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portfolio

- Advertising
- Brand & Identity**
- Communication
- Environment
- Interactive
- Packaging

BROWOLOGY : 1 of 1



Client: Browology.
 A beauty and relaxation enterprise that specialises in the art of threading and the Indian head massage. Threading is an ancient method of hair removal which is an alternative and more natural method for those with sensitive skin. The Indian head massage focuses on the head, neck and face with the purpose of manipulating energy channels and clearing blocks in these channels that cause a build-up of negative energy that are purported to cause ailments.

Mission: The goal was to create a brand identity that was contemporary and accentuated the cleanliness, precision and smoothness of real beauty - often associated with ancient eastern beautification. At the same time it should be able to compete with modern competitors on the high street and department stores. The end outcome uses a soft pastel pallet and utilises long flowing curves that symbolise the perfect brow and a sense of peace and tranquility. The lines are used in a protective and functional way to highlight areas of communication in the stationary. Just what the doctor ordered. It's looking good!

- Deliverables:**
- Brand identity
 - Stationary
- Art Direction & Design: Khalid Raza