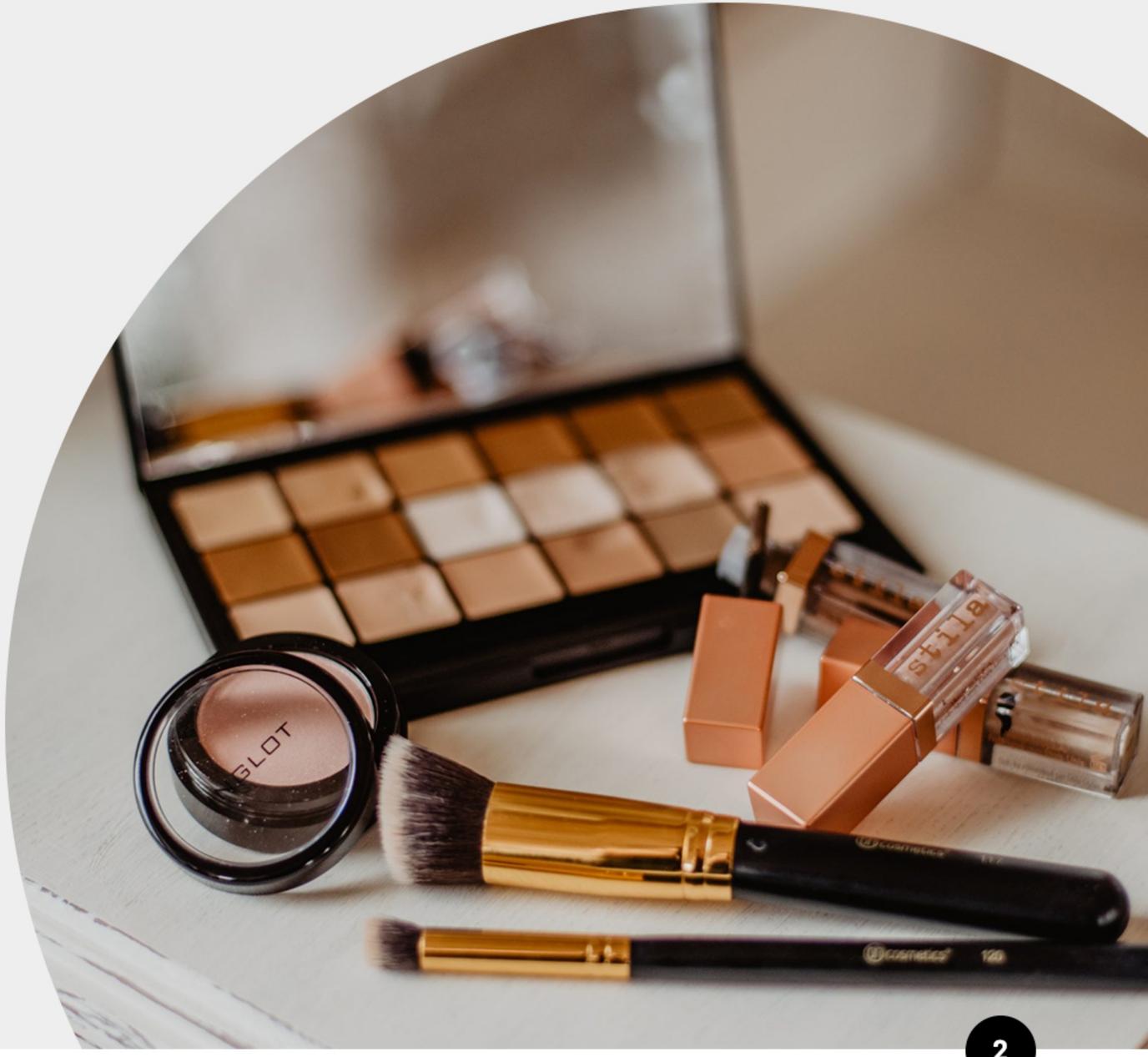
Mehrana
Ad.Agency

HIGHLIGHT

VISUAL IDENTITY PRESENTATION

HIGHLIGHT
ONLINE COSMETIC SHOP
LOGO DESIGN > CLIENT BRIEF



Concepts to express in visual branding:

- Happiness
- Colorful
- Humor
- Best quality and price

HIGHLIGHT
ONLINE COSMETIC SHOP
LOGO DESIGN > CLIENT BRIEF

Brands persona:

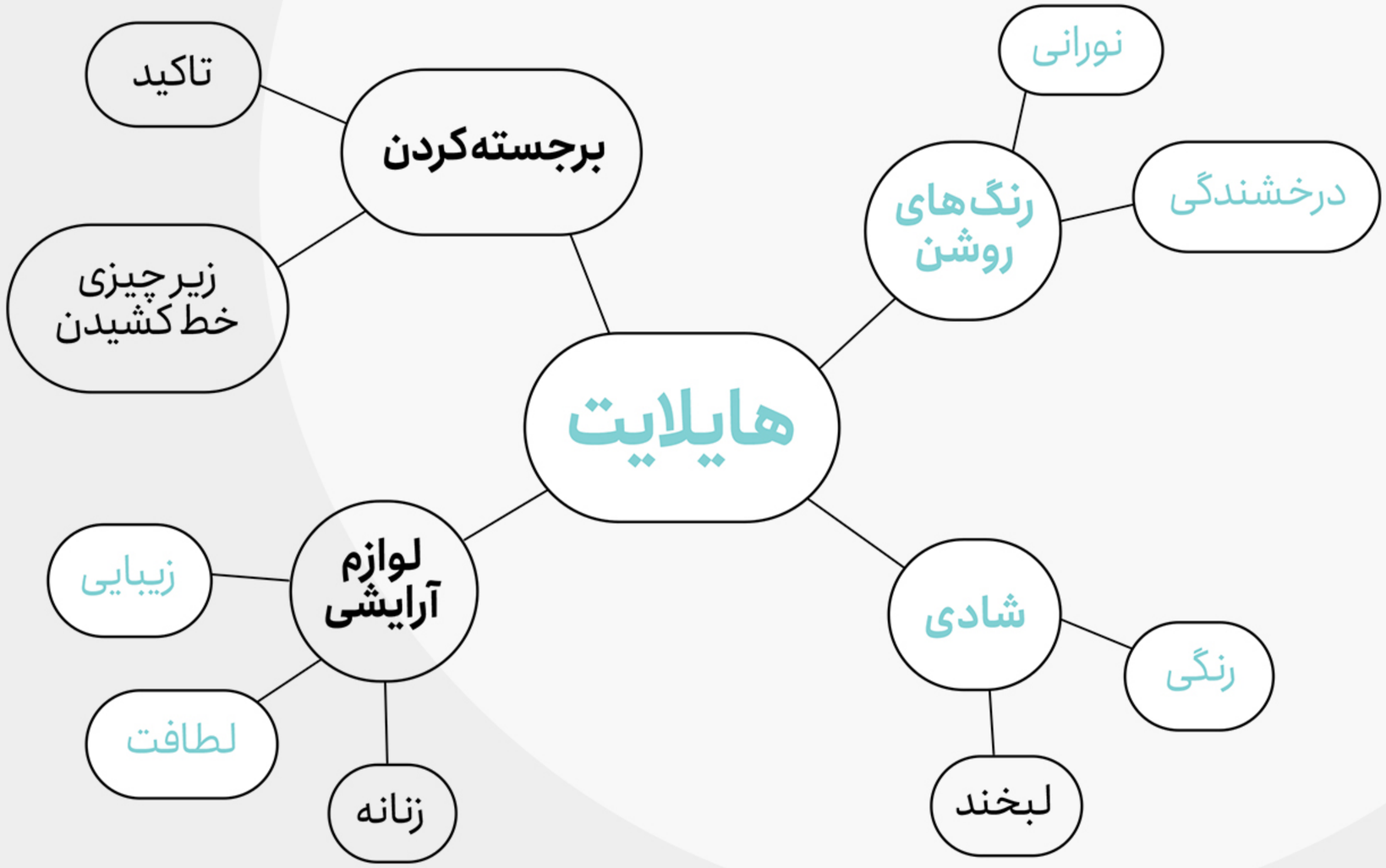
- Woman
- 20-25 years old
- companionable
- Luxury
- Funny
- Professional
- Modern
- Sport

HIGHLIGHT
ONLINE COSMETIC SHOP
LOGO DESIGN > CLIENT BRIEF

Color preference:
Turquoise

BRAINSTORM

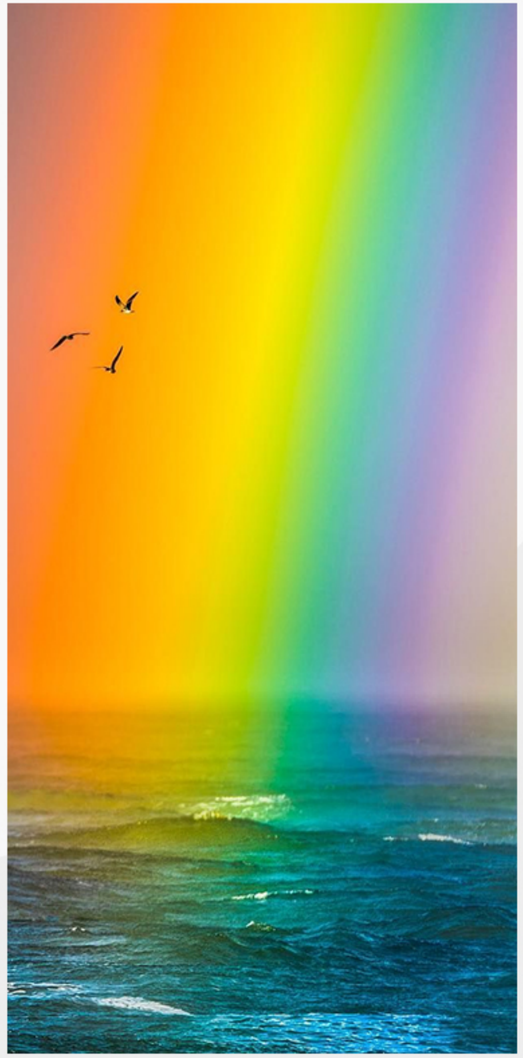
We expand the persona and concepts to see what we have to work with...



RAINBOW CONCEPT

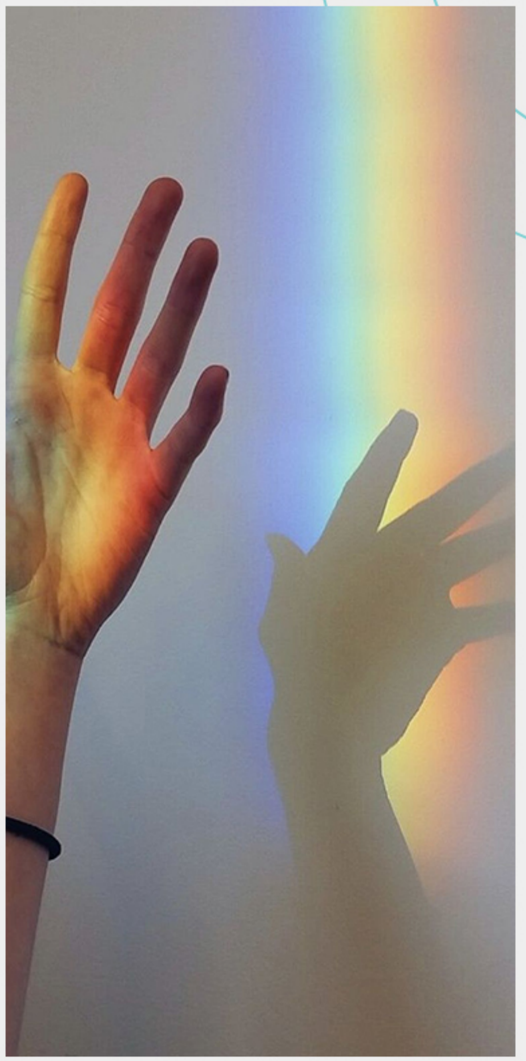
And we figured out that we can find every concept we want to express is in rainbow. Such as:

- Brightness
- Beauty
- Colorful



Brightness

Beauty



Colorful

STYLIZED RAINBOW

So we stylized the form of rainbow and create an abstract form to design the sign.

COLOR PALETTE

LOGO IDEA
in Gray

Rainbow

LOGO
with persian type

هایلایت

LOGO
with english type

THANKS !

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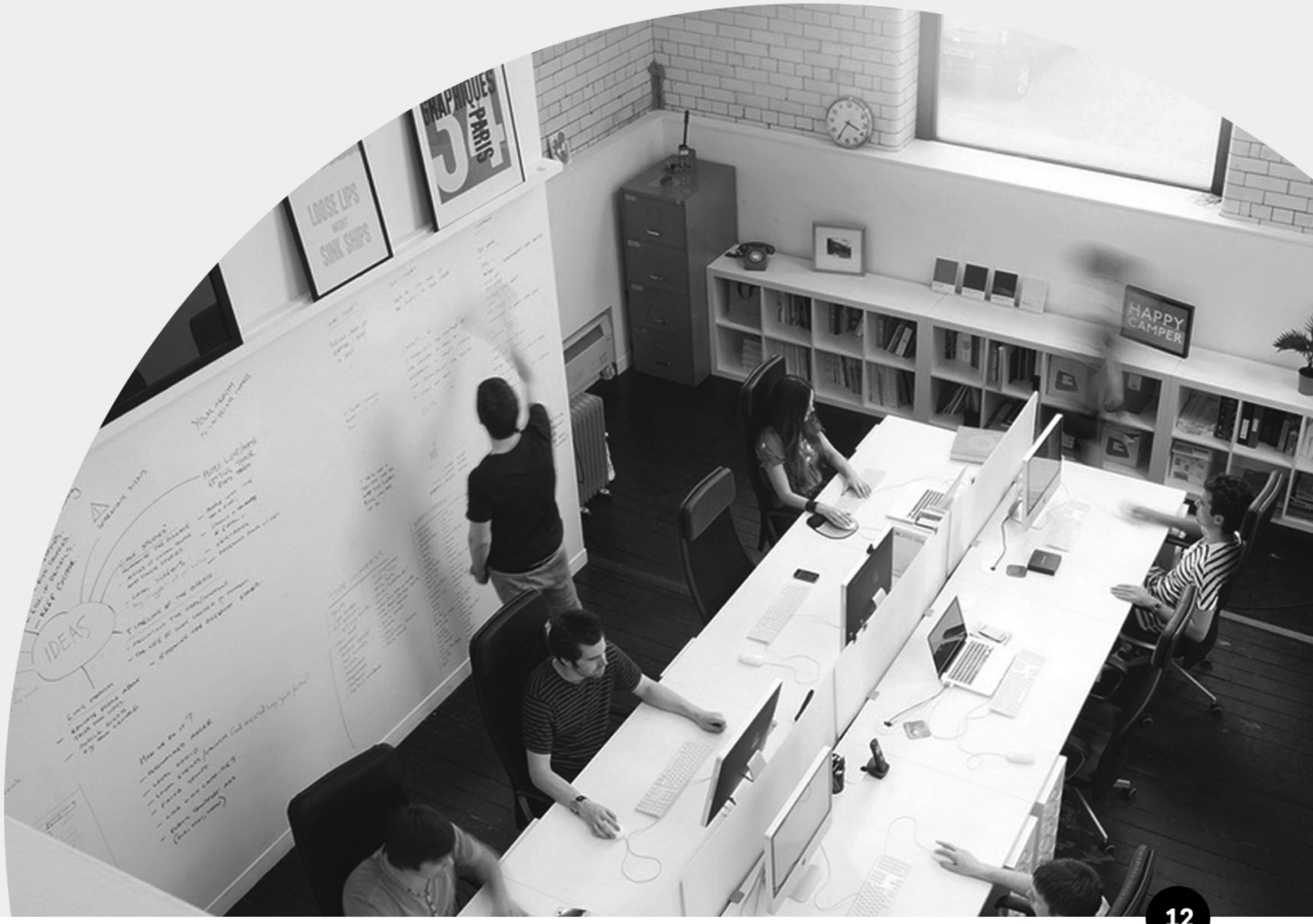
Tehran, Iran