



**THEARTOFUS.STUDIO**  
**JIERRA BEAUTY CONCEPT DEVELOPMENT**

DEFINITION STAGE, LOGO CONCEPTS, CONCEPT VISUALS

# INTRODUCTION

In this document we explore further into the chosen concept routes, develop logo concepts and apply previous feedback to the designs. We have decided not to pursue route 2 due to lack of depth behind the idea. Instead we are focusing on developing the sensory route and a combination of both routes together.

So far we have Jierra's:

Purpose

Values

Personality

Vision

We have to keep all of these in mind when creating conceptual identity design, in order to retain the brand's heart and accurately target the intended audience.

Logo Concepts

Sensory Exploration

Consumer Journey

Route 1 Concept

Route 1 & 2 Combined Concept



**THIS MOODBOARD IS HIGH  
RESOLUTION SO PLEASE  
FEEL FREE TO ZOOM IN ON  
ANYTHING SMALL.**

# LOGO CONCEPTS

Keywords: Luxury, Natural, Organic, Calm, Positive, Radiance, Bold.



jierra beauty.



JIERRA  
BEAUTY

Various symbols includes circles, these are easier on the eye and invoke calm due to their lack of sharp corners.

JIERRA  
BEAUTY

JIERRA  
BEAUTY

JIERRA  
BEAUTY



Unique typographic logomarks.



Exploration of symmetrical type.



Exploration of symbols.

# SENSORY EXPLORATION

A look into regular practices that calm the senses and whether we can utilise this in our concepts.

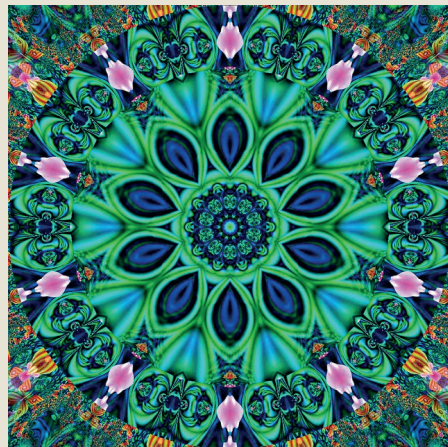
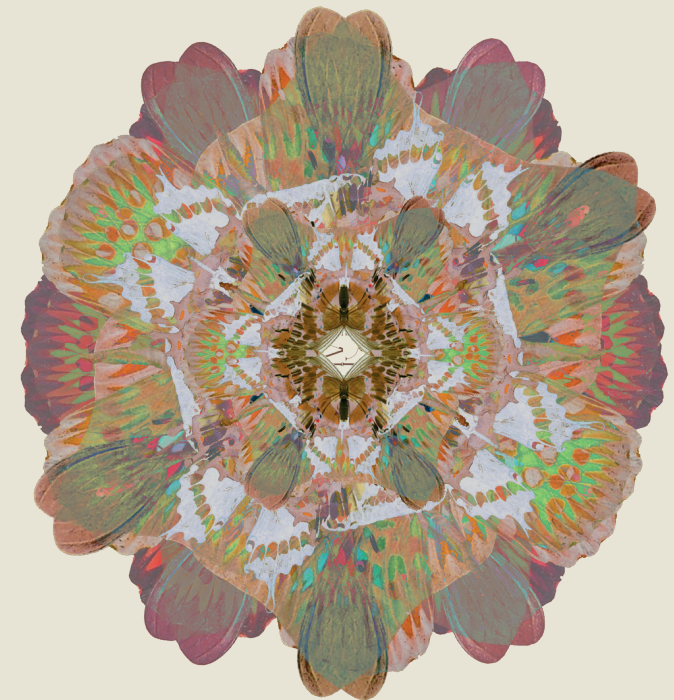
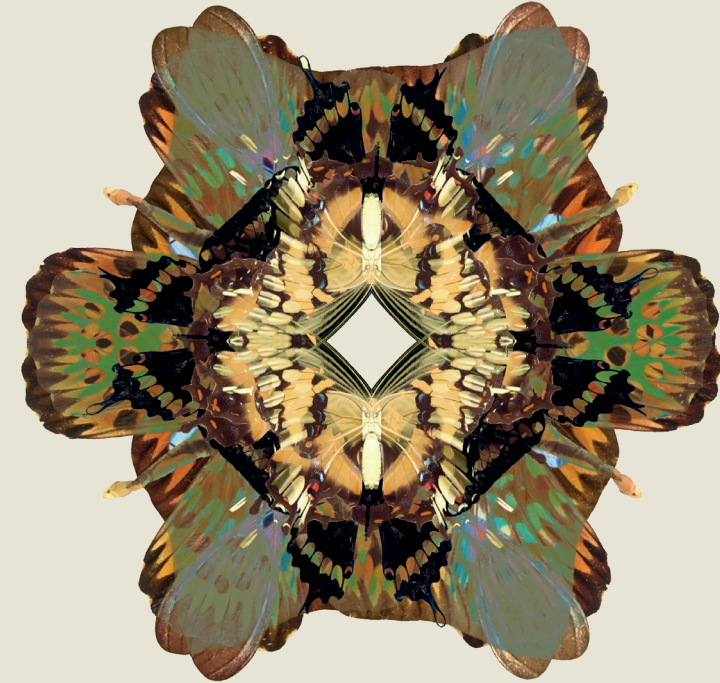
## Kaleidoscope therapy

Taking a look at how we can visually represent the benefits of Jierra's products has led us to exploring the psychology behind the calming effects of symmetry and the kaleidoscope.

'The mystery and magic of the kaleidoscope fosters calmness and balance, helps us focus, enhances creativity, raises our spirits, helps us relax, and reduces stress. Looking through the kaleidoscope engages both right and left sides of the brain which also aids in problem solving'.

## The secret of symmetry

Symmetry is known to have a calming effect on our mood and on a room's atmosphere. In psychology, it's proven that most people will deem a human face more attractive if their features are perfectly mirrored on each side. Even in the worlds of animals and fine art, symmetry's aesthetic appreciation is always at play. There's an innate sense of balance and order in symmetry that makes us feel happy and at ease.



# CONSUMER JOURNEY

Exploring ways we can improve the customer wellbeing experience from start to finish.

## Physical Shop

### Pre Purchase Experience

#### 1.Sight

Sees striking product packaging from far away.

#### 2.Touch

Pick product up, feels unique texture of container or cold glass of bottle, these points need to be made to the consumer.

#### 3.Smell

Opens product lid [if possible] to smell ingredients. Scratch and sniff stickers?

#### 4.Sound

Packaging provides asmr experience

### Post Purchase Experience

#### 1.Sight

Product is placed in Jierra Beauty shopping bag, will provide brand recognition when used in public.

#### 2.Touch

Spending time noticing the viscosity, smoothness/roughness and temperature of the product.

#### 3.Smell

Dependent on product - they will be instructed to take time inhaling the scent when the product is used.

#### 4.Sound

Packaging provides asmr experience, rustle of paper, sounds of box shutting etc. Instructions to listen to playlists/podcasts when winding down.

## Online Shop

### Pre Purchase Experience

#### 1.Sight - most important

Striking online marketing, fluid and easy to use website. Luxury product photography.

#### 2.Touch

Not Applicable.

#### 3.Smell

Not Applicable.

#### 4.Sound

Website link to online playlists / podcasts.

#### WHAT IS BRAND RECOGNITION?

Brand recognition is when a consumer can identify a particular product or service just by viewing the product or service's logo, tag line, packaging or advertising campaign.

### Post Purchase Experience

#### 1.Sight

High quality product packaging can be repurposed as storage / candle holder / jewellery box etc. Book recommendations on website or with product.

#### 2.Touch

Thank your for your purchase card is on textured card. Card prompts the consumer to close eyes and feel product before using. [practice mindfulness, being in the moment]

#### 3.Smell

Products smell speaks for itself.

#### 4.Sound

Thank you card includes QR code/ spotify code to Jierra Beauty Playlists - Bath playlist, relaxation playlist, outdoor playlist, bedtime playlist etc.

#### 5.Taste

If an ingredient is edible, provide bespoke healthy recipe for consumer within / on packaging, baking and cooking have been proven to relieve stress.

'Providing care inside and out'.

# ROUTE 1 – SENSORY EXPERIENCE

We consider all senses in this concept's direction.



As part of this route we want to be able to harness the senses to best promote Jierra and it's products, whilst giving a full experience to it's audience. To do this we need to consider several factors.

Jierra's social platforms should be used as a community area, where people can come to learn about your ingredients, read people's success stories and listen to podcasts & playlists in their own time.

**Sound** - Playlists, Podcasts

**Sight** - Appearance of socials and packaging.

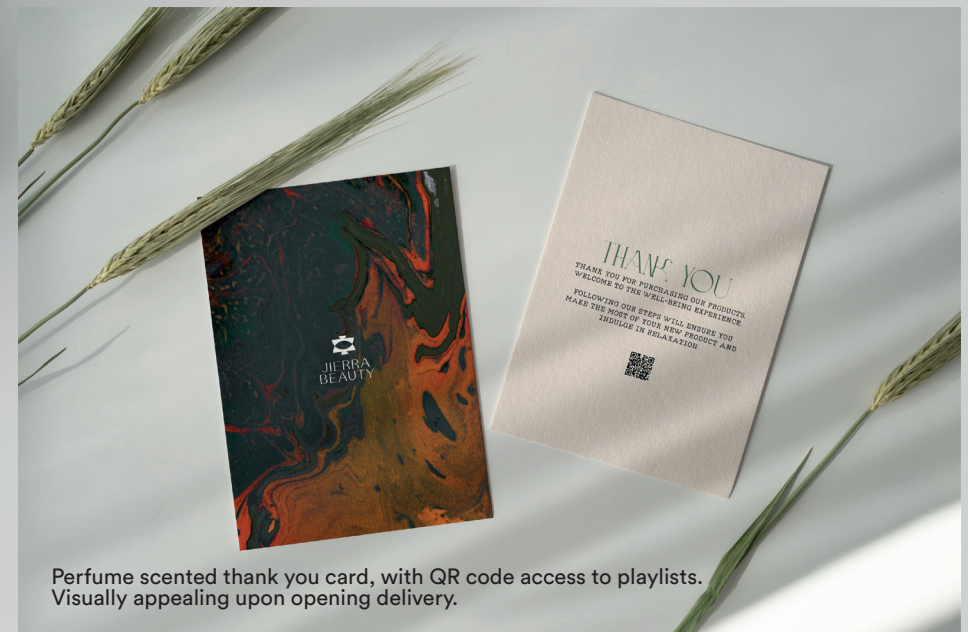
**Smell** - Smell of the product, scented paper / packaging.

**Taste** - Recipes that utilise certain product ingredients

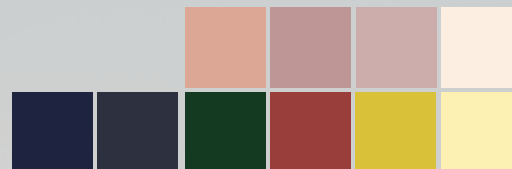
**Touch** - Feel of products and packaging, braille, embossing, reliefs.

To keep your audience engaged we need to greet them with open arms, open questions and warm, positive encouragements. This is easily accomplished on socials, and can be achieved through product design.

For the visual stimulus we have decided to use our own image archive of various natural macro shots and close up beauty products [i.e. bath bubbles]. These images have been edited by us to explore how we can retain the black and gold colour swatches but also meaning no other brand has unique imagery like this. This approach leaves an air of mystery around the brand and also creates an intense visual language.



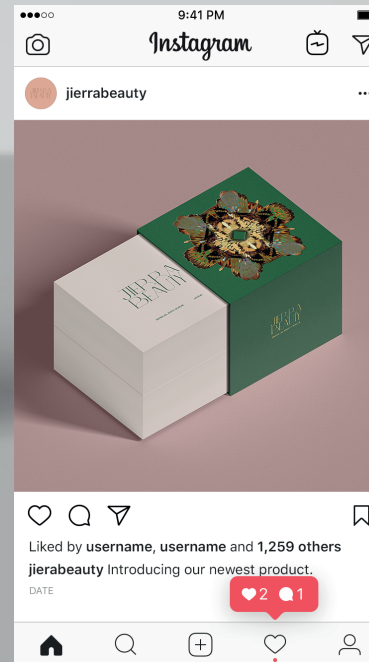
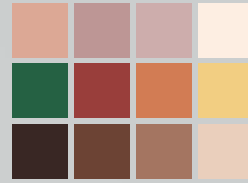
Perfume scented thank you card, with QR code access to playlists. Visually appealing upon opening delivery.



# ROUTE 1&2

The combination of colours and patterns from our cultural research has been combined with earthy swatches and a minimal font.

The bold, bright graphics are intended for use on packaging and occasionally socials, if overused it could give the wrong message to Jierra's audience, and do the opposite of invoking calm. In a saturated skincare market, unique graphics are sure to make Jierra stand out on the highstreet and through the mail, this is the beginning of the experience for them. See the images for how the colours and patterns translate across print and digital.



# THE NEXT STEPS

In order for us to complete the Jierra Beauty Brand Design in the next two weeks we need to decide on a concept to develop and a final logo design ASAP.

Once these are decided we will begin creating the brand guidelines, business card and folder of finalised assets. In order to receive these documents and assets final payment needs to be made, with this we will order your business cards for delivery.

Once your identity is finalised we can begin talking through your strategy.

