

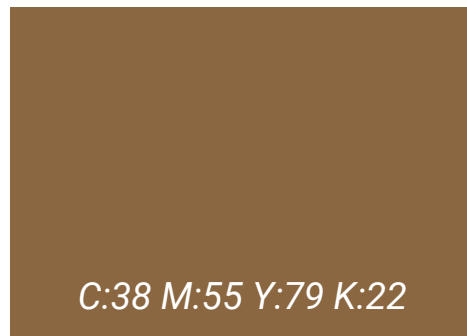
Brand Brief

Thrive

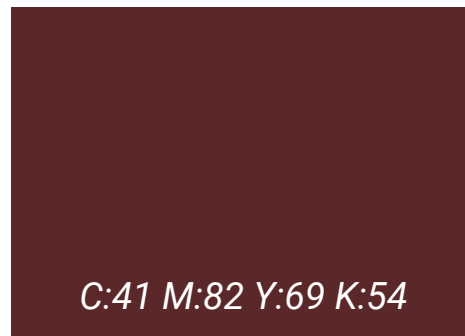


1. Brand Identity

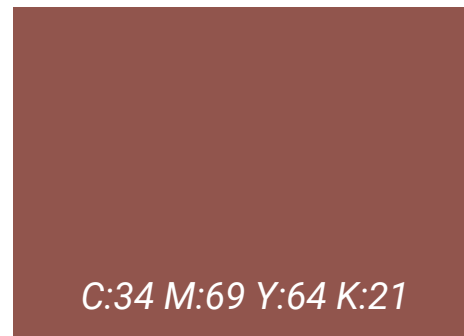
- Company Name: **Thrive**
- Product: **Art Brush**
- Customer Demographic: **16~28 Female**
- Colour Swatch



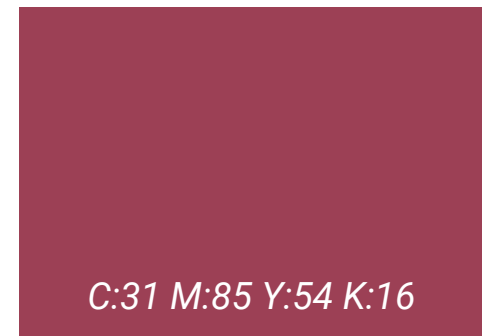
Client's choice



Similar but contrast



Pink #1 Warm



Pink #2 Highlight

2. Brand Logo

➤ Competitors' example



- Friendly, Creative, Flexible -



- Bold, Trustful -

2. Brand Logo



- **Attribute**
 - Quality product,
Inspiring yet Friendly
- **Used Font**
 - 'Satisfy' from
google fonts

Thrive

2. Business Card

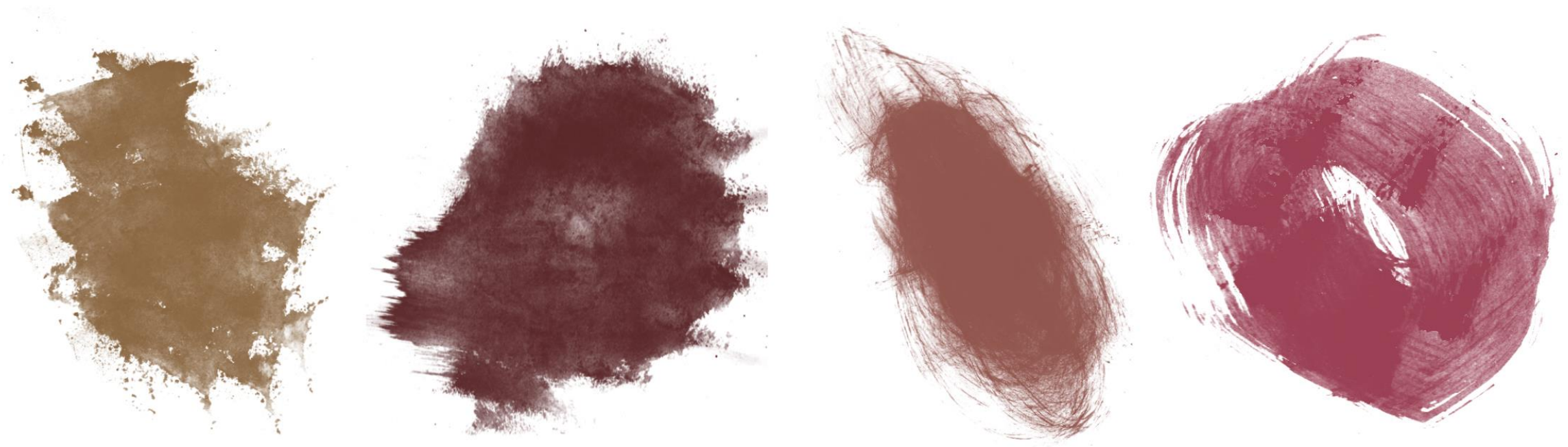


- Rounded shaped elements (brushes and icons) matches with the logo
- Tagline is created (The best selling Art Brush maker)

3. Product Package

Concept

- **Water-coloured looking**
 - Focused on painting that = 'What brush does'



3. Product Package

TOP

- Company's **logo stands out** in store, than the others.



8 x 5 inch

3. Product Package

FRONT

- Brand and product named used in case of side stacks.



8 x 0.8 inch

3. Product Package

LEFT

- Used a bumped logo for the seal sticker



5 x 0.8 inch



**THRIVE your art
CREATE a masterpiece**

Thank you