

A conceptual photograph for a brand case. In the center, a clear glass perfume bottle with a black spray nozzle stands on a light-colored, circular wooden surface. Wisps of white smoke or vapor rise from the bottle, filling the upper half of the frame. The background is a deep, dark red or maroon. To the left and right of the bottle, there are dried, pressed flowers and branches, adding a natural, organic feel to the composition. The overall mood is elegant and mysterious.

AROMATOFF

brand case

What is Aromatoff?

Aromatoff is not just a fragrance brand—it's an **experience**, a journey into the world of luxurious scents that captivate and inspire. Specializing in **premium home fragrances and even more**, Aromatoff curates scents that bring harmony and elegance to any space.

Our goal is...

As a premium brand, Aromatoff needed a stronger visual identity to stand out in the competitive fragrance market, align its packaging with the luxurious, sensory nature of its products, appeal to a sophisticated audience that values aesthetics and quality, and create consistency across its perfume and home fragrance collections.

- Research & Concept
- Logo
- Concept Idea
- Colours
- Packaging & Branding

Research & Concept

Competitor analysis

- **Vila Hermanos**

A luxury home fragrance brand with a strong focus on heritage, craftsmanship, and sustainability, using natural waxes and premium ingredients. It has an elegant, high-end aesthetic, but its niche positioning and premium pricing limit accessibility.

- **Mafe Candles**

A handmade, sustainable candle brand that emphasizes eco-friendly soy wax and emotional storytelling. It appeals to a boutique audience but lacks the premium perception and large-scale production of bigger brands.

- **Diptyque**

A global leader in luxury home fragrances, known for iconic branding, long-lasting scents, and sophisticated packaging. It has a cult following but faces competition from emerging sustainable brands and premium fragrance houses.



Logo

I explored four examples of logo based on the brand's brief, each reflecting different aspects of its identity. The goal was to create a sophisticated, premium, and timeless visual mark that aligns with the brand's luxury home fragrance positioning.

AROMATO.^{FF}

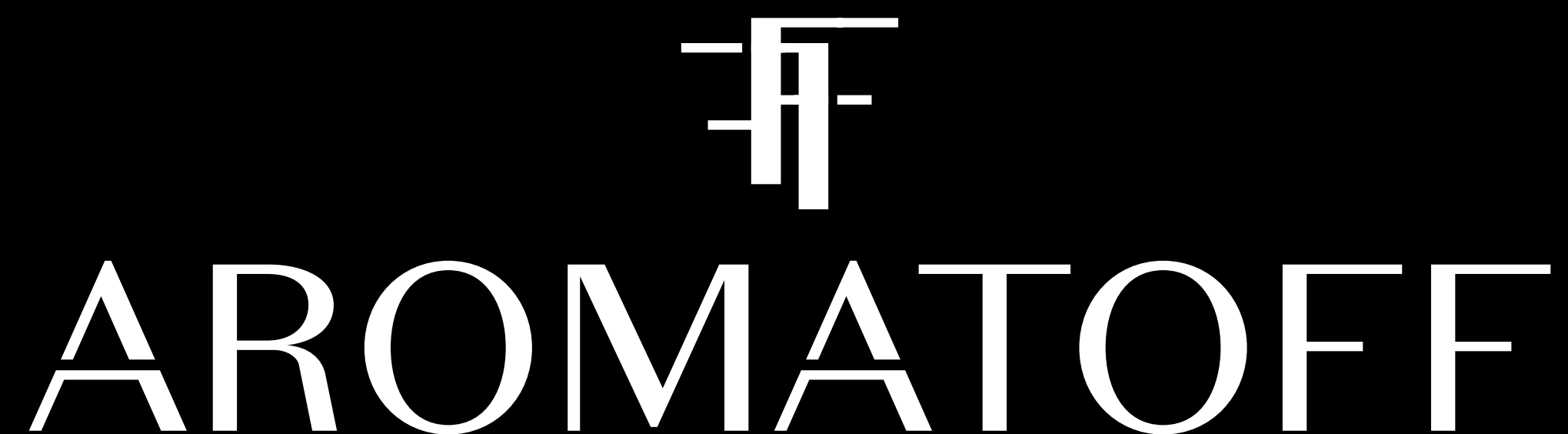
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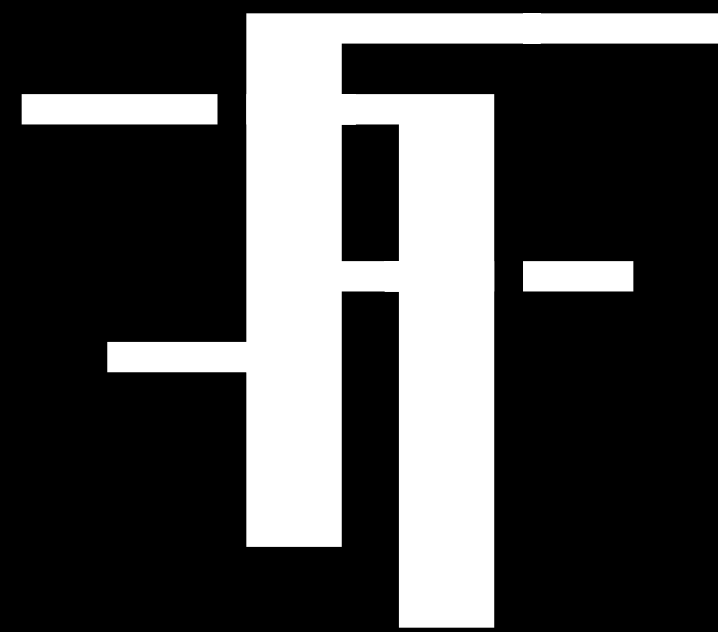
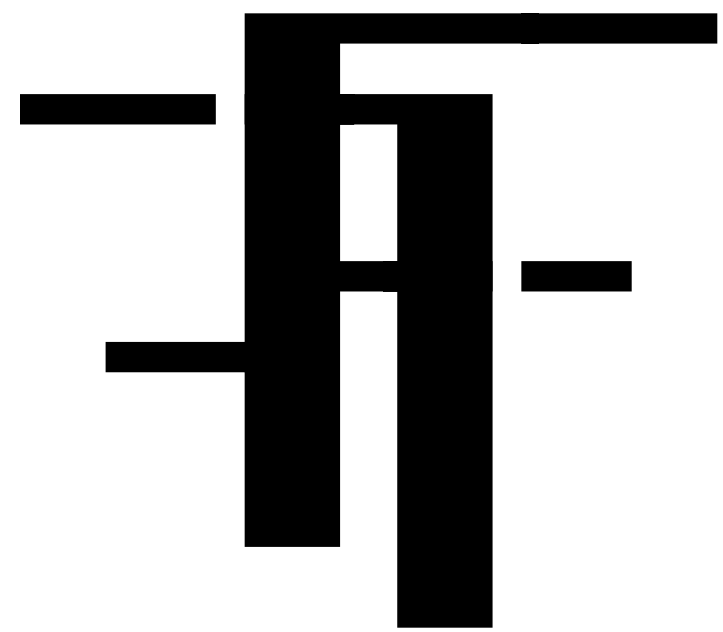
Final Logo

After feedback and refinements, the final logo was chosen for its balance between minimalism and luxury. It features a sophisticated serif font with a clean, geometric monogram that subtly reflects aromas, movement, and refinement, making it instantly recognizable and adaptable across different brand applications.



Final Logo

At the top, a geometric symbol was made from two letters “F” subtly resembles the letter “A” (standing for Aromatoff) while also evoking balance and structure. This iconic mark can function as a secondary logo, ideal for packaging, social media, and branding applications where a minimalist representation is needed.



example

Initial Concept

Abstract & Fluid Design

- The first edition features chaotic, fluid patterns inspired by smoke, ink flows, and liquid textures, creating a sense of movement and depth.
- The color palette adapts to the fragrance:
Cherry scents use deep red and burgundy tones.
Orange scents incorporate warm citrus hues.
Lavender has soft purples and deep violet shades.
- This abstract approach allows for a neutral yet artistic representation of scents without using literal imagery.





Typography

- **Creattion Demo**

Fragrance names (e.g., "Cherry"), special edition details

Adds a personal, handwritten feel, making each fragrance feel unique and intimate.

*A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()*

- **Poppins**

Product descriptions, additional details, website, and social media

Balances the serif's elegance with a sleek, modern touch, ensuring clarity in smaller text.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Future Concepts:

Thematic Collections

- Each season, the visual style will shift, introducing new series with distinct storytelling elements.
- The next edition will explore Zodiac signs, featuring constellations and a highlighted star map of each sign on the packaging.
- Future series could include botanical sketches, surreal dreamlike visuals, or architectural inspirations, creating a collectible and ever-evolving brand aesthetic.



Marharyta Reviakina

rita.revyakina@gmail.com