

Opulent Glow - Skincare Packaging Design and Branding

Written and designed by Misa Bui
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Dickson College

Brief:

This project outlines the designing of a skincare product line for a new established Australian brand, *Opulent Glow*. The brand is looking for brand collateral and packaging. As the imaginary brand has launched their business, they currently do not have a specific image on how their style of design would look, such as what colours, shapes, typography to use/avoid. They are first looking to establish brand aesthetics based on the following information given by the client brief.

The envisioned skincare product package is a three-in-one bundle consisting of a squeeze-on cylinder cleanser, moisturiser and lotion. The products are light and minimal, tailored towards people who may be new to skincare or are cautious about the substance within skincare products that would essentially be applied to their face. Opulent Glow's main target demographic are beauty-conscious young and middle-aged women around 20-40, so a soft feminine feel would also be optimal. It should also be noted that some individuals within the age range are cautious mothers, and thus would make purchasing decisions based on cleanliness of the design. Thus reassuring captions such as 'locally sourced' or 'Made in Australia' may be included to further reinforce the brand's reliability.

The product hopes to introduce a safe, reliable and beginner-friendly formula that suits normal, dry and sensitive skin. The formula and packaging itself is composed of sustainable ingredients that are "cruelty-free" and fragrance/odour-free.

As this is tailored towards people who may be rather cautious about the chemicals being applied to their body, the design choice must be soft and inviting, using a minimal colour scheme. It is ideal that there should not be a lot of elements clustered around the design, and to have stable and flowing hierarchy to prevent overwhelming the viewers.

***[Estimate] Calculating the dimensions of the product wrap if developed:**

Assume the product wrap height is 4 cm and the radius of the skincare cylinder is 5.7cm (as shown above).

The surface area (SA) of the wrap is equal to $SA = 2\pi rh$, where r is the radius and h is the height

This is equal to $2\pi \times 5.7 \times 4 = 143.256625 \text{ cm}^2$

Then the length of the wrap is equal to the surface area divided by the height, which is $143.256625 \div 4 = 31.85 \text{ cm}$

Therefore the product wrap dimensions is a rectangle of height 4cm.
(imagine this rectangular strip being wrapped around the skincare cylinder)

Once the aesthetics and design choices for the brand has been established, they have requested brand collateral for their upcoming skincare launch, including a brand logo (text-based only), product wrap, A4 promotional poster intended for campaigns, website homepage image, 3-page information brochure and packaging design for all sides of a rectangular box containing the skincare bundle. The imaginary client hopes that the consistency of the brand design aesthetics would be reinforced across all mediums, and that the brand logo is prominent.

Ideas for colour schemes include minimal and light colours such as peach, pale pink, cream, minimal/pale green and white. These must appear calm to communicate the idea of sustainability and hygiene.

Research

Market research was conducted to understand pre-existing successful design layouts within the skincare and beauty industry. This included collecting information from how each product packaging and design are presented to create a memorable shopping experience for and/or sales purchases from target consumers.

Some successful skincare brands include but not limited to Cerave, Cetaphil, Olaplex, Kerastase and The Ordinary. The common theme observed in these notable designs is the limited colour scheme and the use of white as the primary background, intended to communicate a sense of professionalism. Texts are generally left-aligned. Brands such as Cerave were observed to display a lot of information on the front face of the product, but have clear text hierarchy.

Logos are text-based and compose the name of the brand, and no imagery. The fonts are sans serif and a little 'bubbly-looking' (flexible-looking, lines are not strict or sharp and form curves at the ascender/descender). The weight of the logos are usually light or medium to ensure legibility. Texts are also not capitalised to avoid appearing too bold, and instead resort to a more authentic feel through the first capitalised letter followed by lower case letters.

What to take inspiration from the notable brands / What the design does best

- Legible and clear sans serif font
- Neat type hierarchy running down the side of the page, important words are clearly emphasised. Structure flows cohesively.
- Simplistic colour palette

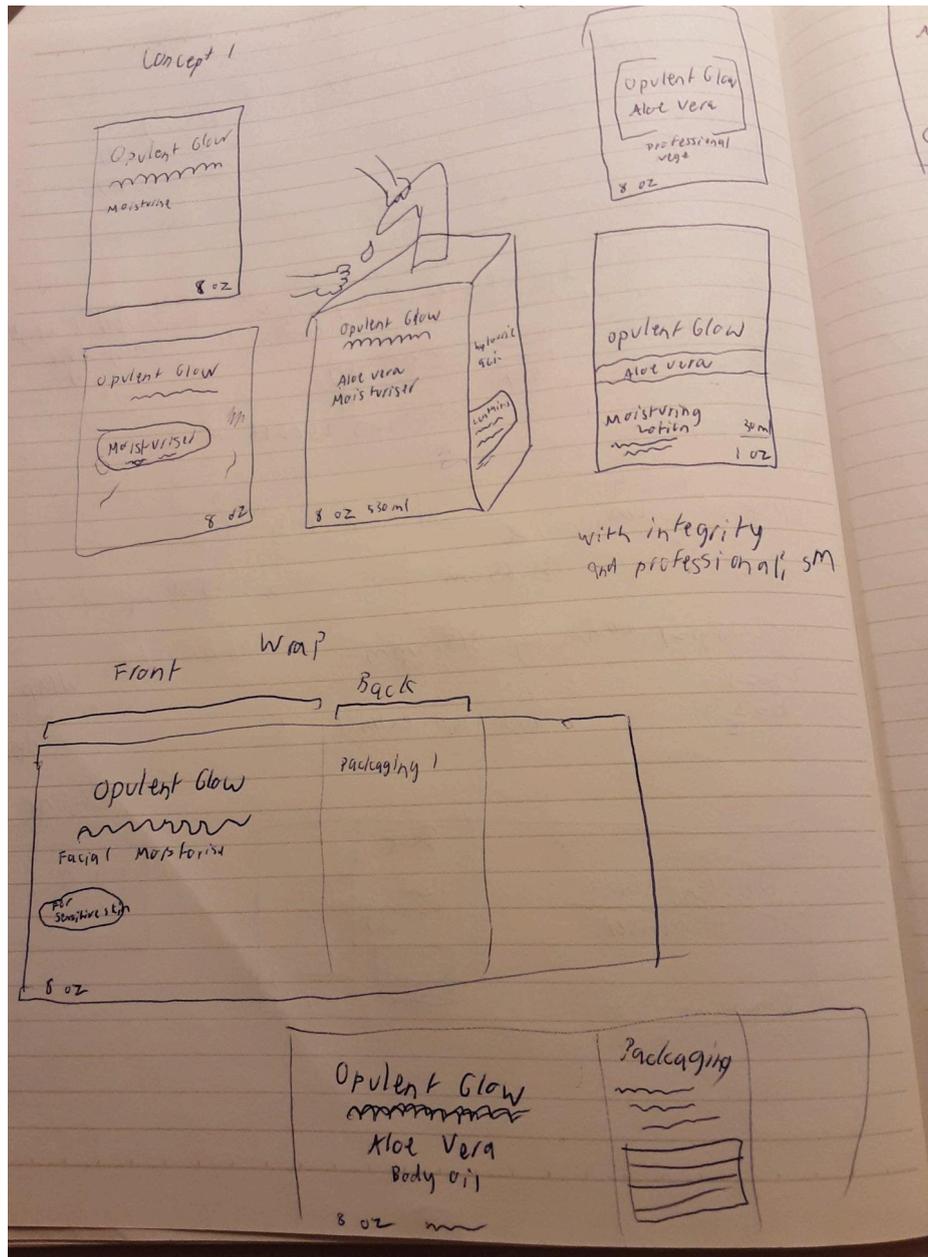
Mindful of elements that may not fit the client's brief:

- Sharp coloured triangular surface makes it more vibrant
- Excessively bright and deep blue colour (not in colour scheme)

Concepts

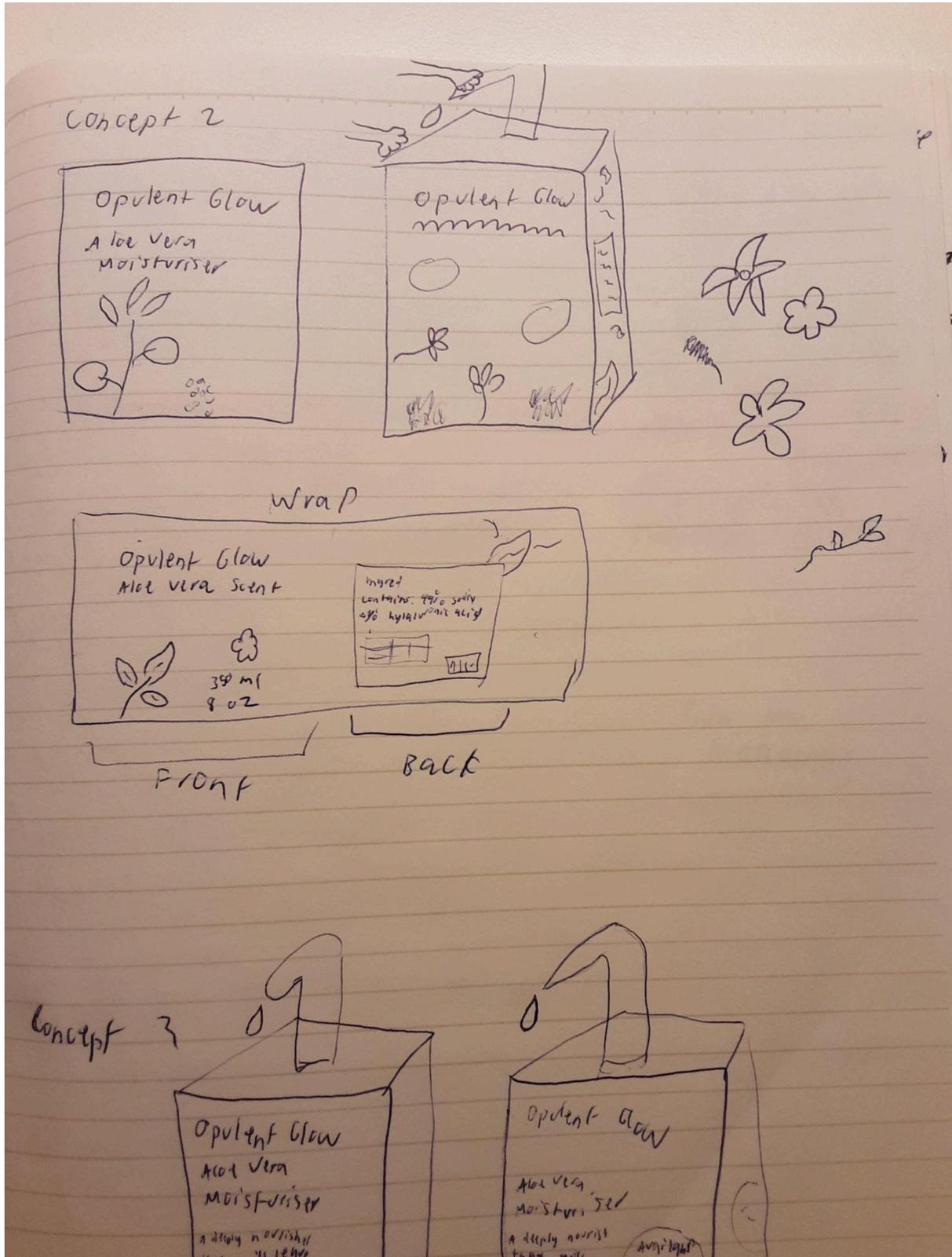
Concept 1

Minimal, white and soft neutral colours. Avoid overwhelming the viewers. Should look quite clean and 'safe' to approach if viewed from a supermarket view. Include basic shapes such as circles, curvy lines.



Concept 2

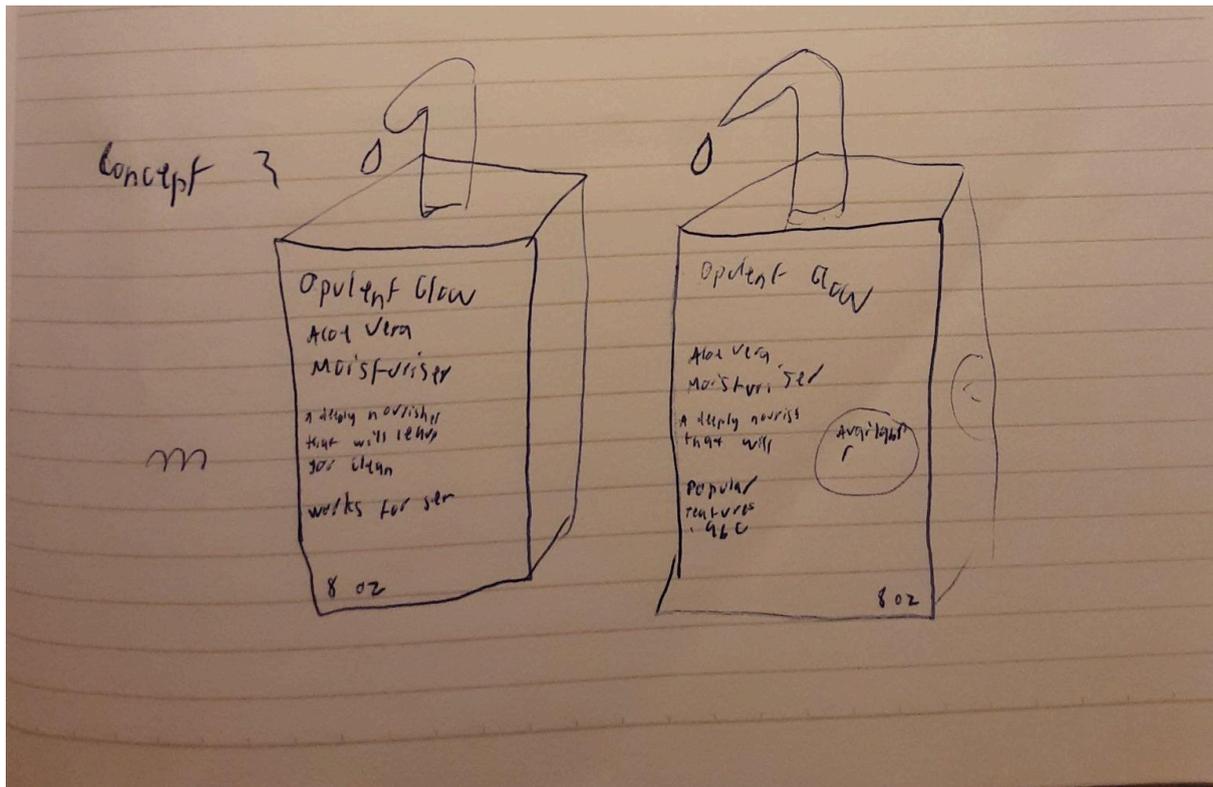
More sophisticated, elegant looking, but still approachable. Through floral patterns to communicate the idea of an 'all-natural' or fresh feel.



The design works very well for more mature-aged cautious female buyers, but not as well in targeting younger audiences as there are a lot of floral elements. The wooden colours also appear quite 'old'.

Whilst the naturalistic-themed design gives the impression that it is sustainable with a balance of elements on the design (to prevent overwhelming audience), it may not be as versatile as the other two concepts in targeting a wider variety of younger audiences.

Concept 3



Information displayed at the front of the skincare packaging, in order to contain useful product details for a sceptical audience. A lot of notable skincare brands, such as CeraVe, use this technique. However, a balance between positive and negative space has to be achieved to prevent overflowing information. Text hierarchy should flow accordingly, from the brand logo to the label of the skincare product.

Final decision: Concept 1 was chosen to be developed on Adobe Illustrator as it allows flexibility for change. It was decided that a white background appears too modern and luxurious to appeal to the target audience seeking for minimalistic design, thus the background colour changes to a pale peach/cream colour. The colour scheme across each design should be consistent.

Note on logo: Tall and curvy sans serif font that gets the logo to stand out across the design mediums. It should be reinforced across all packaging types.



(not to be scaled)

The final front box packaging features a see-through panel at the centre.



Gentle on Skin 24-Hour Moisture

3-in-1 Skincare Set

Tested by dermatologists. Cruelty-free

Clinically proven results in 48 hours

- Gentle on sensitive skin
- Easy squeeze-on top
- 48-hour moisturising
- SPF-30 sun protection
- Glowing skin

Directions

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Keep Out of reach of children

Made in Australia from at least 97% materials

Back instructions



Product wrap