

PORTFOLIO 3
"CLEAN & CLEAR"
HANNA HARTT // GD424-F20

BRAND ANALYSIS

CLIENT: Clean & Clear
DESIGNER: Hanna Hart

Brand Overview

Clean & Clear is a skincare brand sold in retailers across the world, featuring affordable products that primarily target younger women. The brand was developed by cosmetics giant Revlon, and they started with one face cleanser in 1956. It was sold to Johnson & Johnson in 1991 and now sells facial skincare products such as cleansers, scrubs, moisturizers and acne treatments. Most of their products target the teenage/college demographic, with bright colors and acne-fighting products. However, the skincare industry has been growing rapidly with a focus on better ingredients and formulations, and Clean & Clear does not fit this direction well. **For the purpose of this assignment, I will be envisioning Clean & Clear changing to a more ingredient-forward, clean-beauty direction.**

Current Brand Identity

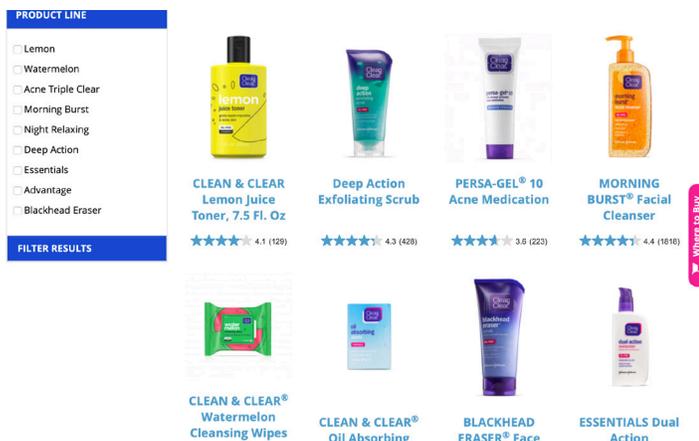
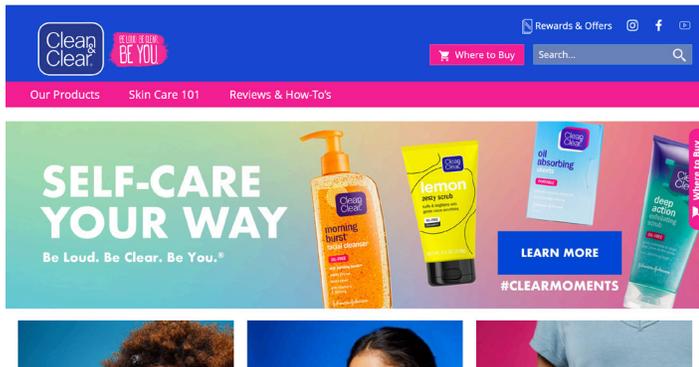
The Clean & Clear visual identity is very basic and slightly dated. Their logo is a simple sans-serif wordmark with an awkward ampersand, placed in a purple rounded rectangle. There are no secondary logos that I have seen through research or past experience. Their product packaging is also simple, with each collection following unique branding (i.e. lemon range, watermelon range). Their social media follows the same identity of bright colors. Overall the brand visuals are very 'safe' and do not push creative limits. The slight modernization in their social media is not reflected in the logo or packaging.



Clean & Clear Logo



Clean & Clear Instagram



Clean & Clear website



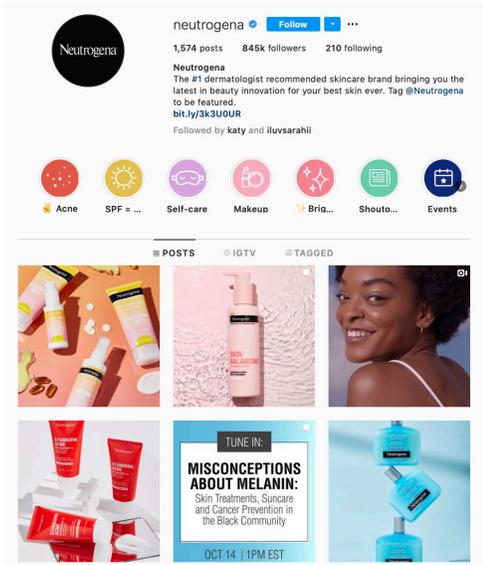
Clean & Clear Retailer Display

Competitor #1: Neutrogena

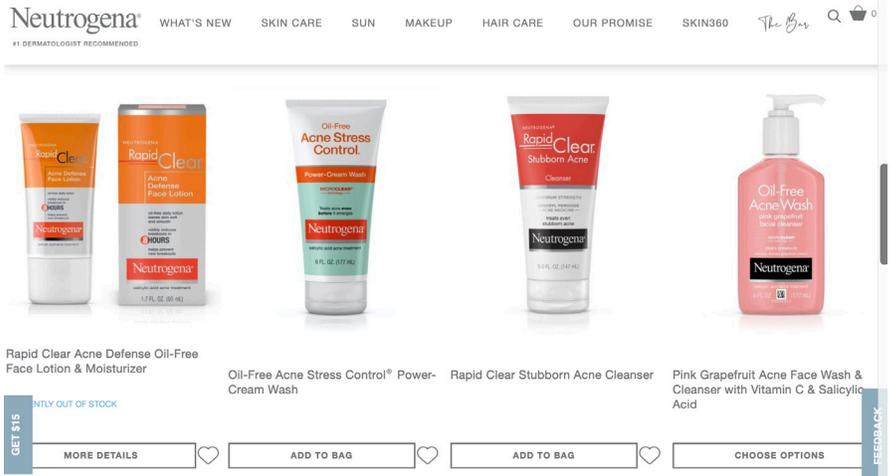
This is a more direct competitor of Clean & Clear, at a similar price point and target audience. They portray themselves similarly but in a slightly more modern manner, and their Instagram account shows them going a more modern design direction. They also target a broader audience age-wise.

Neutrogena®

Neutrogena Logo



Neutrogena Instagram



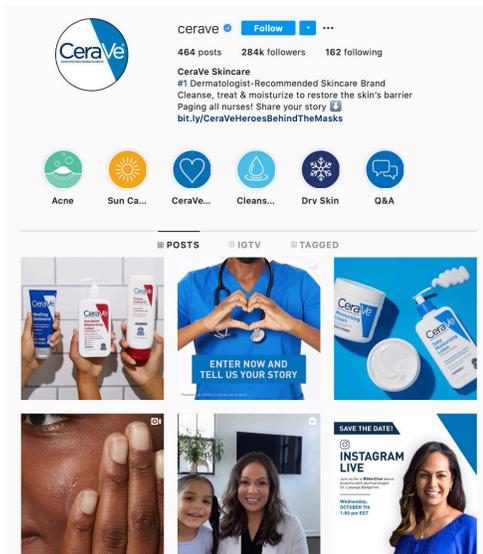
Neutrogena Website

Competitor #2: CeraVe

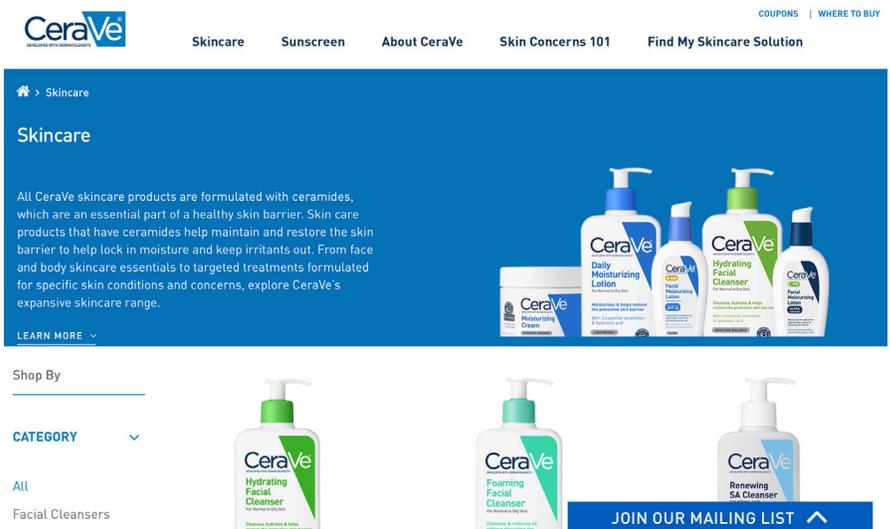
This is a brand that puts a focus on dermatologist-recommended formulations, and has found great success over the past year due to popularity on social media platforms like TikTok. Their products are at a slightly higher price point, but are still found at the same retail locations. They have a very clean, friendly visual identity, which conveys professionalism and quality. They utilize classic colors and simple designs.

CeraVe

DEVELOPED WITH DERMATOLOGISTS
CeraVe Logo



CeraVe Instagram



CeraVe Website

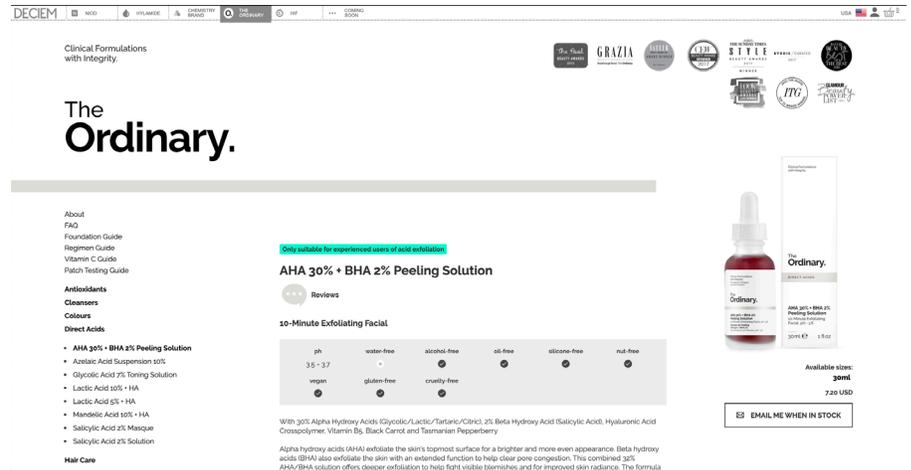
Competitor #3: The Ordinary

A subset of the brand *Deciem*, this brand offers ingredient-forward products with bare-bones branding. They utilize technical/scientific language and clinical visuals. They are priced similarly to Clean & Clear but are a more modern brand with effective products. One negative is their branding can be intimidating, however their low price-point makes this an accessible skincare option. Tagline for Deciem is “The Abnormal Beauty Company”.

The Ordinary.



Deciem Instagram (The Ordinary)



The Ordinary Website

Differentiators

- 1) Affordable price point - the products are typically under \$10, making it accessible and attractive to customers not well-versed in skincare products.
- 2) Brand history/trusted name - the brand has been in business for a long time, and is a name that many people have grown up with and recognize as a reputable skincare brand.

Elevator Pitch

Clean & Clear has been a leader in the skincare industry for over 60 years, creating high-quality products without the high-end prices. The brand you know and trust is bringing you fresh, new products with a focus on effective ingredients and skin-loving formulations. And did we mention we've got a new look to match? Get ready for your best skin yet with hero ingredients like glycolic acid, aloe leaf juice, vitamin C and hyaluronic acid. Look out for our new products at your favorite skincare retailer, and check out our #BeClear skincare videos and posts on TikTok and Instagram.

DESIGN BRIEF

DATE SENT: 10-27-2020

CLIENT: Clean & Clear

DESIGNER: Hanna Hartt

OVERVIEW

This project aims to complete a full rebrand of *Clean & Clear* to effectively reach customers who are seeking a more modern skincare experience.

TARGET AUDIENCE

The new identity will primarily target young people, between the ages of 15 and 25. They are searching for skincare products that are attractive and contain effective ingredients, and are endorsed by recognizable figures. They want the brands they buy from to have strong values and purpose. They are active on social media platforms, such as Instagram, TikTok and YouTube.

THE PROBLEM TO SOLVE

In recent years, the skincare industry has seen a drastic change in buyer trends. The market has shifted to younger consumers, and has seen drastic increases in sales which is expected to continue. Buyers are now more educated on skincare products and ingredients, favor “clean” beauty products, and look for products in the low to mid price range.

Clean & Clear has been a drugstore staple for over 50 years, but are in dire need of a rebrand in order to stay relevant in this changing market. Their current products are less ingredient-focused and do not fall under the category of clean beauty, with a visual identity that is unmemorable and unexciting to younger consumers. They are shifting their products and identity to better reach this growing market.

PROJECT SCOPE

This rebrand project will complete the following:

- Logo Re-design
- New Brand Identity System
- Updated Marketing Materials
- Updated Packaging

PROJECT TONE

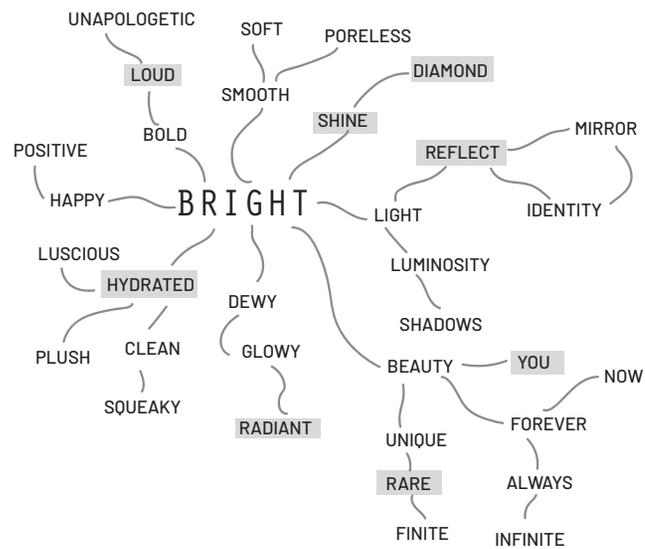
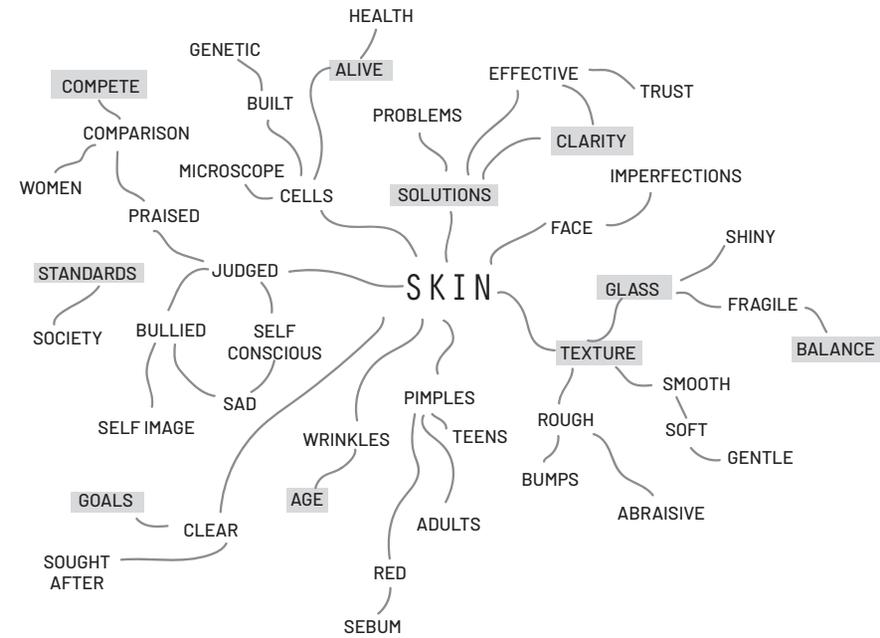
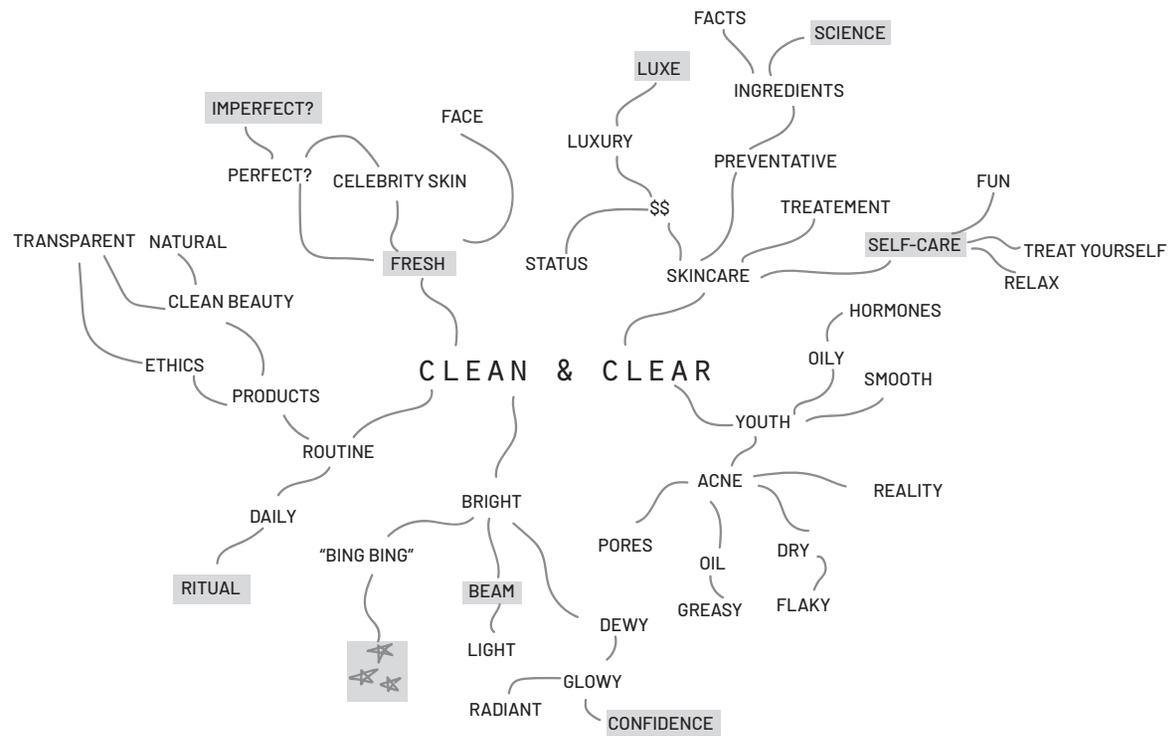
To reach the target audience and stand out in the market, this project will utilize fresh, modern design with classic elements to pay homage to the brand’s heritage.

COMPETITORS

- *Neutrogena*: Close competitor, slightly more modern
- *CeraVe*: Dermatologist-focused, more medical
- *Versed*: Slightly higher price point, ingredient-focused, very modern and minimalist
- *Starface*: Also focused on acne, slightly higher price point, very modern and trendy
- *The Ordinary*: Same or lower price point, completely ingredient-focused, very clinical and less approachable

DEADLINES

- November 3, 2020 (V1)
- November 17, 2020 (V2)
- December 7, 2020 (Final)



MINDMAPS FOR CLEAN & CLEAR
HANNA HARTT // GD424-F20

PHOTOGRAPHY



WORDS

CLEAN // CONFIDENT // RADIANT // SELF-CARE // GLOWY //
CRYSTAL // RARE // LUXE // APPROACHABLE // BALANCED

GRAPHICS



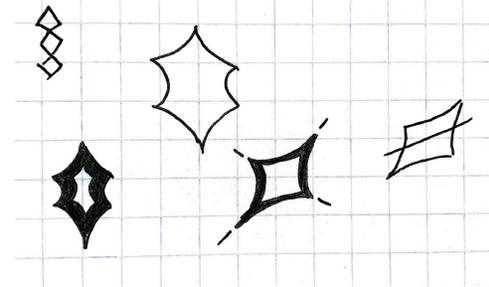
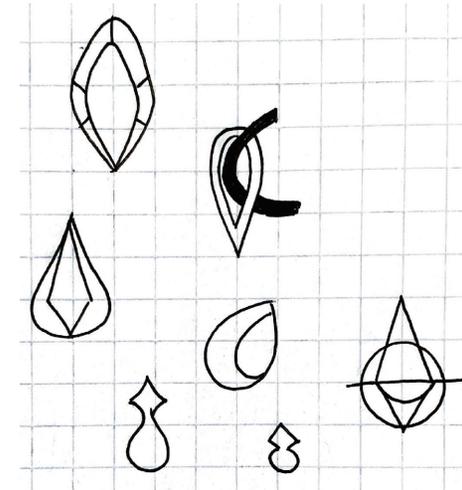
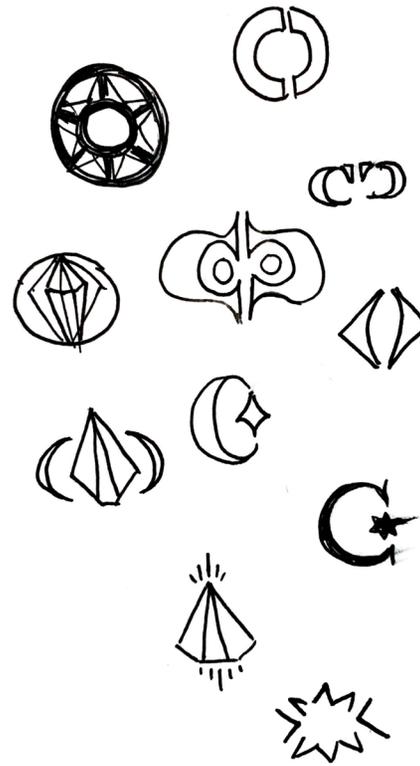
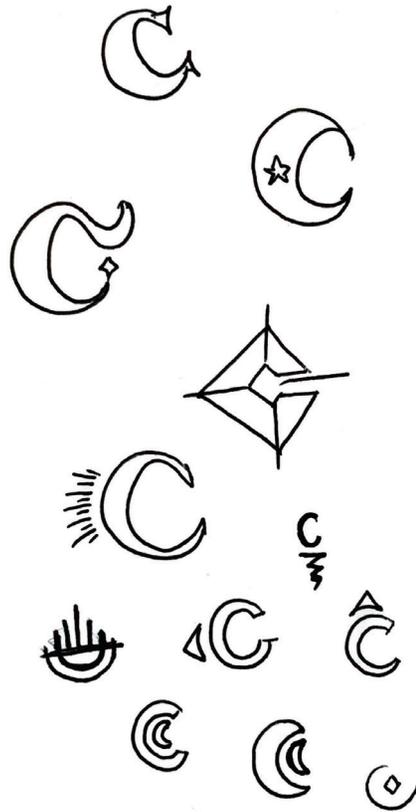
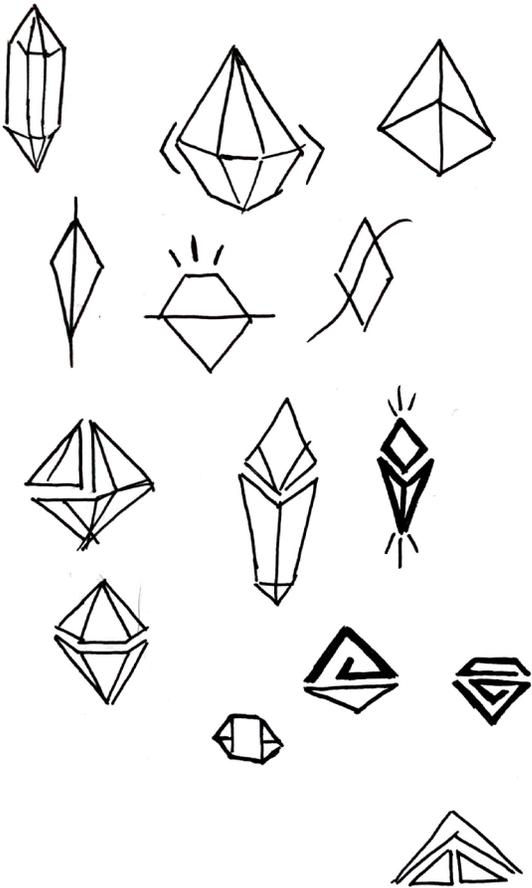
TYPEFACES

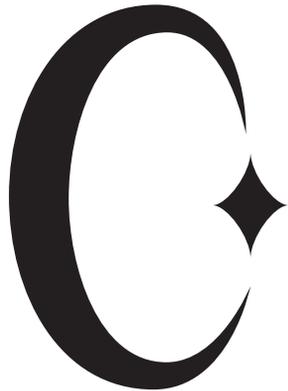
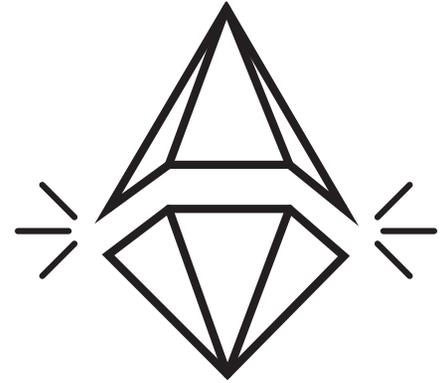
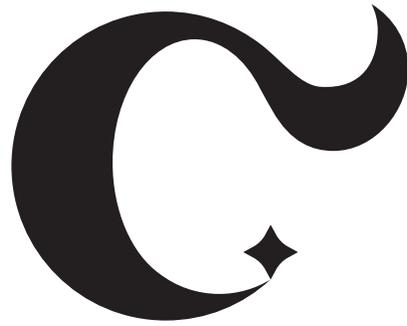
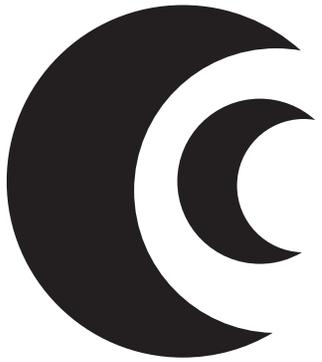


PACKAGING INSPIRATION

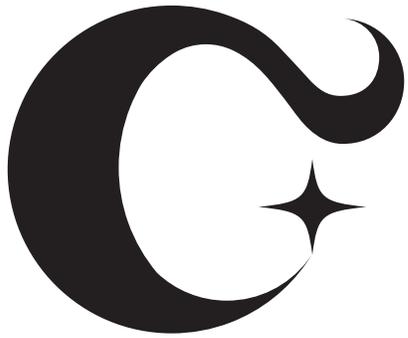


MOODBOARD FOR CLEAN & CLEAR
HANNA HARTT // GD424-F20

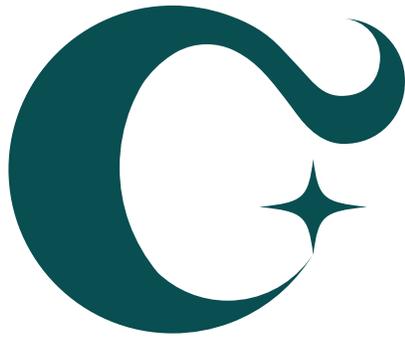




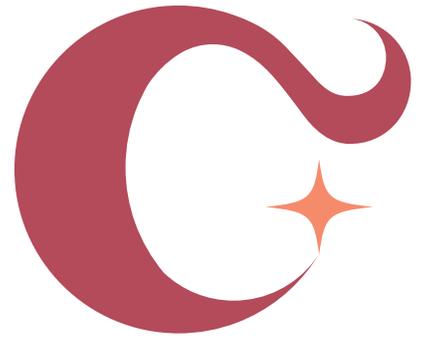
DIGITIZED LOGOS FOR
 CLEAN & CLEAR
 HANNA HARTT //
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BLACK



1 COLOR



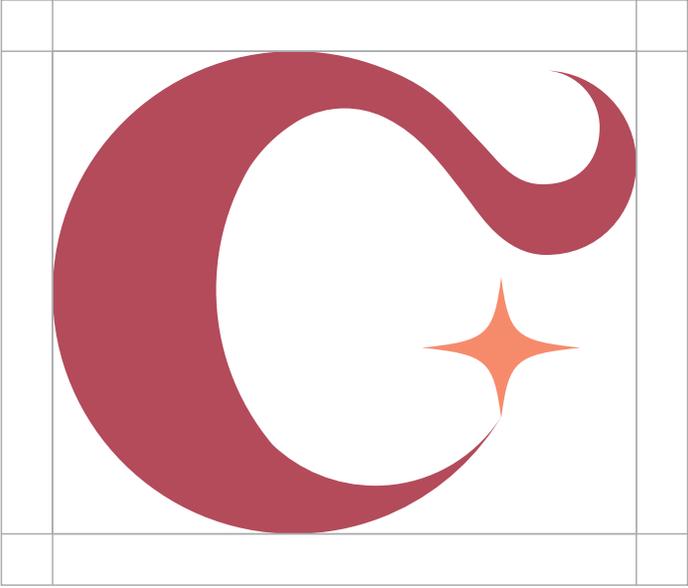
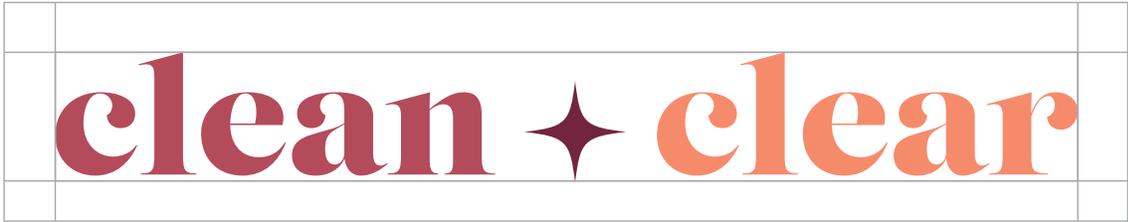
2 COLOR

PICTORIAL MARK

clean ✦ clear

skincare essentials

WORDMARK



TYPEFACE: LUST (REGULAR), LOWERCASE

PANTONES:

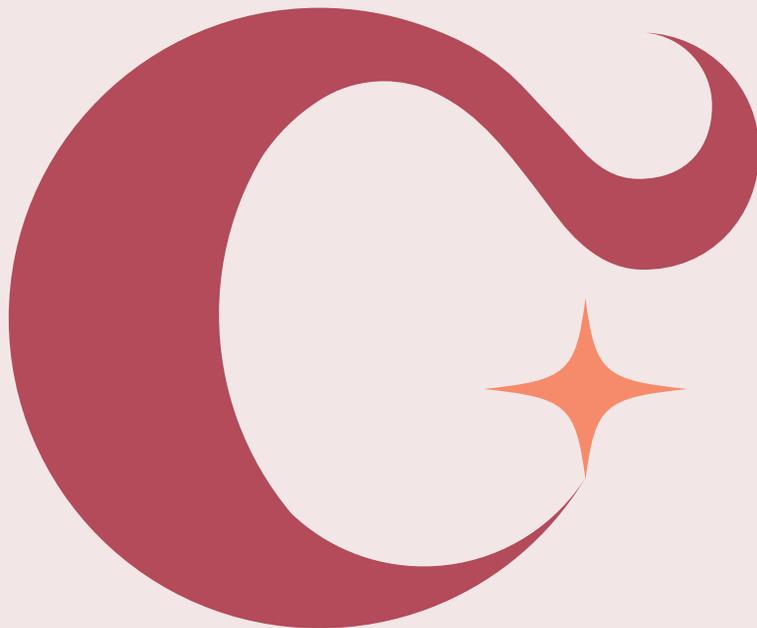
P 1749 C

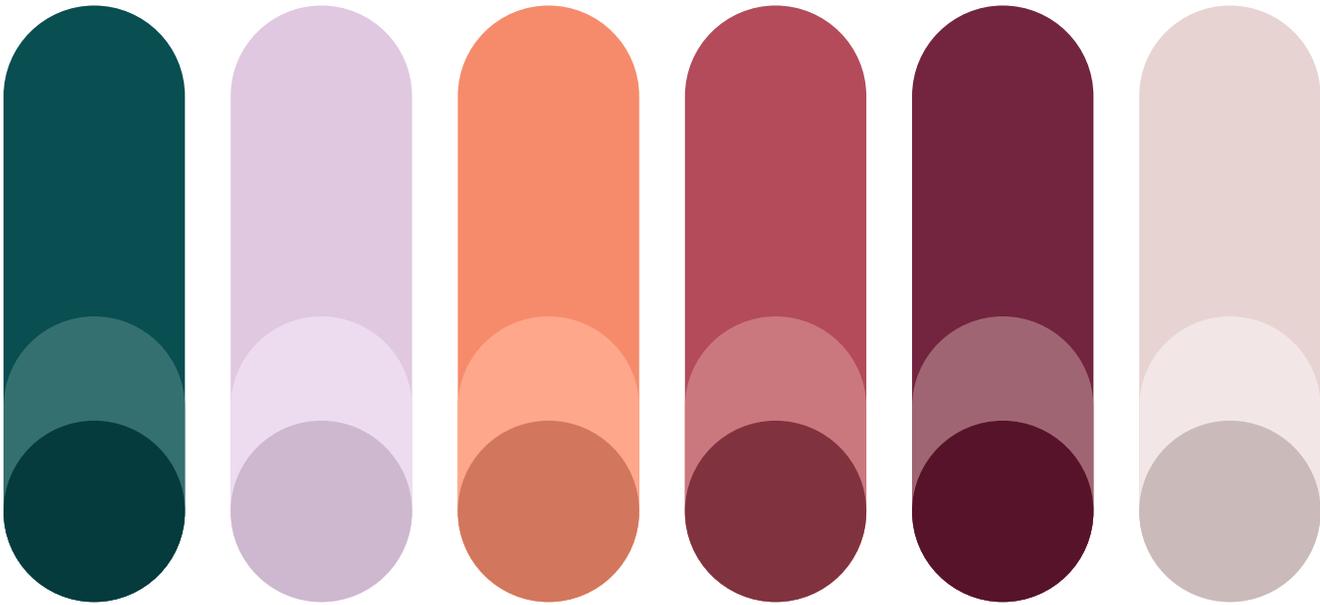
P 1635 C

P 209 C

(LOGOS MAY ALSO BE USED IN OTHER
BRAND COLORS OR BLACK/WHITE)

SAFETY AREAS





C 95.19
M 49.4
Y 59.04
K 36.12

#004F51

P 7722 C

C 9.74
M 22.2
Y 0
K 0

#DDC7E1

P 531 C

C 0
M 56.03
Y 55.87
K 0

#F58B6D

P 1635 C

C 24.81
M 81.87
Y 55.93
K 8.4

#B24C5A

P 7419 C

C 38.81
M 91.48
Y 56.84
K 37.41

#73253E

P 209 C

C 8.44
M 15.47
Y 11.72
K 0

#DCC6B6

P 7604 C

COLOR PALETTE

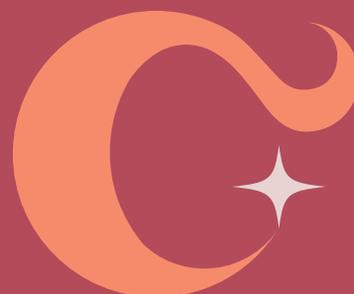
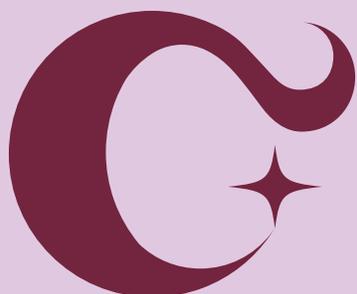
Radiant Skincare

Header Font *Barlow*

Body Font *Source Sans Pro*

Clean & Clear has a fresh new look. We've long been a skincare staple for effective, affordable products. Clean & Clear is going a new, fresh direction with a greater emphasis on clean, powerful ingredients and hero products to help you be the most radiant, clear and confident.

TYPEFACES



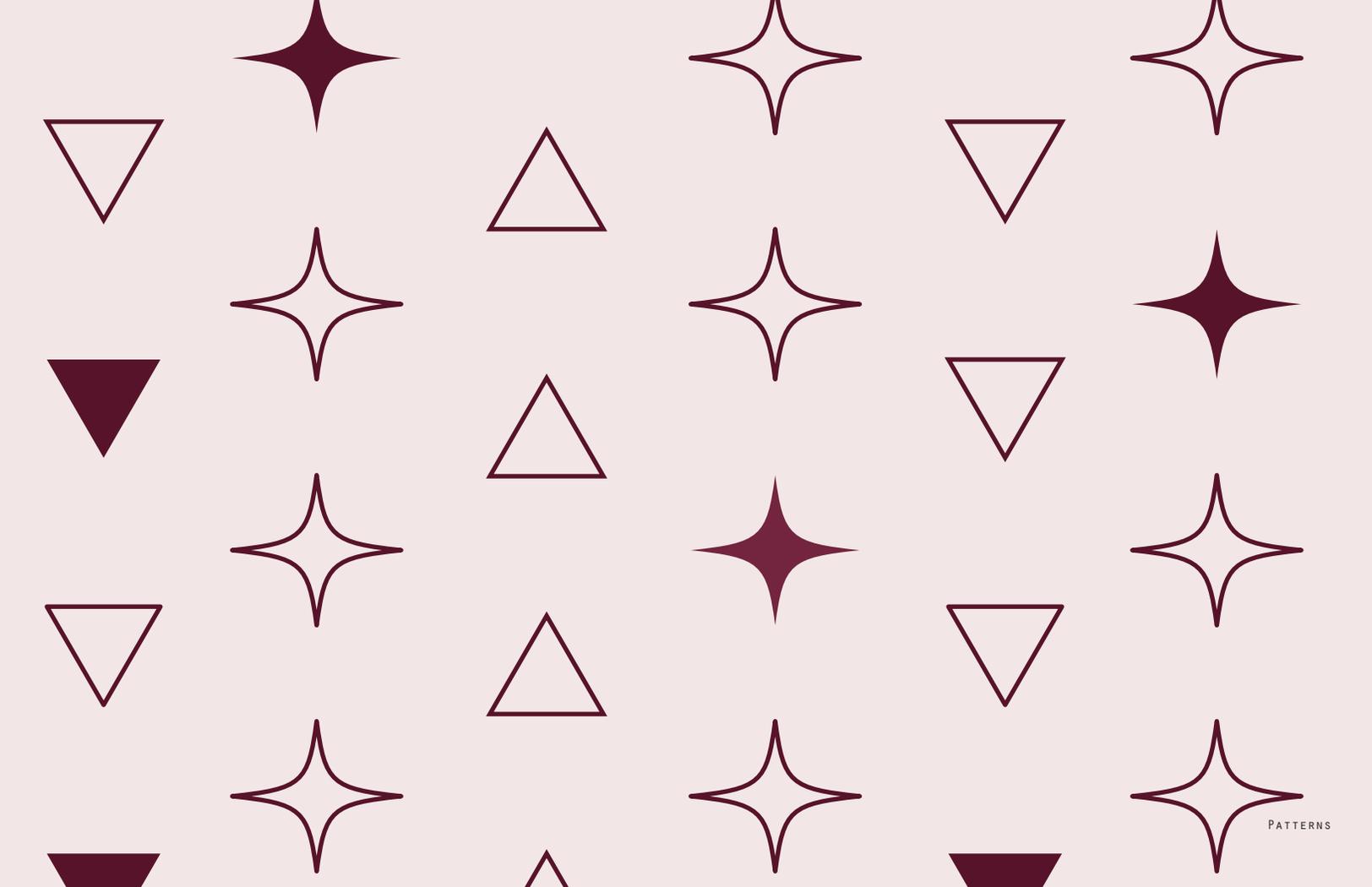
PICTORIAL MARK
IN USE

clean ✦ clear

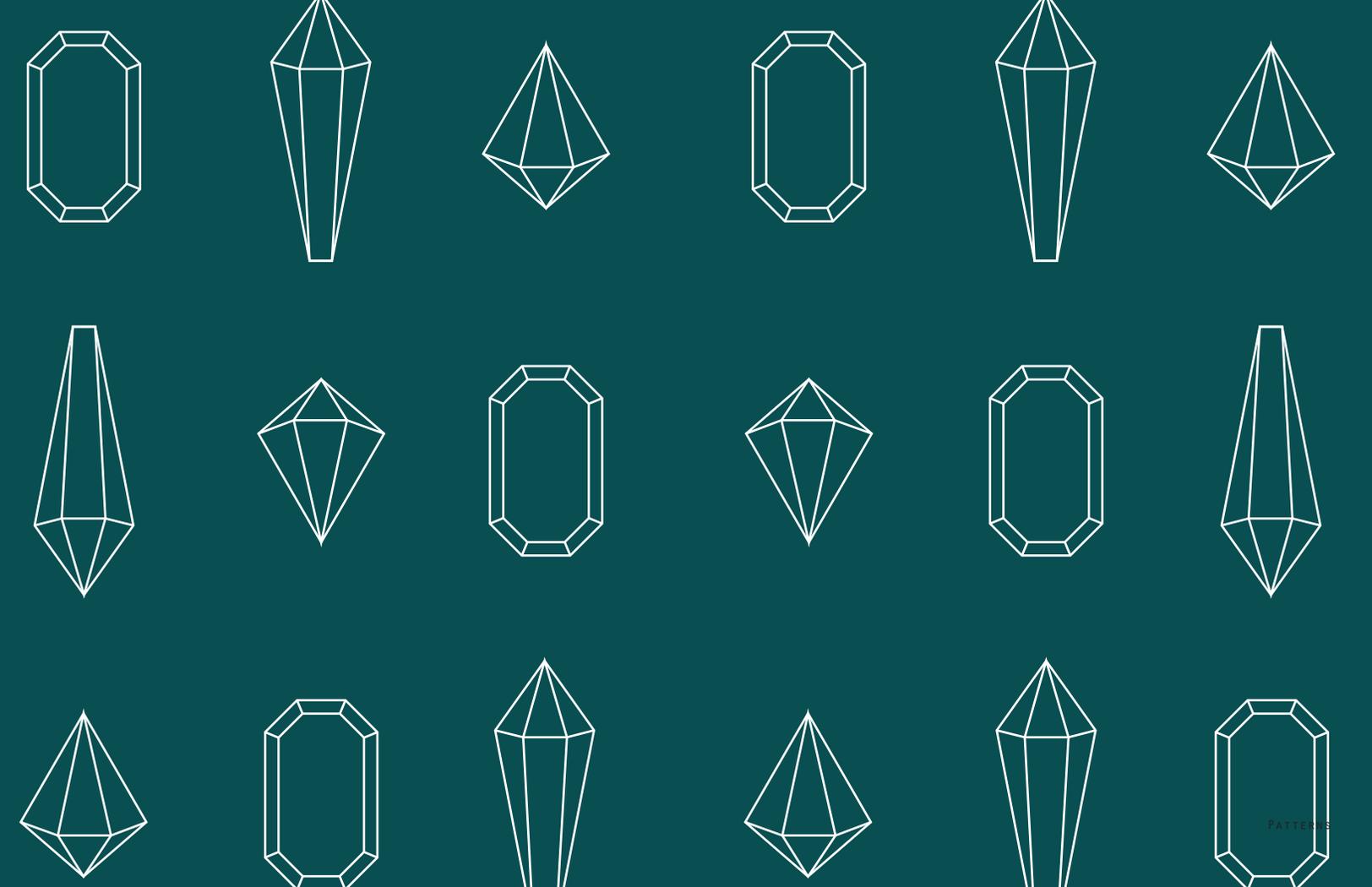
clean ✦ clear

clean ✦ clear

WORDMARK IN USE



PATTERNS



PATTERNS

clean + clear

555 N 5th Ave
New York, NY 10025

clean + clear

555 N 5th Ave
New York, NY 10025

Dear Contact,

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Best regards,

Hanna Hartt
Creative Director | Clean & Clear
hannahartt@cleanandclear.com

clean + clear

555 N 5th Ave
New York, NY 10025



clean + clear



BUSINESS CARD
MOCKUP



BUSINESS CARD
MOCKUP



ENVELOPE MOCKUP



STATIONERY MOCKUP



MASK MOCKUP 1



MASK MOCKUP 2



Box Mockup



Bag Mockup



clean + clear



Radiant Skincare

Header Font *Barlow*

Body Font *Source Sans Pro*

Clean & Clear has a fresh new look. We've long been a skincare staple for effective, affordable products.

Clean & Clear is going a new, fresh direction with a greater emphasis on clean, powerful ingredients and hero products to help you be the most radiant, clear and confident.

3 MOMENTS OF REFLECTION

Lockup Struggles

The pictorial mark I chose to develop was strong on its own, and I also ended up creating a wordmark that incorporated the four-point star. I liked both of these elements a lot, but was mostly using them independently rather than as one lockup. In the final stylescape, I was able to put them together in an orientation that I really liked that had good balance.

Don't Limit Your Sketches

In the sketching phase, I was really inspired by the idea of crystals as both a symbol of beauty but also as a metaphor for each person being uniquely radiant. Naturally, I began sketching a lot of crystal/gem related marks, and finally realized I needed to branch out into a few other concepts from my moodboard. I ended up sketching quite a few 'C' variations and other shapes. In the end, I had a good selection to choose from and was able to still incorporate the essence of gems in the form of the star.

Balancing Ideals and Reality

For this re-brand, I envisioned Clean & Clear taking a more modern approach to skincare. My moodboard had a very luxurious, sophisticated vibe that I realized didn't fully align with my target audience and the brand's market niche. This is a lower price-point brand that targets young people who are likely on a tight budget. I still wanted the brand to feel luxe and part of self-care rituals, but remain youthful and true to the brand. I feel that I ended up with a good balance of high quality but approachable --moving the brand forward but not forcing it to be something it's not.