

Job 04 Planning and Proofs (Fab's Skincare)

Joshua Gross





Fab's Skincare and Cosmetics Logo Inspiration





Fab's Skincare and Cosmetics Logo Inspiration 2

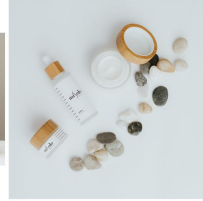




Brainstorming/Word Association

I would like to use a curvy font because it is more feminine which matches with the target audience of my brand. My preferred color choices are white and a shade of purple or pink. I'm not too sure what extra elements I want to include yet but I was thinking of a curved line under the brand name in an ellipse logo. I noticed that a lot of other brands use Sans Serif Fonts however, I want to experiment with more curvy/serif fonts to showcase this brand's identity.

Fab's Skincare and Cosmetics Research and Inspiration



Shea butter containers, oil skin products and bottled cream products

Thumbnail Sketches (Logos)



Face's

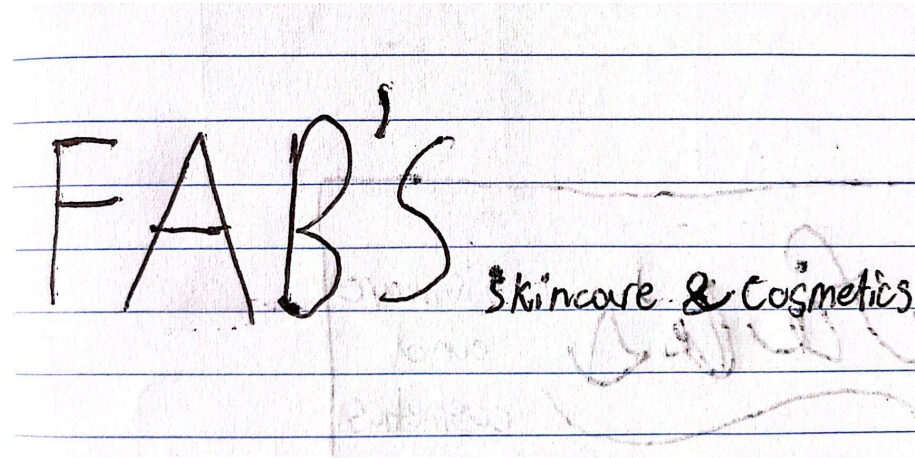
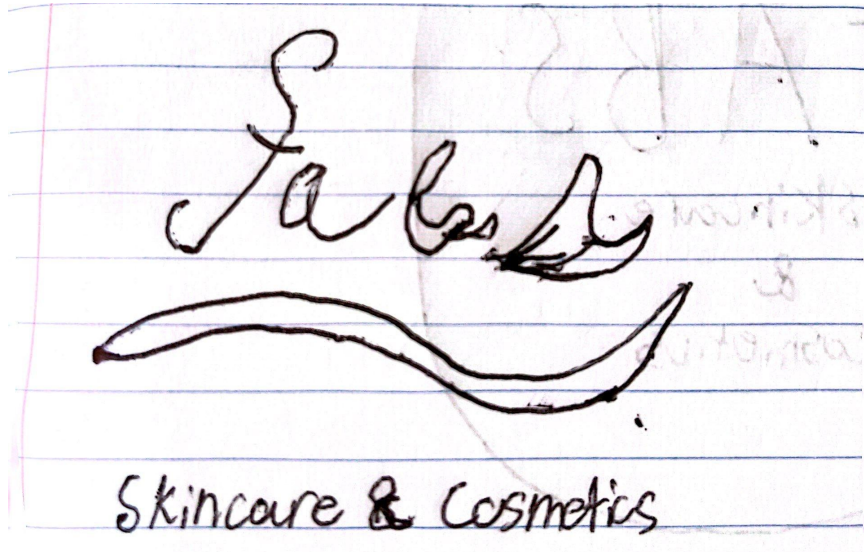
Skincare & Cosmetics



FAB'S
Skincare
and
cosmetics

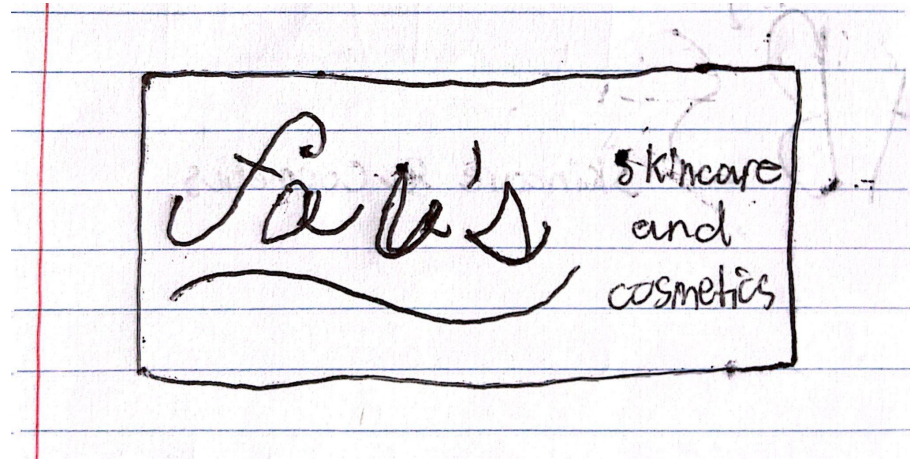


Thumbnail Sketches



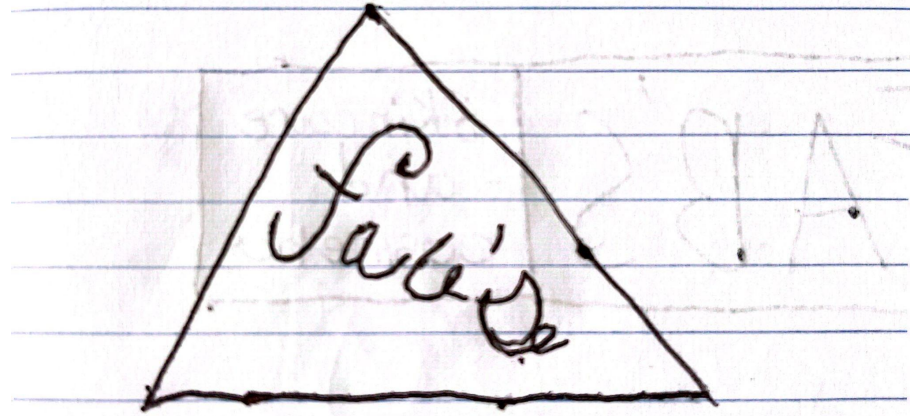


Thumbnail Sketches

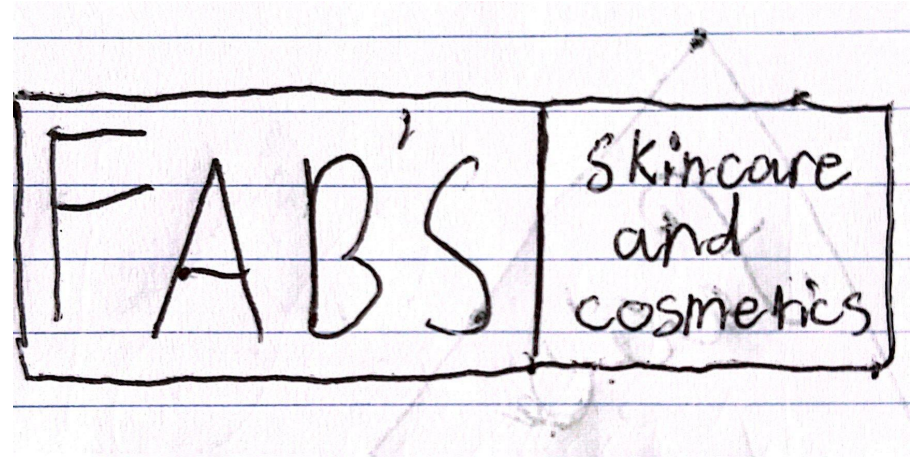
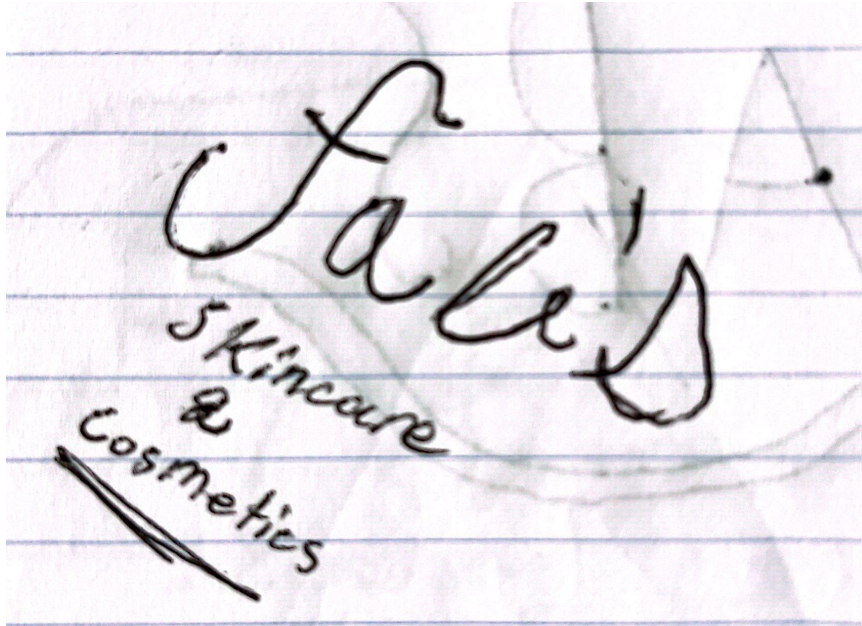




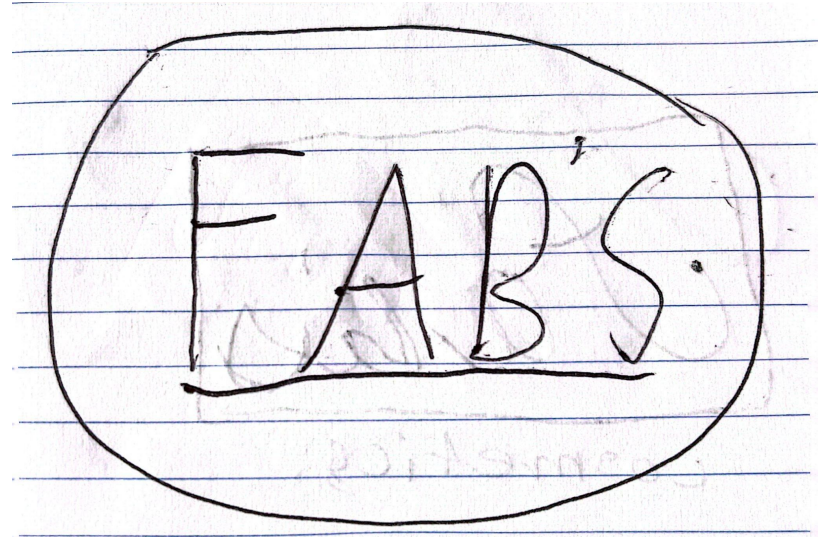
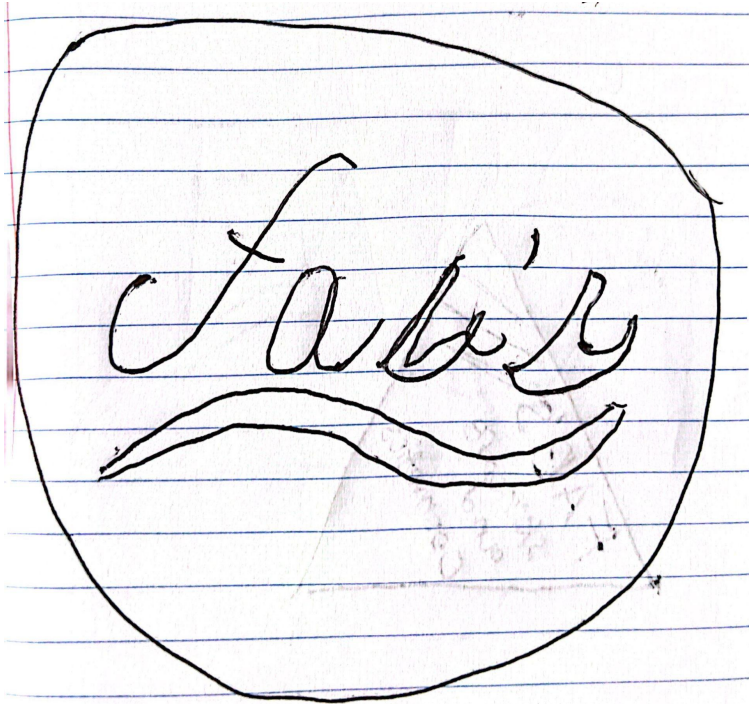
Thumbnail Sketches



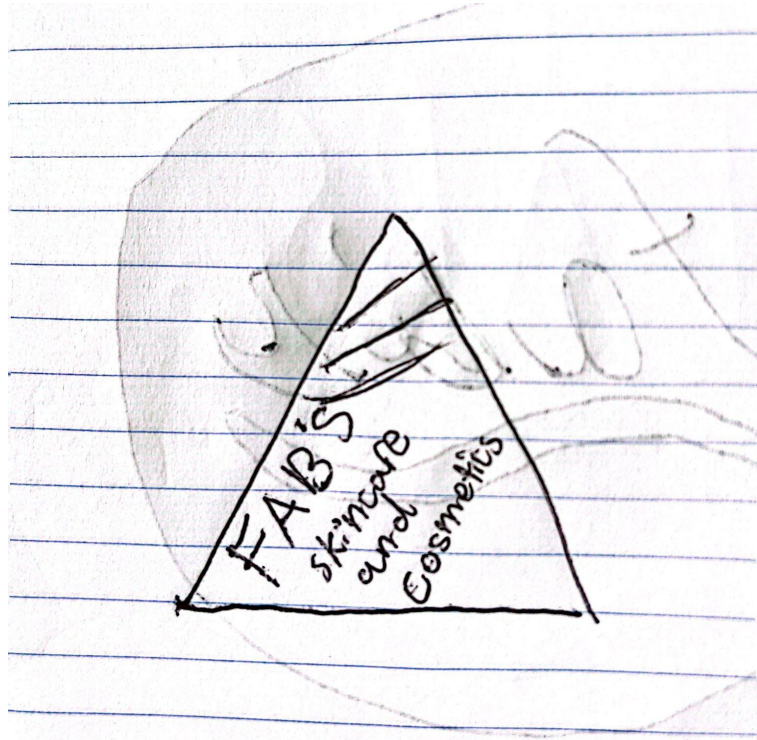
Thumbnail Sketches



Thumbnail Sketches



Thumbnail Sketches

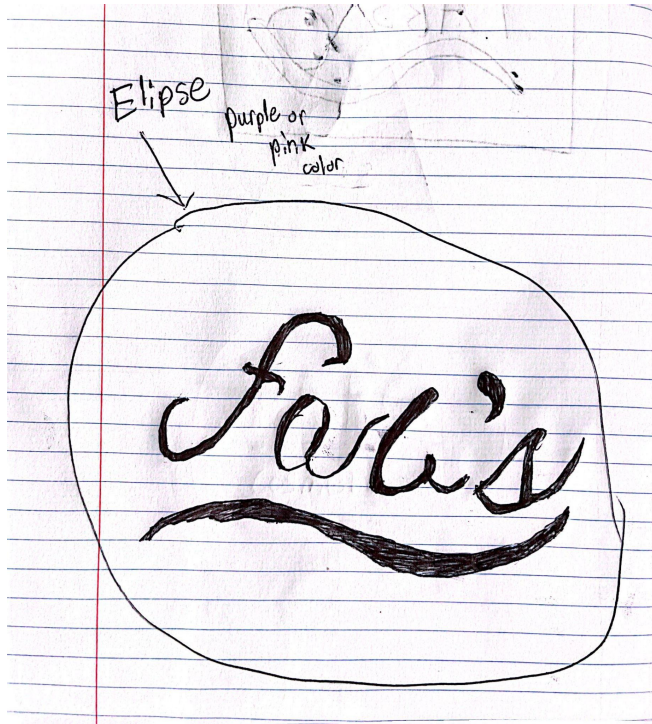




Thumbnail Sketches



Refined Sketches (My Favorites)



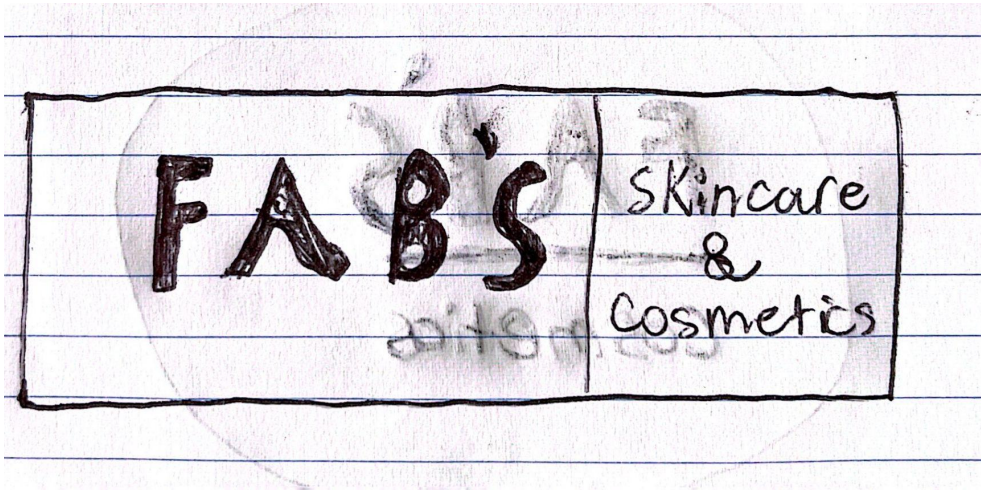
Elipse with a purple or pink stroke and the curved font and wavy line underneath are also purple or pink. The background elipse color stays white.

Refined Sketches (My Favorites)



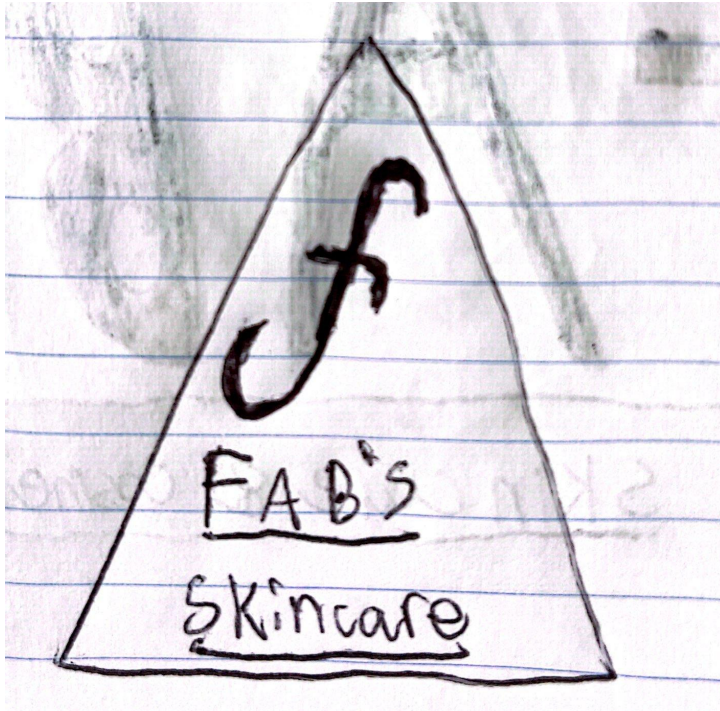
Sans Serif font with purple pink or red color. Lines at the bottom of the type to showcase the brand. This could work for the label designs.

Refined Sketches (My Favorites)



Rectangular sign design with skin care and cosmetics on the right side. Text is Sans Serif and background rectangle would be white or a color with a lighter shade.

Refined Sketches (My Favorites)



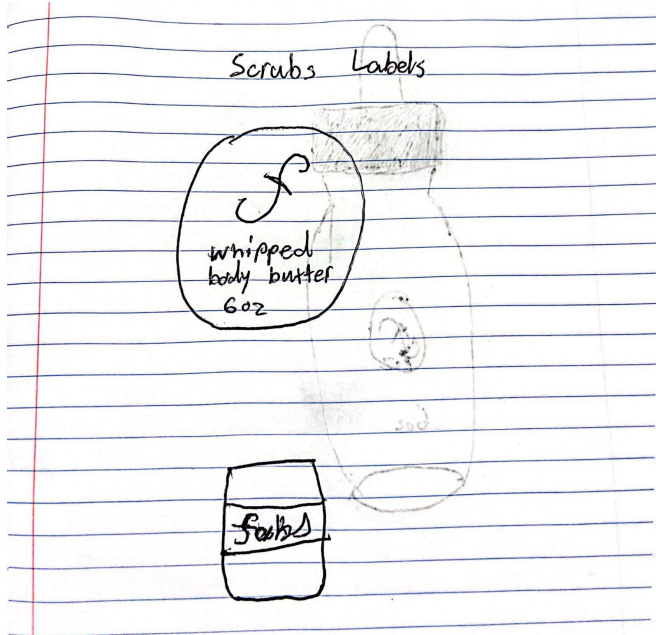
Triangular design. This kind of reminded me of the Guess Clothing logo design. I think the Serif F gives the brand logo recognition and the Sans Serif font highlights what's being sold.

Refined Sketches (My Favorites)



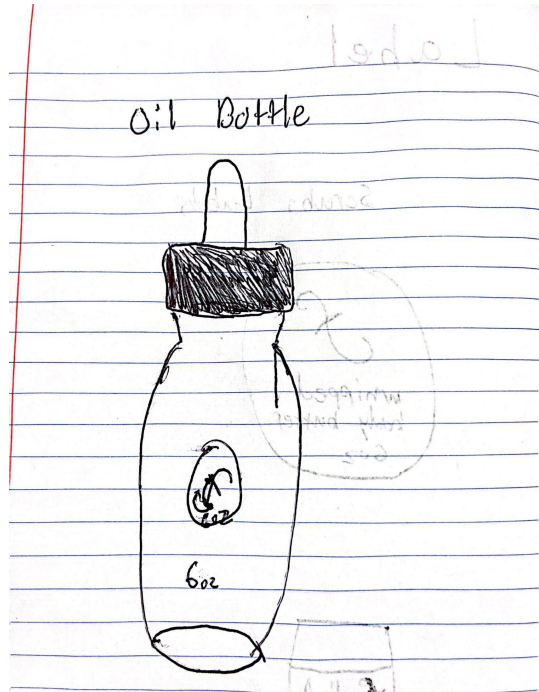
This is my least favorite sketch of the refined sketches. This would be a Sans Serif Logo with an oval like elipse. The line separates "FAB'S" and "Cosmetics". The font color remains either pink, purple, or red. (something that gives more feminine character)

Concept Labels for Jar (Top and Side labels)



Fluid ounces on top label and flavor described under the logo. The F by itself is on the top label and the full brand name is on the side label

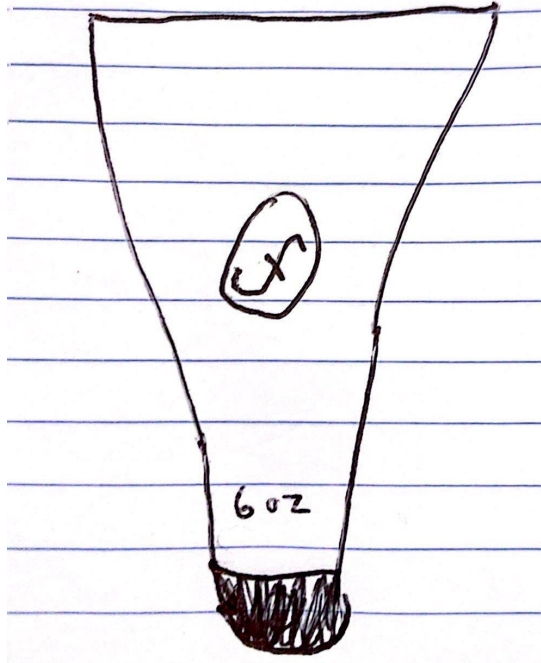
Oil serum packaging label



Fluid ounces on bottom of logo or could be located on the logo label.



Cream packaging label



Fluid ounces on bottom of package. Could be placed under the logo or on the top of the package as well where there's more space.



First Logo (Concept)





Final Company Logo

fab's
Skincare

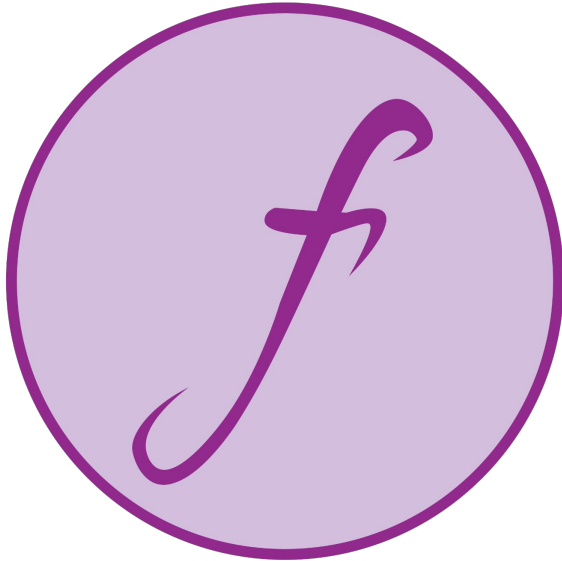


First Product Logo





Final Product Logo



I changed the product logo because I received feedback from some peers and they said that the illustration of the woman might come across in a negative way for a brand. So I ultimately decided to keep it simple and dragged the F in the logo into an ellipse.

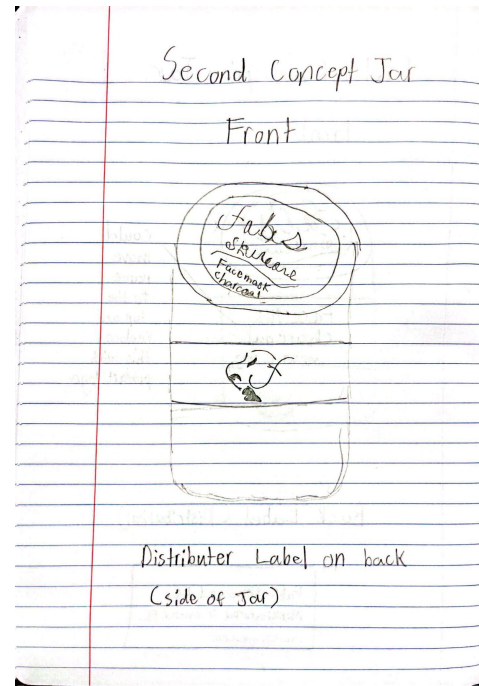


Both Logos in B/W

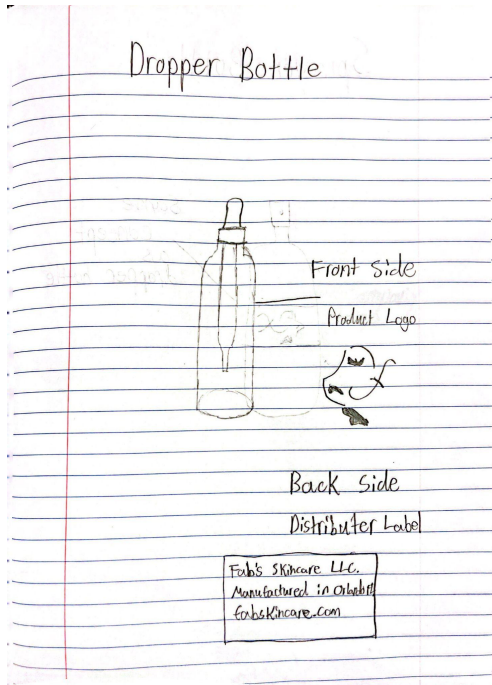
fab's
Skincare



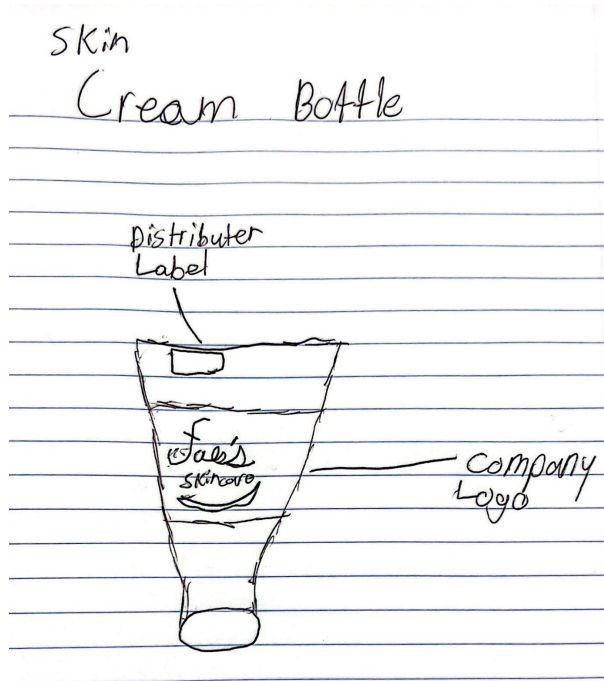
Label Sketches (Concept)



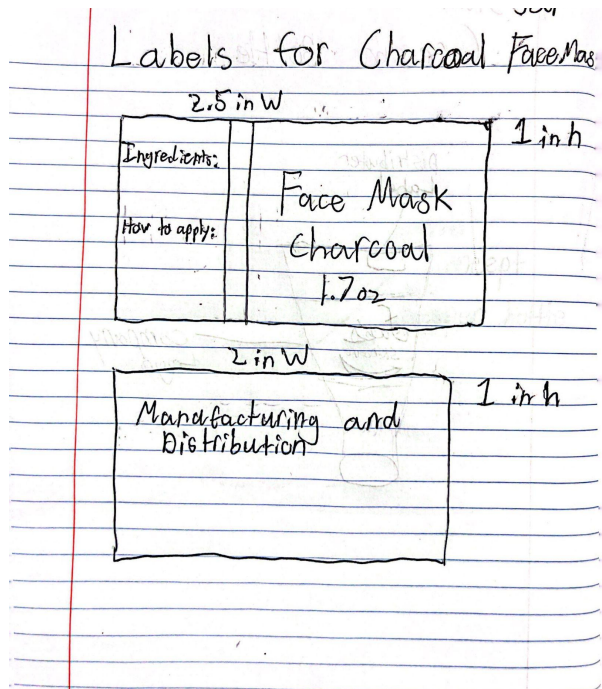
Label Sketches (Concept)



Label Sketches (Concept)

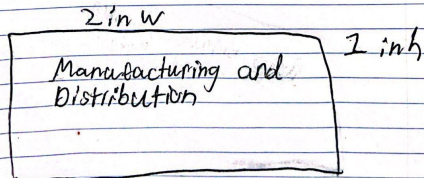
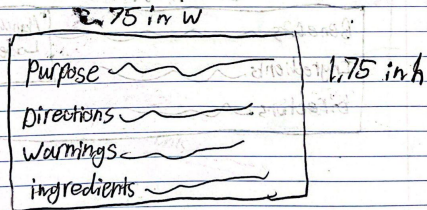
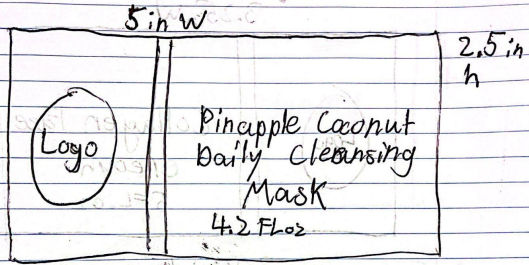


Label Sketches for Updated Bottles

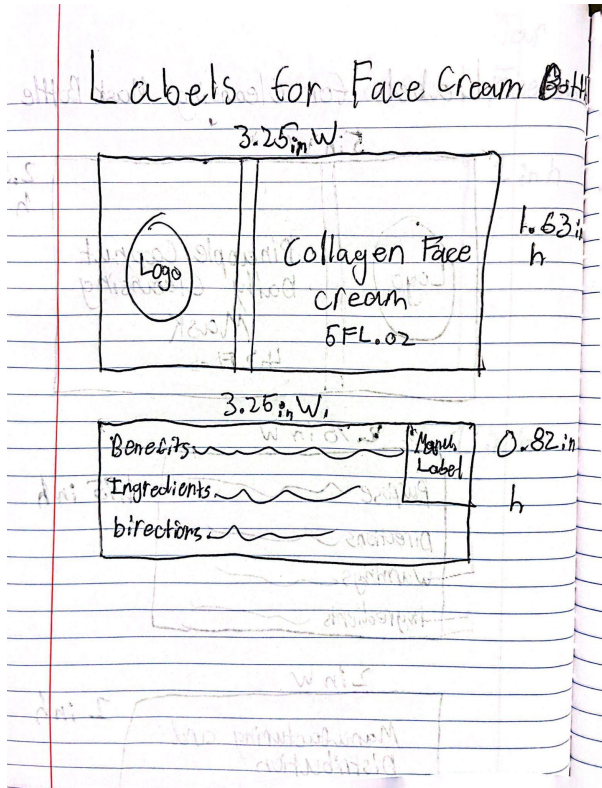


Label Sketches for Updated Bottles

Labels for Cleansing Mask Bottle

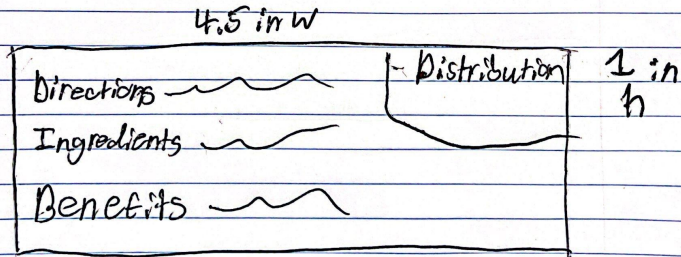
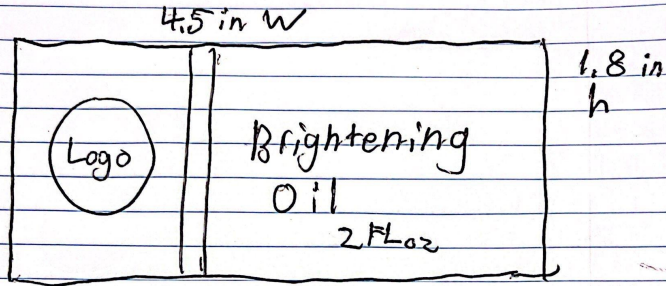


Label Sketches for Updated Bottles



Label Sketches for Updated Bottles

Label for Oil Dropper Bottle





First Label Designs (Charcoal Mask Jar)

Ingredients: Activated Charcoal,
Bentonite Clays, Aloe Vera,
Polyphenols, Essential Oils, Zinc
Oxide

How to apply:

Cleanse your skin before applying the mask. Apply the mask evenly over your face, including your forehead, cheeks, nose, and chin. Gently massage the mask into your skin using your fingertips or a soft-bristled brush. Let the mask dry on your skin for 15 minutes, then rinse off with warm water. Gently dry your face, then apply a facial moisturizer.



Face Mask Charcoal

Net WT. 1.7oz. (48.1 g.)

Manufactured for Fabs Skincare, LLC
Orlando, FL 32832
Made in USA
visit [fabskincare.com](https://www.fabskincare.com)
QUESTIONS OR COMMENTS
407-617-5165

First Label Designs (Cleansing Mask Bottle)



Pineapple Coconut Daily Cleansing Mask

Net WT. 4.2 Fl.oz (119 g.)

Purpose: For daily non-drying cleansing, gentle exfoliation, and skin smoothing.

Directions: Wet fingertips and massage a quarter-sized amount on dry skin. Cover entire face with thin coat of product, avoid contact with eyes. Allow product to dry for approximately 2 minutes. Rinse thoroughly with water and pat dry. Use morning and evening and follow with toner.

Warnings: For external use only. Do not swallow. Keep entirely clear of eye area. If product enters eye, rinse with water. If irritation or rash occur, discontinue use and consult your doctor.

Ingredients: Kaolin Clay, Pineapple Fruit Powder, Coconut Milk Powder, Arrowroot Powder, Aloe Vera Powder

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Made in USA

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First Label Designs (Face Cream Bottle)



Collagen Face Cream

Net WT. 5 FL.oz (141 g.)

Benefits: Anti-aging and Skin Hidration

Ingredients: Aqua, Helianthus Annuus Seed Oil,
Butyrospermum Parkii Butter, Glyceryl Stearate,
Theobroma Cacao Seed Butter, collagen

Directions: Apply evenly to clean skin. Can be used as a day or night cream.

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First Label Designs (Oil Dropper Bottle)



Brightening Oil

Net WT. 2 FL.oz (56 g.)

Benefits: Brightens and lightens skin, Vitamin C, Infused with restorative oils, Reduces hyperpigmentation

Ingredients: Safflower oil, Grape Seed Oil, Ascorbyl Palmitate, Astragalus Root Extract, Glycyrrhiza Glabra Root Extract, Shitake Mushroom, Vitamin C, Licorice Root

Directions: Apply 3-5 Drops onto hands and massage gently into face and neck.

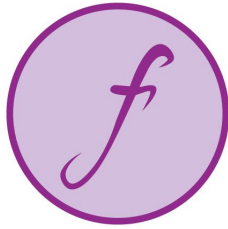
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QUESTIONS OR
COMMENTS
407-617-5165



Design Changes to Labels

The following slides show the updated label designs. Before, the labels were more individual and I wanted to change that because having all the information on one label is more convenient and makes the products look more professional. A simple design element that's shown on each label is a thin purple rectangle that separates the distributor information from the logo branding and the name of the product itself.

Final Label Designs (Big Cream Bottle Front/Back)



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Pineapple
Coconut
Face Mask

Net WT. 4.2 Fl.oz (119 g.)

Purpose: For daily non-drying cleansing, gentle exfoliation, and skin smoothing.

Directions: Wet fingertips and massage a quarter-sized amount on dry skin. Cover entire face with thin coat of product, avoid contact with eyes. Allow product to dry for approximately 2 minutes. Rinse thoroughly with water and pat dry. Use morning and evening and follow with toner.

Warnings: For external use only. Do not swallow. Keep entirely clear of eye area. If product enters eye, rinse with water. If irritation or rash occur, discontinue use and consult your doctor.

Ingredients: Kaolin Clay, Pineapple Fruit Powder, Coconut Milk Powder, Arrowroot Powder, Aloe Vera Powder

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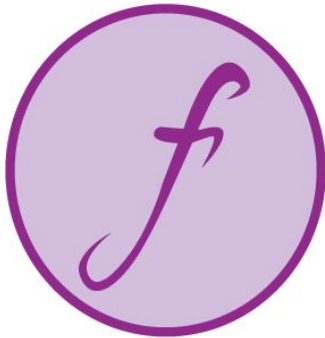
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Final Label Designs (Small Dropper Bottle)



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fab's
Skincare

Brightening
oil

Net WT. 2 FL.oz (56 g.)

Benefits: Brightens and lightens skin, Vitamin C, Infused with restorative oils, Reduces hyperpigmentation

Directions: Apply 3-5 Drops onto hands and massage gently into face and neck.

Ingredients: Safflower oil, Grape Seed Oil, Ascorbyl Palmitate, Astragalus Root Extract, Glycyrrhiza Glabra Root Extract, Shitake Mushroom, Vitamin C, Licorice Root



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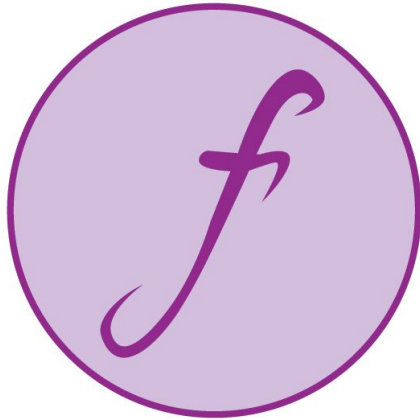
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6 10762 56932 7

Final Label Designs (Dark Amber Bottle)



@fabskincare

*fab's
Skincare*

Collagen
Face
Cream

Net WT. 5 FL.oz (141 g.)

Benefits: Anti-aging and
Skin Hydration

Directions: Apply evenly to clean
skin. Can be used as a day or
night cream.

Ingredients: Aqua, Helianthus
Annuus Seed Oil, Butyrospermum
Parkii Butter, Glyceryl Stearate,
Theobroma Cacao Seed Butter,
collagen



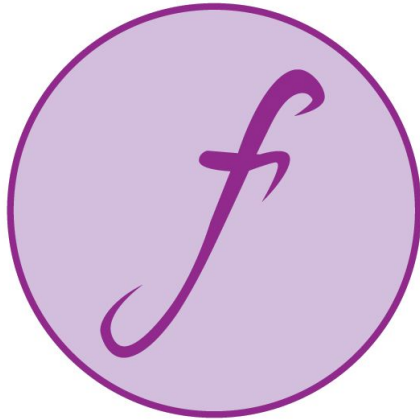
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Final Label Designs (Dark Amber Bottle)



@fabskincare

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Skincare*

Collagen
Face
Cream

Net WT. 5 FL.oz (141 g.)

Benefits: Anti-aging and
Skin Hydration

Directions: Apply evenly to clean
skin. Can be used as a day or
night cream.

Ingredients: Aqua, Helianthus
Annuus Seed Oil, Butyrospermum
Parkii Butter, Glyceryl Stearate,
Theobroma Cacao Seed Butter,
collagen



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QUESTIONS OR COMMENTS 407-617-5165



Final Label Designs (Jar) Logo on top of jar container

Ingredients: Activated Charcoal, Bentonite Clays, Aloe Vera, Polyphenols, Essential Oils, Zinc Oxide



How to apply:

Cleanse your skin before applying the mask. Apply the mask evenly over your face, including your forehead, cheeks, nose, and chin. Gently massage the mask into your skin using your fingertips or a soft-bristled brush. Let the mask dry on your skin for 15 minutes, then rinse off with warm water. Gently dry your face, then apply a facial moisturizer.

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Charcoal
Face Mask

Net WT. 1.7oz. (48.1 g.)

Manufactured for Fab's Skincare, LLC
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Made in USA

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QUESTIONS OR COMMENTS

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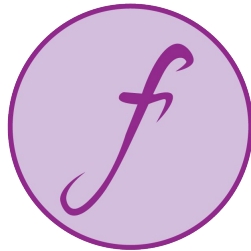


Image of Products packaged in Organza Bags with Tags



I was thinking about packaging the products in boxes however, I liked the organza bag idea more. I think it makes the brand stand out more and you can see the products clearly instead of them being caged in a box. I included tags with the company logo on one side and the product name on the other.