



# mont Joie

Year: 2023  
Service: naming, logo and packaging

Our team has developed a brand name, logo and packaging design for a cosmetics brand

## Naming

The GOAL of the brand name:  
Creating a name for a cosmetic line by a blogger. The name should reflect the connection with the body, lightness, aesthetics, female strength, and self-love.

The IDEA of the BRAND:  
A product for girls with imperfect figures who have lost faith in themselves. This cosmetics line is like a new stage on the path to becoming a new and confident self!

Mont Joie has multiple meanings.

First, it is a name in French that is reminiscent of the expression 'ma joie' meaning 'my joy'. For a cosmetic brand, Mont joie becomes a unique classic.  
Additionally, Mont joie is a battle cry used by the armies of the kings of France, symbolizing the army's flag under which they gather before going into battle.  
Furthermore, Mɔ̃zwa is the name of a commune in France. It is easy to pronounce ('Mɔ̃zwa'), but can be difficult to read and write.  
All these aspects make Mont joie unique.

4mé  
reforma  
things  
air de plaisir  
Mont Joie  
onéque



## Logo

It is a construction consisting of a logo symbol and a typographical part.  
The logo symbol is designed in a decorative style with a capital letter of the brand name and a botanical graphic motif.  
The graphic emphasizes the natural and organic origin of the cosmetic components.  
The font is refined and lightweight.



## Colors

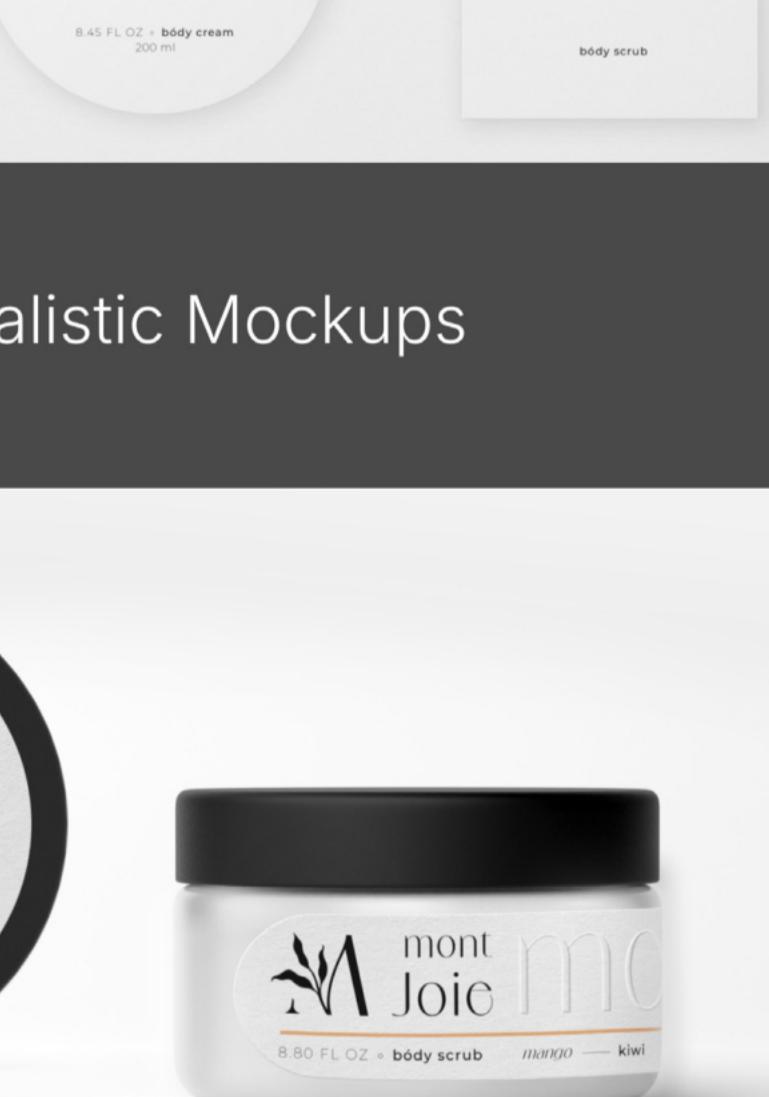


Primary  
CMYK: 0 0 0 90  
RGB: 63 63 63  
HEX: #414142  
Pantone Black C/U  
RAL: 9005

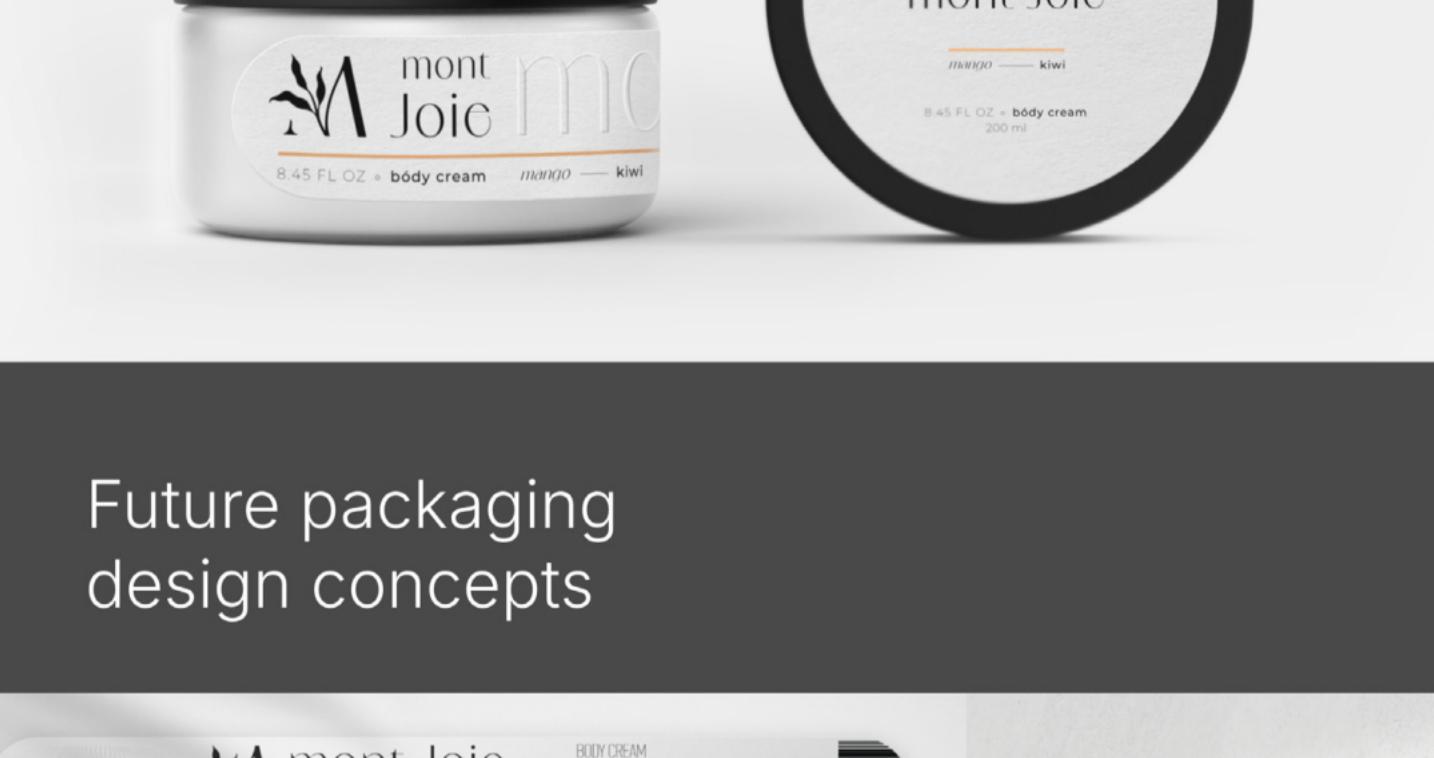
Secondary palette



Mont Joie is unique



## Labels & Die-Cut design



Created in 2023

Project development period: 1 month

Project team:  
Personal Account Manager of the project, Art Director, Brand Designer

Technology:  
Design thinking, Methodology, Coloristics

Packaging    Branding    Logo    Naming

Project support:  
Project road map creation, disk space, creating a work chat, storing files, organizing online conferences with meeting minutes

Ps    Ai    Ae    Figma

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