

Clean & Clear

Giselle, Gurpriya & Kate



= About

Clean & Clear is an American skincare brand, created by Johnson & Johnson in 1956. Their products range from face washes to moisturizers to scrubs to oil-absorbing sheets. The brand performs as a one-stop-shop for all beauty-related needs, catering to all different types of skins and providing a solution to a wide range of skin problems.

Clean and CClear's main target audience is teens - young adults. The brands' visuals have always been bright, colorful, and fun to appeal to their target market.

Though the logo has had minor changes over the years, the basic look and feel of it has stayed consistent, creating a strong brand association with the colors purple and white.



1991



2021





Old Clean & Clear Logo; 1991

The Clean & Clear logo from 1991 was composed of a bright blue rectangle with sharp angles and a white inscription in the middle. The background of the emblem resembled a student's notebook, as had a checkered pattern, formed by thin gray lines. It was a reflection of the brand's focus on a young audience, as teenagers and people from 20 to 25 yo are the ones to have skin conditions the company's cosmetics aims to fight with.



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Current Clean & Clear Logo; 2021

The blue of the background became calmer and lighter, while the lettering is now in a smaller size and looks more delicate and nice. The brand still uses a rounded rectangle as the base for the emblem, but due to a new size of the wordmark, the shape now more resembles a square and has more free space under and above the nameplate.

= Brand Voice



Clean and Clear makes sure to put its customers at the front and center of its brand story.

The brand is essentially a combination of the companies products and the customers' stories. Clean and Clear knows that this generation is confident, proud, and have a lot to say which is why the brand is constantly working on improving its products with technology and innovation so that our customers have clean skin, making them clean, clear, and ready to speak up.

BE LOUD. BE CLEAR. BE YOU.



Clean & Clear®

The advertisement features five Clean & Clear skincare products arranged in a row. From left to right: a large bottle of 'essentials foaming facial cleanser' (orange liquid, blue pump), a bottle of 'more burst facial cleanser' (orange liquid, orange pump), a tube of 'bursting beads' (yellow liquid, yellow cap), a tube of 'exfoliating scrub' (teal liquid, teal cap), and a tube of 'continuous control acne cleanser' (blue liquid, blue cap). A central blue rounded square contains the 'Clean & Clear' logo. A pink brushstroke graphic contains the text 'BE LOUD. BE CLEAR. BE YOU.' The background is dark grey with colorful brushstrokes and a pattern of small circles at the bottom.

BE LOUD. BE CLEAR.
BE YOU.






= **Current Website**






Clean & Clear® Skin Care and Acne Treatments



Clean & Clear

Where to Buy     

Français

Our Products  Skin Facts And Fiction  Real Reviews & How-To's  What's Trending


Clean & Clear® Skin Care and Acne Treatments


INTRODUCING


LEMON


+

VITAMIN C








Where to Buy 




LEARN MORE 



Clean & Clear

Where to Buy     

Français

Our Products  Skin Facts And Fiction  Real Reviews & How-To's  What's Trending


Clean & Clear® Skin Care and Acne Treatments


INTRODUCING


watermelon


FOR

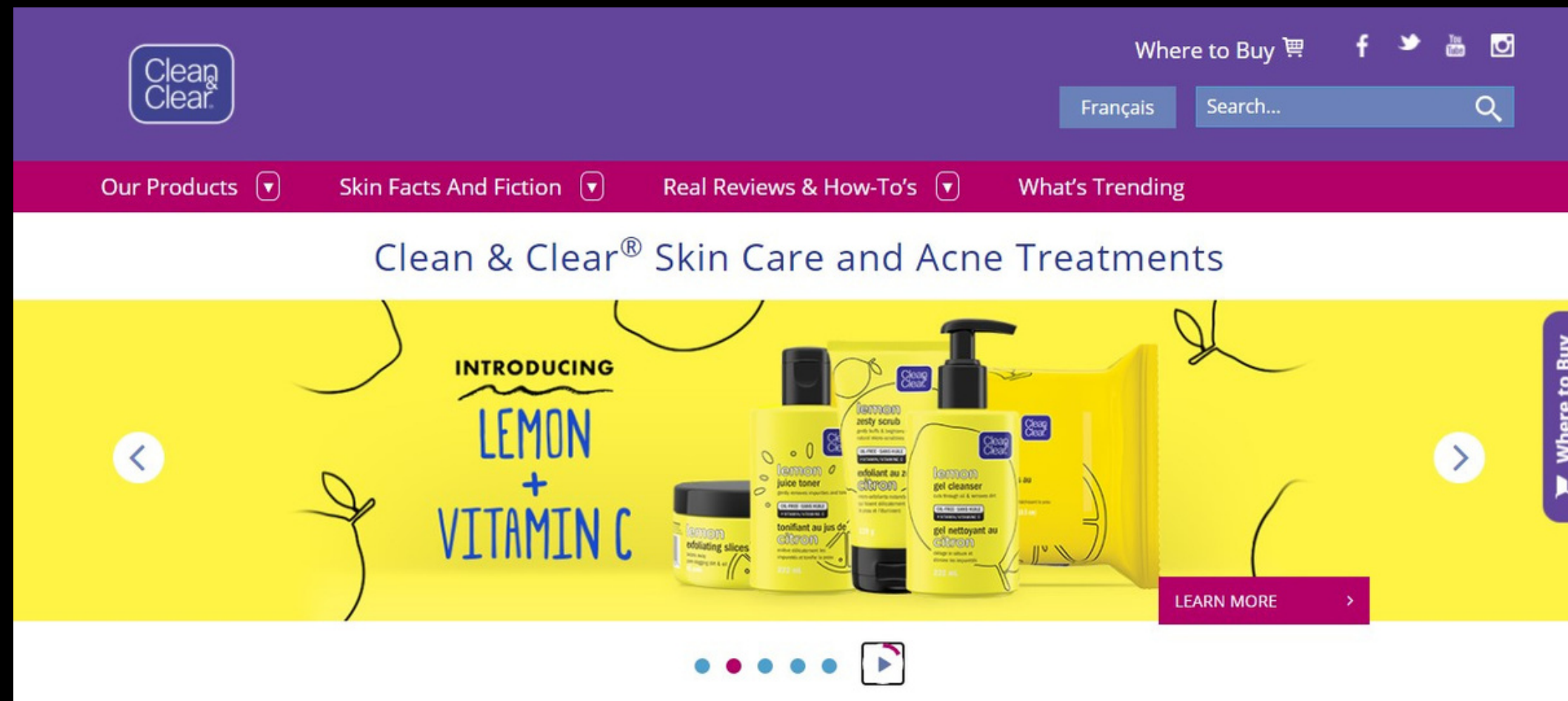
OIL-FREE HYDRATION



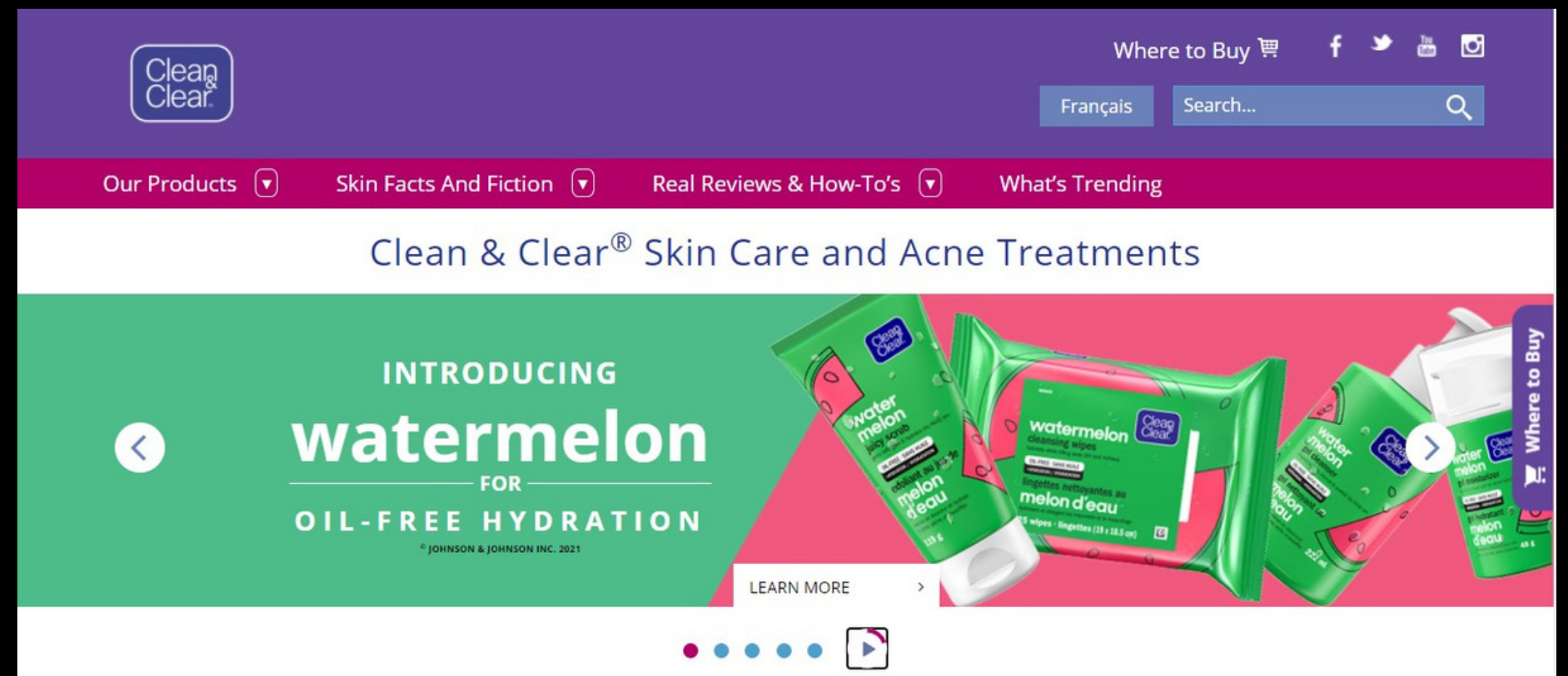
Where to Buy 

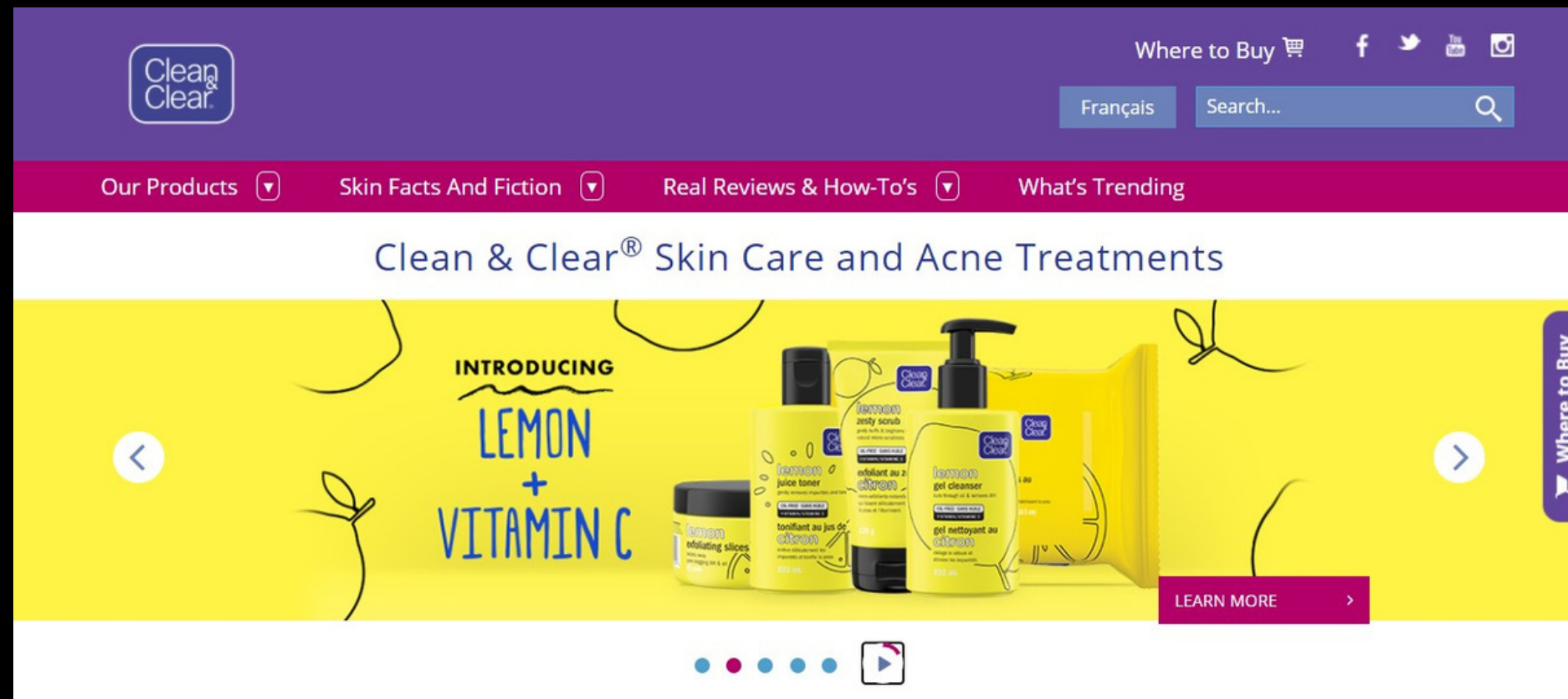
LEARN MORE 



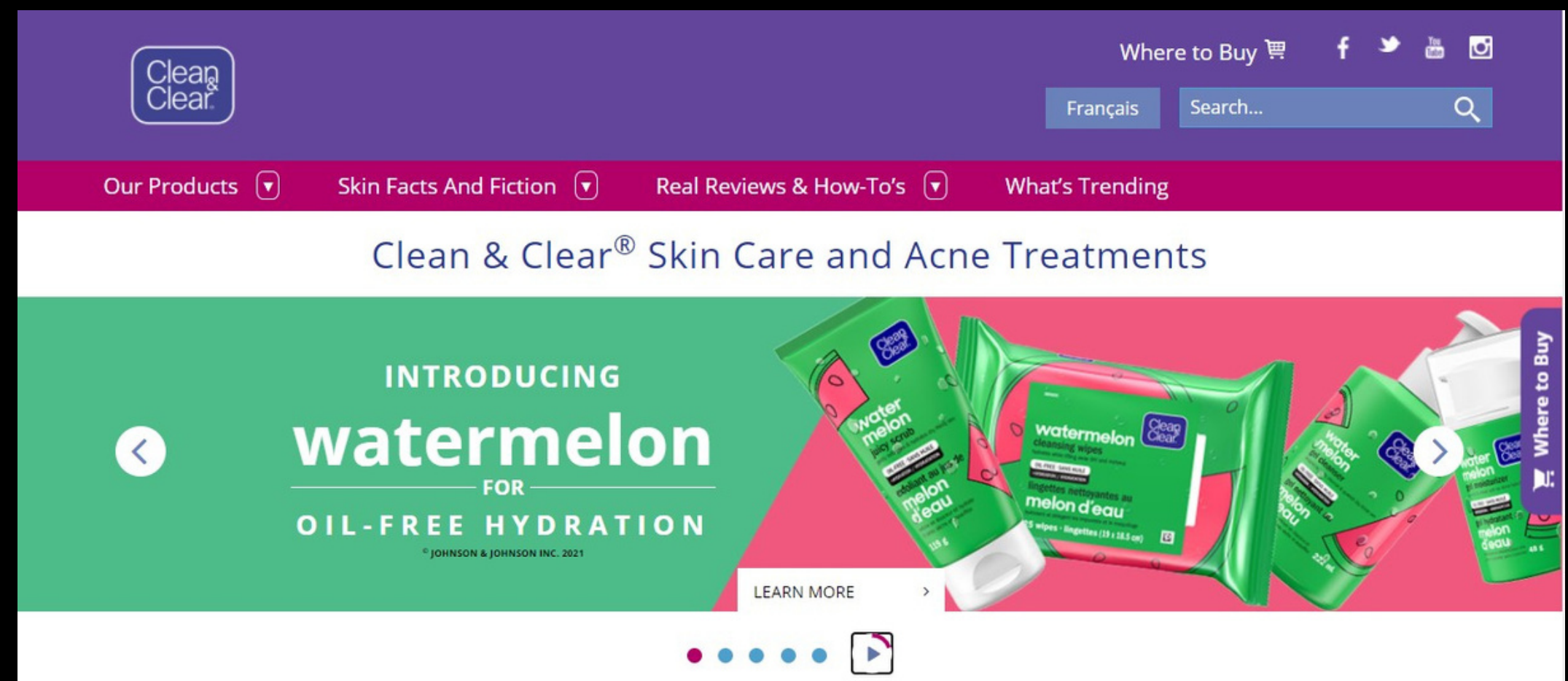


Very bright and fresh colors





Even though the packaging has such vibrant colors, the purple logo still pops





Real Faces, Real Stories

The best acceptance speeches are the ones we give ourselves.

**YOU DON'T NEED A STAGE,
MICROPHONE, OR AWARD TO GIVE A
GREAT ACCEPTANCE SPEECH.** >



That Awkward Moment When You're Caught Sleeping In Class | CLEAN & CLEAR®

DON'T GET CAUGHT NAPPING! GET ENERGIZED WITH MORNING BURST® CLEANSERS! >



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The customer is kept at the front and centre

The content on the website is strongly targetted towards teens



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= Product Range

Clean and Clear has a wide range of skincare products that can be divided on the basis of product type, skin need, and product line. There are roughly 11 different types of products, 8 categories of skin needs, and 9 product lines. The range and product availability vary according to the location.



= Product Range

Product Type:

1. Cleaners
2. Masks
3. On-the-Go
4. Strips
5. Wipes
6. Scrubs
7. Treatments
8. Moisturizers
9. Astringents & Toners
10. Blotting Papers
11. Skin Care Routines

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Skin Needs:

1. Deep Cleansing
2. Everyday Cleansing
3. Oil
4. Pimples
5. Blackheads
6. Dryness
7. Sensitive
8. Make-Up Removal

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Product Line:

1. Lemon
2. Watermelon
3. Acne Triple Clear
4. Morning Burst
5. Night Relaxing
6. Deep Action
7. Essentials
8. Advantage
9. Blackhead Eraser

= Target Market

Customer Profile



Gina Linetti

= Target Market

Customer Profile

Generation: Gen Z



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Age: 17



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1. Considers themselves "Woke"
2. Knows that their voice matters and stand up for what they care about



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3. While introducing themselves, they declare their pronouns too



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4. Uses inclusive language



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5. Very active on social media



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4. Uses inclusive language
5. Very active on social media
6. Has a pet cat
7. Believes in zodiac signs
8. Into pretty aesthetics and lofi music



Gina Linetti



Visual Inspiration

Nuria Beauty

Elegant

Minimalistic

Classy



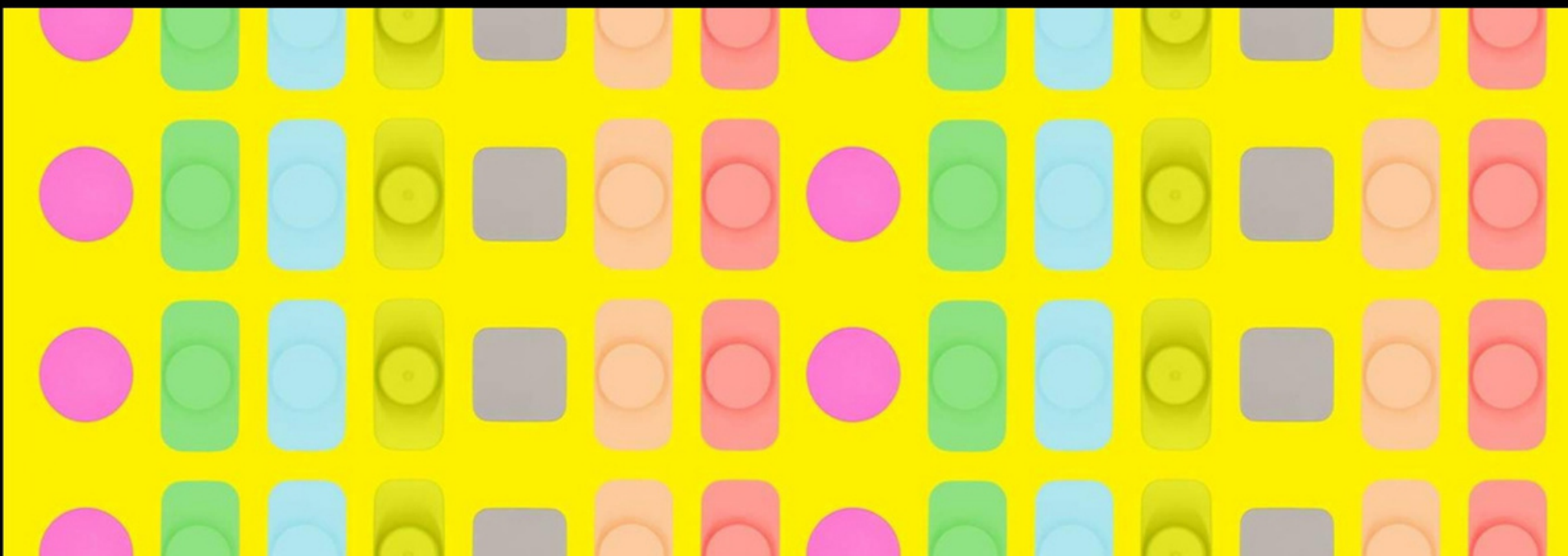
Visual Inspiration

Drunk Elephant

Fun

Bright


Vibrant




Mood Board

Mood Board

Colour Palette




Bold



Clean & Clear Aa Bb Cc
Clean & Clear Aa Bb Cc
Clean & Clear Aa Bb Cc

Fonts

Playful



SAZ
WAW
YOU
NEED
OSAY

Colourful


All genders

Androgynous looks

Important!

- New packaging
- colorful but not oversaturated
- Avoid stereotypes

Process of skincare routine fun & exciting!





The image features two hands holding bottles of Clean & Clear skincare products against a background split into teal and pink sections. The top hand holds a bottle of 'morning burst facial cleanser' which is orange and yellow with a yellow pump. The bottom hand holds a bottle of 'night relaxing deep cleaning face wash' which is blue with a blue pump. A central black rounded rectangle contains the word 'Rebrand' in blue text.

Rebrand

= New Color Palette

with proper hex codes

We used blue for the clean, refreshing color of the logo as the main brand color. However, for the brand identity, we wanted something more vibrant, playful, bold, and colorful. We wanted to make the process of skincare is something fun for the consumer to look forward to, rather than a chore. Also, the logo color can vary depending on the colors used for the packaging, etc.

HEX CODE #25408F	HEX CODE #6D57A5	HEX CODE #E3178E	HEX CODE #F9F076	HEX CODE #F89952
CMYK: 100, 90, 10, 0	CMYK: 67, 76, 0, 0	CMYK: 4, 98, 0, 0	CMYK: 4, 0, 65, 0	CMYK: 0, 48, 75, 0
RGB: 37, 64, 143	RGB: 109, 87, 165	RGB: 227, 23, 142	RGB: 249, 240, 123	RGB: 248, 153, 82
PANTONE 7678 C	PANTONE 7676 C	PANTONE 219 C	PANTONE 393 C	PANTONE 157 C

= Brand Logo

Explaining the design

We wanted to keep the new logo for Clean & Clear simple and elegant. The reason the logo is kept simple is that the brand uses very bright colors for its packaging and that is something we didn't want to change nor did we want the new logo to clash with the packaging.

The loop in the ampersand is designed in a way to resemble a water droplet, in an attempt to connect our logo with skincare.

The font for the words "Clean" & "Clear" is a sans serif so the text looks clean with straight lines and not too elaborate. This simpleness is complimented with the more intricate design of the ampersand.





Current Clean & Clear Logo



Current Clean & Clear Logo

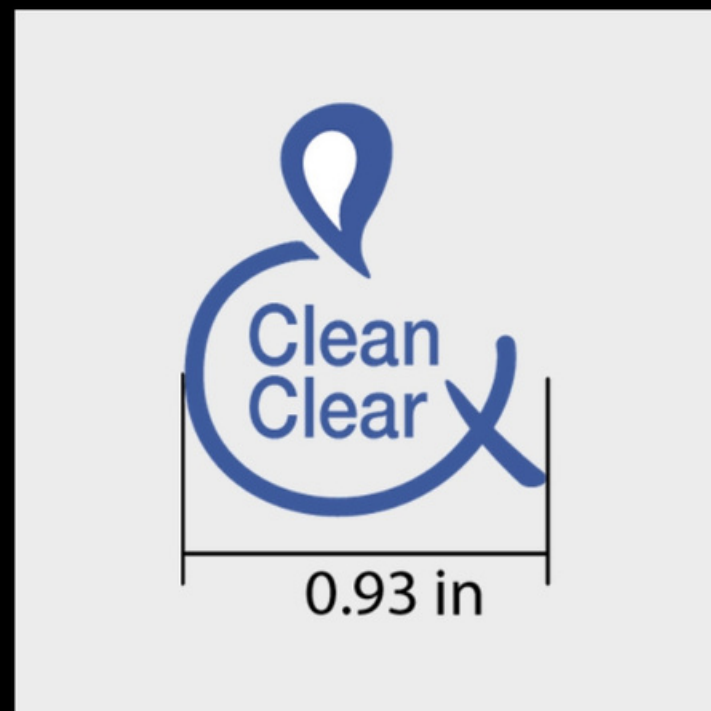


Current Clean & Clear Logo

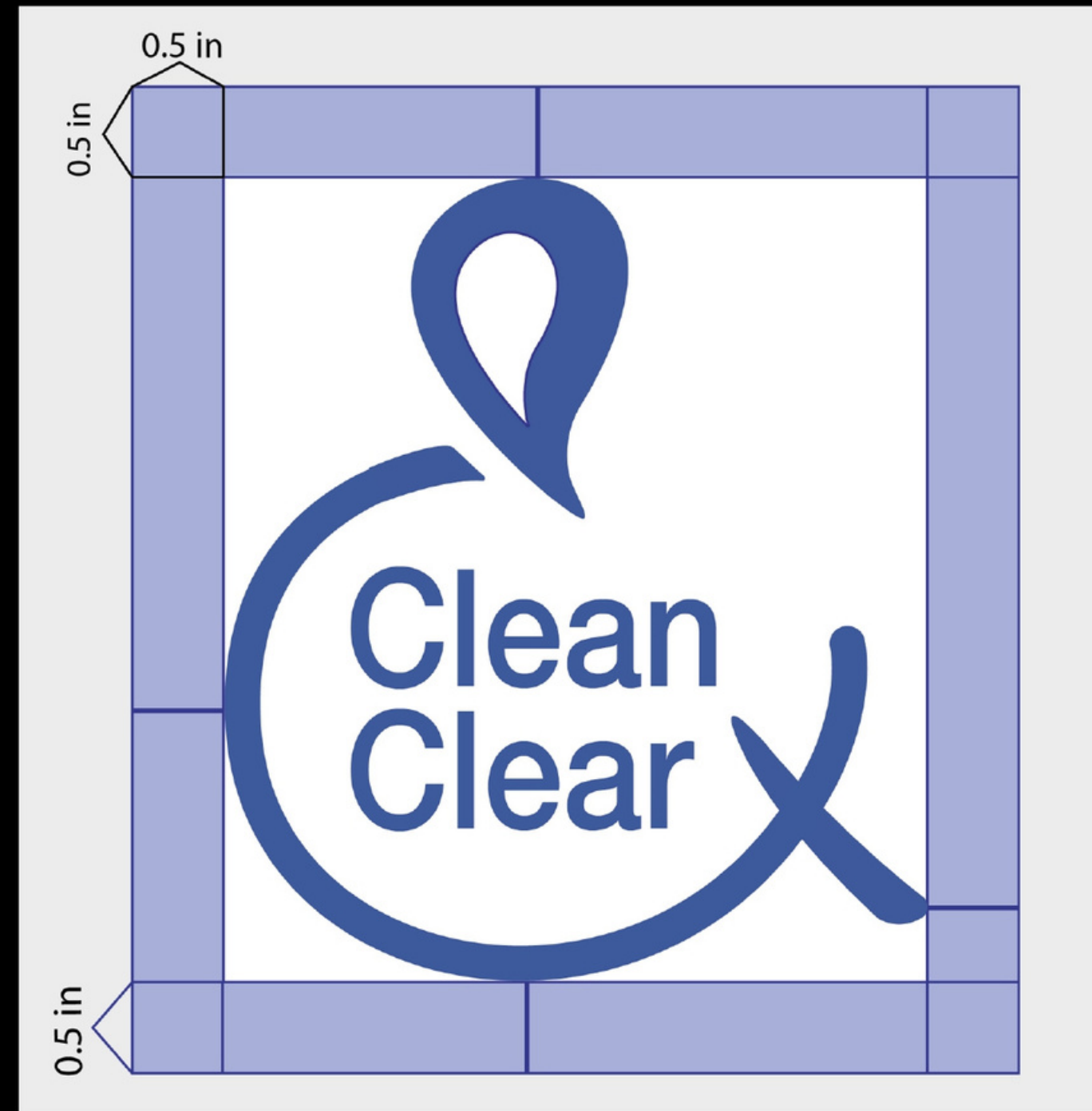


Revamped Clean & Clear Logo

Logo Dimensions



Minimum Size



Clear Space

Logo Variations

Our logo in different colors



= Proper Use

Branding Dos & Don'ts



DO NOT change the font



DO NOT rotate
the logo.



DO NOT stretch or
compress the logo



DO NOT use
tint or opacity.

= Typography

Heading

Avenir Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

brown fox

jumps over

the lazy dog

= Typography

Body Copy

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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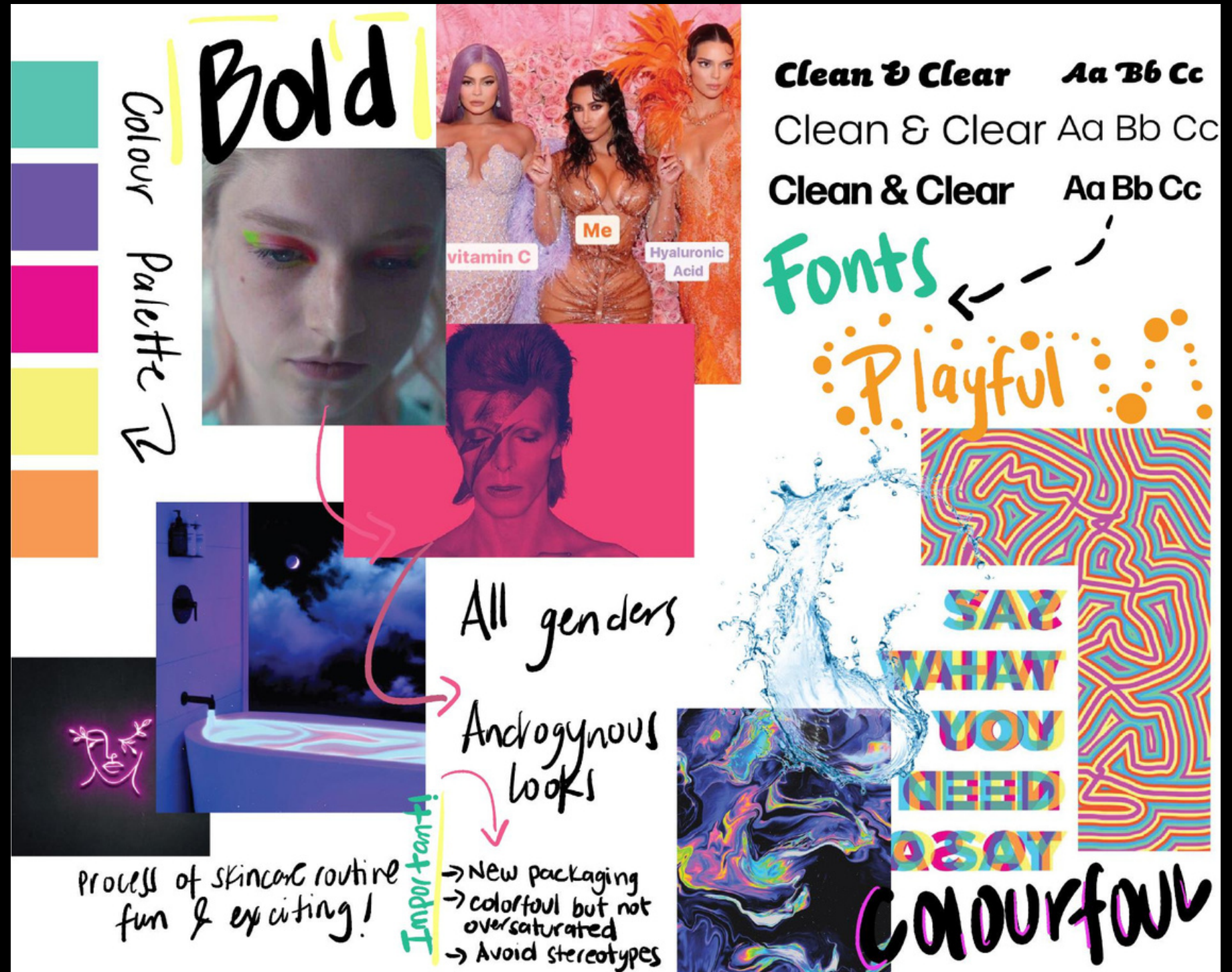
brown fox

jumps over the

lazy dog

= **Packaging**

Keeping our visual inspirations in mind, we wanted to create something different while staying true to the Clean & Clear brand



= Packaging

which means mixing the
subtlety and elegance
of Nuria Beauty



= Packaging



with the bright and funky
vibe of Drunk Elephant



and the mix looks something like this

= **Packaging Mock Ups**





GENTLE MICELLAR
CLEANSING TECHNOLOGY

OPEN HERE



FRESH FACE cleansing sheets

OIL-FREE · WON'T CLOG PORES

clean, fresh skin anytime, anywhere
instantly removes oil,
sweat & dirt in 1 simple step
suitable for makeup removal

20 WET FACIAL SHEETS
Size 135 mm x 90 mm

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= Website



WELCOME TO CLEAN & CLEAR

The process of skincare routine has never been so
exciting

[Click here to check out the website](#)

= **Visuals**

BE CLEAR

BE CLEAR

BE CLEAR

BE CLEAR

BE CLEAR

BE CLEAR



BE LOUD

BE LOUD

BE LOUD

BE LOUD

BE LOUD



BE LOUD

BE YOU BE YOU
BE YOU BE YOU
BE YOU BE YOU







**CLEAR
YOUR
FACE**



**CLEAR
YOUR
SMILE**



**CLEAR
YOUR
FACE**



**CLEAR
YOUR
SMILE**



**CLEAR
YOUR
PORES**

**CLEAR
YOUR
FACE**



**CLEAR
YOUR
SMILE**



**CLEAR
YOUR
SMILE**



Fin.



CLEAR
YOUR
LIFE

