

Pedicure Menu – Design Brief

Brand:

i-JOA

Logo:



Product Name:

Deluxe Pedicure 4-Step

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Creative Brief:

This design will be for a single page menu (front/back) that will display multiple different scent variations of a product. The purpose of this menu is to display to clients and show them the available options and benefits of each option.

The menu will be double sided.

The front page will include a header including brand logo and product name, and a total of 8 different scents including imagery and descriptive text.

The design should include the text provided for each scent. The design should have a layout that is structured/organized, easy to read, and has bright imagery that represents each scent. An example is a modular layout using boxes that highlight a different scent within each box. Lavender scent should include aesthetic images of lavender flower and/or the color purple.

The back page will include brand logo, overall product description, and additional brief text that explains each step of the product.

The final size of the design should be 8.5"x11", produced in InDesign format, with all layers editable for future changes.

NOTE: Please carefully review the attached design brief that includes additional information, and all necessary text to include in the design.

Menu Dimensions:

- ***8.5 x 11 inches***

Required File Format:

- Produced in InDesign, with all layers editable for future changes.

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Front Page:

Include brand logo (***i-JOA***), with product name (***Deluxe Pedicure 4-Step***). Include the phrase (***Pick Your Pedicure***) as part of the header.

Include all of the eight scents (***Lavender, Mandarin, Cucumber-Melon, Jasmine, Rose, Mint, Milk & Honey, Green-Tea***), with imagery and text descriptions.

Back Page:

Include brand logo (i-JOA) and the following descriptive text, centered, and positioned on the upper half of the page.

Descriptive Text:

i-JOA Deluxe Pedicure 4-Step will transform your pedicure experience and immerse your senses into a floral paradise designed to rejuvenate your body. Sit back, relax, and enjoy.

Include the following information that represents a brief description of each of the 4 steps included in the product, on the bottom half of the page:

1. Salt Soak – Detoxifies and deodorizes your feet.
2. Sugar Scrub – Gently exfoliates dead skin.
3. Foot Masque – Cleanses pores for smoother skin.
4. Massage Lotion – Hydrates and soothes skin.

Utilize imagery or illustrations that represent each step and provide a premium aesthetic for each step.

Optional:

Front/Back Page:

Include a background design that utilizes shapes, lines, gradients, or other elements that add value to white spaces in the background.

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Scent Information:

Lavender

Melt away the stresses of the day with a delicate, sweet smell that is floral and woody at the same time. Lavender is a calming scent for relaxation that puts us in a better mood and helps create a sense of tranquility and peacefulness.

Mandarin

Uplift your senses with a fruity and sweet aroma that promotes clarity, radiance and a smooth, even skin tone. A citrus blend of essential oils works great to polish dull skin, reduce wrinkles, and correct spots.

Jasmine

Embrace the warmth of a rich and sensual floral scent that boosts your energy levels and helps make your day better and brighter. A symbol of purity, love, and beauty – Jasmine helps to reduce exhaustion, nervousness, and stress.

Cucumber-Melon

Jump into a refreshing blend of crisp cucumber, watery honeydew, and summer cantaloupe. Perfect for capturing the essence of a summer day. Bamboo and aloe extract help cool your skin after a day in the sun.

Mint

Rejuvenate your body with a cool mix of peppermint and spearmint that prevents skin damage, alleviates inflamed skin, and acts as a splash of tonic for the senses. Infused with eucalyptus to leave you clean, cool, and crisp.

Rose

Fall in love with a delicate floral twist of spicy and sweet that nourishes your skin and calms the mind. Essential oils help to reduce fine lines and protect the skin from UV damage.

Milk & Honey

Discover one of nature's most luxurious skin cleansers and softeners. Creamy milk is full of rich essential vitamins that supply abundant moisture and improves skin elasticity. Sweet honey contains antioxidants and other nutrients that slow down skin aging.

Green-Tea

Restore a sense of serenity with fragrant green tea extract that helps to relax the mind, reduces redness and swelling, and leaves the skin feeling hydrated, silky, and smooth. A natural detoxification that will supply abundant moisture to the skin.