

BASRAOUI™ Studio

©Yassine Basraoui — Branding & Packaging Designer
In Partnership with **Leila Essabar** — **Biocare** Owner

Gridliners Award 2021

*Differentiating each
product from another
while maintaining
consistency.*

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[@basraouistudio](https://www.instagram.com/basraouistudio)



Case Study Part 1

1. Brand Overview

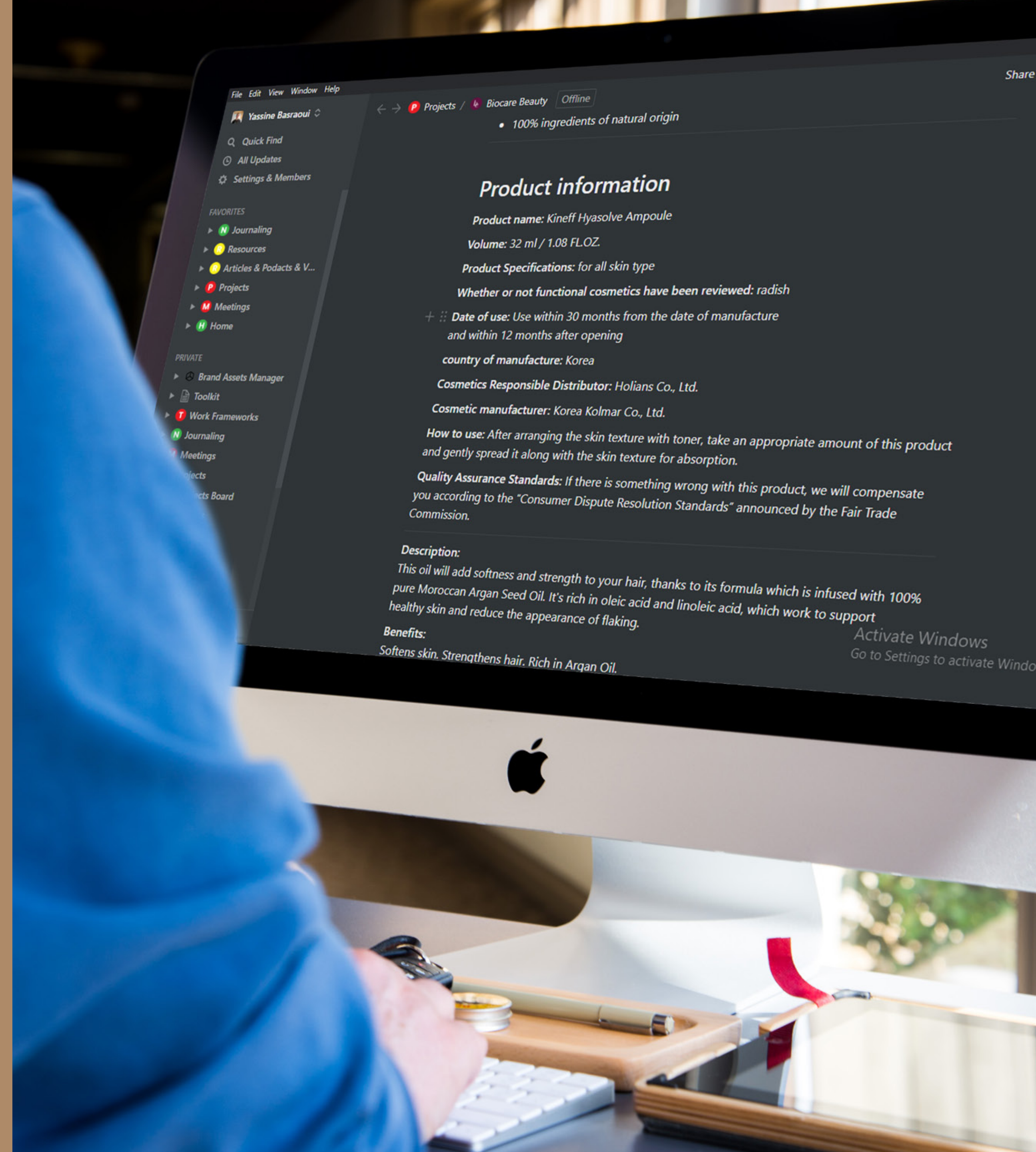
Biocare is a Moroccan personal care brand for women between 18 to 40 years old who are looking for high-quality multi-purpose and organic products without any artificial ingredients for full-body, skin, and hair.

2. Research & Problems

During the research with my client, we found a fascinating gap: you can't know the product's ingredient by just passing by the shelf. Instead, to know a product's ingredient, you have to pick up a product that looks the same as every competitor beside it and read through a noisy, confusing design to find out that the product you are holding doesn't contain the ingredient you are looking for.

3. Challenges & goals

The challenges and goals were to create a consistent product packaging design for organic products and make the buying process easy for consumers without distracting them with the noisy and unnecessary information that makes the consumers confused.



Case Study *Part 2*

The Solution

Brand Wordmark / Logo

We created a modern, feminine, simple wordmark that makes the name readable, clear, and easy to be remembered and recognized in various selling points.

Products Packaging

For the packaging part, we designed a consistent packaging design system by unifying the products' layout so they can be recognized as being of the same brand, and to differentiate each product from another, we highlighted the product ingredient by using a photographed image of the variable ingredient and by changing the color so every product can stand out from the other products from the same line. Thus, the ingredient will be known before the consumer picks up the product from the shelf.

Client's Request

Another point to be mentioned, the client is just starting out and looking to add more ingredients to the line but can't afford to hire a designer whenever she wants to add another product ingredient, so one of the goals and requirements was an easily editable form design to edit on her own whenever she wants to add a new ingredient without hiring a designer.





Organic

Made from %100 organic ingredients.

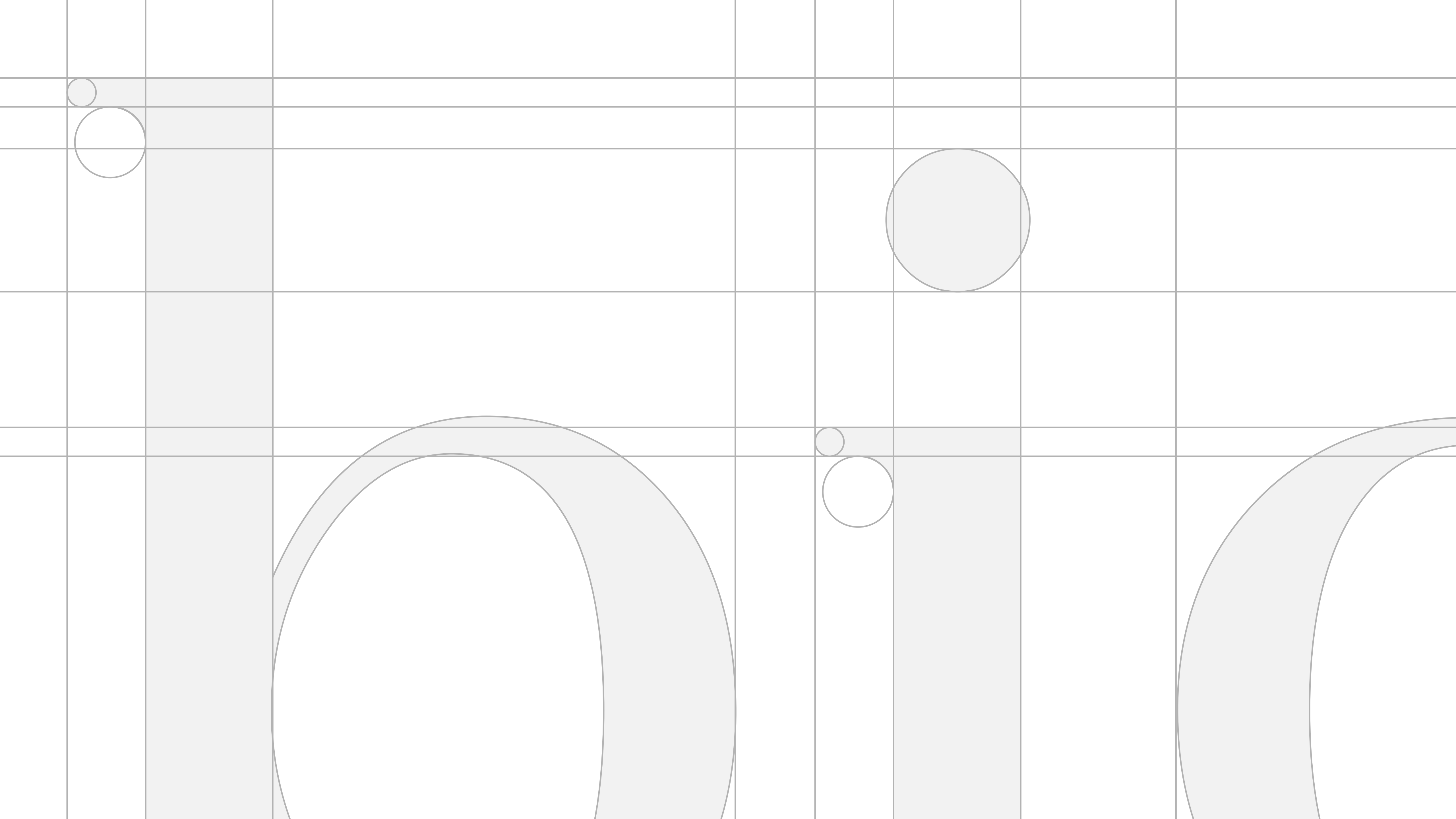
Modern

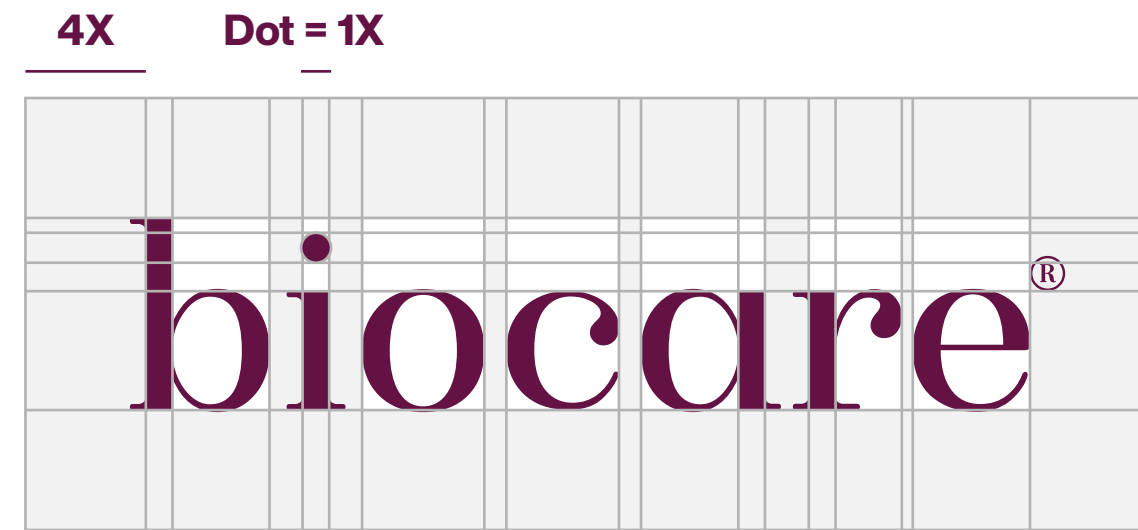
Handcrafted products in a modern way.



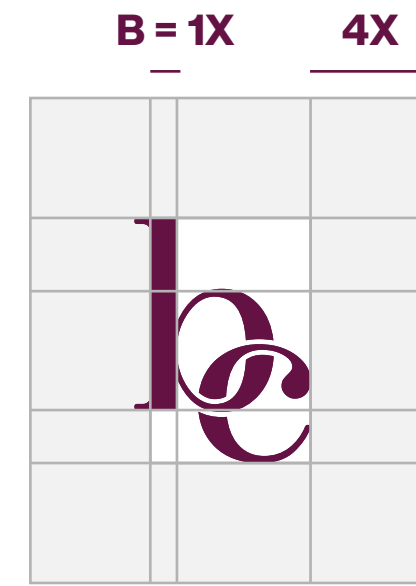
Feminine

Primarily directed to women between 18 to 40 years old.





Primary
Wordmark Construction



Secondary
Lettermark Construction



biocare[®]skincare

Sub-mark
Skincare wordmark

biocare[®]beauty

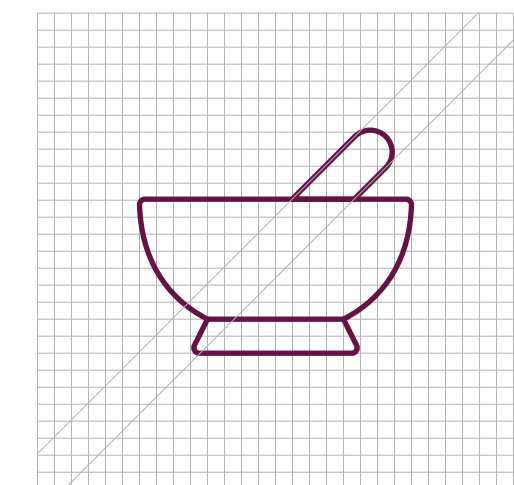
Sub-mark
Beauty wordmark

biocare[®]oils

Sub-mark
Oils wordmark



Secondary Lettermark
For special usages



Iconography Construction
RAW ingredients icon

Primary
Biocare wordmark

biocare®

Typography —

Isabel Display

Typeface

Isabel
Display

abcdefghijklmnopqrstu
vwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

Headlines

Helvetica Now Display

Weight

Thin
Thin Italic
Light
Light Italic
Regular
Regular Italic
Bold
Bold Italic

Example

handmade
with love

Typeface

Helvetica
Now Display

abcdefghijklmnopqrstu
vwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

Headlines & Body

Weight

Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic

Example

Beautiful skin
for a beautiful life

Bottle Construction



Label Construction & Design System

Bleed area
& Crop marks



- 2 Right Back Side**
 Product about
 Product ingredients
 Product benefits

 Certification
 & guidance symbols

- 1 Front Side**
 Brand message
 Product info
 Brand logo & product name

 Product ingredient
 Product main feature

 Product main ingredient image
 Product capacity

- Left Back Side 3**
 Product usages

 Contact information

 The product
 manufacture origine

Bio White

CMYK: 00, 00, 00, 00
RGB: 255, 255, 255
HEX: FFFFFFFF

Cedarwood
PANTONE 553 C



Rose
PANTONE 7635 C



Chamomile
PANTONE 3588 C



Coconut
PANTONE 2314 C



Bio Violet

CMYK: 51, 100, 33, 45
RGB: 100, 18, 67
HEX: 641243

Grapseed
PANTONE 553 C



Castor
PANTONE 2417 C



Sunflower
PANTONE 4017 C



Almond
PANTONE 7412 C



Tints — 80%

Tints — 60%

Tints — 40%

Tints — 20%





Beautiful skin
for a beautiful life.

Clinical formulations
for skin integrity.

care

oil
for face, hair & body

usage



Beautiful skin
for a beautiful life.
Clinical formulations
with integrity.

biocare

Coconut oil
For all skin types, hair & body
Multi-Purpose

Pure — 60 ml / 2 fl oz



Beautiful skin for a beautiful life.
Clinical formulations with integrity.

biocare[®]

Cedarwood oil
For all skin types, hair & body
Multi-Purpose

Pure — 60 ml / 2 fl. oz.

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Clinical formulations with integrity.

biocare[®]

Coconut oil
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biocare[®]

Grapeseed oil
For all skin types, hair & body
Multi-Purpose

Pure — 60 ml / 2 fl. oz.









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Clinical formulations
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biocare[®]

Cedarwood oil

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Multi-Purpose



Pure — 60 ml / 2 fl oz



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Clinical formulations
with integrity.

biocare

Almond oil
For all skin types, hair & body
Multi-Purpose



Pure - 60 ml / 2 fl oz

How to use—
For hair application, work into clean hair daily as needed. For skin, apply a few drops once daily or as needed.

About—
This oil will add softness and strength to your hair, thanks to its formula which is infused with 100% pure Coconut Oil. It's rich in oleic acid and linoleic acid, which work to support healthy skin and reduce the appearance of flaking.

Benefits—
Softens skin. Strengthens hair. Rich in Argan Oil.

Distribué par
Morocco, LLC
Code: 20380
bicare.ma
@bicarema

Made in Morocco
with global materials





Beautiful skin
for a beautiful life.
Clinical formulations
with integrity.

biocare

Rose oil
For all skin types, hair & body
Multi-Purpose

Pure — 60 ml / 2 fl oz

Beautiful skin
for a beautiful life.
Clinical formulations
with integrity.

biocare

Coconut oil
For all skin types, hair & body
Multi-Purpose

Pure — 60 ml / 2 fl oz

Beautiful skin
for a beautiful life.
Clinical formulations
with integrity.

biocare

Cedarwood oil
For all skin types, hair & body
Multi-Purpose

Pure — 60 ml / 2 fl oz

Beautiful skin
for a beautiful life.
Clinical formulations
with integrity.

biocare

Castor oil
For all skin types, hair & body
Multi-Purpose

Pure — 60 ml / 2 fl oz

Testimonial by Liela Essabar— Biocare Owner

I can't thank you enough, **Yassine**, for the professional and beautiful work you did for my brand **Biocare**. You created my brand with passion from your heart, and it was like you were working on your project, not for a client. You gave the project time and effort, and that appeared in the final result. I want to mention that you gave me hope for the success of my brand and made me believe more in my business idea.



*Thank you to
all the creative
people behind
Gridliners.*

Gridliners

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Credits

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by Karolina Grabowska

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Design for people.