

SCENTOF

VISUAL STRATEGY

Today's Topic - Visual Strategy

01

Creative
Direction

02

Brand
Moodboard

03

Visual
Plan

Creative Direction

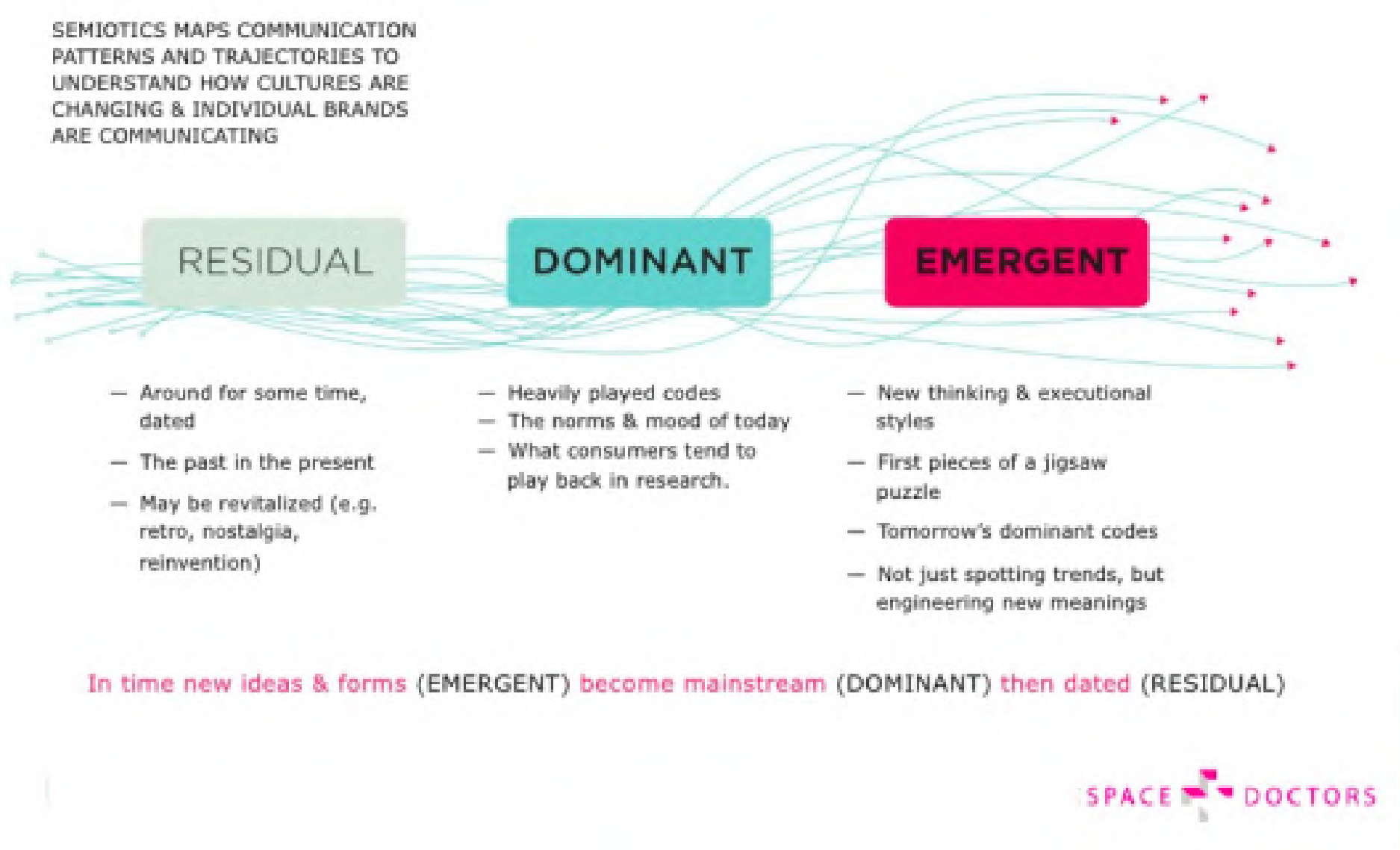
Neighbour Categories

By looking outside the category that our brand lives in, we open up to ***opportunity and inspiration*** that we may have missed otherwise.

Dated, Dominant and Emergent

Dated, Dominant and Emergent

Residual, Dominant & Emergent Codes



(<https://analyzingtrends.com>)

DATED



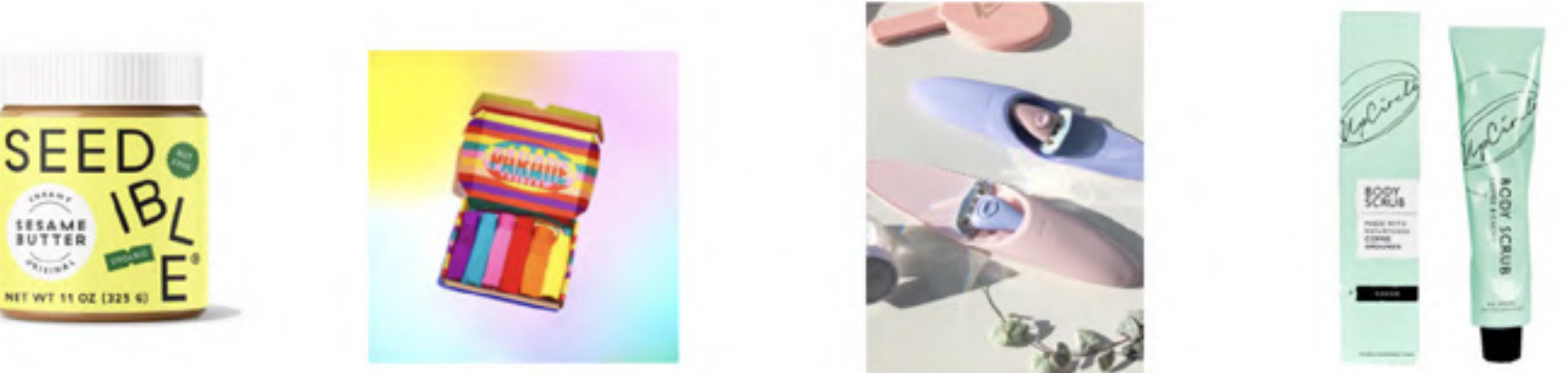
Dated, design-free

DOMINANT



Typical and expected "sustainable" cues

EMERGENT



Contemporary, new school, fresh - more colourful

Our goal

Breaking away from the mould and future-thinking is where the good stuff is at.

摆脱旧有模式和以未来为导向的思维是产出好设计的关键。

Positioning Statement - Scentof

For 30岁左右有一定经济基础、关注自身精神健康、热爱美好的事物、亲近自然的人群 , Scentof is
(target audience) **(brand)**

the Fragrance & Body care that delivers 纯天然香料结合芳疗理论、创新的外观 so
(category) **(point of difference)**

they can 纯天然香料结合芳疗带来身心放松，源自自然的创新外观使人赏心悦目，从而为目标客群解压、
(end benefit)

带来幸福感 because Scentof关注现代社会人的精神层面，结合视觉和嗅觉、芳疗来
(reason to believe)

帮助他们解压、放松、治愈和享受美好生活 .

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

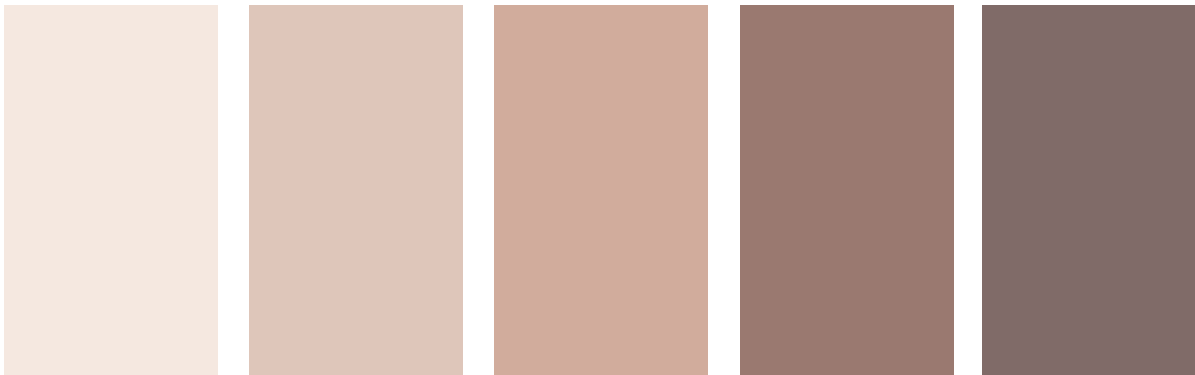
解压治愈

幸福感

Brand Moodboard

Brand Colour

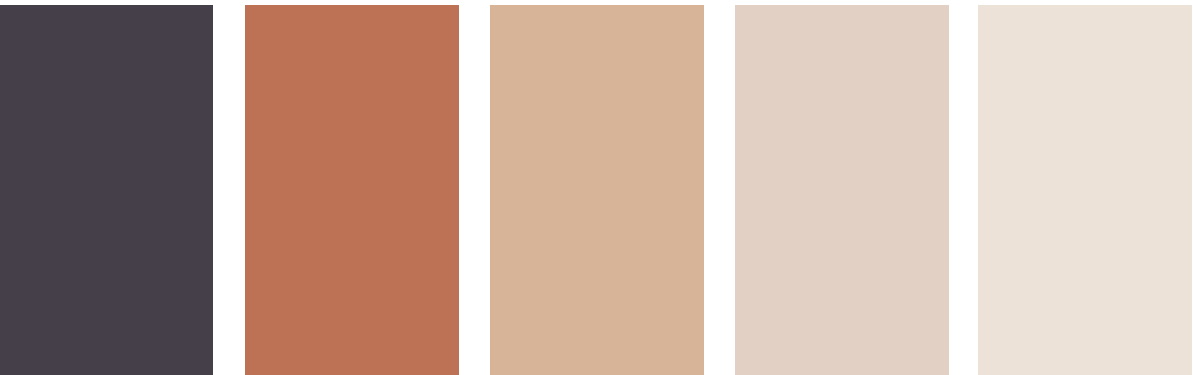
Earth



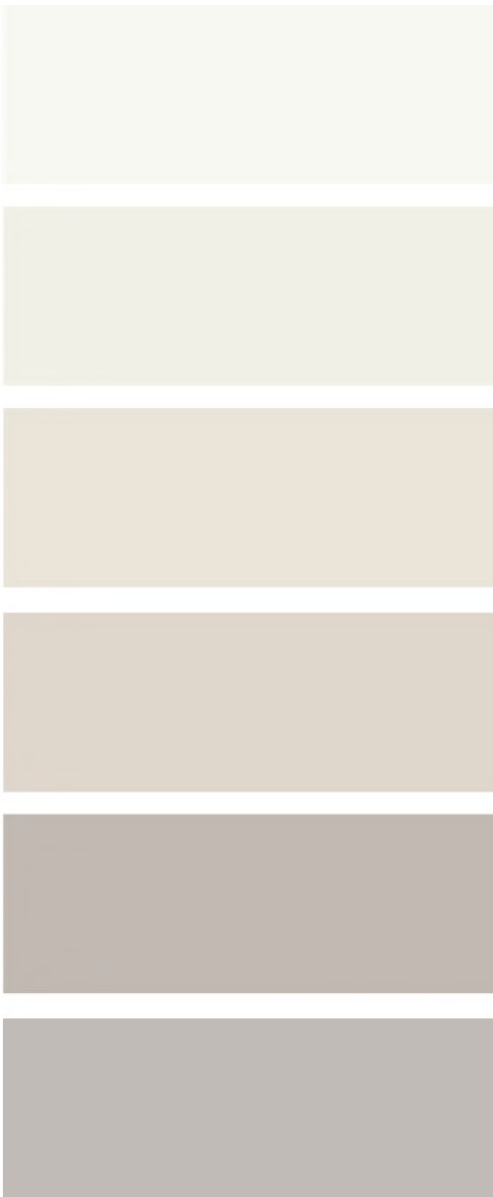
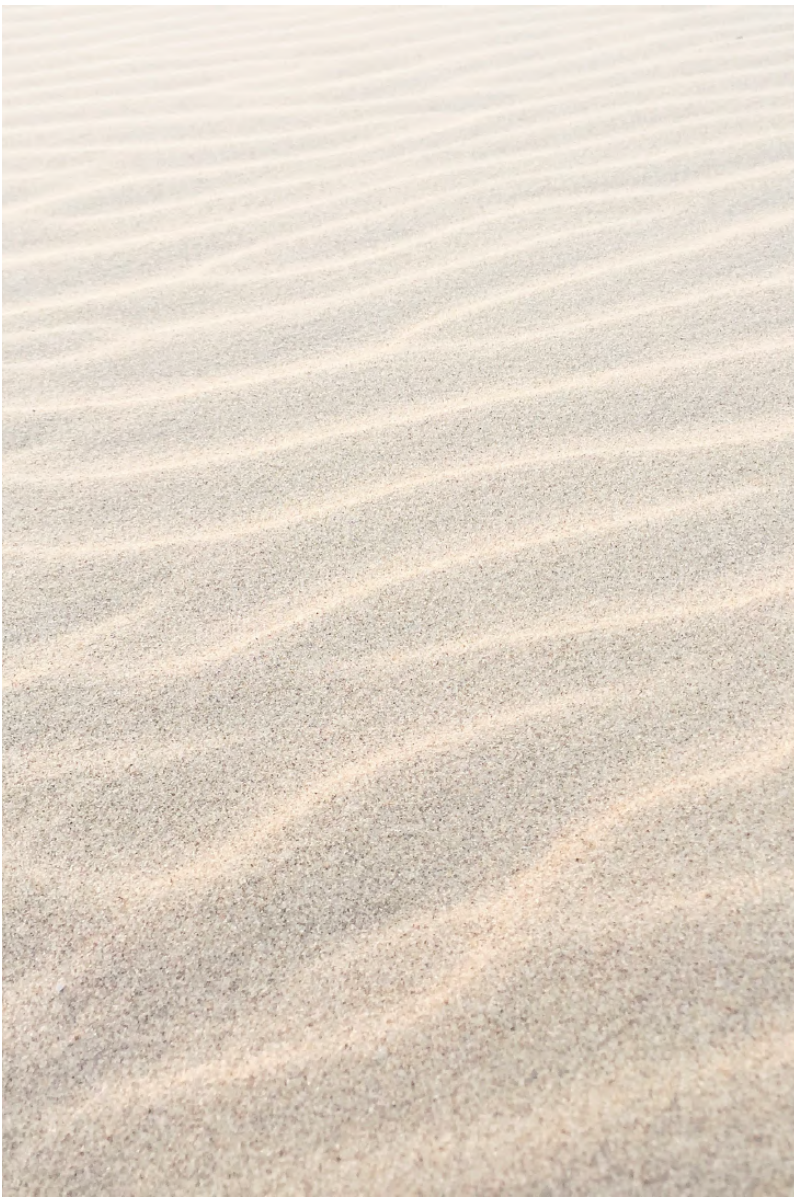
Mountain



Plants



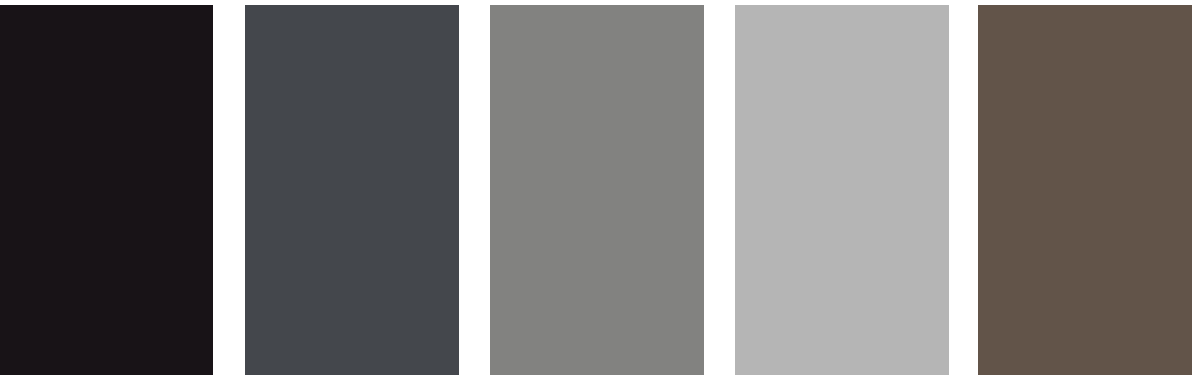
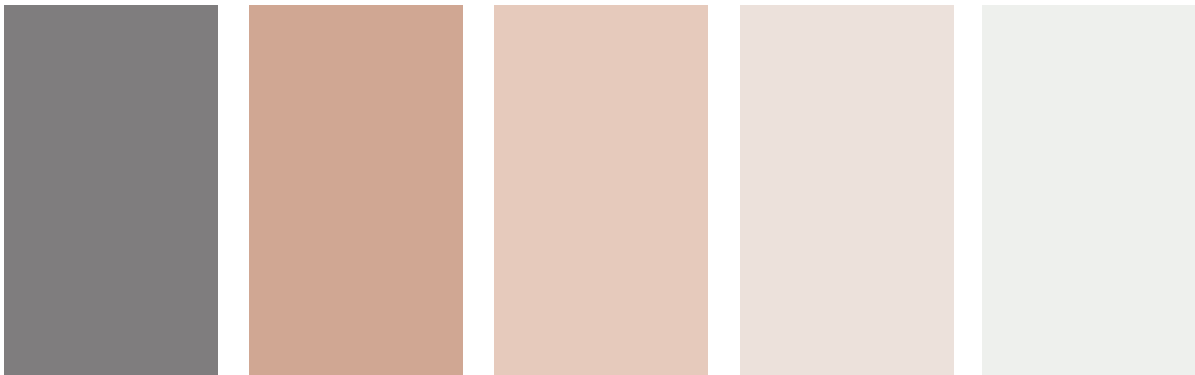
Sand and Shell



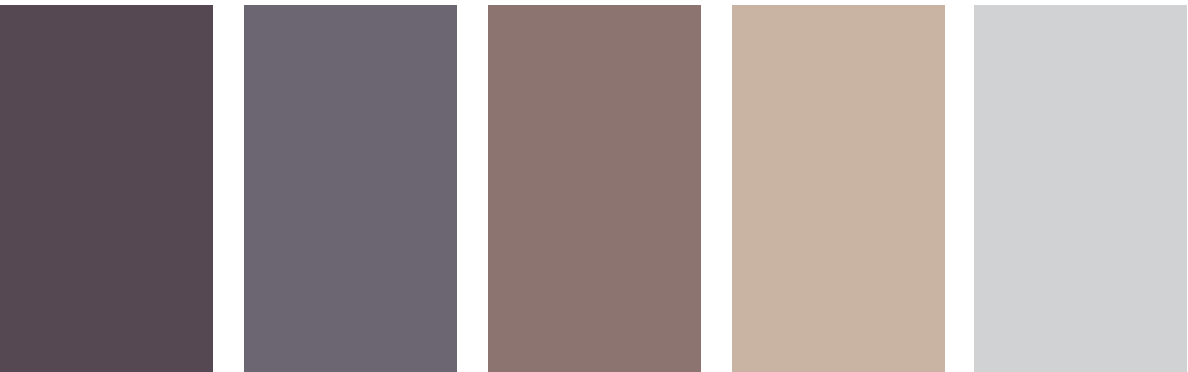
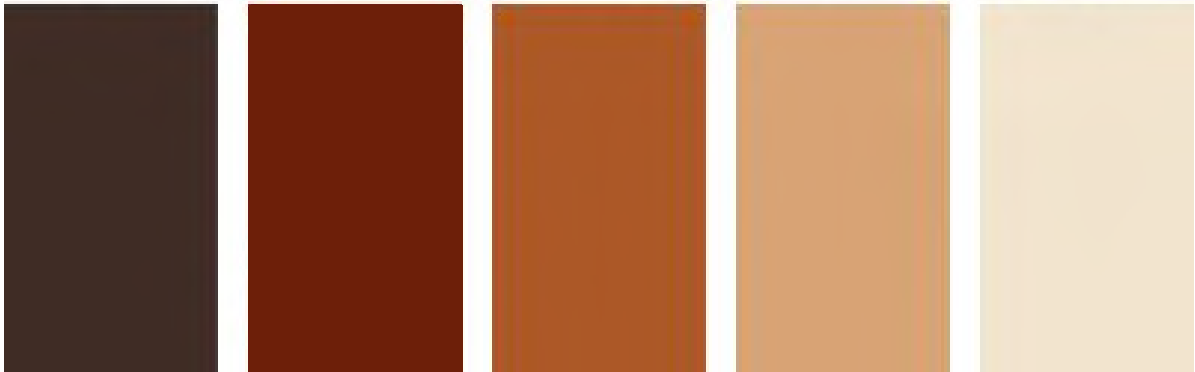
Ocean



Stone



Wood



Others from nature





10 eucalyptus

10 peppermint

= CLEAR SINUSES



10 lavender

10 bergamot

= RELAXATION



10 lemon

10 rosemary

= CLEAR YOUR MIND



10 sage

5 mint

5 tea tree

= BALANCING



5 geranium

10 lavender

5 rose

= CALMING



5 orange

5 clove

UPLIFTING
= STRENGTHENING
STRESS RELIEF



5 cedarwood

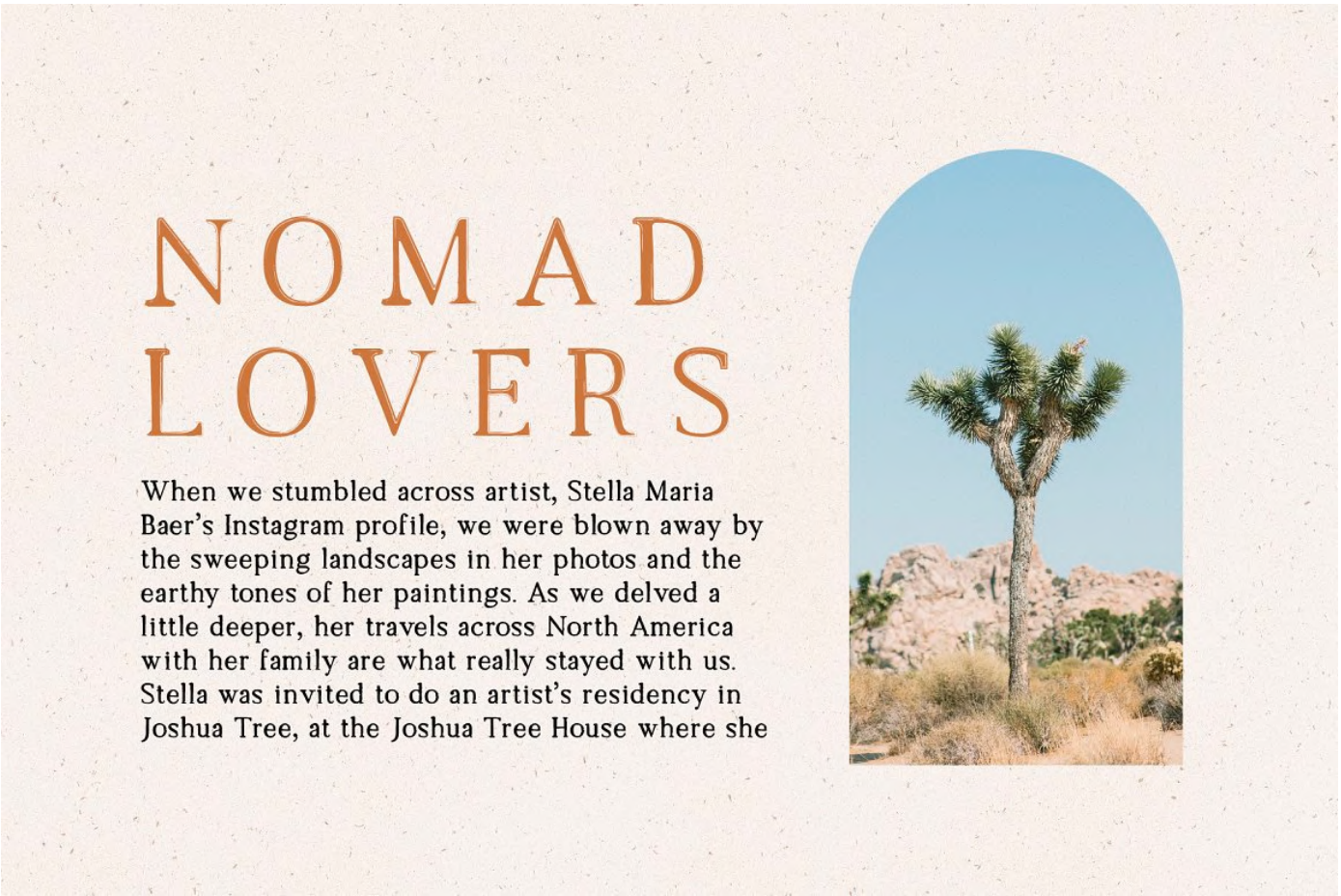
5 lemon

Brand Typography

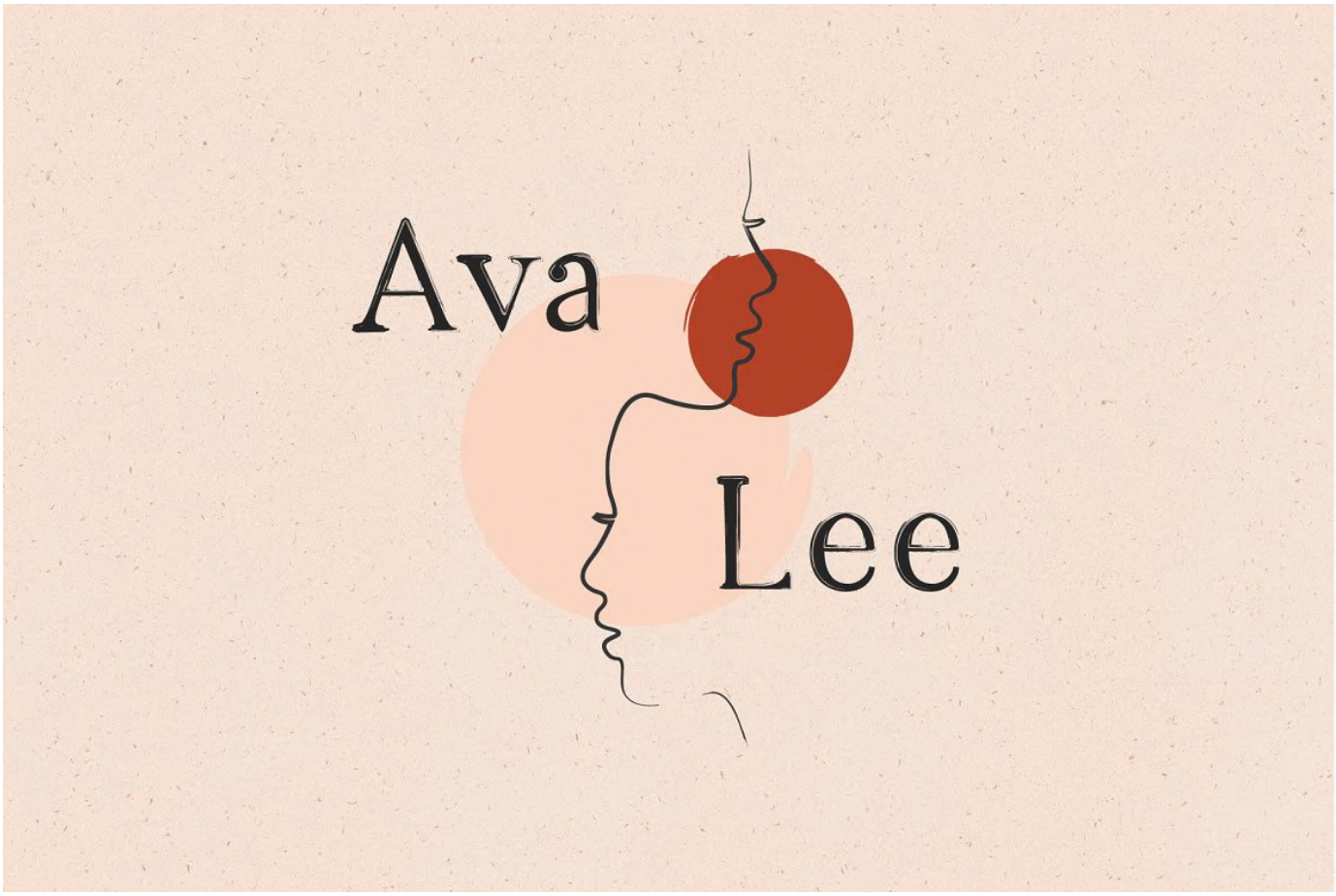
Option 1 - Handwriting & Script



Farmhouse



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Sinthya



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Option 2 - Classic Serif



Runalto



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Marigold



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MARIGOLD IS
A UNIQUE BLEND
OF SERIF AND
SANS SERIF



Option 3 - Modern Serif



Sophillia



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Scentof



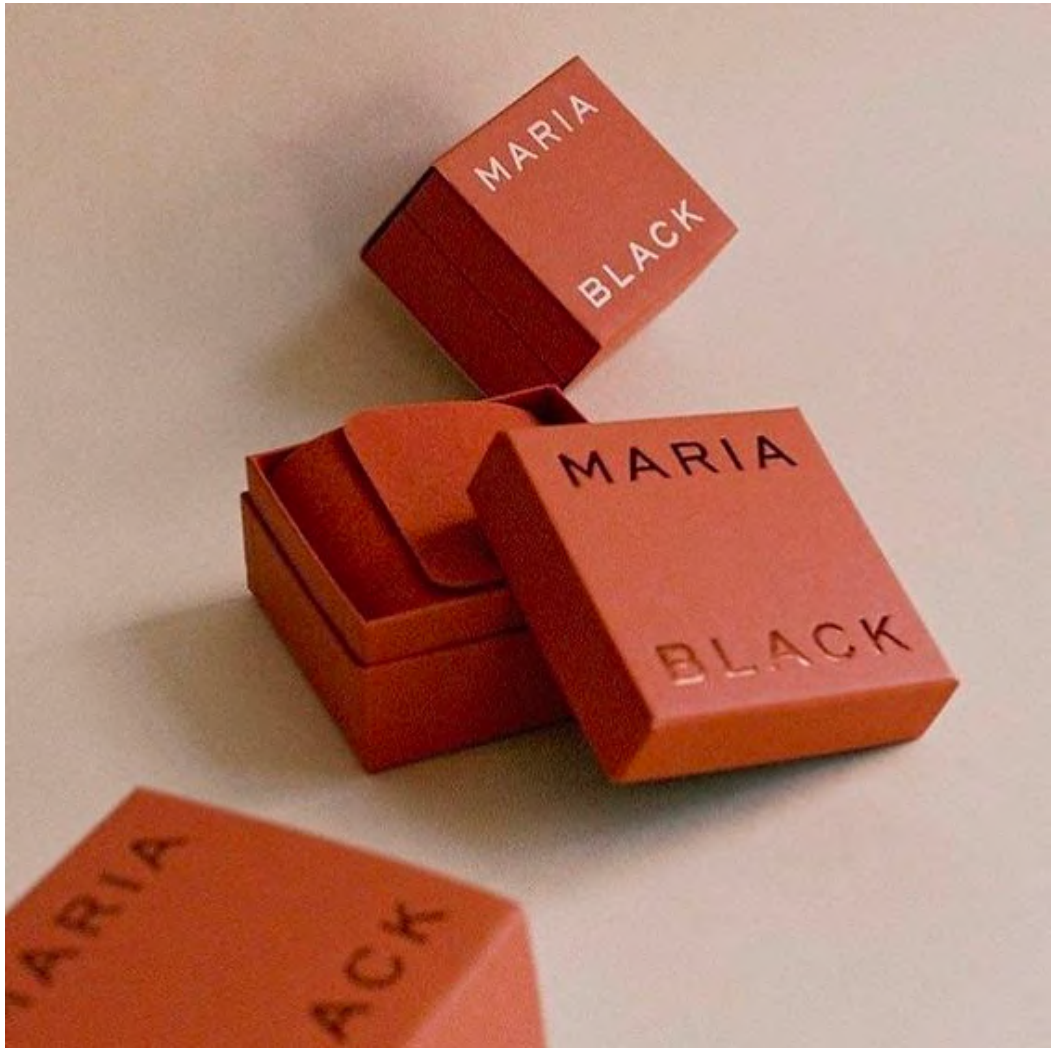
Birds and Home



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Option 4 - Sans Serif



Modena



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Bebas Neue



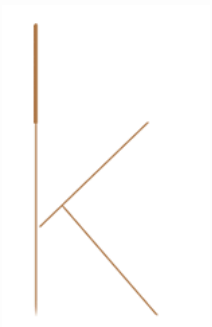
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Look and Feel

	1	2	3	4	5	
ELEGANT						BOLD
PLAYFUL						SERIOUS
TRADITIONAL						MODERN
PESONABLE						PROFESSIONA
FEMININE						MASCULINE
COLOURFUL						CONSERVATIVE
ECONOMICAL						UPMARKET

Elegant or Bold



Kaideen
Acupuncture

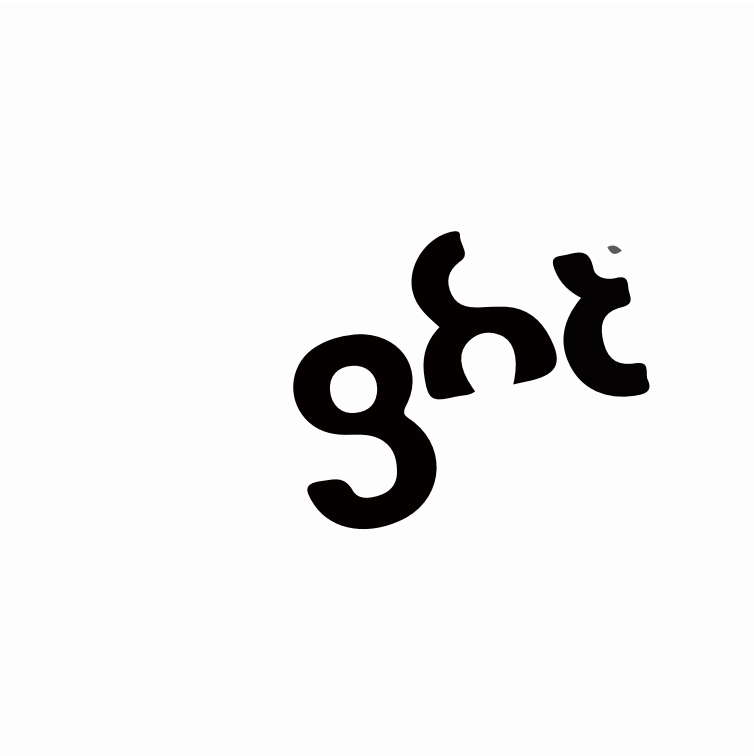


M&Co.
Clothing Company



3M
Manufacturing Company

Playful or Serious



Eight
Corporare Communications Agency



Voice of America
International Public Broadcaster



American Airlines
Airline Company

Traditional or Modern

RENAULT

RENAULT
Automobile Manufacturer



GSK
Healthcare Company



STARBUCKS COFFEE
Coffee Company

Personable or Professional



KFC
Fast Food Restaurant



Google
Inernet, Computer, Telecom
Company



WELLA
Haircare Company

Feminine or Masculine



GILBERT COLLECTION
Museum of Decorative Art



PHILIPS
Electronics Company



Mutual of Omaha
Financial Services

Colourful or Conservative



NBC
Television Broadcasting



Shell
Oil Industry Company



NIKE
Sporting Goods Store

Economical or Upmarket



THE \$2 SHOP
Retailer



MYER
Department Store



Ladurée
Luxury Bakery and
Sweets Maker House

Visual Plan

Design Concept

Concept 1 - Minimalism

The minimalist appearance uses colors and grid lines 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，运用色彩和网格线统一品牌视觉系统，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。









Concept 2 - Natural Elements

Using tangible natural elements to express the purely natural core concept of the brand, such as ingredient plants, earth, mountains, ocean, stone, clay, wood, etc.

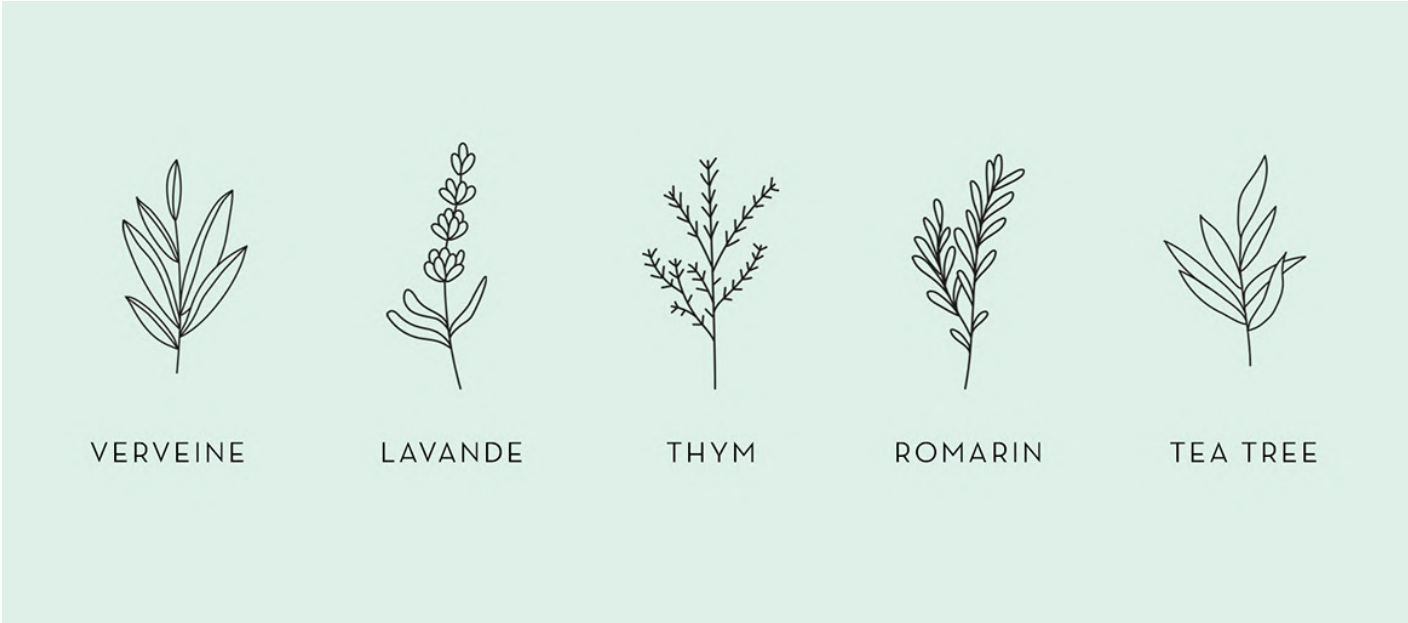
Features: easily perceivable, easy to arouse the resonance of the target customer group in order to implant the core concept of the brand.

使用具象的自然元素来表达品牌的纯天然核心理念，例如成分植物、大地、山脉、海洋、石材、陶土、木材等。

特点：易于理解，容易唤起目标客群的共鸣，方便植入品牌核心理念。

NOBLE
AND
LORE









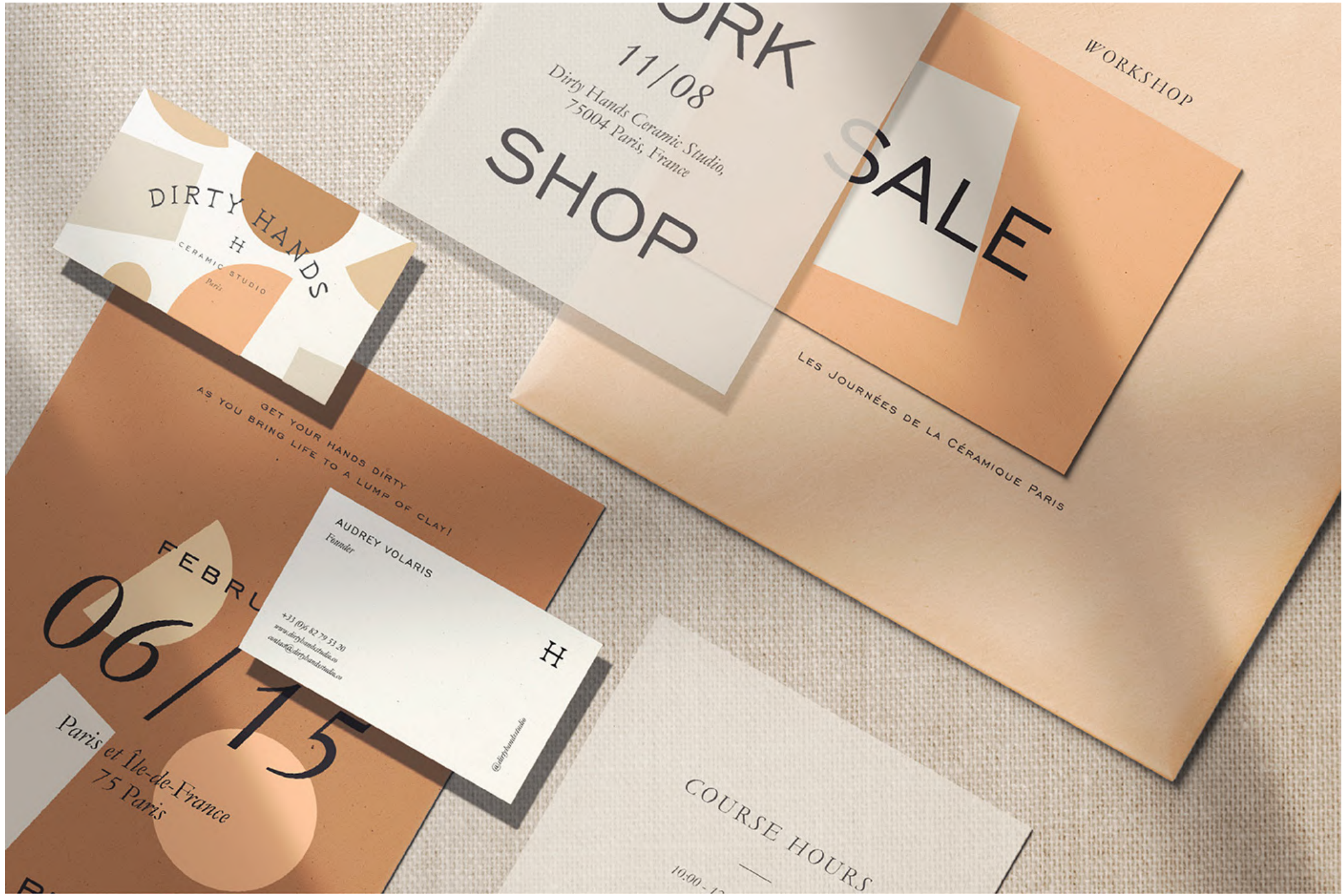
Concept 3 - Abstract Elements

Using abstract patterns to demonstrate personal memories, journeys, life concepts or different cultures behind the creation of products.

Features: simple, easily recognised, unforgettable.

使用抽象图案来表现产品创作背后的个人记忆、旅途、生活理念或不同的文化等。

特点：简单、容易识别，让人过目不忘。









Visual Plan

What's Next?

What's Next - Design Proposal

01

Logo
Logo Variation

02

Brand Colour
Brand Typography
Brand Pattern

03

Collateral
Mockups

Questions?

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