BURT’S BEES

BRANDING & PACKAGING UPDATE
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Background Information
hello!

I'm Mia Rogers, a fourth-year student at California Polytechnic State University, San Luis Obispo. I will be graduating in June of 2022 with a Bachelor of Science in Graphic Communication, concentration in Design Reproduction Technology, and background in Integrated Marketing Communications.

I am originally from San Francisco and will be returning after graduation to pursue a career as a full-time Graphic Designer. Throughout my time in the GrC department I have developed a strong design foundation working with print and digital media and acquired knowledge of the entire production process. This project combines the skills I have obtained with my love of skincare and cosmetic products. Enjoy!
Abstract

This project will focus on examining the existing brand identity, package design, and social media marketing collateral for Burt’s Bees personal care company in order to create updated versions of each. I will be re-branding the products to appeal to a wider target audience, focusing primarily on Generation-Z and their consumer preferences.

My deliverables will consist of a complete brand style guide (logo variations, primary and secondary color palettes, typography, and visual collateral), updated packaging (four popular lip balm flavors, the beeswax hand salve, and two facial cleansers), and an example of a digital advertisement showcasing the new brand guidelines.
Opportunity Statement

Burt’s Bees is a personal care brand committed to producing natural, sustainable, and ethically sourced products. They work to positively impact the environment and consumers by sourcing ingredients from nature, never testing on animals, supporting communities through responsible sourcing, and investing in recyclable packaging.

These are all purchasing drivers for consumers who are environmentally conscious, primarily Generation Z. However, while Burt’s Bees produces effective and desirable products, there is a disconnect between what consumers are visually attracted to and the company branding. With a clean and modern refresh, Burt’s Bees has the opportunity to achieve its full potential by expanding its consumer base and more effectively expressing its brand as a whole.
Project Objectives

Creativity

- My goal for this project is to push myself creatively and go outside the comforts of my typical design style to diversify my portfolio. I am hoping to pursue a career within the cosmetic and self-care industry and want to take this opportunity to showcase my creative ability.

- Ultimately I want to conclude this project with a re-brand that I am proud of, as applying design changes to an existing company can be intimidating.

Time Management

- I want to ensure proper time management when working on a substantial project in a primarily asynchronous environment. I will hold myself accountable for ensuring I work on a consistent schedule.

- I will create a week-by-week schedule with set goals, meet weekly (at least) with my mentor, and ask for feedback regularly to ensure I remain on track and utilize my time well.
**Comprehension**

- This project is about creating a beautiful and effective design, but also about proper branding. I am hoping to leave this quarter with a strong understanding of how the complete branding process works, what elements are necessary, and why style guides help brands operate on large scales.

- I will continue throughout the quarter not only to focus on the aesthetic elements but also to research what an effective brand style guide contains and how that can be best translated for Burt’s Bees. My mentor will help act as my measure of success as well as my understanding at the end of the quarter.

**Research**

**Strengths**

Throughout the research process, I found many articles to be extremely helpful while choosing an initial direction for the project. This included resources about design trends within the industry, sustainability considerations for packaging, and the purchasing power of certain elements pertaining to my chosen target audience.
I began with an article about emerging beauty brands in 2023 for sensitive skin, pulling this resource from the WGSN database for trend casting and analytics. This segment of “Ones to Watch” discusses several brands that are successfully appealing to customers looking for sensitive skin-friendly products using playful/practical packaging.

Research indicates 71% of the adult population categorizes themselves as having sensitive skin. This number has continued to increase over the course of the pandemic with high-stress levels, mask-wearing, and harsh chemical sanitizers. Generation Z is attracted to packaging that transparently displays the key ingredients, is affordable, and simplistically states information with approachable playful designs.

An article by Vogue Business discusses how Generation Z is changing the beauty industry, specifically what they look at in regards to social media. Because it is much more common for younger consumers to research the ingredients in a product, brands can benefit from displaying this information in a clear and digestible way through their packaging and social media ads. They also want their social media posts to highlight the different ways one product can be used as they love “minimalism” giving them an easier beauty routine, less consumption, and more for their money.

**Selected Resources:**
Citation: WGSN Beauty Team. (2022, January 26). Ones to Watch 2023: Beauty Brands for Sensitive Skin. WGN. Retrieved April 3, 2022, from https://www.wgsn.com/beauty/article/93020#page1

**Weaknesses**

While there was a lot of helpful information from the WGSN case studies discussing clean beauty and packaging trends,
there was also quite a bit of contradictory advice. Several sources discussed the appeal of neutral colors to represent natural ingredients, light calming pastels, organic shapes, and soothing textures. Other sources stressed the opposite: a need for color, bold patterns, fun typefaces, and statements.

While I can see the appeal of both, I do not want to create branding with contradictory design elements. To avoid this, I think the best approach is to create initial designs for two very different directions and get feedback through survey responses.

It can be very difficult to know how much to re-brand especially when the products are currently successful. Creating a new logo should result in something reflective of the brand’s character, simple, easy to reproduce, versatile, and easy to recall. While this is a lot to consider for one design element it also alludes to a larger discussion - does this brand need minor updates or a complete revamp? How much is too much when it comes to change?

While I think to fit in with the packaging trends and consumer demands, Burt’s Bees needs to update their designs quite drastically, I don’t want to develop something with no resemblance to what the company is about. I think this will also take some trial and error, feedback, and research into the importance of certain branding choices in order to determine if there are elements necessary to keep.

Selected Resources:
Timeline

**Week 1–2**
- Industry + Consumer Research
- Project Proposal
- Milestone #1 Presentation
- Develop Brand Guideline

**Week 3–4**
- Finish Brand Guideline
- Lip Balm Primary Package
- Lip Balm Secondary Package
- Cleanser Primary Package
- Cleanser Secondary Package

**Week 5–6**
- Hand Salve Package
- Hand Salve Digital Mock
- Cleanser Digital Mock
- Lip Balms Digital Mock
Week 7–8
Social Media Template
Aloe Cleanser Primary Package
Aloe Cleanser Secondary Package
Additional Digital Mocks

Week 9
Process Poster
Senior Project Showcase
Develop Slideshow
Final Presentation

Week 10
Project Reflection
Develop Process Book
Organize project assets

13
Resources

Adobe Illustrator
Hand Salve Digital Mock
Style Guide
Hand Drawn Mockups
Line Illustrations

Adobe Photoshop
Digital Scene Mockups
Image Resizing/Editing

Adobe InDesign
Social Media Collage
Process Book

Creative Market
Scene Mockup Templates
I began initially by taking the information acquired through my research process and developing a “starter” style guide for two distinctly different directions.

The first is a more natural aesthetic - earthy tones, clean serif or handwritten type, soothing ligatures, floral prints, etc.

Moodboard - Direction #1
In contrast, for the second option, I wanted to convey a bolder direction reflective of the “eye-catching” style discussed in the WGSN database - bright colors, lively patterns, playful type, gradients, and illustrations.

I looked to other clean beauty brands with similar aesthetics including Saie, Tower28, and Poppy & Pout.

**Moodboard - Direction #2**

After developing each moodboard I continued to create an initial style guide draft with packaging examples reflective of both moods, while taking into consideration Burt’s Bees, their values, and product promises.

Each of these were then formatted into an anonymous survey to collect feedback and help determine next steps.
Work in Progress - Direction #1

LISBETH DISPLAY

MR EAVES MOD OT HEAVY

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Work in Progress - Direction #1

DAHLIA DISPLAY

Acet Test

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Following the survey, the general consensus was to move forward with a combination of both options. Results indicated a preference of the lively color palette, gradient accents, and ingredient illustrations from option 1 with the typefaces, natural feel, and line art of option 2.

Below are examples of comments left by participants:

“I think the 1st option is really trendy and eye-catching but I think the second option is clean, natural, pretty, and timeless”

“I like the second one overall but I really liked the warm color of the first package”

“I like the second font design but the first color and vibe!!”

“I think I like a combination of both options, possibly the gradient and illustrations from option 1 combined with the typeface and logo of option 2”

I like the typeface for option 2. I would love to see it used in option 1!

For reference: there are examples of Burt’s Bees current branding but these options are flexible.
I continued by combining elements from each into a third rough style guide with packaging examples to begin building a more concrete style guide.

After further developing this direction I created a second-round survey with multiple product examples.

Style Guide - Survey #2
Hand Salve Option 1 - Survey #2

OPTION 1

Hand Salve Option 2 - Survey #2

OPTION 2
Lip Balm Multi pack Option 1 - Survey #2

OPTION 1

Lip Balm Multi pack Option 2 - Survey #2

OPTION 2
Below are words respondents used to describe the branding:

"light, artistic, organic looking"

"Modern, trendy, organic"

"Clean, smells good, cute, gender-neutral"

"In tune with nature with the fine lines and detail. Colors are very vibrant and eye-catching."

"Historic, Organic, Handmade"

"Clean, appealing, LOVE the fruit"

"Eco-friendly, fun, playful, purposeful"

100% of respondents stated they feel these design elements reflect Burt's Bees in an accurate & appealing way.

100% of respondents stated they would be more inclined to look at or purchase the packaging examples provided in this survey over Burt's Bees existing packaging.
Style Guide

LOGO

<table>
<thead>
<tr>
<th>PRIMARY LOGO</th>
<th>SECONDARY LOGO</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Burt's Bees Logo" /></td>
<td><img src="image" alt="Burt's Bees Logo" /></td>
</tr>
</tbody>
</table>

A PRIMARY LOGO WITH BACKGROUND COLOR USE SECONDARY LOGO, SUBMARK, & FAVICON FOR SMALLER SPACES

| ![Burt's Bees Logo](image) | ![Burt's Bees Logo](image) | ![Burt's Bees Logo](image) | ![Burt's Bees Logo](image) |

TYPOGRAPHY

<table>
<thead>
<tr>
<th>DAHLIA DISPLAY</th>
<th>MUSEO SANS</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAHLIA REGULAR</td>
<td>MUSEO SANS 100</td>
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<tr>
<td>DAHLIA REGULAR</td>
<td>MUSEO SANS 300</td>
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<td>DAHLIA REGULAR</td>
<td>MUSEO SANS 300 ITALIC</td>
</tr>
<tr>
<td>DAHLIA REGULAR</td>
<td>MUSEO SANS 500</td>
</tr>
</tbody>
</table>

USE FOR LOGO & KEY INFORMATION USE FOR ALL BODY COPY

USE FOR DECORATIVE ACCENTS + SHADE & FLAVOR NAMES

Jules Regular
GRAPHIC ELEMENTS

COLOR PALETTE
Lip Balm

Illustrations
Lip Balm

Digital Mockup
Chamomile Cleanser

Illustrations
Chamomile Cleanser

Digital Mockup
Aloe Cleanser

Illustrations
Aloe Cleanser

Digital Mockup
Beeswax Hand Salve

Illustrations

Digital Mockup
Social Media Application

The final deliverable is an example of the update branding applied to a social media “lifestyle” graphic. My initial research indicated a preference for aesthetic images that are not so clearly advertisements due to the fact that social media is saturated with targeted marketing.

Instagram Template
Throughout the course of the quarter and this project I have learned so much about my style as a creative, and the importance of strong brand identity when working across all types of media. Looking back on the process I have been asked to identify areas of the project that went well, and those in need of improvement.

What went well:

Design:
I discovered it came naturally to create illustrations and develop two initial directions that each used elements I was confident I wanted to include. Taking the time to watch available tutorials on illustrator and procreate was a great way to begin the process of developing visual assets.

Guidance:
Having a mentor at my disposal with experience in projects similar to this was extremely valuable. Her feedback helped me to continue in the right direction and allowed me to feel confident in my designs.

Inspiration:
I found it very useful to look for creative inspiration through research of beauty + skincare brands I admire, reviewing their marketing strategies, and the product qualities they emphasize through their packaging, Pinterest, and different photography websites. This continually gave me new perspective which can be difficult when working on a long-term project alone.
What could’ve gone better:

**Scheduling:**
Although I think I managed my time well, there will always be slight hiccups with scheduling. Initially, it was difficult for me to make assumptions of how long each task would take, and I ended up needing to adjust my Gantt chart. For future projects, I will allow for overlap in time when working on multiple deliverables as it’s unrealistic to move from one task to the next when changes to the design of one impact the brand guidelines for all.

**Feedback:**
Ideally, I would have allowed more time for the entire feedback process from collection to review. After building the forms, waiting for responses, and reviewing the comments provided I wished I had more time to allow for a larger data collection.

**Photoshop Mockups:**
Translating the illustrator rendering I had created into life-like representations of products through Photoshop mockups proved to be more difficult than expected. While I considered this initially, it was a challenge to find available templates online that fit the overall look of my artwork. Moving forward, I would like to learn more about creating my own Photoshop renderings as this would be an extremely useful skill to have.

Overall, I am very happy with the results of my senior project and proud of the designs I’ve created. I feel grateful to have had the support of Cal Poly GrC and the opportunity to strengthen my portfolio with this piece!