

SAGE

PROJECT PRESENTATION



Presentation Date:

Design option
First

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BRAND OVERVIEW

Business Name

SAGE

Industry

Fasion
Beauty
Perfumes
Body Care

Business Description

This business is about the alchemy of perfumes. With a good experience in a different business-line and we have a big market in Kingdom of Saudi Arabia where the competition is really high and my product has what it takes to be recognized among all competitors. I do it because passion drives to deliver high quality results. By using the most potent oil ingredients and alcoholic extracts.

Product or Service

Two Types of perfumes:

- Casual Perfume
- Occasional Perfume

One Hair mist

Brand Applications

Logo & Identity

Website

Social media

Overall digital templates:

Documents, Invoices

Features and benefits

Simple box

French fragrance

Arabic fragrance

Different smell

Uni-sex

Glass

Square

They scence the feeling of:

Luxury

Rich

High class

Elegant

- Getting a unique experience

Brand Printables

Business cards, Boxes, Perfume Labels, Testing Papers, Wrapping Sheets, Gift card, Hair Mists and Bags.

Brand Objectives

We aim to develop and create an identity design that would support us with brand positioning, increase revenue, efficiency, brand recognition, brand loyalty and market share.

To get a new professional & modern look and feel like their competitors, so a unique logo & identity to match the new brand positioning in the market.

Website & social handles

Website:

Not yet

Instagram:

Not yet

TARGET AUDIENCE

This brands target audience are Males & females, 18 - 40 years old, middle class people who live in the planning period for 2030 vision who want to have a different experience feeling the luxury life and being distinguished. They mostly live in Gulf.



Khalid Nasser

Math Teacher

Story:

He is a 37 male. He is a business driven, living a fast paced life, use social media and is a teacher, who tries to be recognized in his school with a special style. He is Saudi that lives in Riyadh.

Demographics

Khalid Nasser

37

Mathematics Teacher

Income: 12500 SR

Riyadh

Male

Married

Bachelor Degree



Lama Adel

Fasion Designer

Story:

She is a 28 female. She creates fasion design with a big pool of audience where she uses instagram to show her products and is a Fasion designer, who wants to expand her sales and to represent her brand in the best way possible. She is Saudi that lives in Khobar.

Demographics

Lama Adel

28

Fasion Designer

Income: 45000 SR

Khobar

Female

Single

Master Degree

BRAND DIFFERENTITAION

Competitors List

Direct Competitors:

Doro
Byredo
Surge
Nose



nose

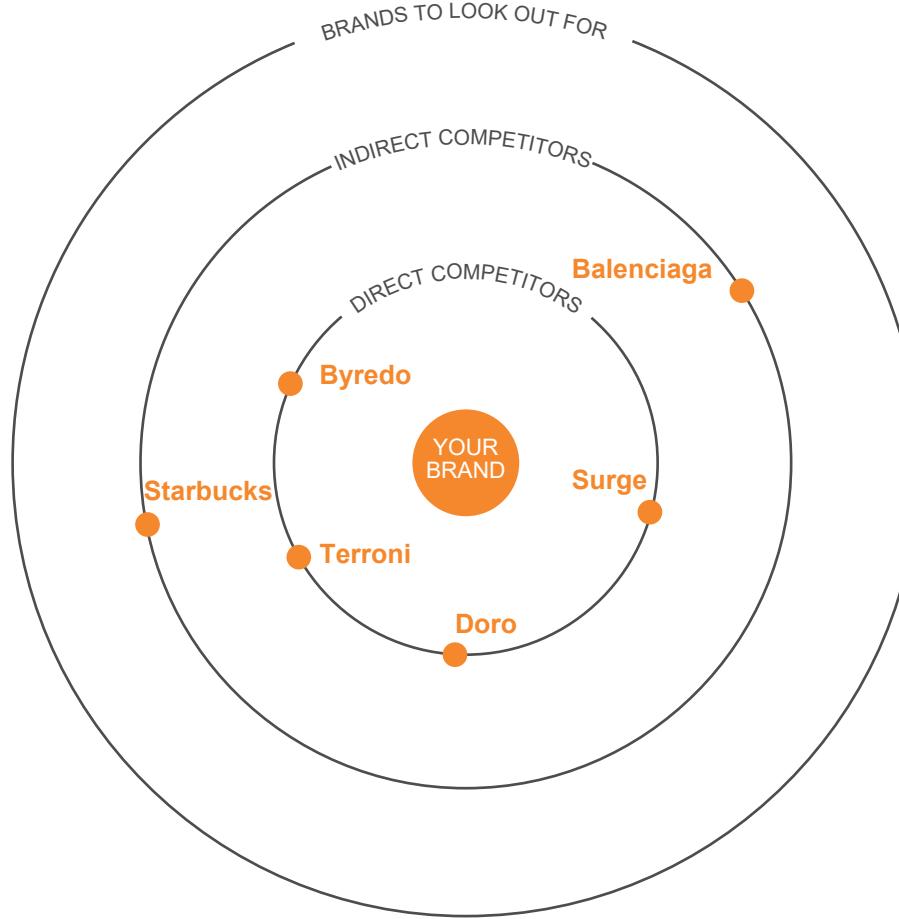


Indirect Competitors:

Starbucks
Balenciaga



BALENCIAGA





SURGE is trend, SURGE is different.

<https://surgeperfumes.com/>

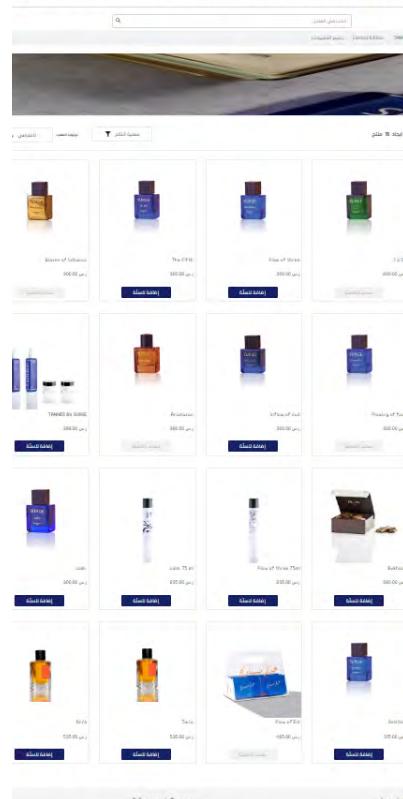
Logo colors



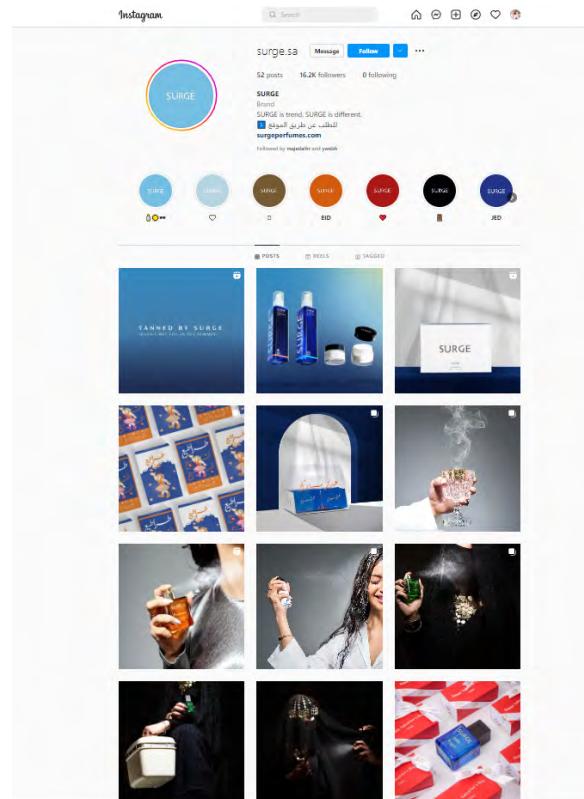
Identity color palette



Website screenshot



Social media screenshot





(No tag line)

<https://doroperfumes.com/>

Logo colors



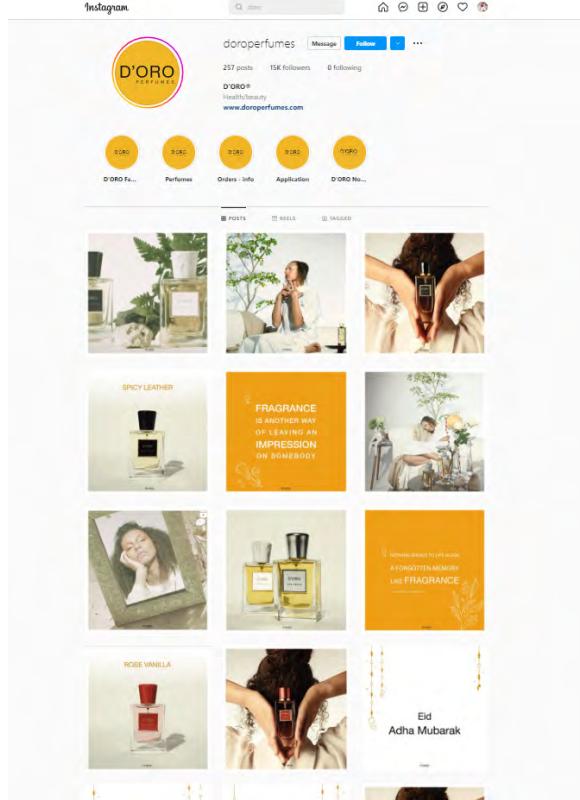
Identity color palette



Website screenshot



Social media screenshot



BYREDO

Byredo's luxury home fragrance offerings include scented candles, textile perfumes, and accessories, imparting a unique atmosphere in the home. Byredo's best-selling candles are crafted in elegant black glass complete with its signature minimalist bottle labelling, perfectly complimenting every interior space.

<https://www.byredo.com/>

Logo colors



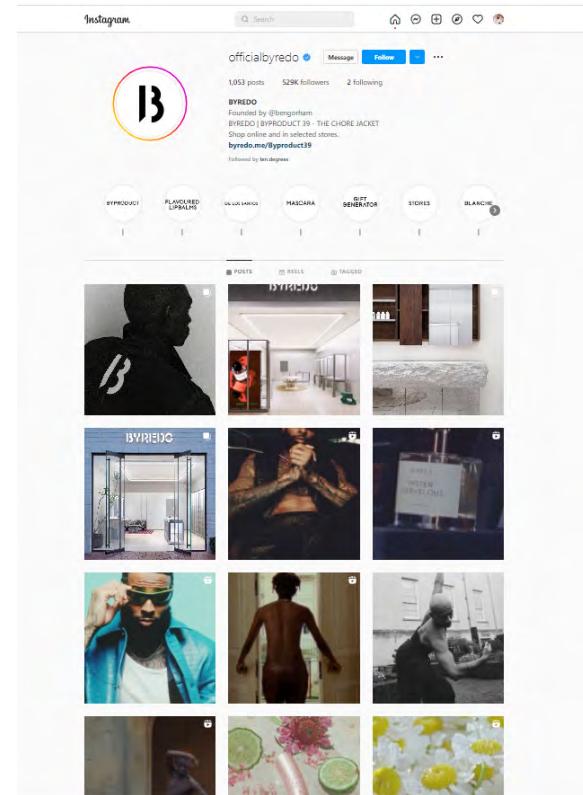
Identity color palette



Website screenshot



Social media screenshot



nose

Nose, curator of perfumes and beauty products, is at the forefront of the industry with our selection of over 500 perfumes and 1500 references from some 50 designer brands. Nose is a beauty concept store in the heart of Paris (2nd arr.) and an online boutique, with one primary focus: establishing your olfactive diagnostic to help you find your ideal perfume.

<https://noseparis.com/>

Logo colors



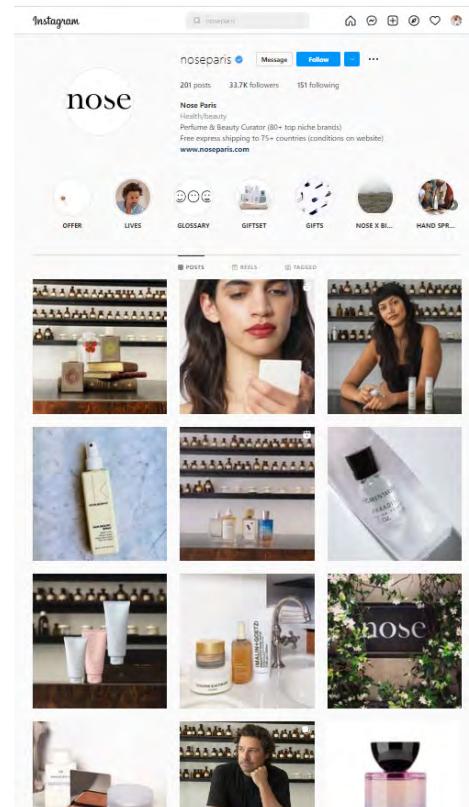
Identity color palette



Website screenshot



Social media screenshot





Our story begins in 1971 along the cobblestone streets of Seattle's historic Pike Place Market. It was here where Starbucks opened its first store, offering fresh-roasted coffee beans, tea and spices from around the world for our customers to take home. Our name was inspired by the classic tale, "Moby-Dick," evoking the seafaring tradition of the early coffee traders.

<https://www.starbucks.com>

Logo colors



Identity color palette



Website screenshot

The website screenshot shows a landing page for summer promotions. At the top, there's a banner for "Summer is brighter with free treats!" with a "Join Starbucks Rewards" button. Below it, there are three main sections: "Back-to-school smiles" (featuring a Starbucks eGift card), "Summer's brightest new drinks" (featuring two new drink offerings), and "Cold brew for two" (featuring two cold brew options). Each section includes a "Learn more" button. The bottom of the page has a note about Starbucks Rewards and a "Find a Store" button.

Social media screenshot

The social media screenshot shows the official Starbucks Instagram account (@starbucks). The profile has 2.517 posts, 17.8M followers, and 4,340 following. The bio reads "Starbucks Coffee ☕️". A recent post features a "Sip into Summer" offer with a link. The feed displays a variety of images, including storefronts, products like pineapples and smoothies, and customer photos. Stories at the bottom show a woman with a smoothie, a couple at a wedding, and a person holding a cold brew.

BALENCIAGA

Famed for his exquisite craftsmanship and innovative designs, Spanish couturier Cristóbal Balenciaga was known as 'The Master' of haute couture. An inspiration to those who follow in his footsteps, his work continues to shape fashion today. Haute couture is like an orchestra whose conductor is Balenciaga.

<https://www.balenciaga.com/>

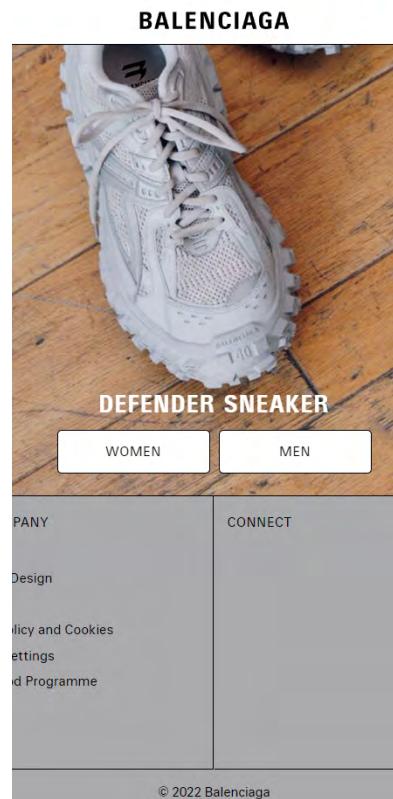
Logo colors



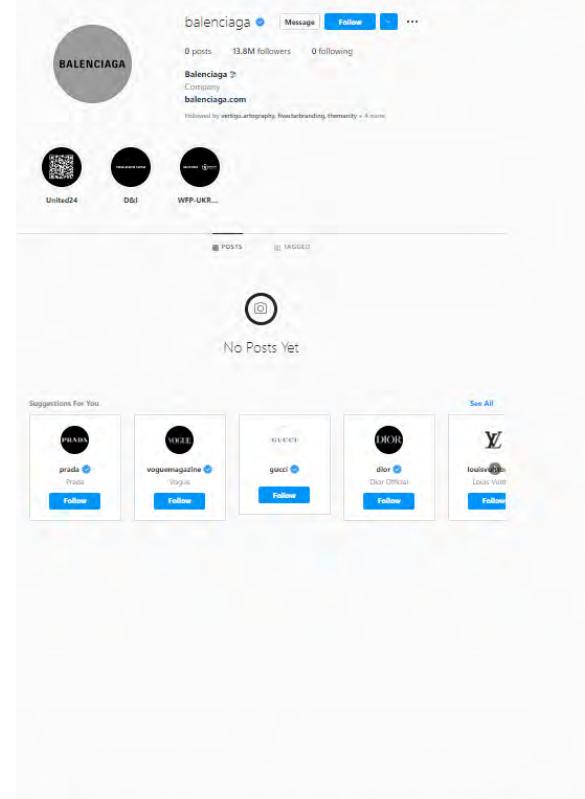
Identity color palette



Website screenshot

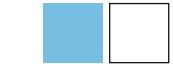


Social media screenshot





surgeperfumes.com



- A typography logo simple and modern.
- One color identity.
- Photos and posts use the shades of blue color.
- Pictures and elements are feminine directed.

D'ORO
PERFUMES



doroperfumes.com

- A typography logo simple and modern.
- Two color identity.
- Photos and posts use yellow color from the identity
- Pictures and elements are natural directed.

nose



noseparis.com

BYREDO



byredo.com

- A typography logo simple and modern.
- One color identity.
- Pictures are placed without using the identity elements.
- Two color identity.
- Photos are sexual oriented to allure customers

For males and females, SAGE is the long lasting and a unique scent amongst all perfumes. So they can use it on daily basis or for occasional events because it will distinguish them from others

What: The only (what is your category)
How: that (how are you different)
Who: for (who are your users)
Where: in (where are your users located)
Why: (why do your users need you)
When: (Era/ underlying trend)

What: Perfume
How: High quality and low price
Who: Ambition people who wants to be different
Where: Capital of the Kingdom of Saudi Arabia, Riyadh
Why: To be unique and noticed
When: casual or occasional events

SAGE is the only perfume that provides a high quality with a logical price for ambition people who wants to feel different in the capital of the Kingdom of Saudi Arabia, Riyadh to be unique and noticed for casual or occaisional events.

To have a different alchemy fragrances that will be composed
on ratios that are going to create the special experiences
through having a luxury , rich, high class and an elegant feeling

To be Gulfs first perfume centric company.

Values

Charming
Personalties

Attractive
People

Full of
Ambition

Clever and
Daring

SAGE is aspired alchemy of perfumes. With a good experiance in a different business-line and we have a big market in Kingdom of Saudi Arabia where the competition is really high and my product have what it takes to be recognized among all competitors. I do it because passion drives to deliver high quality results. By using the most potent oil ingrediants and alcoholic extracts.

BRAND CORE

Brand Purpose

A good experience business owner in a different business-line here we have a big market in Kingdom of Saudi Arabia where the competition is really high, so that I can create perfumes using the most potent oil ingredients and alcoholic extracts.

Brand Values

Attractive, pleasing or appealing to the senses.

Charm, the power or quality of delighting, attracting, or fascinating others.

Dignity, the state or quality of being worthy of honour or respect.

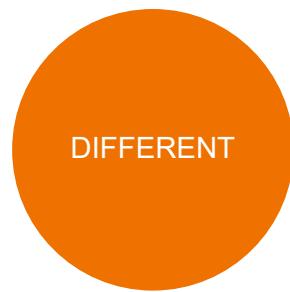
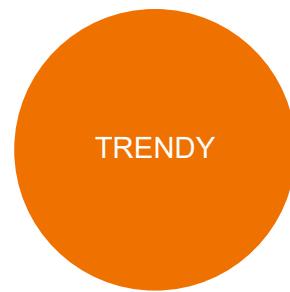
Ambition, a strong desire to do or achieve something.

Daring, adventurous or audaciously bold.

Clever, skilled at doing or achieving something; talented.

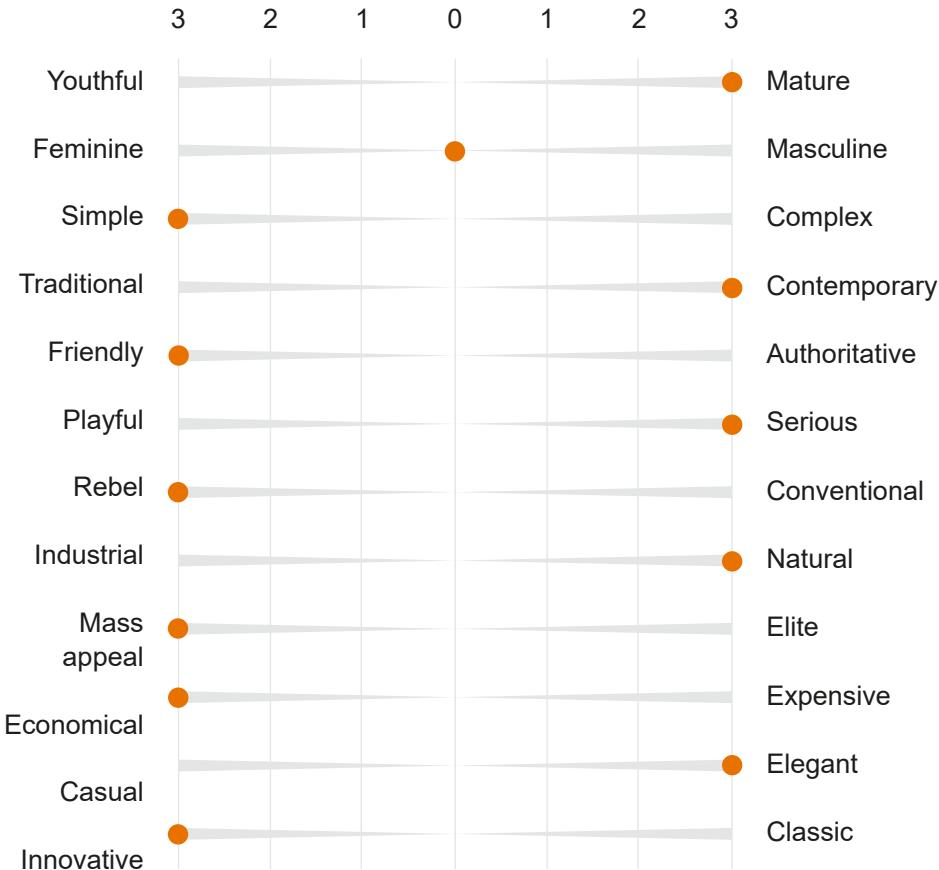
BRAND CHARACTER

Brand Attributes



What is your brand personality?
how you present your brand to target audience.

Use a brand personality slider gives us the most common traits available regarding our brand.



SINCERITY	EXCITEMENT	COMPETENCE	SOPHISTICATION	RUGGEDNESS
Down to earth . Family oriented . Small town	Daring . Trendy . Exciting	Reliable . Hard Working	Upper Class . Glamorous . Good Looking	Outdoorsy . Masculine . Western
Honest . Sincere . Real	Spirited . Cool . Young	Intelligent . Technical . Corporate	Charming . Feminine . Smooth	Tough . Rugged
Wholesome . Original	Imaginative . Unique	Successful . Leader . Confident		
Cheerful . Sentimental . Friendly	Up-to-date . Independent . Contemporary			

A large orange circle is centered on the page. Inside the circle, the words "Casual", "Considering", "Passionate", and "Welcoming" are stacked vertically in a white, sans-serif font.

Casual
Considering
Passionate
Welcoming

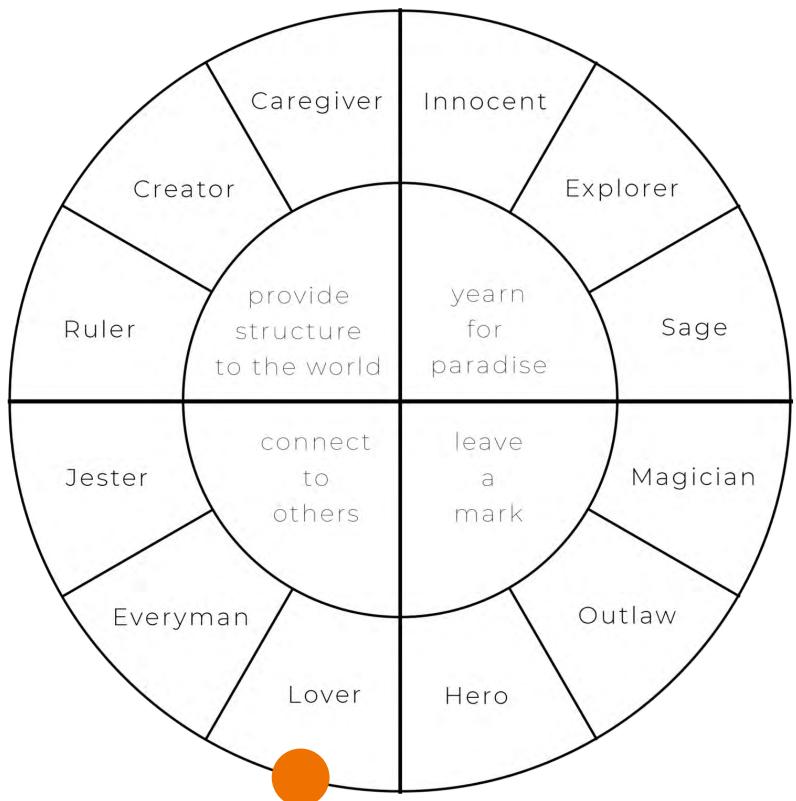


Different presence.
Anywhere, Anytime

Let them feel special

A long lasting scent

Charm them to you



An archetype is specified for Sage that would align the brand with its personality. Enabling it to connect emotionally with its target audience, increasing engagement and loyalty to your brand.

Sage is a

LOVER

Need:

Intimacy.

Goal:

Build loving and committed relationships with people.

Purpose:

Value beauty and luxury in the world around them. Want to seem attractive to others.

Traits:

Unconditional, Empathy and Commitment

Marketing Application:

The Lover brand archetype is about creating relationships and evoking emotions. Lovers are always looking for ways to make others feel special and to meet their needs. Brands who identify with this particular archetype like to celebrate the physical joys of being human, fostering intimacy and bliss in their consumers. But don't let the name mislead you; it's not just about romance. The Lover encapsulates all types of love including parental, friendships, familial, spiritual, and of course, romantic.

Example Brands:

Channel, Gucci, Thorntons and Baileys.

BRAND EXPRESSION

The Ancient Scent,

Differentiation tagline type

We used the word **Ancient** here to differentiate the brand from its competitors. This word was derived from the logo icon direction that we used. It fits both the era and the products of this brand. Moreover, the word **Scent** is describing all of Sage products. The combination ignites the feeling. Also, it is memorable and eye catchy.

Differentiation taglines:

What makes this brand different than its competitors? How does the brand or its products/services make them feel, and what does it do better than others?

SAGE

The Ancient Scent,

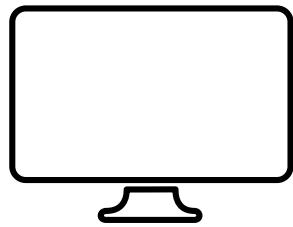
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CREATIVE DIRECTION

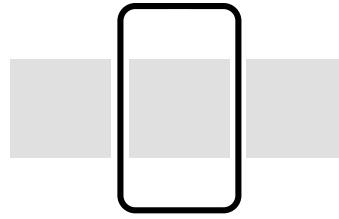
CREATIVE DIRECTION

BRAND IMPLEMENTATIONS
MIND MAPPING
BRAND KEYWORDS
MOODBOARD
CREATIVE DIRECTION GUIDE

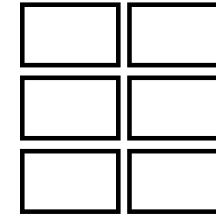
What are the applications for your logo?
Implementations where the logo & identity will be used & applied



Website



Social media



Digital Templates:
Documents, invoices,
ppt, word documents

X factor/differentiators Brand Onliness Different, Alchemy, Ratios, Experiencies, Composed	Mind map - Keyword generation Use visual words, words that can be associated with icons and shapes.	Brand keywords - Keywords we want to own List the top keywords that would best describe the brand.																																																																														
Product features Simple, Box, French, Arabic, Different and smell	<table> <thead> <tr> <th>Herbs</th> <th>Alchemy</th> <th>Ratio</th> <th>French</th> <th>Magical</th> <th>Natural</th> </tr> </thead> <tbody> <tr> <td>Flowers</td> <td>Flask</td> <td>Balance</td> <td>Red</td> <td>Composed</td> <td>Herbs</td> </tr> <tr> <td>Tree</td> <td>Blend</td> <td>Scale</td> <td>Blue</td> <td>Spiritual</td> <td>Flowers</td> </tr> <tr> <td>Floral</td> <td>Mixture</td> <td>Rate</td> <td>White</td> <td>Healing</td> <td>Trees</td> </tr> <tr> <td>Plants</td> <td>Green</td> <td>Percentage</td> <td>Jasmine</td> <td></td> <td>Organic</td> </tr> <tr> <td>Green</td> <td>Yellow</td> <td>Equality</td> <td>Mimosa</td> <td></td> <td>Plants</td> </tr> <tr> <td></td> <td>Purple</td> <td></td> <td>Rose</td> <td></td> <td>Green</td> </tr> <tr> <td></td> <td>Labrotary</td> <td></td> <td>Lavender</td> <td></td> <td>Metidate</td> </tr> <tr> <td></td> <td>Scientist</td> <td></td> <td></td> <td></td> <td>Native</td> </tr> <tr> <td></td> <td>Ratio</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td>Aid</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td>Heal</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td>Enhance</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Herbs	Alchemy	Ratio	French	Magical	Natural	Flowers	Flask	Balance	Red	Composed	Herbs	Tree	Blend	Scale	Blue	Spiritual	Flowers	Floral	Mixture	Rate	White	Healing	Trees	Plants	Green	Percentage	Jasmine		Organic	Green	Yellow	Equality	Mimosa		Plants		Purple		Rose		Green		Labrotary		Lavender		Metidate		Scientist				Native		Ratio						Aid						Heal						Enhance					<p style="color: orange;">Herbs</p> <p style="color: orange;">Alchemy</p> <p style="color: orange;">Flask</p> <p style="color: orange;">Scientist</p> <p style="color: orange;">Healing</p> <p style="color: orange;">An ancient scent</p> <p style="color: orange;">Organic</p> <p style="color: orange;">Sealed</p>
Herbs	Alchemy	Ratio	French	Magical	Natural																																																																											
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Product benefits Scence, Luxury, rich, elegant and unique																																																																																
Brand voice Casual, passion, serious, charm, proffesional, trust, magical, spiritual and natural	Brand implementations: Where are the logo and the identity system going to be used and implemented? Website: Salah.com Instagram: not yet Documents: invoices, sheets	Associated words: Objects, animals, plants, feelings, movements, directions, geometric shapes, etc. Box, Bottle, Square, herbs, magical, professional	Notes/other considerations High Quality Low price Simple																																																																													

Herbs

Alchemy

Flask

Scientist

Ancient

Sealed

Organic

Healing



Z E U S



Basic Shapes:
Curve and sharp lines,

. Reflects Stability but used with curvy corners.
Use the logo silhouette to fill objects, pictures and colors.

Suggested Logotypes:
Symbol + logotype

Suggested execution:
Negative space, Solid blocks color and stability.

Logo lockups:
Centered, seal, a stand alone symbol and a logotype alone.

Imagery to be used:
old artificial/ancient pictures.

Brand Atributes:
Organic, Clean, Modern and Representing.

Services Features:
A different sensation and presence
A scent that will be noticed

Identity Elements:
. Identity elements are needed to be used on background as patterns or watermark used behind text or graphics.
. Create icon set using the identity colors and theme.

Fonts:
Suggested Font type:
Serif font families

Logo lockups:
Centered, seal, a stand alone symbol and a logotype alone.

Colors:
. Use a trustworthy reflecting colors and vibrant options as well.

VISUAL IDENTITY SYSTEM

LOGO DESIGN:
LOGO SKETCHES
LOGO VECTORIZED VERSIONS
LOGO DESIGN
SYMBOL DESIGN
LOGO CONCEPT
LOGO CONSTRUACION
LOGO VARIATIONS AND LOCKUPS
RESPONSIVE LOGOS
COMPETITIVE VISUAL POSITIONING

IDENTITY SYSTEM:
COMPETITORS COLOR SPECTRUM
IDENTITY COLOR PALETTE
BACKGROUND COLORS
IDENTITY FONTS
IDENTITY GRAPHICAL ELEMENTS
IDENTITY PATTERNS
ICON SET
IMAGEY & PHOTOGRAPHY STYLE

BRAND APPLICATIONS:
SMALL SCALE APPLICATIONS
LARGE SCALE APPLICATIONS
DIGITAL APPLICATIONS
SOCIAL MEDIA POSTS
POSTERS
IDENTITY MOODBOARD (STYLESCAPE)

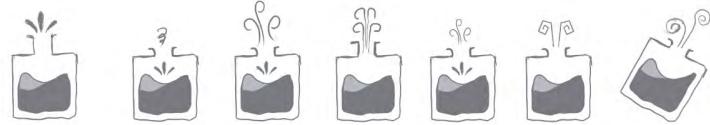
LOGO DESIGN

Brand Keywords:

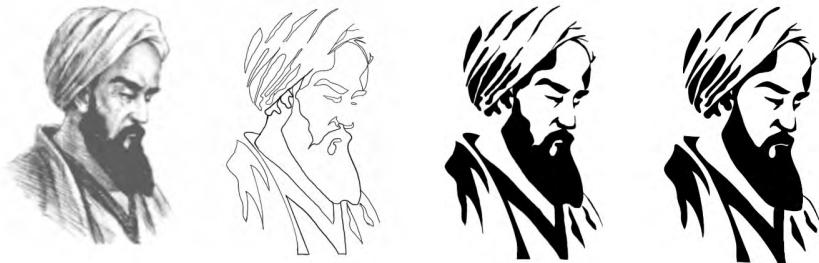
Herbs, Flower, Tree, Plant, Green, Natural, Healing, Spiritual -

Sealed, Alchemy, Wise

herbs
+
flask
+
wind



Sage
+
chemist
+
old & wise



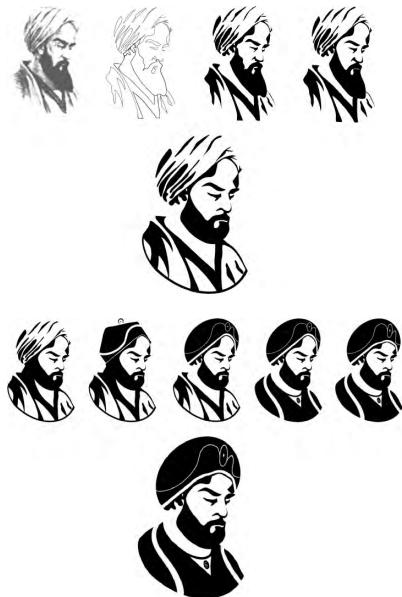
WISDOM + KING + ROYALTY + LUXURY =



Logo Design:

- . Reference Image, start with an actual image, trace it in photoshop or by hand or both. Then vectorize it.
- . Negative Space

Digital Sketching:



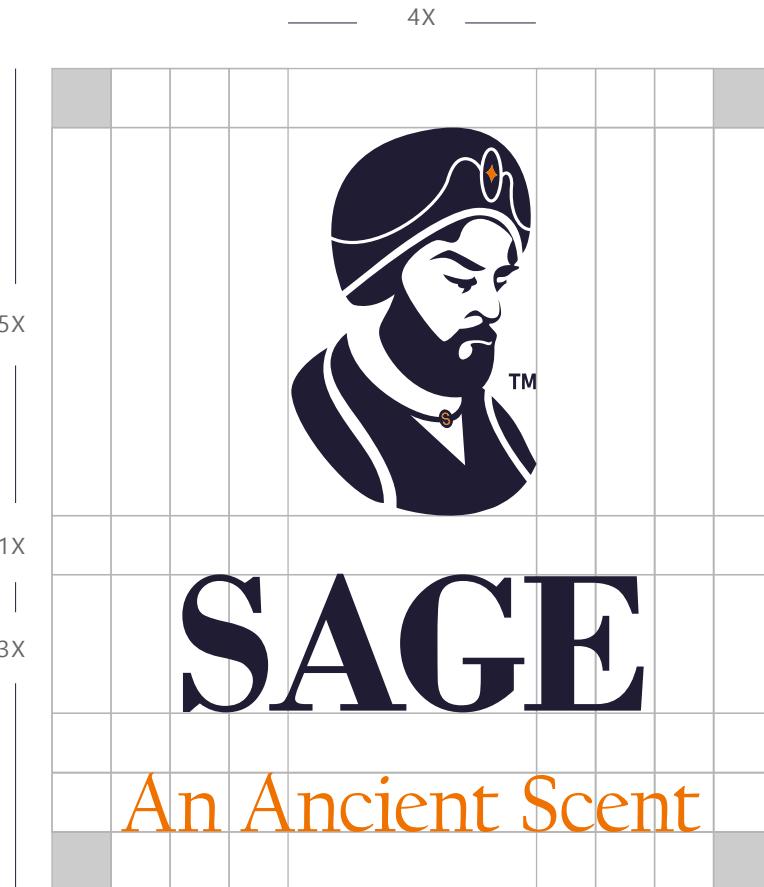
Vectorizing:



Final:







D'ORO
PERFUMES

nose



SAGE

An Ancient Scent

BYREDO



BALENCIAGA

Multiple logo variations are available for use in different scenarios , where the main logo is used everywhere and the logotype only can be used in narrow- strip like spaces, and the icon can be used on its own and a seal design is also provided to be used as an ink or digital seal on all formal paperwork.

Main logo design lockup:



Icon Design:



Logotype only:

SAGETM

Seal Design:





SAGE
An Ancient Scent



SAGE
An Ancient Scent

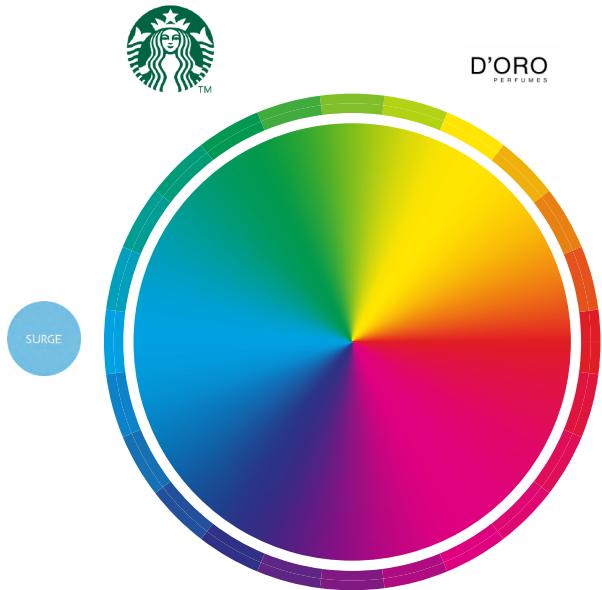


SAGE

SAGE



IDENTITY SYSTEM



► = opportunities of color use



Pantone

RGB for digitals

CMYK for printables

pantone 276 C

#221C3

85,84,48,60

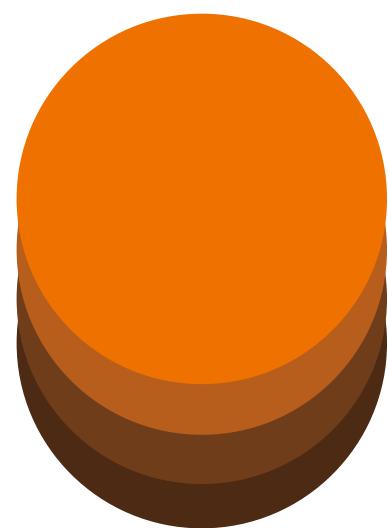
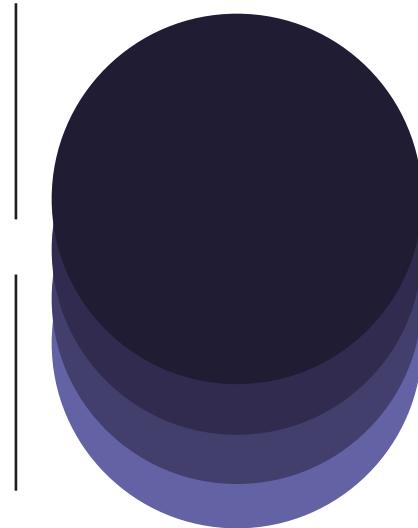
pantone 152 C

#E87200

6,66,100,0

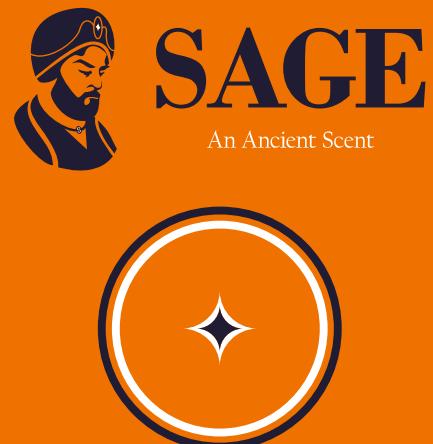
Primaries

Secondries



Primaries

Secondries



Bell MT

Bold

1234567890

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

Californian FB

Bold

1234567890

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

Regular

1234567890

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

Primary Pattern



♦ ♦ ♦ ♦ ♦ ♦ ♦

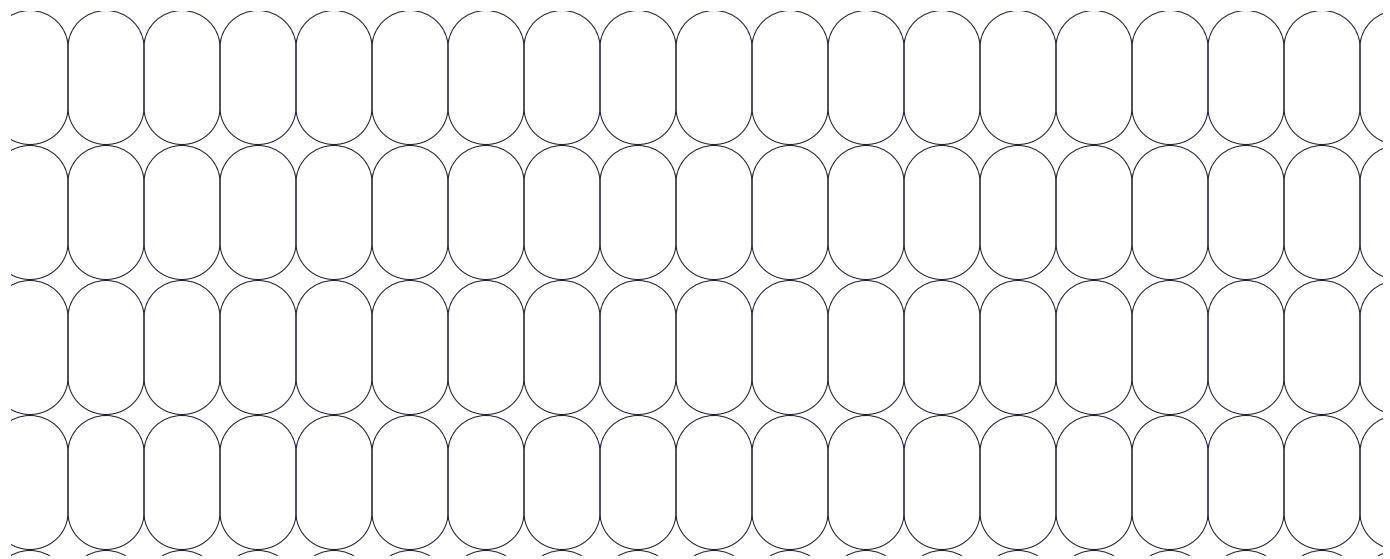


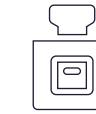
♦ ♦ ♦ ♦ ♦ ♦ ♦



♦ ♦ ♦ ♦ ♦ ♦ ♦

Secondary Pattern





Another part of the identity system are default imagery backgrounds, using ancient images of gemstones that uses the color orange as the main color. These images are unique and rigid, they indicates stability and luxury because of the ancient gemstones both in look and feel.

These images can be used as the default imagery as a background on posts, posters on the website and stationary and anywhere else. alongside the logo marks and graphical elements. They are a replacement of patterns where imagery are better visuals in the

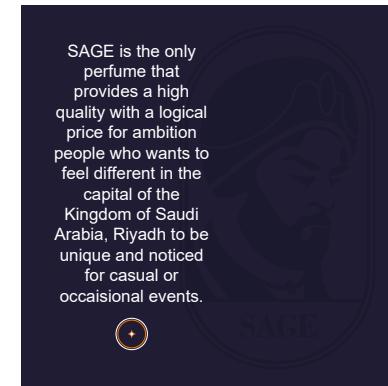


BRAND APPLICATIONS

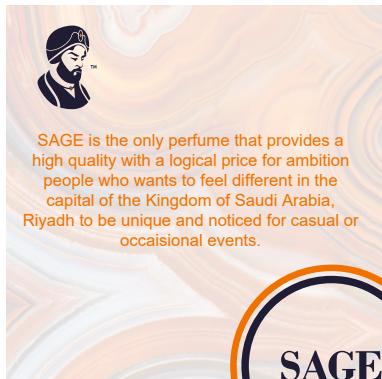
Facebook
Page:



Instagram Posts:



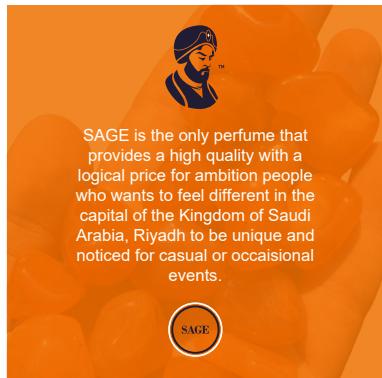
Instagram Posts:



SAGE is the only perfume that provides a high quality with a logical price for ambition people who wants to feel different in the capital of the Kingdom of Saudi Arabia, Riyadh to be unique and noticed for casual or occassional events.



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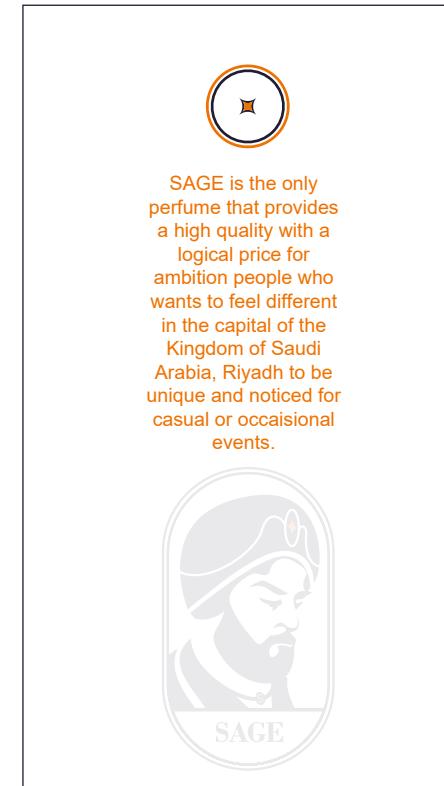
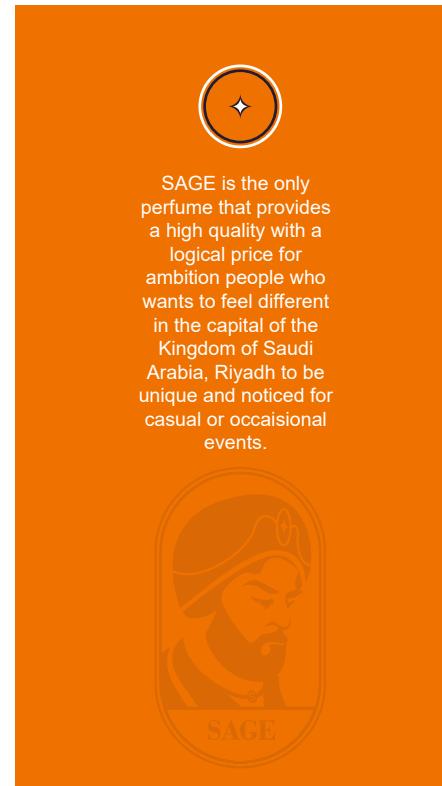
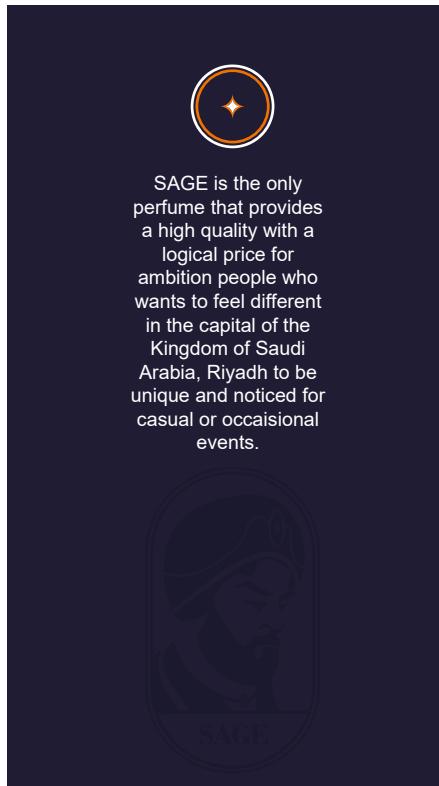


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Instagram Stories:







SAGE

An Ancient Scent



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SAGE PERFUMES

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SAGE

An Ancient Scent

