

Logo Design Contest Details

Brand Name: Pineapple Cosmetics Berlin

About the company: Pineapple Cosmetics Berlin is a recently created brand for high quality cosmetic products and cosmetic accessories.

Targeted customer group: Pineapple Cosmetics Berlin is targeting a broad audience in western Europe, mainly women between the ages of 17 – 35 who are looking for cost-effective cosmetic solutions.

Logo personality: Pineapple Cosmetics Berlin is seeking a logo that exemplifies the combination of youthful playfulness with elegant seriousness. The design should be clean and simple. The design must not be loud, bright, busy or cluttered.

Formalities:

- The final logo should be a combination mark logo containing a non-abstract symbol/icon and wordmark
- Symbol/icon and Wordmark need to be able to appear together as one but also should be able to appear independently in such a way that Pineapple Cosmetics Berlin is still undoubtedly recognized
- Symbol/Icon should be related to a pineapple
- Use of pastel colors
- The logo must work well on packaging (260x260x320mm box) and offline promotional material as well as online
- Symbol/icon OR Wordmark should work well on this product (dimensions 240x240x300mm):
<https://drive.google.com/open?id=0B14fk3VTw5wITU1Ub1lOeWpGMVk>

Brand Orientation:

- Benefit Cosmetics
- KIKO Milano
- Estee Lauder
- Apple Inc.