

The agency's **EXPERTISE**

- **IDENTITY & PACKAGING**
- **TRENDS & STRATEGY**
- **IMAGES & PRODUCTION**
- **CHARTES & ÉDITION**

Identity & **PACKAGING**

**TRESEMMÉ
STYLING
WASH & CARE**

**WELLA
STYLING
COLOR**

**CLAIROL
COLOR**

**TIMOTEI
WASH & CARE**

REDESIGN OF THE HAIRCARE RANGE
INVIGO

WELLA
PROFESSIONALS

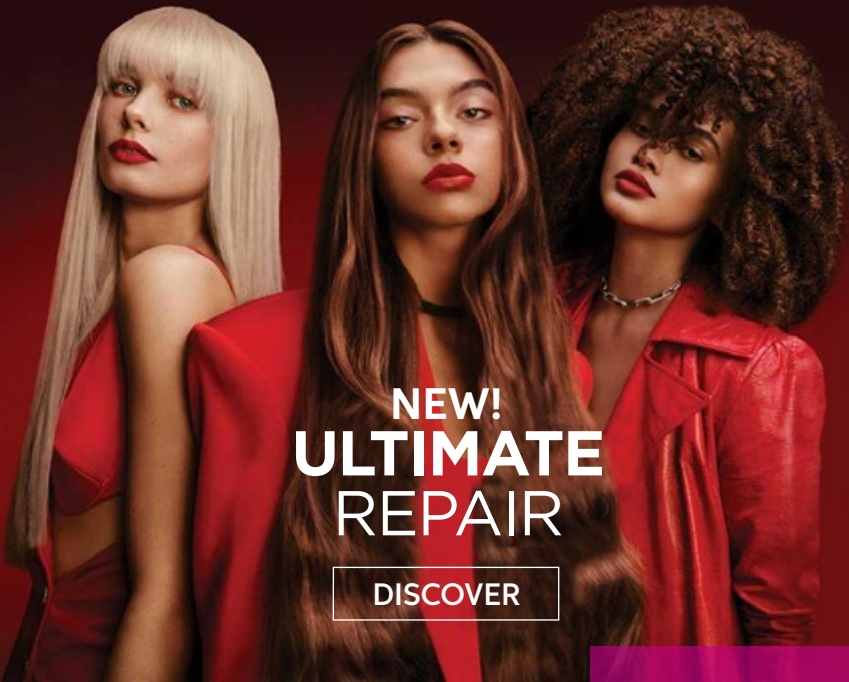


DESIGN OF THE NEW PREMIUM RANGE
ULTIMATE REPAIR

WELLA
PROFESSIONALS

REPAIR HAIR DAMAGE
IN 90 SECONDS

NEW PATENT PENDING TECHNOLOGY



NEW!
ULTIMATE
REPAIR

DISCOVER



DESIGN OF THE WELLA
KOLESTON NEW IDENTITY

WELLA KOLESTON



TIMOTEI



DESIGN OF THE NEW WELLA
MOIST & COLOR IDENTITY
FOR JAPANESE MARKET

WELLA JAPAN

髪をいたわる白髪ケア
ウエラ モイスト&カラー カラートリートメント



2022年4月1日(金)より
販売開始。

毛先まで潤い、ツヤのある髪へ
白髪にカラーをプラス

〈ヘアトリートメント・染毛料〉全3色 200ml(白髪用) 化粧品



DESIGN OF THE NEW TRESEMMÉ
FLAWLESS CURLS IDENTITY
(US MARKET).

TRESEMMÉ





Instagram Wella

DESIGN OF THE NEW
DELUXE OIL INFUSED IDENTITY.

DESIGN OF THE NEW TRESemmé
PREMIUM STYLING RANGE
PACKAGING (US MARKET).

WELLA DELUXE / TRESemmé



Instagram Wella



Instagram TRESemmé US

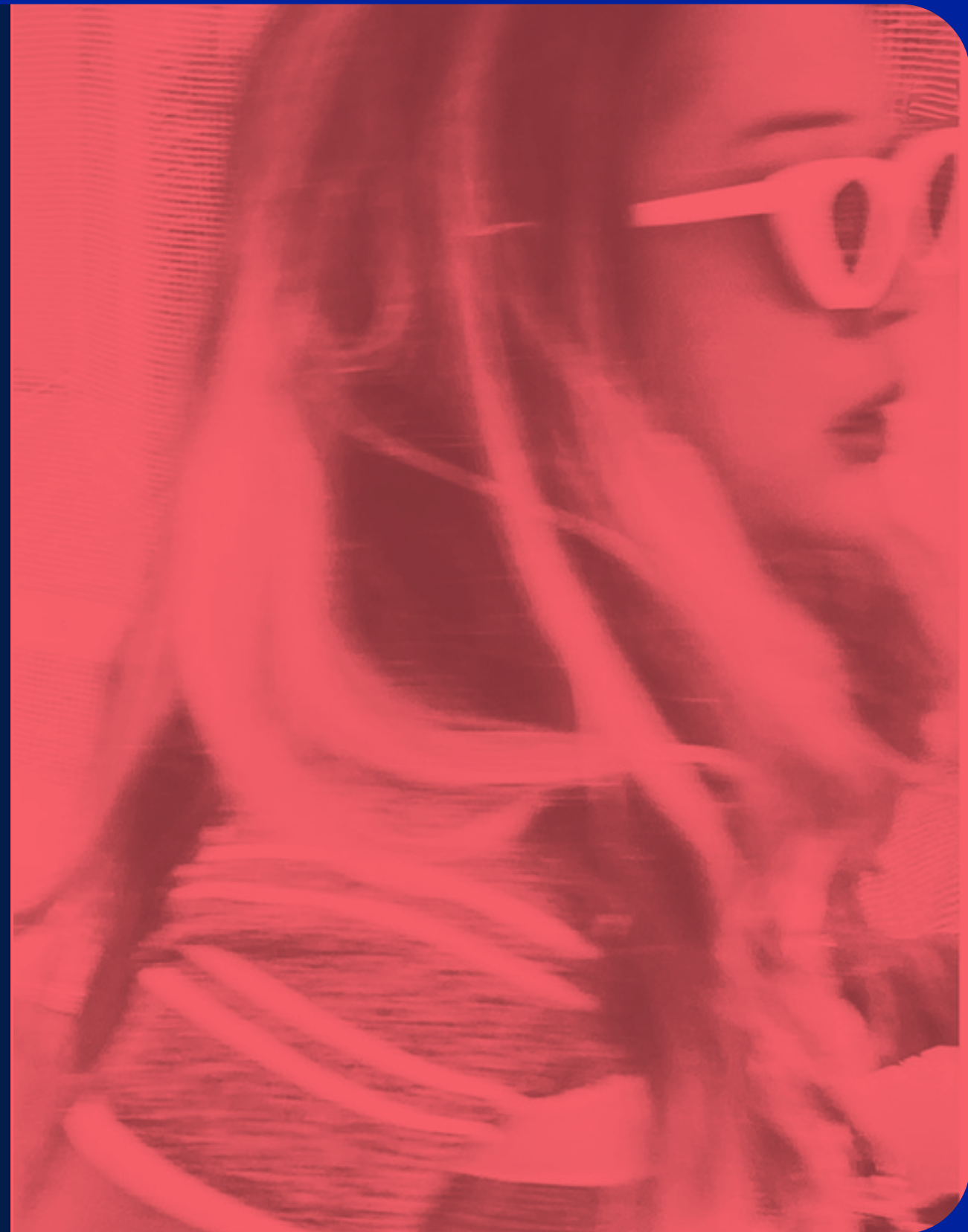
DESIGN OF THE NEW
TRESEMMÉ BOTANIQUE
IDENTITY (GLOBAL).

DESIGN OF THE NEW
WELLA SOFT COLOR
PACKAGING (GLOBAL).

TRESEMMÉ /
WELLA SOFT COLOR



Trends & STRATEGY



REPORTS
& AUDITS

CHINA Haircare & skincare MALES Benchmark Shanghai CODES



September 2019

MILLENNIALS PORTRAIT

CONNECTED PEOPLE / 20-25 Y.O



September 2019

LIMITED EDITIONS AUDIT

BEAUTY & PERSONAL CARE IN THE US



Dry shampoos audit



Images & **PRODUCTION**

**3D & IMAGES
RETOUCHING**

KEY VISUALS

**ARTWORKS
PRODUCTION
MOCK-UPS**

3D DESIGN

CREATION OF A NEW RANGE
OF SHAPES FOR SKINCARE
PRODUCTS INSPIRED BY ORIGAMI.

DESIGN OF A HAIR MASCARA.



IMAGE RETOUCHING



RAW PICTURE



RETOUCHED PICTURE

IMAGE EDITING OF
THE MODEL'S FACE,
HAIR AND HAIR
COLOR FOR CLAIROL.



FINAL PACK

ARTWORK FILES & MOCK-UPS

DESIGN_



ARTWORK_



MASTERBATCH RESEARCH_



WE MASTER ALL STAGES OF A DESIGN PROJECT:
FROM THE DESIGN PHASE TO THE PRODUCTION
OF THE ARTWORK FILES, CREATION OF MOCK-UPS
AND DELIVERY OF THE FINAL FILES TO THE PRINTERS.

TRANSMISSION TO PRODUCTION_



MOCK-UP_



Chartes & ÉDITION



CRÉATION DE LA CHARTE GRAPHIQUE PACKAGING
LORS DU LANCEMENT DES NOUVELLES GAMMES
WASH & CARE ET STYLING DE TRESEMMÉ (ÉTATS-UNIS).

TRESEMMÉ

TRESemmé
USED BY PROFESSIONALS

DESIGN PRINCIPLES
FRONT OF PACKAGING
FONTS & LAYOUT



CENTERED
TRESemmé LOGOTYPE



Didot
HTF B24 Bold Italic

Gateway SemiBold

Gateway SemiBold

Gateway Regular
ITC Avant Garde Gothic L™
Book
ITC Avant Garde Gothic L™
Medium

Transversal and
immutable structure

Color: deep brown
copper/moss

* provides faded tones,
brassy, ashy and green &
purple tints between coloring

7.7 US FL. OZ. | 230 mL

PACKAGING GUIDELINES 2021
OTHER FORMATS - GLOSS | 99

TRESemmé
USED BY PROFESSIONALS

ILLUSTRATIONS



The Shampoo and Conditioner liquid and
color are identical.

Each variant must have illustration
depending on the ingredients.

COCONUT
NOURISH

HEMP
HYDRATION

Primary
background

Secondary elements
must maintain
an identical structure

PACKAGING GUIDELINES 2021
NEW LOGOTYPE | 14

TRESemmé
USED BY PROFESSIONALS

PACKAGING
GUIDELINES

2021 EDITION

TRESemmé
USED BY PROFESSIONALS

TRESemmé
LOGOTYPE
USAGE ON
COLLATERALS

CORRECT USAGE

TRESemmé logotype must remain the same when
used on collaterals. The box can be plain black or
a simulated glossy black.

It should be placed in a quiet zone, separated by
a space at least equal to the height of the letters
USED BY PROFESSIONALS from any graphic
elements and/or the edge of the format.

INCORRECT USAGE

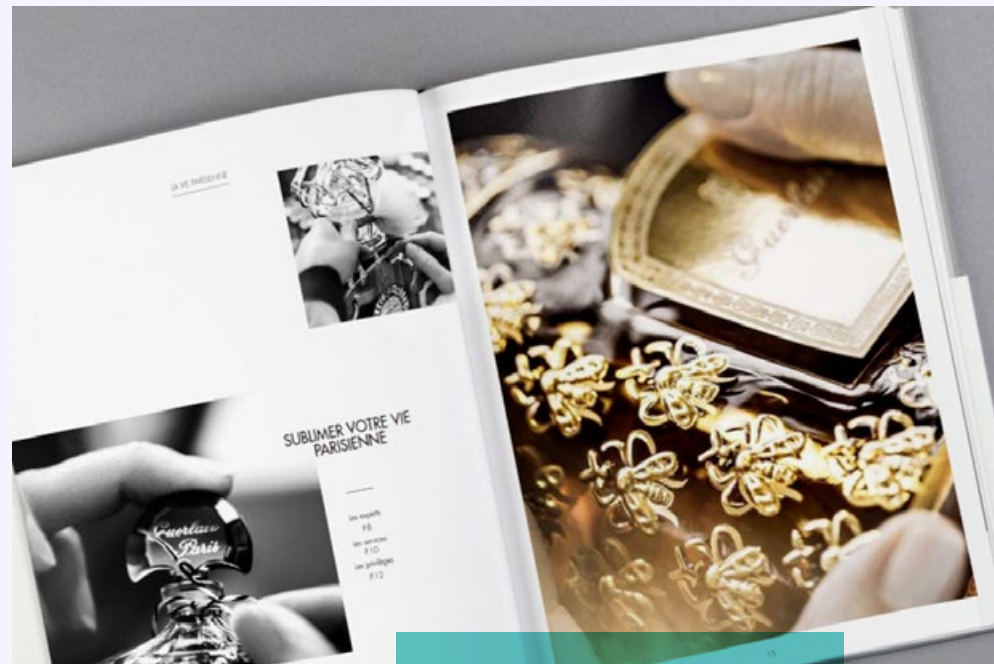
The box
and/or the
letters cannot
be colored

The logotype
must always
keep the same
orientation

The logotype
cannot be
stuck to the
edge

The shape of
box cannot be
changed

PACKAGING GUIDELINES 2021
BRAND DESIGN PRINCIPLES - NEW LOGOTYPE | 15



CREATION OF THE GUIDELINES
FOR A BOOKLET ANNOUNCING
A NEW PERFUME.

SISLEY



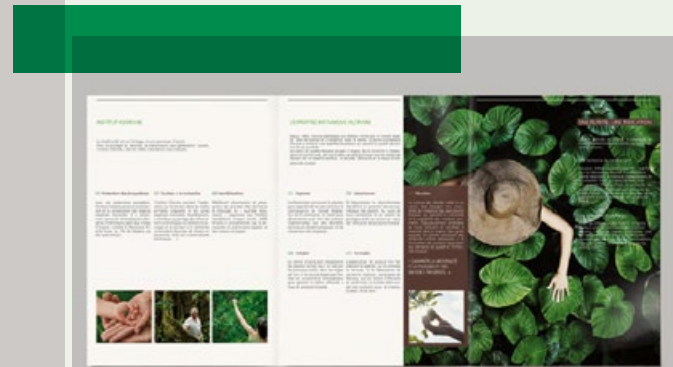
CREATION OF AN HISTORIC
BOOK FOR THE BRAND.

GUERLAIN



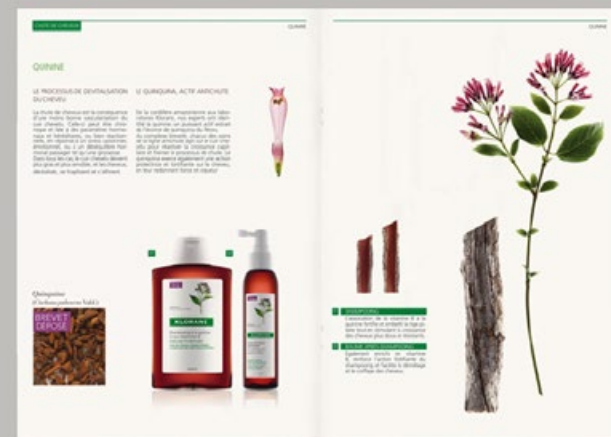


CREATION OF GRAPHIC GUIDELINES
FOR LEAFLET PRESENTING
KLORANE BRAND.



CREATION OF THE IDENTITY OF A BOOKLET
PRESENTING A NEW COLLECTION.

ASICS



MARQUES & FESTIVALS

LE GRAND PLONGEON

OLYMPIA
PRODUCTION

LES FESTIVALIERS
DANS DE BONNES
DISPOSITIONS POUR
LES ACTIVATIONS DE
MARQUES

75%

DES FESTIVALIERS
ONT REÇU DES
EXPÉRIENCES
PROPOSÉES PAR
LES MARQUES

38%

DES FESTIVALIERS
ONT PRIS PART À
UNE EXPÉRIENCE
PROPOSÉE PAR
UNE MARQUE

LES MOTIVATIONS DES FESTIVALIERS

02

ÉTAT DES LIEUX

la présence des marques
dans les festivals en France

LES FESTIVALS
SONT PLÉBISCITÉS
LES CHIFFRES
LE PROUVENT

51%

51% de tous les interrogés
se rendent annuellement à un
ÉVÉNEMENT
SPORTIF

40%

40% de tous les interrogés ont
fréquenté au moins un
FESTIVAL
durant les 12 derniers mois

CREATION OF GUIDELINES FOR
A FILE ON TRADEMARKS AND
OLYMPIA PRODUCTION FESTIVALS.

OLYMPIA PRODUCTION



l'agence inspirante

TONI & GUY

POND'S

WELLA

COTY

TRESemmé
USED BY PROFESSIONALS®

LANCÔME

TIGI®

BOURJOIS
PARIS

agnès b.

Timoteí

SHISEIDO

OLYMPIA
PRODUCTION

Unilever

CLAIROL

ENTREPRISE
PERNOD

WELLA
PROFESSIONALS

Heineken®

TRESemmé™
炫诗
1948年源自美国高端沙龙

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