



CHROMA



CASE STUDY + BRAND GUIDELINES

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INDRODUCTION

WHO IS CHROMA

The Oath was a species deployed by the sun to rid the darkness found on earth. Amongst the Oath was Chroma. Many of the Oath stated she resembled a god-like entity, she was a spectacle and embodied everything the light is. She glowed with hope, encouragement, kindness, and compassion.



STORYTELLING FRAMEWORK

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A black pyramid fell upon earth's orbit and remained there for eons. This moment would be known as the arrival of the Onyx shrine. It hovered around the earth collecting light and ridding the darkness found among the land below. It deployed foot soldiers to do the same, as they journey the deepest folds of earth. These folds were reminiscent of a dark, dreamless past. Our ancestors of the sun referred to this species as the Oath. They were scrupulous and determined vessels; the good and wholesome side of humanity was derived from them. Upon the Onyx Shrine's arrival, there was a dynamic shift in how we see our world today. It put us in the golden age, the time of miracles. It made earth habitable and hospitable; it allowed new life forms to colonize uncharted lands and evolve mankind. Throughout the orbit, holes were torn, making no distinction from the then and now. The Onyx Shrine was free from time itself, and from this moment forward we perceived time and space differently. Us humans merely existed in this world and obeyed the time streams; time was bent indefinitely. Suddenly, the pyramid came to an abrupt halt. It was drawn to sacred ground; the black sand was awaiting its arrival. It planted itself on top of the sand, but the harsh winds buried it over time. The land seemed to consume the shrine. For centuries the shrine lay dormant in a coma-like state... The Onyx shrine acted as the light bearer for the Oath to collect and spread it. Since the shrine was no longer active, the Oath had no fuel to pursue their mission. Knowing that the Oathinans were running out of time, they sounded the siren to convene and plan their next move. If they didn't have light, they couldn't survive – they didn't have much time. The Oath had no protection against the relentless darkness, it felt the pyramid's precedence was no more, triggering them to seep out from the shadows to feed on the vulnerable Oathinans.

The Oath returned to the beacon and started a headcount to make sure everyone was there, but a few were missing, one of which was Chroma. Chroma was a spectacle to the species of The Oath. Her charisma enthralled people, she was portrayed as a god-like figure to most. Chroma would have detailed dreams of the origin of the light, and what the future would be without it. She etched on tablets of the dreams she remembered and hid them away, most buried in the sand. Nobody knew about these tablets, she thought that if she shared them with the Oath, they would think that she was trying to preach her own narrative of the light. Chroma was frantically wondering, searching for Oathinans to make sure they got back to the beacon. A whisper spoke in a familiar voice much like her own from within a cave. She ventured deeper and deeper. Suddenly it was saying things only she knew, and thoughts she'd never shared. The most concerning was when it spoke of the tablets. Her stomach sunk. She didn't feel right. She ran toward the mouth of the cave but it seemed to be further away the more she ran. An abrasive force came over her... She viciously woke up in the cold murky waters of the cave to screams of many Oathinans. Chroma ran back to the beacon, but the Oathinans were gone... taken by the darkness, leaving nothing but their empty vessels behind. Chroma desperately called out to them as she sunk into the sand and wept. She was alone with no hope of finding the others or the shrine. Chroma refused to believe that their light wasn't still out there, somewhere, anywhere. She declared her own mission to search for them and to restore the Onyx Shrine, to bring the light back to the crumbling land around her. She trekked

through the storm of black sand, turning her pure white clothing a deep charcoal black. Chroma fought the harsh winds as she began her trip toward the blurry horizon ahead.

After months of searching, Chroma was thrown off course and started to follow faint yells and periodic vibrations in the distance. The yells slowly became louder the closer she got. After scouring high atop a dune, she was met with nothing but dense fog. As she turned around to walk away, a hum rang out, making her ears ring. She muffled her ears, closed her eyes, and winced at the pain. Light bounced off the fog illuminating Chroma's face. She opened her eyes and was met with a soft glow that had shot from the depths of earth. The fog dissipated, creating a clear path... the horizon was no longer blurry, showing the shrine-like shape towering the land. She followed the path in a slow walk, gradually leading to a sprint. Past the fog, she was met with the shrine... She found her home... Voices let out behind her. She turned around slowly to find the natives of the land bowing at the sight of her. They sang out in a ritual-like chant and danced with smiles on their face. The leader approached Chroma and greeted her with a tear in his eye. He then took Chroma to a room where all four walls were etched with hieroglyphic, the floor covered in dust. Chroma had a difficult time understanding what the leader was explaining as he read the hieroglyphs. The hieroglyphs read as followed – "When the shrine landed, we didn't know what it was; It was foreign to us. We tried for decades to communicate with it but understood none of the signs. I watched the shrine in the rain; The droplets hovered off the smooth surface. It was very pleasant to my eyes, leading me to fall into a trance. Before I woke, I remember seeing two pyramids next to one another. Then I knew how to communicate with this exotic structure. The construction should end by t..." During the conversation between Chroma and the leader the last stone was set in the native's pyramid, it ignited something within... The Onyx shrine began to sing in a low hum, after it let out a cacophony of shrieks and disoriented thrashes, causing the ground to quiver. The dark foreign material seemed to shed its outer shell exposing a vibrant and piercing glow. The glow seeped through the cracks of the crumbling shrine, projecting a colorful hue. The natives were paralyzed by the events that were taking place. They all gathered to witness the dawn of the collapse.

Chroma shielded her eyes and proceeded into the collapsing shrine. With every step Chroma took, she faded away. She was being absorbed by the light, returning to her true form. As the dust settled the Onyx shrine was gone, leaving behind the 4 Tablets of the Oath. The tablets had decrypted markings showing the course of advancements to their systems. It also depicted a life of the light in which the Oath followed in hopes that the natives could carry it through their lives and the rest of time. Once they let the light in, they would transition back to a method of the past, a period of enlightenment and an everlasting pool of knowledge. Chroma was gone, she sailed through endless skies living only in memory and etched in stone. She restored light into the otherwise decaying world, her work on earth was settled...

ANALYSIS

UNDERSTANDING THE AUDIENCE

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WHAT DO THEY WANT

Good quality, exclusivity, clarity, coverage, long lasting, variety of looks, and unique advantage.

WHAT THEY DON'T WANT

Cheap products, hard to use, and a short life span product.

THE INDUSTRY'S PROBLEM

1. Cosmetic brands within the industry often create products that don't resonate with consumer wants. The gateway for a new brand to gain loyal customers' is to make products that align with the customers' ethics. Through research, I've found unclear packaging with hidden or questionable materials and ingredients.
2. Different ethnicities have been overlooked when it comes to their complexion, thus making it difficult to find a shade that speaks for you. Also, women 40+ are often ignored in the beauty and cosmetics industry. Women 40+ are now steering away from plastic surgery, looking for a more natural look.
3. Many brands lack innovation, not just around products but also around marketing and other elements, such as campaigns, packaging, and in-store brand installations.

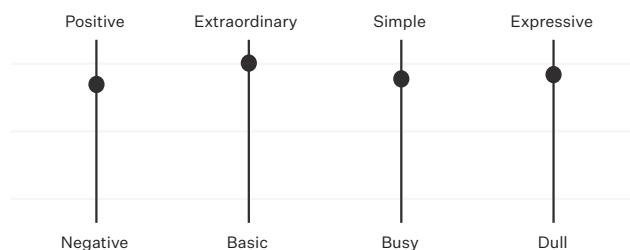
CHROMA'S OBJECTIVE

1. Transparency and sustainability – Clear labeling, easy-to-read ingredients, and our stance on our ethics will be one of our top priorities.
2. Inclusion – Our customers are one of a kind, so we offer an extensive amount of shades to include all ethnicities to match their unique complexion. CHROMA'S demographic starts at 25, but the 40+ demographic is very important to us. A third of Instagram's audience is over the age of 35, and are the second largest demographic on Facebook is over the age of 55
3. Innovation – Creating and being innovative is at the forefront of who we are. We are taking a new route to building brand awareness and brand connection based on a fictional story. By doing this, we will gain customer investment.

IDEAL CUSTOMER



RESILIENT. CONTEMPORARY.
SCRUPULOUS. AUTHENTIC.

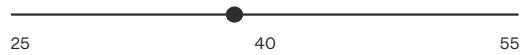


"Simplicity is the soul of **modern elegance**."

Class Type - Middle - upper class

Geographic - Inner city/suburban

Key age rage -



SWOT ANALYSIS

STRENGTHS

- Unique pigments no matter your skin tone
- Exclusivity - limited products and one of a kinds
- An alternative
- Scrupulous - diligent, thorough, and extremely attentive to details

WEAKNESSES

- Might intimidate some customers
- Might be the oddball on the shelf
- They're new and there are already a handful of trusted brands/products
- Trying too hard

OPPORTUNITIES

- Partnerships/collaborations
- Change the way people see beauty/give a new definition of strength and resilience
- Start a new trend
- To extend the initial product line

THREATS

- MAC
- NARS
- CHANEL
- Kester Black

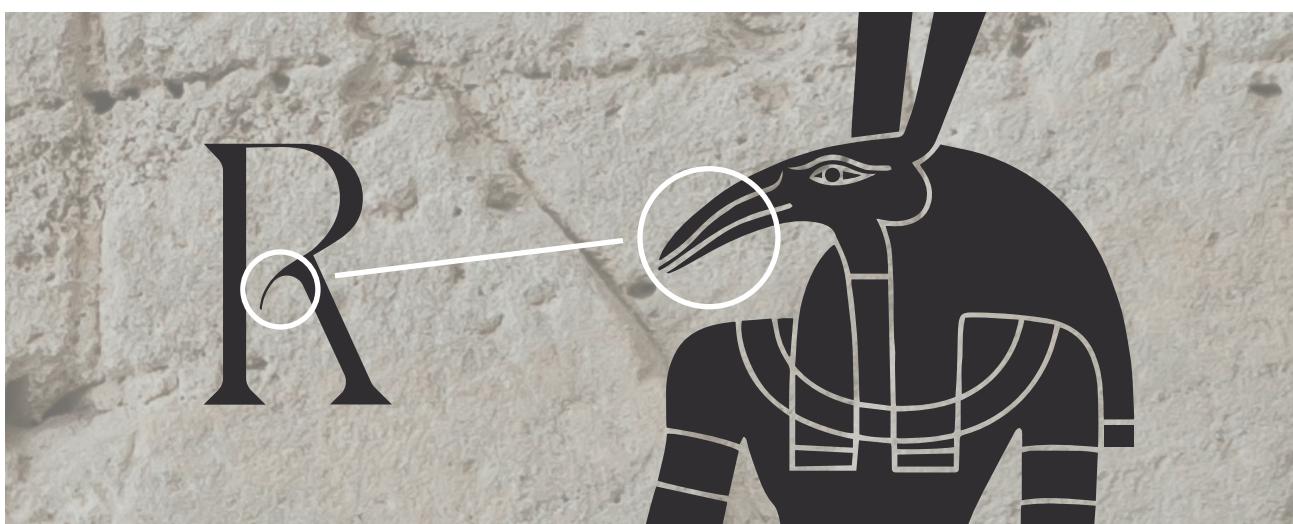
BRAND GUIDELINES

BEHIND THE NAME

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The purity of color is important in the cosmetic industry, so I wanted the name to encapsulate the individuality found in each color and transcend it throughout the rest of the brand. As I studied the lore of Ancient Egypt, I was heavily inspired by the Egyptian hieroglyphs. I found ways to include key attributes of Egyptian visuals within the wordmark such as the stroke weights of the delicate hairlines.

The story of CHROMA is a key aspect to the brand, and by altering the bowl of the R, it silhouettes the head of Seth the god of storms, representing darkness which is a vital part of the brand's overarching story.



WHO WE ARE

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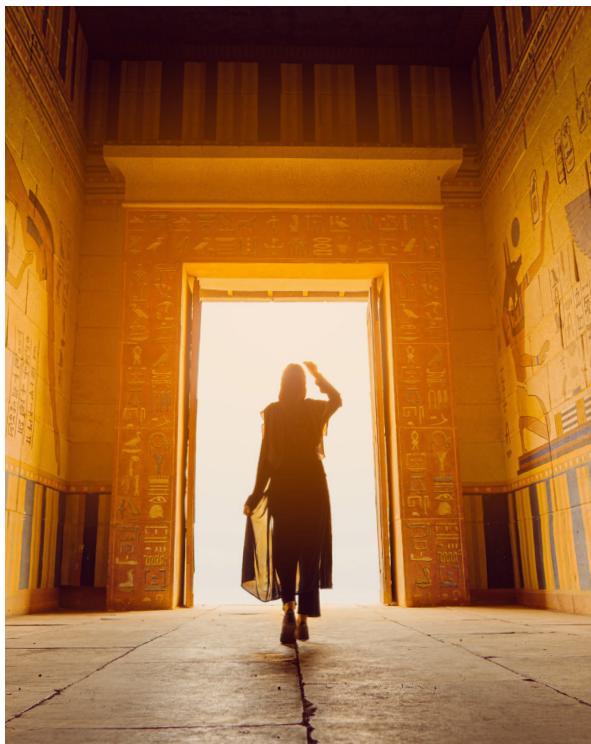
INTERNAL BRAND

By bringing the company's core culture, identity, and premise to employees, it will better set them up to translate the brand to its consumers. The intent is to help them release their inner light and to assist people in seeing themselves as the relics they are. We will start from the inside out. By training and advising our internal team, we'll be able to guide and teach them body positivity, wellness, and maintain a positive mental attitude to spread to our loyal customers.



BRAND DESCRIPTION

CHROMA, is a new cosmetic line based on a god-like entity known by the name Chroma.



BRAND MISSION

CHROMA'S mission is to spread light to its customers and help them build their confidence of individuality and find their sense of expression.



BRAND VISION

Capture the modern imagination for its elegance, exoticism, and style.



BRAND VALUES

To captivate the audience and take them into a realm of storytelling to enhance the emotional investment. We will be able to do this by displaying empowerment to one another and showcase the individuality from product to product and person to person.



BRAND ARCHETYPE

The Creator - By piquing curiosity in the customer, it allows us to channel outward thinking, as we lead them through a unique experience to become fully immersed with the expansion and the depth that lives within the story that makes our brand.

BRAND VOICE

Exoticism.

Being attractive or striking through being colorful or unusual.

Resilient.

Staying strong and overcoming judgement of being oneself.

Uplifting.

Providing hope and encouragement.

LOGO BREAKDOWN

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PRIMARY

CHROMA

Must use on this wordmark on all packaging and merchandise. *with the exception of the bronzer.
Also use on name tags, In-store/outdoor ads, website, and partnerships.

Do not let the height go below 115px. If so, please switch to the secondary logo.

SECONDARY

C

Must use on the top of the bronzer package. Please substitute any other
need when the primary wordmark goes below 115px.

Do not let the height go below 35px, This is the smallest the logo can go.

OTHER VARIANTS



Must be on all packaging to build brand recognition. This mark is intended to
add emphasis like you'll see on the website when it acts as the "clicked state"
indicating you've clicked a button in the nav.

INVERTED LOGOS

CHROMA

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THE DO NOTS

CHROMA

C



CHROMA

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CHROMA

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CHROMA

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CHROMA

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CHROMA

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TYPOGRAPHY

UNTITLED SANS

LIGHT REGULAR



Body copy



Button style and subheadlines

Hatton

Ultralight



Headlines

COLOR PALLETE

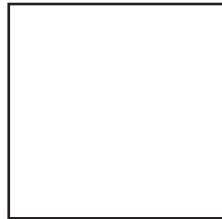
CHROMA has two key colors to the brand which are black and white. The actual definition of Chroma is the purity or intensity of color. Not giving CHROMA a true color pallete allows us to dictate our pallete from ad to ad because you can't have color without black or white. This also helps us showcase diversity within our brand, as it is one of our biggest objectives.



RGB - 0 0 0

HEX/HTML - 000000

CMYK - 0 0 0 100

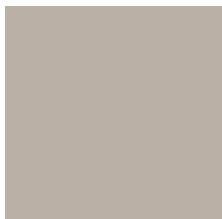


RGB - 255 255 255

HEX/HTML - ffffff

CMYK - 0 0 0 0

SUPPORTING COLOR PALLETE



PANTONE - Warm Gray 4 C

RGB - 182 173 165

HEX/HTML - B6ADAD

CMYK - 25 24 25 2

THE ROLE OF DESIGN

PRODUCT SHOTS



The product shots are meant to compel the consumer and draw them in. Our main goal is to let the elegance of the product speak for itself and make an impression that stays with the consumer. Though CHROMA is only in select stores the sheer simplicity and innovation of the packaging will disrupt the clutter of competing products surrounding it.





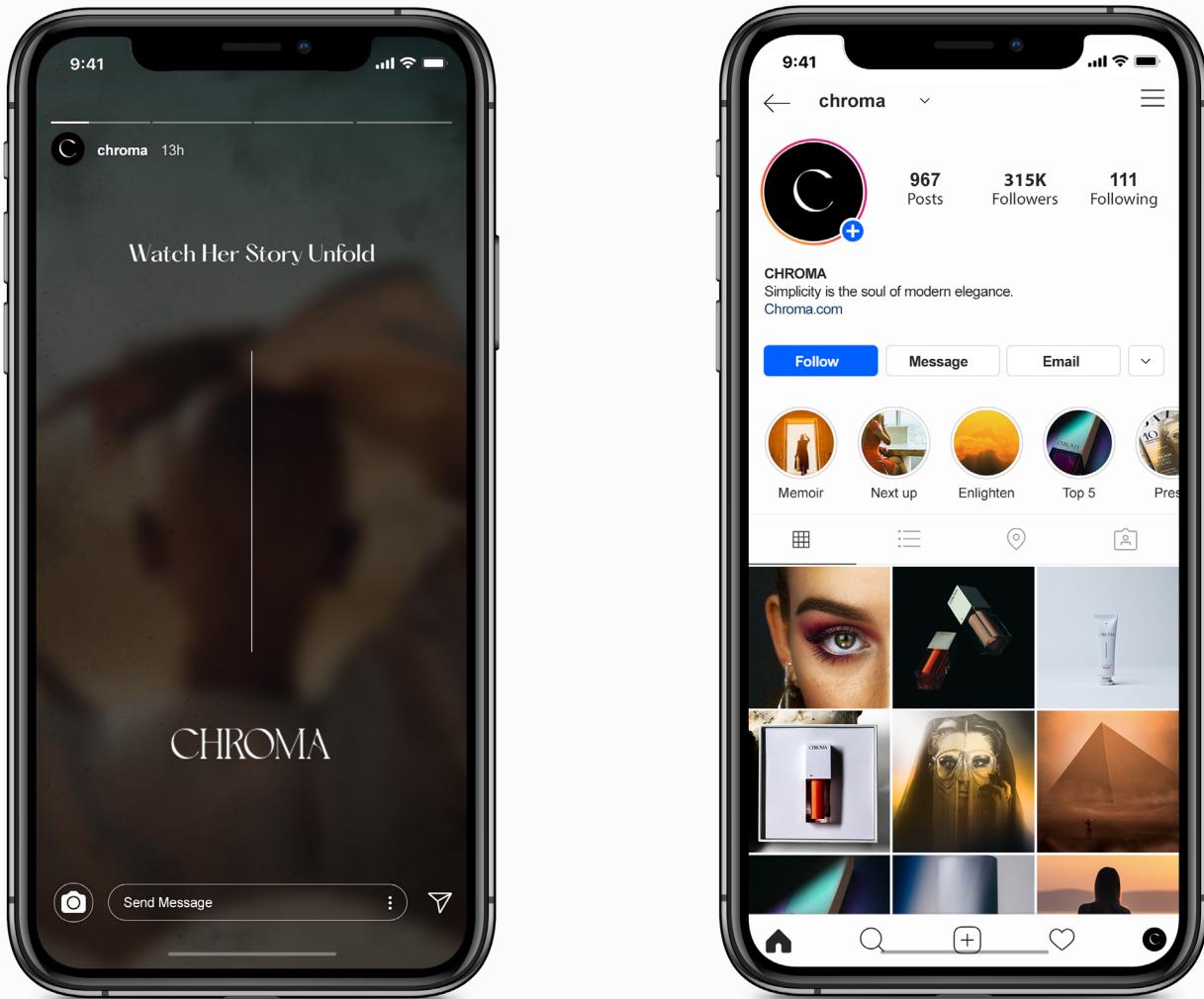




SOCIAL

Social media will be big for the brand. We'll use it to display the following –

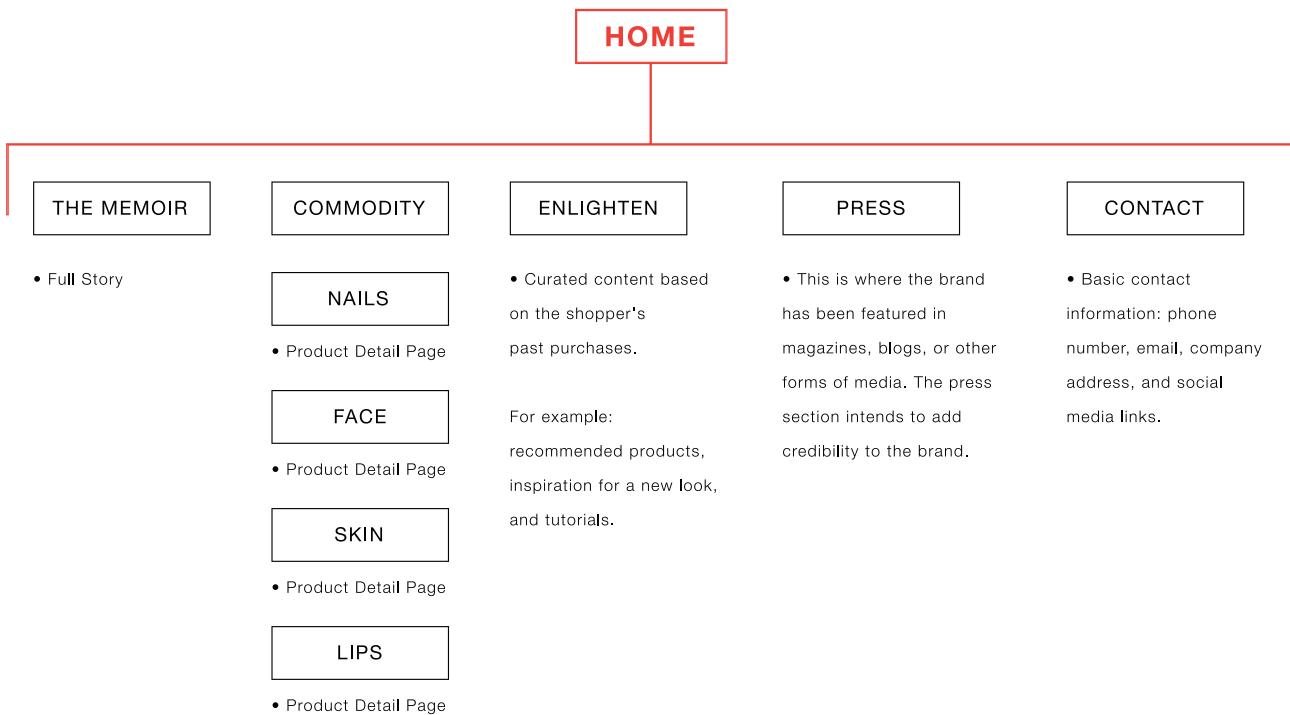
- Snippets of Chroma's story that will give more context of the brand and captivate the audience leading to customer investment.
- Post how-to videos to keep our customers up to date on new trends.
- Interactive product shots and extraordinary product videos.



WEBSITE

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The sitemap was organized based on the importance of the brand, starting with the origin story of Chroma, then leading into the supporting elements and products. The reason for this is to give context to the brand and encourage the user to dive deeper into the backstory in hopes to gain their investment.



By having such a simplistic product, we wanted to translate that across all of our media. The home page mimics the packaging — very minimal, but intriguing. Once you dive deeper into the interior pages, they expose the luxurious side of CHROMA, showing the vibrant pigments and hues our products offer.



MAGAZINE



Harper's Bazaar is a magazine published in New York. They publish articles on makeup and hair inspiration and fashion trends straight from the runway. The sophisticated, elegant, and provocative audience *Bazaar* has obtained since 1867, is what CHROMA can greatly benefit from. By being featured in this magazine, CHROMA will be elevated by the credibility of *Bazaar*.



THE REFLECTION

KEY LEARNINGS & TAKEAWAYS



This project was very challenging for me because I'm not the demographic and do not wear makeup. I typically work on more masculine projects and recognized a consistency in my current portfolio. I wanted to challenge myself in an attempt to diversify my portfolio. Luckily I gained a lot of insight and inspiration through my research which helped guide me when creating this brand. Working with a female product opened my eyes to their wants and needs from a brand. I learned that the look of a product is not the only important thing, it also has to connect and speak to women's morals and culture.