



# AMELINE AVA WELLNESS BRAND

Ameline Ava is a luxury online store that provides fine quality products that nurture self-care and wellness.



## TEAM

Stakeholders

## ROLE

UI/UX Designer  
Graphic Designer  
Illustrator

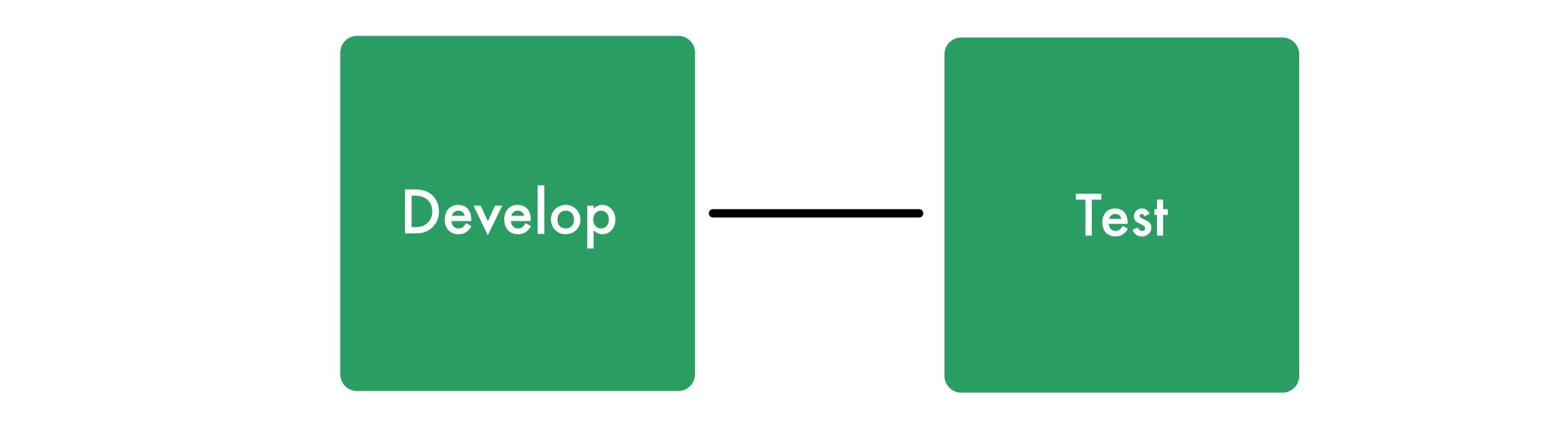
## TIMELINE

16 Months

## TOOLS

Adobe XD  
Adobe Illustrator  
Adobe Photoshop

## MY ROLE IN THE DESIGN PROCESS



## THE PROCESS

This process was very different from the past projects I've worked on because it was a process that started from scratch. I was hired to consult and design a whole product from its inception to launch. I had a lot of creative freedom and a say in how this client should execute their e-commerce business.

## DISCOVERY

The owner of Ameline Ava reached out to me to design an online clothing line that provides

luxury loungewear that caters to self-care and wellness. I started by conducting several workshops that helped narrow down their message, intentions and also the approach to their branding.

## RESEARCH

When conducting my research, I discovered that there was a peak interest in the market for wellness brands, being one of the fastest-growing industries on the market. My job was to help my client stand out in this market, focusing on a more conscious effect their clothing will have on their customers.



In my research, I looked at wellness brands like Saje and Vitruvi. I noticed that language was focusing on the user and the luxury of their experience.

My client also wanted their customers to feel that this was a luxurious brand when they first enter the site, but unlike most luxury brands, still be relatable.



NATURAL WELLNESS

## DEFINE

In the define process, I led my client through a brainstorming and moodboard process to understand their inspiration and other design ideas that will help generate my ideas for the logo creation process. We were able to make a decision on the colours, mood and define what the company does.

Screen Shot of brainstorming process from Mural.com

Rooted in improving self-esteem

To help consumers invest in their self-care

To be a leader in luxury wellness product

Teaching consumers how to invest in their wellbeing

To produce high quality crafted products that can last a life time

How to make Sustainability sexy

We promise to recognise our consumers

### GROUP BRAINSTORM

Luxury

Self esteem

(fake) Inclusion

Belonging

Authenticity

Conscious

Ownership

Accountability

Focused

Organic

Confident mindfulness

Our products are crafted with the highest quality natural materials that aim to last a lifetime. Further adding to the notion that your wellbeing is for life not just temporary.

Ameline Ava is a conscious luxury lifestyle brand. Intrinsic to our brand are five pillars; Consciousness; Belonging; Esteem; Authenticity; Accountability. These pillars birth a holistic approach to crafting a high-end heirloom product that amplifies the Ameline Ava clientele in a way that enhances their over all wellbeing through valuing the authentic self.

Recycle

Target Audience

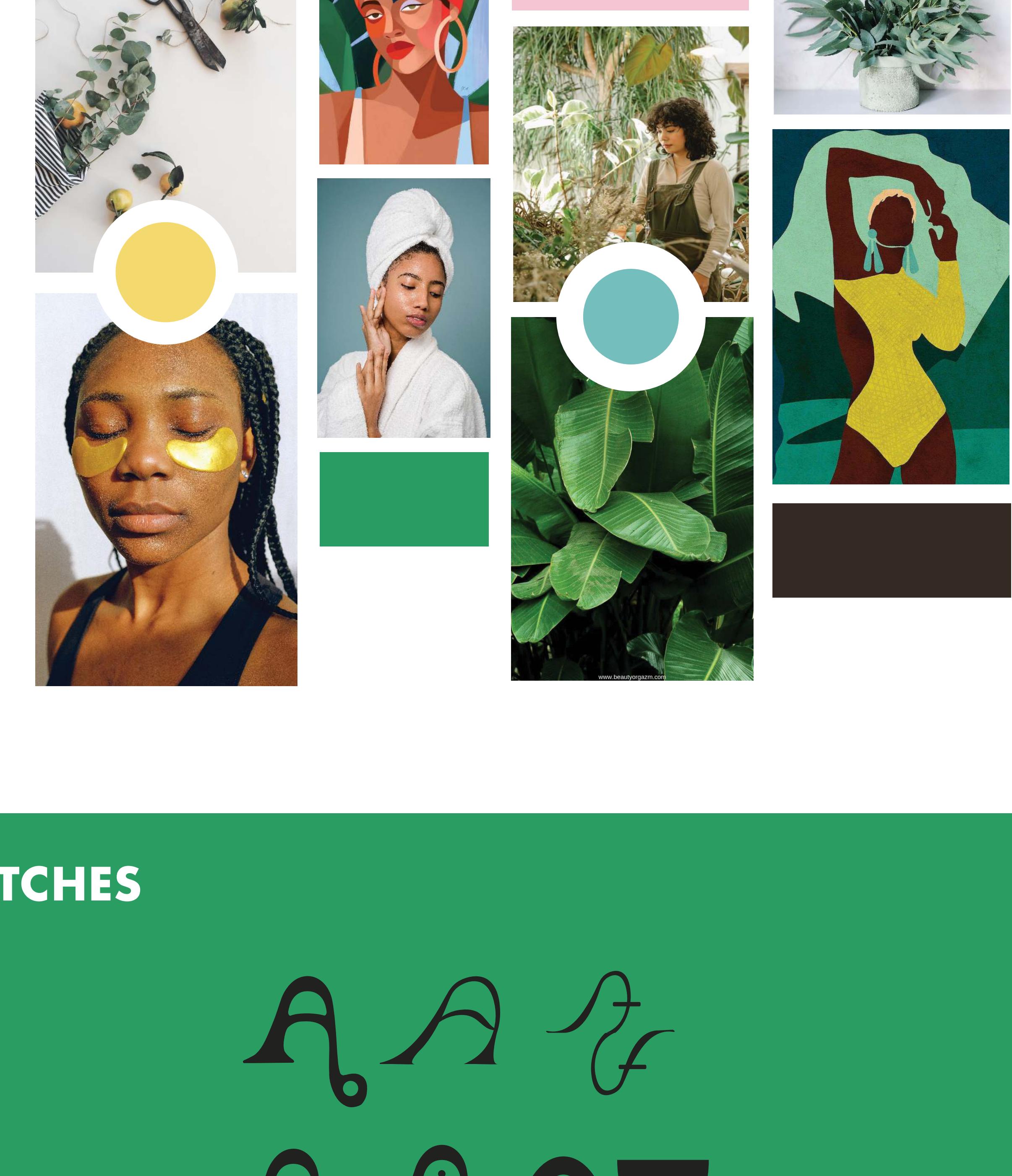
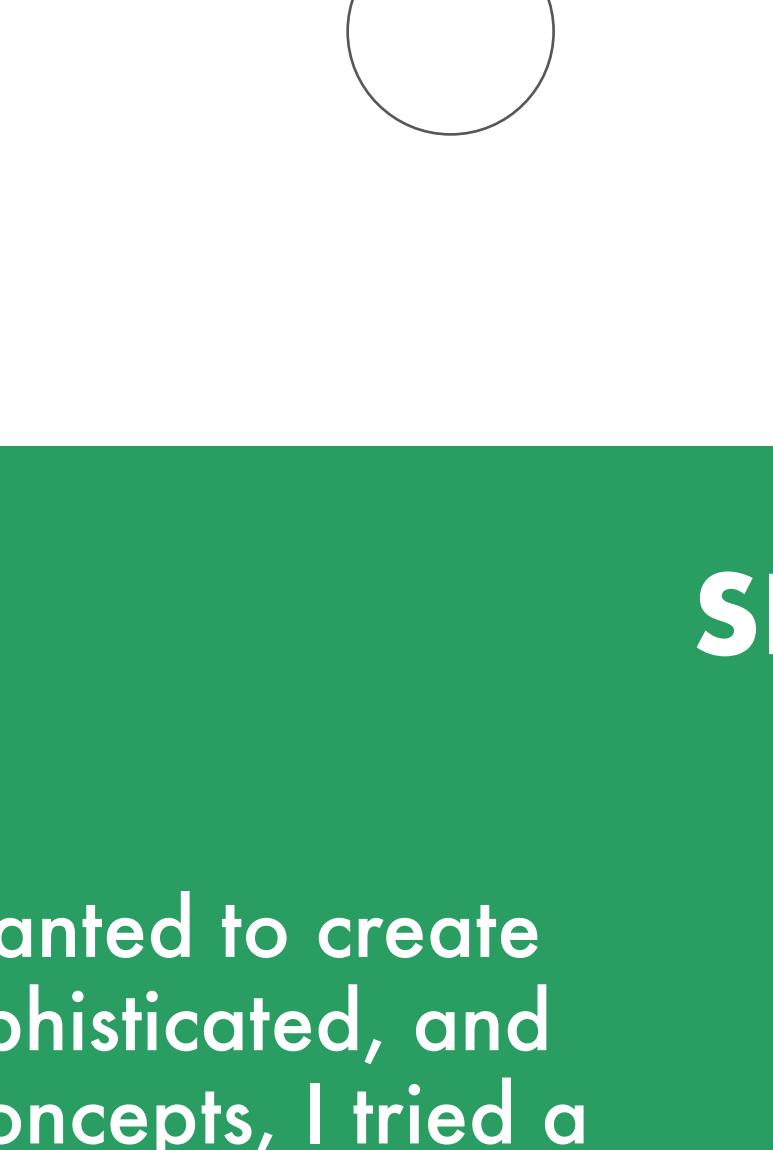
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# DESIGN

## TYPE

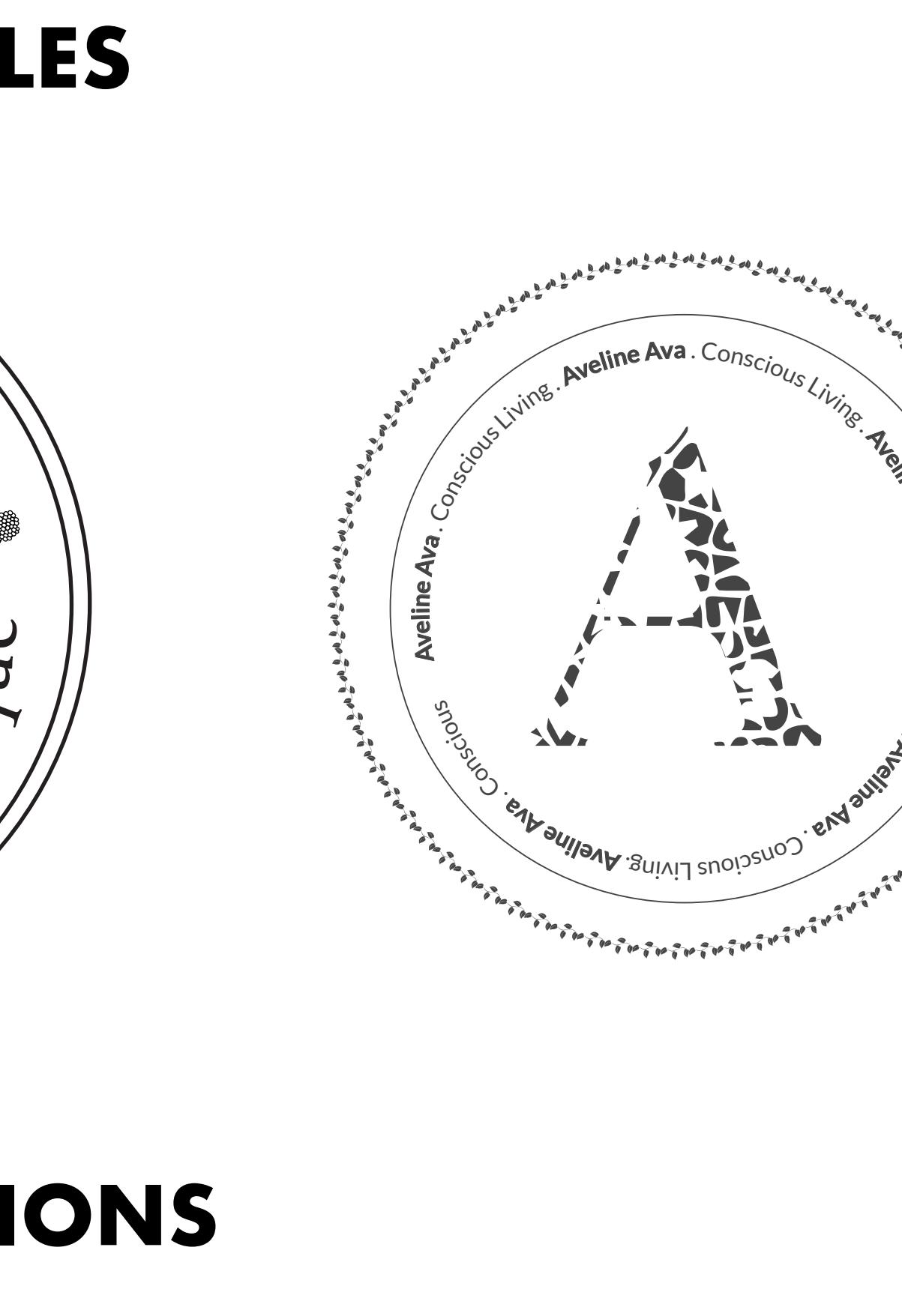
Plantagenet  
Cherokee  
Lato Regular



## SKETCHES

For the Ameline Ava Logo, I wanted to create a logo that felt established, sophisticated, and organic. When sketching my concepts, I tried a few approaches. I first went for a hand written script logo concept, then transitioned into pictorial and script combinations.

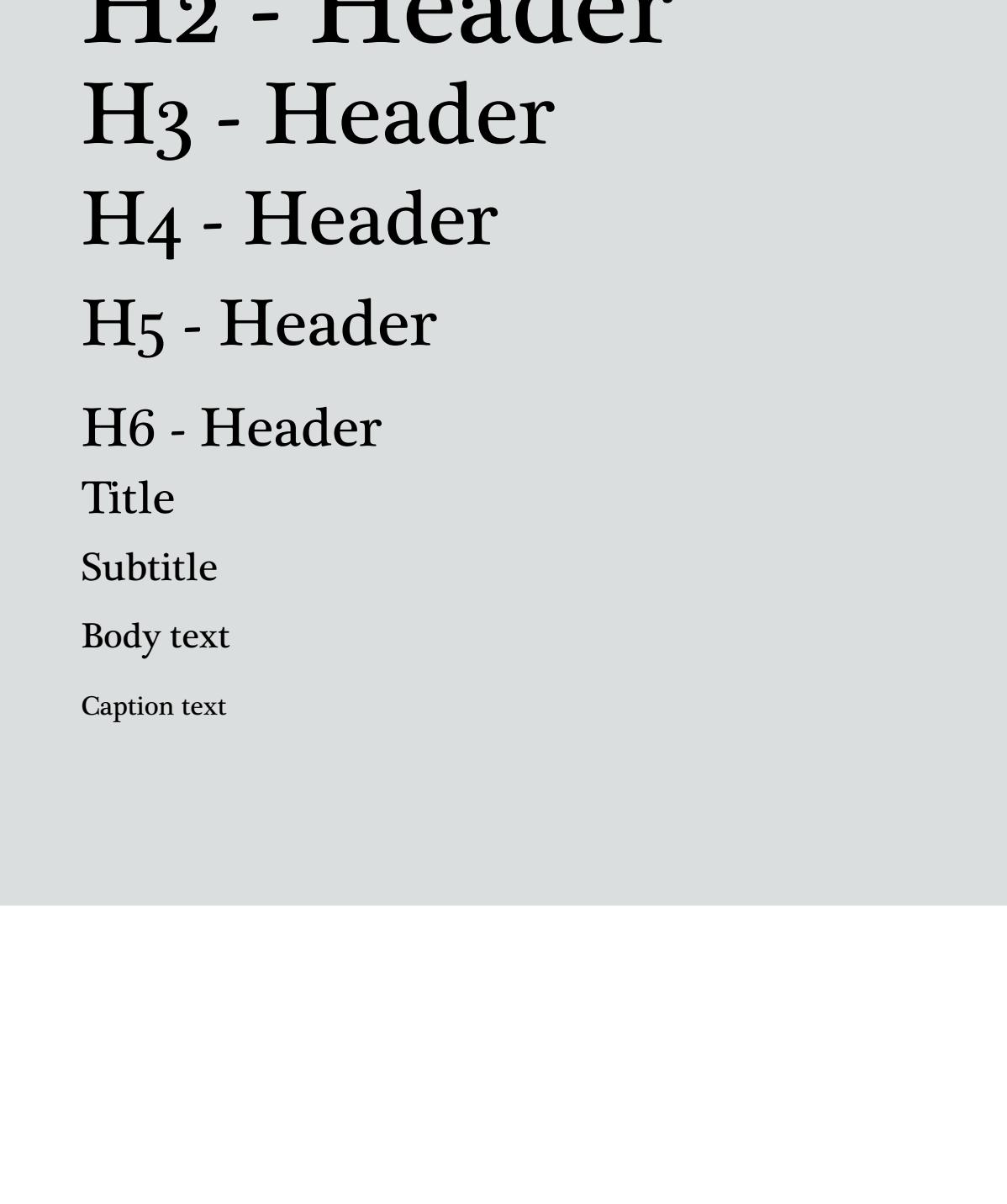
The primary influence of the logo was a mulberry leaf to represent silk, which is the main material used in all Ameline Ava products.



## ITERATION SAMPLES



## FINAL AND VARIATIONS



Ameline Ava  
Conscious Living

## THE DESIGN SYSTEM

### BRAND COLOURS

#### PRIMARY #2A9D63

#### SECONDARY #74BEBF

### TYPOGRAPHY

#### Plantagenet Cherokee

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 ! @ # \$ % ^ & \* ( ) \_ -

Plantagenet Cherokee - Regular

H1 - Header

H2 - Header

H3 - Header

H4 - Header

H5 - Header

H6 - Header

Title

Subtitle

Body text

Caption text

#### Lato

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 ! @ # \$ % ^ & \* ( ) \_ -

Lato - Regular

H1 - Header

H2 - Header

H3 - Header

H4 - Header

H5 - Header

H6 - Header

Title

Subtitle

Body text

Caption text

### WEB SITE COLOURS

Primary #333333

Secondary #74BEBF

Neutral #4D5C5C

Error #E32C2B

White #FFFFFF

Black #000000

PRIMARY

Button text

Button text

Button text

Button text

SECONDARY

Button text

Button text

Button text

Button text

ERROR

Button text

Button text

Button text

Button text

### BUTTON SCALE

Sizes

Default

Hover

Active

Disabled

PRIMARY

Button text

Button text

Button text

Button text

SECONDARY

Button text

Button text

Button text

Button text

ERROR

Button text

Button text

Button text

Button text

Form input

## DEFAULT

<input type="text" value="Input"/>	48px	<input type="text" value="Input"/>	48px
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## HOVER

<input type="text" value="Input"/>	48px	<input type="text" value="Input"/>	48px
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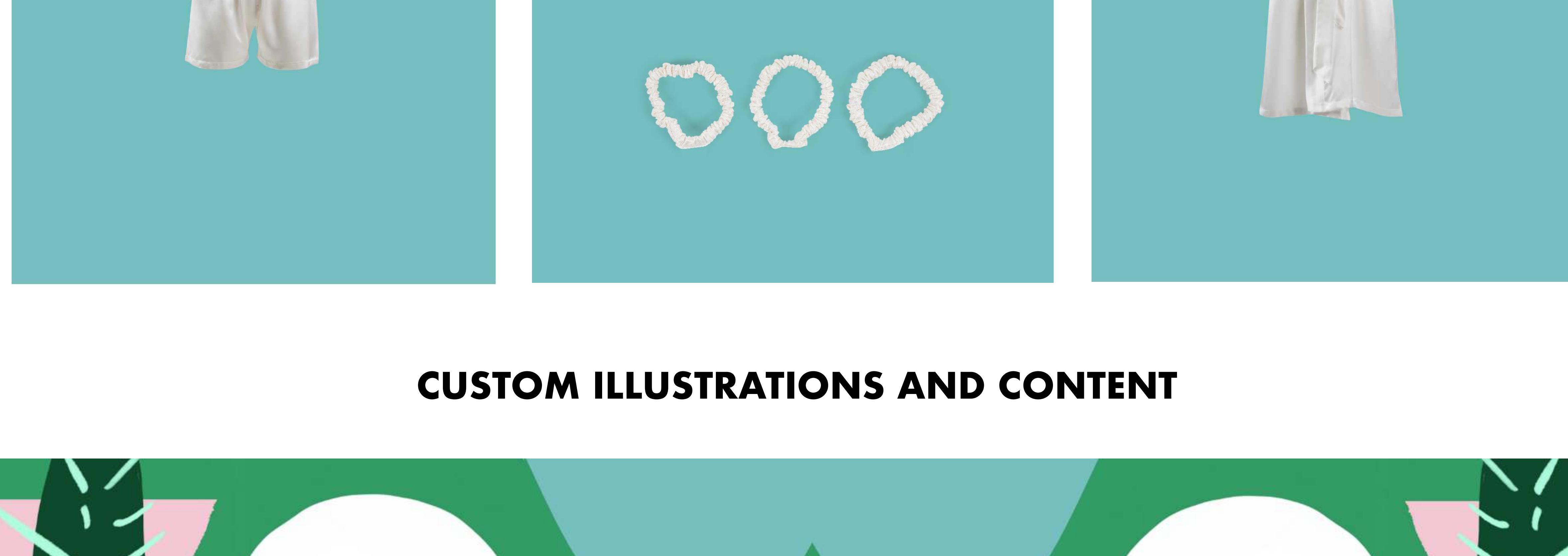
## REQUIRED

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## AUTOFILLED

<input type="text" value="Input"/>	48px	<input type="text" value="Input"/>	48px
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## PHOTOGRAPHY DIRECTION



## CUSTOM ILLUSTRATIONS AND CONTENT

