RAW INDULGENCE BRAND DEVELOPMENT GUIDE

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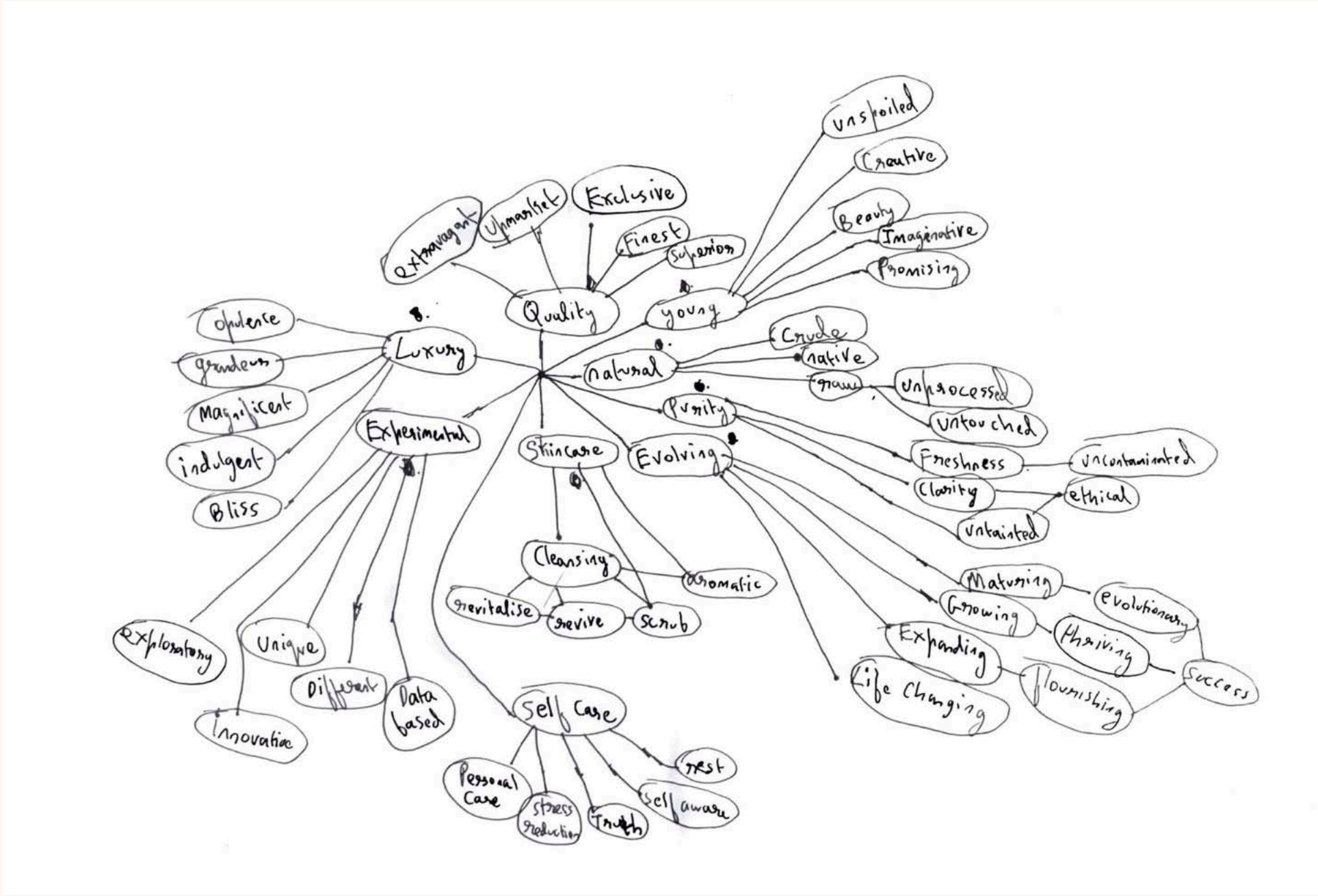
IDENTITY STATEMENT

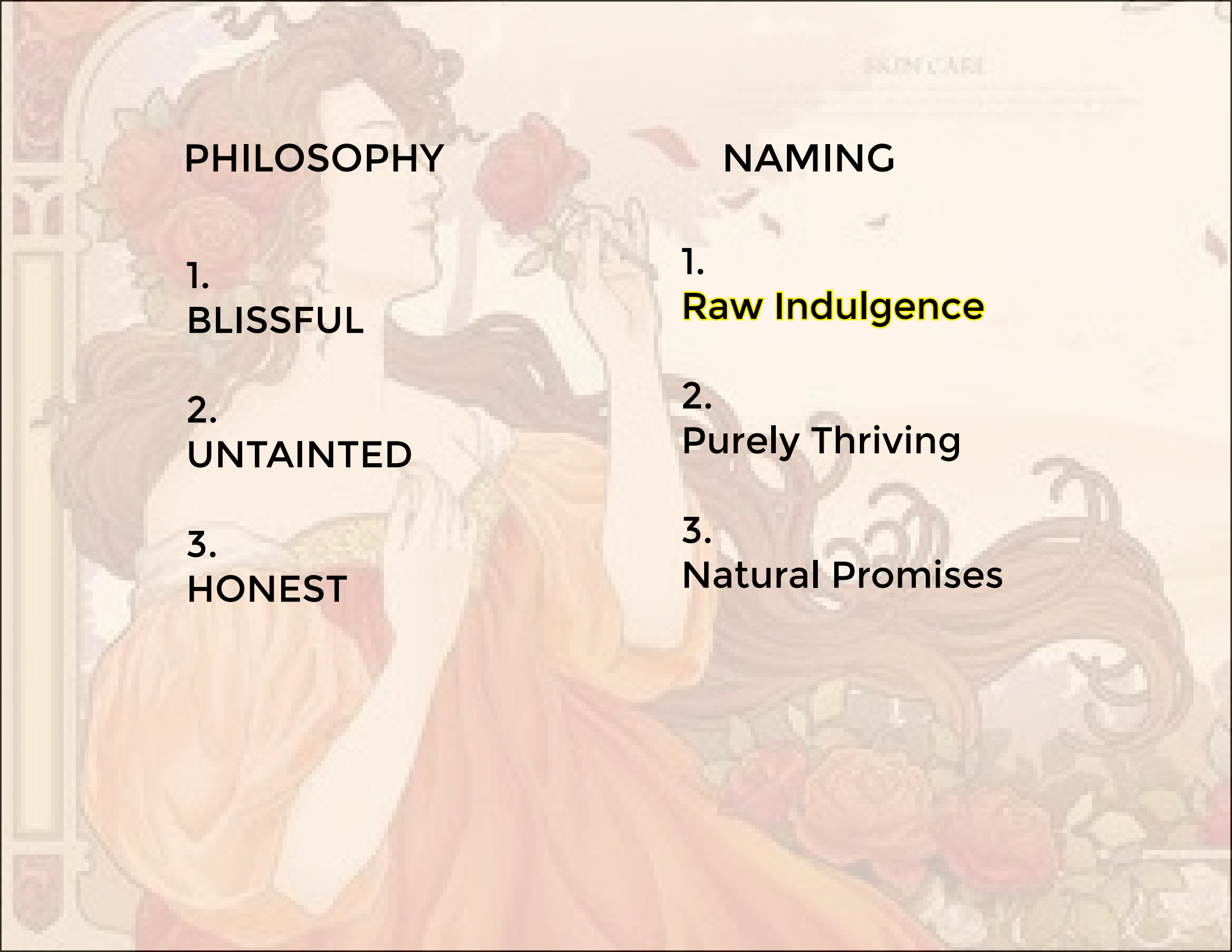
Raw Indulgence is a luxury company
that makes natural skincare products

HISTORY OF RAW INDULGENCE

In 2013, Sofie Kristiansen, a young 23 year old, who was about to graduate at the University of Oslo, was tired of skincare brands that claimed they were natural, but had some artificial ingredients hidden deep within the product label. She knew something needed to be done about this, and therefore, she started experimenting with various natural ingredients. She used her graduation as the testing ground for some of her products, with concepts on how they could be used as self care tools and the results were met with enthusiasm. Eventually, this test incentivized her to start her company in 2014, with the philosophy of 'products so natural that you could almost eat them'. As the company evolved, it began using the highest quality ingredients, establishing itself as a luxury brand which, while keeping in touch with its modest roots, dedicated itself to providing nothing short of the best for its customers.

BRAINSTORMING





PHILOSOPHY

1.
BLISSFUL

2.
UNTAINTED

3.
HONEST

NAMING

1.
Raw Indulgence

2.
Purely Thriving

3.
Natural Promises

CONTEMPORARY REFERENCES

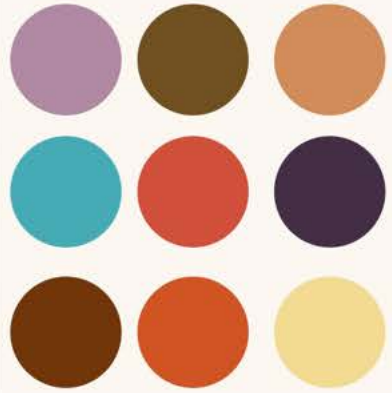
VITAMIN C CLEANSER
Hydrates and balances with Coconut Water and Aloe to refresh and nourish the skin.

VITAMIN C TONER
Brightens and refines through a combination of Vitamin C, Witch Hazel and botanical extracts.

VITAMIN C SERUM
Instantly brightens and softens while Hyaluronic Acid keep the skin smooth and hydrated.

VITAMIN C MOISTURIZER
Hydrates and nourishes with Niacinamide and Hyaluronic Acid to smooth fine lines and wrinkles.

HISTORICAL REFERENCES



TYPE EXPLORATION

LETTER SHAPES

r a g e
r a g e
r a g e
r a w i n d u l g e n c e
r a g e

RA GE
RA GE
RA GE
RAW INDULGENCE
RA GE

TYPE SKELETONS

Raw Indulgence
Raw Indulgence
RAW INDULGENCE
RAW INDULGENCE
RAW INDULGENCE

TAN PEARL EXPLORATIONS

Raw Indulgence
Raw Indulgence
RAW INDULGENCE
RAW INDULGENCE
RAW Induldgence

LOGOTYPE DEVELOPMENT

RAW INDULGENCE
RAW-INDULGENCE
RAW INDULGENCE
RAW INDULGENCE
RAW INDULGENCE

FINAL LOGOTYPE

RAW INDULGENCE

RAW INDULGENCE

RAW INDULGENCE

RAW INDULGENCE

COLOR PALETTE

Primary Color

Brandy

CYMK : 0.00, 0.16, 0.35, 0.09

RGB : E8C396

Primary Color

Eggshell

CYMK : 0.00, 0.00, 0.11, 0.07

RGB : EDEDD3

Primary Color

Rose White

CYMK : 0.00, 0.02, 0.04, 0.01

RGB : FDF7F2

Primary Color

Mocha

CYMK : 0.00, 0.22, 0.53, 0.40

RGB : 9A7848

Secondary Color

Zuchinni

CYMK : 0.87, 0.00, 0.52, 0.76

RGB : 083C1D

Secondary Color

Pure Black

CYMK : 0.00, 0.00, 0.00, 1.00

RGB : 000000

MARK

COLOR MARK

SECONDARY TYPEFACE

These font versions are suported by both PC & Mac. Open Type Properties are not supported. You should always use this version.

HEADINGS - TAN PEARL

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

*#@+<=>’ ”%$&!(/)?

SUBHEADINGS - JULIUS SANS ONE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVQXYZ

0123456789

*#@+<=>’ “%$!(/)?

Body- Monteserrat

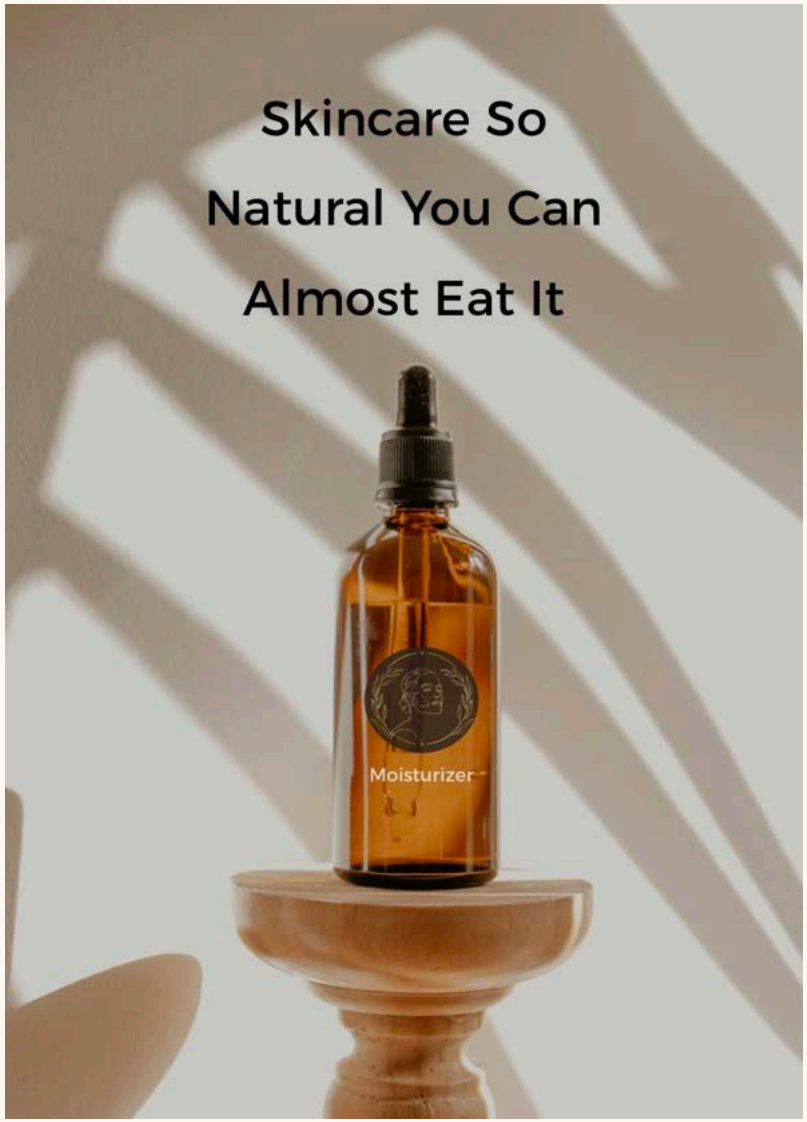
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

*#@+<=>’ “%$&!(/)?

IMAGE STYLE


Skincare So
Natural You Can
Almost Eat It
Moisturizer

Skincare
RAW & NATURAL
We believe that skincare should be natural and raw. No fake labels. No pretense. But, it should also be of a very high quality. At Raw Indulgence, we constantly create products that blend both. Because skincare should be so good it can almost be eaten. That's our promise to you.

MODULAR SYSTEM

RAW INDULGENCE

RAW INDULGENCE

RAW INDULGENCE

RAW INDULGENCE

RAW INDULGENCE

RAW INDULGENCE

MODULAR SYSTEM (CONTD.)

RAW INDULGENCE

RAW INDULGENCE

RAW INDULGENCE

This modular system involves the use of a set of logo styles depicting nature. Each of the logos are in gold, surrounded by gold leaves and a black distinct background. Each logo and logotype combination will be used across different channels, for example, delivery vehicles will use one combination, and staff uniforms will use another. The presence of the same colour scheme and gold leaves of each logo make the brand recognition synonomous. Some examples of logo and logotype combinations are illustrated in this section.

RAW INDULGENCE

RAW INDULGENCE

Brand applications

Official site

Brand app

Print Posters

Delivery Truck

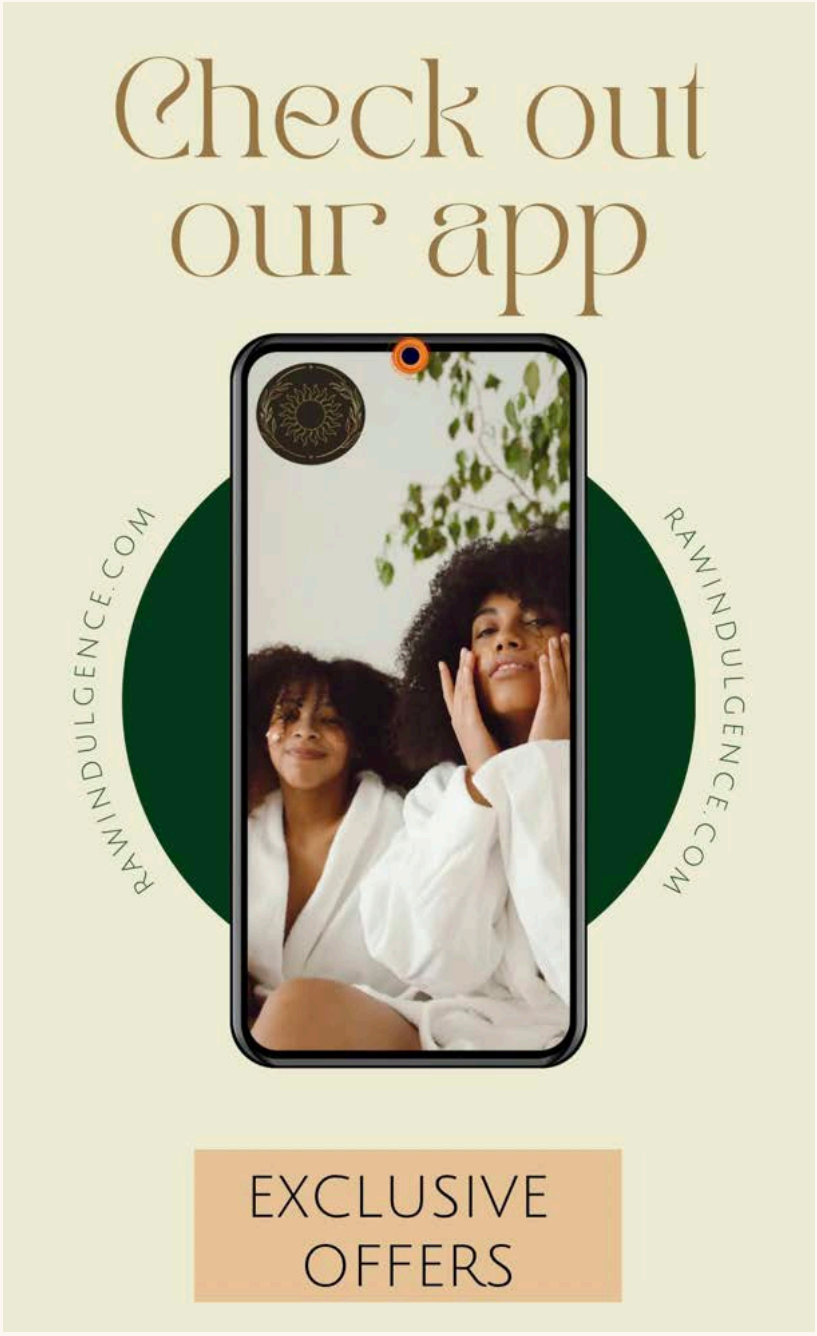
Social Media

Business Cards

T shirts Tote bags

Print Billboards

BRAND APP


Check out
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RAWINDULGENCE.COM
EXCLUSIVE
OFFERS

CHECK OUT
OUR APP
FAST
DELIVERY
MOISTURISER
RAWINDULGENCE.COM

OFFICIAL SITE (MOCKUP)

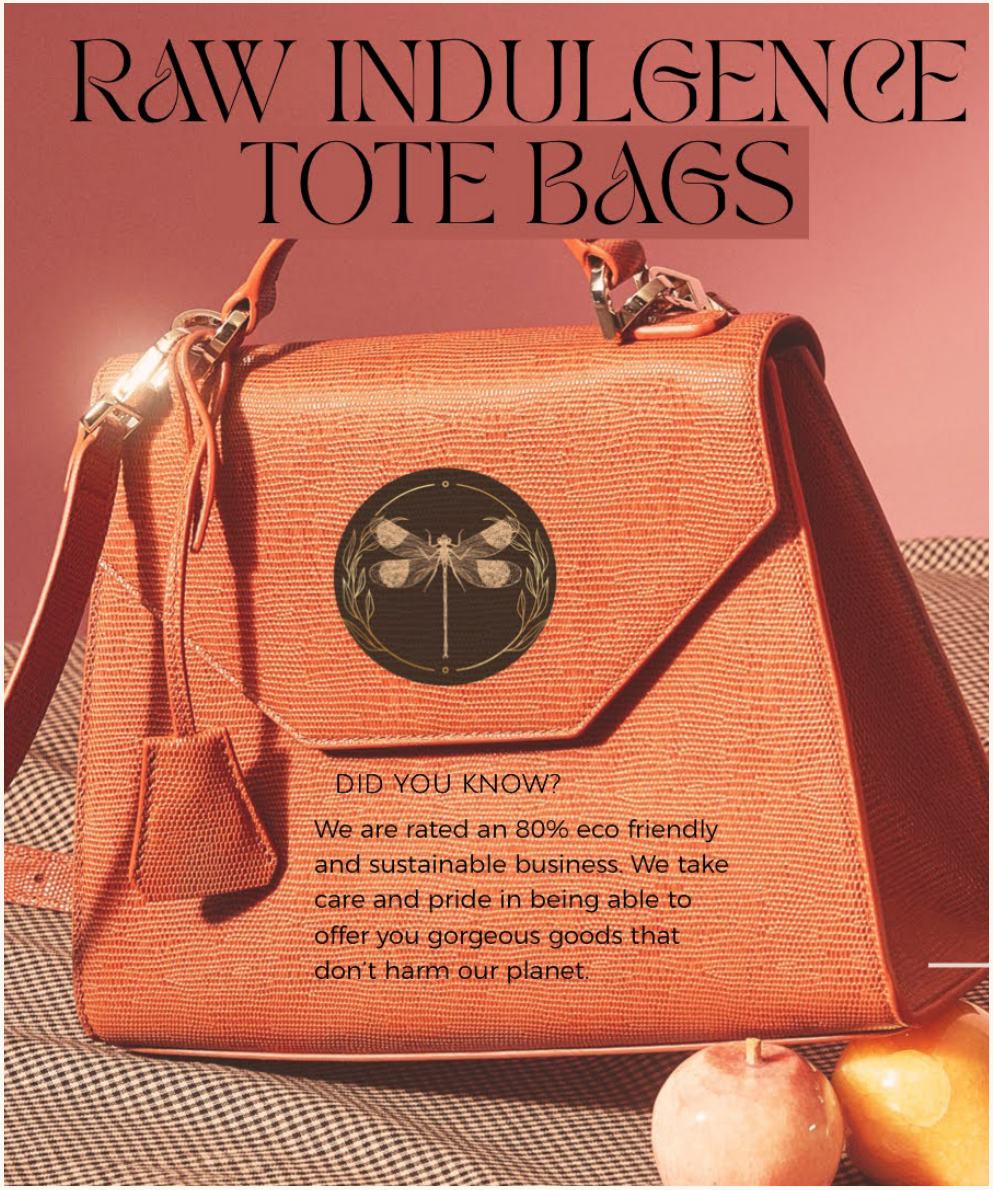
PRINT POSTERS

WE BELIEVE

Raw, natural skincare should make everyone feel beautiful

SOCIAL MEDIA MOCK POSTS

STAFF T-SHIRTS & TOTE BAGS



PRINT BILLBOARDS

BUSINESS CARDS

DELIVERY TRUCK MOCKUP

Raw
Indulgence

DELIVERY TRUCK MOCKUP

support@rawindulgence.com

Specialization in Graphic Design Final Project

CalArts