

ACRD 402 (1)

Brand Adaptation

Instructor: Dr. Mahmoud AbuShawli
Dalaa Edilbi UA5094

Table of contents

01 About Brand

02 Externalization

03 Brand Guidelines

04 Identity Elements

05 Media Ads

06 References



01

Brand Overview

About *Glossier*.

- Glossier is a beauty company that focuses on cosmetics, skincare, body care, and perfumes. It was founded in 2014 by Emily Weiss, Nick Axelrod, and Michael Harper. Glossier values careful design and the cultivation of discussions. It is central to all they do. At Glossier, beauty is all about appreciating uniqueness, freedom of expression, and having fun.



Where Are They Located?

- Glossier presently ships to all 50 states in the United States, as well as Puerto Rico, Canada, the United Kingdom, the Republic of Ireland, Sweden, Denmark, and France.



- They now operate 11 distinct shops, all of which are located in the United States.

Their Products

Make up



Body Care



Skin Care



fragrances



02

Brand Identity Prism



Picture Of Sender

Physique

Combination mark, either black or white, red, or interchangeable for lmtd times

Personality

Minimalistic, down-to-earth, cool girl vibes

Relationship

Trusting, Attentive, Responsible

Culture

Diversity, Inclusion, Socially responsible

Reflection

Person who uses glossier to take care of their skin is also interested in taking care of the environment

Self-Image

Give voice, through beauty

Picture Of Reciever

Externalization

Internalization



Store Aesthetic





03

Brand Identity



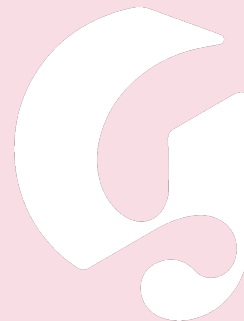
Logo Adaption



Arabic Logo



جلوسير.



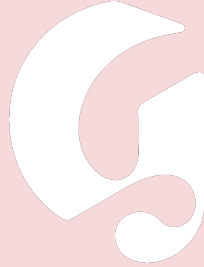
Glossier.

Color Brandmark



Glossier.

Color Brandmark: The color black is commonly utilized on the majority of their product packaging.



Glossier.

Color Brandmark: Most of their vibrantly colored products and retail signage use the white logo.

sometimes different colors and textures are added to the name logo on limited edition packages

Typography

English Font

AperÇu bold italic

a d c d e f g h i j k l m -

n o p q r s t u v w x y z

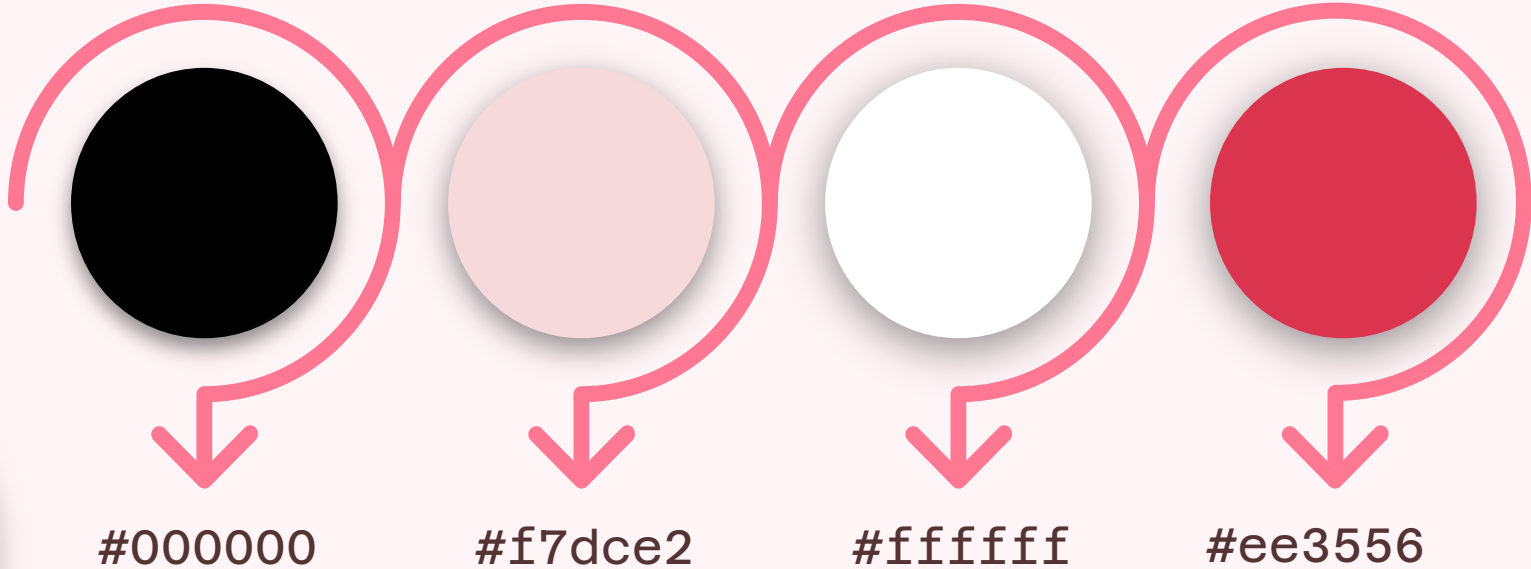
1 2 3 4 5 6 7 8 9

Arabic Font

Was broken down from the
english font

Colors Used

Media & Printing



Color Meaning



Brand Voice

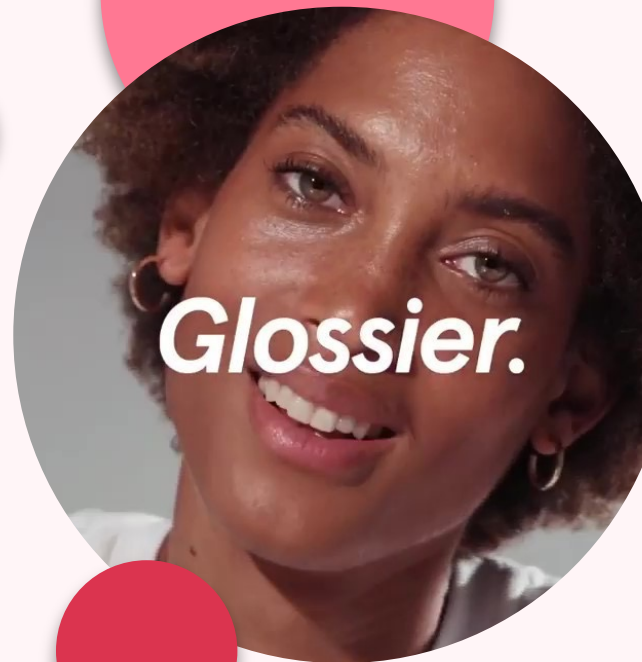
Optimistic, Inclusive



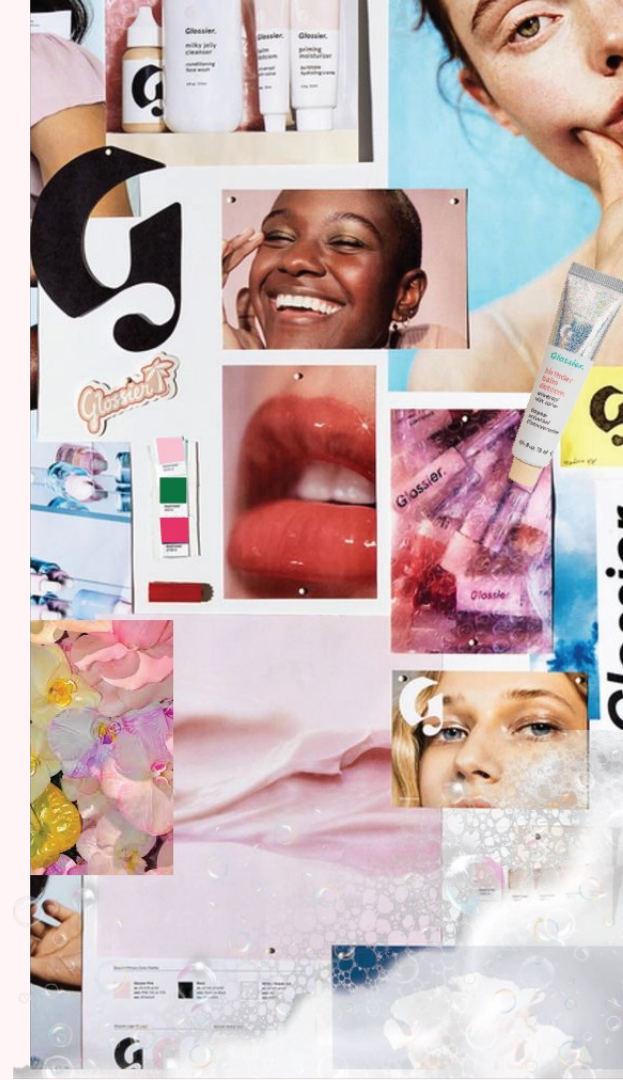
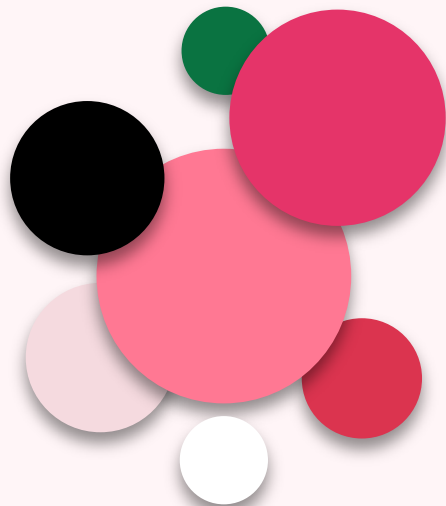
Empowering and Uplifting

04

Identity Elements



Mood Board



Packaging



Promotional Item #1

Compact Mirror Keychain



Promotional Item #2

Hoodie



The background features four large, overlapping pink circles. One circle is in the top-left corner, another in the top-right, a third in the bottom-left, and a fourth in the bottom-right. The circles have a soft, slightly blurred edge and a subtle gradient from a darker pink in the center to a lighter pink at the edges.

05

Social Media Strategy

Objective

- Increasing brand awareness by educating / informing the public about Glossier's entry into the Saudi market.

The background features several large, overlapping circles in various shades of pink. One circle is in the top left, another in the top right, a third in the bottom left, and a fourth in the bottom right. The circles have a soft, watercolor-like texture.

Who Are The Audience

Glossier primarily targets **girls** and **women** aged 16 to 35 who have a limited budget but value high-quality items that promote progressive ideas such as environmentalism, social justice, and body acceptance.

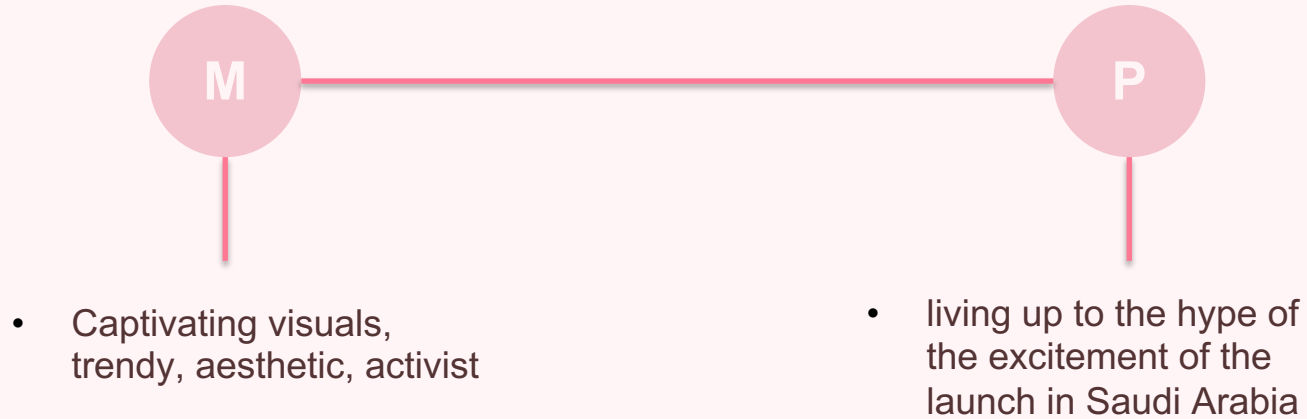
Insight

- The Saudi people are curious and love to be in the know, using that will surely hook people into the build-up to the launch of the brand in the market

Message

- Creating a well-designed ad that adheres to the brand's guidelines in order to pique the attention of the target audience and tell them about the brand's entry into the Saudi market.

Media Impact- Promise



Social Media Posts



Ad Posts

Teaser Street Billboard “Complementary”



Ad Posts

Street Billboard Revealers “Complementary”



Ad Posts

Street Billboard Revealers “Complementary”



THANK YOU

Feeling Like ***Glossier.***





References

- Glossier, 2022. *About Glossier*. [Online]
Available at: <https://www.glossier.com/en-sa>
[Accessed 11 11 2023].
- Cherry, K., 2023. *verywellmind*. [Online]
Available at: <https://www.verywellmind.com/the-color-psychology-of-red-2795821#:~:text=The%20Color%20Red%20Symbolizes%20Passion,attractive%20by%20the%20opposite%20sex.>
[Accessed 6 11 2023].
- Dutfield, S. & Wolchover, N., 2022. *LiveScience*. [Online]
Available at: <https://www.livescience.com/33523-color-symbolism-meanings.html>
[Accessed 6 11 2023].
- Merlinone, 2023. *merlinone*. [Online]
Available at: [https://merlinone.com/what-is-the-brand-identity-prism/#:~:text=The%20brand%20identity%20prism%20provides,your%20brand%20is%20actually%20perceived\).](https://merlinone.com/what-is-the-brand-identity-prism/#:~:text=The%20brand%20identity%20prism%20provides,your%20brand%20is%20actually%20perceived).)
[Accessed 9 11 2023].