

adorebeauty

LOGO REDESIGN : CREATIVE BRIEF

BRAND PERSONALITY

insights

innovative real fun
global timeless discerning
female empower warm
approachable human
honest beautiful choice smart

ABOUT ADORE BEAUTY

ADORE BEAUTY IS

- Australia's Biggest Beauty Democracy
- about empowering women to feel confident in their own skin, ready to take on the day
- approachable and ready to provide customers unbiased advice on skincare, makeup and haircare
- the most diverse portfolio of beauty brands under the one roof - your one-stop-shop!
- a personalised beauty experience; get results that are tailored for you and your needs
- specialise in selling salon-only, professional, department store and everyday beauty brands

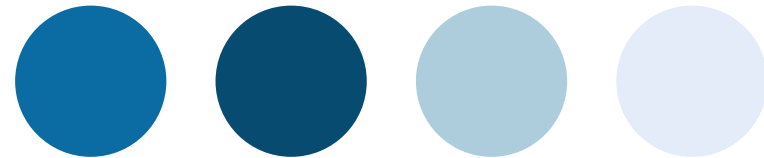
ADORE BEAUTY IS NOT

- generic or cookie-cutter
- about being cheap, budget or discount
- trend lead

THE EVOLUTION

2012

adorebeauty



2015

adorebeauty

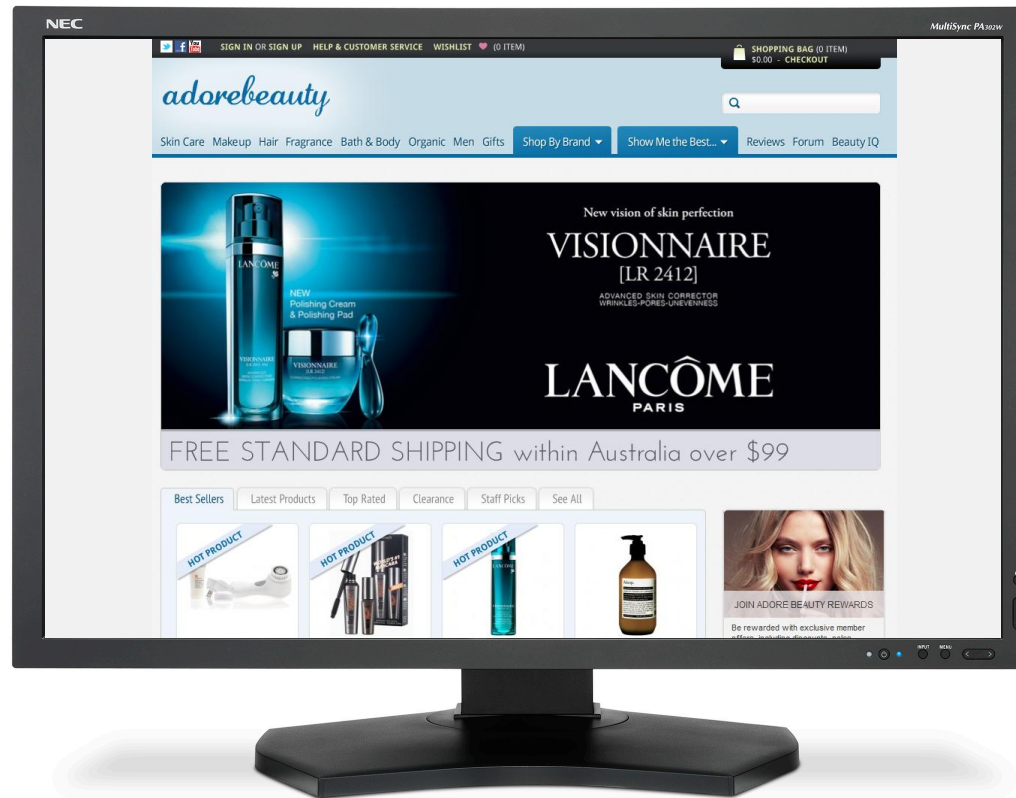


2016

adorebeauty

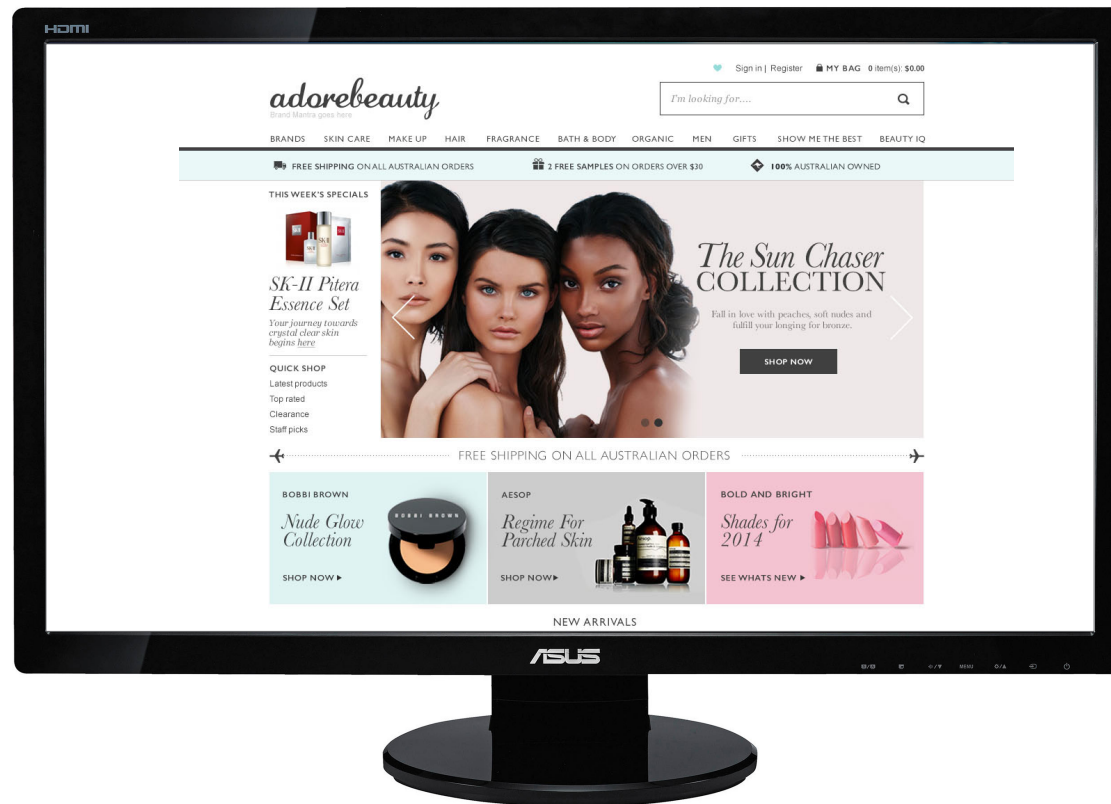


THE EVOLUTION



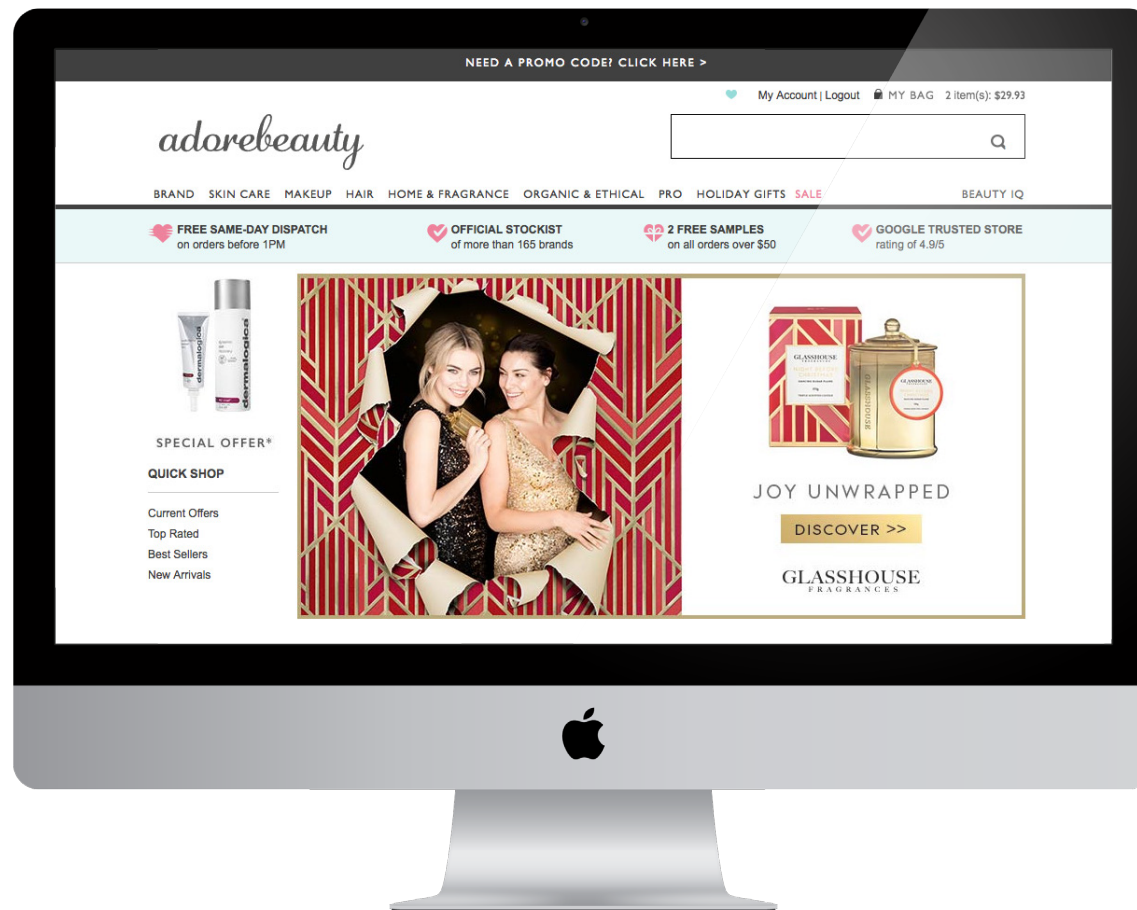
THE EVOLUTION

insights



2015

THE EVOLUTION



REQUIREMENTS

logo

PLEASE SUBMIT

- Three unique logo concepts
- A suggested colour palette
- Each concept will need to have a clear visual direction that speaks to our brand personality

OUTPUT

- A PDF document outlining the three creative directions you have designed
- Logo's do not need to be in-situ
- Logo's to be presented in MONO and colour (if applicable)
- Note: we are not looking to redesign our website, we are only looking for a new logo

CONTACT US

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