

adorebeauty

LOGO REDESIGN : CREATIVE BRIEF

BRAND PERSONALITY

insights

innovative real fun
global timeless discerning
female empower
approachable ^{warm} 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

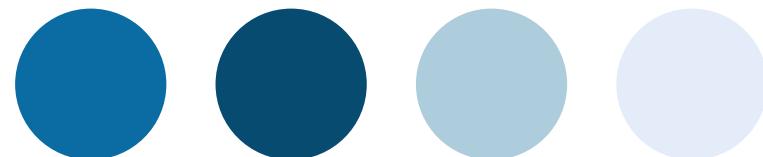
- generic or cookie-cutter
- about being cheap, budget or discount
- trend lead

insights

THE EVOLUTION

2012

adorebeauty



2015

adorebeauty



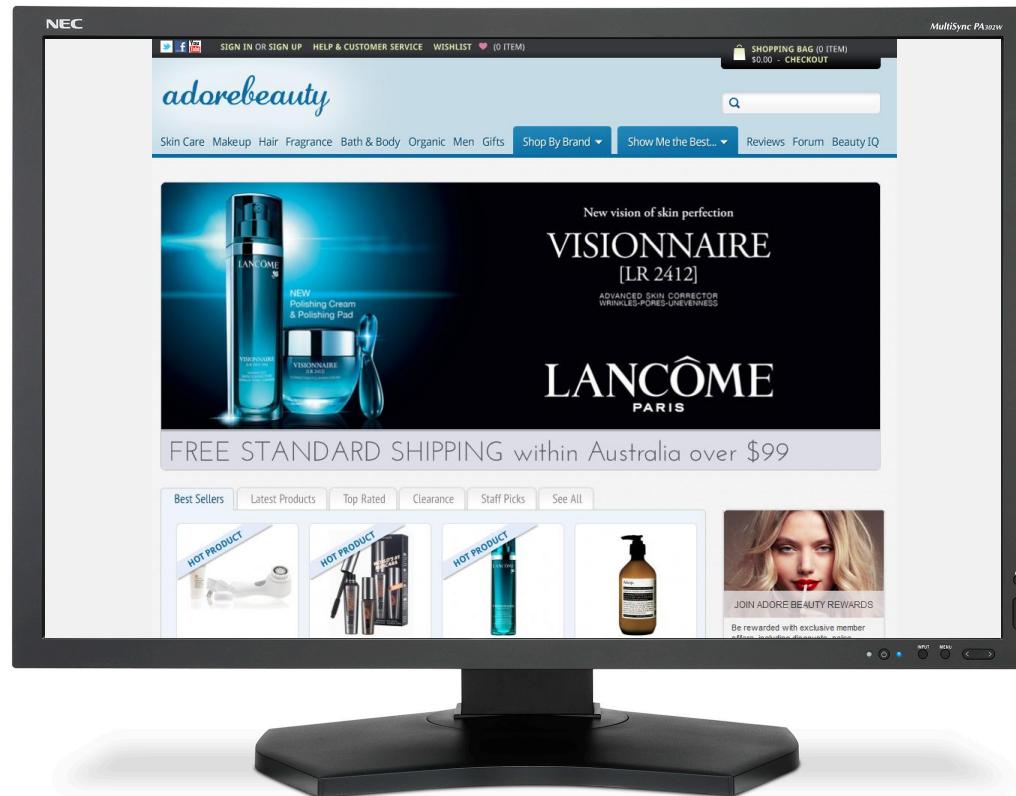
2016

adorebeauty



insights

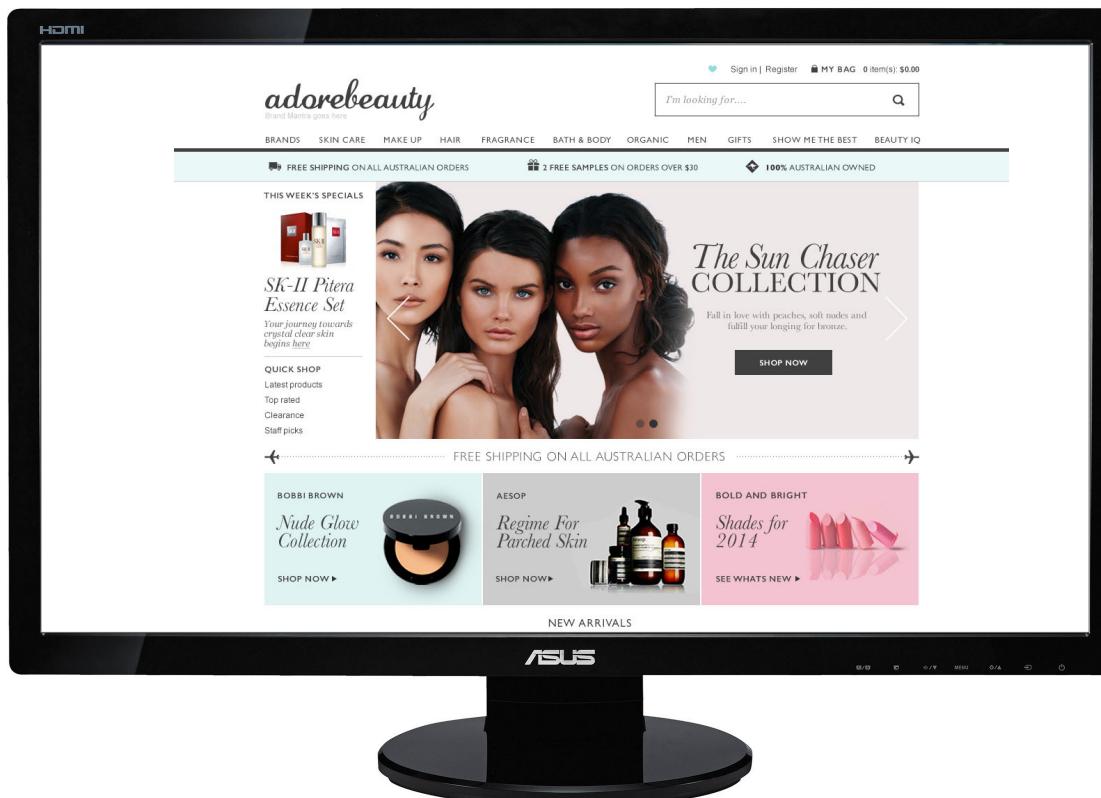
THE EVOLUTION



2012

insights

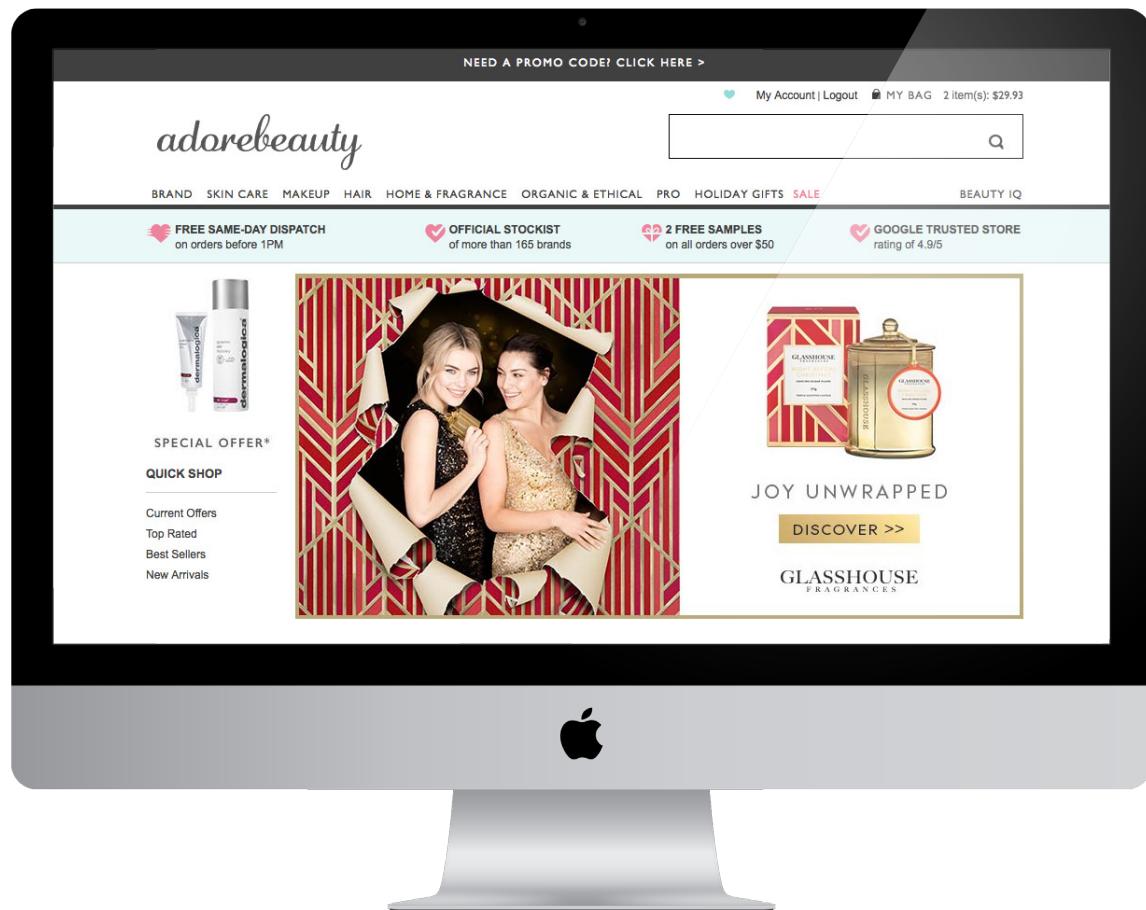
THE EVOLUTION



2015

insights

THE EVOLUTION



2016

REQUIREMENTS

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

CONTACT US

Kate Morris
CEO & Founder

3-4/177 Beavers Road
Northcote 3070
Victoria, Australia

P: +61 3 9486 7179
M: +61 416 264 112

E: kate@adorebeauty.com.au

Shanthi Murugan
Marketing Manager

3-4/177 Beavers Road
Northcote 3070
Victoria, Australia

P: +61 3 9486 7179
M: +61 433 211 784

E: shanthi@adorebeauty.com.au