

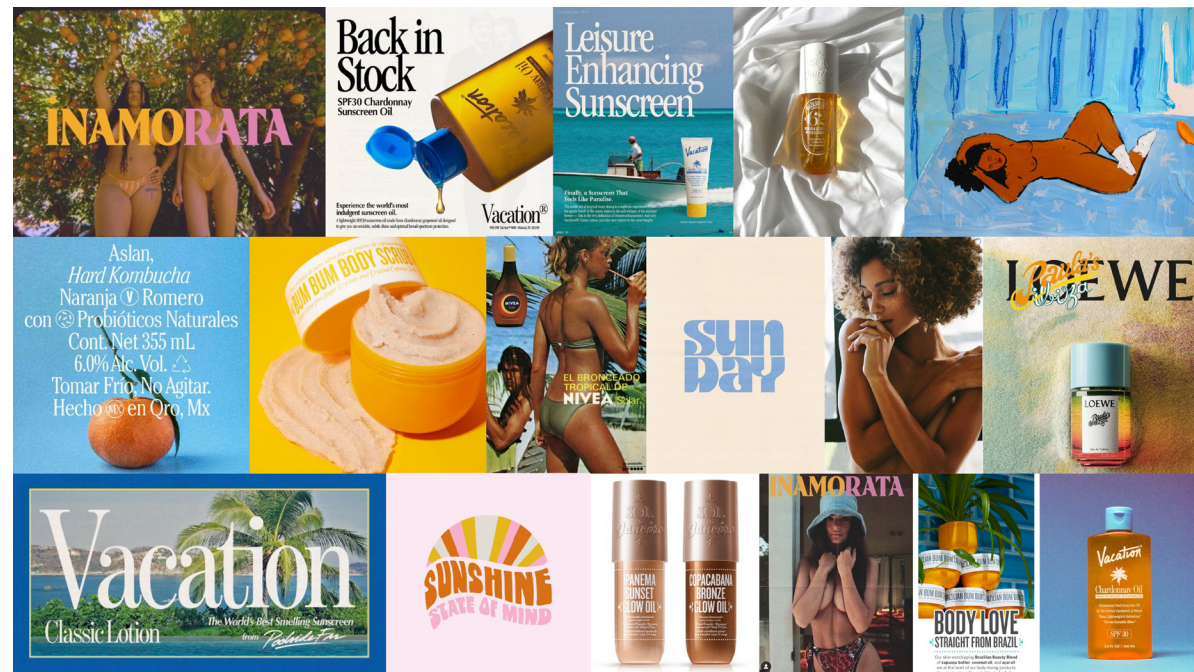


Brand Guide

rebrand

Palmer's® is a leading brand in treatment-oriented beauty products that is trusted and passed down from generation to generation. They are passionate about creating products with real high-quality, natural ingredients in formulas that really work, for real people at real affordable prices.

For this rebrand, I created a visual identity that exudes a sense of playfulness and joy while also maintaining the feelings of healing and trust that the brand is known for. While creating this new visual identity, I was heavily inspired by 80s advertising art direction and sunny, beachy imagery.



The Palmer's color palette includes yellow as its primary color, which exudes feelings of confidence, optimism, and sense of self. It also includes three shades of blue as its secondary colors, which exude feelings of healing and trust. These shades of blue can be used interchangeably throughout the brand system.

The color palette also includes pink as a spot color, which exudes feelings of compassion, love, and nourishment. This color should be used sparingly throughout the brand system.



color palette

The Palmer's primary typeface is Duckie. Duckie is a retro display typeface which exudes feelings of playfulness and joy. This typeface should be used for all titles on product packaging and promotional material for the brand.

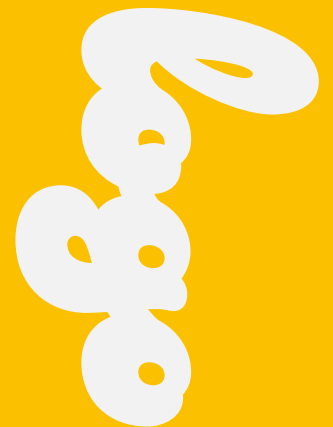
The Palmer's secondary typeface is Gelica. Gelica is a friendly serif typeface which exudes feelings of heritage and trust. This typeface should be used for all captions and longer paragraphs of text on product packaging and promotional material for the brand.

Duckie
Gelica

Primary Logo



Reverse Logo



packaging

The Palmer's packaging is simplistic to maintain a sense of timelessness of a product that can be passed down from generation to generation.



This Palmer's ad is heavily inspired by 80s advertising art direction and sunny, beachy imagery to convey feelings of playfulness and nostalgia.



Credits

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