

SCENT OF BRAND PROPOSAL

What's in this proposal?

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Design Concept

Brand Moodboard

Moodboard - Colour



Moodboard - Classic Serif Font



Design Concept

Creative direction key words

100% Natural
Aromatherapy
Aesthetics of nature
Mental and physical health
Stress relief
Happiness

纯天然
芳香疗法
自然美学
精神及身体健康
解压治愈
幸福感





The Chosen Concept - Minimalism

The minimalist appearance uses colors and grids to unify the brand visual system, expressing the core concept of "the product is greater than packaging" and sustainability.

Features: simple, never outdated, unique visual effects can be created by using different paper and finishes.

极简主义的外观形式，运用色彩和网格统一品牌视觉系统，表现“产品大于包装”和可持续性的核心理念。

特点：简洁、不易过时，可配合纸张和工艺创造独特的视觉效果。

Case Study - Conserva Collection



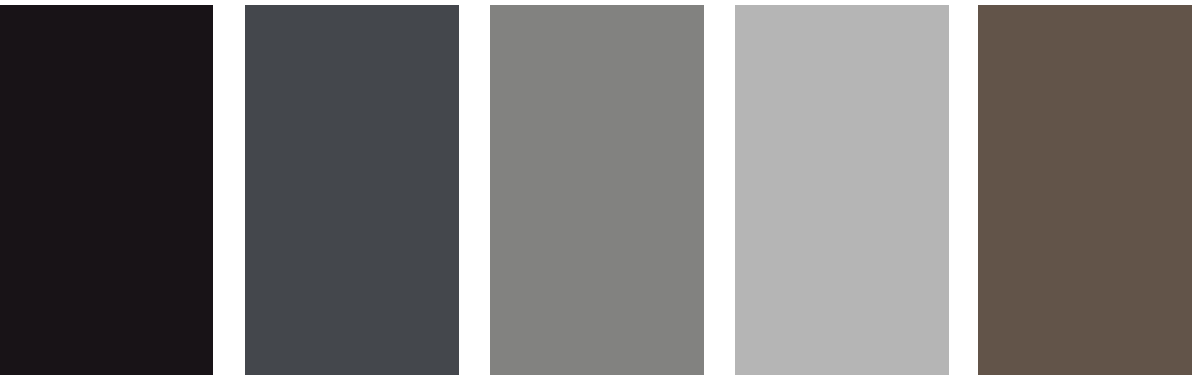
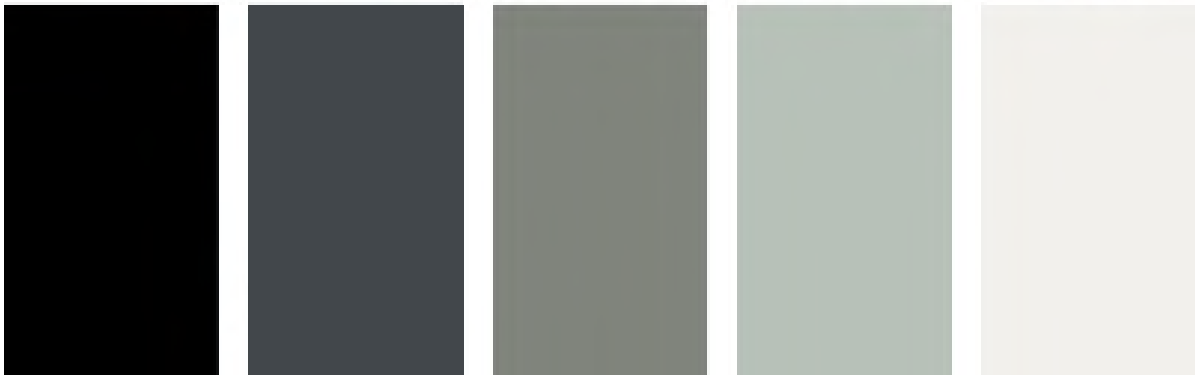
Case Study - Metafora



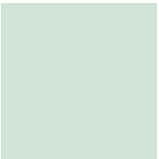

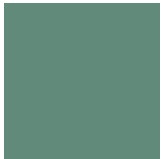


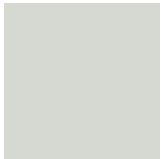


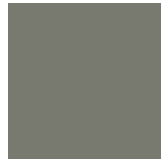



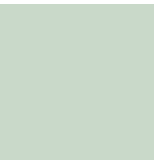

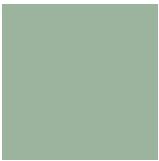



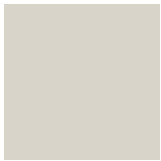



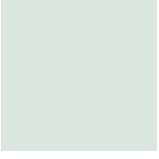


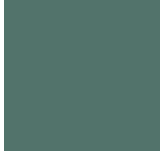


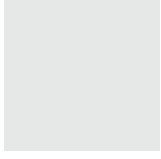
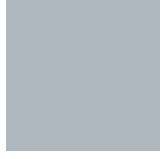
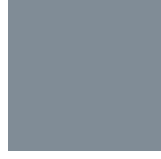



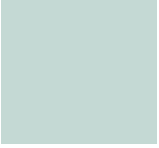


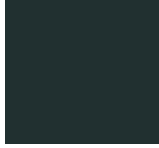
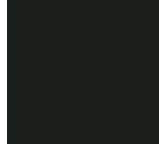
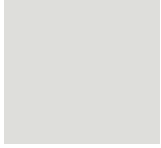






Brand Colour and Typography

Brand Colour

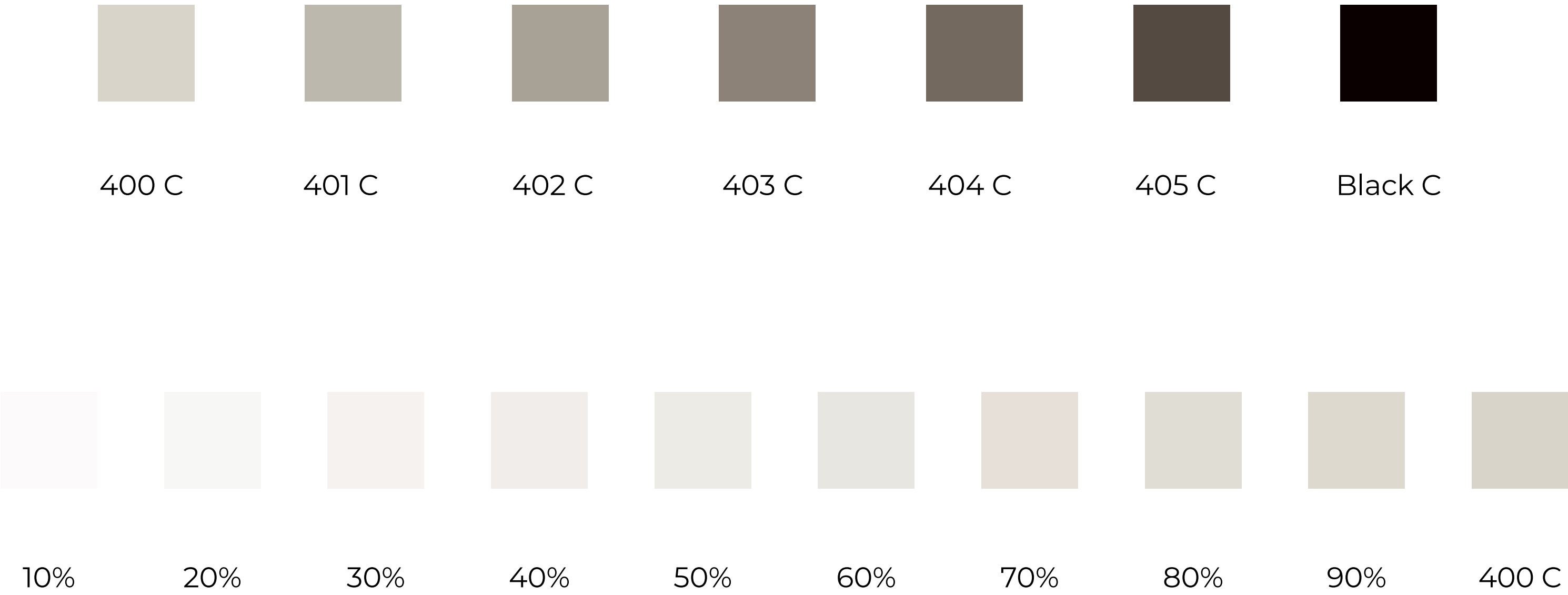
Reference Colour



Colour Selection (Pantone Colour)

5595 C								5535 C	413 C								419 C
5665 C								5605 C	400 C								Black C
5527 C								5467 C	427 C								433 C
441 C								447 C	420 C								426 C

Colour Selection (Pantone Colour)



<div>Pantone 400 C</div> <div>CMYK 6 7 13 16 RGB 196 191 182 WEB C4BFB6</div>	<div>Pantone 401 C</div> <div>CMYK 10 11 17 27 RGB 175 169 160 WEB AFA9A0</div>	<div>Pantone 402 C</div> <div>CMYK 13 16 21 36 RGB 157 150 141 WEB 9D968D</div>	<div>Pantone 403 C</div> <div>CMYK 18 21 27 47 RGB 140 133 123 WEB 8C857B</div>
<div>Pantone 404 C</div> <div>CMYK 20 25 30 59 RGB 119 110 100 WEB 776E64</div>	<div>Pantone 405 C</div> <div>CMYK 26 31 35 72 RGB 105 97 88 WEB 696158</div>	<div>Pantone Black C</div> <div>CMYK 63 62 59 94 RGB 45 41 38 WEB 2D2926</div>	

Brand Typography

Typography Reference - Classic Serif



Typography Reference - Monospaced Font

Tangent Café

gathering friends around
great food & beer

THE BREAKFAST MENU

THE LUNCH & DINNER MENU


monday & tuesday : 8am – 3pm
wednesday & thursday : 8am – 12am
friday & saturday : 8am – 1am
sunday : 8am – 10pm

604 558 4641
say hello

2095 Commercial Drive
Vancouver BC, V5N 4A9

FACEBOOK TWITTER INSTAGRAM


TC



Hello.
I am a graphic designer,
front-end developer and
enthusiastic coder living
in Barcelona.



Georganne Bryant opened Frances, affectionately named after her grandmother, in the heart of midtown Phoenix in 2006. She personally curates Frances’ revered blend of unique clothing, jewelry, paper goods and handmade gifts. Georganne is dedicated to collaborations with other local businesses to enrich the Phoenix community. The award winning annual craft fair, “Frances Crafeteria” has showcased hundreds of independent Arizona crafters and artists.




Nov 25

Boiler Room heads to Mumbai for the first time

News, Music

Continuing its journey in discovering the most exciting, emerging music scenes, Boiler Room's *What's Brewing* series sees an international headliner act as a tour guide, uncovering the best and promising talent from a previously untouched region. [Read more](#)




Nov 24

Illustrator Shagun Puri juxtaposes vintage portraits with modernity and colour

Illustration

The on-going personal project by Shagun Puri juxtaposes vintage portraits with contemporary design elements such as geometry, form and colour in order to achieve a minimalistic yet vibrant visual composition. [Read more](#)




Nov 21

Kangan Arora: Beyond textiles

Feature, Interview, Design

Not someone keen on being pigeonholed in just one area of expertise, Kangan is fast establishing herself as a multidisciplinary designer in the London scene. [Read more](#)




Nov 16

Photographer Aashim Tyagi captures honest moments from city streets

Photography

Having worked as a graphic designer




Nov 14

Delve into the weird and wonderful world of illustrator Arushi Kathuria

Illustration, Animation

An explosion of bold graphics,



Nov 11

Tasveer exhibits at the 20th edition of international fine art photography fair Paris Photo, 10-13 November

News, Art, Photography

Typography Selection

Harmonique
Display

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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«»<>“”‘’,,,’”... ---_†‡¬+<=>≠≤≥±÷−×∞~≈°

SemiBold

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«»<>“”‘’,,,’”... ---_†‡¬+<=>≠≤≥±÷−×∞~≈°

1234

AaBbCc

Typography Selection

Inconsolata

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 {[(&)]}*,.:;¿¡?!/|\•¶@®©™
«»‹›“”‘’‚„”’… ---_†‡¬+<=>≠≤≥±÷-×∞~≈°

SemiBold

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«»‹›“”‘’‚„”’… ---_†‡¬+<=>≠≤≥±÷-×∞~≈°

1234

AaBbCc

Typographic Hierarchy Example

Headline

Subhead

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable.

The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested.

Headline - 3x - Harmonique Display SemiBold

Subhead - 1.5x - Harmonique Display Medium

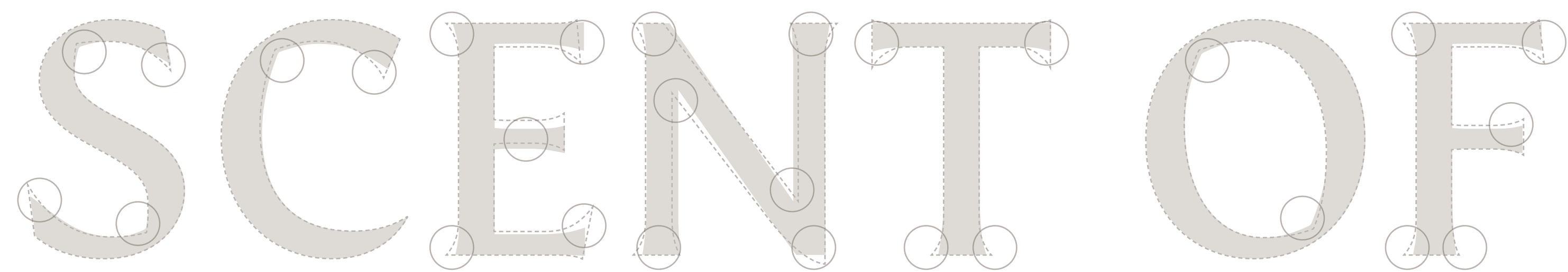
Body - 1x - Inconsolata Regular

Design Process

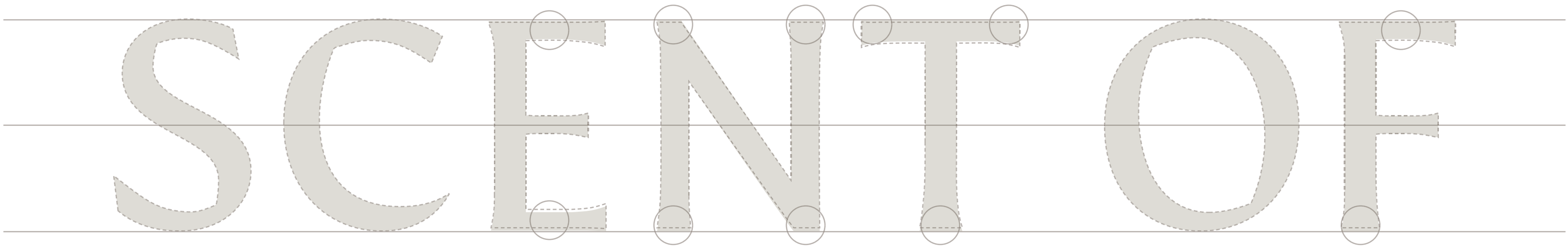
Logo Construction and Variation

SCENT OF

Original Font - Harmonique Display



Step 1. Soften the edges



Step 2. Height adjustment

SCENT OF

The Logo

Logo Variation

SCENT OF

Primary Lockup

SCENT
OF

Vertical Lockup



Alternative Lockup



Emblem

SCENT OF

Primary Lockup (Reversed)

SCENT
OF

Vertical Lockup (Reversed)



Alternative Lockup (Reversed)

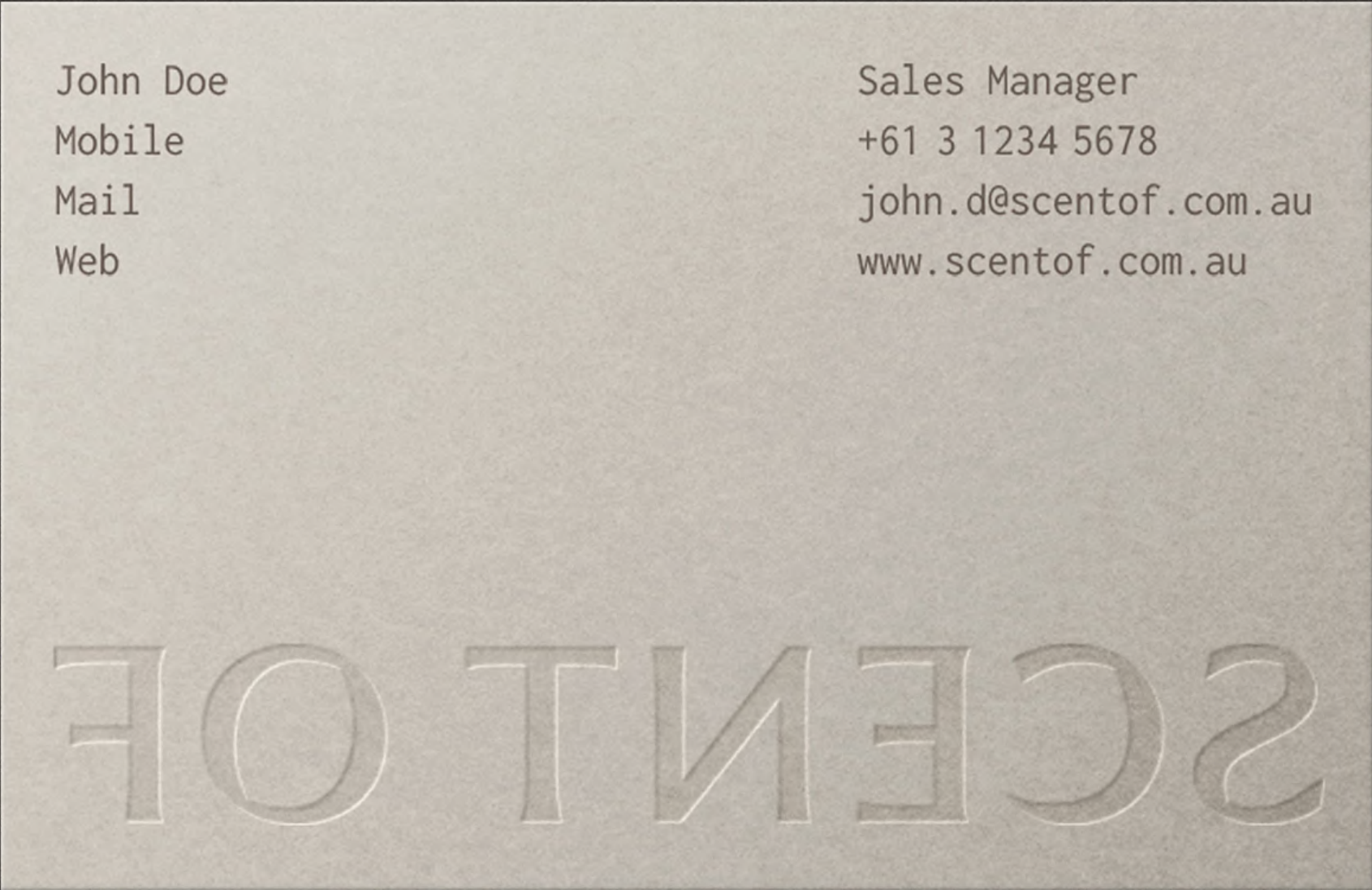


Emblem (Reversed)

Mockups

SCENT OF











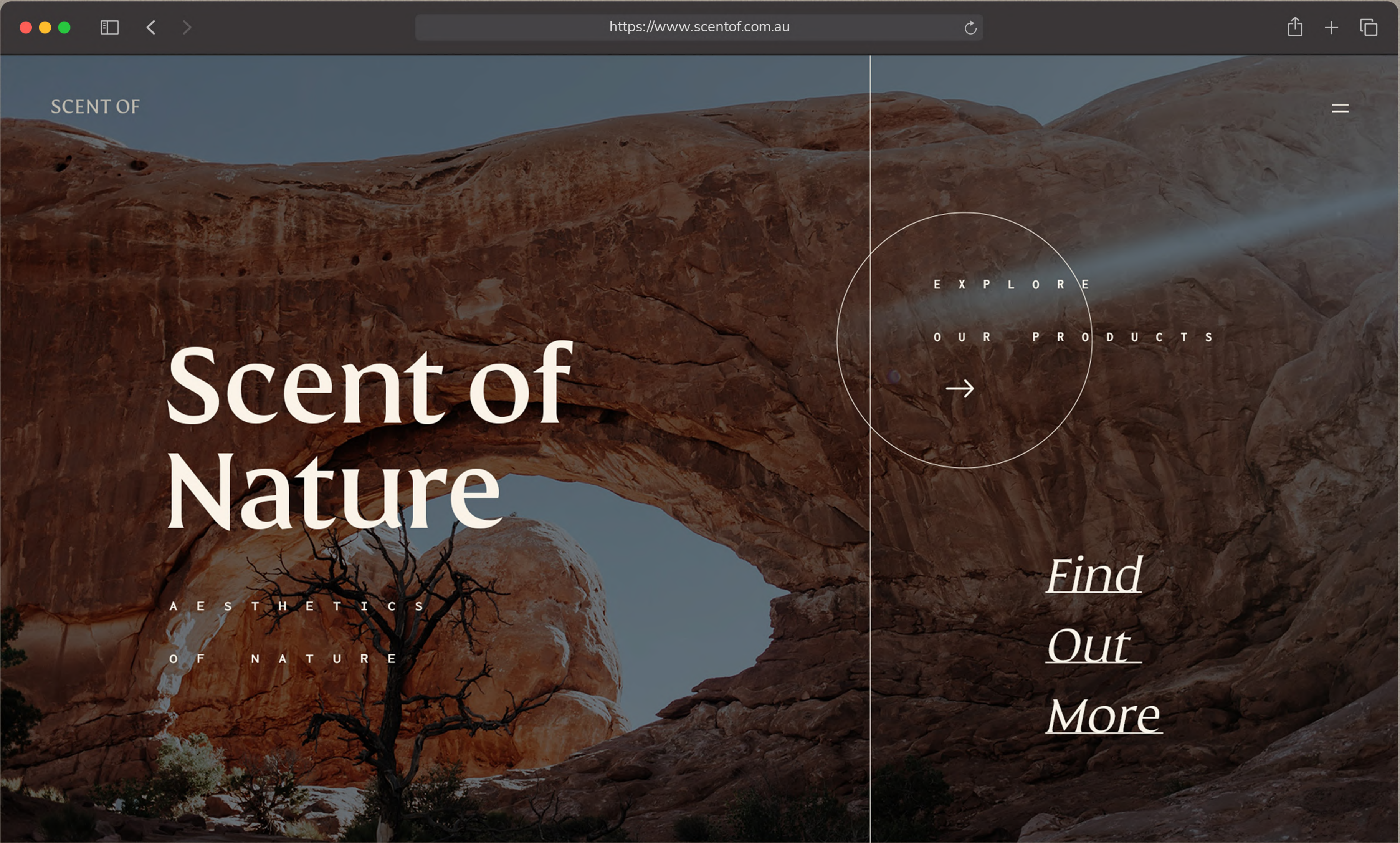


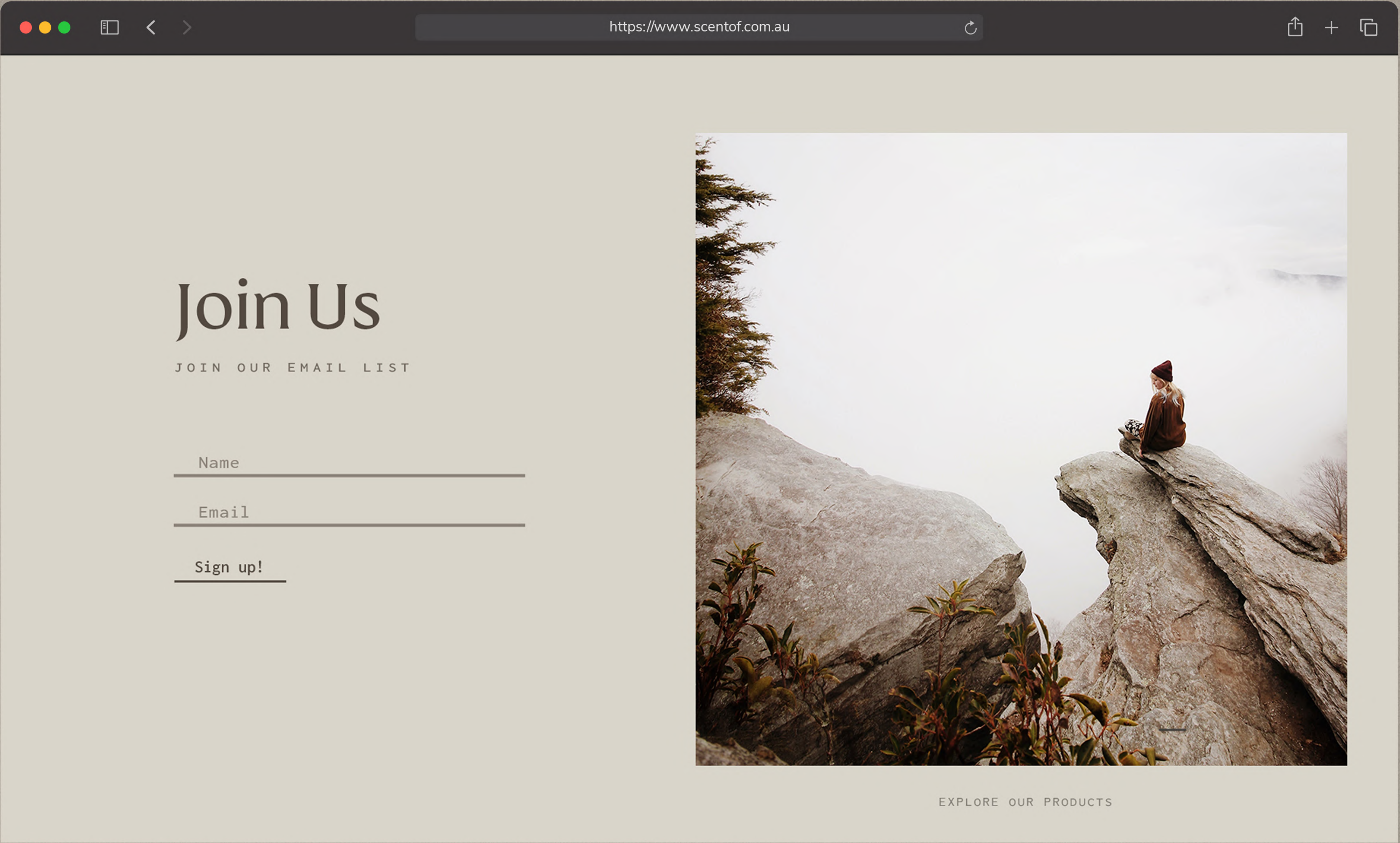


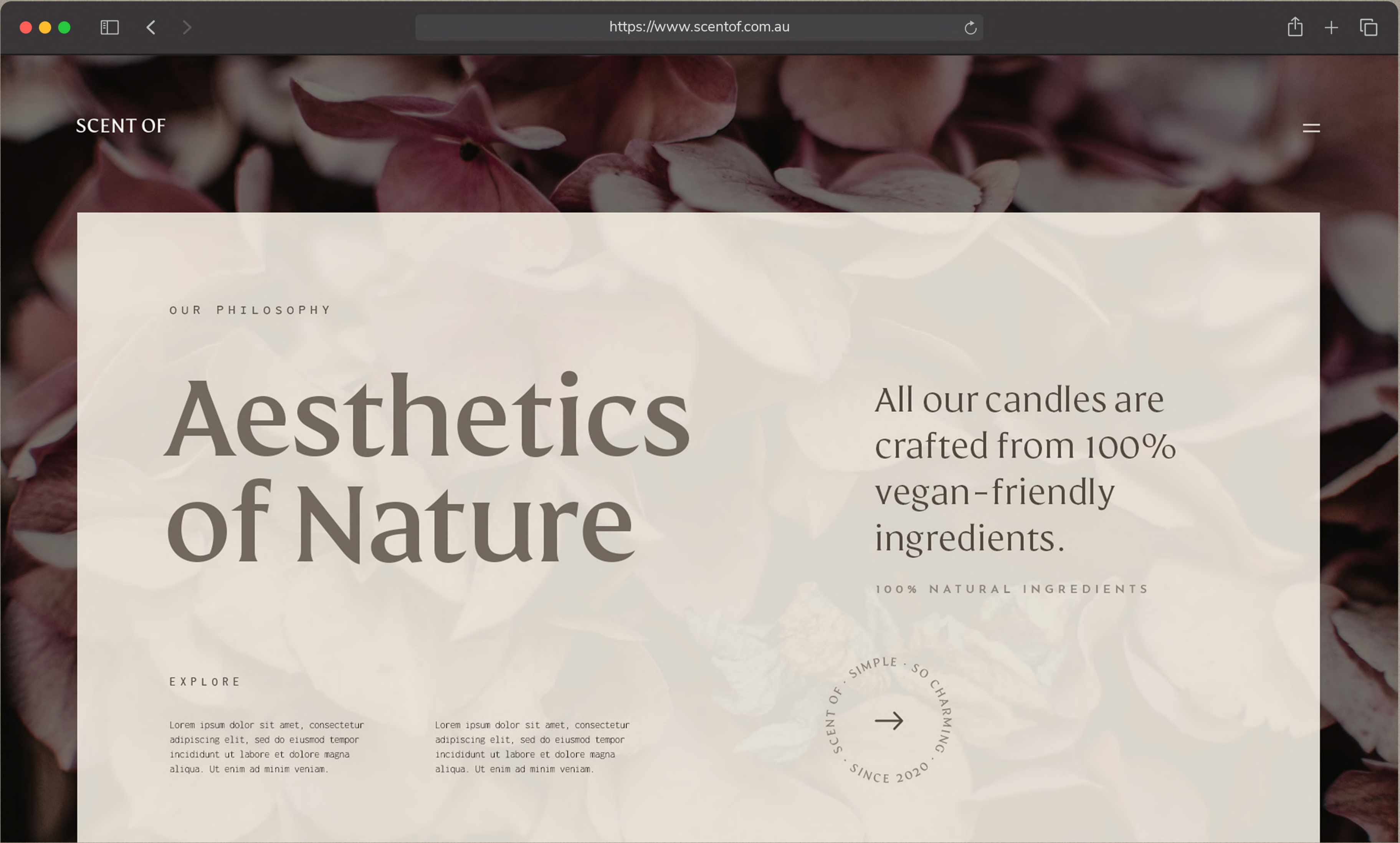

















The image shows a rectangular perfume box and a glass bottle of Scent Of perfume. The box is light grey with 'SCENT OF' embossed vertically and 'Cheongsam' at the bottom. The bottle is clear with a silver cap and a label that reads 'SCENT OF cheongsam 50ml' and 'Before I met you.' The label also features a list of activities: 'Play music. Write a poem. Meet interesting souls. Slow down and take in the simple pleasures and capture these moments in time. We walk. We run. We listen. We sing. We smell. We enjoy. In the garden. In the forest.'

SCENT OF

Scent Of Melbourne

Follow

Scent Of Lorem ipsum dolor sit amet, consec sectetur adipiscing elit, sed do eiusmod tempor illa incididunt ut labore et dolore magna aliqua. Quisat ipsum suspendisse ultrices gravida.

Load more comments


Melissa Dino Great products!

Ines Bronson Beautiful perfume.

1.234 likes

4 DAYS AGO

Add a comment...



A close-up, soft-focus photograph of a person's hands in a meditative gesture, resting on their knees. The background is a warm, out-of-focus interior.

1.234 likes

Share

4 DAYS AGO

Scent Of Lorem ipsum dolor sit amet, con sec sec tet urak adipiscing elit, sed do eiusmod tempor illa inci did unt ut linobel et dolore magna al iqua. Quisat ipsum suspen disse ultrices ani!


Load more comments

Melissa Dino Great inspiration, thank you for sharing.

Stacey Micheals Beautiful photogarphy!

Share

05/05/2022



A photograph of a person sitting on the edge of a rocky cliff, looking out over a vast, misty landscape. The person is wearing a dark coat and a hat. The cliff is rugged and covered with some vegetation.

SCENT OF

Saved from Scent Of

Visit

Add a comment...

What's Next?

What's Next - Brand Collateral

01

Client
Review

02

Business Card
Thank You Card
Product Label

03

Final
Artworks

Questions?

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