

# Tolly's Treatments C.S. Final

## Project Overview



This project involved rebranding the logo and product label design for *Tolly's Treatments*, a company that makes all natural home and body products using high grade essential oils. I was initially consulted to perform a facelift on the website, but after performing a quick analysis of the products I identified the problem which was the packaging design wasn't aligning with the needs of the target audience. Once the problem was solved I was able to help *Tolly's Treatments* boost their sales by 235%.

### Project Details:

- **Duration:** 6 months
- **Team:** Solo
- **My role:** Branding, Visual Design, Packaging Design.
- **Tools:** Illustrator, Notebook and a Pen
- **Deliverable:** All branding assets including, logo, brand board containing fonts, colors, and the completed labels.

### The Challenge:

**How can we increase sales for a small business by changing the way a target market perceives their product?**

## Introducing Tolly's Treatments



**NEW BRAND, NEW LOOK**

**SALES INCREASE OF**

**235%**











## What I did specifically

- Interviews
- Market research
- Competitive analysis
- Visual design
- Branding
- Packaging Design for 22 products in different shapes and sizes totaling 28 label designs.
  - Aromatherapy Mists - 5 blends
  - Aromatherapy Rollers - 5 blends
  - Lip Balms - 3 different flavors
  - Powdered Clay Masks – 4 blends
  - Hydrating Skin Repair
  - Body Polish (Sugar Scrub)
  - Nourishing Oil
  - Yoga Mat Spray
  - Vapor Balm

## Case Study Research

### Interview

At the beginning of the project I met with the client (the owner of *Tolly's Treatments*) to collect their goals for the new logo and redesign of the packaging labels.

**Design to be kept:** The logo appearance should appear the to be similar, they wanted to keep the same look which was a thick chunky font. No curve or angle, a black color and all products in the line would have a color variation but be consistent with other lines in the same primary color set.

**The goal:** Convey a feeling of calm, relaxation and love.

**Changes wanted:** Simple, clean, bold, they were interested in having illustrative patterns such as fruit or images of the ingredients on the labels.

**Future goals:** Overall they wanted the new design to be fun, luxurious but not pretentious with the ultimate goal aside from increasing sales was to be sold in Nordstrom one day.

## Market Research

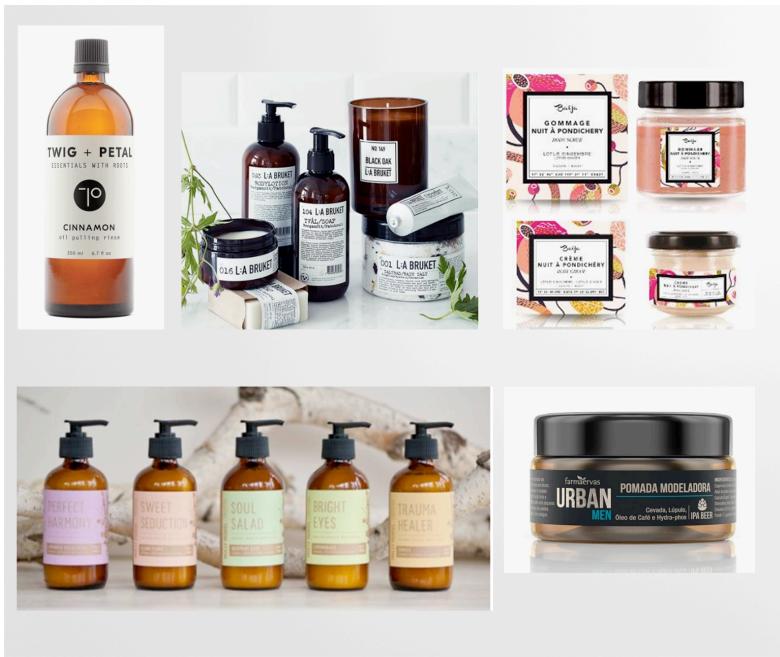
Since the future goal is to be sold in Nordstrom Stores, I performed my Market Research there, I evaluated full lines of products in a multiple spectrum of designs.



## Competitive Analysis

**Target audience** - 20 - 55, female, mid-level to upper class, with knowledge of toxicity in products.

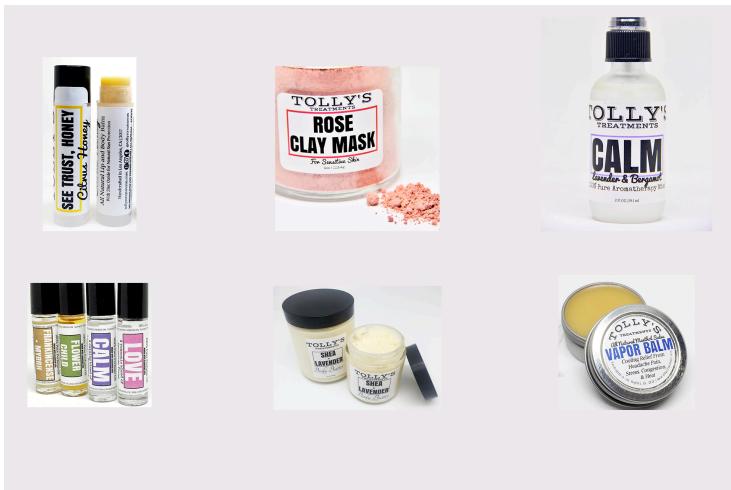
**Direct competitors** - Similar ingredients, clean, basic, a lot of white space.



## Old Design Analysis

The logo and packaging design was all originally created by the client, the logo was a typewriter font in all caps with a drop shadow taking up 35% of the label real estate of the label, five unique fonts on one label. In one example, the description of the product for the airspray product “LOVE” was “Geranium is peaceful, Ylang Ylang is an aphrodisiac” but when I analyzed the label it lacked those qualities of romance. The lip balms, rollers and air sprays were all designed differently and the descriptions used were also inconsistent.





## Moodboards

I searched for illustrative images of all of their ingredients, such as lavender, blood orange, lemon, geranium. Despite the clients desire for a masculine feel I knew the target audience was mostly female and I wanted to attract them so I went for a more feminine vibe but with plenty of white space.



# Visual Design

# Sketching for Branding

I sketched ideas with elements of eucalyptus, a flower or anything to give the name *Tolly's Treatments* the identity that it is **an aromatherapy company**. We went through multiples rounds of iterations for the logo but nothing was resonating with the new look the client wanted. I tried a combination of fonts from something that looked like their previous logo to serif, bulky sans serif, then cursive, handwritten fonts and still nothing hit the nail on the head. I suggested that we move the project along by working on the designs for the labels then placing a few of their logo top choices into the final label design.



# Sketching for Packaging

I brainstormed an idea of including an illustrative element into the label, I started sketching and playing with lemon slices, eucalyptus leaves, blood oranges and then I played with the text direction of the label headlines on a few designs.



## Design Comps for Logos

Once we settled on the background pattern I inserted their top logo choices. None were seeming like the right choice. I finally found a cursive font that was feminine and I thought looked great with the word "Tolly's". I sent them this font for review and the client immediately rejoiced and said I love it, I think it's perfect! I manipulated the font a bit in illustrator with some minor tweaks here and there and the Final Logo was set.

INITIAL ROUND



SECOND ROUND

Tolly's

## FINAL ROUND

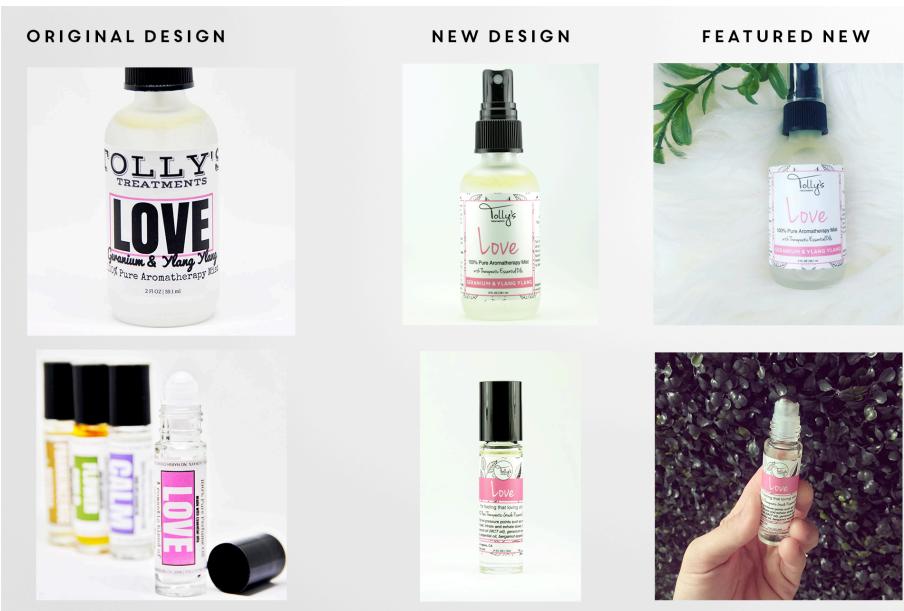


## Design Comps for Packaging Labels

I scoured the web for free illustrations of natural elements I found an amazing line illustration curved pack. Out of this I chose a select few flowers and leaf combinations to create my own pattern and repeated it as a background on the label. The client loved this and was it was the first step in the right direction for the label design.



My next goal of this redesign was to minimize the amount of fonts used on the package. Their previous design had five different fonts. I used three fonts including the logo. I wanted the fonts to evoke the feelings listed on the label, for example *Love* I wanted it to be a feminine thin and mildly cursive font. I chose to update the color border by bracketing in the "Blend" and this way all of the product lines were tied together with similar design.



The client really liked the idea having one line printed on metallic, the client decided to have the face masks with this luxurious metallic look. I suggested we have the label background as black this brought a sense of exclusivity and elegance to this line. After a few rounds of printing, re-

iterating and resizing to ensure all of the content fit on the product the labels were ready for the printer, they were all professionally printed and applied to the products.



## Conclusion

Tolly's Treatments launched their new line on their Website and Etsy store and began selling around town on the weekends at flea markets. Their sales have increased by 235% and they attribute their success to the new design.

