BY CHELSEA NADARAJAH-CHINNIAH

sweet & sour

CASE STUDY

THE GOAL OF THIS PROJECT WAS TO ESTABLISH A BRAND IDENTITY AND PACKAGE DESIGN FOR A MAKEUP AND SKINCARE BRAND.

THE CLIENT

THE TARGET AUDIENCE OF THIS FICTIONAL MAKEUP AND
SKINCARE BRAND IS TEENS AND YOUNG ADULTS.

FROM SOUR TO SWEET:
THE NAME GAME

I STARTED BY COMING UP WITH KEYWORDS TO REPRESENT
THE FEELING BEHIND THE BRAND. I REALIZED THAT A LOT OF
THE WORDS I CHOSE OPPOSED EACH OTHER. I SEPARATED
THE KEYWORDS AND SKETCHED A FEW DIFFERENT BRAND
NAMES AND TYPE VARIATIONS FOR EACH SET. I SETTLED ON
"SWEET & SOUR" BECAUSE IT ENCAPSULATES THE POLARITY
OF THE TWO SETS OF KEYWORDS.

MORE THAN SKIN DEEP:
THE CONCEPT BEHIND
THE NAME

THE BRAND WILL CARRY A LINE OF SKINCARE THAT FITS A
MORE SOFT, GENTLE AESTHETIC (A.K.A THE "CLEAN GIRL
AESTHETIC") THAT WILL ACT AS A BASE FOR THE MORE
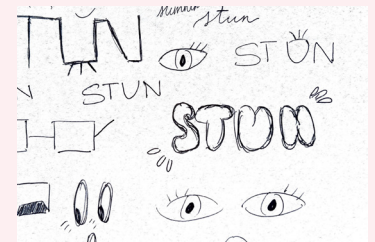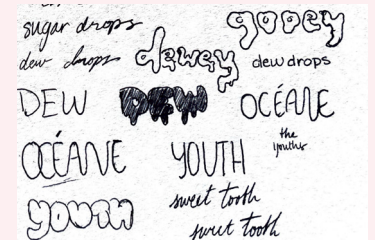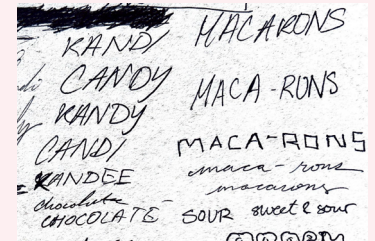BOLD, VIBRANT, AND DARING LINE OF MAKEUP PRODUCTS.

sweet KEYWORDS

SKINCARE

DEWEY	SHINE	NOURISHING
HYDRATE	RADIANT	REFRESHING

sour KEYWORDS

MAKEUP

OUTGOING	VIBRANT	DARING
STRIKING	BOLD	CONFIDENT

BEAUTY IN BALANCE: SWEET & SOUR'S VISUAL VIBE

I RESEARCHED VISUAL INSPIRATION FOR PLAYFUL TYPOGRAPHY AND COLOUR PALETTES TO REPRESENT THE YOUTHFUL FEEL OF THE BRAND.

I ALSO TOOK A LOOK AT TRENDING, MODERN PACKAGE DESIGNS TO GET AN IDEA OF WHAT THE MARKET LOOKS LIKE CURRENTLY, AND WHAT IS ATTRACTING CUSTOMERS OF MY TARGET DEMOGRAPHIC.

SUGARY SHOTS: CAPTURING SWEET & SOUR'S ESSENCE

I WANTED TO IMPLEMENT A PHOTOGRAPHY STYLE THAT REPRESENTS THE DUALITY OF THE BRAND.

TO REPRESENT THE BRAND'S MAKEUP STYLE, I CHOSE PHOTOS WITH MAKEUP LOOKS THAT USE BRIGHTER COLOURS OR BOLD MAKEUP CONCEPTS AND FACIAL EXPRESSIONS THAT ARE MORE OUTGOING AND CONFIDENT. TO REPRESENT THE BRAND'S SKINCARE LOOK, I CHOSE A PHOTOGRAPHY STYLE WHERE THE MODELS IN THE PHOTOS HAVE ELEGANT AND INNOCENT FACIAL EXPRESSIONS. I ALSO MADE SURE THAT THE MODELS' SKIN PORTRAYED A NATURAL GLOW.

I EDITED THE PHOTOS TO HAVE A WARM HUE IN ORDER TO CONVEY A FRIENDLY FEELING TO CUSTOMERS AND ADDED A HEAVY GRAIN TEXTURE TO DIVE INTO THE TRENDY (YET TIMELESS) RETRO LOOK TO REACH MY TARGET AUDIENCE.

TANGY EMBLEM: UNVEILING SWEET & SOUR'S SIGNATURE MARK

I KNEW I WANTED THE LOGO TO BE PURELY TYPOGRAPHIC, SO I STARTED BY EXPERIMENTING WITH DIFFERENT FONT FACES THAT I THOUGHT WOULD WELL REPRESENT THE PLAYFUL FEELING OF THE BRAND. AS I WAS SKETCHING IDEAS FOR GRAPHIC ELEMENTS, I QUICKLY WROTE UP THE WORDS "SWEET & SOUR" WITH A BRUSH PEN AND VECTORIZED IT.

I CONDUCTED A FOCUS GROUP AND ASKED WHICH LOGO WORKED BEST. THE UNANIMOUS AGREEMENT WAS THE HANDWRITTEN LOGO AS IT ADDS MOVEMENT TO THE SOMEWHAT RIGID PHOTOGRAPHY CREATING A STRONG AND INTERESTING CONTRAST.

THE COLOUR OF THE LOGO WORKS IN BLACK AND WHITE, BUT ITS COLOUR CAN VARY ACCORDING TO THE MEDIUM IT IS DEPLOYED ON.

EXPERIMENTATION

FINAL LOGO

SOUR SCRIPT, SWEET SHADES: THE BRAND AESTHETICS

I CHOSE A COLOUR PALETTE THAT SHOWCASES THE TWO SIDES OF THE BRAND. I CHOSE 3 COLOURS THAT REPRESENTED "SWEET" AND 3 THAT REPRESENTED "SOUR" AS WELL AS AN OFF-WHITE SUPPORTING COLOUR, AND MIXED AND MATCHED TWO COLOURS PER PRODUCT.

I CHOSE "TANKER" AS THE SECONDARY FONT TO BE USED ON ALL PACKAGING AND MARKETING MEDIUMS BECAUSE IT WAS ONE OF THE FONTS THAT I INITIALLY THOUGHT COULD BE INTERESTING FOR THE LOGO. I THINK IT WORKS WELL AS A SECONDARY FONT AS IT IS CLEAR AND EASY TO READ.

sweet COLOURS

sour COLOURS

#E098C2

#FEEEEF

#EAE84E

#D21B62

#EA642A

#9170B1

#87C540

TANKER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#$%?&*()

SUGAR-KISSED BRILLIANCE: COMPELLING TAGLINES AND PRODUCT NAMES

I CREATED TAGLINES THAT CAN VARY, BUT HAVE AN ELEMENT OF CONSISTENCY. THE TAGLINE CONTAINS TWO WORDS THAT START WITH THE SAME LETTER (ONE WORD THAT DESCRIBES THE "SWEET" SIDE OF THE BRAND AND THE OTHER THAT DESCRIBES THE "SOUR" SIDE).

I MADE ALL THE PRODUCT NAMES REFLECT WORDS THAT DESCRIBE SWEET AND SOUR TASTES, TO KEEP IT ON BRAND.

DEWEY & DARING

TENDER & TANGY

HYDRATED & HYPNOTIC

FINAL PRODUCTS

FINAL PRODUCTS

sweet
& sour

SUGAR DROPS

A HYDRATION MAGIC POTION
FEATURING ULTRA-PURE,
VEGAN HYALURONIC ACID

60ML

FINAL PRODUCTS