

The image features a brand logo for 'PINK MOON' in a bold, black, sans-serif font. The word 'MOON' is stylized, with the 'O' replaced by a black crescent moon. The logo is centered on a light pink background. Surrounding the text are various decorative elements: large, soft pink watercolor washes in the top-left, bottom-left, and top-right corners; a thin, wavy gold line in the top-right; a gold leafy branch in the bottom-right; and several horizontal bands of gold glitter or confetti. Small, scattered pink and gold dots are also visible throughout the design.

PINK MOON

~ A Skincare and Massaging Brand ~

AGENDA

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Introduction

PINK MOON

OUR CORE CONCEPT IS BUILT
ON THE FUNDAMENTALS OF TCM

Traditional Chinese Medicine (TCM)

Energy Healing
(Reiki, Crystals)



Aromatherapy



Elemental Astrology



HANDCRAFTED



PREGNANCY
SAFE

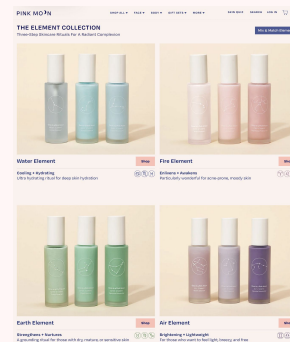
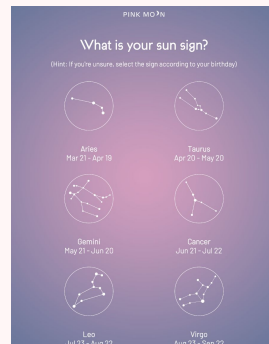


CRUELTY
FREE



CERTIFIED
ORGANIC

Pink Moon is a skincare brand that offers highly efficacious and eco-friendly lifestyle products and a supportive community that harnesses the transformative effects of Traditional Chinese Medicine by infusing Reiki, astrology, and crystals, and aromatherapy with tangible products that allow you to access the healing benefits of ancient wisdom through everyday rituals.



Problem Statements

1

How can the packaging color **scheme & design** better fit the Pink Moon brand?

2

How can we rewrite the mission statement with more **emotional language & more compelling story** ?

3

What **long-term** growth plans can be employed to ensure the success and longevity of the brand?

Deliverables

01

Package Rebranding

Idea, Moodboard, and Final
Products

02

Mission Statement

A new mission that
incorporates emotional
language and tells a
compelling story

03

Long Term Growth

Brand identity, product
innovation, marketing, and
sustainability

Deliverable 1: Package Rebranding

Cultural Research:

- Implement Chinese bagua/elements/zodiac into label design (Astrology)
- Chinese artwork styles such as ink wash painting can be utilized for patterns
- Lunar-inspired packaging: incorporating lunar motifs, like the crescent moon
- Calligraphy font such as such as running script or clerical script are both elegant and more natural than printed Chinese.

Design Aesthetics:

- Muted colors instead of pastel colors (for example, pale pink or white)
- Chinese characters - fonts (for example, semi-cursive/running script)
- Chinese imagery - flowers, clouds, nature and of course, the moon
- Minimalistic design with subtle chinese elements

Deliverable 1: Package Rebranding

Moodboards: Top 2



Deliverable 1: Package Rebranding

Final Designs:



Deliverable 2: Mission Statement

Old Mission Statement:

- Pink Moon Promotes a harmonious well-being by integrating ancient wisdom derived from eastern healing practices with modern daily rituals.
- *Secondary Mission Statement:* We create products that speak to emotional, mental, and physical and spiritual well-being

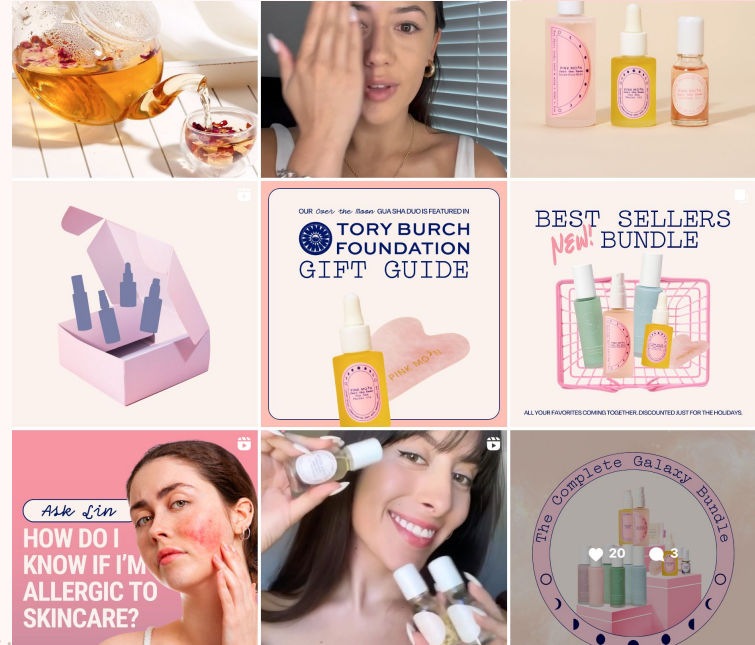
New Mission Statement:

- Pink Moon's mission is to kindle a profound spiritual connection and inner harmony by seamlessly weaving the timeless wisdom of Eastern healing traditions into the fabric of contemporary daily rituals. We believe in the transformative power of Chinese ingredients to nourish not only the body but also the soul, fostering a sacred space where well-being flourishes. Through this, we wait to help individuals embark on a journey of holistic self-discovery and spiritual growth. (Fay)

Deliverable 3: Long-Term Growth

Current Marketing Strategies:

- Social media
 - Organic social media channels like Instagram
 - Influencers
 - Partners with ethically made and female founded brands to do giveaways and product exchanges
- HR team for press
- Pop ups



Deliverable 3: Long-Term Growth

Increasing content creation around distinctive products, such as her perfume oil, offers a strategic advantage.

Offering free samples or gifts to go with purchases

Our suggestions

Highlight the eco-friendly and ethical sourcing practices through visually driven content

Pink Moon Midpoint & Next Steps

Midpoint Meeting

- MCBC presented our collective moodboards, packaging design and new mission statement
 - Discussed long term strategies revolving brand identity, product landscape, and sustainability

Marketing Feedback

- With organic marketing already being applied, PinkMoon wants to target younger demographics
 - With influencer landscape being oversaturated, focusing on other strategies to reach consumers

Packaging Feedback

- PinkMoon aims to reach the general beauty community with subtle Chinese accents in packaging
 - If sold in larger beauty stores, PinkMood intends to be inclusive reaching all prospective customers