

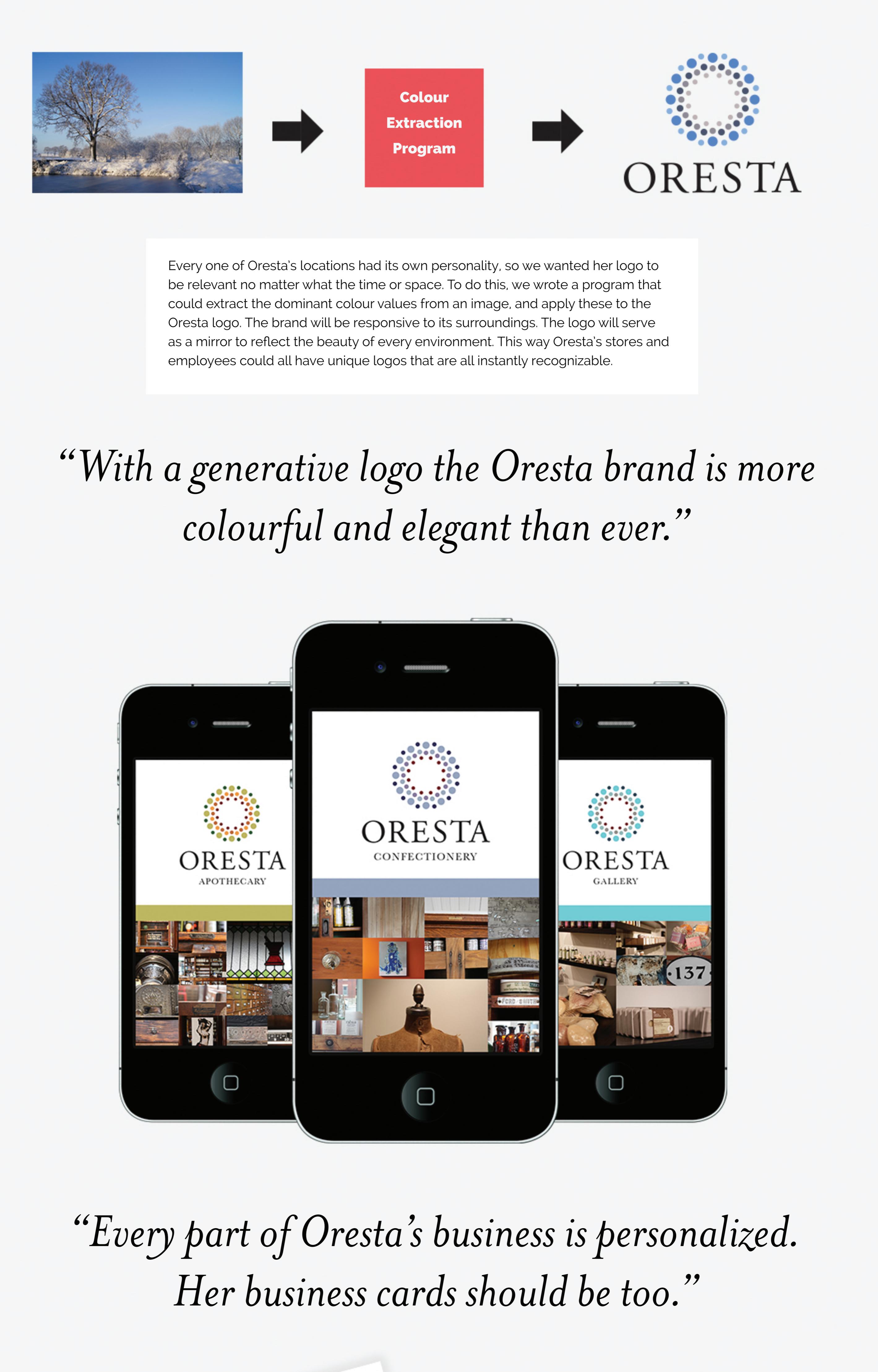
"We wanted to create a refined brand that will project the values of the company into the future."

We had to take Oresta's brand from local to global.

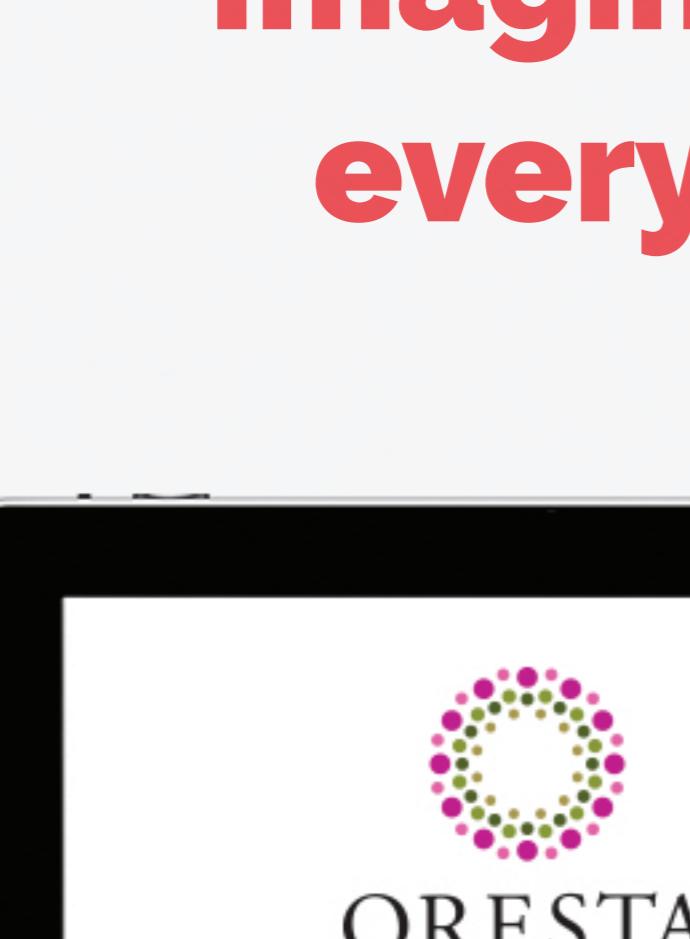
When Oresta came to us her spa was already quite successful in Ottawa. She had opened three locations all over the city, each with a unique story and aesthetic. Oresta hand selected all the products in her store from around the world, and uses them in her own spa treatments. Her popular shopify store was also getting a lot of international traffic and generating quite a bit of revenue. Her brand however, didn't reflect this.

We wanted to bring her logo up to date, and create a brand that could take Oresta from a local to an internationally recognizable brand.

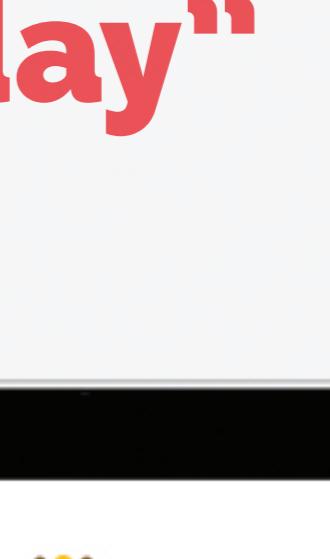
We saw that many local spas incorporated a lot of clichés in their logo, such as bamboo shoots, cucumber eyes, and other obvious nature references. In order to emphasize how unique her brand was, we wanted to stay away from these.



"We wrote a program that can generate customized logos"



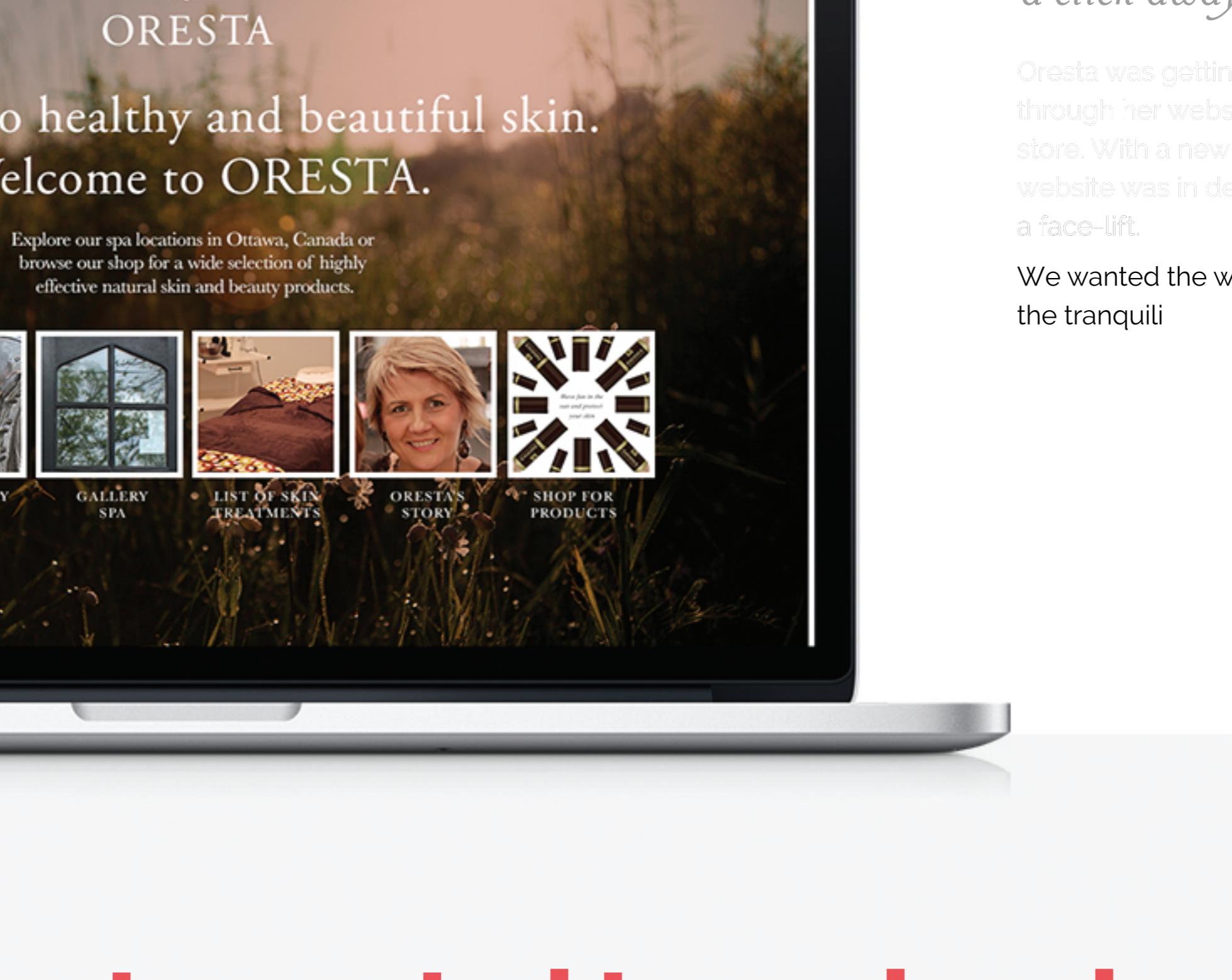
Colour Extraction Program



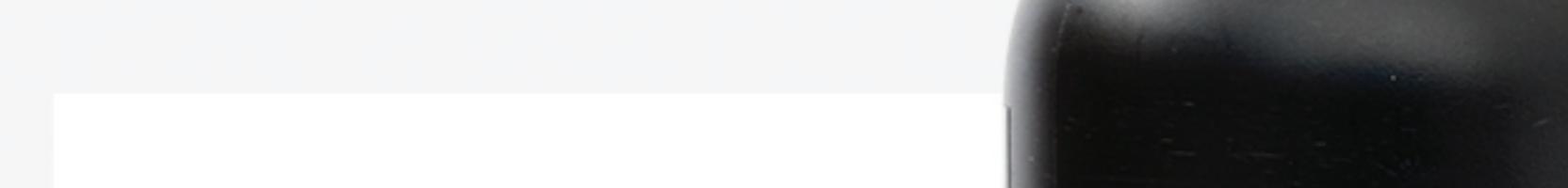
ORESTA

Every one of Oresta's locations had its own personality, so we wanted her logo to be relevant no matter what the time or space. To do this, we wrote a program that could extract the dominant colour values from an image, and apply these to the Oresta logo. The brand will be responsive to its surroundings. The logo will serve as a mirror to reflect the beauty of every environment. This way Oresta's stores and employees could all have unique logos that are all instantly recognizable.

"With a generative logo the Oresta brand is more colourful and elegant than ever."



"Every part of Oresta's business is personalized. Her business cards should be too."



A unique spa has a one-of-a-kind staff.

We created personalized business cards for her staff as well using the same program we used to create logos for each of her locations.

Welcome to healthy and beautiful skin. Welcome to ORESTA.

Explore our spa locations in Ottawa, Canada or browse our shop for a wide selection of highly effective natural skin and beauty products.

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Beautiful skin is just a click away.

Oresta was getting a lot of traffic through her website and shopify store. With a new brand, the website was in desperate need of a face-lift.

We wanted the website to reflect the tranquility of the brand.

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