

Natural Vitamin, My Life Part II

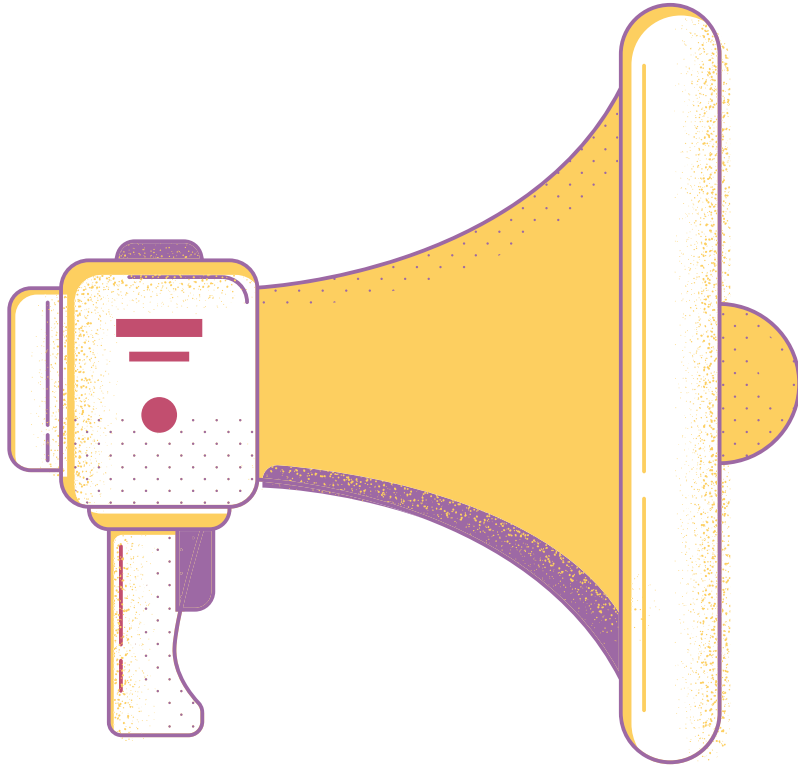
New brand design project



Case study for
Brand Design



Contents



- **Client / Brief**
- **Role**
- **Project Challenge**
- **Process**
- **Result**
- **Reflection**



Brief

One of the biggest parts of menopausal symptoms is emotional changes caused by sudden hormonal imbalances. **'My life, part II'** means that menopause is the beginning of a new stage, not the end, for women.

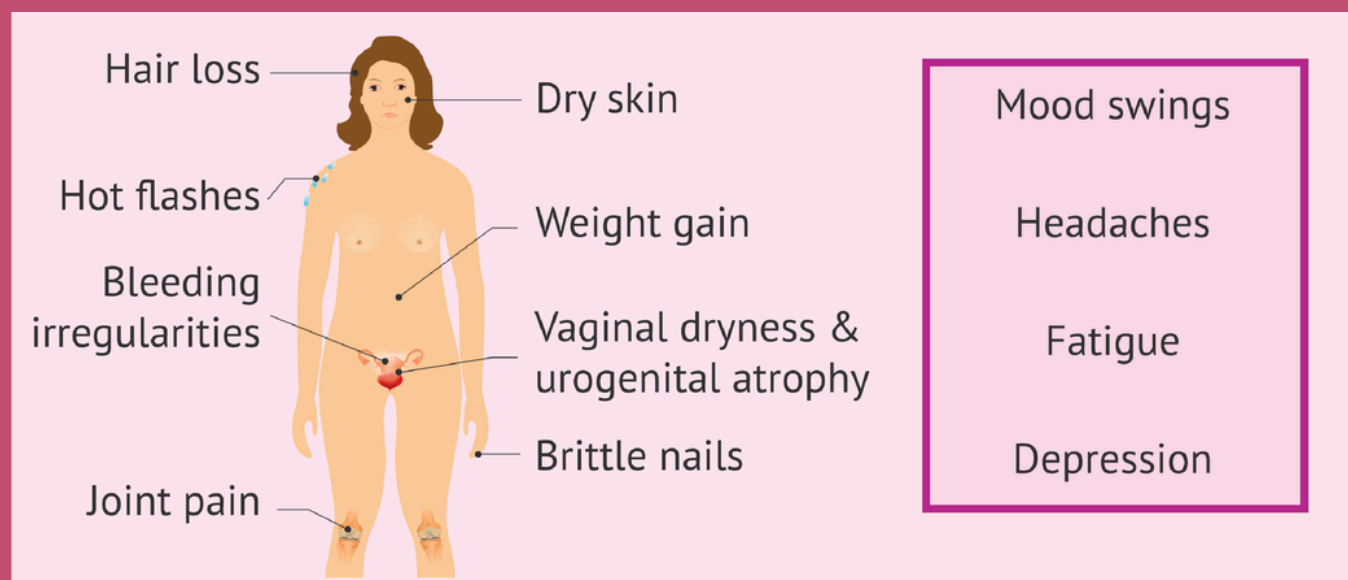
The goal of this vitamin is to make menopausal women run vigorously for their second life without being frustrated or depressed. Women can accept your changes healthily while taking vitamins.

Client

Women preparing for menopause or women now in menopause.

Women who preparing for the second part of their lives by using vitamins.

Cheer for the second start of their lives using natural vitamins containing nutrients that help menopause.



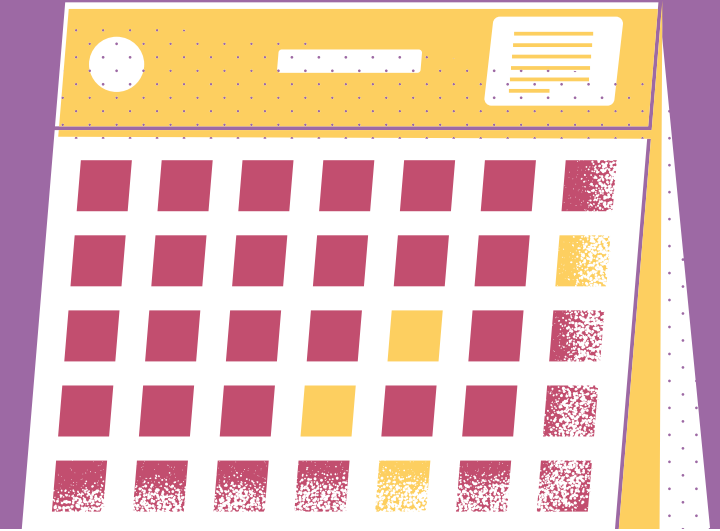


Role

Lead design for graphic / web /
visual design

Brand identity design

Project Challenge



Problem

For the target audience, which colors can be better for the project.

Insight

Doing user interviews with people.

Solution

Most interviewees answered pink and soft colors. It became based on the color for the project.



LOGO DESIGN



LOGO DESIGN

Headline Font

ADORNS CONDENSED SANS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

Body Font

Chauncy Pro

A B C D E F G H I J K L M N O P Q R X T U V W X Y Z

a b c d e f g h i j k l m n o p q r x t u v w x y z

1 2 3 4 5 5 6 7 8 9 0

Color Palette



Color and Black & White usage



Logo Mark



Tagline

For your second stage

Name

LIFE.PART II

Color & Typography
Research



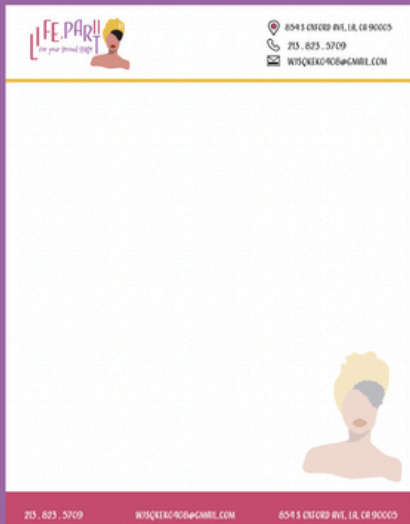
STATIONERY SET

Stationery set for new
company.
Using 3 main colors and a logo.



STATIONERY SET

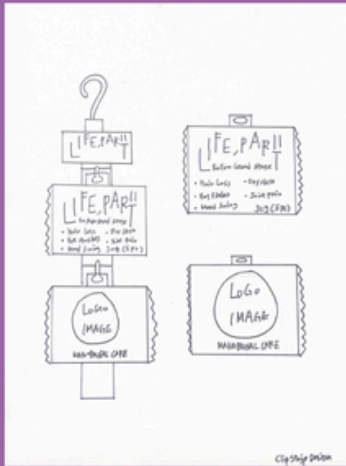
LETTERHEAD | #10 ENVELOPE
| BUSINESS CARD



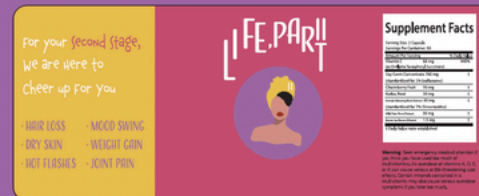




PACKAGE DESIGN



Sketches for
package design



Package
design using
Illustrator.



Print AD



For your **second stage**,
We are here to cheer up For you



- MOOD SWING
- WEIGHT GAIN
- BRITTLE NAILS
- JOINT PAIN
- HAIR LOSS
- DRY SKIN
- HOT FLASHES

BPA FREE

NATURE FRIENDLY

VITAMIN B

OMEGA 3

manopausal care

Print AD with
package designs for
Sales sheet / Flyer.

For your **second stage**,
We are here to cheer up For you

FIRST BUYER GET 10% OFF



NATURAL VITAMIN 50 CAPSULES

- SOURCE OF AN ANTIOXIDANT FOR THE MAINTENANCE OF GOOD HEALTH/EYE HEALTH.
- MULTI-VITAMIN/ MULTI-MINERAL SUPPLEMENT.
- HELPS TO BUILD STRONG BONES AND TEETH
- HELPS TO MAINTAIN HEALTHY HAIR, NAIL, MUCOUS
- HELPS WITH IMMUNE FUNCTION

\$45

BPA FREE



NATURAL VITAMIN POUCH

- EASY TO HANDLE AND CARRY
- GET THE BENEFITS OF CANNABERRY JUICE WITH A FRACTION OF THE SUGAR LOOSING CALORIES
- HELPS CLEANSE & PROTECT THE URINARY TRACT
- LIFE PART II SUPPORTS A HEALTHY URINARY TRACT BY HELPING TO FLUSH THE URINARY TRACT TO MAINTAIN CLEANLINESS
- LIFE PART II PRODUCTS MEET THE GUIDANCE OF THE UNITED STATES FOOD & DRUG ADMINISTRATION FOR GLUTEN-FREE.

\$40



NATURAL VITAMIN DAILY

- DAILY VITAMIN 2 PIECES
- LIFE PART II CAPSULES AND SACHET PRODUCTS ARE SUGAR-FREE, WHILE THE GUMMIES CONTAIN ONLY 2 GRAMS OF SUGAR PER SERVING. AND COMPANARY PRODUCTS DO NOT CONTAIN COFFINE OR OTHER STIMULANTS.
- LIFE PART II IS CERTAIN TO CALORIES PER SERVING AND NO FAT.
- LIFE PART II IS A DIETARY SUPPLEMENT RECOMMENDED TO BE TAKEN DAILY TO HELP MAINTAIN A HEALTHY URINARY TRACT

\$7

854 S OXFORD AVE.
LA, CA, 90005

manopausal care

213 . 823 . 5709



WE ARE HERE TO CHEER UP FOR YOU

FOR YOUR SECOND STAGE,

LIFE PART II
For your second stage



NATURAL VITAMIN FOR MENOPAUSAL CARE
WWW.LIFEPARTII.COM

- HAIR LOSS
- DRY SKIN
- HOT FLASHES
- MOOD SWING
- WEIGHT GAIN
- JOINT PAIN

WE CAN MEET AT

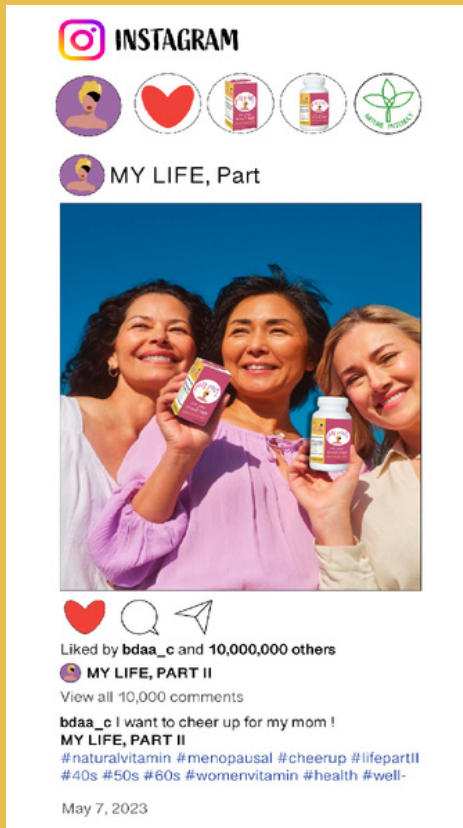


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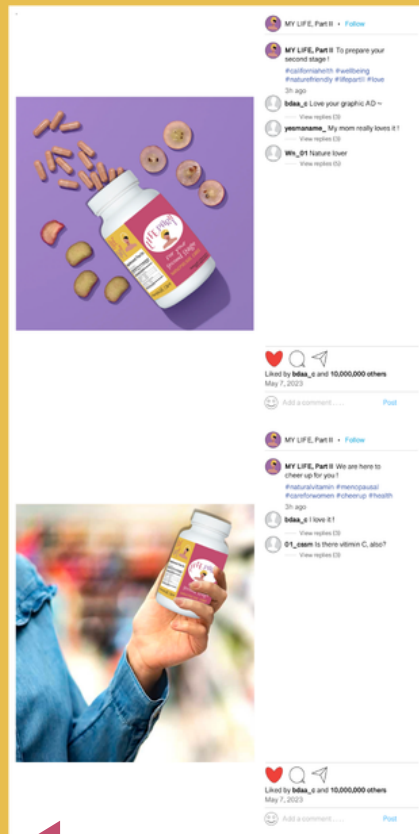
NATURE FRIENDLY

Using main colors, logo, and
description about products. Especially
using the slogan 'We are here to cheer
up for you.'

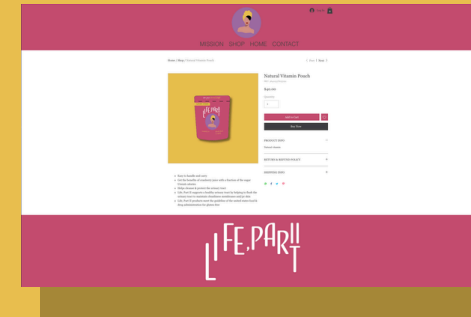
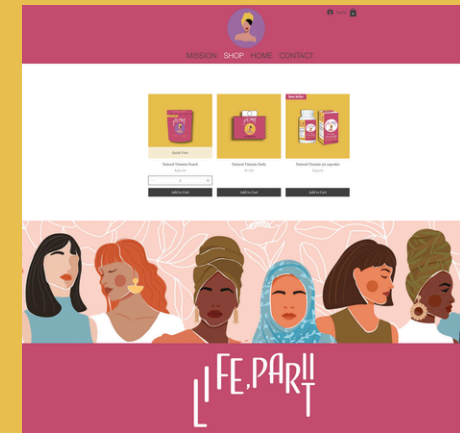
Instagram / Website



Instagram post for
advertising the brand



Final design of
website design with
Logo / Typo /
Package design.



RESULT



Use pink / yellow / purple a feminine color and soft colors can contain the slogan warn heart from your daughter. In the logo, there is one woman means part two of every woman's life.



REFLECTION

It was my first time branding a new brand from start to end. It was an interesting chance to explore the process of branding. Try to make all designs connected to make unity and it works well.

In addition, I want to make real products that can be sold to people and explore real business in the future.

