

Creative Brief: The Fragrance Wheel

Overview:

- What is it? The Fragrance Wheel is a circular classification system that maps relationships between scent families in perfumery

Goals:

- To highlight the evolution of the fragrance classification system in an engaging way that helps users understand the connection
- To balance the educational purpose with aesthetic appeal through the site design and wheel

Audience:

- Consumers/fragrance enthusiasts curious about scent classification, and those wanting to try new scents
- Professionals in the beauty industry who use scent families to guide customer preferences

Layout inspo:





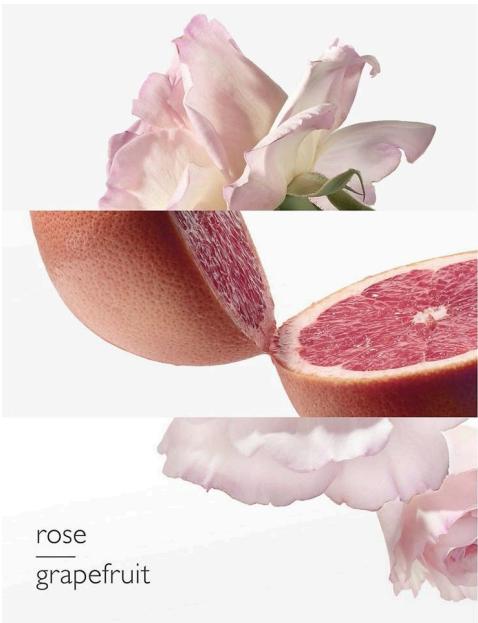
- (perhaps include mockups of individual fragrances as an example on a separate page)

Visual Style:

- Type: Serifs - elegant, and suggest luxury mixed with sans-serifs for more legibility of longer text/descriptions
- Color Palette: soft, pastel, colors to represent each of the scent families, experiment with gradients
- Moodboard keywords: sensory, balanced, fragrance, emotional sensory cues

Moodboard inspo:

- <https://www.pinterest.com/pin/103301385194696094/>



<https://www.pinterest.com/pin/8655424282014791/>



<https://www.pinterest.com/pin/1829656094428964/>



- <https://www.pinterest.com/pin/2251868558576256/>

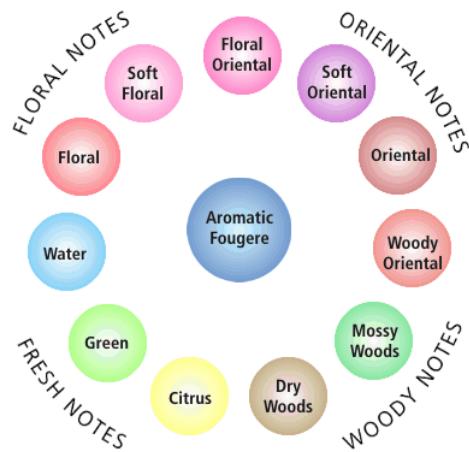


- <https://www.pinterest.com/pin/139611657202461394/>

Deliverables:

- The main infographic of The Fragrance Wheel with clear family divisions, subfamilies, and examples of the scents
- Secondary graphics of mini wheels/timeline to visually showcase evolution from 1983 to 2008
- Logo creation that balances the aesthetics of the rest of the site
- Branding assets repeated throughout

Resources:



- 1983 version:
- https://en.wikipedia.org/wiki/Fragrance_wheel
- Tools: Adobe Illustrator, Photoshop, Figma, Canva
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