

RAYS

LOGO DESIGN

Abriella Corker

BRANDING

BRAND STORY

RAYS is an all-inclusive SPF formulated cosmetics line for any human who enjoys wearing makeup but wants to protect their skin from harmful UV rays. When you buy any RAYS makeup product you can be assured that it contains SPF protection safe for the skin and environment at an affordable price. We are formulated with dermatologists and environmental scientists so our products give you quality skincare and do not hurt coral reefs like other SPF formulas that use oxybenzone. Our products are meant for all skin types, all genders, and all ages. Go outside protected and look good while doing it

A U D I E N C E

RAYS is meant for all ages above 13 years, targeted towards all genders, world-wide. Our products are affordable to lower-middle class and beyond. People who use our products value healthy skin and protecting against cancer/premature aging. They also enjoy looking good while doing it. Their perception of our product is the assurance that they have protection from the sun where they apply the makeup on their face.

CREATIVE BRIEF

Identity: An all-in-one spf included cosmetic line.

Audience: People who enjoy wearing makeup and want to protect their skin, but struggle with simultaneous application of SPF and cosmetics.

Personality: The personality will be informed like a dermatologist but will be sunny, colorful, and friendly in its outward appearance.

Research: To get makeup with SPF you have to search across different brands for different products or SPF for makeup is too expensive and inaccessible.

Requirements: Must not contain oxybenzone and all products must have SPF.

Results: Provide sun protection for people who wear makeup that's eco-friendly and affordable.

MOOD BOARD

DOPE



MAKE DO
MAKE D
MAKE DO
MAKE D



RUMP
& RIND

BOLD



WORD LIST

**SPF
PRODUCTS**

FRESH

UV

HAPPY

QUICK

SUNNY

**ECO
FRIENDLY**

CREAMS

FRIENDLY

CONVENIENT

AFFORDABLE

OUTSIDE

ENCOMPASS

DIVERSITY

REEFS

PROTECTION

BEACH

APPLICATION

ACCESSIBLE

PREVENT

COLORFUL

MAKEUP

COMBO

GROWTH

ALL

BRIGHT

SKIN

TRUST

**LONG
TERM**

HEALTHY

POP

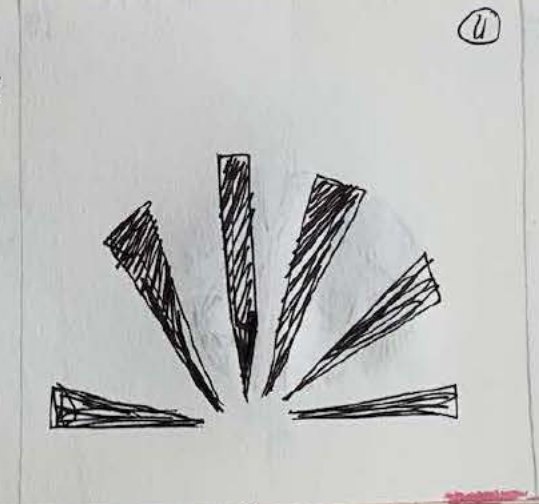
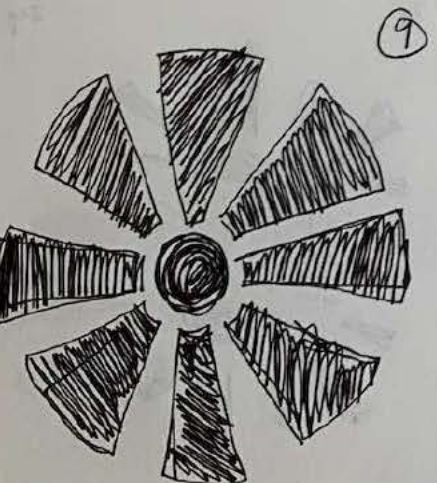
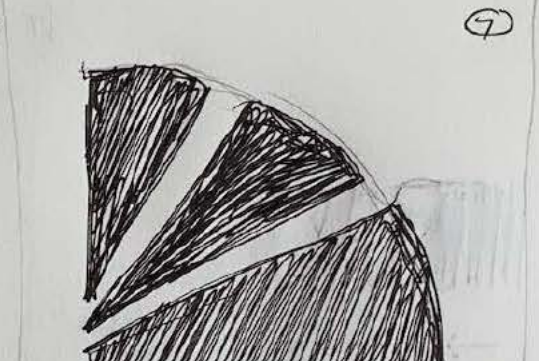
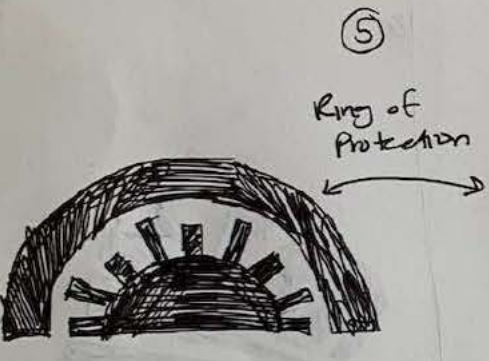
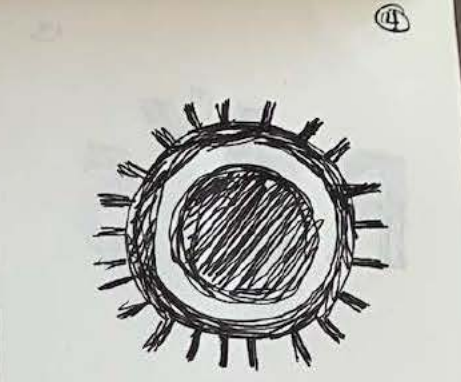
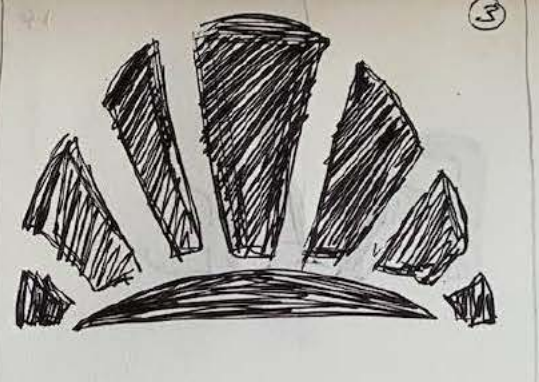
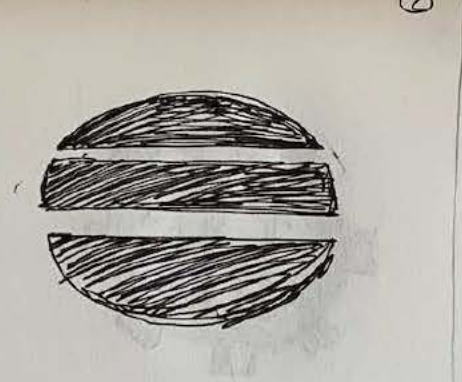
DEPEND

SPUNKY

UNI-SEX

AWARE

SKETCHES



RAYS

↓ RAYS on the 4 y "

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RAYS

15

RAYS

In an arch

RAYS

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RAYS

→ ← Squares
m.

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RAYS

RAYS

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RAYS

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RAYS

RAYS

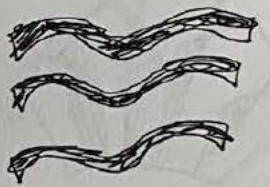
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RAYS

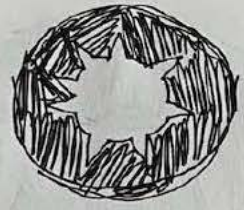
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RAYS

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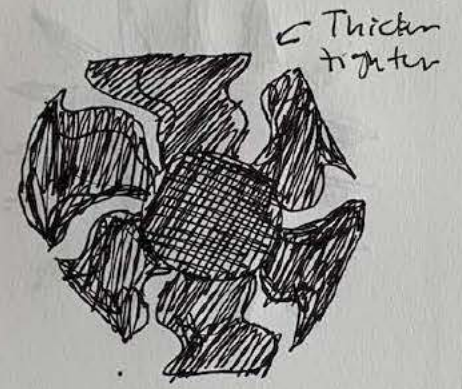
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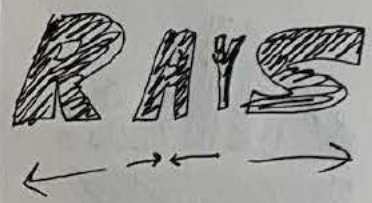
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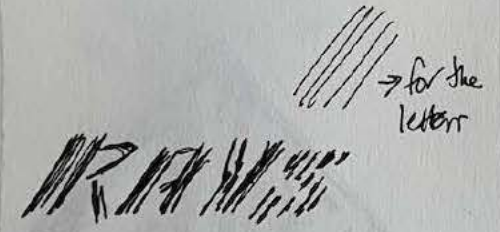
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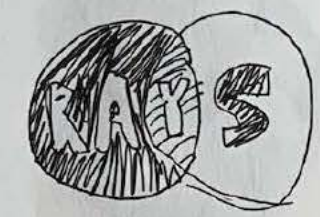
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escape
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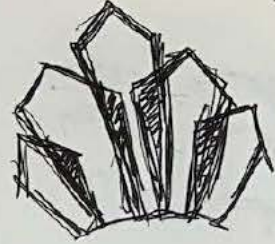
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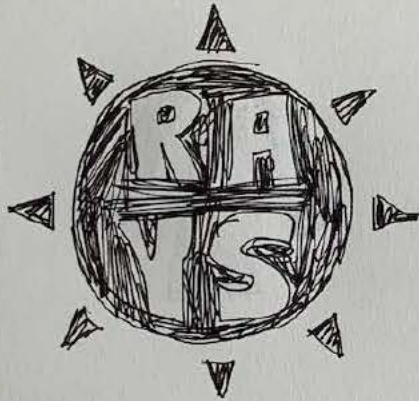
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RAYS!

50

RAYS

51

RAYS

52

← This pattern within letter shape.

RAYS

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RAYS

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RAYS

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RAYS

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RAYS

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RAYS

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RAYS

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RAYS

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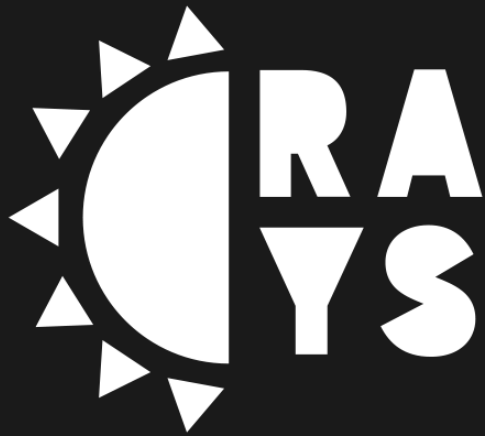
RAYS

FINAL DRAFTS





FINAL LOGO



MOCK UPS





SPF 100



CONCEALER

.5 FL OZ



SPF 11

RAY'S

SETTING POWDER

