

St Flamenco Sunscreen Branding

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The provided practical works are the outcome of the design for a product and branding for a new Australian sunscreen brand. Within my design brief, I decided to focus on sunscreen to tackle the trend and stigma surrounding the Australian sun-tanning culture. To do this, I initially researched and analysed sunscreen bottles and their designs, which led me to realise that there was no exciting branding in the current market that relied on the visual aesthetic of the product itself. The highly saturated, sans serif fonts with their basic spray bottle application or "snap lids" and symbols associated with the beach is the style most commonly used by sunscreen brands which appears outdated and basic. To place emphasis on the rise of tanning; I delved into researching tan oil bottles. The modern and sophisticated approach with minimal imagery and a heavy emphasis on text placement was common, as I began to realise there was a clear difference between the design of sunscreen and tan oil bottles. There did not seem to be any approach to sunscreen in this way, and I concluded that the elements and principals that were included in the design of the tan bottles needed to be applied to my final design. As a result, this would attract the target market of young adults and adolescents who use tan oils and hope to decrease rates of skin cancer as a result.

The aesthetic of the brand was inspired by the ideal "European tan", which is sought after by many who use tanning oils. Within my design brief, the idea of a "European summer" was the basis for my aesthetic. I was inspired by the company James Read tan and minimalism design styles and wanted to use this as the basis for my product. To incorporate this, I looked at umbrellas, beach towels with a palette of blues, golds, neutral and orange tones. In analysing these styles, I discovered they had structured lines and minimal shapes and I used this in my final design. In the original sunscreen bottle designs, the variation of the thickness of line adds detail and interest to the design. The gold metallic tones make it stand out and be a focal point of the design while also incorporating the colour palette and idea of a "golden tan". The after-sun bottle design became a variation of the original design, therefore I was able to extend my research further and compliment my product. Although I found the logo to be the most difficult aspect of the branding, as it had to represent the brand, on reflection the bottle had a really important role in being a visual representation of the brand. I like the versatile and text based logo as it represents a relaxed and the simple intention I had for my final work.

I am pleased with the outcome of my practical experimentations, each design represents and incorporates the elements of my design brief and I find it to be visually appealing to my target audience.

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