DIEGO LAPETINA DESIGN

Brand Attributes:

Information used to create the Stylescapes.
Stylescapes serve as the during the Brand designing,
it will include Fonts, Colors, Logo Images.

Culture	Customers	Voice
e.g: Authentic, Healthy, Innovative	*e.g:* Busy, Family, Health Concious, Artistic	*e.g:* Witty, Nurturing, Wise, Expert
Feel	**Impact**	**Differential**
e.g: Luxurious, Exclusive, Practical, Healthy	*e.g:* Save money, Provide exclusive products	*e.g:* Fun, Artfull, Exotic, Unique
	- Educate Consumers on Cosmetic Raw Materials -	

Enter the first words it comes to your mind when you think about those criteria.
What's the culture of your company? How does your customers should feel about your products? Is the company quirky or traditional? These ideas will help creating a strong vision for the design.

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REAL FAKE CLIENTS:

This step should help us to narrow down the company's clients. Based on your experience, how would you describe your average client? Which clients are bringing the major part of your revenue and which client do you want to reach?

Client 1 This is your average client	Client 2 This is the client you want to reach	Revenue Revenue percentage each clients bring to your comapny
Joyce Winter 42 years of age Brunette, olive skin Drives modern SUV 2 Children both boy and girl - daughter in elementary school (9th grade) and son in middle school. Busy with child activities. Pressed for time. She considers herself healthy, shops at wholefoods and wants good options for her kids. Worried about skin care giving you cancer and packaging pollution, Exercises regularly use to do a mom's sports group, jogged with a stroller, jogs regularly now. She will spend money on skincare for healthy skin and that is natural and environmentally	Catherine Walker 50 years of age WASP, Blonde Dyed Hair Drives White CLK Mercedes 2 Children both boys - one son in high school (9th grade) and an adult son, who is 20 years old. She considers herself healthy, if not too complicated and trendy. Exercises, if it's trendy and fun. Enjoys spinning class and pilates. Loves a good wine tour. Will spend money to look young vs on clothes. Will buy clothes 2nd hand from luxury resellers but will pay 200-300 for facial skincare to look young. Married for 27 years. Living separate lives	Client 1 will be 50 percent of the

Enter the first words it comes to your mind when you think about your clients.
What makes the clients unique? How does your customers like to feel? Where do they buy groceries? Which brands they use? How would they describe themselves? What's the house income and how much disposable income they have?