ORESTA

"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 encorporated a lot of cliches in their logo, such as bamboo shoots, cucumbered 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.

Signs for each of our locations.

"Imagine a brand responsive to every season and holiday"

"Every great brand deserves a stellar website."

Beautiful skin is but a click away.

We wanted the website to reflect the tranquil

"Oresta wanted to explore her own product line. We wanted to show her the possibilities."

A great brand deserves a world class product line

...bed her idea on a full scale, she was interested in creating a full line of high-end cosmetics.