

# *Glamour Nails*

## **Chloe Beck**

### ***Introduction***

The final product design, as outlined in the design brief, successfully incorporates the desired simplicity and elegance. This adherence to the design brief is particularly evident in the limited colour palette chosen for the products, and the use of a graphic in the logo. The deliberate use of a restricted range of colours not only aligns with the brief but also contributes to a cohesive and harmonious product line. The colours were specifically inspired by the colour pallet used by the Kiara Sky brand. The use of a graphic in the logo aligns with the brief and enhances the appeal of the brand. I was able to explore this through research conducted into contemporary nail brand logos, for instance, the Modelones and Born Pretty logos. These worked to inspire the simple logo graphic created for my brand.

### ***Colour Theory and Palette Selection***

The choice of colours in design is a critical aspect. In this case, the choice of using a simplistic and limited colour palette in both products were inspired by the Kiara Sky brand. As the Kiara Sky brand values sophistication and elegance, a more refined colour palette is used in their designs. Similarly, as the Glamour Nails brand places emphasis on similar values, I also used a refined colour palette in my products. The pink colour, alike the Kiara Sky brand colour, was chosen as it symbolizes the qualities mentioned in the brief, femininity, elegance, and timelessness. Additionally, the psychology behind colours was also considered when choosing my brand colour. Specifically, pink was chosen due to its strong psychological associations with femininity. As pink is stereotypically associated with femininity, and the target audience of the brand is women, the pink shade was also chosen due to its emotional appeal to the audience. When researching which colour to use it was seen that lighter shades of pink are considered to create a more timeless feel, while brighter and vibrant pinks are seen as tacky. This is also represented through contemporary design trends where soft and muted colours are often used to convey a sense of sophistication and timelessness. Therefore, if alterations to the colour scheme were to be considered, a lighter pink could be used to create a more timeless feel to the products, rather than the more midtone pink used.

### ***Logo Composition and Graphic Design***

The logo's composition is a fundamental aspect of the brand identity and graphic design. While the composition of the Glamour Nails logo may not be the simplest, the limited components in the logo ensures that it maintains a balance between complexity and visual appeal. The dynamic composition of the logo is a distinctive feature that sets it apart from others in the same market, reflecting the design principle of contrast. The use of this design principle works to create a visual impact and uniqueness to the logo, grabbing the viewers' attention and leaving a lasting impression. To obtain the final logo composition Adobe software tools were used. Throughout the folio it is evident that a range of Photoshop and Illustrator skills were developed. For example, learning how to use masking layers, the brush tool, clipping masks, the pen tool, the trace and expand

image tool, etc. By developing these skills, and understanding the adobe products, the process of developing the logo and product packaging went quite smoothly. If there were to be any changes made, the product packaging could be further investigated and refined. For example, different mock up designs could be tested on photoshop, and a wider range of packaging could be explored for each product.

### ***Logo Inspiration and Symbolism***

Through the research conducted at the beginning of the folio, the logo was able to be created. Inspiration was taken from the researched logos as it was found that simple graphics were used in many logos. For instance, the bee in the Modelones logo, and the peacock in the born pretty logo. To see if there was any reasoning behind the graphics used research was undertaken. I was unable to find any concrete evidence behind the use of the peacock in the Born Pretty logo. However, it was found that the bee used in the Modelones logo is used as the brand embraces the “unwavering dedication and adventurous spirit” that bees have. Additionally, it can be assumed that the peacock is used in the Born Pretty logo as it is commonly seen as a symbol of grace and beauty. Once this was revealed, I found myself searching for a graphic which would represent my brands values. Through my research it was decided throughout the folio that a lotus flower graphic would be used. This is because the lotus flower has an air of femininity, beauty, and sophistication, and is used as a symbol of purity and beauty. To create the lotus flower graphic, many trials were conducted. Throughout these trials the lotus flower was adapted into a simple graphic. This was conducted through looking at the base shapes that make up a lotus flower. For example, it was found that using the same leaf-like shapes on an angle can create a minimalistic lotus flower, as seen in the folio. Similarly, it was found that recreating these leaf-like shapes in a more organic form, and adding a rectangular stem also creates minimalist lotus flower which was used in the final design.

### ***Typography and Hierarchy***

The typography of the logo follows a simple hierarchy with the brand name as the largest text, and the brand slogan as a smaller text underneath. This simple hierarchy allows viewers to easily understand the logo and draws eyes to the brand name first. Similarly, the product packaging follows a simple hierarchy, with the logo as the biggest object and the product name and scents smaller underneath. Additionally, using the sans-serif font on the product packaging, the hierarchy is further enforced. Setting the product name apart from the logo and drawing viewers eyes to the product name. The sans-serif font was chosen to be used on the product packaging due to its modern and clean look, which complements the overall design. If the typography was to be changed or further considered, the composition of the hand cream product could be changed. As the logo, product name, and scent was put on the bottle it looks a bit crowded. To overcome this the logo could be replaced with a similar logo without the slogan to create a less crowded design.

### ***Conclusion***

Overall, the products created are cohesive and work together to create the simple, timeless, and feminine feel wanted. As stated above, further changes could be made to improve the products, however, they are quite strong as is. If further products were to be developed, nail files, LED nail lamps, and additional nail products could be explored.