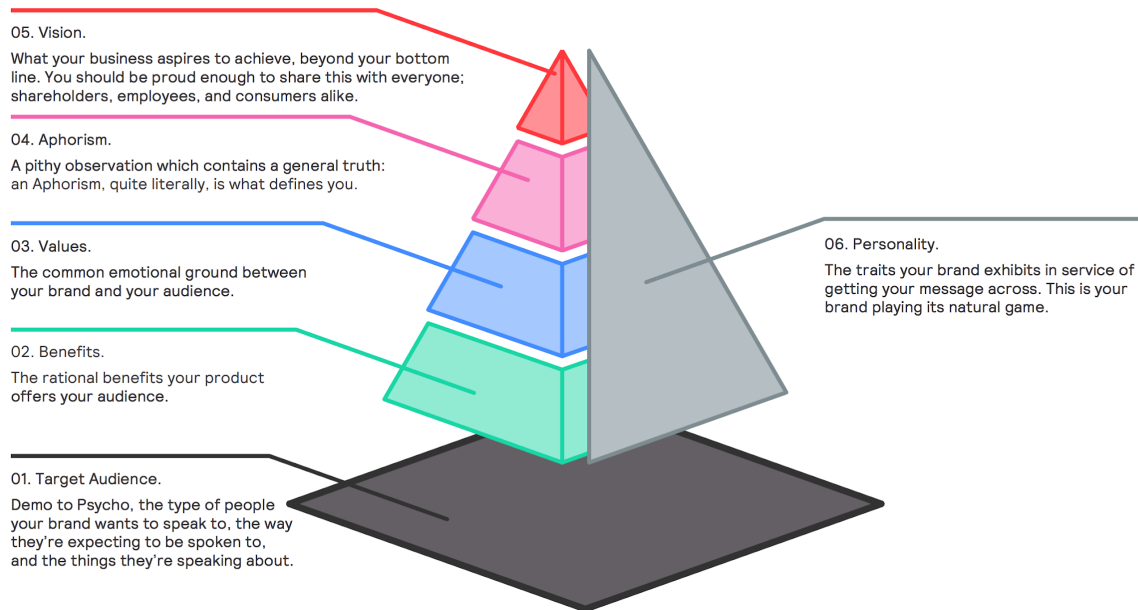


Brand Kit

Brand Pyramid Scheme



1. Target Audience

2 Customer personas

1. **Tweenager:** 7-12 years old, looks for peer acceptance and influenced by trending skincare brands on social media and older siblings, no longer wants to be treated like a child.' Values products which look and feel 'grown up'. Loves the experience of going into Mecca/Sephora and drawn to aspirational and aesthetically pleasing skincare brands like [Glow Recipe](#), [Sol de Janeiro](#) and [Drunk Elephant](#)
2. **Concerned mum:** Researches, asks questions, constant googler. Happy to spend on her children, but also wants value for money. Wants the best for her children. Worried about the harm unsuitable products can do to her child's skin. Likes to be educated, wants to know she's doing the right thing for her children.

2. Rational Benefits

There are very few, if any, skincare lines developed specifically with 7-12 year olds in mind.

Skin Squad is

- Specifically aimed at 7-14 year olds
- Teaches children to care for their skin and instills good habits from young
- Doesn't have any nasties or active ingredients which can be damaging to young skin

3. Values (Reasons To Believe / RTB)

Straightforward - value for money, good for you skincare rituals

Safe - no nasties, no actives

Simply Fun - first impressions matter with beautiful ergonomic packaging, product texture and scent

Honest: nothing misleading,

Quality: Australian made, formulated with highest quality ingredients, science backed

4. Aphorism

Join the squad - happy, healthy, and always fun

OR

Gentle on skin, big on joy - the Skin Squad cheer

5. Vision

Skincare that's as enjoyable as it is beneficial and safe for precious young skin.

6. Personality

Friend archetype

Friendly & straightforward

Relatable & trustworthy

Product

1. Product Direction

Skincare besties - Daily Splash Cleanser, Hydra Hero Moisturiser and Sun Squad SPF

Our benchmark products are

Cleanser

Bubble Fresh Start Gel Cleanser

[Bubble Skincare | Fresh Start Gel Facial Cleanser For All Skin Types \(hellobubble.com\)](#)

Moisturiser

Bubble Slam Dunk Hydrating Moisturiser

[Bubble Skincare | Slam Dunk Hydrating Moisturizer for Normal & Dry Skin Types \(hellobubble.com\)](#)

Glow Recipe Watermelon Glow Pink Juice Moisturiser

[Mini Watermelon Glow Pink Juice Moisturizer - Glow Recipe](#)

Sunscreen

Bubble Solar Mate

[Bubble Skincare | Solar Mate \(hellobubble.com\)](#)

2. Problem + Solution + Stat (Context)

Problem: Growing trend of tweenagers using skincare products intended for adults could lead to irreversible skin problems

Solution: An age-appropriate, affordable skincare range with branding and interesting product delivery mechanism that appeals to tweens

Stat: Google searches for 'Skincare for tweens' have now risen by +196%

Brand Look & Feel

1. Colour-ways (Insert images/description)

- The colour palette should be inviting, fun, vibrant and energetic
- A combination of bright and cheerful colours complemented with neutral tones will give the product line a 'grown up yet fun' look akin to the brands tweenagers are attracted to.
- Proposed palette for packaging: Buttermilk, Neon Orange, Neon Pink, Moon Dust & Sky Blue
- Packaging should be striking, distinctive and worthy of a #shelfie

2. Merch

Cardboard mailer
Toiletry Bag
Branded stickers
Thank You card

3. IRL

Social posts, reels

4. Competition

The Inkey List - affordable choice, simple four-step acne kit.

Bubble - Teen Influencer-Approved, nontoxic, cruelty-free, and plant-based products.

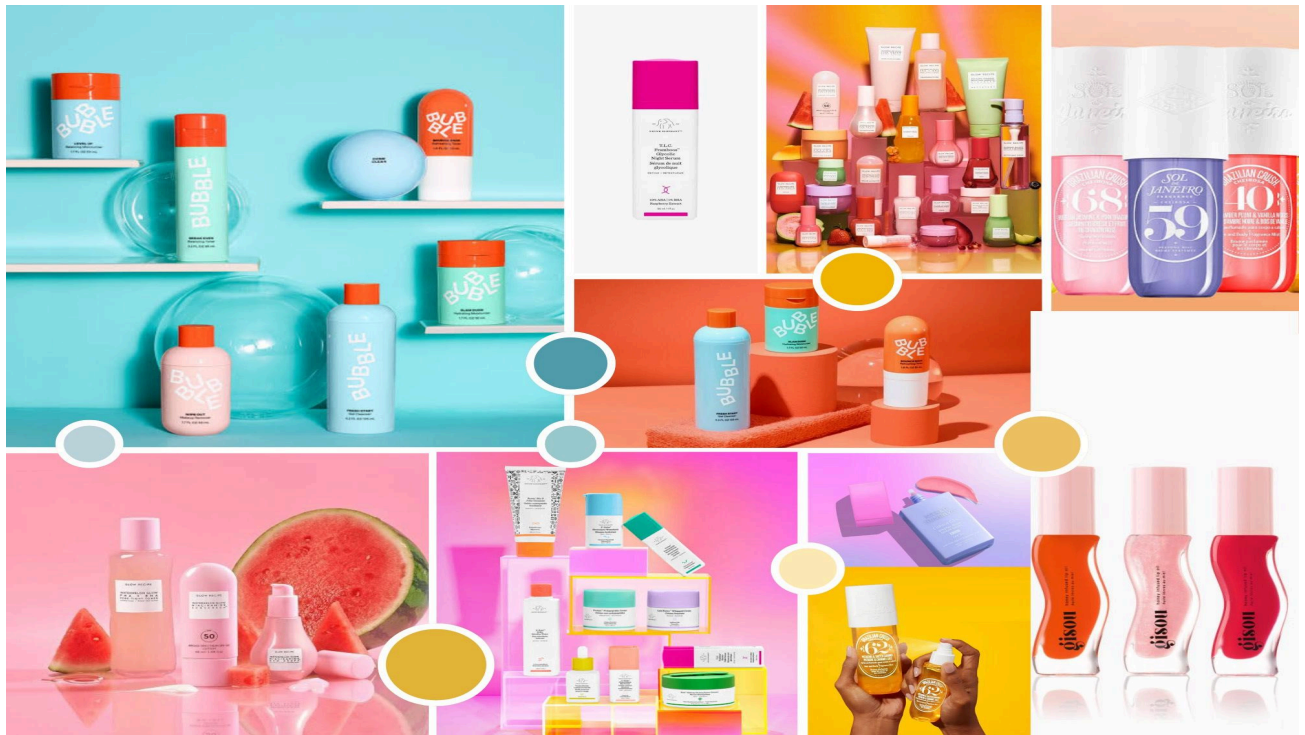
BTWN- Eco friendly, Socially conscious & gender neutral skincare made by a dermatologist

SuperGoop! is recommended for daily SPF application, essential for all teens.

In Australia, **No Nasties Kids**, **Teen Skin Health** and **Petite Skin Co.** are popular.

Mecca Max, **Naked Sundays**, **Glow Recipe**, **Sol de Janeiro**, **Summer Fridays** are mentioned for their fun packaging and innovative products.

5. Brandspo



6. Logos

Logo should celebrate the brand with an emphasis on Squad. We particularly love how Bubble and Facile bring their brand to life.



L O G O I N S P O

7. Fontspo

Contemporary timeless fonts that can bring the brand to life with impact through packaging and digital mediums. Invoke fun and energy.

We're after a modern aesthetic – contemporary with clean lines, minimal curly strokes, and high legibility that are welcoming and not cold.

Ideally, the font should not be too weighty, featuring a mix of thin and thick strokes. Preference is for single story 'a' which is more appealing to our demographic.

