

Makeup Marchè Branding Brief

A. About us

Our mission statement

Makeup Marchè's mission is to be a leading online purveyor of makeup and skincare products and trusted advisor in makeup application and skincare.

Our products and services

Makeup Marchè is an e-commerce retailer offering a wide range of makeup and skincare products and tip and tricks of makeup application and skincare techniques through online tutorials designed for the Asian skin.

Our unique selling proposition

We curate makeup and beauty products from all over the world and share correct application techniques to help individuals achieve the right look for different occasions via a seamless, integrated user experience.

Who we are

A startup online makeup and beauty store based in Singapore for all Asian women.

B. Our vision

What should our brand and logo represent?

A trusted site for tips and tricks of makeup application and skincare techniques, and related products.

What should appear in the logo design?

Makeup Marchè (with the MM to stand out)

C. Target audience

Gender: Mainly female

Age group: 18 - 40 years old

Location: Singapore, Malaysia, Indonesia, Thailand, China, South Korea, India, Japan and Australia

Interests: Cosmetics, Makeup and skincare techniques, Beauty and Wellness

D. Project management

Deadlines to be met

First draft: One week after brief sent

Second draft: One week after first draft comments

Final draft: One week after second draft comments

Completion date: 22nd Aug 2016

E. Design preferences

What should be included in the style guide?

Basic guide to include:

Logo usage guide

PMS /CMYK/ RGB/ hex colours

Anything else you recommend

Visual style

Fresh, Modern, Sophisticated

Colours to be used

A few colours to try, but not limited to:

#ffbae0

#cf005b

#600000

#8a8c8a

#000000

#FFFFFF

Logo requirements

Makeup tools and products to be infused into the typeface artistically. The logo has to represent different Asian skin tones (or communicate the idea).

Fonts

Open to options.

Logo styles we like

BirchBox
Mindless Makeup
Smashbox
<https://www.pinterest.com/pin/119134352615576974/>
<https://logopond.com/gallery/detail/145040>
<https://www.pinterest.com/pin/254875660137038671/>
<https://www.pinterest.com/pin/570127634055033297/>

Logo styles to avoid

Colourpop
NYX
Stila
Max Factor