



Crystalline Rose

MAKE YOURSELF A PRIORITY



Crystalline Rose

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About the company

Crystalline Rose is an international cosmetic company start-up specialising in the sale of skin care related products.

At Crystalline Rose, nothing is more important than to empower women as well as imbue the idea that every single woman is beautiful and should never doubt that feeling.

Their products embody confidence and elegance,
Remaining simple and luxurious.





The logotype

Awaken

ā b c d e f g h i l m n o p q r s t u v
w x y z
1234567890\$!?*
a b c d e f g h i l m n o p q r s t u v
w x y z

Ragas

a b c d e f g h i l m n o p q r s t u v w x
y z
1234567890\$!?*
A B C D E F G H I L M N O P Q R S T U
V W X Y Z

Gentleness and **Confidence** is what inspired the logotype choice.

"Awaken" regular is the main actor of this logotype, only the "R" in "Rose" has been done with the font "Ragas" (which resembled rose petals). Those typefaces together were also quite striking, so it was perfect.

The entire structure has been handily modified so that it embodied what the company was searching for.

The logomark

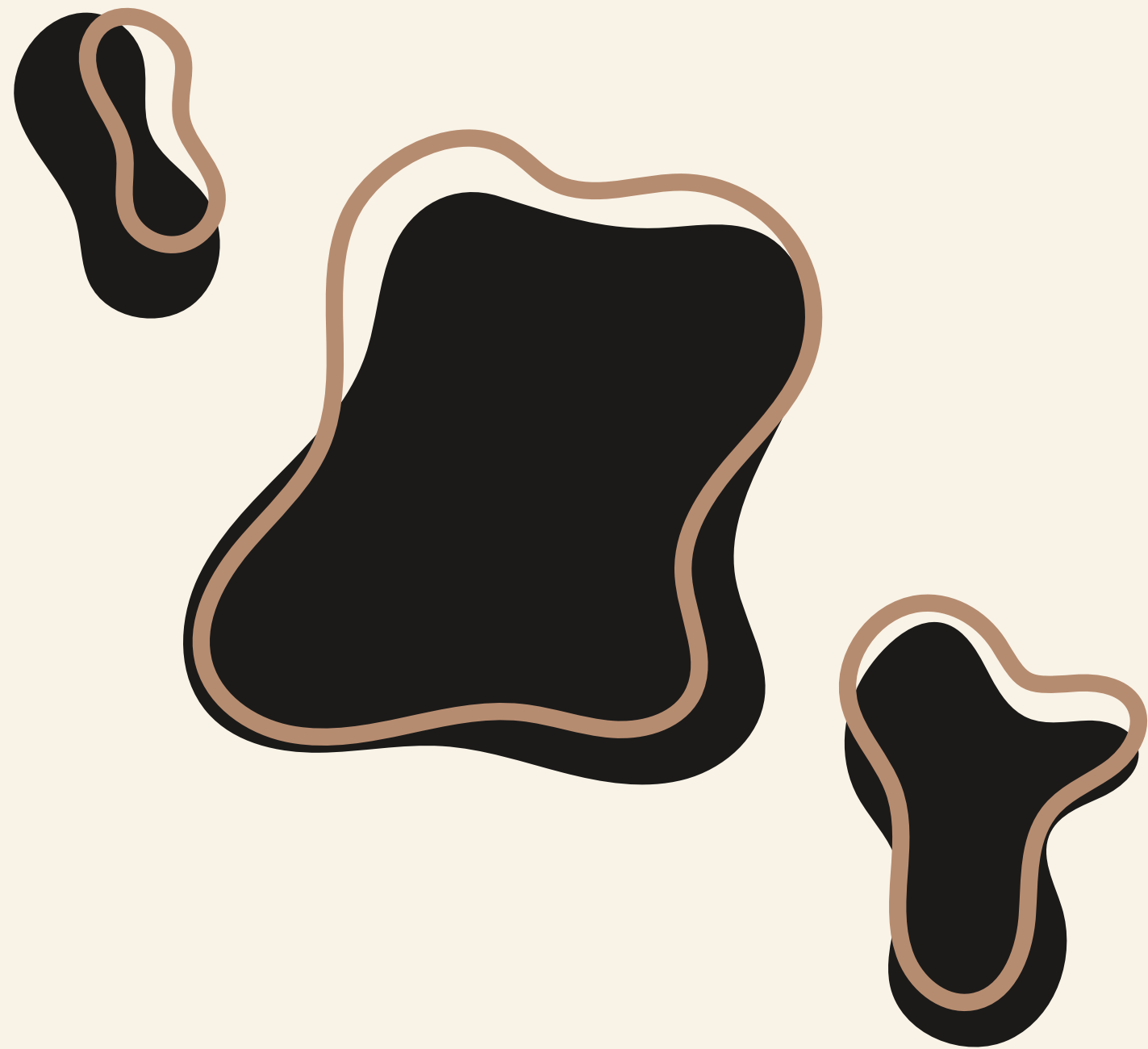


The first thing that had been thought was a gentle hand, but it wasn't enough. Shortly after the idea changed putting a rose petal hovering above the hand. All together was too much. So the last and more simple and elegant choice has been the **Rose petal**, surrounded by little **lights/crystals** representing luxury and confidence.

The petal represents *femmininity*, *gentleness* and *elegance*, also epitome of a *well-groomed skin*.

The Imagery

The imagery consists in fluid and dynamic shapes, surrounded by thin design elements also matched by striking light elements.

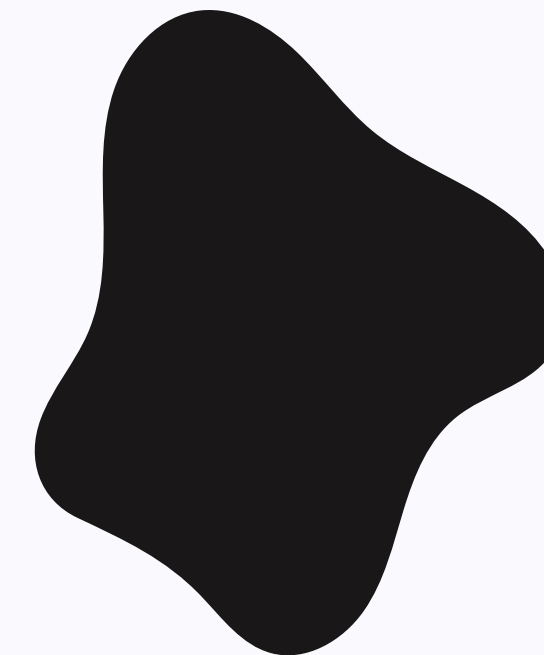
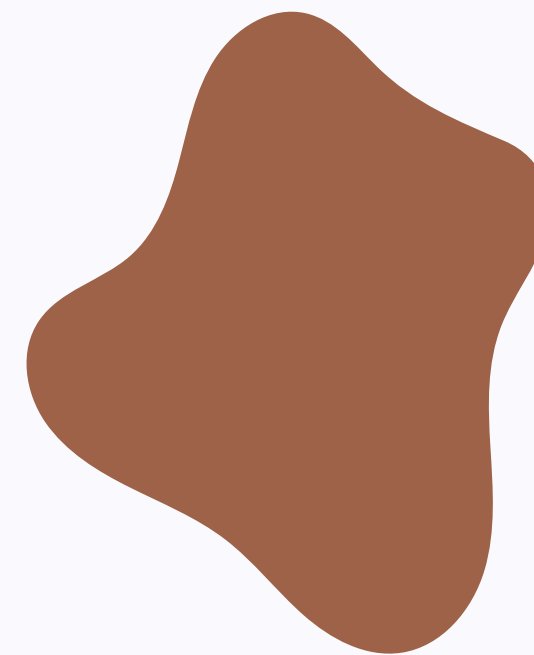
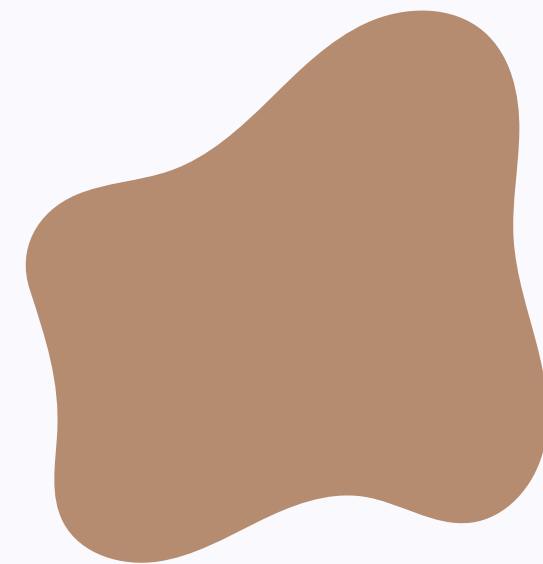


Color Palette

Neutral colors.

Inclusivity for skin ethnicities.

Non-stereotypical feminine colours.



The Mockups




Crystalline Rose
RED ROSE BEAUTY SERUM
hydrating and revitalizing

50ml e

The Labels



Crystalline Rose

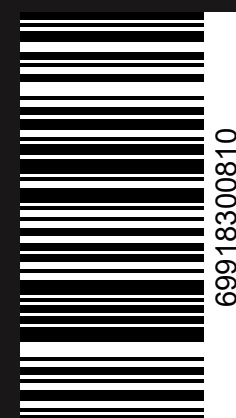
RED ROSE BEAUTY SERUM

Hydrating and Revitalising

50ml e

Cruelty-Free
Organic

Ingredients:
Water (Aqua), Aphanizomenon Flos-Aquae (Algae) Extract, Glycerine Stearic (Soybean) Oil, Acacia Senegal Gum,
Ceteic Acid, Acetyl Hexapeptide-8, Ferulic Acid, Ascorbyl Tetraisopalmitate, Rosehip Seed Oil, Rosehip Kernel Oil,
Magnesium Ascorbyl Phosphate, Panthoic Acid, Polybutene-1, Sodium Ascorbyl Phosphate, Propylene Glycol, Sodium Ascorbyl
Copolymer-2, Sodium Hyaluronate, Xanthan Gum, Caprylic Glycol, Hexylene Glycol, Phenylethanol



69918300810



Apply 3-4 drops directly to the face and gentle massage into the skin.
Use nightly, after cleansing and toning.

Ingredients:
Glycerine, Propylene Glycol, Sucrose, Mel/Honey, Red Rose Extract, Sodium Hyaluronate, Argania Spinosa Shell Powder, PEG-30 Dipolyhydroxystearate, Arginine, Triethanolamine, Trideceth-6, Salicylic Acid, Panthenol, Propanediol, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Rosa Damascena Flower Water, Citric Acid, Prunus Amygdalus Dulcis Oil / Sweet Almond Oil

Cruelty-Free
Organic



Crystalline Rose

RED ROSE BODY SCRUB

Exfoliating and Softening

250ml e

Use on damp skin to remove dead skin - works best straight out of the shower. Rub between palms, and then scrub on skin using hands. Use 1-2 times a week for best results.



Instagram Templates

Crystalline Rose

Photo

Your text here.

Photo

RED ROSE BEAUTY SERUM

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Crystalline Rose



Thank you!