

# Vyrao

## Brand Package

**PROCESS BOOK**

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# Vyrao

## GENERAL BACKGROUND

Vyrao is a wellbeing and fragrance company that claims to combine energy healing with master perfumery. They have a line of high-end fragrances, as well as some high-end candles and incense. Some consistent brand messaging is that their spiritualist formulas are backed by neuroscience, and that they only use ethically-sourced fragrances and sustainable packaging. However, one of their biggest claims is that all of their fragrances are spiritually charged by their “Quantum Energist” named Louise Mita.

## BRAND VOICE

What I love about their brand voice is that they are energy healing spiritualists, and yet even though they use the word “witchy” on their home page, they feel no need to lean into the occult nature of their product. Instead, their brand voice feels very bright, modern, and abstract.

## COLOR PALETTE

Their color palette is quite dynamic, mostly settled on vibrant colors. They rely on a lot of nice product photography of their gradient-heavy glass bottle designs, which they pair with a lot of abstract photography, as well as photography of nature and “the elements.” It seems in terms of design they have one consistent spot color they use on their website.

*Vyrao Green*



RGB: 109 77 69

Hex: #42b029



SOURCES | <https://vyrao.com/en-us>

# Vyrao

## INITIAL CONCEPT STATEMENT

My goal here is to use abstract storytelling, type-driven graphics, and video-collage to communicate the ethos of a spiritually-charged fragrance company.

## INITIAL METHODOLOGY

I plan to control chaos and disorder through the sequencing of imagery. The still moments exist as more type-driven title-card like compositions, where simple moving vector graphics and type communicate pieces of copy, as well as information about the brand. These still moments will be then followed by 3 second abstract video-collage compositions, combining archival footage with abstract light refractions, videos of nature, and other graphic elements. By placing these in sequence, two worlds are built in parallel, which lead to the end result of communicating the sensory and descriptive experience of this company and it's fragrances.

## AUDIENCE

The audiences I intend to target in this snackable are a) people who are into high-end fragrance, b) people who believe in alternative medicine, or c) people who consider themselves mystical or spiritually self-aware.

## FEELING

I want this motion graphic to have a very mystical or spacey quality to it. I want to use fast but airy music for the video-collage moments, paired with more calming sounds of nature, such as the wind through the trees or waves crashing, while the type-driven parts are on screen. I want there to be a clear sense of pacing, that tells a compelling yet simple message.

## REVISED CONCEPT STATEMENT

My goal here is to use type-driven graphics to effectively communicate the unique brand voice of Vyrao. I intend to express their spiritualist, energy healing ethos as a company, without feeling too occult, witchy, or dark.

## REVISED METHODOLOGY

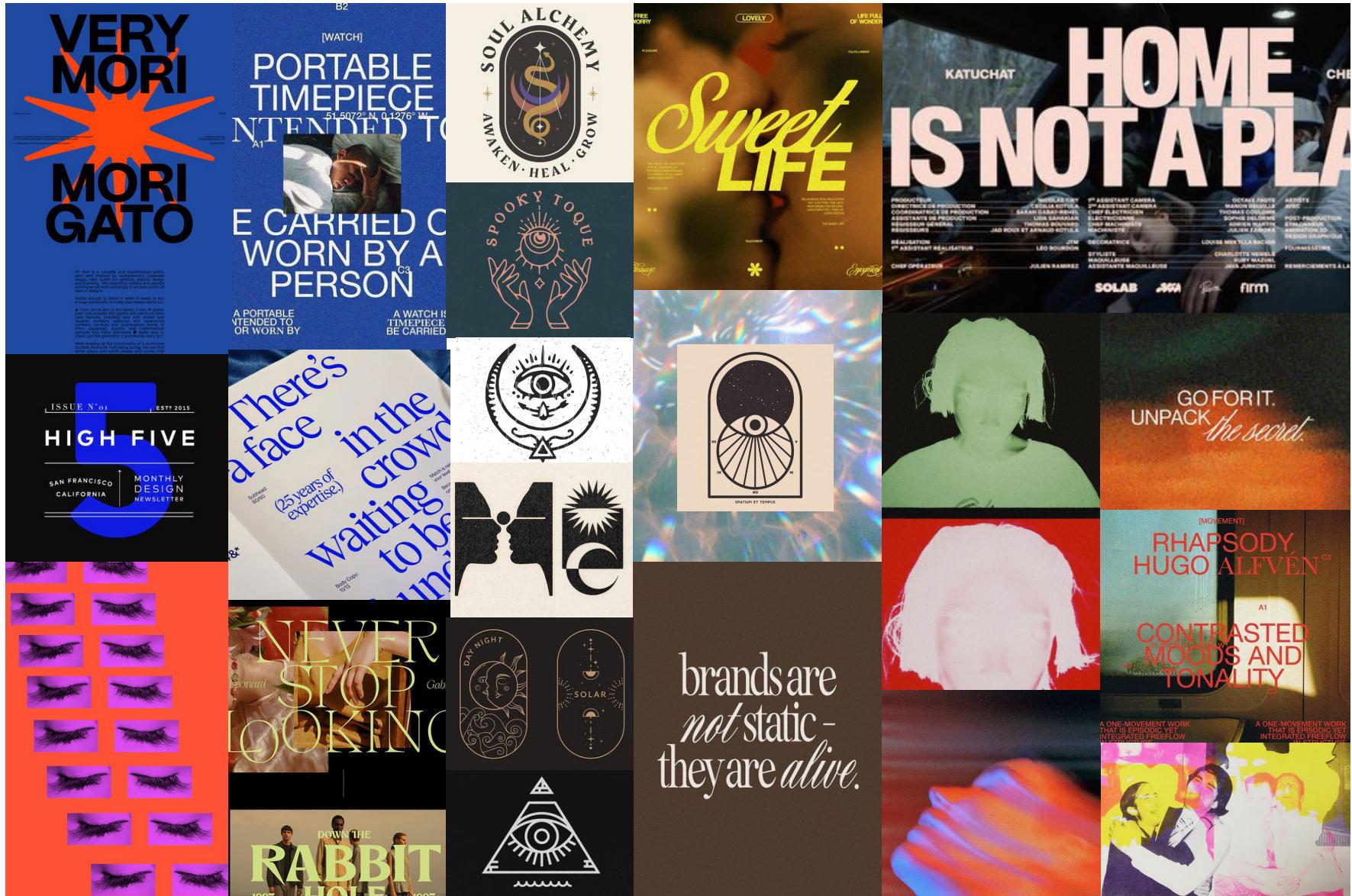
As I began building out these assets, the chaotic collage component to this project seemed obsolete, and fitting in the amount of messaging I needed to effectively communicate this brand was already proving to be a challenge. As a result, my final direction ended up being a much more clean and clear approach, focusing on mainly title-card type treatments and complimentary 1-color graphics, set against a moving background. This solution seems to nicely reflect the elegance and sober playfulness of their current branding.

## REVISED FEELING

I wanted this snackable to spark excitement and curiosity. I wanted to give them just enough information to entice them to search for more information. In my final composition, I also selected music that was more youthful and exciting, hoping that the slightly faster pace would be more gripping as a social-media based video project.

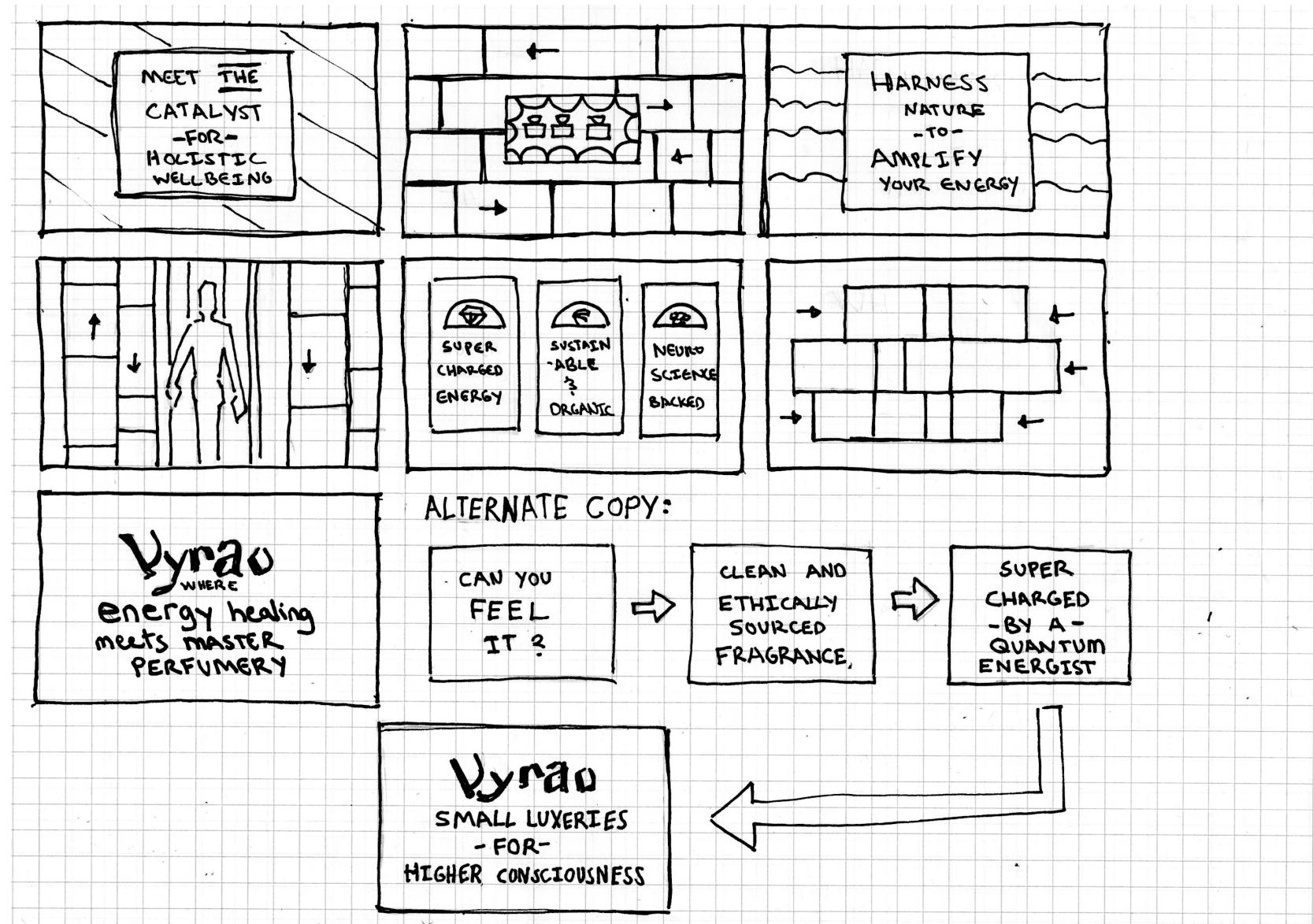
DON'T MIND THE CHAOS

# Moodboard



STORYBOARDING:

# Thumbnails

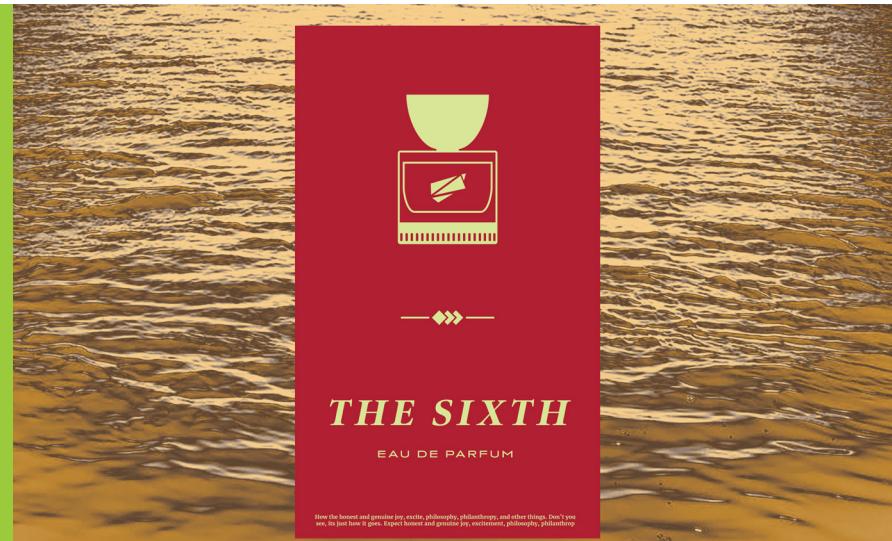


DESIGN BOARD ASSETS:

# Kit of Parts



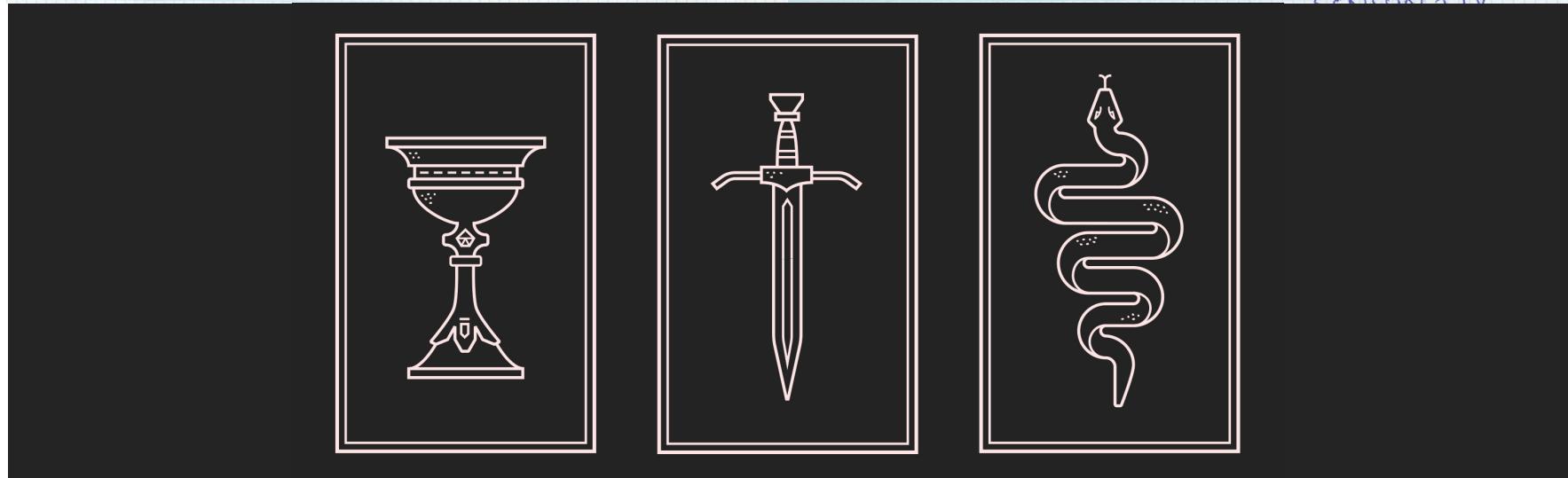
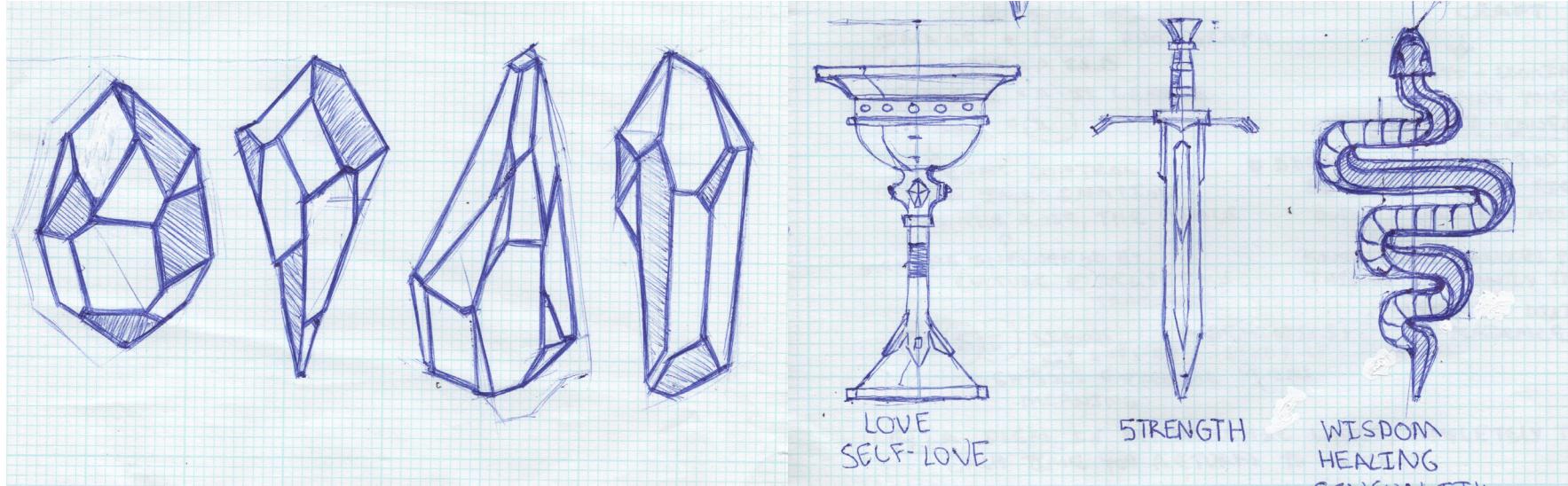
I was still in the “play” phase of the process, experimenting with different typefaces and styles of imagery. I was trying to feel for a pulse on something fun. Maybe I stayed to long in this area of experimentation.



DESIGNING PHASE

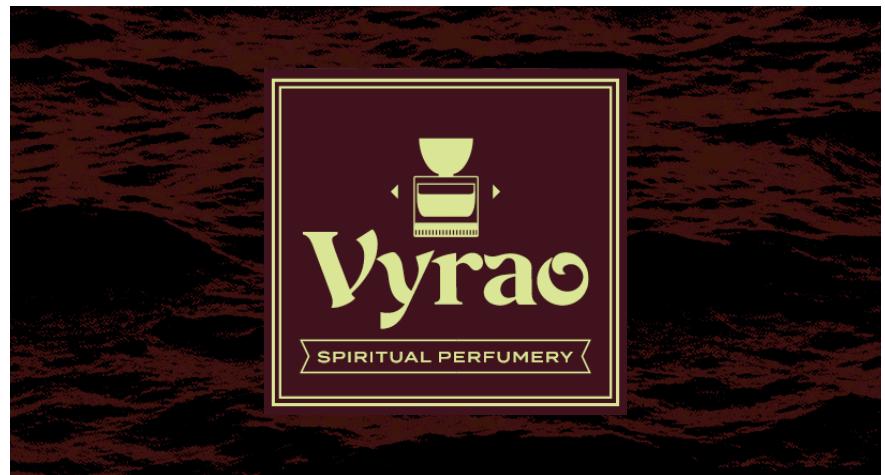
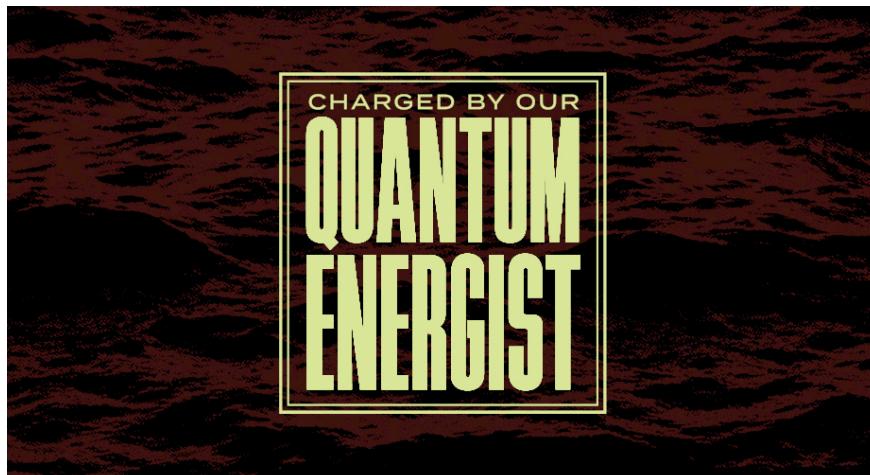
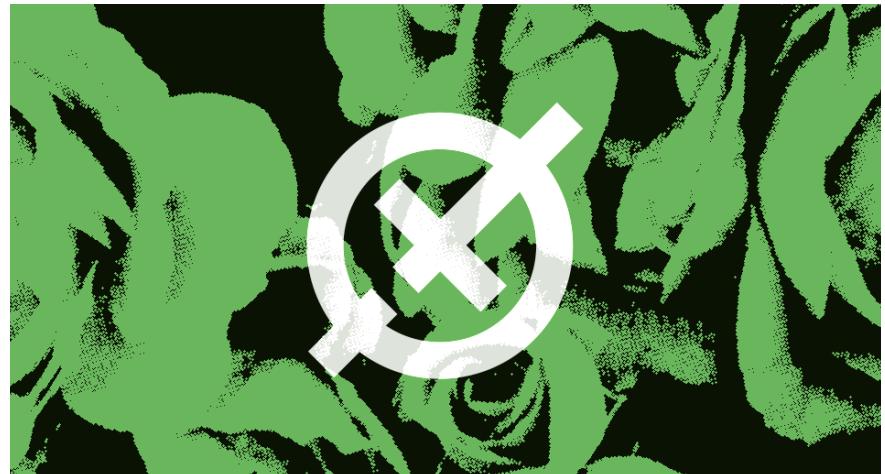
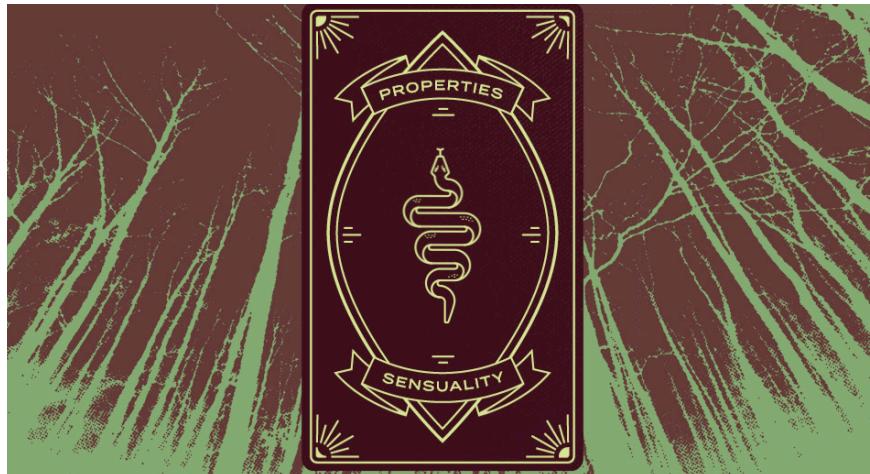
# Icon Sketches

The goal of these below icons was to turn these assets into playing cards, or mantra cards. On one side was gonna be the icon of an energy-healing crystal, and on the other side was gonna be the emotional effect of that crystal, with an occult symbol to emphasize that symbolic meaning.



PROCESS FRAMES:

# Rough Cuts



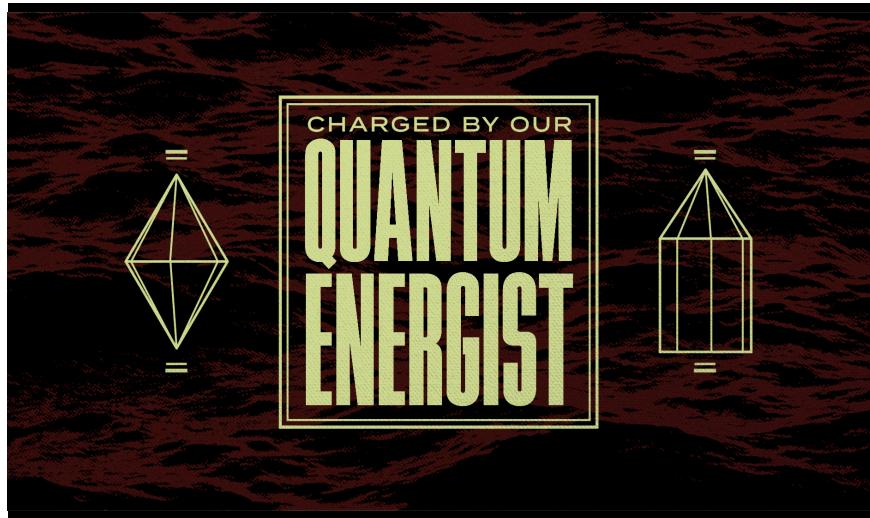
## ROUGH CUT FEEDBACK

People found that the mantra card idea felt a little confusing, and it created a dissonance with the rest of the assets I built out. People were also saying that the card made the assets limiting, and many proposed I remove the solid color entirely so the assets could exist against the video background. People also mentioned the lack of

camera-work, feeling as if the assets I made felt “sticky.” There seemed to be some interest in the transitional elements of the hard-cuts (top-right), but they again felt somewhat despondent with the rest. The overall vibe was: I have a lot of nice assets, and I need to figure out how to make them work better together, in a way that feels much more dynamic than what I have now.

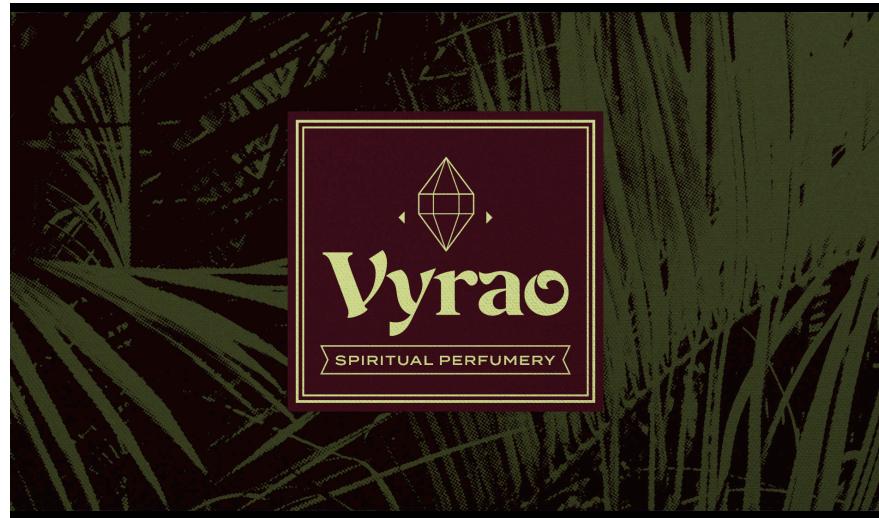
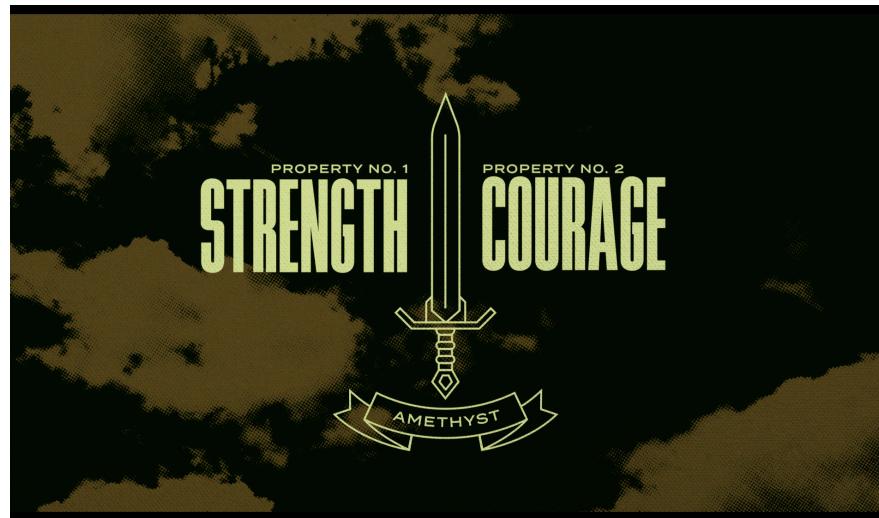
HORIZONTAL ITERATION:

# Final Resolve



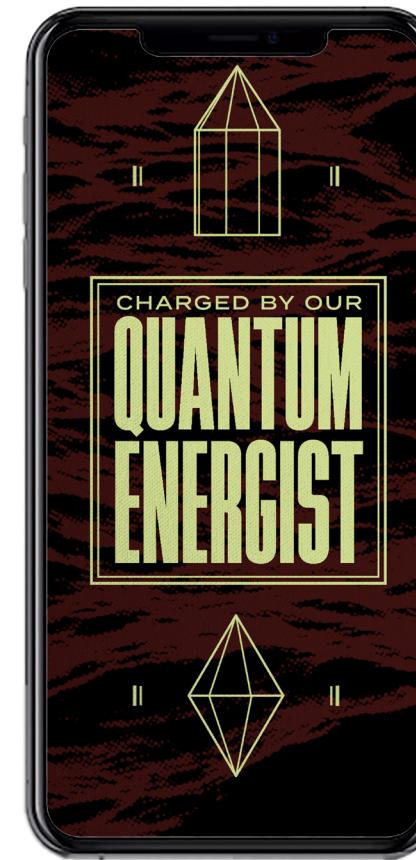
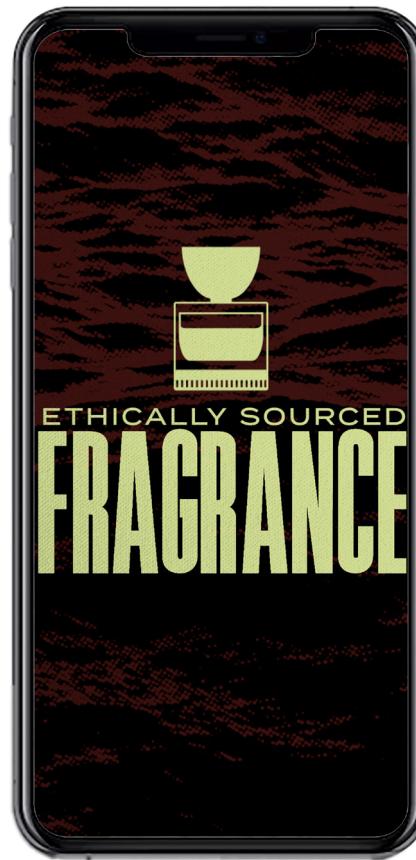
PROCESS STATEMENT

In my final video, I tried to return to the fundamentals. I scrapped the playing card idea, and worked on presenting a simple and clear story, using satisfying movements and camera-work, but centralizing it on a set of concise and type-driven messages. I wanted there to be a nice feeling of variety as well, and clear pacing that gave the viewer time to read each screen.



**VERTICAL FORMAT**

# Final Resolve

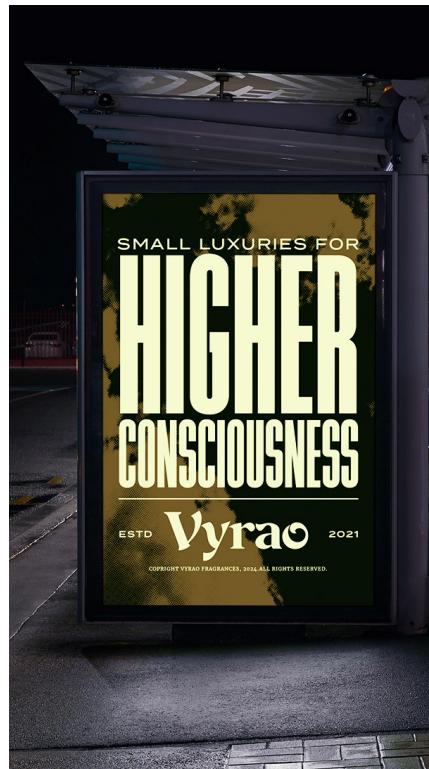


**PROCESS STATEMENT**

I tried to really make use of the space, so for the vertical formats, I tried my best to re-organize the assets in a way that made good use of space. I wanted the viewer to feel cared-for on their phone screen, especially since the end-destination of this deliverable would be social media.

DESIGN DEVELOPMENT:

# Out-of-Home



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# THANK YOU

*Come Back Soon!*