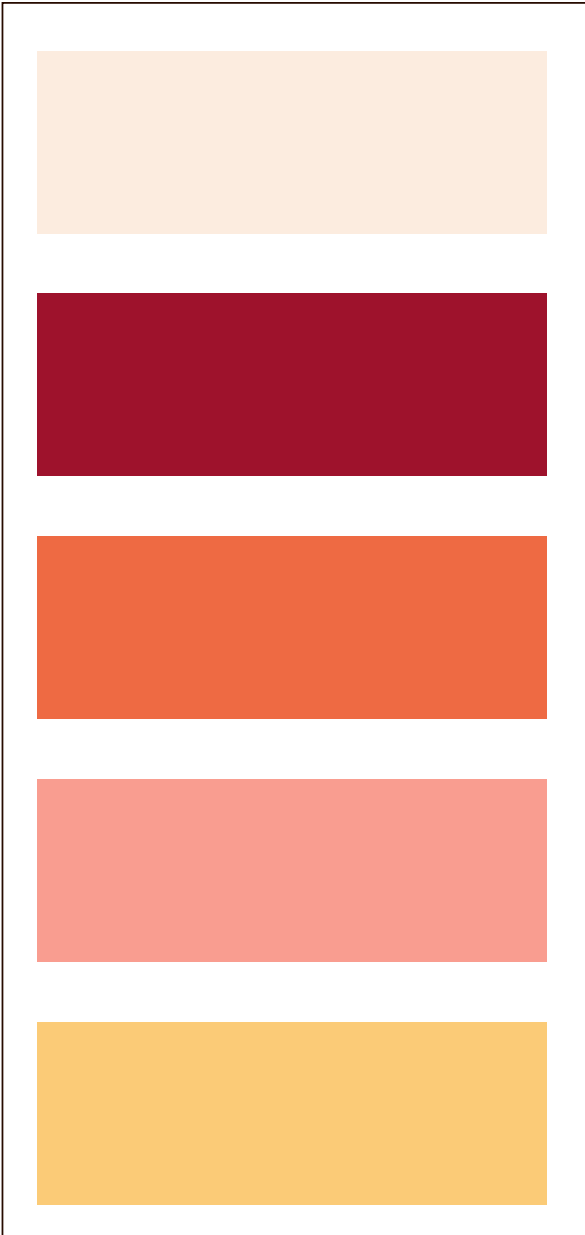
Final Logo



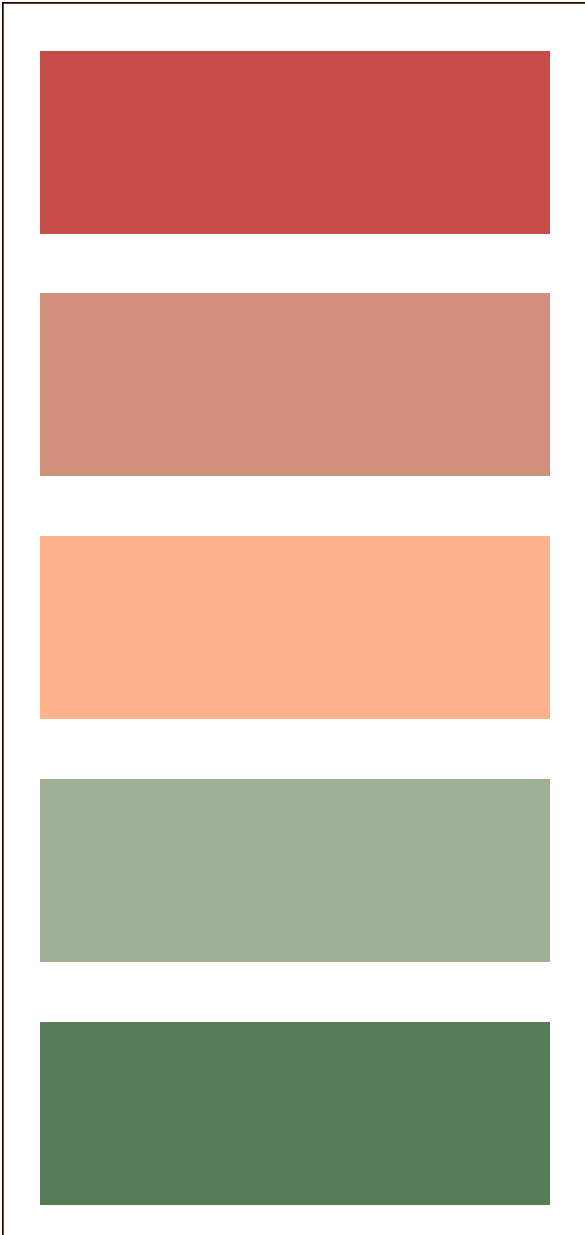
Colour pallete explorations

These all were derived in some way from the brand moodboard and were selected based on how well they adhered to brand persona and contrast to each other etc.

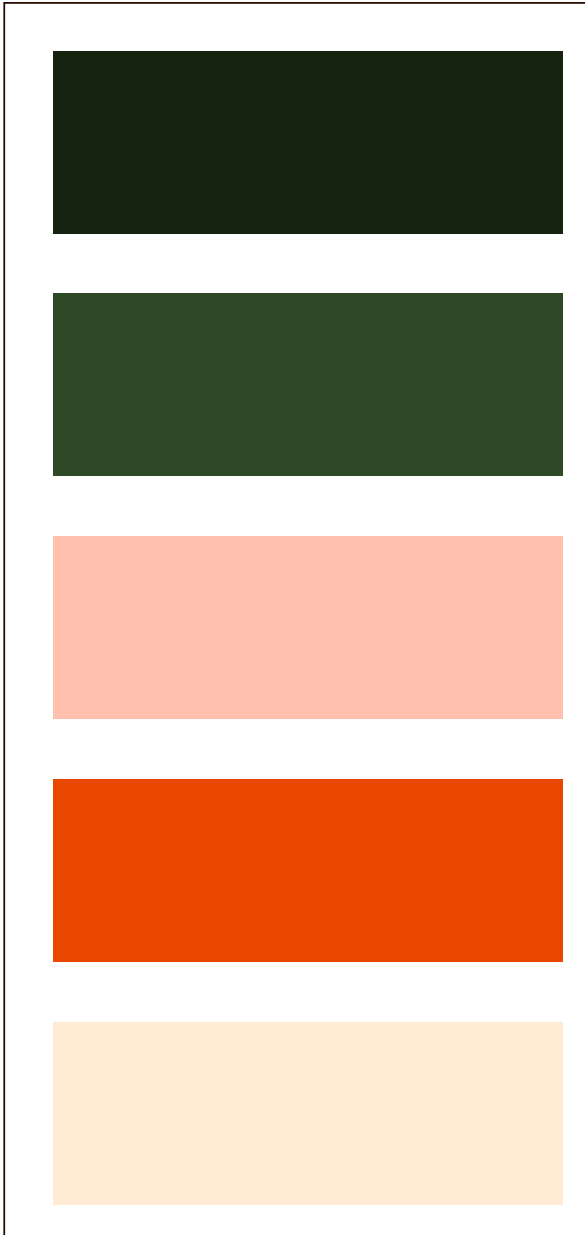
Exploration 1



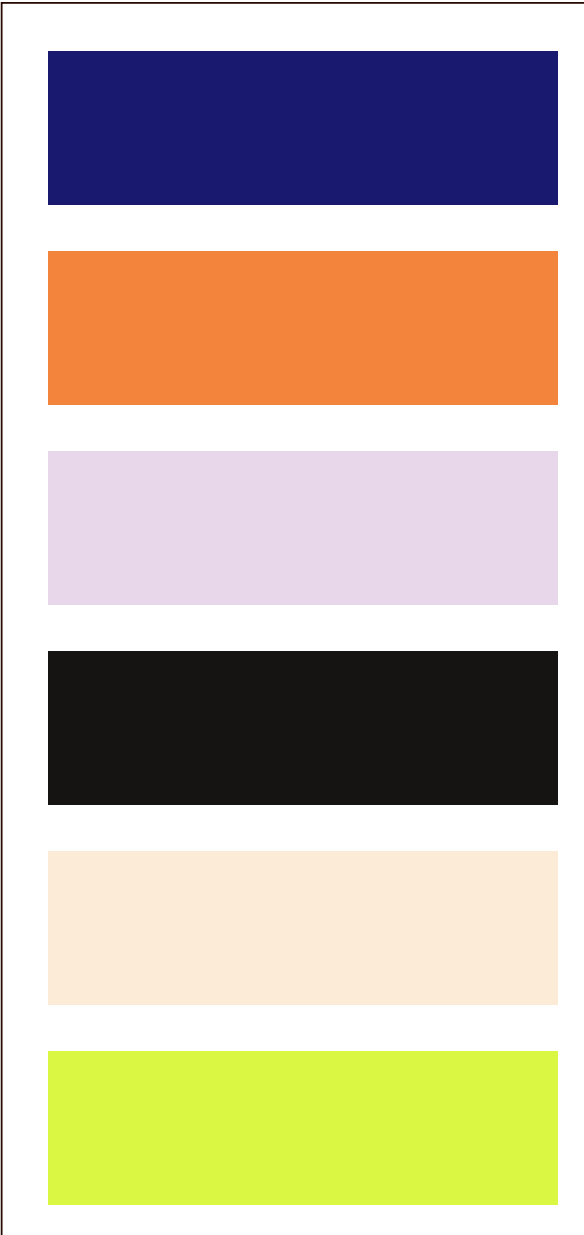
Exploration 2



Exploration 3



Exploration 4



Exploration 5



Final colours

Selected as it boded well with the logo, had good contrast and also satisfied the brand persona.



#FFFFFF



#000000



#DA4027



F7E8DC



#4F354A

Monochrome pallate

Summer pallate

Winter pallate

Colour Contrast

Summer Palette



Winter Palette



[Go back to portfolio](#) ↗