



Estée
Lauder

Estée Lauder

Branding Identity Process Book

Spring 2020 Designer: Yuhang Long

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Creative Brief / Design Statement

Estée Lauder



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



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.

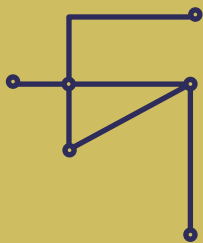
Desired Message & Tone:

Elegance, Feminine, Warm, Creative

Problem Analysis/Define:

The design sometimes looks too cartoonish.

Logo Creation



Logo Creation



The Original Version

Estée
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Estée Lauder



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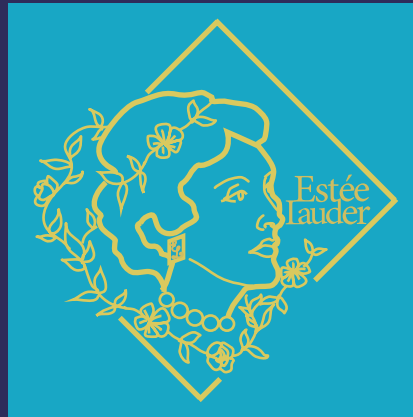
The Newer Version

Logo Description



The figure being used in this logo design is the founder of this brand, Mrs. Estee Lauder. As a successful business woman as well as the founder, her elegant portrait is a representative icon for this female skin care company. The plants surrounding her represents the natural ingredients and the floral scents of the skincare products, the necklace and the EL earring brings in more elegance to this design.

Logo Usage



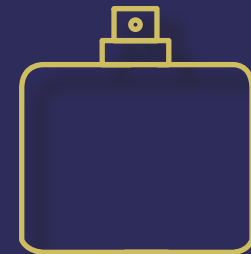
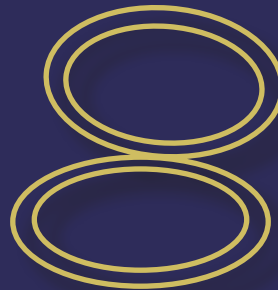
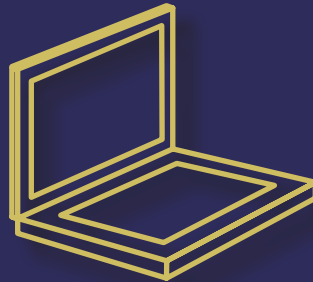
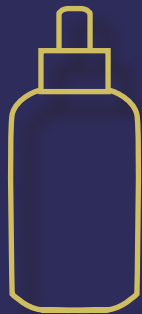
The ideal and proper logo usage for this logo is to place the logo on a plain single color background. By doing so, the illustration of the figure would be the focal point of the design, and would be easier for the viewers to acquire the contents in the image.

Logo Usage

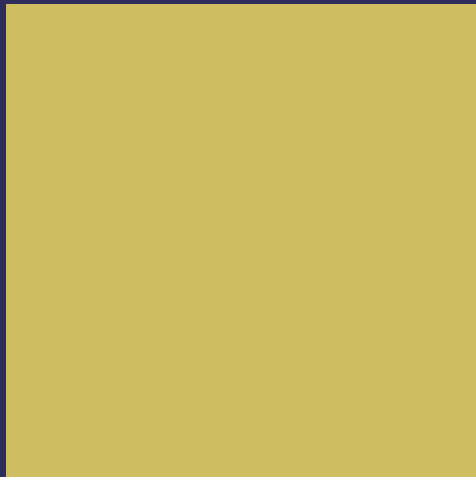


Please do not place the logo onto a complex background, do not stretch the logo, and do not place the logo onto a background with similar color. By doing any of these listed above, the presentation of the logo would be effected. For the best interests of design and the presentation, please use logo properly and avoid situation listed above.

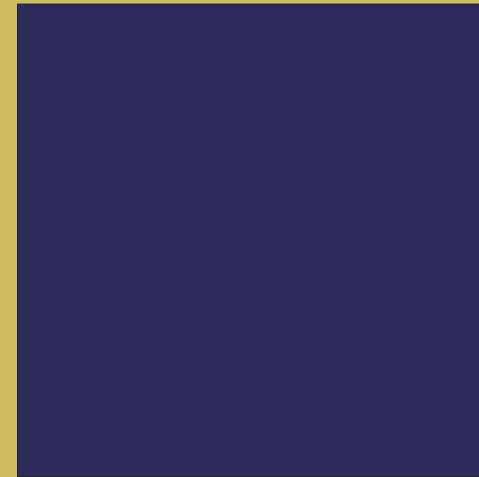
Icons Creation



Color Palette



C:6 M:9 Y:67 K:17
R:217 G:201 B:94



C:98 M:98 Y:47 K:15
R:31 G:40 B:87

Font Family

TYPEFACE
Minion Pro
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

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Vox Type Classifications

Lineale Grotesque Humanist
Lineale Neo-Grotesque Garalde
Lineale Geometric Transitional
Lineale Humanist Slab Serif
Glyphic Didone
Script

Process Statement



It is a challenging project in terms of its complexity, but I enjoy a lot and spent a lot of time on it. The reason why I choose this brand as my project is that I have been receiving positive feedback from this brand not only as a customer but also as a sales person. Estee Lauder has always been one of my favorite brands of all time. When doing research about this company, I was surprised by how it has huge brand collections and how well it has been developing and expanding since the beginning. To me, the process of the logo design was satisfying and I finally came up with one design that I sincerely love, it makes me happy just by looking at this piece. For people who do not major in Graphic Design or do not know anything about it, it might be hard for them to imagine how time-consuming it would be for me to finalize a branding identity process book like this one, but I believe that there will be at least one person who spends a few more seconds looking through each page and find out some cute little details I spent time on when designing.