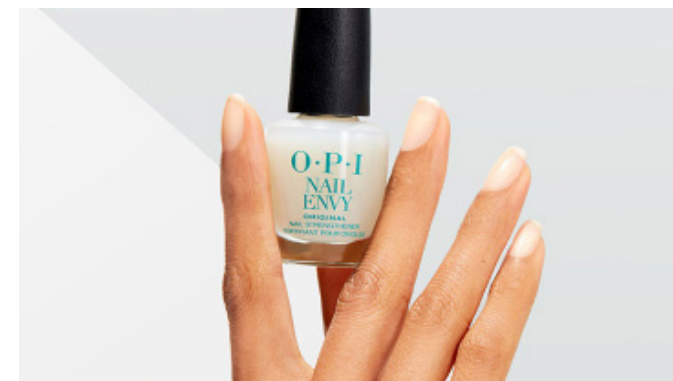


# Katie Sigurdson

Design a brand extension for the Nail Polish  
brand OPI

# O·P·I

- › "Color is the answer"
- › Branding mostly dependent on whichever collection is being promoted at the time
- › Standard combination of serif and sans-serif fonts on all products and branding materials
- › The most recent brand refresh occurred in 2017 when the text logo on the bottle was updated
- › Brand extensions include nail polish removers, nail strengthening products, skincare for the hands and feet, acrylics, and nail art





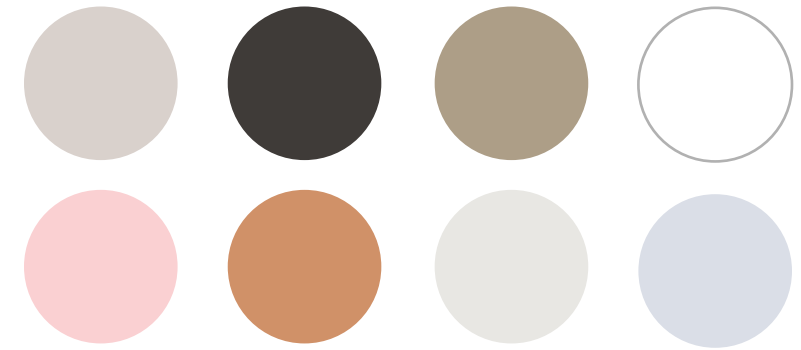
# Colorsole

## The New Brand Extension

- › Slides and sandals to help your pedicure look its best
- › Fashion trends show increased interest in pool shoes and casual footwear for 2020
- › Fashion trends show increased interest in recycled PVC material for 2020
- › Recycling rubber would be helpful for brand's environmental image

Font Families:

**LTC Bodoni 175 Pro**  
**ITC Avant Garde Gothic Pro**



Visual Inspiration:



colorsole  
by O • P • I

colorsole | by OPI



design 1  
suzi without a paddle

colorsole  
by O · P · I



design 2  
black onyx

colorsole | by OPI



design 3  
rainbow rave

colorsole  
by O · P · I





design 4  
bubble bath

colorsole | by OPI

