**Creative Brief for Ev’amay**

Introduction:

Ev’amay is a luxury online skincare company that provides high quality and innovative products to address the beauty needs and desires of women of all ages and ethnicities. We use only the purest and most natural of ingredients, both traditional and newly discovered. Each product is rigorously tested, using cruelty free methods, to ensure superior product quality and efficacy, as customer satisfaction is of the upmost importance to us. Being environmentally conscious, we always strive towards ecologically sustainable ingredients, and ensure all our packaging is recyclable.

Project Details:

We require expert design support to create a logo icon and font style for the Ev’amay name, that can be applied to cardboard packaging, cosmetic jars, bottles and tottles, as well as on collateral such as our webpage, in social media and in advertising.

The darker shades of purple have already been selected for our brand colors, as these have a luxurious quality, which resonates with who we are and what we offer. To further add to the luxury feel, we envisage the logo to be trimmed in gold or silver. (Please refer to the attached Mood Board for some imagery)

We require the first round of logo designs delivered in two to three weeks. Our team will then take one to two weeks to review and provide feedback. From that point, we hope to have the final logo complete in another two to three weeks.

Goals and Objectives:

Our logo is to embrace femininity, and represent Eva and May, my Grandmothers, through the meanings of their names. The logo needs to be sleek, clean, & distinct, without too much detail and botanical-like patterns, as the later is seen far too often in the beauty industry.

Audience:

Ev’amay is for today’s discerning woman, who wants nothing but pure, natural and superior skin care to achieve optimal and long lasting results for her skin. She is a woman, who wants to look her best at all times now and into the future. We offer all of the above in the form of innovative, state-of the art products, encapsulated in exquisite, yet fully recyclable packaging, that can be purchased from the comfort of her own home or office.

We understand that the current market place is saturated with on-line skin care products boasting a multitude of claims, which can be ever-so confusing to the consumer when it comes to making the best choices for their individual skin care needs. Therefore, our main point of difference is that we offer one-on-one private consultation with our expert beautician, to maximize customer satisfaction.

Our company is located in Australia, however, we are currently targeting the US market, with a view to going international in the future.

Competitive landscape:

The Cosmetic and Skin Care Industry is an extremely competitive environment, with each stakeholder whether big or small, all vying for a slice of the multi-billion dollar pie by offering the ‘latest’ discoveries that promise to “turn back the clock”, or to delay the aging process, or both. So in this sense, Ev’amay is entering an arena of immense competition. With that said, paradoxically, we don’t see ourselves as having competition, as Ev’amay is unique in terms of providing a sheer luxury buying experience that one could only find at a Cosmetic House within an upmarket department store, yet this is now achievable with Ev’amay and the click of a button.

Value Proposition:

We are committed to providing our customers with beautiful products that deliver results. In fact, we guarantee every product we sell. If for any reason you are not 100 percent happy with your product you can return it during the first 30 days of purchase.

Communication Points:

We are still in the process of exploring taglines, but one that we have thought of is;

“Ev’amay! Be forever beautiful!”

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