



Estée  
Lauder

# Estée Lauder

Visual Branding Book

Spring 2020 Designer: Yuhang Long

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# Creative Brief / Design Statement

## Brand Description:

The Estée Lauder Companies Inc. is one of the world's leading manufacturers and marketers of quality skincare, makeup, fragrance and hair care products. The company's products are sold in approximately 150 countries and territories under brand names including: Estée Lauder, Aramis, Clinique, Prescriptives, Lab Series, Origins, Tommy Hilfiger, M·A·C, Kiton, La Mer, Bobbi Brown, Donna Karan New York, DKNY, Aveda, Jo Malone London, Bumble and bumble, Michael Kors, Darphin, Tom Ford, Smashbox, Ermenegildo Zegna, AERIN, RODIN olio lusso, Le Labo, Editions de Parfums Frédéric Malle, GLAMGLOW, By Kilian, BECCA, Too Faced and Dr. Jart+. In 2019, the net sale of the company is 14.86 billion

## Estée Lauder

### Project Summary:

The logo design is mainly focus on the significant products of this company as well as the founder, Estee Lauder.

### Target Audience:

Women from the age 13 to adulthood that have the needs of maintaining their skin and hair.

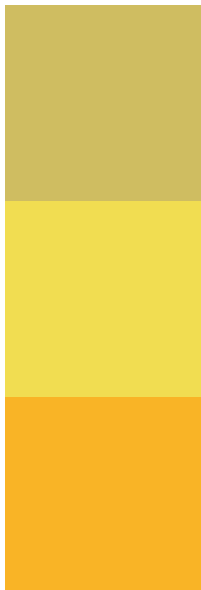
### Desired Message & Tone:

Elegance, Feminine, Warm, Creative

### Problem Analysis/Define:

The design sometimes looks too cartoonish.

# Mood Board (also Including Materials Palette)



C:6 M:9 Y:67 K:17

C:7 M:7 Y:81 K:0

C:5 M:38 Y:85 K:0



C:100 M:0 Y:0 K:0

C:100 M:90 Y:10 K:0

C:98 M:98 Y:47 K:15

# Brand Essence Statement

## Lingering Fragrant Scent



THE FRAGRANCE THAT CAPTURES YOUR STYLE, YOUR CONFIDENCE,  
YOUR CREATIVE SPIRIT.

# Authentic

Trustworthy Ingredient



NATURAL INGREDIENTS WITH THE POWER TO  
TRANSFORM YOUR LIPS, YOUR LOOK, YOUR ATTITUDE.

# Unique

## History Background

FOUNDED IN 1946, THIS TECHNOLOGICALLY ADVANCED, INNOVATIVE COMPANY HAS GAINED A WORLDWIDE REPUTATION FOR ELEGANCE, LUXURY AND SUPERIOR QUALITY.



# Delightful

Quality Product



POWER THROUGH LIFE'S HIGH-INTENSITY MOMENTS  
BEAUTIFULLY WITH OUR FORTIFIERS



# Essential Daily routine



BEAUTIFUL SKIN STARTS HERE.

HIGH-PERFORMANCE FORMULAS  
TARGETED TO YOUR SKIN'S  
SPECIFIC NEEDS.

# Revived

Resilient Skin Care



# Business Card



# Other Stationaries



# Website Page



## TOP SELLERS

### BEAUTIFUL BELLE REFRESHING BODY LOTION

A luxurious, yet lightweight hydrating lotion. Absorbs quickly. Leaves skin feeling moisturized, smooth and soft.

[VIEW MORE](#)



## LIMITED EDITION

### BENEFIT LUXURIOUS BODY CREAM

Richly luxurious and deeply replenishing, AERIN's Best Jasmine Body Cream drenches skin with healing moisture to soften and help revitalize the look of skin.

[VIEW MORE](#)



**NEW**  
**BENEFIT  
LUXURIOUS BODY CREAM  
FOR MEN**  
[VIEW MORE](#)

RE-NUTRIV  
COLLECTION

Estée Lauder



Double Wear Stay-In-Place Makeup  
1FL.OZ LIQ/30ml



Double Wear Stay-In-Place Makeup  
1FL.OZ LIQ/30ml



Double Wear Stay-In-Place Makeup  
1FL.OZ LIQ/30ml

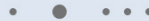
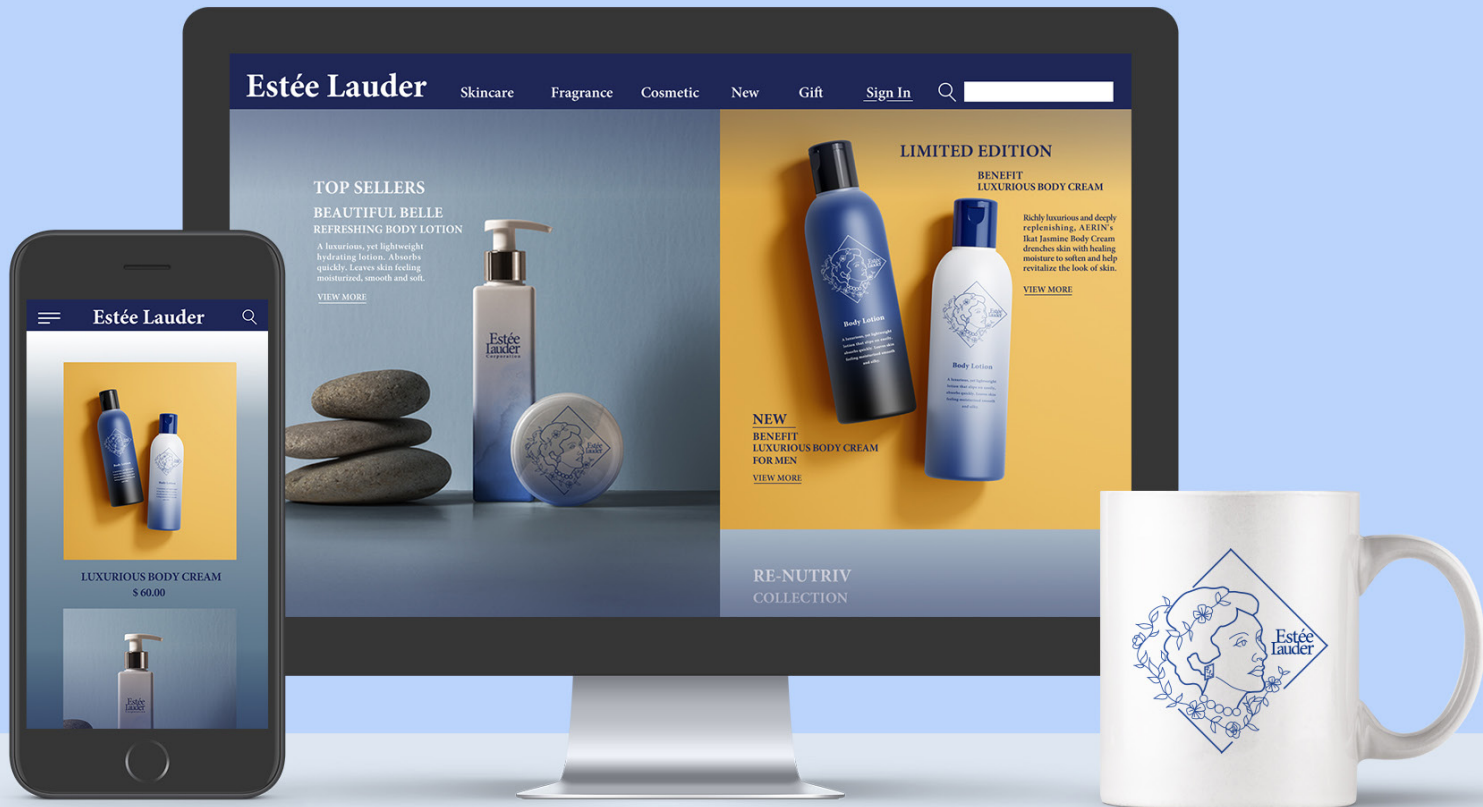


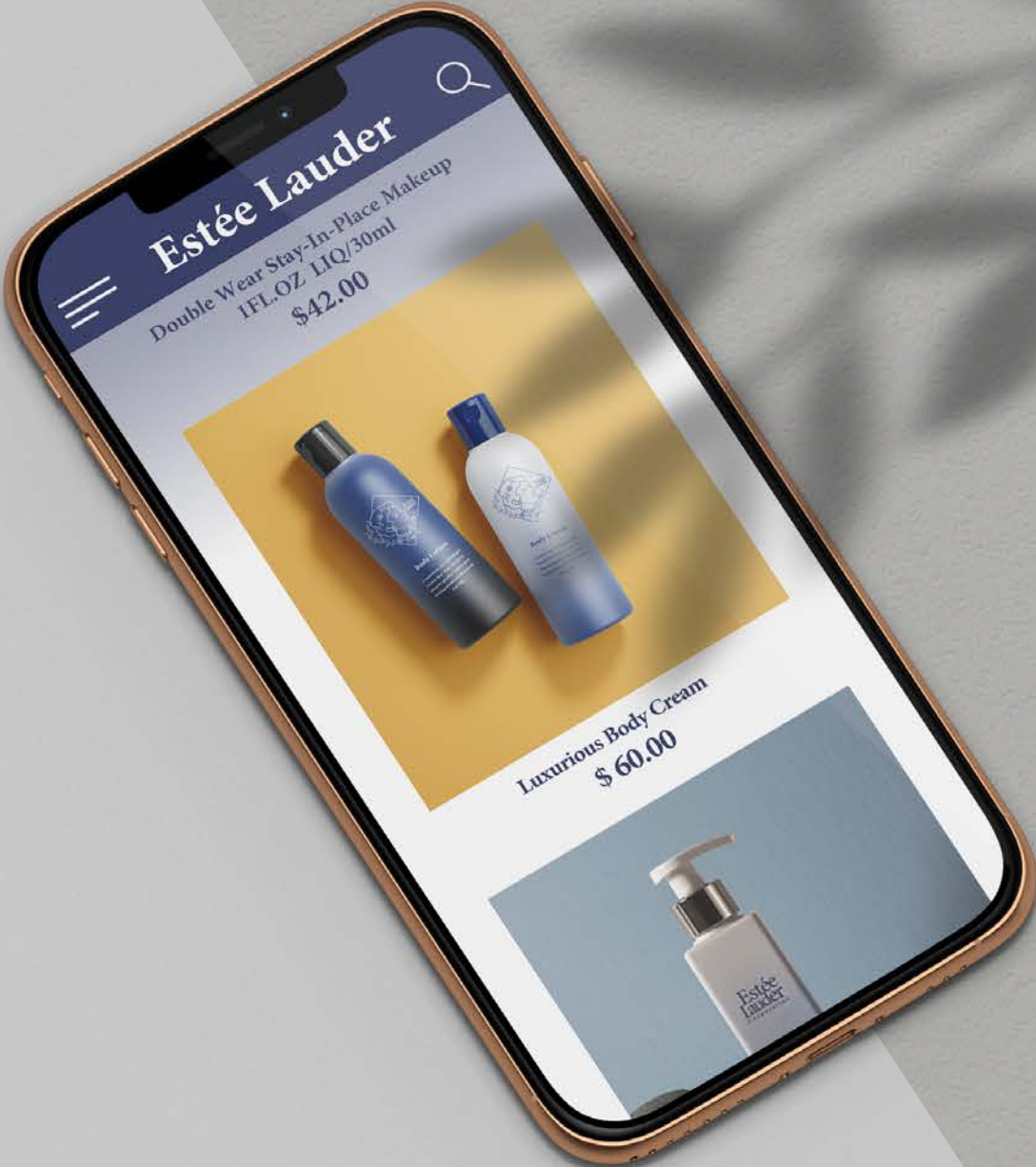


# Estée Lauder

Screen Web Showcase

Screen web showcase +  
With a desktop, tablet & mobile  
devices to display.





# Estée Lauder

Double Wear Stay-In-Place Makeup  
1FL.OZ LIQ/30ml  
\$42.00



Luxurious Body Cream  
\$ 60.00







Estée Lauder



**Become a member today  
and save 15% of your first  
purchase.**

*Estée Lauder*



SHOPPING NOW

# Other Mock ups





# Process Statement

In comparison to the previous project, I spent more time and effort on this project. It is my first time getting to work with mockups. Surprisingly, I enjoyed designing them, and the final presentation is pleasing for me to look at. For me, the most challenging part of this project is to have a sense of unity in this design, which means that I have to arrange the layout of each page in the manner of a professional branding book. Making each page look formal and full of content is hard for me, but I believed I have learned something new during this project and am getting more comfortable with it. As for the tone and message I want to express and deliver to the viewers, I tend to illustrate a sense of elegance due to the fact that females with skin and hair concerns will be the main customer group for our brand. I am noticing that there are more and more male customers joining our Estee Lauder family. It is an exciting sign, and I will try my best presenting satisfying designs for them.