

a wood

Embrace a tradition that brings harmony to the everyday.

What is it?



Agarwood is a fragrant dark resinous wood used in incense, perfume, and small carvings.

It is formed in the heartwood of aquilaria trees. The odour of agarwood is complex and pleasing; in addition, its substance has the function of purifying and disinfecting the air surrounds users.

Customer Groups



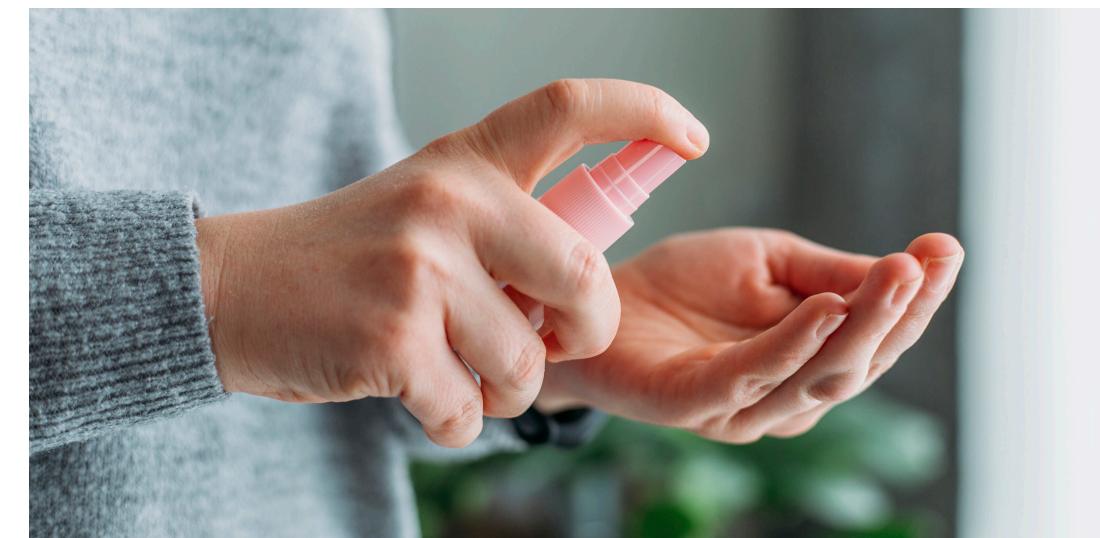
Incense Lovers

- Consume agarwood regularly
- Enjoy the complex & pleasing smell
- Demand fewer processing



Fragrance Collectors

- Something smells unique
- Healthier
- Chemicals-sensitive



General Public

- Sanitation purposes
- Convenient usage
- Affordable
- Environmental friendly



AGARLARITY

A public health solution package that enriches a traditionalist's lifestyle, enhances a fragrance collector's taste, and embraces a crowd's surrounding.



Icons



Existing brand aesthetics



Nippon Kodo

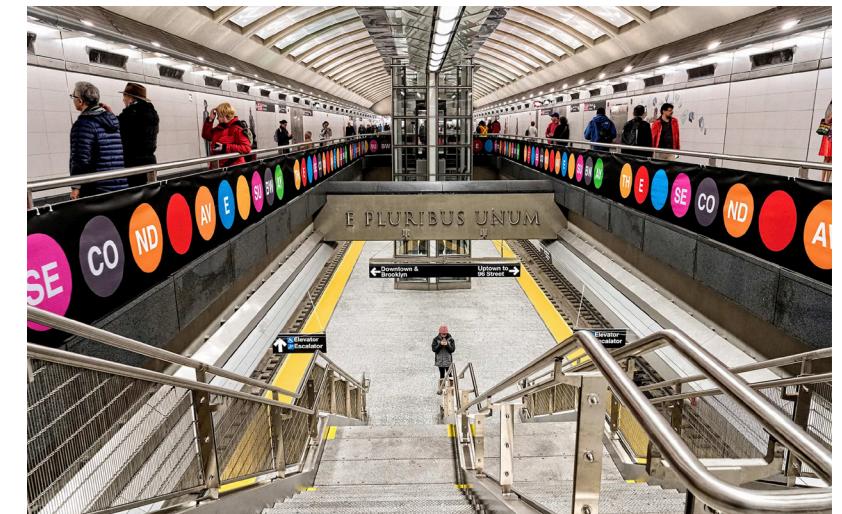
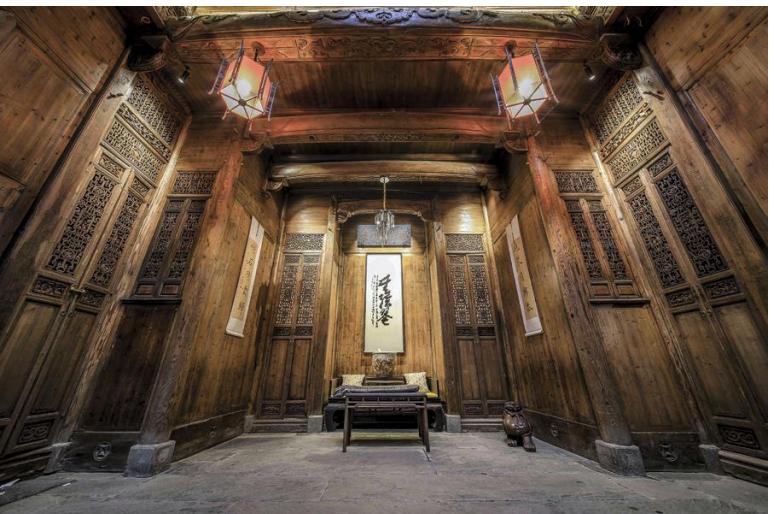


hibi[®]

10MINUTES AROMA

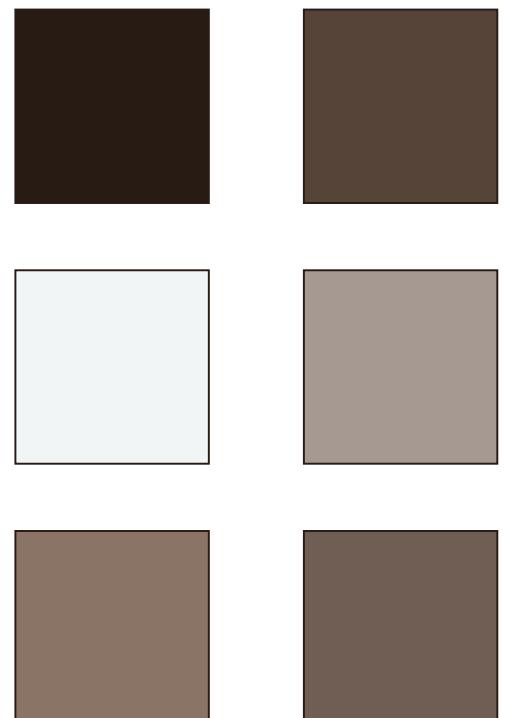
MADE IN JAPAN

Campaign Audience

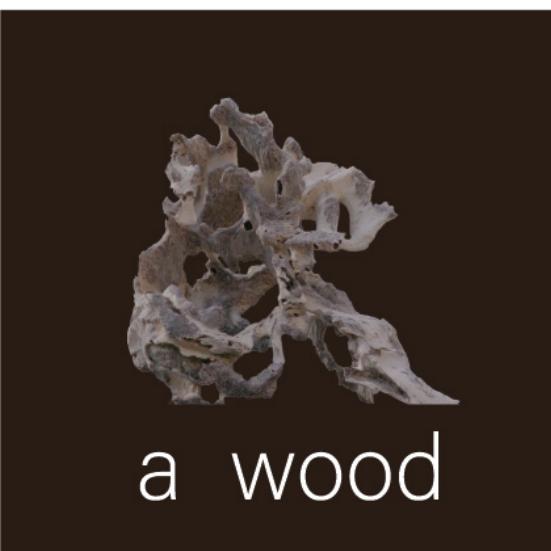


Icon Development

Collor Pallete



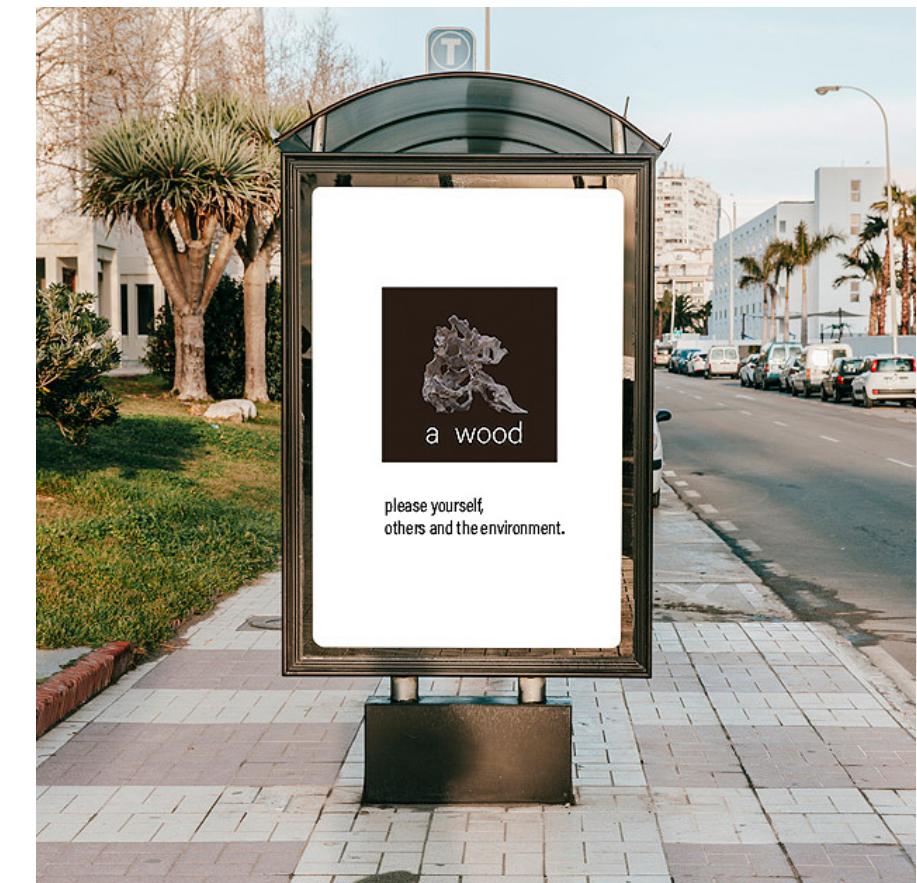
“a wood” (logo)



version 2



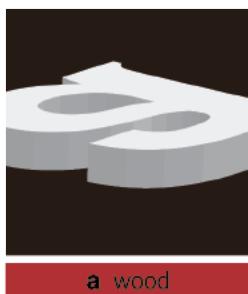
Mock ups of AGARLARITY



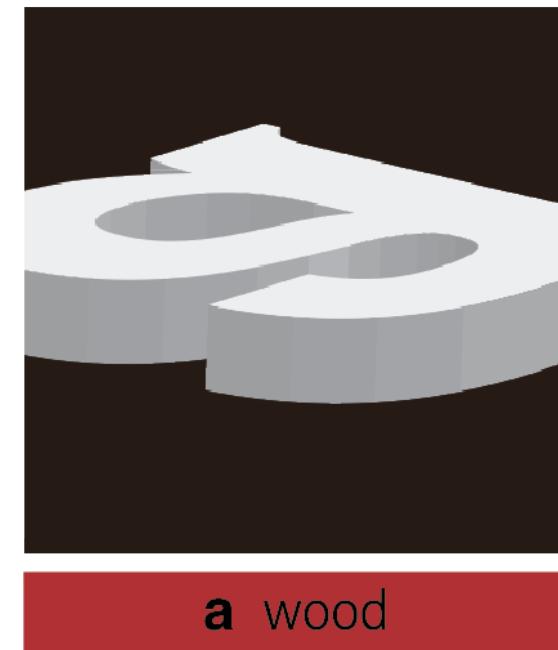
Revised Logo + Tagline + Campaign

AGARLARITY by **a** wood

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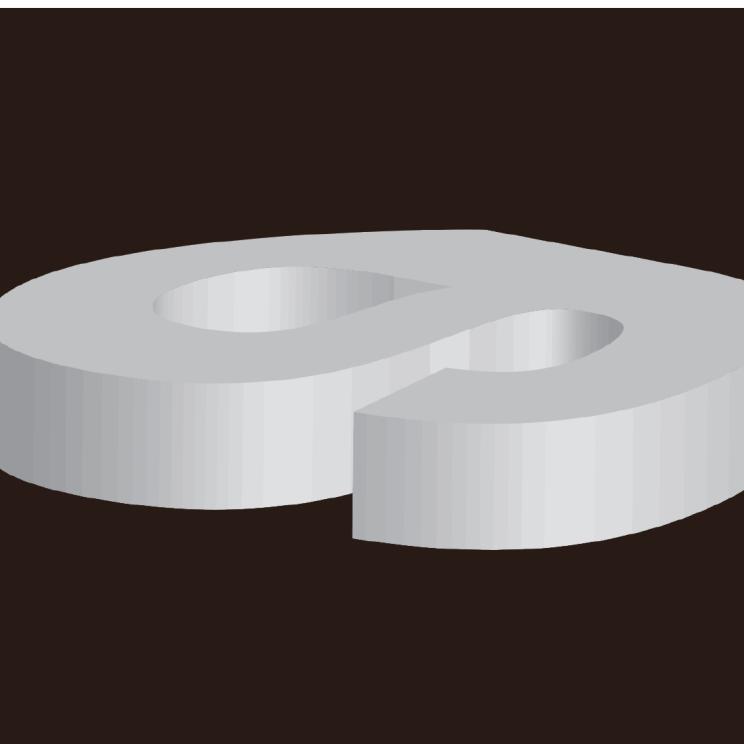


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