

Mallika Chauhan
CHÉRIE Brand Process

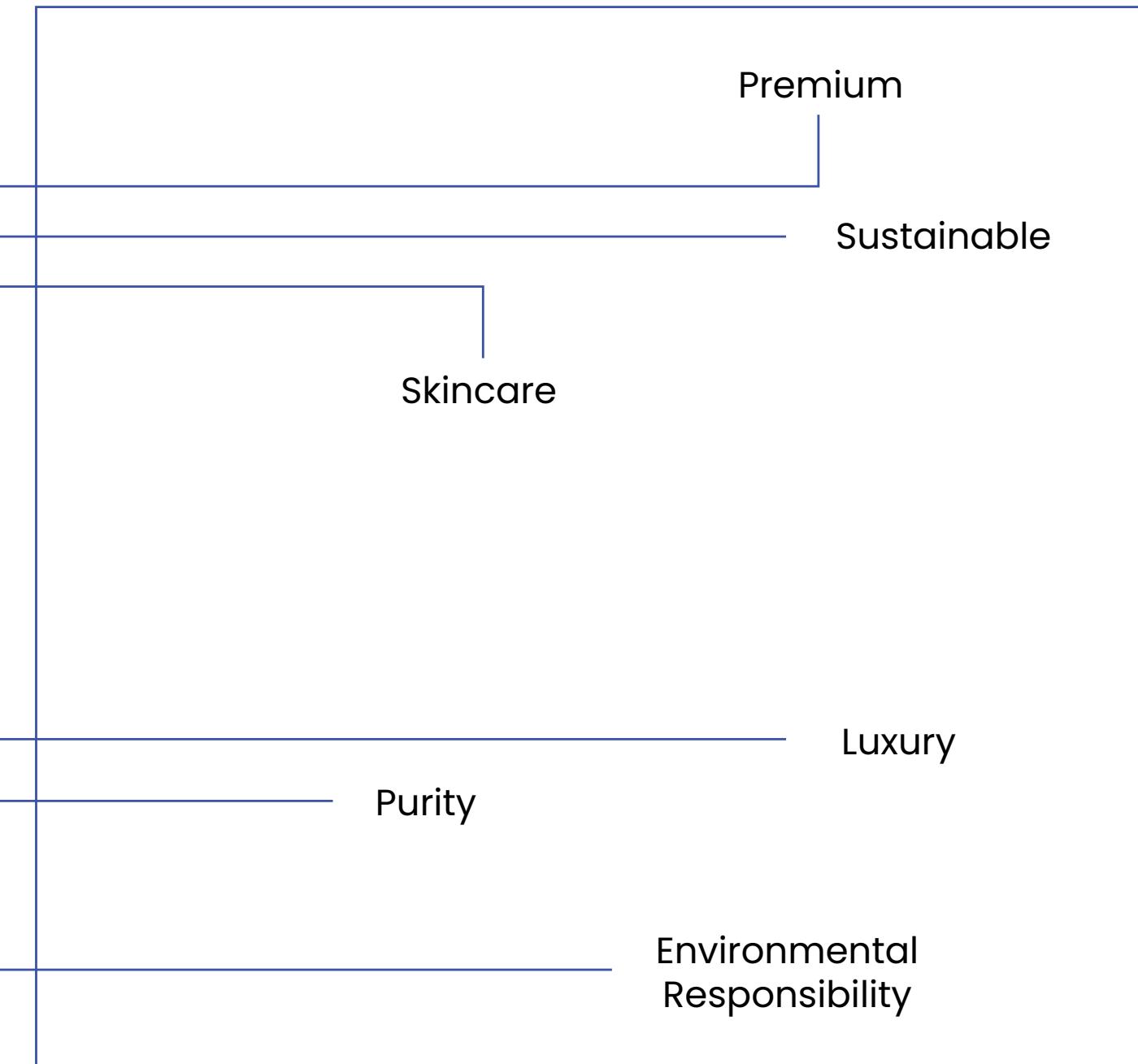
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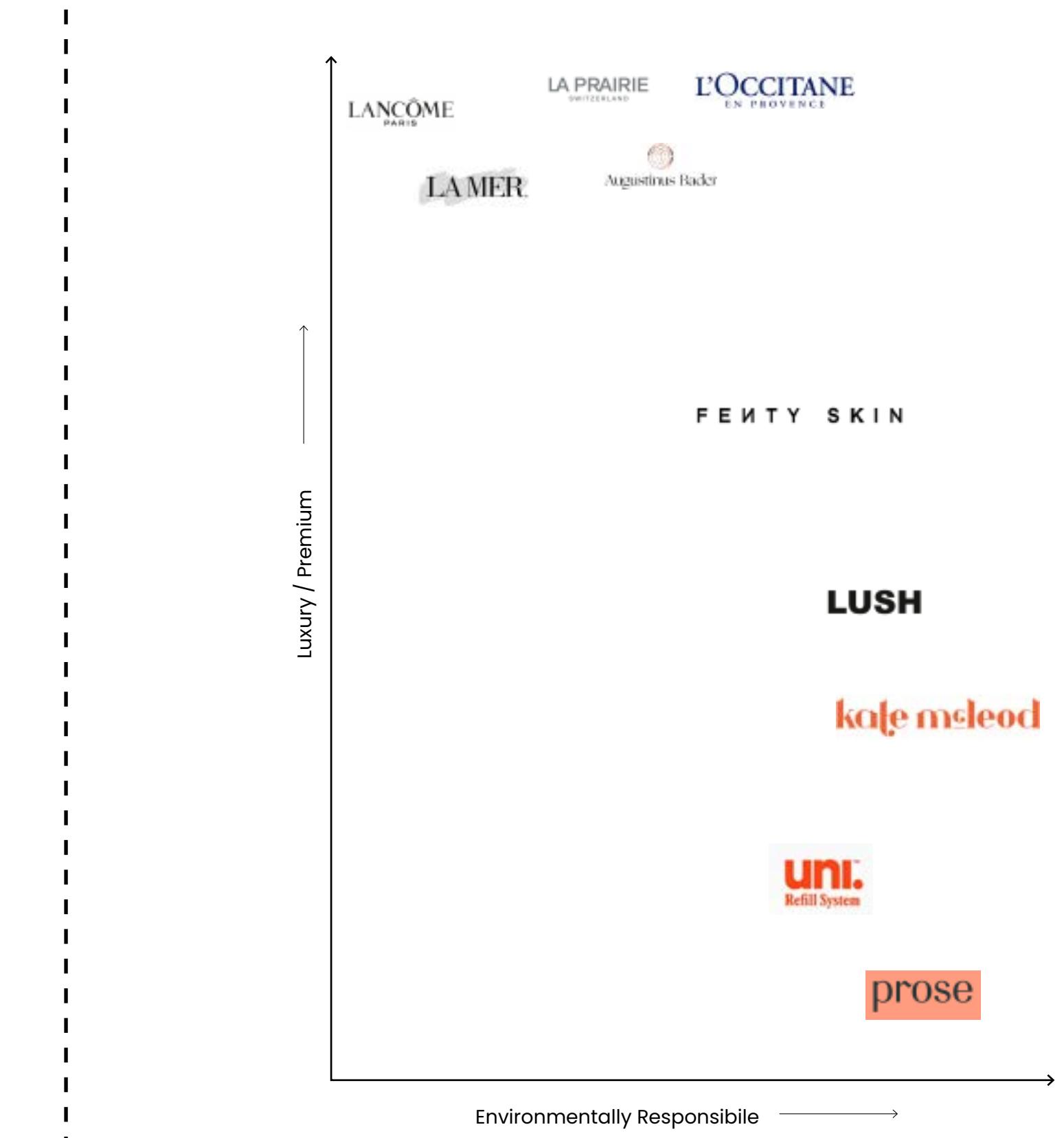
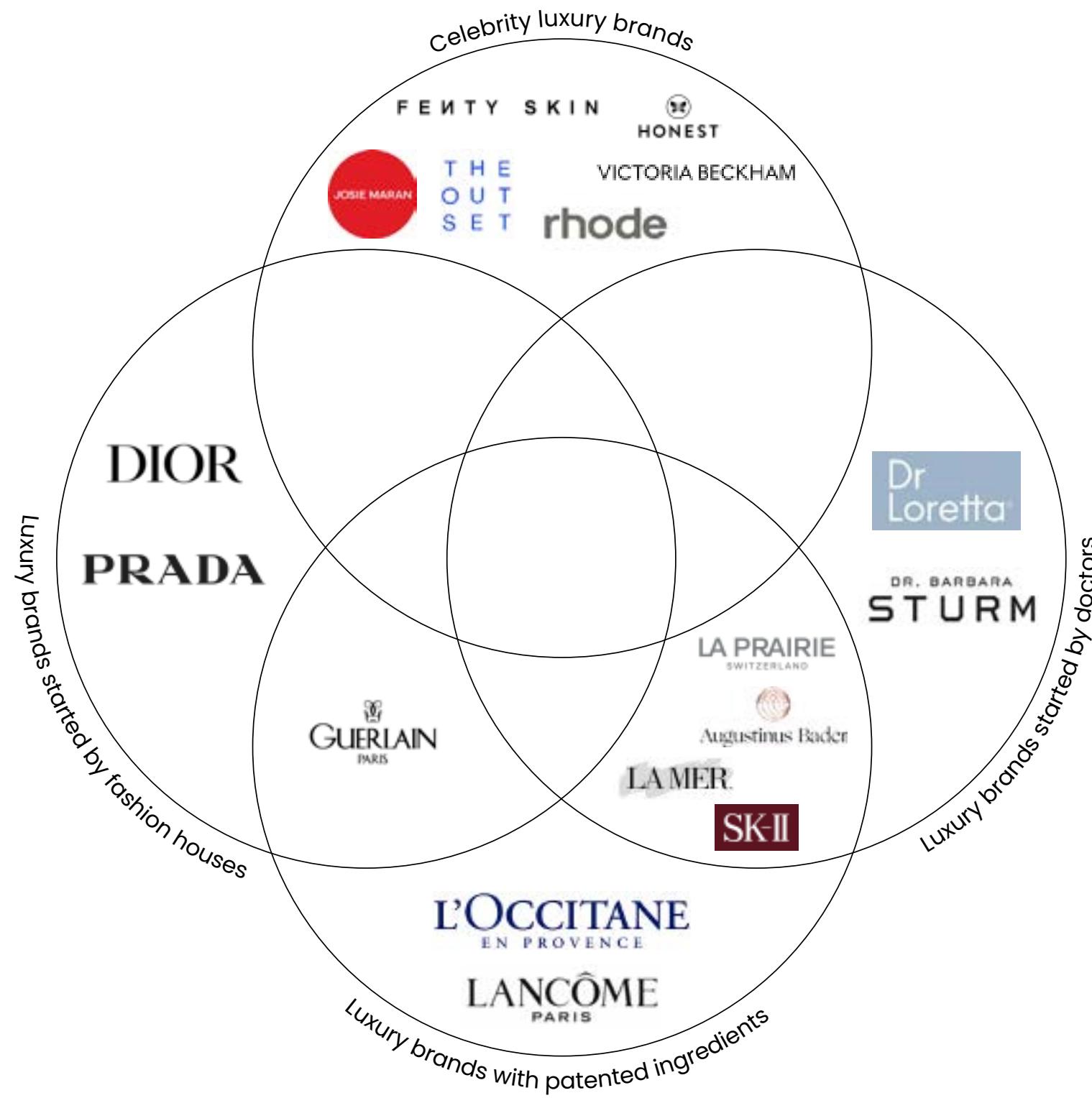
Brief

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**.



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 Nienhans 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 Nienhans** 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 realtionships
- 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'.

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.

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.

Name Ideations

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.

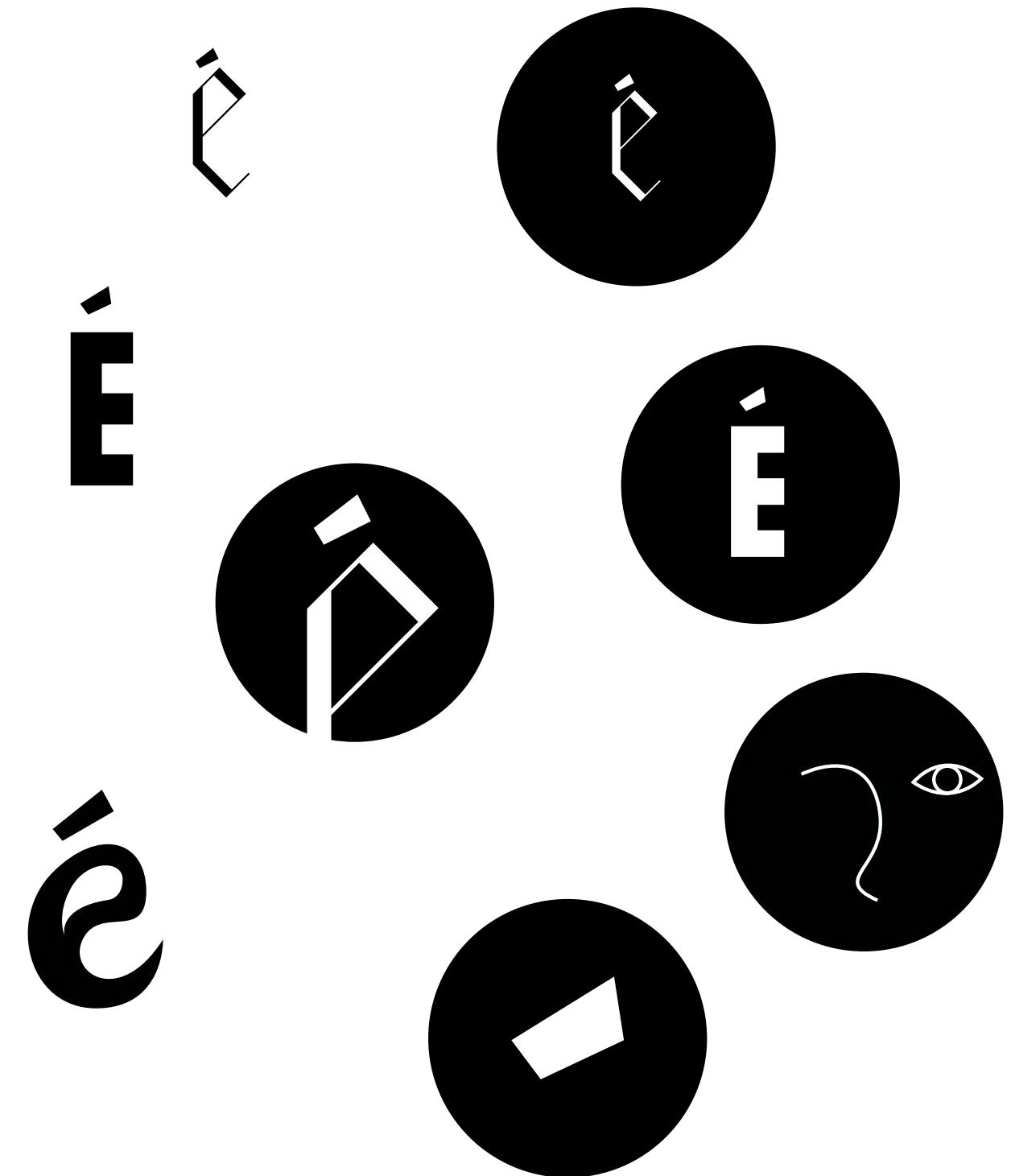
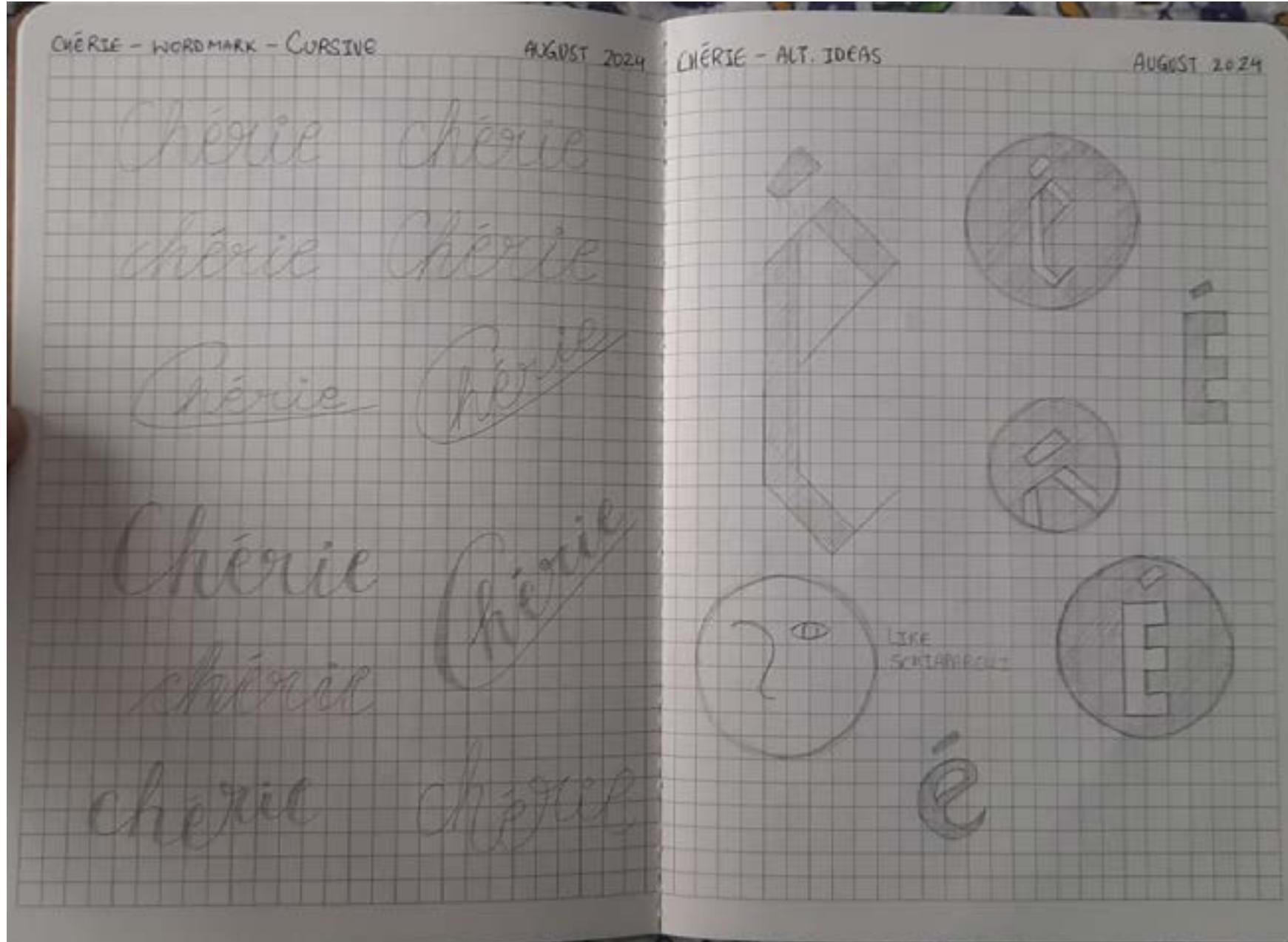
Brand Moodboard



Logo Ideation Process

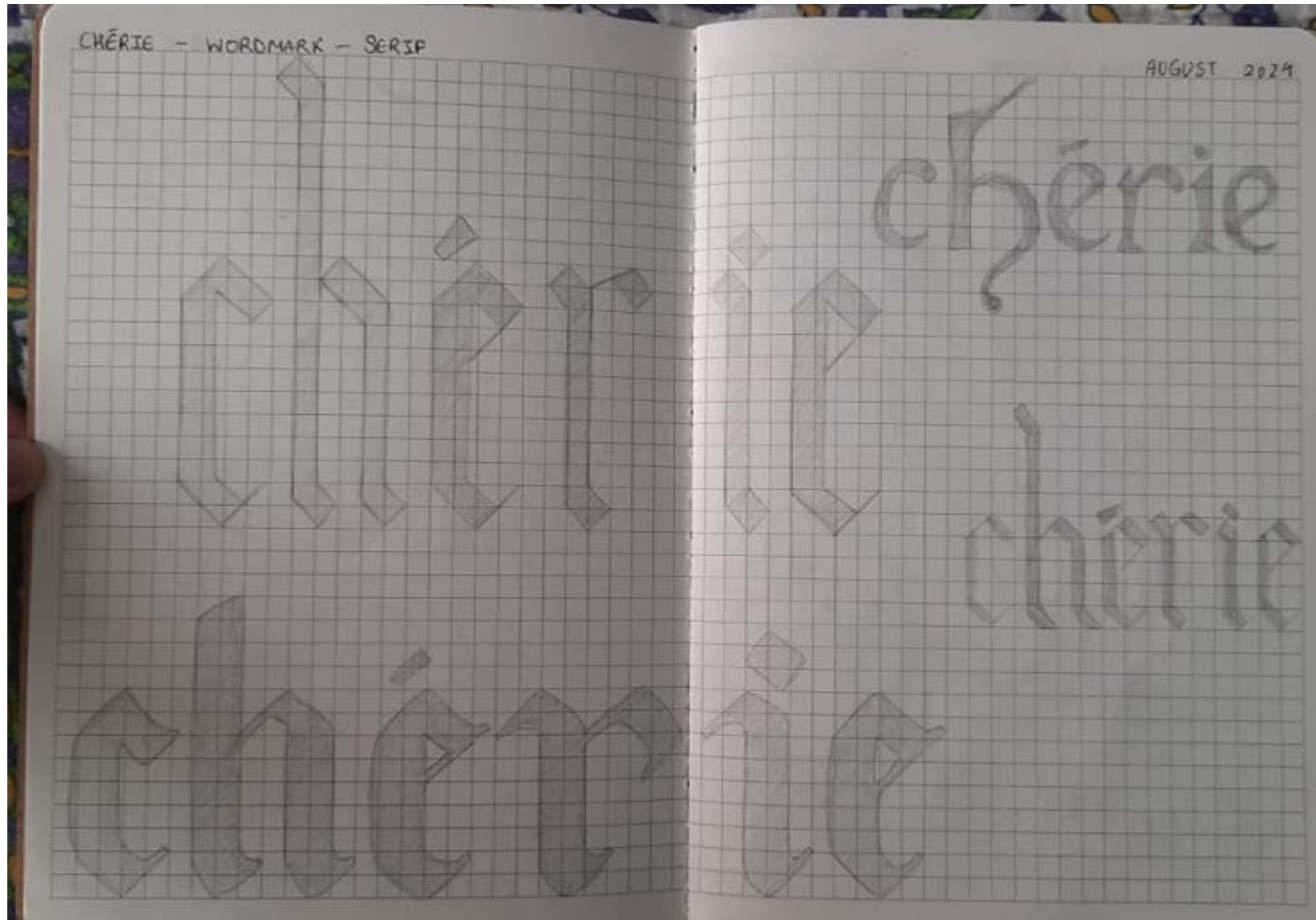
Concept: Focusing on the 'e'

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.

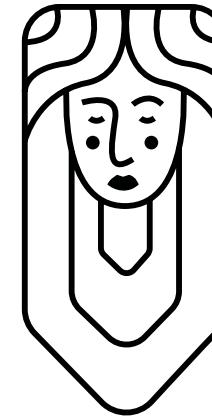
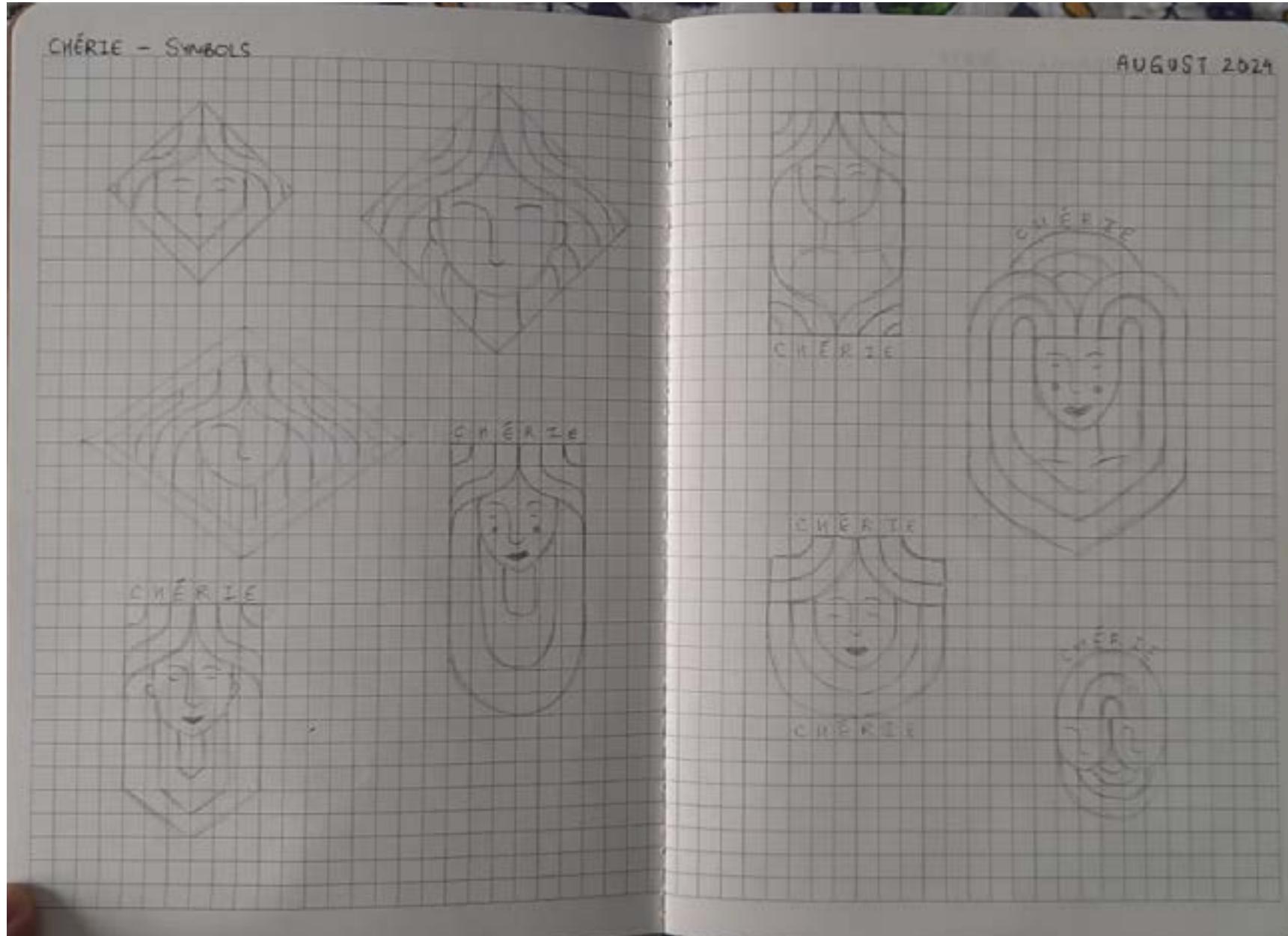


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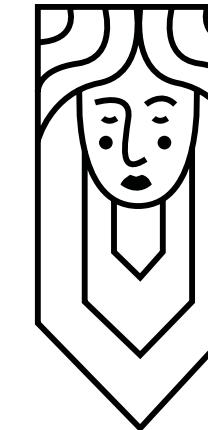
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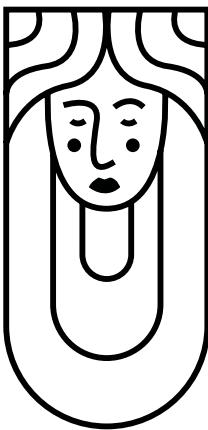
Concept: Physical embodiment of CHERIE



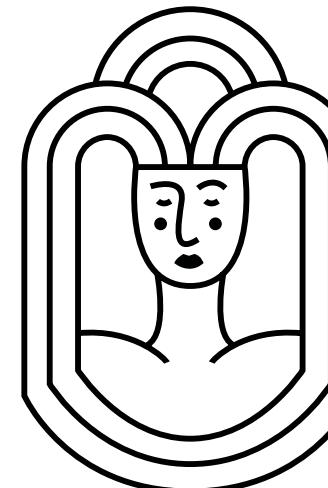
Too many curves.



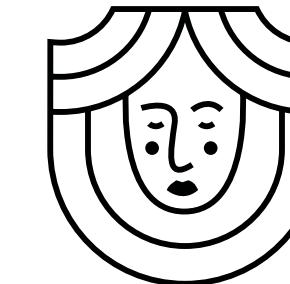
Too pointed.



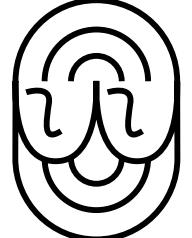
This was chosen as it embodied the brand persona accurately.



Too intricate.



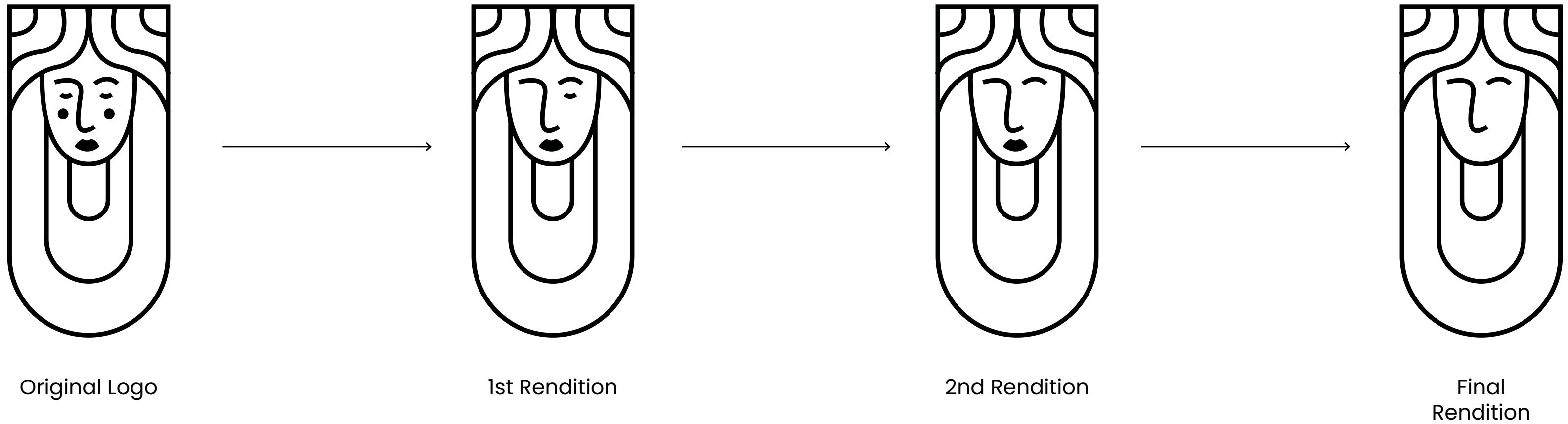
Too concise.



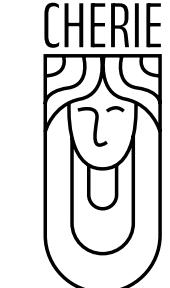
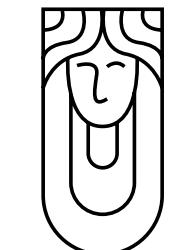
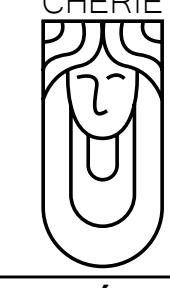
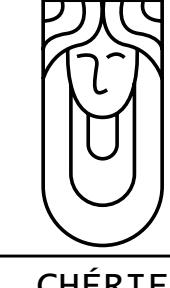
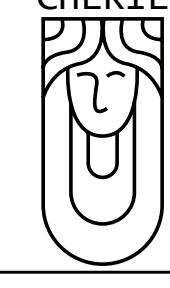
Too abstract in concept.

Further modifications

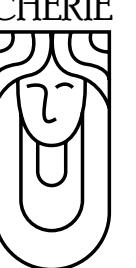
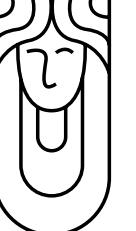
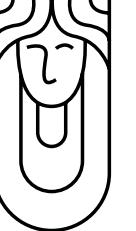
The selected logo embodied the brand persona, however upon scaling was becoming cluttered, so elements were removed from the face to preserve clarity.



Font explorations - Sans Serif

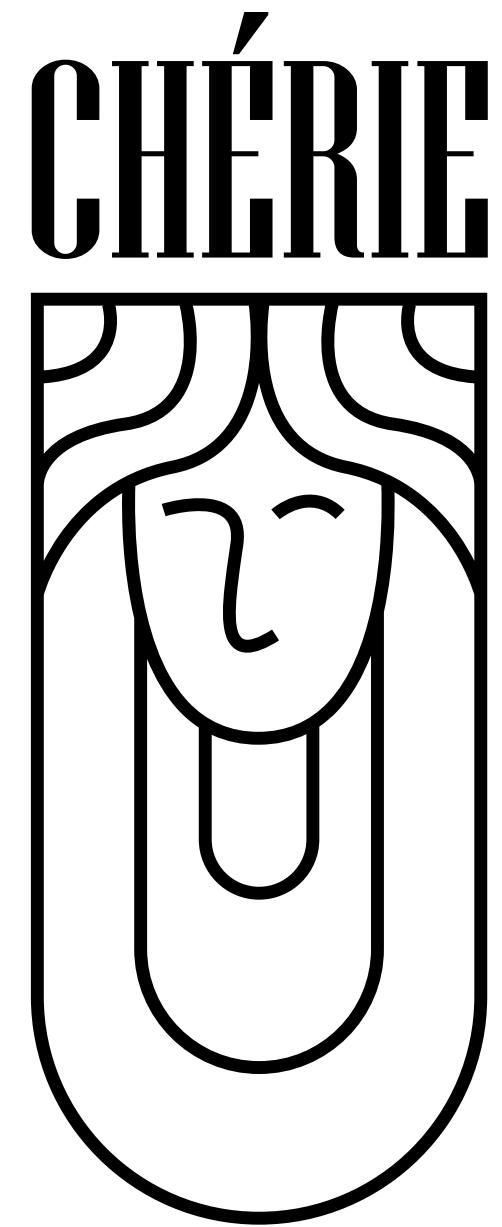
S. No.	Font Name	Standalone Wordmark	With Logo	Matches Brand Persona?	Complements Logo?	Dynamic Wordmark?	Consensus (Usable?)
1	Anek Devanagari Condensed Regular			✓	✓	✗	✗
2	Anek Devanagari Expanded SemiBold			✗	✓	✓	✗
3	Microsoft Yi Balti Regular			✗	✗	✗	✗
4	CeraPRO Modern Medium			✗	✗	✗	✗
5	Lucida Console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

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	CHÉRIE 	✓	✗	✓	✗
7	Poor Richard Regular (Lowercase)	chérie	chérie 	✓	✗	✓	✗
8	Modern No. 20 Regular	CHÉRIE	CHÉRIE 	✗	✓	✓	✗
9	Niagara Solid Regular	CHÉRIE	CHÉRIE 	✓	✓	✓	✓
10	Engravers MT Regular	CHÉRIE	CHÉRIE 	✗	✗	✓	✗

→ chosen since it fulfilled all criteria

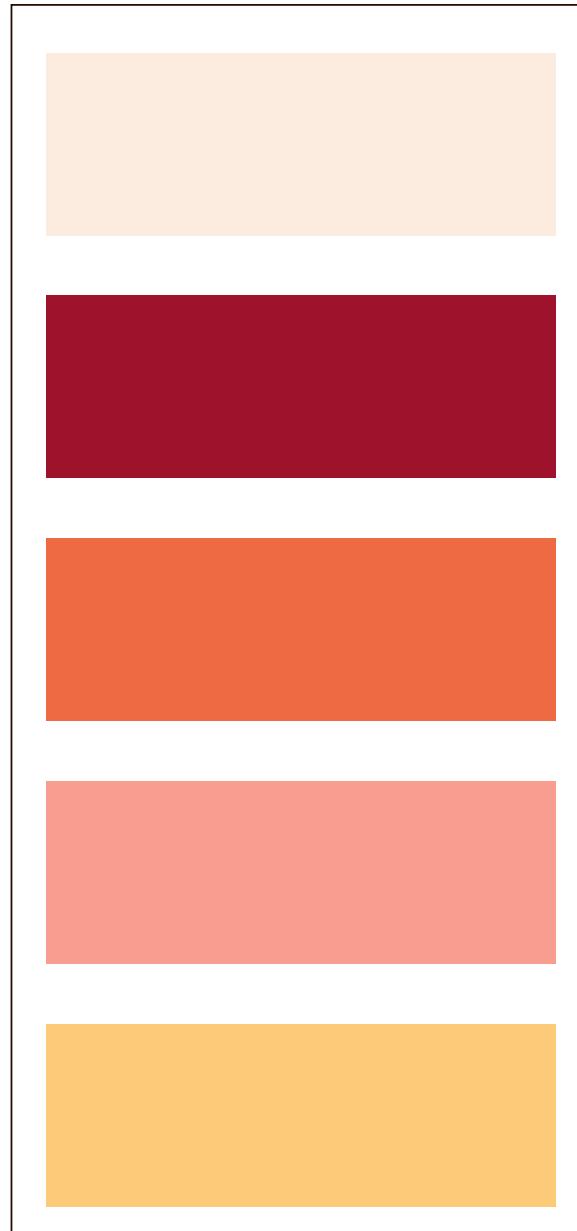
Final Logo



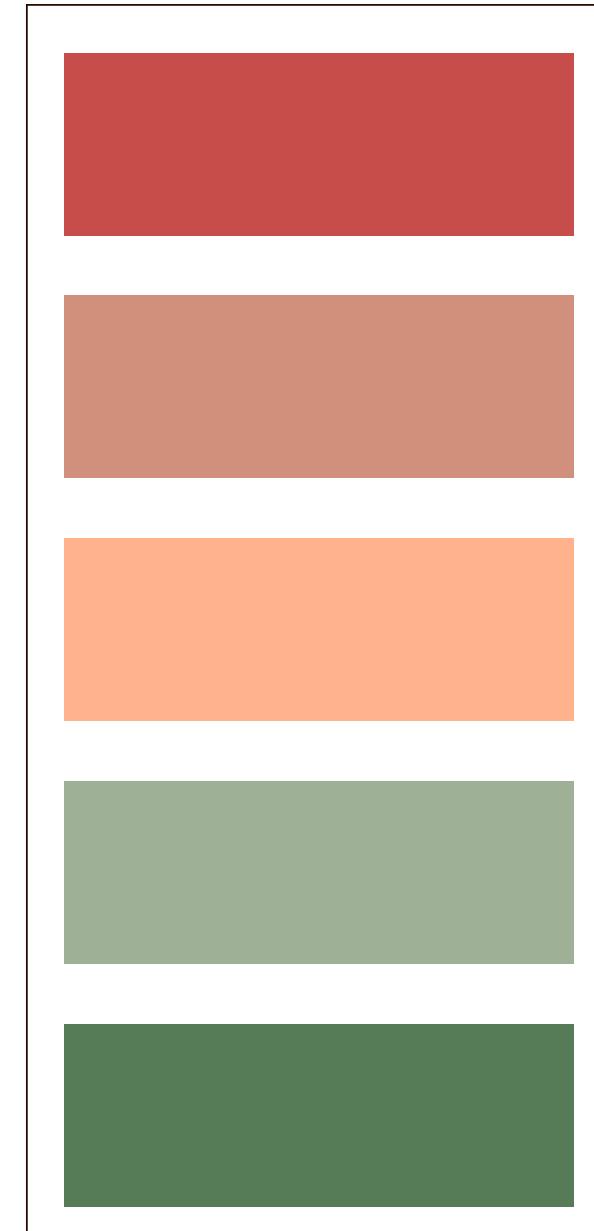
Colour palette explorations

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.

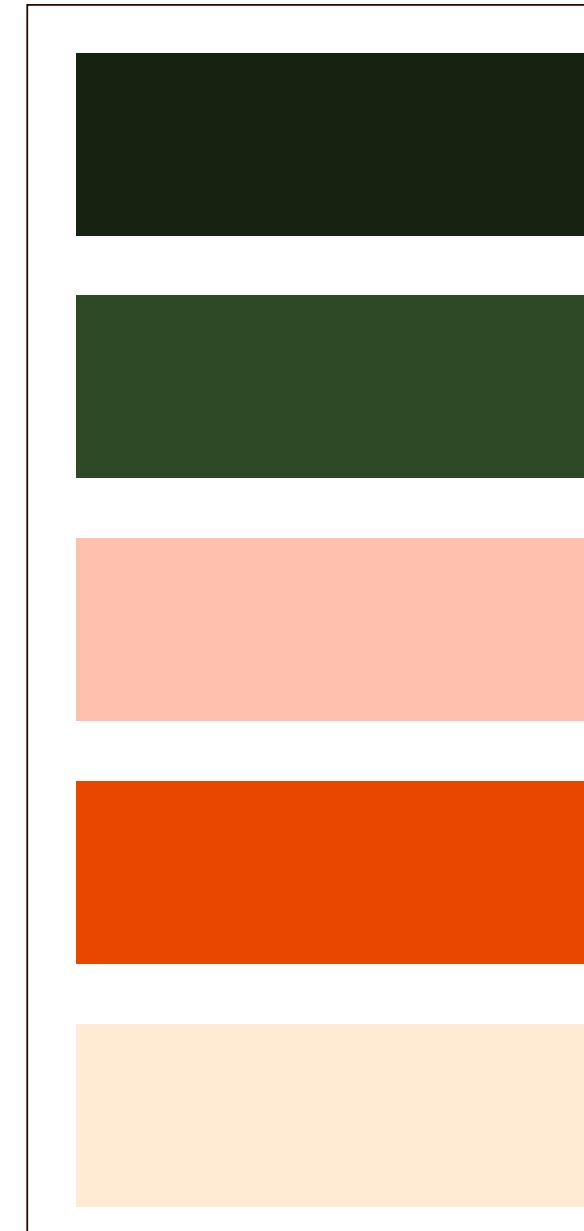
Exploration 1



Exploration 2



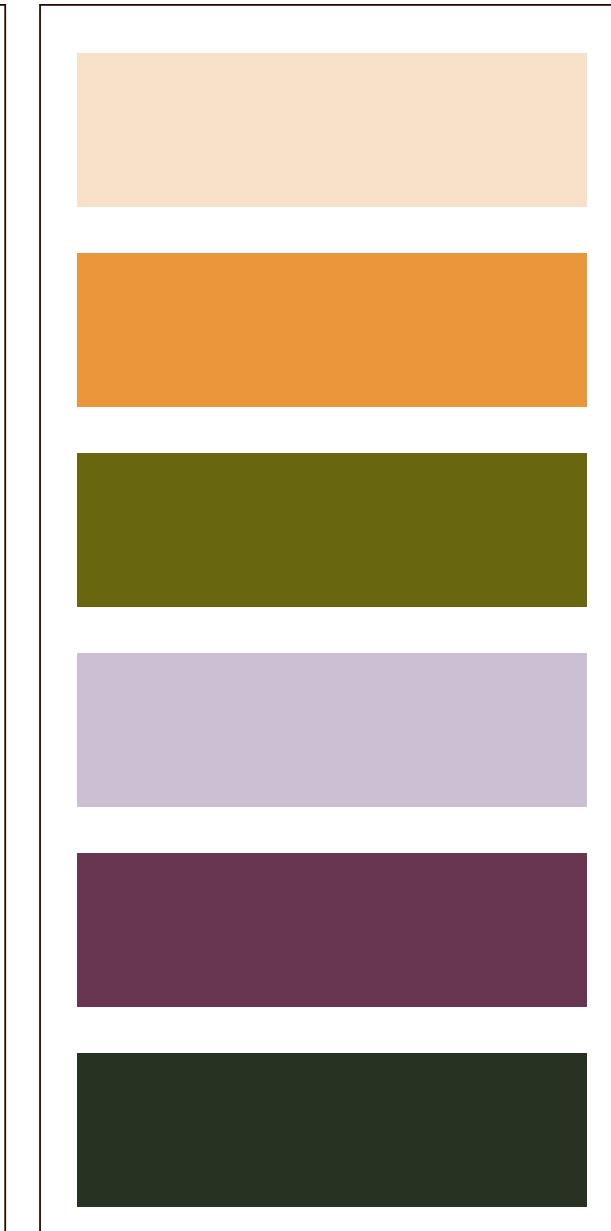
Exploration 3



Exploration 4

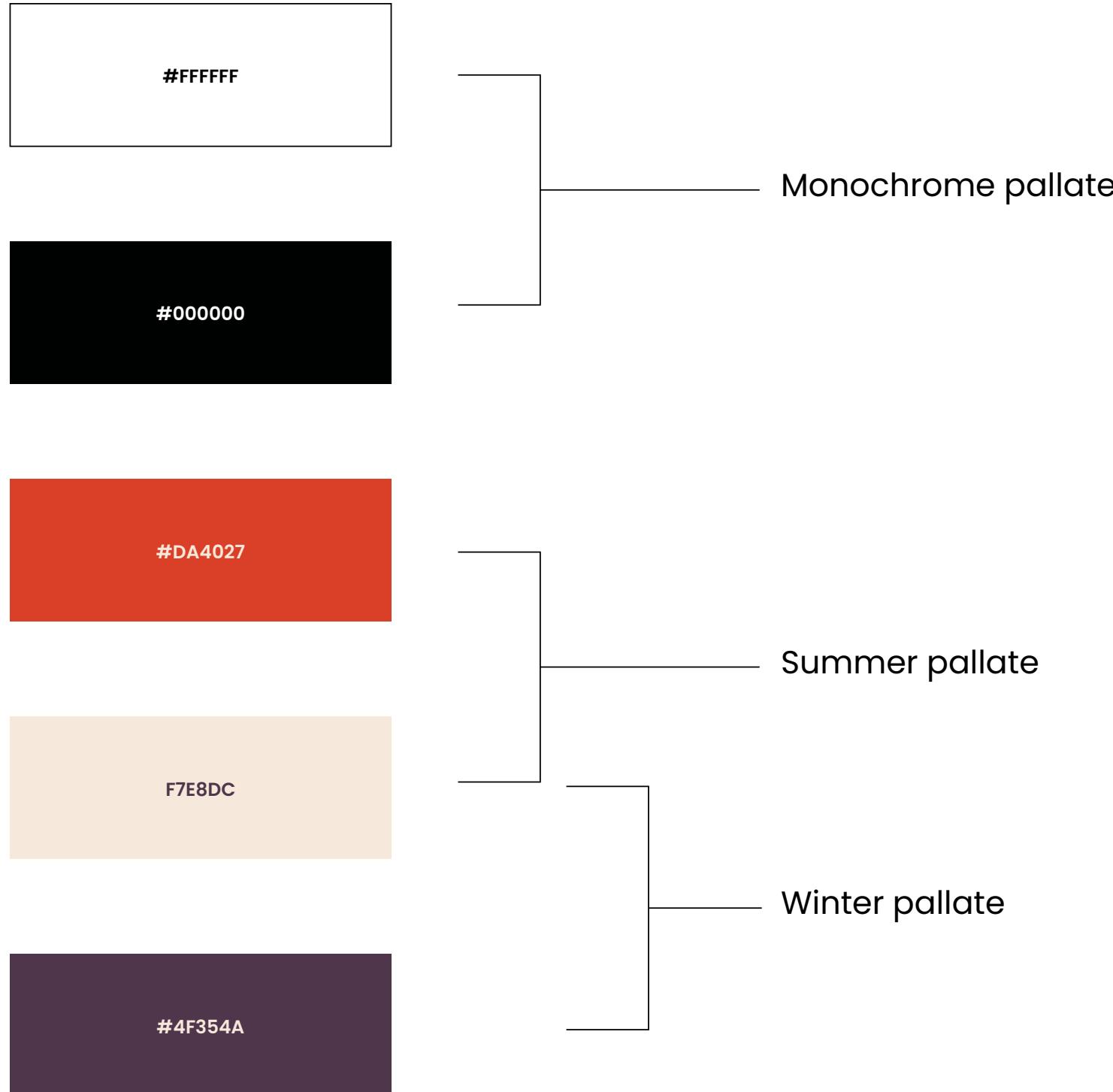


Exploration 5



Final colours

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



Colour Contrast

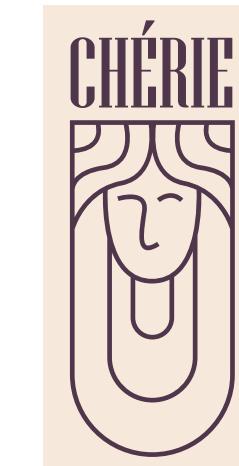
Summer Palette



CHÉRIE

CHÉRIE

Winter Palette



CHÉRIE

CHÉRIE

Go back to portfolio 