**MARKETING COLLATERAL**

Lyanah Del Rosario 5.1A Graphic Design

**Outline of Concept:**

A perfume brand concept that follows a theme: “Smells triggers memories”. Based on research, human’s olfactory system and hippocampus of the brain is connected; the hippocampus supports our brain's most primal functions, including memory, pleasure, pain, and motivation. It plays a crucial part in how well we can create new memories and serves as a kind of short-term memory bank (Styx, 2021).

The Brand Name is **Mistmemoir**, which means the mist or vapour of the perfume whilst memoir means memory. The slogan is “Scents that sparks nostalgia.” Periwinkle flower will be associated with the illustrations because the flower symbolizes hope, and reminiscing the memories of the past. The illustration style is flat but uses textures for the shading and lighting. It uses two sets of analogous colours, from pink to indigo and from green to orange that contrasts each other. Pastel colours were used because it appeals to the audience due to its light and soft characteristics that excite people and is effective for marketing; it is also associated with fantasy, love, and romance (N.A., N.D.). The cool tones were often seen in the background and foreground while the warm tones were seen more in the middle ground to create contrasts with the elements showcasing a more harmonious composition. All of the illustrations follows the rule of thirds wherein all of the main subject and elements were in the middle of the panel to emphasize and convey the message efficiently; that also captivates the audience’s attention.