



# **THE TEEF EXTRACT**

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# Design Brief

The objective of this project is to create a new toothpaste brand that encourages young children to enjoy dental hygiene. The target audience will be parents with children between the ages of 3 and 7 years old.

# Research

Before beginning the design process, I did research on children's dental hygiene, healthy ingredients in toothpaste, competitors and the flavors children enjoy.

# Research - Kid's Dental Hygiene

When doing this research, I wanted to know when parents should start taking care of their children's dental and oral health. According to ABQ Pediatric Dentistry, parent's should start managing their babies dental and oral health at around 3 months old by taking care of their gums. Once children are 3 - 6 years old, they should use a pea-size amount of toothpaste. This was important to me because most people may or may not know this information.

# Research -Ingredients

Next, I listed ingredients that I found are better alternatives than competitors like Orajel, Oral-B, Crest, and more. These ingredients are found in most natural toothpaste companies like Tom's, Risewell, and Hello Kids and many more.

- Hydrated Silica - scrubs away plaque while brushing
- Xylitol - a sugar alcohol that prevents tooth decay
- Sorbitol - makes toothpaste soft, smooth, moist and sweet
- Stevia Rebaundiana Leaf Extract - sugar alternative
- Potassium Cocate - a surfactant made from coconut oil
- Hydroxyapatite - "remineralizing agent" makes up 97% of enamel

# Research - Flavors

Lastly, I looked up the different flavors kids like in toothpaste. I also kept in mind the flavors I liked as a kid. Below is the list I chose for the main flavors of the toothpaste brand. I chose these flavors because of the color scheme they would produce.

- Raspberry Flavor
- Lemon Flavor
- Orange Flavor
- Mint Flavor

# Ideation - Names

Once I finished my research, it was time to come up with some names for this toothpaste brand. I made a mind map and list of names that I thought were clever for the brand.

- Yummy Gummy
- Smiley Wiley
- TEEF: Toothpaste for Kids
- Gumalicious
- Klean
- CHEESE!
- Sweet Tooth
- Sweet Pearls
- Honey Pearls

# Why TEEF?

Out of all the names “TEEF” stuck out to me. The spelling is obviously incorrect as it is supposed to say “TEETH.” I find it funny because this is how I use to say “TEETH” as a child. It was important to me to have a memory associated with the name because this is something I would have wanted to have in my childhood.



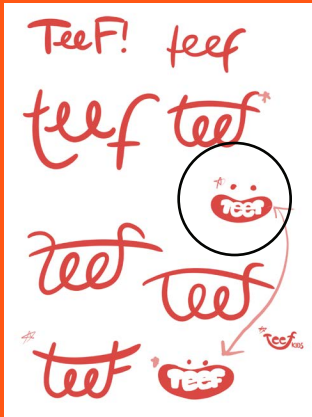
# Moodboard

I get most of my inspiration from Pinterest. It seems to know exactly what I am looking for when its time to get inspired. Below is a screenshot of the themes and color schemes I am looking to implement with the brand.



# Sketches

In Procreate, I drew out a logo ideas for the brand. I wanted to incorporate teeth and/or a smile in the logo, but I also drew it out in a basic lettering. Here, it is clear which sketch was my favorite. The logo is hand-drawn and has impurities like teeth.



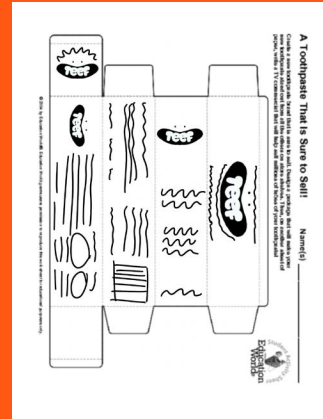
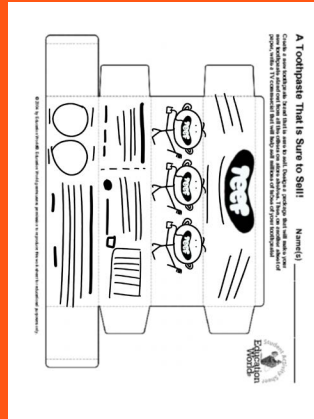
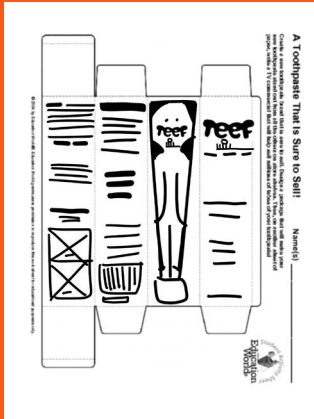
# Color Scheme

Picking a color scheme was not too difficult since I would use the flavors I picked as the color scheme of the brand. The website [colors.com](https://www.colors.com) helped me discover the perfect color scheme.



# Layout Sketches

Laying out the content on the box of toothpaste was a fun process. I played with the position and thought about some illustration and possibly adding characters to the brand. You can see this in image 1 and 2. However, image 3 was my favorite layout.



# Slogan

Here is a sneak peak of the final implementation. It contains the phrase "FOR EVERY CHILD WITH EVERY SMILE!" The goal is to send message to parents and children that "TEEF" is the right toothpaste for them. The reasoning for all caps is to make sure the message is energetic, happy, and meaningful. The characters you see go along with the flavors I mentioned in the Research slides.



# Final Implementation

Finally, the new toothpaste brand you've all been waiting for. The next few slides will show to final implementation of the TEEF toothpaste brand. Below is a list of what you will see in the final products.

- Logo (Black and White)
- Logo with Color Scheme
- Full Layout
- Close Up of Individual Side
- Hex Codes of Full Color Scheme
- 3D Mockup















### WHY TEEF?

- SAFE TO SWALLOW
- PREVENTS CAVITIES
- FIGHTS BAD GERMS
- BRIGHTENS SMILE
- CERTIFIED VEGAN
- GLUTEN-FREE



**TOOTHPASTE COMPANY**  
1234 Toothpaste ST.  
City, ST, 00000  
[www.TEEF.com](http://www.TEEF.com)  
123-456-7890



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**DIRECTIONS:**

Brush your teeth twice  
a day with a pea-sized  
amount of toothpaste.

**INGREDIENTS:**

Water, Hydrated Silica,  
Xylitol, Hydroxyapatite,  
Xanthan Gum, Sorbitol,  
Vegetable Glycerin,  
Potassium Cocaoate, Stevia  
Rebaudiana Leaf Extract,  
Organic Raspberry Flavor



TEEF® does not contain fluoride,  
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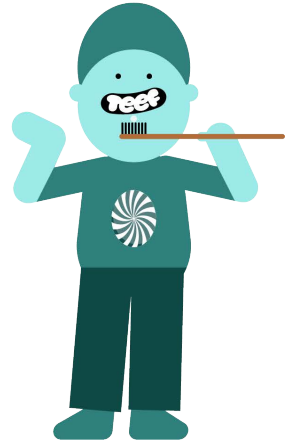
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FOR EVERY CHILD WITH EVERY SMILE



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# Sources

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