

BRAND GUIDELINES

A Graphics Standard Manual

May, 2024

CD Studio: System for Brands

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I. INTRODUCTION

Our Brand

The original Tiger Balm was established in 1918 by the Aw family who were Chinese Herbalists in Ragoon, Burma. Today, Tiger Balm is manufactured and distributed by Singaporean company Haw Par Healthcare in over 100 countries.

With its long enduring history, Tiger Balm has existed as a household essential in many Asian families, making it an iconic product. However, due to the changing of trends and preferences, the market has shifted and Tiger Balm has been branded as “old-fashioned”, sitting at the bottom shelf in pharmacies and stores.

This new rebrand of Tiger Balm aims to transform this culturally rich product into something completely different and desirable whilst still maintaining its traditional essence.



The Rebrand

The House of Hǔ

Introducing House of Hu, a luxury rebrand of Tiger Balm.

At House of Hu, it emphasizes the apothecary origins of the original brand by reimagining tradition through the lens of modern luxury, crafting a harmonious fusion of heritage and sophistication. Utilizing the brand's long and trusted history, House of Hu will extend the product lines into beauty and personal care. From the original ointment to shampoo, incense and even teas, everything will highlight the importance of high quality herbs and ingredients, native to Asia.

From being sold at local or retail pharmacies, House of Hu products will be sold exclusively in branded stores only. Stores also provide services such as customizing ointments,

III. BRAND STRATEGY

Brand Values

The House of Hũ

Wisdom

Honesty

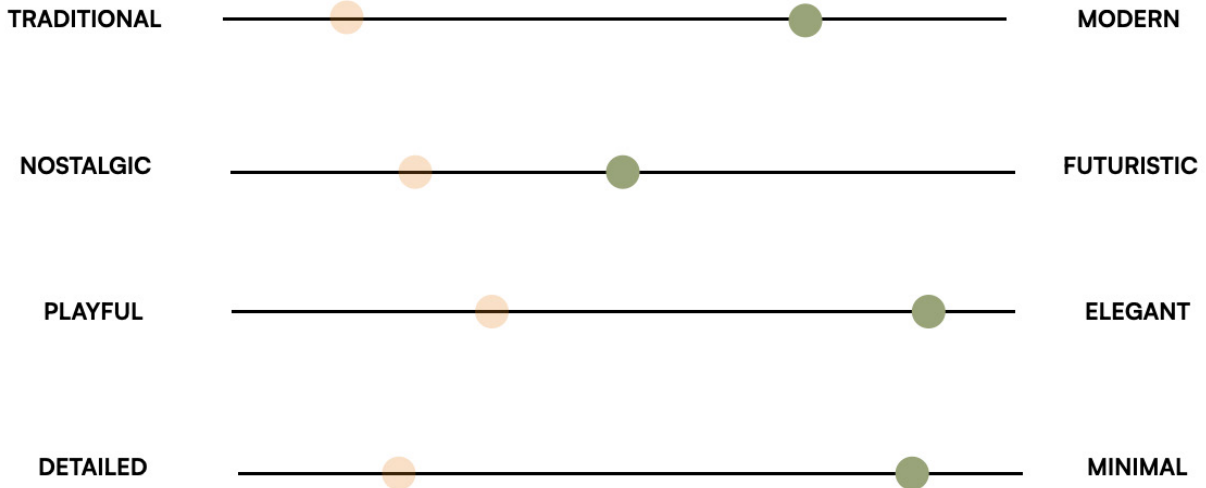
Heritage

Trust

Heritage stands as our foundation, honoring the rich legacy of Asian traditions and the timeless wisdom they honor. With a commitment to honesty, we uphold transparency in all aspects of our craft, ensuring that every interaction with our brand is built on trust like the way it has been for the last 100 years. Each product we create is a testament to our reverence for heritage, drawing inspiration from centuries-old practices while infusing them with a modern sensibility. At House of Hu, we cherish the wisdom of the past, embrace the integrity of the present, and strive to earn your trust with every exquisite offering.

Brand Tone

The House of Hũ



Brand tone shifts from that traditional and nostalgic feel that Tiger Balm has always been known for to create a brand new tone that it can be recognized with, elegant and modern while still keeping with a little bit of tradition and nostalgia. The goal is quiet luxury, an elevated brand that has the history and wisdom accumulated over the decades,

Positioning

The House of Hǔ

Target Market

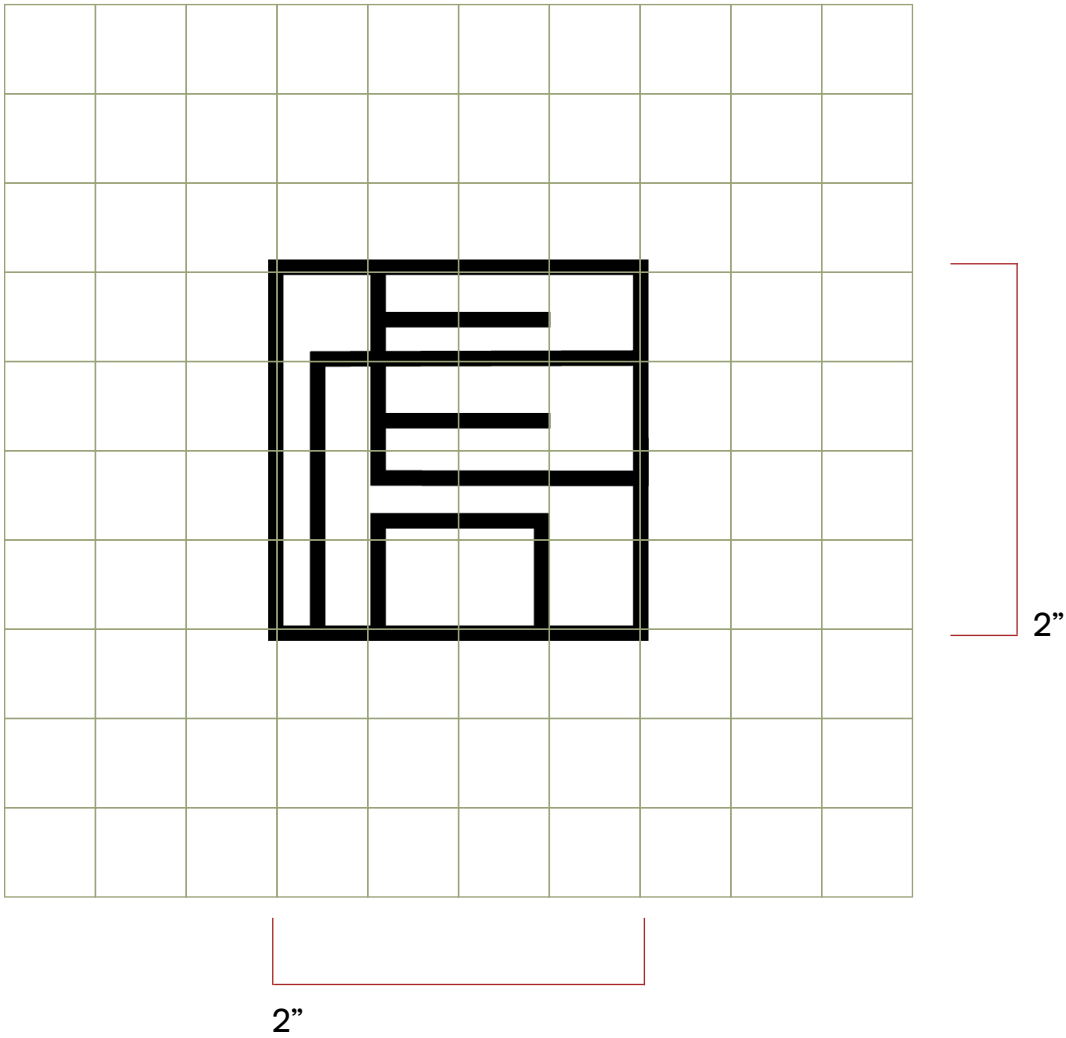
The new target audience of House of Hu enters a higher spending, that are sophisticated and have an appreciation for clean and trusted beauty and personal care products. The demographic remains open to various ages and genders. The aim is to bring interest back to old customers and retain current ones.

Pricing

Prices across House of Hu's products enter the higher end luxury band with prices ranging from 45 USD to products going up to 260 USD. The prices are driven up from the sourcing of the highest quality of ingredients and newest skincare technology.

III. LOGO DESIGN

Brandmark



Inspired by the grided layouts of traditional apothecary packaging, the logo looked at the strokes of the Chinese character 虎, Hu and experimented with the ways they could fit into a structured grid.

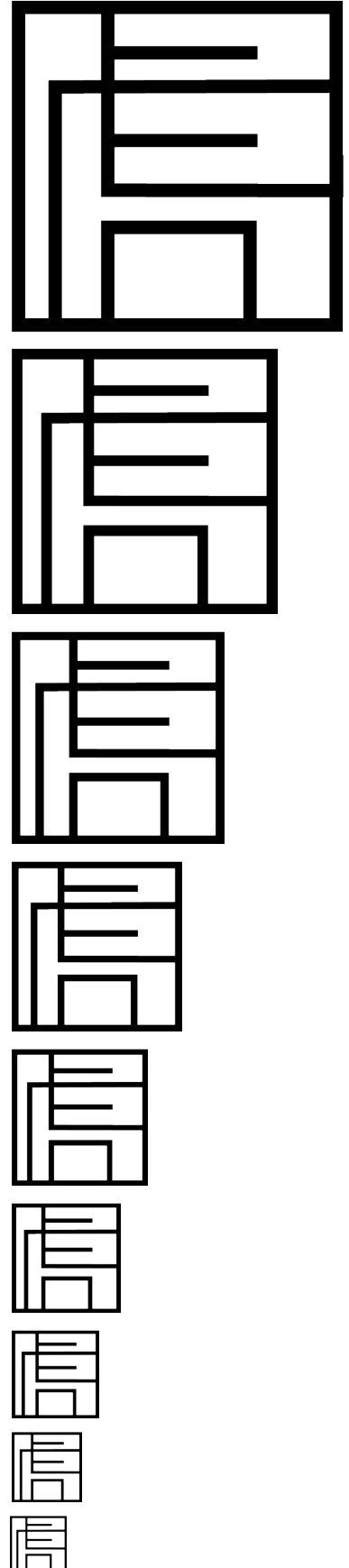
The brandmark is geometric and modern but remains the slight essence of tradition and culture within the construction of it.



The Chinese character 虎, Hu is written in old style calligraphy and manipulated to resemble a stone stamp. This stamp serves as a secondary logo that is used to add uniqueness and authenticity.

Brandmark Scaling

The logo's clean and geometric structure allows it to be able to scale up and down drastically. The line work of the logo also permits it to be flexible to the format and frame it lives in, whether it is physical or digital application

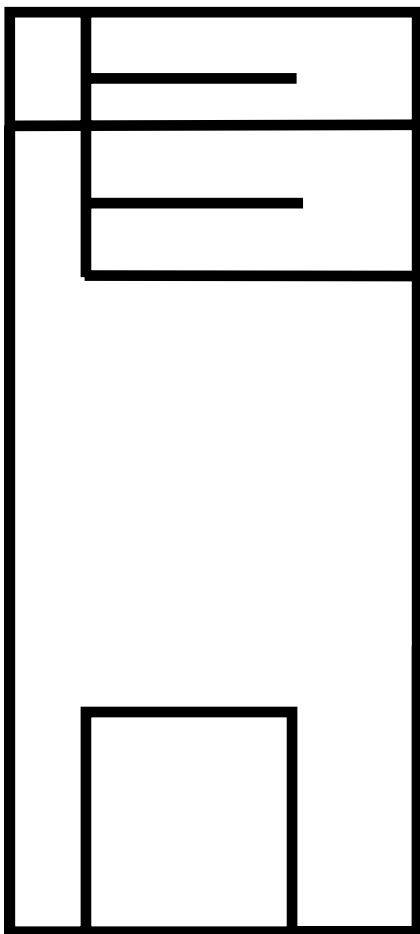


Brandmark Stretching

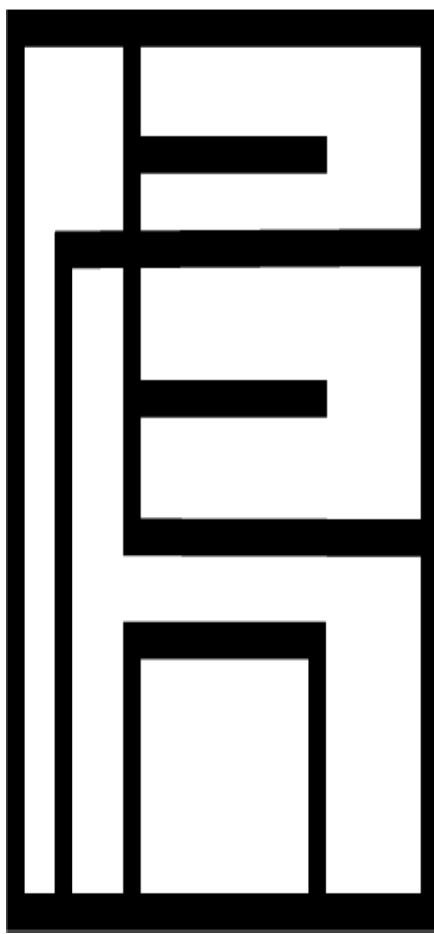
When scaling the adjusting the brandmark, make sure to stretch the individual lines in the original vector and not as a rasterized image.

When scaling the size of the logo, adjust the width of the strokes so that it matches the original size.

Correct



Incorrect



Logo Lockup



- Brandmark
- Wordmark
- Tagline

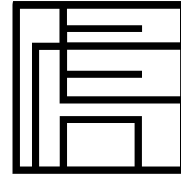


The House of Hů
Since 1918

The tagline of the logo is 'since 1918', bringing forward and highlighting the history and heritage of the brand.



The House of Hǔ
Since 1918



The House of Hǔ
Since 1918



The House of Hǔ
Since 1918



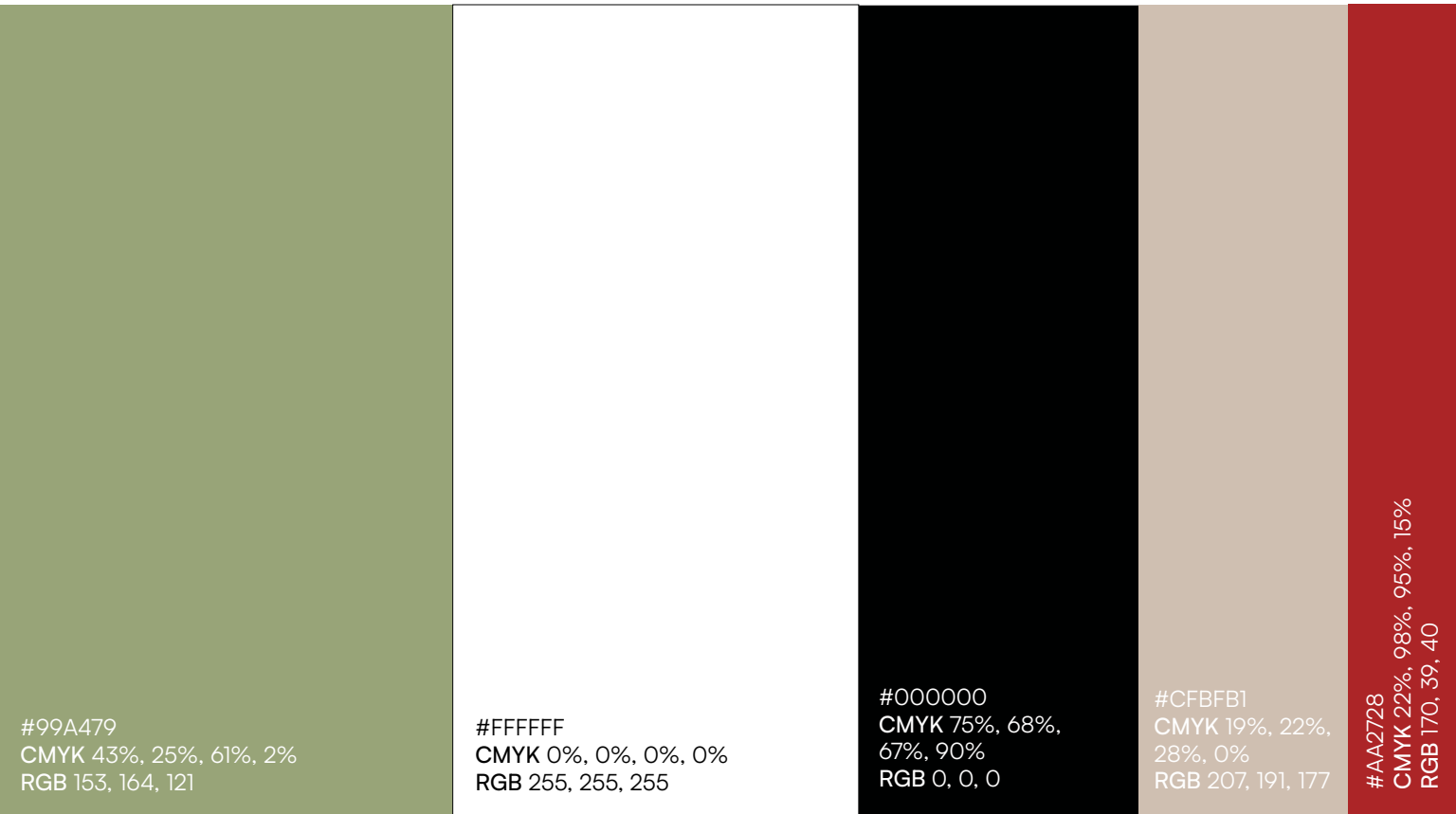
The House of Hǔ
Since 1918



The House of Hǔ
Since 1918

IV. VISUAL IDENTITY

Colour Palette



Primary Colours

Secondary Colours

Tertiary Colours

The colour palette is kept simple with black, white, and a sage green being the primary colours that are used in the texts and packaging. The beige is to add that warmth and rawness back into the palette. With the red acting as an accent colour from the secondary logo stamp

Colour Palette Tints

<p>#99A479 CMYK 43%, 25%, 61%, 2% RGB 153, 164, 121</p>	<p>#FFFFFF CMYK 0%, 0%, 0%, 0% RGB 255, 255, 255</p>	<p>#000000 CMYK 75%, 68%, 67%, 90% RGB 0, 0, 0</p>	<p>#CFBFB1 CMYK 19%, 22%, 28%, 0% RGB 207, 191, 177</p>	<p>#AA2728 CMYK 22%, 98%, 95%, 15% RGB 170, 39, 40</p>

Typography

WORDMARK TYPEFACE

Athelas Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

PRIMARY TYPEFACE

Satoshi Variable

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

SECONDARY TYPEFACE

Scandia Line

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

House of Hů

Tiger Balm Rebrand

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lacus vel facilisis volutpat est velit egestas dui id. Semper feugiat nibh sed pulvinar. Lobortis feugiat vivamus at augue eget arcu dictum varius dui. Magna etiam tempor orci eu lobortis elementum. Amet porttitor eget dolor morbi. Vestibulum mattis ullamcorper velit sed ullamcorper morbi tincidunt ornare massa. Ultricies lacus sed turpis tincidunt id aliquet risus feugiat in. In massa tempor nec feugiat nisl pretium fusce id velit. Fermentum odio eu feugiat pretium nibh ipsum consequat. Sapien et ligula ullamcorper malesuada proin libero nunc consequat. Nisl purus in mollis nunc sed id semper. Integer feugiat scelerisque varius morbi enim nunc faucibus. Suspendisse sed nisi lacus sed viverra tellus in. Dictumst quisque sagittis purus sit amet.

Imagery



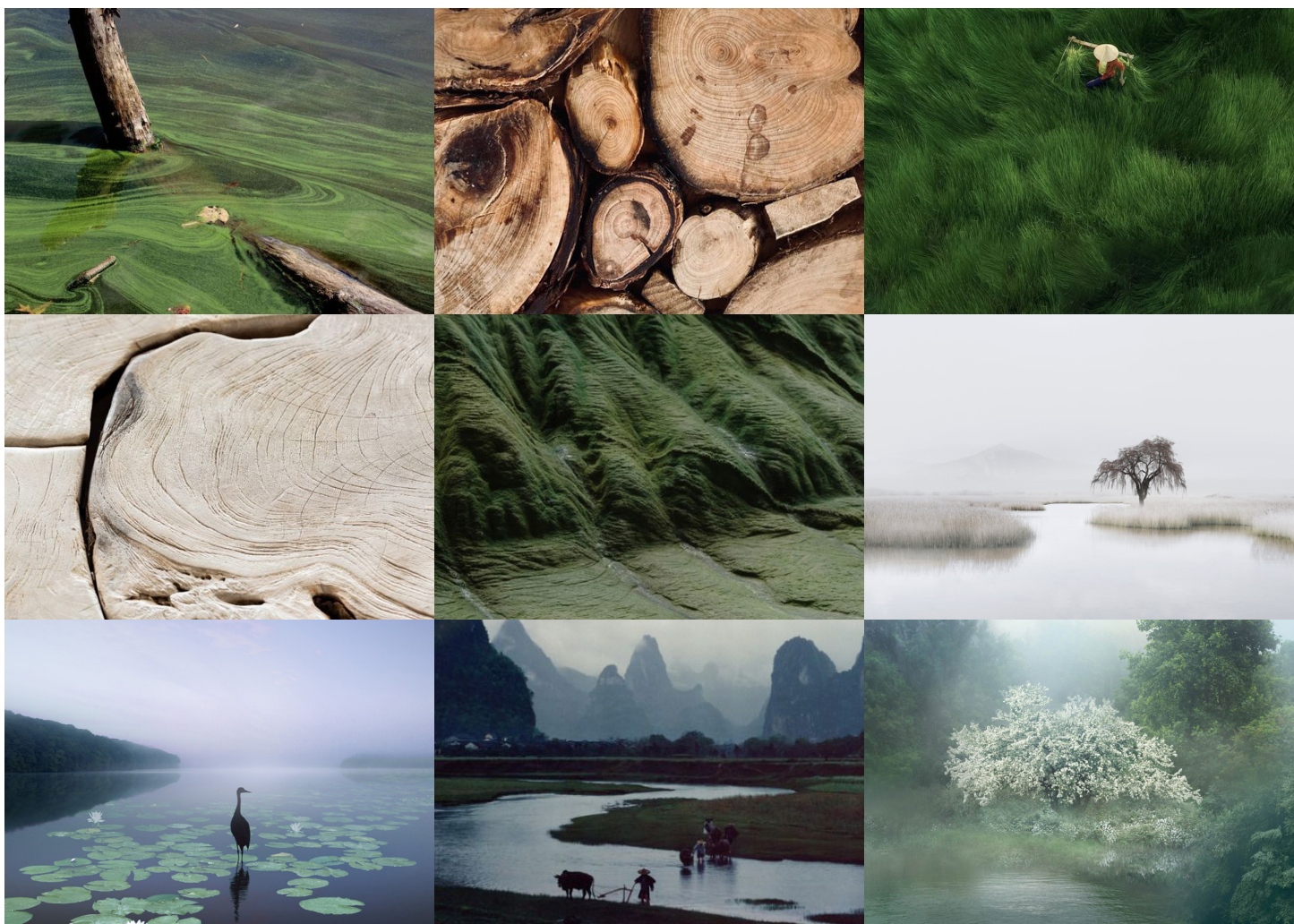
The iconic leaping tiger in the original Tiger Balm has not shifted from being part of the trademark logo to being carefully integrated into the brand's visuals through this ink print of the back of a tiger. This is to create a less obvious association without being too bold and straightforward.

Imagery

The rest of the texture or illustrations used on the packaging and throughout some applications are sumi-e/ Chinese ink painting inspired style of botanicals, such as the ingredients that are used within specific products.



Photography and Texture



Photographs focus on capturing the beauty of Asian landscapes and texture of ingredients that are core to the products.



The other side of the photographs are ones that capture the melancholia and loss of apothecary practices,

V. PACKAGING

Square Box



The design for the square box packaging is used for products such as the original tiger balm ointment (the jar still remains hexagonal), cosmetic cream jars and similar products. The logo is fit to the faces of the box to act as a grid for the texts. The packaging is bilingual with one side in English and the other is Chinese.

Square box sizes are (H x W x L):
 Ointment 2.5 x 2.5 x 2.5 inches
 Face Cream 3.5 x 3.5 x 3.5 inches

Vertical Box

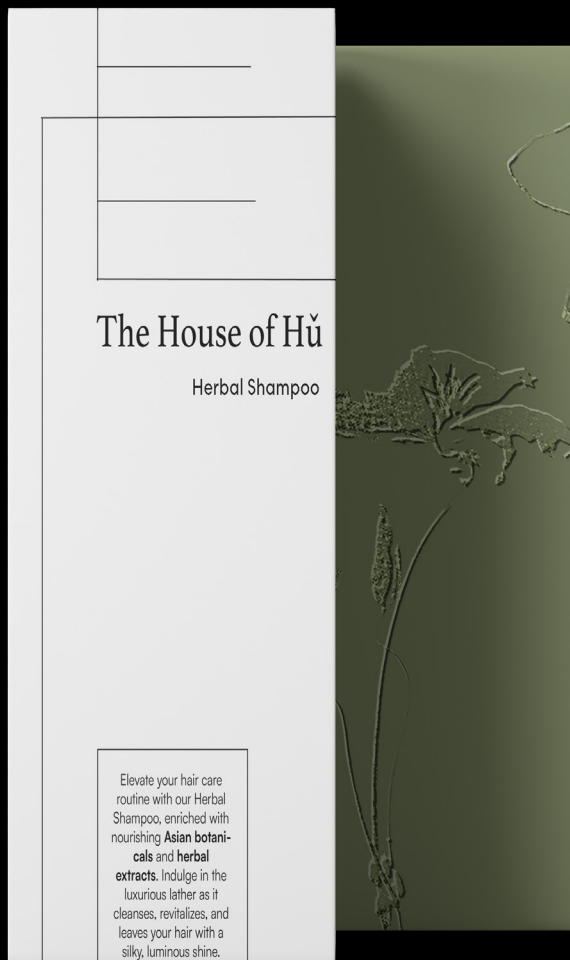


The design for the vertical box packaging is a good demonstration of the flexibility of the logo, where it can stretch and adapt to the form it is on. The lines of the logo can extend to create a guideline grid for the informational text. The vertical box is for products such as the shampoos, shower gels, lotions, etc.

Vertical box sizes are (H x W x L):
 Shampoo and Conditioner 8 x 4.5 x 4.5 inches
 Shower Gel and Body Lotion 8 x 3.5 x 3.5 inches

Packaging Box Variations

The packaging boxes have variations depending on the product it holds. Aside for the prints with the brands illustrations, there are embossed packaging boxes.



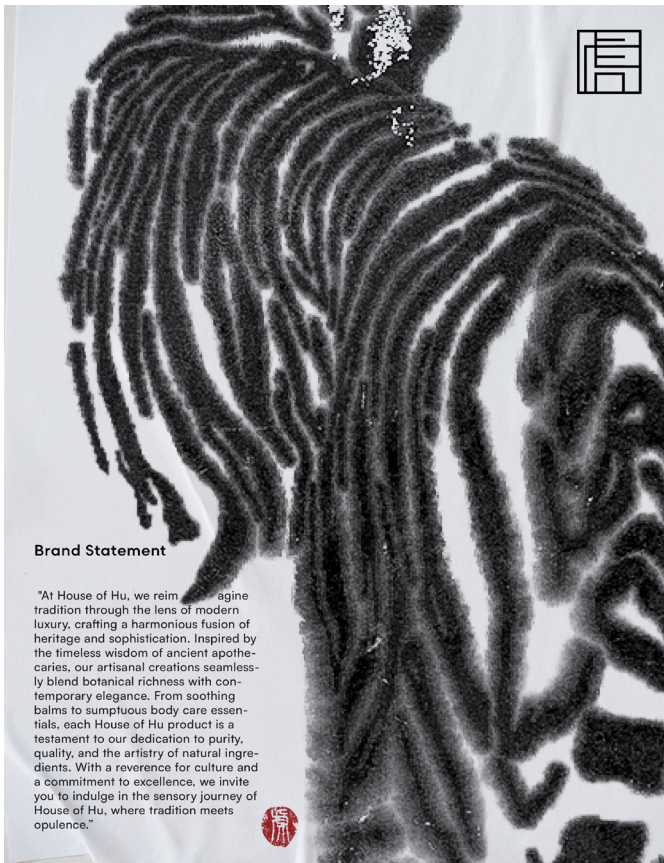
Cosmetic Jars

The jars for the products are glass and the design are printed onto them. Most of the information about the product are on the packaging boxes with only the essential information printed on the jars for space.



VI. ADVERTISINGMENTS

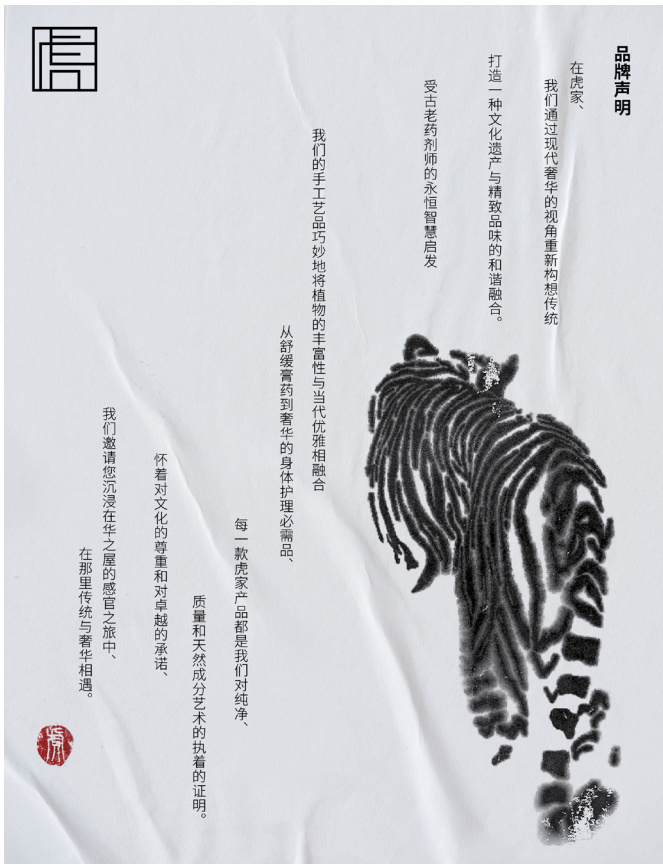
Posters



Advertisement posters have both the primary and secondary logos, whilst incorporating the brands imagery. English versions of the advertisements, the text is landscape.



Posters



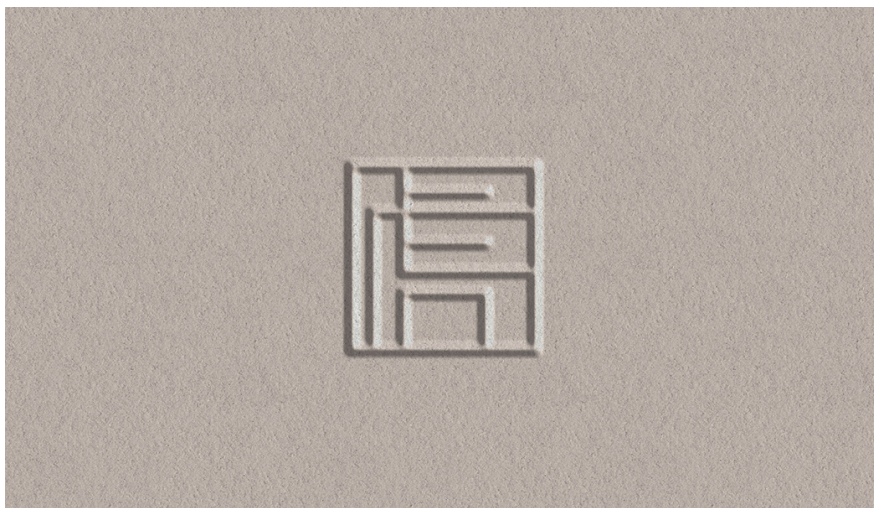
Advertisement posters in Chinese script will be layed out more vertically and also uses both the primary and secondary logos.



Business Cards



Business Cards



Business cards come in the 2 colours, green and beige from the colour palette.

The text on the cards comprise of name, position, e-mail, number, store location and store number.

VII. DIGITAL MEDIA

Desktop Website




Landing and home page is vertical scroll with thumbnails for the different sections of the website (our story, ingredients, and products).

Footer banner at the bottom of page includes other services and information that is not included in the menu bar.

100 Years of History

With a century worth of heritage and wisdom on our back, this rebirth brings forward the strength of Tiger Balm in a elevated and elegant way.

[READ ABOUT OUR STORY](#)



Natural Formulation

Adopting our apothecary and medicinal background, House of Hũ uses the finest quality of herbal and botanical ingredients to formulate the best products for your body and skin.



[EXPLORE OUR PRODUCTS](#)



Store Locator

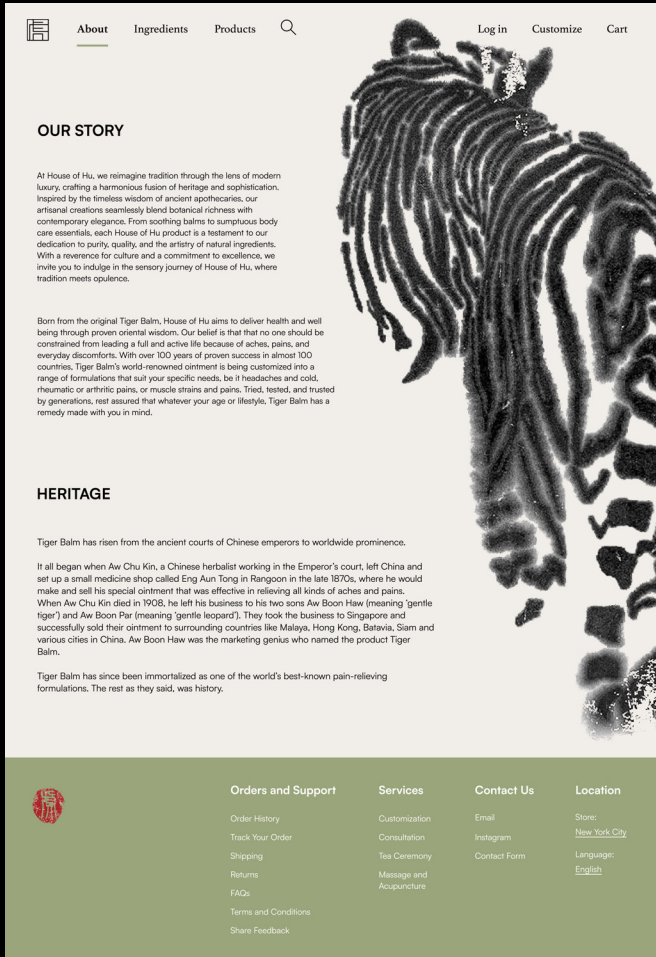
Visit our stores around the globe to receive a personalized regime from qualified herbalists and customize your Tiger Balms to your liking.

[FIND A STORE](#)



Orders and Support	Services	Contact Us	Location
Order History	Customization	Email	Store: New York City
Track Your Order	Consultation	Instagram	Language: English
Shipping	Tea Ceremony	Contact Form	
Returns	Massage and Acupuncture		
FAQs			
Terms and Conditions			
Share Feedback			

Desktop Website



This page describes the mission statement of the company and the history of House of Hu and Tiger Balm. It highlights the core values and foundation of the products.

Desktop Website



The ingredients page is dedicated to informing users of the importance of the contents and sourcing of ingredients used to make House of Hu's products- this section is significant to the rebrand.

It first describes the key ingredients from the original tiger balm that is recurring throughout the other products and then moves to talk about the sources of these different plants and flowers from around Asia.

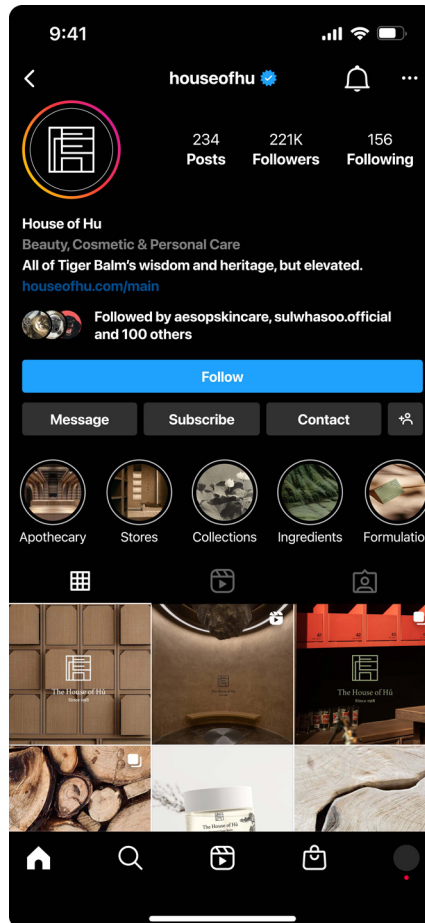
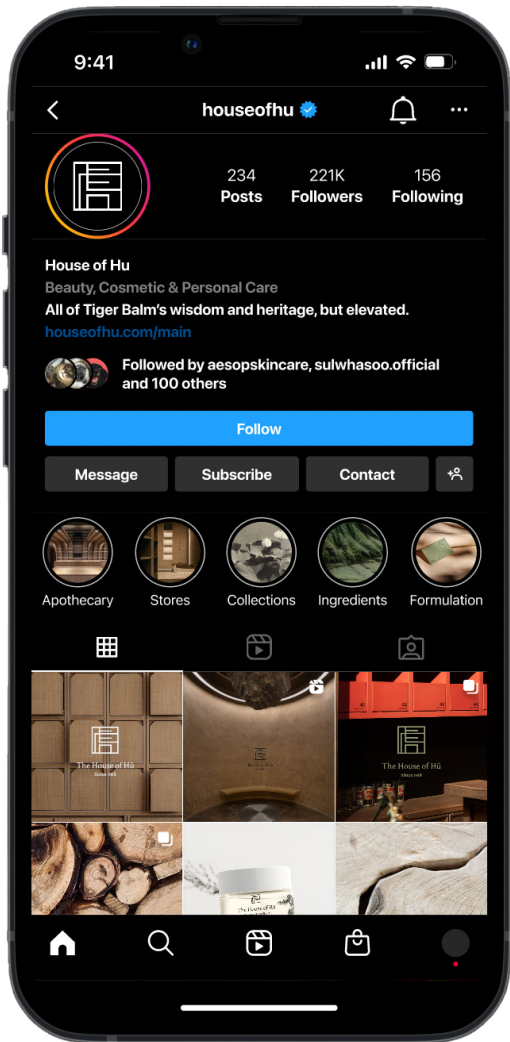
Desktop Website



The product catalog sections all the products into different categories (body, skincare, ointments, home and teas). Under each category are the different types of products.

By default the catalog features the best selling products at the top for users to view before categorizing by types.

Social Media



The Instagram page of House of Hu follows a similar visual to the website, with posts introducing users to the different ingredients of the products and different store designs that the brand has. It sets a mood and atmosphere that is appropriate to the brand image.

Social Media



Logo visuals using photographs of store designs, can be used as social media posts and advertisements.

VIII. STORE DESIGN

Visuals



Store interior by Jade Simple Design at <https://yinjispace.com/article/Jade-Simple-Design-THE-ONE-Vintage-Luxury-Store.html>

A huge aspect of Tiger Balm’s rebrand is the shift from its products being sold at pharmacies and retailers to having its own individual stores where products are sold exclusively in-store.

The store interiors are heavily influenced by Chinese apothecaries where the origin of the brand came from, with a lot of grids and columns in the design and product displays.

Visuals



Store interior by Jade Simple Design at <https://yinjispace.com/article/Jade-Simple-Design-THE-ONE-Vintage-Luxury-Store.html>

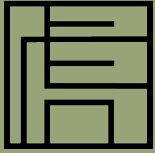
Example of possible wall text in-store.

SERVICES



Store interior by AT DESIGN at <https://www.archdaily.com/916684/boundless-xixi-tea-room-at-design>

Having its products sold in-store allows the brand to make the shopping of its products an elevated experience too. In-store also offers special services such as accupunctures, massages, customization or tea ceremonies using the brand products.



A brand guide book for House of Hǔ, the luxury rebrand of Tiger Balm.

Designed by Lulu Zhang