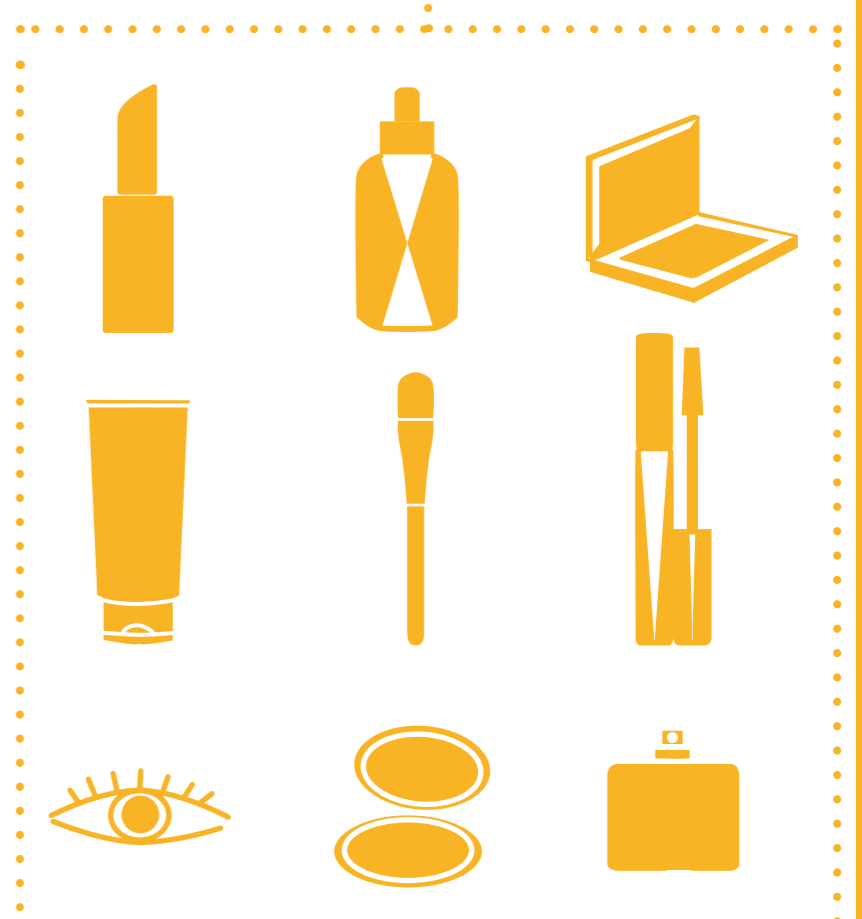




ICON CREATION



Estée Lauder Creative Brief / Design Statement

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 and 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.

Desired Message & Tone:

Elegance, Feminine, Warm, Creative.

Problem Analysis/Define:

The design sometimes looks too cartoonish. The design elements that I used are not formal enough.

Target Audience:

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

Font Family Minion Pro

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Color Palette



LOGO USAGE

BRAND ESSENCE STATEMENT

Authentic Trustworthy Ingredient

Lingering Fragrant Scent



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



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

Delightful Quality Product



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

Unique History Background



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

Revived Resilient Skin Care



HIGH-PERFORMANCE FORMULAS TARGETED TO YOURSKIN'S SPECIFIC NEEDS.

Essential Daily routine



BEAUTIFUL SKIN STARTS HERE.

Mockups

