

國立臺灣師範大學設計研究所

碩士論文

Creation of Branding Design

based on I-Ching, Sacred Geometry and Traditional Chinese Medicine

品牌設計以易經，黃金比例，中藥為例

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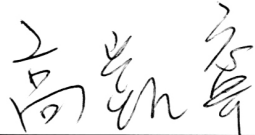
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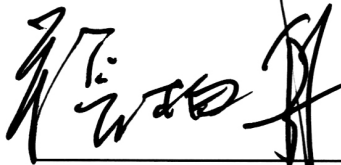
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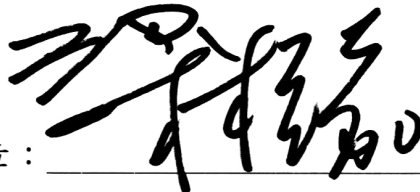
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*Eu dedico esta tese a toda a minha família, meus pais que me apoiaram e me ajudaram na minha decisão de estudar em outro país, meus irmãos e meu genro que me ajudaram comprar qualquer coisa do Brasil sempre quando batia uma saudade, aos meus tios na qual estou morando junto que me proveram o conforto e todo o apoio possível. Também agradeço em especial ao Prof. Liang, Prof. Tang, Prof. Ping, Prof. Victor e a Sra. Yeh que me ajudaram em qualquer dificuldade e trouxeram novos conhecimentos a respeito de design, abrindo os horizontes e dando uma total diferente perspectiva a respeito. A todos, amigos, professores e família, obrigada.*

## ABSTRACT

*The proposal of this thesis is to create a brand using Chinese elements and style but still visually acceptable to western standards. As technology has progressed and reached globalization, design itself is in a constant mutation to blend and find new innovative ways of communication and expression. The brand created in this thesis still have elements of the West as it also researched which Chinese style is more suitable for the western view so it'll be more easily absorbed to the USA consumers. To fulfill this goal, there were studies over Sacred Geometry, I-ching, Brand and Branding, Chinese philosophy, etc. The brand created had the intention to revitalize a millennia knowledge; a Chinese Herbalism, which is part of Traditional Chinese Medicine, and to popularize this concept to the USA consumers by drawing a parallel between Chinese Herbalism and Nutraceuticals. The result of all is the brand named as "ShinHerbe", using the arabesques of Ming Dynasty and Yin-Yang as inspiration, line of products based on the Wu-Xing (five elements) of the I-ching inside the Traditional Chinese Medicine, but it was also developed for the ecologically sustainable.*

本論文的建議是要創建新的品牌，利用中國的元素和風格，但是仍能迎合西方的標準和品味。隨著科技的發展，國家之間的距離逐漸下降，設計本身也不斷融合，找到新的創新方式、溝通和表達的突變。這個品牌有些許中國的風格，並且以堅定不移的中國文化影響國際。然而，透過了研究與探討，這個品牌使用了西方的元素，使中國風格更適合西方的觀點，因此它會更容易吸引到美國的消費者。為了實現融合中國風格與西方標準的理想目標，研究了黃金分割、易經、神聖的幾何、品牌和品牌管理、中國哲學等等。希望創建此品牌以振興「中藥」這流傳千年的知識，並且向美國消費者推廣這個概念。另外，也將中國草藥和Nutraceuticals做了比較。並且研究創建品牌的過程，使品牌能夠獨特、連貫、具有現代風格。最後的結果是一個命名為“ShinHerbe”的品牌。以明代的蔓藤花紋和陰陽為靈感，以中藥五行延伸產品線，創造適合整體風格的產品，同時也關注了生態的永續發展和綠色的未來。」

*Keywords: Branding, Brand, Sacred Geometry, I-ching, Chinese Herbalism, Nutraceuticals.*

關鍵字：品牌設計，品牌，黃金比例，易經，中藥為例

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## CHAPTER 1: INTRODUCTION



We live in a new era. Technology have helped mankind to break barriers of time and distance, easing the lifestyle of many; families, companies, government, the society in general. Comparing to decades ago, if anyone needed to find an specific information he would have to rely mostly on books, magazines, printed communication or TVs, nowadays through only a click of mouse makes possible to find essays from different kinds of library, in different countries. The Internet is no longer an unreliable place to inform yourself, there are many official databanks from government or corporations that can provide the knowledge you need. News keeps flashing through speed of light, the world itself is running faster and faster.

And yet fortunately, there are still culture clashes. There is a constant exchange of cultural ideas between people from different parts of the world, however most still have a sense of patriotism to the country they live in. Each country has its own language, habits, philosophy and so on. Though even with the advance of technology, therefore, there are still some natural barriers when you encounter a culture completely different from your own.

For this and many other reasons, the Chinese culture has still met some estrangement and wonder from the perspective of Western eyes. There are some aspects that has been ingrained in pop culture obviously, such as martial arts, Chinese letters, chinese new year, etc. However outside this spectrum, not even a small percentage of population inside America knows in great detail the Chinese Culture or at least has specialized in a aspect of the Chinese culture.

It is undeniable the fact that such situation might end in the next few years though. China is becoming increasingly powerful in the world's panorama, turning everyone's eyes to the possible future potency financially speaking. China is also starting to develop their own ideas, stimulating education to the young generation and assembling the current ones, in hopes to export their own vision in the near future.

The proposal of this thesis is to bring closer Elements of Chinese Culture to Western eyes. The chosen topic is branding, one concept that is rapidly gaining importance among consumers since

nowadays a powerful brand dictates most choices of acquisition from all ages.

The initial idea was to only use I-Ching as the Chinese Element in this design, however as researching further on, came to a conclusion that there are many obstacles to make it usable to design. First is the fact that I-Ching is a book of divination, while there are some concepts about yin-yang, duality and later on Five Elements incorporated in it, most resources can't be graphically translated unless you have an I-Ching Master (and under at few decades of studies). Next, although there are information about Feng Shui (which is one of the branches from I-Ching), they are purely limited to Interior Design, unable to use it for Product Design or Graphic Design.

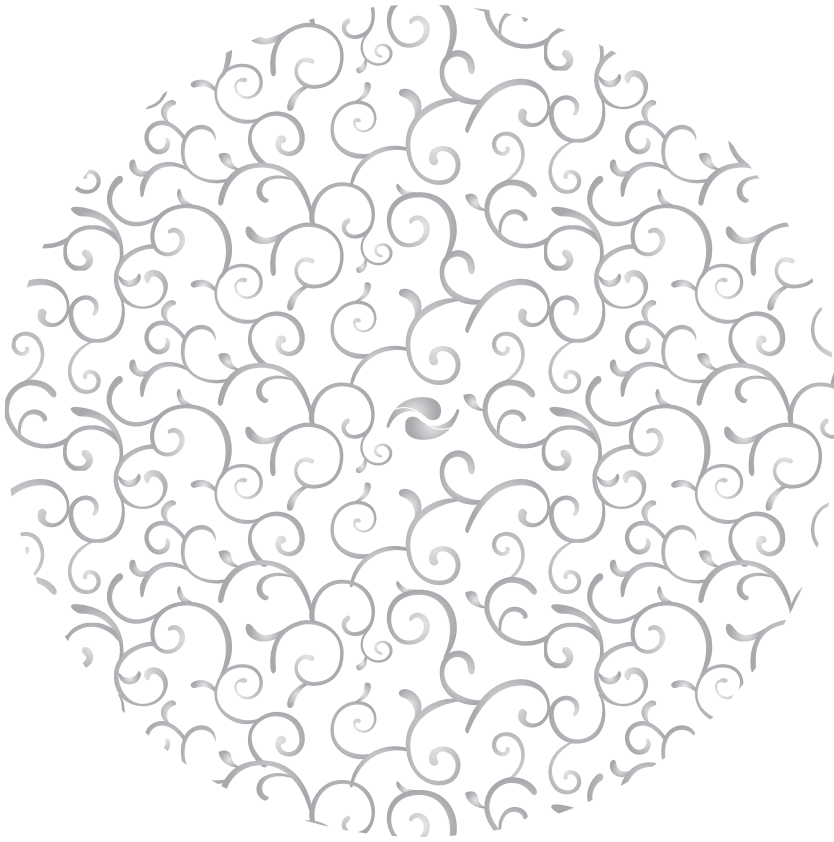
Fortunately, the main goal of this thesis was to bring different styles; Western (Sacred Geometry) and Eastern (Chinese) into unison, therefore in the end diverse tools were used to bring such result. Sacred Geometry was the chosen Western style since it has many elements in common with Chinese philosophy and I-Ching.

Chinese Herbalism was the topic chosen as this thesis's brand merchandise considering that Chinese Herbalism is also a millennia knowledge, their healthy properties will benefit the world's current main ailments; such as obesity, stress, hypertension, high cholesterol and much more.

With a millennia culture like Chinese's and its growing influence in the world, naturally, there is an interest knowing and using Chinese Art and style into Design. What may be the question is how to construct a design that will be accepted by western standards? That won't have strong Chinese elements that would make the viewers being left out? How to use Chinese art without becoming a part of regionalism?

This will be the proposal of this thesis and hopefully a chance to crumble one more limit once again.

## CHAPTER 2: METHODOLOGY



## 2.1: WHAT IS BRAND AND BRANDING

From the Longman Dictionary of Contemporary English, the definition of the word:

Brand /brænd/ n 1 [ ( of ) ] a class of goods which is the product of a particular company or producer: What is your favorite brand of cigarettes? | The brand name of this soap is “Flower”. | This type of coffee is the brand leader. (=brand that is sold in the largest quantities) | (fig.) He has his own brand (= special kind) of humor. 2 a mark made, esp. by burning, usu. To show the owner of something: These cattle have my brand on them. 3 lit a piece of burnt or burning wood 4 poet a sword

A brand, inside the area of Design, is based on a simple, clearly defined idea, and yet, is built up of successive and connected concepts. A brand should not be complex, confusing, inconsistent, in a way that customers will comprehend it easily and will be able to connect emotionally with the brand. Once succeeded, the brand will be a collection of associations or feelings people have about a particular product, service or an organization, therefore a brand no longer limits itself with logo, their product and tangible objects, going so far to abstract motions that will be part of its core.

In BrandSimple shows the comparison between product and brand (Adamson, 2006):

Table 1. *Comparison between product and brand*

Products	Brands
A product occupies functional territory. It does something.	A brand exists in your head. It stands for something.
A product is based on something tangible. It's bigger, faster, longer lasting.	A brand is based on associations. It makes you feel something.
A product expands choice. “Where do you want to stop for lunch?”	A brand simplifies choice. “Let’s go to Subway.”
One product can be identical to another. “It comes with earphones.”	A brand differentiates. “I want the one with white earbuds.”

Branding is the act itself in creating the brand, generate all those associations so it can have a differentiated meaning from other brand, to make it relevant to its consumers. Nowadays, brandings needs to align with the business strategy in a way the symbol of the brand will incorporate and complement the company, as well as how the company will approach their customers will define the brand.

Inside the process of branding, there are many steps to create the brand and develop the brand identity, which are the key points that will define the brand, essentially the brand's DNA. (Wheeler, 2009)

Those steps are divided in Phases:

Phase 1 – Conducting Research

1. Understanding the organization
2. Market Research
3. Usability
4. Marketing audit
5. Competitive audit
6. Language audit

Phase 2 – Clarifying strategy

1. Narrowing the focus
2. Brand brief
3. Naming

Phase 3 – Designing Identity

1. Logotype + signature
2. Color
3. Typography
4. Sound
5. Motion
6. Trial applications

Phase 4 – Creating touchpoints

1. General overview and refining
2. Trademark process

3. Letterhead/business card/Collateral

4. Website / Favicons

5. Product design / Packaging

6. Advertising

7. Environments / Signage / Uniforms

Phase 5 – Managing assets

1. Changing brand identity

2. Launching brand identity

3. Internal design teams + brand books + Standards and guidelines

### **2.1.1 Phase 1 - Conducting Research**

#### **1. Understanding the organization**

The first priority is to understand the organization: its mission, vision, target markets, corporate culture, competitive advantage, strengths and weaknesses, marketing strategies and challenges for the future. Interview key stakeholders, individuals that comprehend inside out the company they work in, to understand the different facets and build one solid image.

Another point that will aid in comprehending the organization is experiencing from a customer's perspective, gaining insight from navigating their website, use their products, their customer service, etc.

Requesting background materials to learn more about the company prior to those interviews.

Comprehend:

Mission	Marketing research
Vision	Cultural assessments
Values statement	Employee surveys
Value proposition	CEO speeches
Organization chart	Press releases
Strategic planning document	News clipping
Business plans	History
Marketing plans	Domains
Annual reports	Intranet access

With those tools in mind, the goal is to have a solid idea of this company and to understand how the organization fits into the larger competitive environment.

## 2. Market Research

Market research is the gathering, evaluation and interpretation of data affecting customer preferences for products, services and brands. Research must be appropriately designed to elucidate the customer's opinion and needs, shaping up the company's views. It should be correctly conducted so it'll not give misleading answers, receive the most accurate response and help developing the brand strategy.

There are many ways to conduct a research, divided by Qualitative research and Quantitative research and Competitive intelligence.

Qualitative research gathers an in-depth analysis of the consumer behavior; their perceptions, beliefs, feelings and motives. Mostly in involves what motivates them in making decision under a certain circumstances, therefore usually Quantitative research requires a more focused group to be searched. Some examples of Qualitative research:

*Ethnography:* Observes the consumer behavior in everyday life, either in a work or home environment. In Branding, it is necessary in this case attempt to extricate as many as information as possible. See which brand identity touch people, then assess which of those brands have the greatest potential to influence perceptions so later can be used to build your own. Also, by interacting with consumers, it allows to see people's perception on the company and how it influences them.

*One-on-one interviews:* Individual in-depth interviews with senior management, customers. Ideally, they should be conducted face-to-face, but may be conducted by phone. It is essential in this case, to make the one being interviewed as comfortable as possible. Extract information not only through the answers given, but the subtle nuances portrayed as well as their body language.

*Focus groups:* A fast-paced group discussion about predetermined topics led by a moderator with carefully selected participants who share common characteristics. Focus groups are best used to uncover attitudes, perceptions, needs, prejudices and ways of using products.

*Mystery shopping:* Trained mystery shoppers will anonymously visit the company's buildings, stores and other locations, posing as their customers. By experiencing, those mystery shoppers will evaluate their shopping experience, professionalism, the customer service, courtesy, the overall satisfaction.

Quantitative research is a broader scope to comprehend the overall view of the customer over the organization at hands. By interviewing a larger group of people, it is able to bring the statistic of the general population, modeling their opinion at large. Some examples of Quantitative research:

*Online surveys:* With the advance of technology, it is easier to invite people to gather primary research data. Typically, potential respondents receive an e-mail inviting them to take a survey, with a link to the survey itself.

*Usability testing:* By selecting the users carefully, designers and human-factor engineer will observe them using the designated products through a two-way mirror in a formal laboratory testing environment, analyzing the resulting response in depth.

*Product testing:* Products will be tested in pre-prepared environments resembling houses or public locations to receive an efficient feedback. Try multiple scenarios involving any situation, opening a package with one hand or baby toys being chewed, product testing is critical to the long-term success of a brand.

*Eye tracking:* Eye movement recorders use a tracking eye movement, examining how an individual would trail their vision towards a package, a website, shelf displays among other things. Those devices show what captures the subject's attention the most, in which order the elements of the picture should be diagrammed and the amount of time used to gaze on each.

*Segmentation:* Organize and divide each customer by their designated affinity, lifestyle and tastes over particular products. Consumer segments are usually defined by demographic and psychographic information. Demographic are vital statistics such as age, gender, marital status, income, ethnicity, family size, education, occupation and housing. Psychographics refer to psychological attributes that defines an individual's lifestyle and attitude.

*Syndicated data:* Standardized data being regularly recorded and updated in databases companies.

*Market structure:* Defines how a structure is defined and the degree of importance in each brand as well how they interact. Identifies "white space" or market opportunities where no brands are currently competing.

*Competitive intelligence:* is the gathering of information from the company's competitors. The data ranges from their foundation, their branding and also their stockholders. It is important in this case to see the similarities and differences, highlight which parts that makes your organization unique.

### 3. Usability

Usability testing is a way for the Product designers, engineer and marketing teams to develop and refine new and already existing products. This method can be expanded when they reach the consumers, purchasing, delivery and customer service. By allowing some selected users to test the products, the product development teams can acquire instant feedback, observe the product's strength and weakness, correct the mistakes. According to Designing Brand Identity there are many benefits of usability testing (Wheeler, 2009):

#### *Informs design solutions:*

- Creates satisfying (and even delightful) products
- Eliminates design problems and frustrations
- Creates a historical record of usability benchmarks for future releases
- Development teams using usability methods are quicker to market

#### *Put customer at center of process:*

- Increases customer satisfaction
- Creates products that are useful and easy to use
- Features are more likely to be those that users will use

#### *Improves profitability:*

- Reduces development costs over the life of a product
- Minimizes the cost of service and support calls
- Increases sales and the probability of repeat sales
- Minimizes risk and complaints

Nowadays, it is essential in any product, software, website etc, before launching to the market, make an Usability test or Interactive design to maximize the chances of success.

#### **4. Marketing audit**

When repositioning an organization, revitalizing and redesigning an existing brand, it should also be considered all their previous marketing strategies. Analyze which was successful, which needs a repositioning and which needs to be discarded. Marketing audits should analyze all advertisements, communications and identity system, both existing and former ones that are out of circulation.

#### **5. Competitive audit**

In the same way there's the need of a thorough analysis of your organization, a research over the competitors is also necessary. Examining all the brands, key messages, taglines, their share in the market and website. Furthermore, go as far to attain comprehension on how those competitors influence their consumers, posing as their customers to provide valuable insights.

With this information, position the company in a way that can challenge the competitors and stand out from the eyes of their consumers. Positioning in a different point of view, find spaces that weren't explored before, qualitative and quantitative research are good tools to bring forth a correct positioning of the company. As quoted by David Kendall, an audit is an opportunity to build a complete understanding of the business and establish a context for the branding solution.

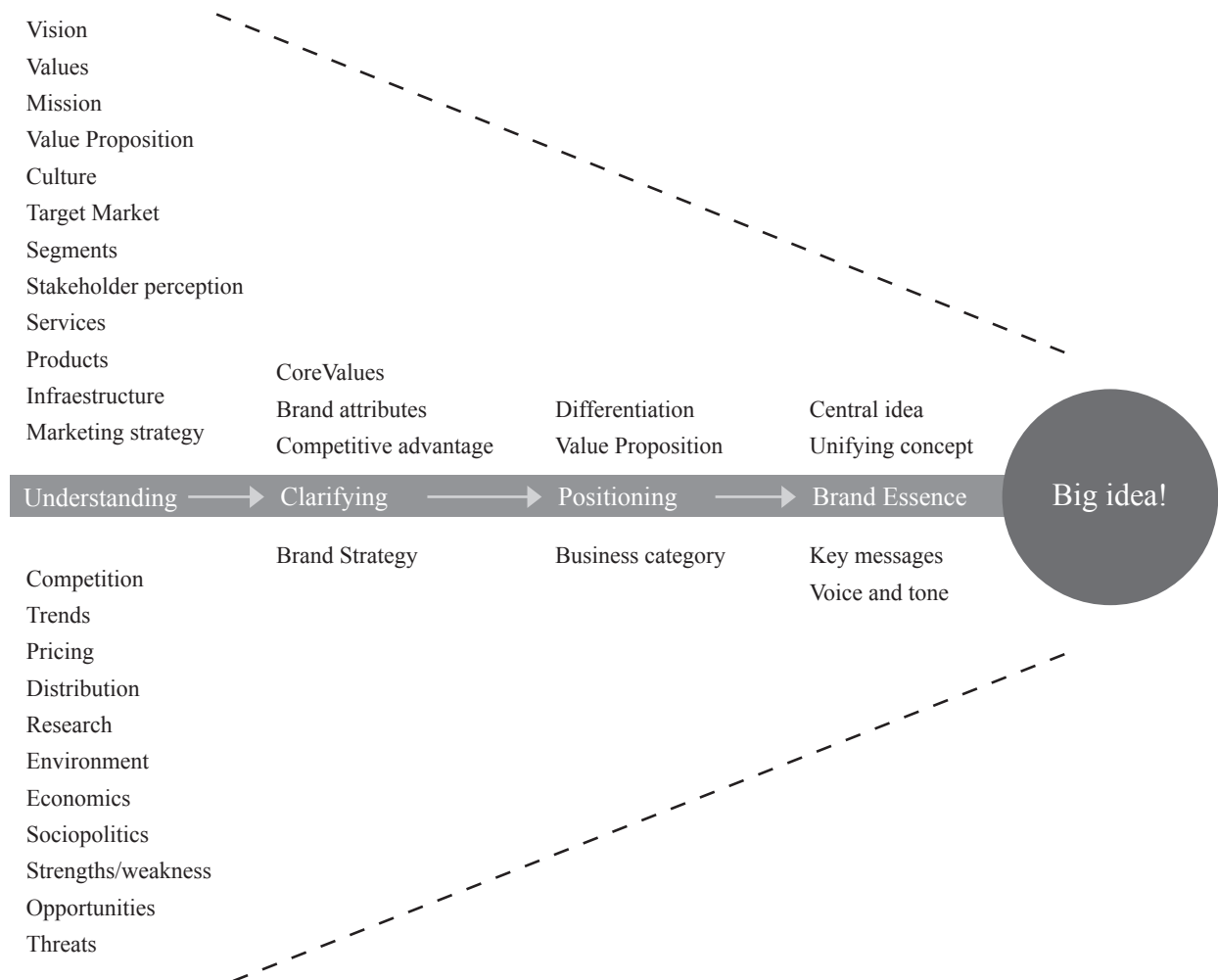
#### **6. Language audit**

In a deeper in-depth analysis of the current brand, not many make a full appraisal about the language (writing and spoken) of its company. How the tone and look is positioned to the press and the consumer, if the graphic text elements follows the company's philosophy and so on.

## 2.1.2 Phase 2 - Clarifying Strategy

### 1. Narrowing the focus

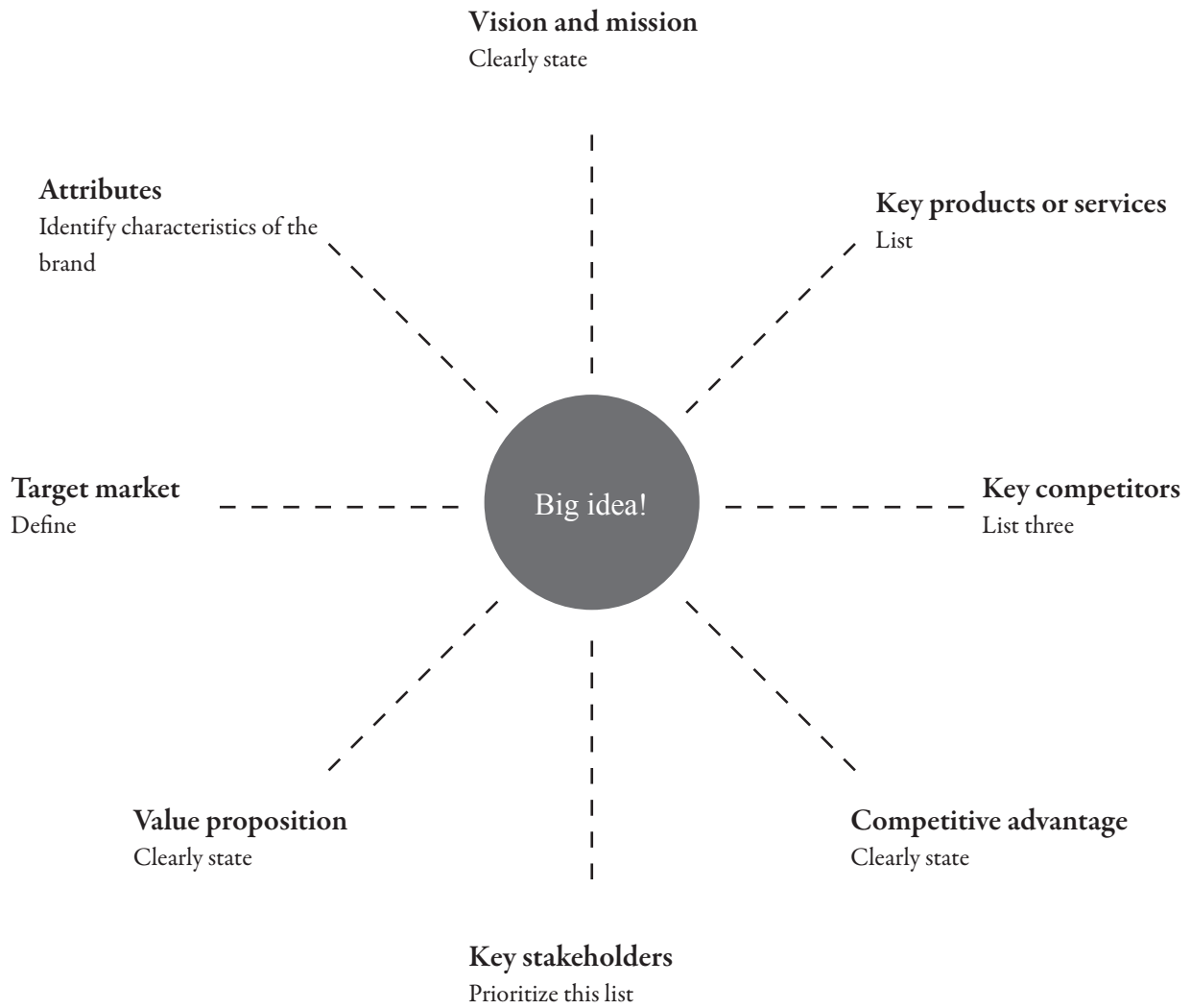
After the Phase 1 is done, all the information gathered and ready to be used, it is needed to refine the data and begin (re)formulating the brand. Revise with the senior management and make sure if you still comprehend the core of the company.



Picture 1. *Narrowing the focus*

### 2. Brand brief

Once you gathered all necessary components, start writing down all main characteristics that will pave its brand developing. Best brand briefs are succinct and strategic, constantly dialoguing with the management of the company so it won't trail off, a result of a collaborative process that will bring forth best brand attributes and positioning.



Picture 2. *Brand Brief*

### 3. Naming

The process of naming is the result of a complex, creative and iterative process that also requires experience in linguistics, marketing, research and trademark law. Especially considering nowadays, with the concept of brand strengthening every day, most names are already copyrighted. Names should be judged to fit the positioning goals, the company's values, performance among many other criterias.

Inspiration can come from many insights, mixing Languages, meaning, fitting personality, inserting foreign languages, pop culture, Metaphors, Sounds, Analogies, Internet, etc.

In Designing Brand Identity (Wheeler, 2009) there are some basic ideas to be addressed:

- Brand names are valuable assets
- When you are brainstorming, there are no stupid ideas
- Always examine a name in context
- Consider sound, cadence and ease of pronunciation
- Be methodical in tracking name selections
- Determine smartest searching techniques
- Review all the criteria before you reject a name
- Meaning and association are built over time

### **2.1.3 Phase 3 - Designing Identity**

#### **1. Logotype and Signature**

A logotype is a word(s) in a determined font, which may be standard, modified or entirely redrawn. The logotype is usually tied with a symbol which will characterize the signature. Logotypes need to be not only distinctive, but durable and sustainable. Make sure that it goes according to all rules of visibility, comprehension and utility. The best design is the logotype's letterform being able to fit with the symbol in harmony, in order to properly express the company's in succinct and efficient manner.

Explore all possible typefaces, sans-serif, serif, italic as well as all weight, scales, different symbols and variations.

Once the main signature is established in the market, explore all possible different versions of the signature without losing its language, fitting with each occasion and product.

## 2. Color

Color creates emotion, triggers memory and gives sensation, can be used to express personality and accelerates differentiation. For each consumer, in midst of the visual perception, the brain will first register the shape, followed by its color and later the content. To choose a color correctly, there's the need of full comprehension of color theory and its effects in psychology, how it'll complement the brand to be rapidly perceived and differentiated. Families of color are developed to support a broad range of communication needs, building standards of the brand's color palette. Several questions are built to aid in choosing the color that will fit the brand:

Is the color distinctive?

Is the color differentiated from that of competitors?

Is the color appropriate to the type of business?

Is the color aligned with brand strategy?

What do you want the color to communicate?

Does the color have positive connotations in the target markets?

Does the color have positive or negative connotations in foreign markets?

Is the color reminiscent of any other product or service?

Will the color facilitate recognition and recall?

Does the color work on white?

Can you reverse the mark out of black and still maintain the original intention?

What background colors are possible?

How the color work on one-color application (fax or newspaper), is reflected on monitors (PC and mac) how do you adjust to the web?

Have you looked at ink draws on coated and uncoated stock?

Will the color system be flexible enough to allow for a range of dynamics applications?

Does the color system support a consistency of the brand?

Have you examined the benefits and disadvantages of:

Using color to differentiate products?

Using color to identify business lines?

Using color to help users navigate decisions?

Using color to categorize information?

### **3. Typography**

One of the most important aspects in building a brand is also defining its typography. A unified and coherent company image is not possible without typography that has a unique personality and an inherent legibility. To choose the correct typography, it is required to have a vast knowledge of the variety of choices and be aware of the importance of the fonts that will align perfectly with the company's image. Typefaces families should complement the signature, but does not necessarily need to replicate it. Build a standardized typeface family that also allows flexibility to be used for any occasion or graphic form (website, magazines, packages, etc). If it's a multinational company, make sure that all languages have one matching style. If possible, also establish the paragraph, size and spacing required in their consumer products and communications.

Make sure that the typefaces can convey feelings and their positioning, have a personality and reflect culture. Also ensure that it will stand out in comparison to competitors, are legible in black, white and color and is sustainable.

### **4. Sound**

With the advance of communication, broadening the TV, internet, cinema and so on, it is also necessary, once the organization requires advertising in media, to create the unique sound complementing the brand.

It is not limited with jingles or signals (such as Intel's chip musical bleep) but now is broadening

into a whole new scope. In vehicles, can have their trademark sound of motor, talking products, multimedia presentations, recorded messages from museums' audio tours. Websites and games are increasingly being added to help navigation, fast food chain sets their type of music to appeal the customer and complement the mood instilled.

## **5. Motion**

Nowadays, there's no need to be limited by a static image that will symbolize your company, as some are beginning to add animated trademark. The majority still constitutes TV companies, movie studios and so on, but there's a growth in other areas lately. An animation should complement the company's vision and personality, bringing a brand to life.

## **6. Trial applications**

Once established the brand, apply on certain materials to check the viability on those. A typical list would be business card, a home page, an advertisement, a brochure cover, a letterhead but there can be more innovations and expansions if better. By applying on existing materials, the client will be able to envision how to use his brand and the overall feeling, as well as comprehend the standard style and so on.

Use mockups whenever possible, determine well the system of colors and typeface in each circumstance. Solicit feedback from varied opinions, from people working or not working on the design field. Always examine all possibilities, the best-case and worst-case scenarios. Envision if the durability of the brand in the future; five to ten years as estimate.

## 2.1.4 Phase 4 - Creating Touchpoints

### 1. General overview and refining

In Phase 3, the brand identity and design concept is already solidified, Phase 4 will further refine these ideas. According to Designing Brand Identity, here are some essential items in a Creative brief (Wheeler, 2009):

Application design essentials:

Convey the brand personality

Align with positioning strategy

Create a point of view and a look and feel

Make the design system work across all media

Demonstrate understanding of the target customer

Differentiate. Differentiate. Differentiate.

Application design imperative:

Seize every opportunity to manage perception

Create a unified visual language

Start thinking about launch strategy

Create balance between consistency and flexibility

Produce real applications before finalizing standards

Work on the highest-visibility applications first

Know when to identify outside experts for collaboration

Use spreadsheets to keep track of numerous applications

Never show any application without showing alignment with brand strategy

Be obsessive about quality

Gather notes during this phase for standards and guidelines

## **2. Trademark process**

If it was already secured in earlier stages that every product or idea established in the process of branding wasn't already copyrighted, with the new brand identity that is distinctive and differentiated from its competitors, it is a valuable idea to legally protect it from possible copyright infringements. The logotype, symbol, typeface, color of palette, the branding brochure, sound, animation, everything can and should be registered with the federal government.

## **3. Letterhead/business card/Collateral**

One of the most standard steps of complementing the brand design is by building the printed versions of it.

The letterhead, although nowadays the majority ways of communication are used through e-mails and other tools from internet, the traditional letterhead still holds its formal value, as a credible proof of being in business.

The business card is one of the most important items to be considered, allowing oneself to formally introduce himself and his company. It is a small and portable marketing tool, so it should be treated as such, review the type of color, style and font, as well as feel the texture of the paper along with its complement, coated or uncoated.

The collateral are brochures placed in business establishments, to introduce the company to its consumers. Therefore, they should contain efficient and entertaining information to keep anyone's interest to know more about the organization, helping ensuring that they won't be disappointed with their choices of purchase.

## **4. Website / Favicons**

As the internet is becoming an essential tool for everyday life and most people are increasingly looking for information stored on virtual space, it is natural that if the company needs to be connected

and interact with its consumers, there's the need to position to the world wide web.

The ideal website should be constructing by melding an intelligent interactive design with web design. Not only should it be centered on the consumer's view, avoiding confusion of links, establish well all the proper positions and focus to user's view and navigating, eliminates all troubleshooting and update frequently but it also needs to shape in a way that it won't be too heavy to upload this website, mixing well the html, xhtml and flash coding, therefore it won't need a long wait of loading. There's no need to be limited to the traditional presentation, there are many popular alternatives such as blog, social network and others.

Favicons are miniaturized storefront signs that give brands an opportunity to attract attention and stand out from the crowd.

## **5. Product design / Packaging**

The best products are built to be anatomically correct, able to facilitate anyone's everyday life and fuse superior function, form and brand. As mentioned again, with the advance of technology and internet, if one product is designed correctly, it'll be broadcasted between consumers and help spreading the popularity of the company, if it has its flaws, it won't take too long to receive complains and negative results about it. As the world is taking a turn to focus in preserving the environment, there are new concerns to keep the material and the product eco-friendly. A good design is able to have a meaningful differentiation, represent well the company and fits its style, have a reliable, friendly service and support and be attractive enough for the consumer expect future products.

The packages are brands that you trust enough to take into your home. More than a simple cover to protect the product, a package can transmit the quality, reliability and reliance to the consumer. Packaging design is a specialty that involves collaboration with industrial designers, packaging engineers and manufacturers. In a shelf containing numerous products from different brands, an attractive package may be the crucial point for the consumer's decision.

## **6. Advertising**

All advertising, printed, showed, placed on internet banners or in TV commercials still exists to keep the brand alive. Advertisement is influence, information, persuasion, communication and dramatization. It is also an art and a science, determining new ways to create a relationship between the consumer and the product.

## **7. Environments / Signage / Uniforms**

And lastly, the design concepts usually used outdoors.

Environment as the name claim, is the design and ambience of a store, restaurant, any facility that fits with the brand identity. Architects, interior designers, graphic designers, mechanical engineers, lighting experts, structural, general contractors and subcontractors collaborate with the client development team to create a unique environments and compelling experiences. From the exterior architecture to stimulate immediate recognition, but also, once stepping inside, being surrounded by many elements that will assault your senses, specific music ambience, odor, color, texture, furniture and so on.

The signage functions as identification, information and advertising. The bigger not necessarily will attract the most attention, it needs special strategy on location, height and interesting design to attract the eyes of onlookers. It may inform directions or purely advertising, but a good sign is the introduction for the clients to be absorbed by the sensations that the store will provide.

A uniform can communicate, transmit the personality of the organization, simplifying customer transactions once they aid in rapidly identify the worker from its distinctive clothing. A uniform can also signal authority and identification, the best uniforms engender pride and are appropriate to the workplace and environment. The way an employee is dressed affects the way that the individual and his/her organization are perceived.

## **2.1.5 Phase 5 - Managing assets**

### **1. Changing brand identity**

When there is the need to change a brand identity, when the business has expanded to other areas, or when the current brand identity is outdated. Introducing a new name and identity from an existing organization or to merged entities needs a special care, pointing which characteristics should remain and which ones should be revamped. Sometimes removing some timeless symbols, such as the Colonel Sanders from KFC, the customers will fail to recognize the company and will refuse to accept this new identity. Keep in consideration constant contact between the design team and senior management, to maintain the focus in changing this identity without losing the main core of the organization.

### **2. Launching brand identity**

A launch represents a huge marketing opportunity. Preparations should be made beforehand, multimedia campaigns, company-wide meetings, road tours to a T-shirt for each employee. In nearly every launch, the most important audience is a company's employees, requiring a comprehensive communications plan to absorb the new brand identity.

### **3. Internal design teams + brand books + Standards and guidelines**

After the launch, make sure to put seminars to help the marketing team and other essential employees comprehend the brand identity. While divulging the brand book (printed or pdf), make sure to clarify all Standards and guidelines so the brand won't fall astray in different hands.

## 2.2: BUILD AN UNIQUE BRAND

In the last chapter there was the description in how to create a brand. However, as technology further advanced, there's the increase of information bombarding around us, making the world work quicker, make us select the useful and useless information inside our brains every day.

In this situation, it's inevitable that every consumer will witness numerous and different brands in department stores, supermarkets, streets, etc. Wherever they go, there are many different brand identities using varied advertisements to attract their attention, but how a few selected ones succeeded in stand out from the crowd? What kind of processed thoughts and planning generated a successful brand?

As mentioned before, a brand should be based in a simple and clearly defined idea. A brand should not be complex, confusing or mysterious in any way. Consumers use brands as shortcuts to make purchase decisions, therefore they need to be perfectly informed that the brand they selected is a correct choice. The brand should be also clearly aligned with its business strategy, making easier for the brand organization to effectively signal to consumers its differentiation over the competitors. Coherently manage the brand so it'll make it authentic to everyone's eyes, clear characteristics that will build the trust between the company and the consumer.

Also, a brand needs to stand out by offering something authentically different from competitors (doesn't have to necessarily show new features or benefits). The best brands are set apart from other brands on the same playing field by both communicating and delivering on different promises. It has to have a differentiated meaning to the consumer, but also this difference should be relevant to make them consider become part of their lives. Bring up solutions from existing problems from the everyday struggle, or bring a whole new experience that will unforgettable.

Often the most old-fashioned element in marketing plans is the (implicit) definition of what a brand is. The classical idea of this was expressed as follows:

$$S = P X D X AV$$

Strong brand = product benefits x distinct identity x added values

A brand marketing programme would thus be aimed at:

- Communicating a distinctive product benefit or sets of benefits
- Communicating a distinctive identity: name, logo, look, feel and personality
- Communicating distinctive emotional brand values.

However successful this formula used to be on the past, however, it became so overused that it numbed to many consumers as they also began to reject it. Therefore, there's the need of a new thinking nowadays, as described in The brand innovation Manifesto (John Grant, 2006):

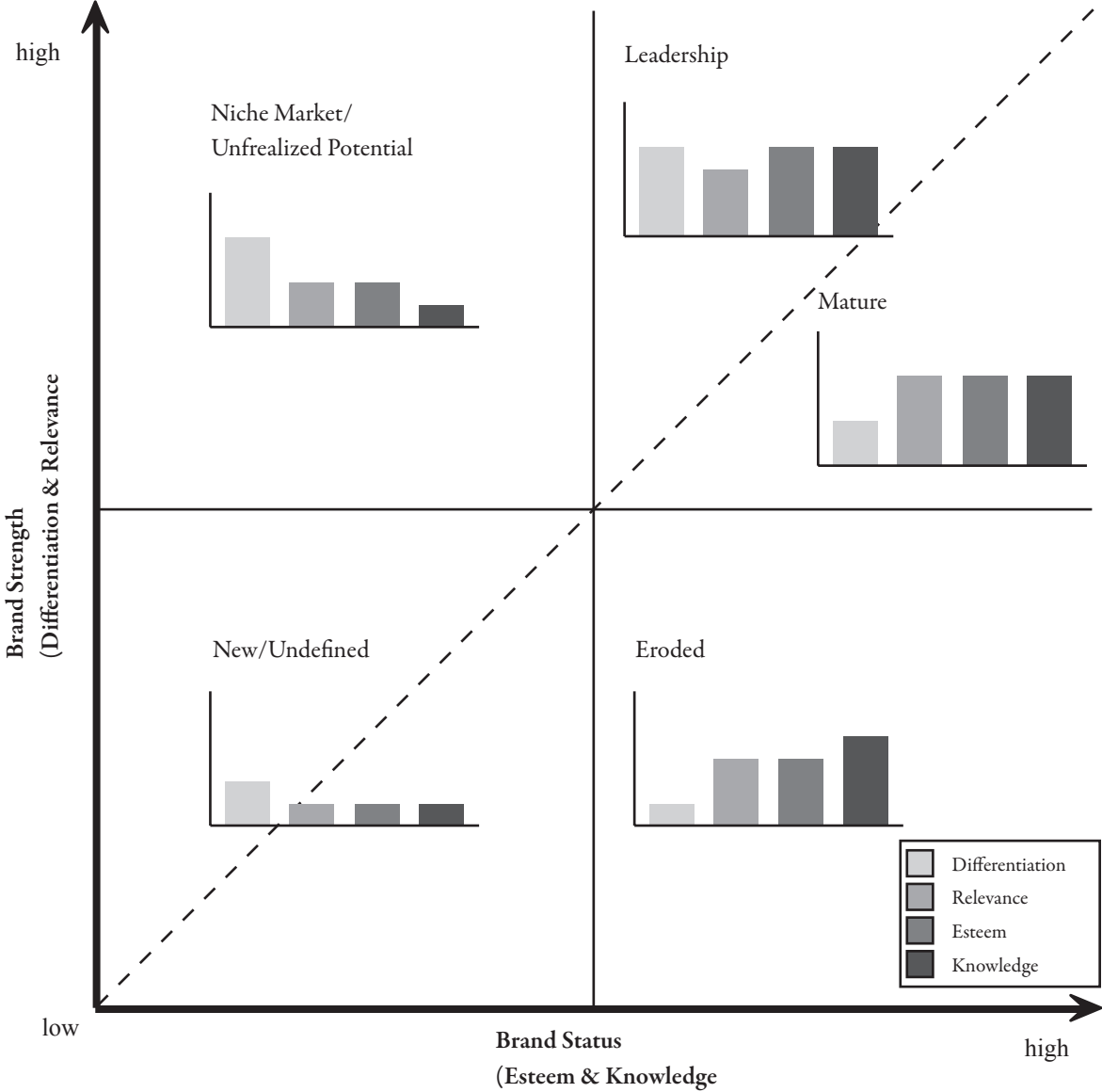
- A brand experience event
- Thought leadership publishing
- Customer training courses and seminars
- The rich, searchable information on a website
- The brand as author of new language/terms
- User groups, communities and fan sites
- The countdown to a launch or event
- Rumors, gossip, word of mouth
- Helplines, call centres
- Viral e-mails and promotions.

Society is busy, they are inundated by messages and there are too many brands for them to choose from. Capture their interest, make it easy for them to get the idea. The brand is a shortcut for a consumer's decision to pick one product among plethora of others placed on the shelves. To become this shortcut, his stories and values should be ingrained inside people's head, the stronger the message, the less the indecision to make them choose (or not) this brand.

In the past, where the concept of brand wasn't as established in everyone's mind, all traditional brands slowly built their image through time, thus the origins of their name aren't as important as the

product they are selling. (for example Macintosh, inspired on a type of apple that the founder of this company liked) As the brands were slowly increasing and society began comprehending this concept, there's the need of creating strategies that will quickly associate the brand to its product/service. In Brandsimple shows the progression of a brand, a BAV chart (BrandAsset Valuator) (Adamsom, 2006)

Table 2. *BAV chart*



Source: Young & Rubicam Brands' BrandAsset™ Valuator

Each pillar has its brand dimension:

1. Differentiation – what makes your brand unique
2. Relevance – how appropriate this difference is to the audience you want to teach
3. Esteem – how well regarded your brand is in the marketplace
4. Knowledge – how well consumers know and understand your brand.

As pointed in the graphic, once starting to create a brand identity, the strongest asset is differentiation. And to make the brand as unique as possible, they should narrow down in one sharp idea. Focus your audience to ensure that your brand idea is relevant to the right group. Sometimes, having a smaller audience is more profitable because it allows for greater operating efficiencies and greater margins. As an example; don't try to sell a camera. Try selling a camera that has the special ability of creating photos in 3D. A lot of brands have started out with narrowly focused target markets and then have gone on to expand the base of customers.

A lot of changes have taken place in the cultural and commercial worlds over the past years, there are 5 major changes taken place that have a great impact on brands and branding. Those are:

*1- It's about the individual:* With the internet, it's easier to attain information regarding anything, the trust placed in institutions are lower than in comparison to the past. Everyone has developed to be finely tuned credibility sensors, with the capacity in detecting a lie or an obscure facet of the company sooner or later. Make sure that the branding signals that you transmit meet consumers expectations by genuinely delivering on your business strategy and the brand idea you choose to deliver on is credible and authentic.

*2- The world is moving faster:* As mentioned before, with the advance of technology; information is arriving faster and faster and in shorter versions than before. Any person is forced to process and respond very quickly and usually, no one has the time to read detailed information regarding anything. There is tons of information surrounding the consumer, so take in consideration all of the new ways people are picking up those data and assess them relative to your business and brand

strategies. Determine which branding signals will be most effective.

*3- Consumers are in charge of how they consume marketing and media:* Because the pace of life around us is speeding up, everyone needs to absorb all information at the shortest time. The media has been coping with this speed, all lengthy news is now chunked in short phrases, swift videos. Making the brand idea fixate on the consumer proves to be increasingly difficult, with the deficit of attention generated in this new style of life. Consumers are aware of all traditional marketing and they continuously prefer to reject it, since it's not worthy to be absorbed. Consumers expect marketers to use technology to improve how to appeal to them, so the winners are the people behind branding that can create a new media that is capable in communicating messages in a way that best connects to consumers.

*4- We are operating on a global scale:* The distance between countries is shortening; we are becoming a global village. With this global scope, companies working internationally, arise new problems to be considered, if the brand should establish one standard or adapt country per country, if there's the need to reach globally, where are the risks. An extra thought always save some future speculation; a consistent brand name may more easily allow for cross-country sharing of all types of branding signals, including packaging and signage. Nevertheless, it's always important to check the prospective name of a new brand for cultural correctness.

*5- The world is aging:* Healthcare and science is lengthening the life time, there are a great decrease of birth rate, especially on metropolitan areas. As there are a growing percentage of people over 65, there's the need for the marketing to move away from a youth oriented culture. Consider how these changes will affect the brand.

As the branding is becoming increasingly centered on the consumer whims and choices, there's the need to comprehend their personalities, attitudes and reasons to choose their product.

The consumer generally is divided at first by segments of Age, Gender, Family Structure, Social Class and Income, Race and Ethnicity, Lifestyle and Geography. Each segment has an importance to

be considered, each one play an important role for the consumer to decide his products and brands.

There are four distinct types of consumption activities, as described in Consumer Behavior (Solomon, 2002):

*Consuming as experience:* an emotional or aesthetic reaction to consumption objects.

*Consuming as integration:* learning and manipulating consumption objects to express aspects of the self or society. For example, wearing shirts from your favorite soccer team.

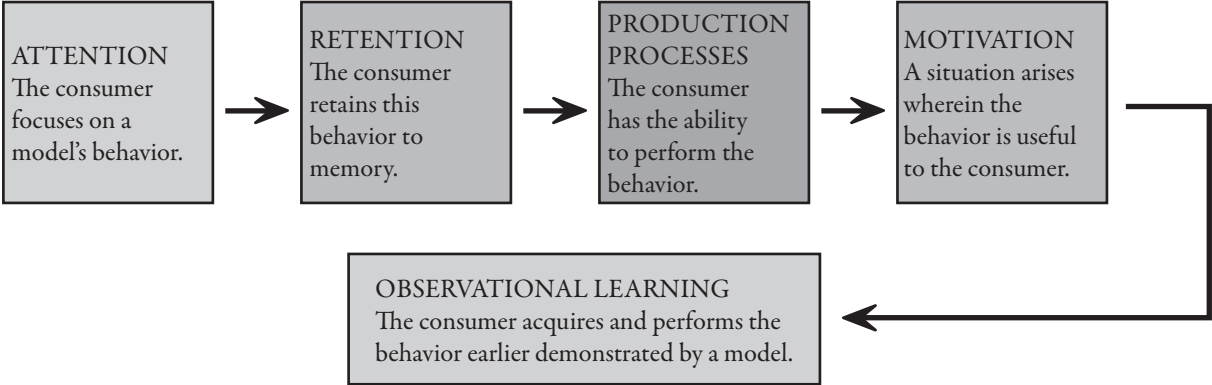
*Consuming as classification:* the activities that consumers engage in to communicate their association with objects, both to self and to others.

*Consuming as play:* consumers use objects to participate in a mutual experience and merge their identities with that group.

However, to reach the point of choosing to consume, as well as their reasons to maintaining their consumptions also depends of several factors:

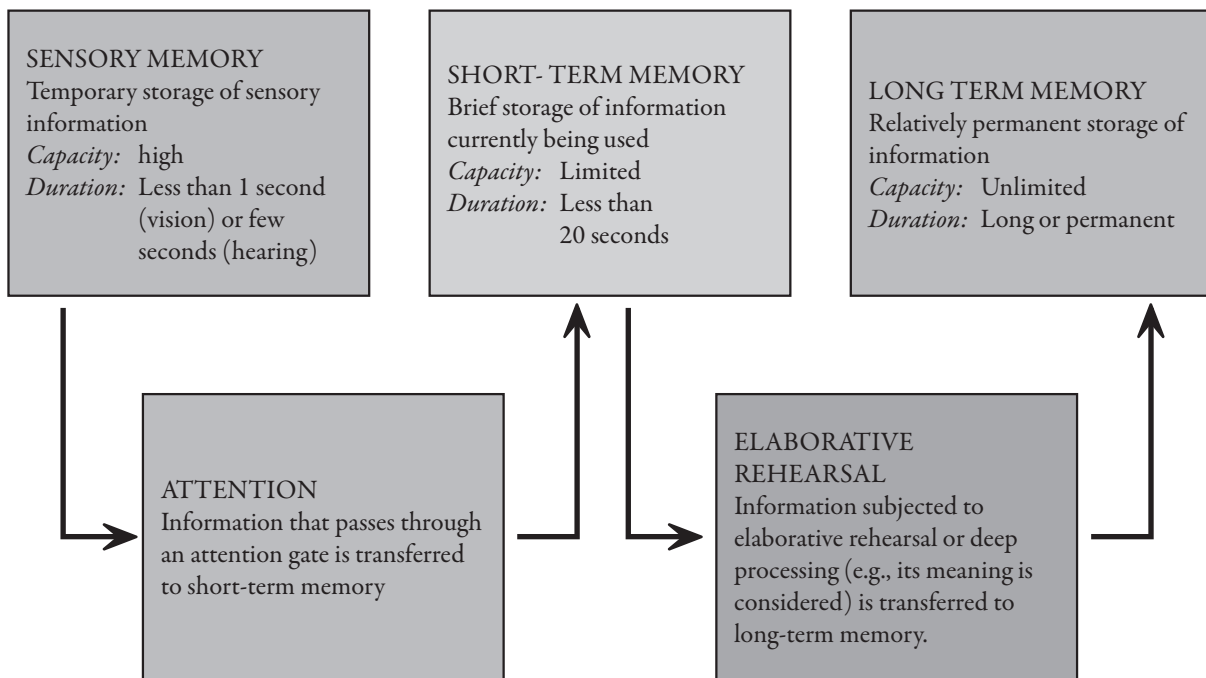
1. The consumer’s attention must be directed to the appropriate model, who for reasons of attractiveness, competence, status or similarity it is desirable to emulate.
2. The consumer must remember what is said or done by the model.
3. The consumer must convert this information into action.
4. The consumer must be motivated to perform these actions.

Picture 3 below depicts the order of these processes.



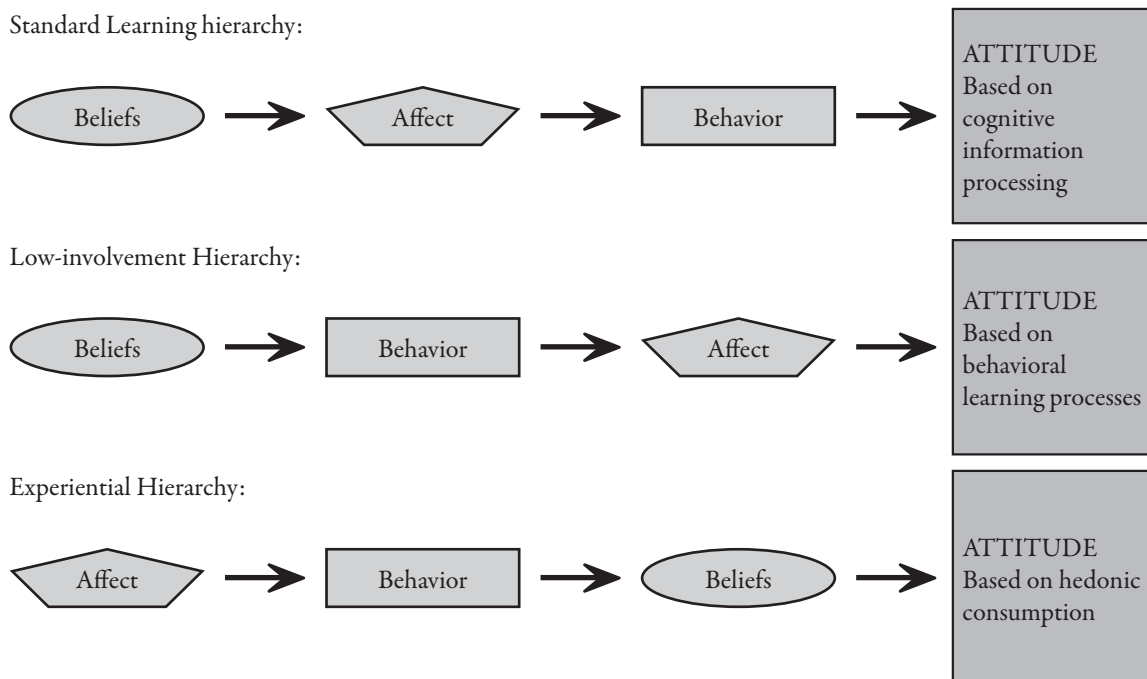
Picture 3. *Process of Consumption*

For a brand to succeed, there's also the memory factor, grinding the signature into the consumer's minds:



Picture 4. Memory factors

This is also connected with each hierarchy of Effects once they are using a product or service.



Picture 5. Learning Hierarchy

*The Standard Learning Hierarchy:* A consumer approaches a product decision as a problem-solving process. First, he/she forms beliefs about a product by accumulating knowledge (beliefs) regarding relevant attributes. Next, the consumer evaluates these beliefs and forms a feeling about the product (affect). Finally, based on this evaluation, the consumer engages in a relevant behavior, buying the product or supporting a specific football team by wearing its t-shirt. With this careful choice the consumer may “bond” with the product over time and is not easily persuaded to experiment other brands. The standard learning hierarchy assumes that a consumer is highly involved in making a purchase decision. The person is motivated to seek out a lot of information, carefully weigh alternatives and come to a thoughtful decision.

*The low-Involvement Hierarchy:* The consumer does not initially have a strong preference for one brand over another, but instead acts on the basis of limited knowledge and then forms an evaluation only after the product has been purchased or used. The attitude is likely to come about through behavioral learning in which the consumer’s choice is reinforced by good or bad experiences with the product after the purchase (or in whilst of the product searching). To catch the interest from those type of consumers causes for many marketing researchers and management enter in a tight situation; devising many different strategies and new ways to catch their eyes, stimulating and enticing the consumer to buy it.

*The Experiential Hierarchy:* It is already confirmed for many the importance of emotional response that will connect the consumer to the product/brand. The mood of one person when exposed to a marketing message influences how the ad is processed, so it’ll determine the likelihood in how this information presented will be remembered and how the person will feel about the advertised item and related products in the future.

It’s in this moment that the brand enters in the consumer’s mind. A successful brand is the one who can bring positive emotions to the consumer and will continuously remind him/her about their existence through their attributes, the package design, advertisement, product service and etc.

For every brand to comprehend their niche of consumers, there's one well-known segmentation system that is The Values and Lifestyles System (VALS™). Consumers with a Principle orientation make purchase decisions guided by a belief system. Actions or Self-orientated individuals buy products to have an impact on the world around them. Those are (Solomon, 2002):

On top are:

- *Actualizers*: successful consumers with many resources. This group is concerned with social issues and is open to change. As one indication of this group's interest is in cutting-edge technology.

Group with sufficient resources but differ in their outlooks on life:

- *Fulfilleds*: are satisfied, reflective and comfortable. They tend to be practical and value functionality.

- *Achievers*: are career-oriented and prefer predictability over risk or self-discovery.

- *Experiencers*: are impulsive, young and enjoy offbeat or risky experiences.

The next four groups have fewer resources:

- *Believers*: have strong principles and favor proven brands

- *Strivers*: are similar to Achievers, but have fewer resources. They are very concerned about the approval of others.

- *Makers*: are action-oriented and tend to focus their energies on self-sufficiency. They will often be found working on their cars, canning their own vegetables or building their own houses.

- *Strugglers*: are at the bottom of the economic ladder. They are most concerned with meeting the needs of the moment, and have limited ability to acquire anything beyond the basic goods needed for survival.

Aside the individual buyers, there are also consumption communities. Reference groups may exert either a positive or a negative influence on consumption behaviors. In most cases, consumers model their behavior to be consistent with what they think the group expects of them. In some cases, though, consumers may try to distance themselves from other people or groups that function as avoidance

groups. They may carefully study the dress or mannerisms of a disliked group and scrupulously avoid buying anything that might identify them with that group. Therefore, the reference groups have the capacity to alter the action of others, there are different classification in the mannerism in how those groups influence one person:

- *Referent power*: If a person admires the qualities of a person or a group, he/he will try to imitate those qualities by copying the referent's behaviors. Referent power is important to many marketing strategies because consumers voluntarily change behaviors to please or identify with a referent.

- *Information power*: A person can have power simply because he or she knows something others would like to know. People with information power are able to influence consumer opinion by virtue of their (assumed) access to the "truth".

- *Legitimate power*: Sometimes people are granted power by virtue of social agreements, such as the power given to the policemen and professors. The legitimate power conferred by a uniform is recognized in many consumer contexts, including teaching, hospitals, etc. This form of power may be "borrowed" by marketers to influence consumers.

- *Expert power*: One prominent person that possesses a specific knowledge about a content area, evaluates certain products/restaurant/services/etc in our behalf to aid us have a better knowledge over this.

- *Reward power*: When a person or group has the means to provide positive reinforcement, that entity will have reward power over the consumer to the extent that this reinforcement is valued or desired. The reward may be tangible, as occurs when an employee is given a raise. Or, the reward may be intangible: Social approval or acceptance.

- *Coercive power*: A threat is often effective in short-term, but it does not tend to produce permanent attitudinal or behavioral change. Coercive power refers to influencing a person by social or physical intimidation. Fortunately, this type of power is rarely employed in marketing situations.

With those labels in mind, in The Brand Innovation Manifesto created a Periodic Table for

Brand Ideas (Grant, 2006):

Table 3. *Brand Ideas*

	(A) Personal	(B) Immediate	(C) Partisan	(D) Official
New traditions	Habits <i>Häagen-Dazs</i>	Spectacular <i>Sephora</i>	Leadership <i>Chanel</i>	Organization <i>Honda</i>
Belief systems	Cognitive <i>IBM</i>	Appreciation <i>Johnnie Walker</i>	Faith <i>McKinsey</i>	Atlas <i>HSBC</i>
Time	Repression <i>Gorillaz</i>	Now <i>Budweiser</i>	Nostalgia <i>VW Bug</i>	Calendar <i>National Lottery</i>
Herd instincts	Initiation <i>Fitness First</i>	Crowds <i>Fruitstock</i>	Clans <i>Harley Davidson</i>	Crazes <i>iPod</i>
Connecting	Co-author <i>Wikipedia</i>	Socialising <i>LEGO</i>	Cooperative <i>Craigslist</i>	Local <i>Saturn</i>
Luxury	Concierge <i>Ocado</i>	Plenty <i>Hennessey</i>	Exclusive <i>Amex Black</i>	Exotic <i>Virgin Atlantic</i>
Provocative	Erotic <i>Scruffs</i>	Cathartic <i>KFC</i>	Scandal <i>Big Brother</i>	Radical <i>Persil</i>
Control	Personalized <i>Nike iD</i>	In Control <i>Blackberry</i>	Competition <i>Pop Idol</i>	Grading <i>eBay</i>

In each column it contains those cultural ideas:

(A) *Personal*: ideas that are entertained in a very individual and idiosyncratic way, for instance personal fantasies, fascinations, preferences and interactive products such as customization and self-publishing.

(B) *Immediate*: ideas that are experienced and felt in the here and now – be they aesthetic experiences, sporting events, social interactions. These often have a social context, for instance being in a public space, rather than being private like those in the first row.

(C) *Partisan*: social ideas that are “bigger” than anything we experience individually. They often have to do with identity and allegiance; for instance clans, taking sides, belonging to an elite.

(D) *Official*: these are the “biggest”, most institutional forms of culture – something “given” rather than chosen. This is more like the cultural life of a nation – its public forms – rather than individual or social choices. This is also the level at which the effects of globalization are most seen.

Even with those parameters described through researching about consumer behavior, it is advisable to refine even further your audience. Trying to create a brand idea that can't be extremely

relevant to everybody will become a costly mistake. Create a big degree of difference that can make a huge difference in how people view your position in the category. Don't focus on young adults at the start of their career, focus on young men who are struggling to buy their first house in whilst with their first work and need copious amount of coffee to keep them awake. Narrow your target consumer as accurate as possible so your brand will be as well-defined.

### 2.3: SACRED GEOMETRY AND I-CHING

Whether the product of an eastern or a western culture, many sacred architectures, mandala, religious symbols and even some form of dances develop a similar pattern, even if it's from Tibet or medieval Europe. Those diagrams are often based on divisions of geometrical forms, parts inspired on nature, and everything involved are interrelated into a unified system. They are most often in some way cosmological; that is, they represent in symbol what is thought to be essential structure of the universe: for example, the four spatial directions, the four seasons, sometimes the twelve signs of the zodiac and even inside every living being.

But what is most consistently striking about this form of diagram is that it expresses the notion of cosmos, this is of reality conceived as an organized, unified whole.

Considering the statement, there are similar theories written between Sacred Geometry and I-Ching.

One of them is the significance between the four primary numbers.





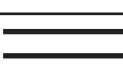



The number ONE represents the principle of absolute unity, and as such has often been used as the symbol to represent God. I-Ching although it does not explicitly admit the existence of God, it does follow the motion that a Divine Creative Principle (or Supreme Ultimate) is behind everything. In Geometry, ONE can represent a point, or in another sense it can represent a perfect circle.

The number TWO is the principle of Duality, the power of multiplicity. The I-Ching explore

even further this concept by introducing the “Yin” and “Yang”. Yang represents Heaven, active, positive, male, firm, strong, light, etc. Yin represents Earth, passive, negative, female, yielding, weak, dark, etc. Yin and Yang are considered to be equal yet complementary in value. There has to be a positive creative force and at the same time a negative or receptive one. This same dichotomy exists in man; the psychic body later become manifest in our physical bodies. In I-ching, the man who is an equal partner with heaven and earth, thereby determines his own fate and existence. In Geometry, TWO is a representation of a line, in which two points define a line.

The number THREE represents a Trinity. With three a qualitative transition is made from the pure, abstract elements of point and line to the tangible, measurable state which is called a surface. The triangle act as the mother of form and a triangle represent the formal sense of this number. Three, although not explicitly mentioned, also play a strong importance in I-Ching as the formation of trigrams and the hexagrams, the eight Pa-gua.

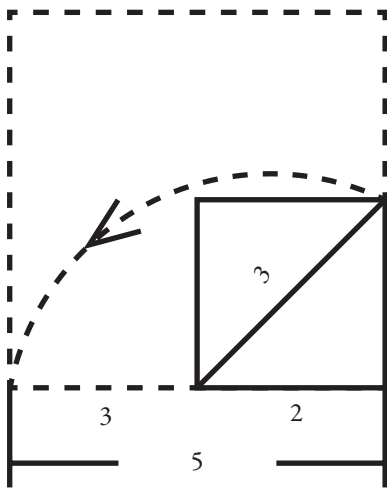
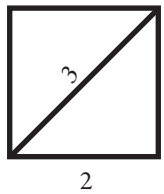
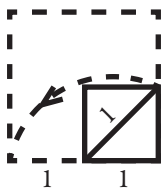
Table 4. *Eight Pa-gua*

Three yang	=		This is called 天 Tian or Father.
Two Yang and one Yin	=		This is called 兌 Duì or Youngest daughter.
Yang-Yin-Yang	=		This is called 離 Lí or Middle daughter.
Yang and two Yin	=		This is called 震 Zhèn or Eldest son.
Yin and two Yang	=		This is called 巽 Xùn or Eldest daughter.
Yin-Yang-Ying	=		This is called 坎 Kǎn or Middle son.
Two Yin and a Yang	=		This is called 艮 Gèn or Youngest son.
Three Yin	=		This is called 地 Dì or Mother.

Lastly the number FOUR represents the ‘first born thing’, the world of Nature, because it is the product of the procreative process, that is of multiplication:  $2 \times 2 = 4$ . As a form, FOUR is the square and represents materialization.

From this point this thesis will not present every theory related with Sacred Geometry, but the ones who can have a relation with I-Ching.

One of which is the Principle of Alternation, firstly inspired on the Theon’s demonstration.



Picture 6. *Principle of Theon’s Demonstration*

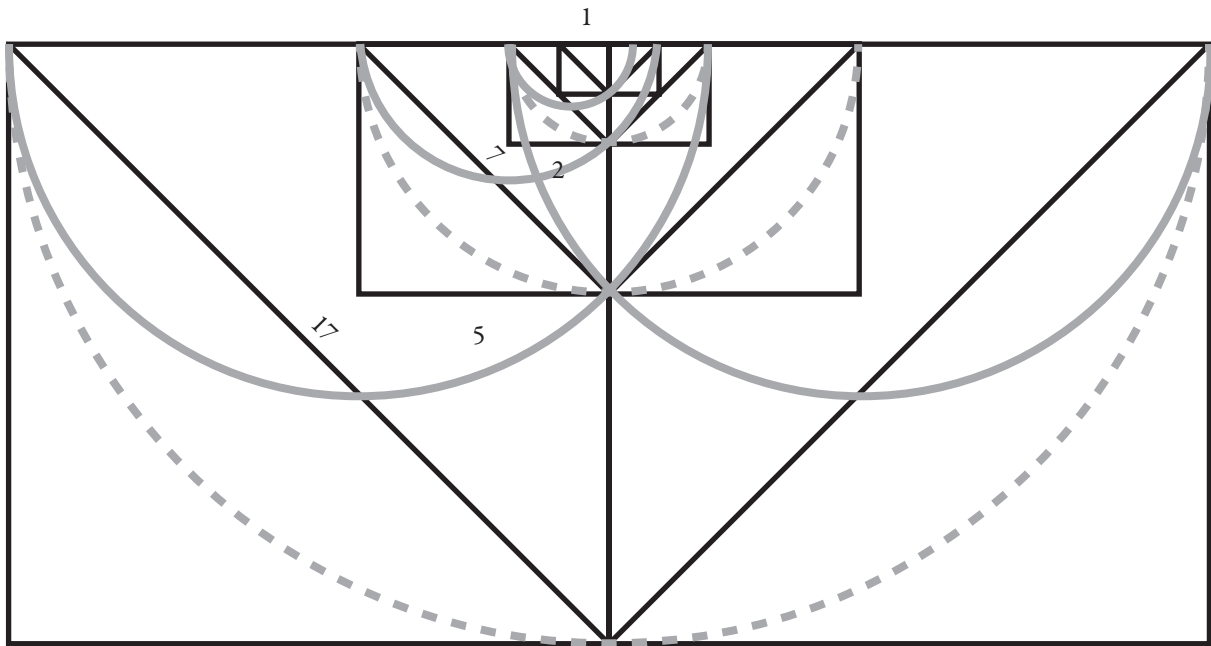
Add the value of the side of the square to the value of the diagonal which will give the value of the side of the next larger square, and then add the double the value of the side to the value of the diagonal to give the value of the diagonal of the next larger square:

Table 5. *Theon’s Demonstration*

Square	1	2	3	4	5
Side	1	2	5	12	29
Diag. (root)	1	3	7	17	41

When compared with the coefficients in each square, 3 to 2, 7 to 5, 17 to 12 and so on, those coefficients have produced a highly accurate decimal equivalency to the root two;  $\sqrt{2}$  (the square root of two is the geometric function which represents the universal metaphor of the root, and the root represents the principle of transformation.). Each coefficient oscillates first

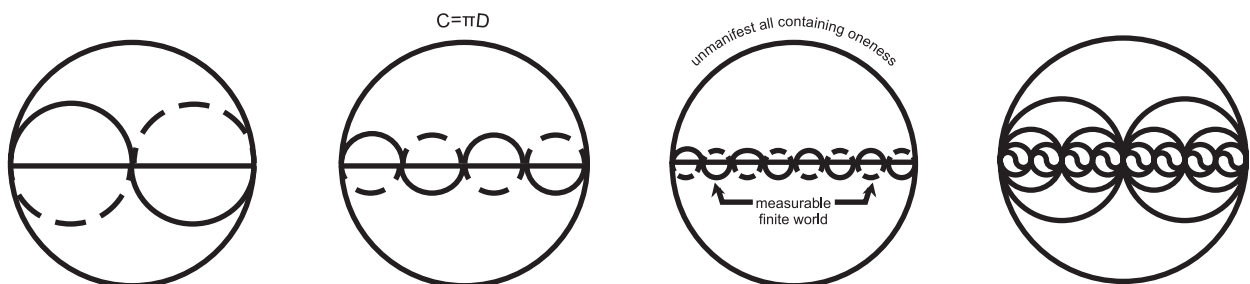
above then below, coming closer and closer to the perfect irrational state. This is a basic element in what is called Diaphantine Mathematics, which sets up numerical progressions which can be seen as representations of vibrational systems in that a vibrating string also moves above and below as an abstract node or inexpressible still point; forming an image of a spiral with its mirror reflection, the Taoist image for the pulsation of Cosmic Life.



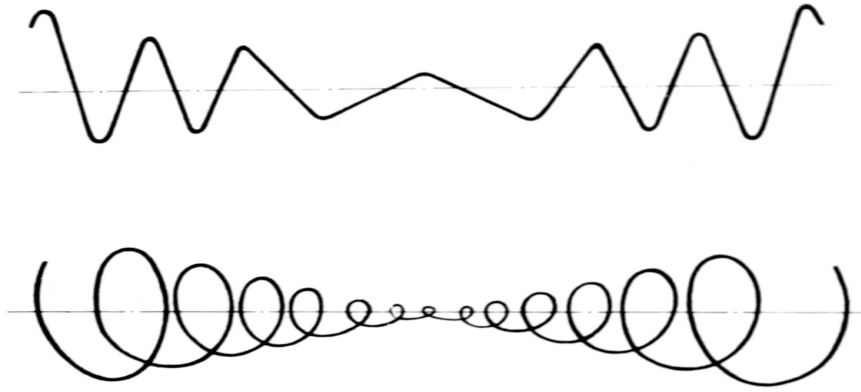
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Picture 7. *Another graphical representation of Theon's Demonstration.*

The Principle of Alternation is expressed geometrically in the YinYang symbol. The form of this symbol arises from two equal circles within the larger circle, the diameter of each smaller circle being exactly  $\frac{1}{2}$  that of the larger. At first glance, the symbol suggests that the division of Unity (the largest circle) is into two equal parts. As it further divides itself in 4 and then 8 divisions, halving the circles indefinitely, and at the point when the sum of the circumferences of the smaller circles is totaled, it will still equal the original larger circle. This process can be taken to the point where the wavy line and the diameter become indistinguishable from one another, illustrating the paradox of the diameter becoming equal to the circumference of the same circle. Thus, like Theon's demonstration, this ancient diagram shows that at the origin and end all differentiation merges towards Unity.



Picture 8. *Principle of Alternation.*



Picture 9. *Spiral of Life*

From Theon's Demonstration, there is a mathematical sequence named "Fibonacci number" that contains close relation with it. The formula is:

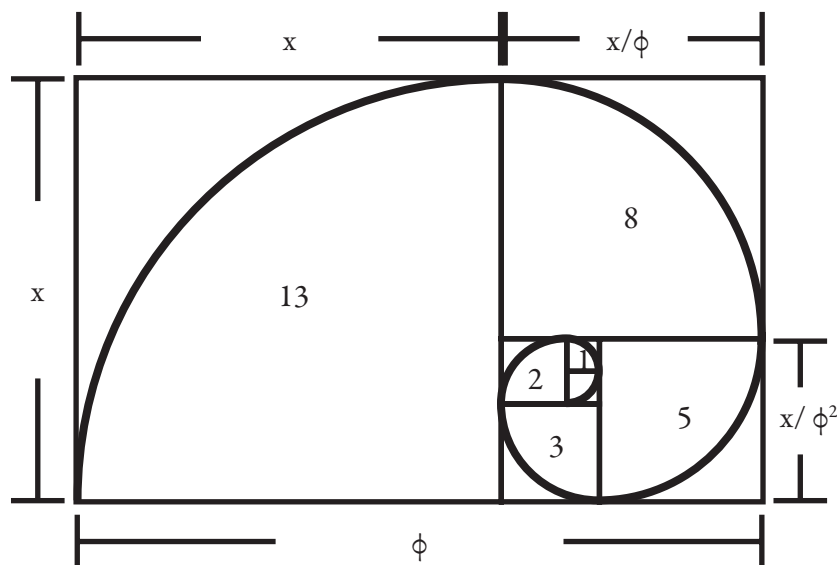
$$F_{n-2} = F_n - F_{n-1}$$

The table below used the described formula:

Table 6. *Fibonacci Number*

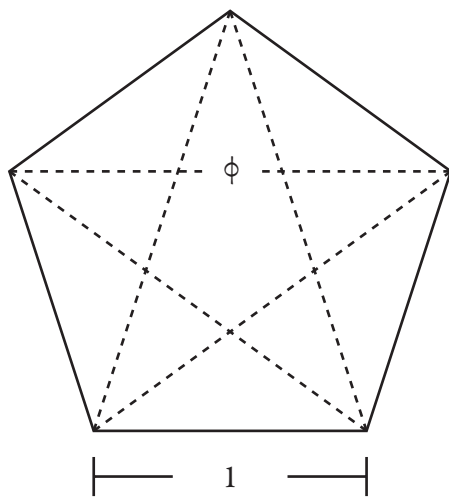
$F_0$	$F_1$	$F_2$	$F_3$	$F_4$	$F_5$	$F_6$	$F_7$	$F_8$	$F_{20}$
0	1	1	2	3	5	8	13	21	6765

By using either Theon's Demonstration or Fibonacci sequence numbers as ratio can obtain the Golden Ratio's spiral. The Golden Ratio's spiral is present in everywhere in nature, symbol of the gnomonic growth. It is graphically represented by a spiral whose growth factor is  $\phi$ , the golden ratio.



Picture 10. *Golden Spiral*

The second diagram from Sacred Geometry is the pentagon, with its fivefold symmetry which appears only in living organisms became the symbol of life. The pentagon is ascribed to the physical and vital aspects of man, who through the five senses, perceives the natural world and thus brings it into existence. The star pentagram formed by the diagonals within the pentagon symbolizes transformed or perfected humanity, because all the line segments of the star pentagram are derived from the Golden Ratio.



Picture 11. *Pentagon*

The Golden Ratio;  $\phi$  (widely used and studied in Ancient Greek and Renaissance) initially is when a line is divided into two parts, the longer part divided by the smaller part is also equal to the whole length divided by the longer part. It is a constant ratio derived from a geometric relationship but is irrational in numerical terms. It is rumored to be the proportional existence can have with

Unity. The Golden Ratio is the only continuous proportion that yields a progression in which the terms representing the external universe ( $\phi^2, \phi^3$ ) are an exact, continuous proportional reflection of the internal progression ( $1/\phi^2, 1/\phi^3$ ). The Golden Ratio represents indisputable proportional evidence of the possibility of a conscious evolution as well as of an evolution of consciousness.

The pentagon is also used in I-ching in the diagram to show the 5 Sacred Elements; Metal, Wood, Water, Fire and Earth. The 5 elements were firstly introduced on the 3rd century, after the Warring States Period. While the term '5 Elements' were translated for better comprehension to westerners, the philosophy behind it is different from the Classical Elements described by Empedocles in the 5th Century – Fire, Earth, Wind and Water, the four "roots", materials that build the universe. In I-Ching, the '5 Elements' in the Chinese terms is Wu Xing (五行), the word 行 means "walk", "go", "act", giving meaning that each Element has a fluid dynamic, changing cyclic forces always permeating. Those

elements are also transcribed as phases, time periods (seasons, dynasty, day, year), thus corresponding the idea of a cycle in a fixed amount of time. Starting from fundamentals as described below, (Table 7) this concept have progressed to other areas such as music, medicine, etc, to ultimately everything in the universe.

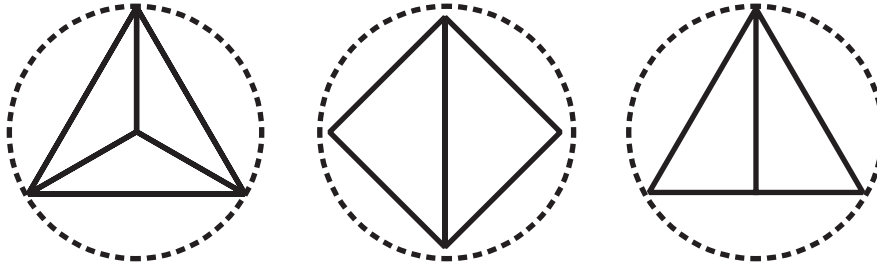
Table 7A. *Five Elements*

Wood	Fire	Earth	Metal	Water
New Yang	Full Yang	Yin/Yang Balance	New Yin	Full Yin
Spring	Summer	Transition	Fall	Winter
East	South	Center	West	North
Green	Red	Yellow	White	Black

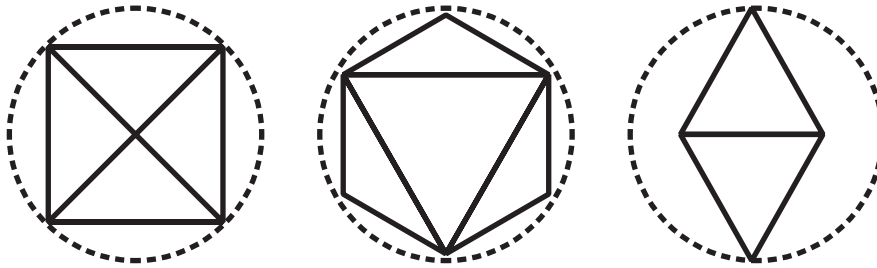
One example to correspond the elements to their derived systems are the matching colors: Green for Wood (trees), red for Fire, yellow for Earth (the soil of Northern China, where these correspondences originated), white for Metal (silvery luster) and black for water (the inky depths of the ocean).

At last, connecting once again the idea of elements with Sacred Geometry, it is discussed what kind of volumetric form will be incorporated in each element. There are five volumes which are thought to be the most essential because they are the only volumes which have all edges and all interior angles equal. Those forms are given the name ‘Platonic’ because it is assumed that Plato has these forms in mind in the *Timaeus*, when he introduces the concept that the four basic elements of the world are Fire, Earth, Wind and Water. Tradition associates the cube with Earth, the tetrahedron with Fire, the octahedron with Air and the icosahedrons with Water. Plato mentions ‘a certain fifth element’ used by the creator in the making of the universe, thus the dodecahedron came to be associated with the fifth element, aether.

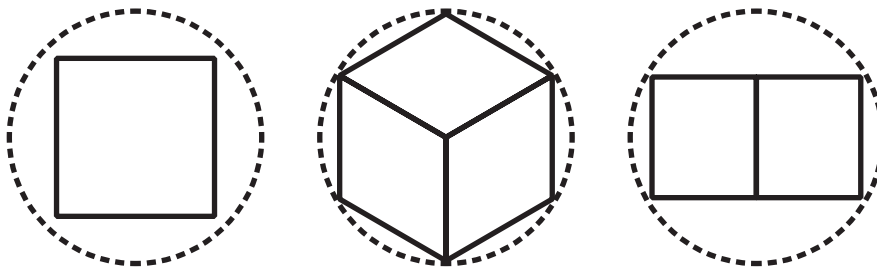
Tetrahedron



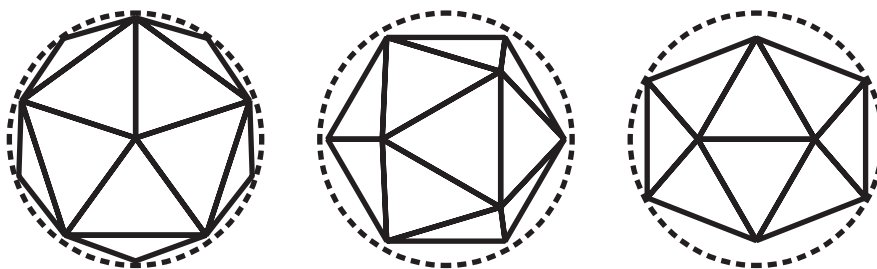
Octahedron



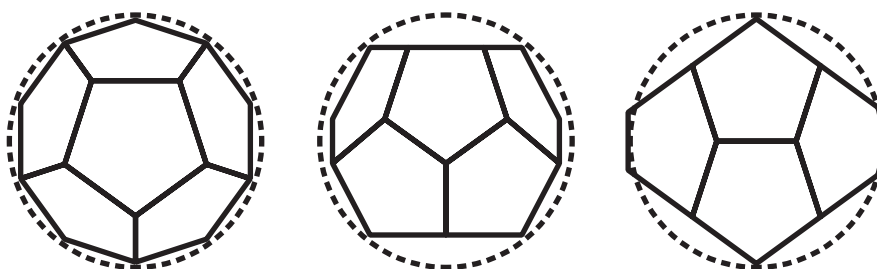
Cube



Icosahedron



Dodecadron



Picture 12. *Five Sacred Volumes*

## 2.4: TRADITIONAL CHINESE MEDICINE, CHINESE HERBALISM AND NUTRACEUTIC

Chinese Medicine is a broad range of medicine practices that have been developed in China, first documentations in regard these practices are dated in Shang dynasty (1600 - 1046 BC). Chinese Medicine was firstly introduced to the west with the practice of acupuncture, and slowly nowadays have garnered acknowledgement and recognition in other areas such as massage (Tui na), Chiropractic, Chinese Herbalism and so on.

Due to words lost in translation and some erroneous interpretations, lack of translated documents and lack of scientific proof about the Traditional Chinese Medicine, most westerners meet this concept with skeptical and general disbelief. Some others accept Chinese Medicine as something spiritual, ancient or holistic, unlike the conventional medicine which is result of Western science and culture. Both versions of point of view are unfortunately erroneous and barriers to understanding.

*'Chinese medicine is a coherent and independent system of thought and practice that has been developed over two millennia. Based on ancient texts, it is a result of a continuous process of critical thinking, as well as extensive clinical observation and testing. It represents a thorough formulation and reformulation of material by respected clinicians and theoreticians. It is also, however, rooted in the philosophy, logic, sensibility and habits of a civilization entirely foreign to our own. It has therefore developed its own perception of health and illness.'* (Kaptchuk 2000, 2.)

Chinese Medicine and Conventional (Western) Medicine has two different logical structures. Conventional Medicine (the more accurate term would be Biomedicine) is primarily concerned with isolable disease categories or agents of disease, which it zeroes in on, isolates, and tries to change, control or destroy. The Western physician starts with a symptom, then searches for the underlying mechanism - a precise cause for a specific disease. The disease may affect various parts of the body, but it is relatively well-defined, focused phenomenon. Precise frames an exact, quantifiable description to a narrow area. The physician's logic is analytics - cutting through the accumulation of bodily phenomena

like surgeon's scalpel to isolate one single entity or cause.

Chinese medicine, on the other hand, prefers analyzing the patient to the complete physiological and psychological state, regarding all relevant information, including the symptoms as well as the patient's general characteristics, whatever he/she is exhibiting or concealing in his/her demeanor, gathering all information to take his conclusion along with the most ideal prescription. Chinese method is based on the idea that no single part can be understood except in its relation to the whole. A symptom, therefore, is not traced back to a cause, but it looked at as a part of totality. Therefore, Chinese physician will not only look on the symptoms but also regards the patient's habits, posture, food regime, daily life and how is connected to the problem he is currently undergoing, all pain or general stress are result from incorrect life style are called as "disharmonies", as the physician's prescription is not to eliminate the illness, rather to correct the body to combat by itself.

The Chinese system is not less logical than the Western, just less analytical, both works and have their specific points to combat illness. Western medicine is often more effective when it has a definite and clear idea of the disease etiology (ex: bacterial infections) When precise etiology evades Western medicine (ex.: in cases of chronic low back pain), Chinese Medicine seems more effective. Chinese Medicine is preferable for functional disorders, benign self-limiting problems, psychosomatic complaints, psychological stress, intractable and catastrophic conditions that resist resolution with biomedicine. Chinese Medicine is also valuable in helping people adopt and cope with incurable conditions and serious emotional conflict and it is often adopted for illness prevention and health maintenance. Western medicine has a clear edge in organic disorders that have delineated pathophysiology with available successful interventions.

Because Chinese Medicine and Conventional Medicine has distinguished systems, it is possible for a shared cooperation to aid the patient in need. Chinese medicine emphasizes balance and relationship more than measurable quantity, it aims to heal through treatments that encompass the whole of the individual as closely as possible. In contrast, Western can locate a particular part

that should be treated; for example, a tumor that has a fixed position and should be treated with focused precision. Biomedicine is clear, precise and definite. Its precision and technology allow swift intervention that can be crucial in life-threatening situations. With the advance of technology as barriers of language and countries are slowly dissolving, there are already initial scientific studies to prove the efficacy of Chinese Medicine and hopes it'll work altogether with the Western Medicine for the goodwill of humanity.

One of philosophical background Traditional Chinese Medicine is based on is the “Five Elements”; already previously explained in Chapter of Sacred Geometry. In Chinese Medicine it is applied by dividing the organs of human body fitting each element as its perspective. The initial parallel is Earth correspond to Spleen, Qi, Dampness, worry, Consciousness of Possibilities and faithfulness. Wood correspond to Liver, Blood, wind (one of Chinese named symptoms), non-corporeal soul and human kindness. Water, correspond to Kidneys, Essence, Cold, fear and the Will. Fire would correspond to Heart, warmth, elation, Heart Spirit and propriety and metal correspond to Lungs, Fluids, dryness, Corporeal Soul and righteousness. However, the theory of Five Elements needed some flexibility and practice, as it is too vague to form connections from peripheral ideas, such as other organs, corresponding to usage of herbs and so on. The Five Elements correspondence is thus a practical and convenient way to organize patterns of the disharmonies. For example, a yellow complexion on the patient often appears in a Spleen disharmony (yellow and Spleen are associated with Earth), a red face although can be part of a Heart pattern, is just as likely to be part of the Heat pattern of any organ. Thus, the Five Elements are often used to describe clinical processes and relationships and to help in the conceptualization of proper treatments. In Table 7B makes the relations between the elements and each section of this body. (Table 7 describes about Five elements but was divided in two for convenience of better explanation of this thesis)

Table 7B. *Five Elements and human body*

	Wood	Fire	Earth	Metal	Water
<i>Yin Organ</i>	Liver	Heart	Spleen	Lungs	Kidney
<i>Yang Organ</i>	Gall / Bladder	Small Intestine	Stomach	Large Intestine	Bladder
<i>Orifice</i>	Eyes	Tongue	Mouth	Nose	Ears
<i>Tissue</i>	Tendons	Blood vessels	Flesh	Skin	Bones

As Traditional Chinese Medicine is divided in many different types of practices and terminologies, this thesis will use Chinese Herbalism to construct the final products. Alongside with Traditional Chinese Medicine, Chinese Herbalism is also receiving scientific attention as of late. The conventional practice is; after distinguishing a particular pattern of disharmony in a patient, the practitioner of Chinese medicine usually chooses a prescription to him/her. Herbs are seldom used singly, they are usually combined in prescriptions containing five to fifteen substances. Because every patient's body is unique, the physician begins with a general prescription as delineated in the classical texts, and then adjust the mixture to the patient by adding or deleting herbs or by manipulating the dosages of the compounds to fit the precise disharmony. Production in mass of those products however, have divided some general illness with other prescription, also attempting to reach general standards in the Chinese Herbalism.

Although there's always a risk of toxicity ingesting any kind of medicine, admittedly Chinese Herbalism have lower risks of such, as well as few side effects in comparison to the traditional pills. Western pills; such as antibiotics, may become harmful to the body if not eaten within the precise dosage. Chinese Herbalism uses natural ingredients, some of them are even used frequently in the Chinese cuisine.

As this thesis has the intention to popularize the concept of Chinese Herbalism to the US consumers and yet construct a brand that will fit the western mold. With those ideas in mind and to avoid minimize initial estrangement towards Chinese Herbalism, it's possible to connect Chinese Herbalism with a popular concept; Nutraceutical.

The definition of Nutraceuticals is:

*'Chemicals found as a natural component of foods or other ingestible forms that have been determined to be beneficial to the human body in preventing or treating one or more diseases or improving physiological performance. Essential nutrients can be considered nutraceuticals if they provide benefit beyond their essential role in normal growth or maintenance of the human body. And example is the antioxidant properties of vitamins C and E.'* (Wildman, 2001)

While the definition of Functional Food is:

*'A food, either natural or formulated, which will enhance physiological performance or prevent or treat diseases and disorders. Functional foods include those items developed for health purposes as well as for physical performance. The Institute of Medicine's Food and Nutrition Board defined functional foods as "any food or food ingredient that may provide a health benefit beyond the traditional nutrients it contains."'* (Wildman, 2001)

However in practice, to the popular knowledge, the definition of Functional Food is limited only on natural ingredients (olive oil to help cholesterol, wine to prevent cardiac problems and so on), while nutraceutic encompassed the whole definition of formulated Functional Food and its original definition written by Food and Drug Administration (FDA) in the United States. Nutraceutics is placed under the umbrella of 'alternative medicine', entities that not only provide the consumers with the dietary essentials but also factors that yield protection against the environment issues and possible pathological illness may suffer. Even the Chinese Herbalism is classified under the term medicinal botanicals or phytochemical, functional foods endowed to a plant. As the industry and demand of the market has continually grow and developed, Nutraceutics has several 'grey areas', dietary supplements and pharmaceuticals in which is difficult to bring a concise definition. As even the population has erroneously defined most functional food's products as nutraceutics, to fit the consumer's parameters, it'll follow the nutraceutic name even with the clear knowledge of otherwise concept.

Nutraceutic market is in constant growth as consumers are demanding more of those products.

The main reasons for such growth are:

*Increasing Prospects for the Functional Food Industry:* Production of functional foods is being recognized as the number one global food industry as changing trends in population demography, consumer affluence, increased education, life expectancy and improved healthcare give rise to a rapidly emerging diet and health conscious consumer clientele. The Nutraceutical food market is the second largest market, generating an estimated \$49 billion in 2011. This should reach \$67 billion in 2016, for a CAGR of 6.4%. (more details and statistics will be further explained in Chapter 4.1: Phase 1 - Market Research)

*An Increase in Public Health Consciousness:* With the advent of technology as well as the convenience of internet where information are rapidly produced to be absorbed in consumer's mind, the population in general are more educated and have the media's backup to stimulate a bigger awareness about nutrition and how it will prevent future diseases (ex. heart disease, cancer, osteoporosis, etc). When coupled with increased economic prosperity, health awareness is driving more consumers to take a more proactive role in managing their health; people are less willing to simply wait and implement health care advice provided by a medical community in response to health problems.

*An aging population:* Increase in age of the baby-boomer birth cohort and recognition of their limited mortality is precipitating need for a more responsive, if not sympathetic health care system that promises to help them manage the vast array of age-related maladies that this group now is facing.

*Escalating Health Care Costs:* Exponential increase in expenditures within the health care system and concern for maintenance and sustainability of the system is forcing many consumers to seek out more cost-effective alternatives to those being provided by traditional forms of high cost professional and structured medicine.

*Recent Advances in Research and Technology:* Advances in the area of food technology and nutritional sciences are providing the consumers fresher information regarding food and their exponential benefits to the body. New methods to isolate and purify certain components from the vegetable, animal or bacteria are being created to enhance the nutraceutical value and utility to consumer,

providing new options available for them.

**Changes in Government Regulations and Accountability:** Changes in policies and laws governing distribution and marketing of food are recognizing the current shift in attitude towards consumer awareness and accountability of government to the people it represents.

*Expansion of the Global Marketplace:* Better communications and transport for marketable goods is resulting in a more accessible global marketplace and an increase in international business opportunities. This, coupled with increased recognition for proprietary patented products is resulting in a more business-friendly environment for expansion of industry.

*A Sympathetic Media:* A supportive and promotional environment is being generated by the media in response to significant advances being made in research and development of food, its processing, packaging and transportation. Together these changes are resulting in sweeping global acceptance and demand for functional foods and nutraceutical derivatives.

*Science-based Evidence is Contributing to the Popularity of Functional Foods:* There is increasing recognition of the need for scientific evidence to support nutritional and medicinal claims being made within the functional food and nutraceutical industry. Nutraceuticals are becoming appealing to nutritionist and health care professionals, scientific trials have successfully proven the positive outcomes on patients with medicinal claims, major chemical groups are recognizing nutraceutics and their potential health promoting effects. All those aspects stimulate and encourage the population to consume nutraceutics.

## CHAPTER 3: CASE ANALYSIS



## CASE ANALYSIS

To further comprehend the process of creating a brand, Beauty'in will be used as example for this thesis, although every step won't be described for lack of material provided.

### 3.1 Phase 1 – Conducting Research

#### **1. Understanding the organization**

Created in 2010 by the entrepreneur Cristiana Arcangeli, Beauty'in is a brand selling nutricosmetic products. Recently created, this company's name revolves around the entrepreneur's fame, which has a successful career creating two brands; Phytoervas and Éh (both later sold to Bristol Myers-Squibb e Hypermarcas respectively) and appears frequently on TV channels, write articles on magazines and won several awards.

Nutricosmetics promote the concept of beauty through a healthy body. These products are taken orally, either as pills or liquids. Nutricosmetic products have active ingredients, which offer a vital link between the health and cosmetic properties of nutritional ingredients. They act as antioxidants are currently being promoted for their skin care properties. These antioxidants control free radicals produced as a by-product of biochemical reactions. Nutricosmetics nullify the effect of free radicals, which are the primary cause of premature aging of the skin. These products also have anti-inflammatory action that protects the skin against UV radiation.

#### **2. Market Research**

The concept of Nutricosmestic is still fairly unknown for Brazilian consumers, as it began only in 2000 in the Brazilian market, but it was only in 2008 it has a significant growth.

Brazil is the 3rd biggest cosmetic market in the whole world, making 8,1% share of the world total. (Table 8) It also influences heavily on Brazilian's economy, taking 11,9% in retail business.

(Table 9) In 2009, Brazilian's cosmetic market had an income of US\$ 28,4 billion, however, according IMS Health Institute (market research done in 12.2011), Nutricosmetics profited only US\$ 40 million.

Table 8. *Global Cosmetic Market*

Global Cosmetic Market		
	Income (billions)	Share of the world total
United States	US\$ 58,9	16,8%
Japan	US\$ 39,9	11,4%
Brazil	US\$28,4	8,1%
China	US\$20,8	5,9%
Germany	US\$17,4	4,9%
France	US\$16,3	4,6%
Britain	US\$15	4,2%
Italy	US\$12,5	3,5%
Spain	US\$10,7	3,0%
Russia	US\$10,4	2,8%
World	US\$350,3	

(Source: Euromonitor, 2009.)

Table 9. *Brazil - indicator of the volume of retail sales and retail trade expanded by groups of activity PMC - 2010*

Activities	Month/ Month prior(*)			Month/Month prior a year before			Accumulated	
	Rate of change			Rate of Change			Rate of Change	
	OCT	NOV	DEC	OCT	NOV	DEC	IN YEAR	12 MON
RETAIL BUSINESS (**)	0,1	0,8	0,0	8,7	9,9	10,1	10,9	10,9
1- Fuel and Lubricants	-0,1	-0,2	1,1	5,2	6,2	6,2	6,6	6,6
2- Food, Drinks and tobacco	-0,2	0,0	-0,3	6,7	5,6	6,5	9,0	9,0
2.1 Super and Hypermarket	-0,1	-0,2	-0,5	6,4	5,4	6,4	8,7	8,7
3- Fabric, clothing and shoes	1,4	-3,7	3,4	10,0	9,3	10,2	10,7	10,7
4- Furnishing and appliances	2,4	2,4	1,4	15,4	20,5	18,3	18,3	18,3
5- Pharma., med., ortho., skin care	1,4	1,0	1,6	9,3	13,4	13,9	11,9	11,9
6- Office equip. and mater., computers and communication	-12,4	12,0	2,8	10,1	21,2	25,5	24,1	24,1
7- Books, news, magazines, stationery	2,7	11,3	2,3	12,5	23,6	26,6	12,0	12,0
8- Other personal products	-1,7	0,3	-1,0	9,9	11,0	8,0	8,8	8,8
EXPANDED RETAIL (***)	2,2	0,4	2,3	11,1	17,0	14,8	12,2	12,2
9- Vehicles and motor., parts and acces.	6,9	0,8	4,7	15,6	30,4	25,6	14,1	14,1
10- Building Material	0,3	1,4	3,2	8,9	15,8	16,1	15,6	15,6

(Source: IBGE, Directorate of Research, Department of Trade and Services)

(\*) Series seasonally adjusted

(\*\*) Indicator of retail trade consists of the results of the activities numbered 1-8

(\*\*\*) Expanded retail indicator is composed of the results of the activities numbered 1 to 10

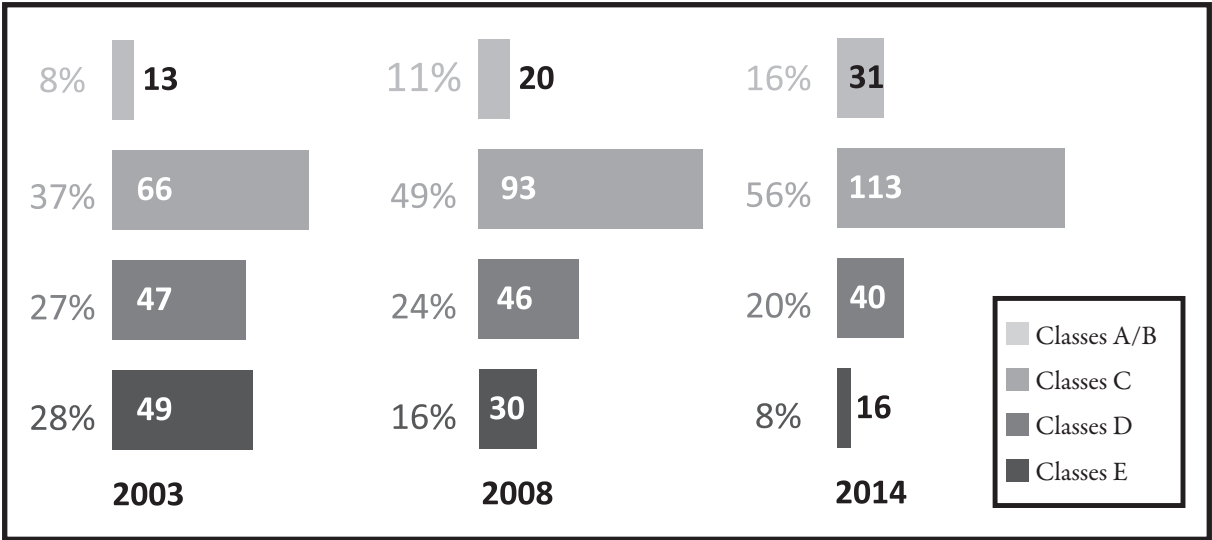
Beauty'in focuses mainly retailing in Pharmacies, high-end supermarkets and website. There are currently 300 points of sale in São Paulo, in Mundo Verde Vilas, Drive Thru, Via Verde Mundo Plaza, Pharma Vitae, Multifarma, Uzen, Bill Bouquet e Saúde Amiga stores. (Source: Cristiana Arcangeli, 2011). The brand focuses mainly on virtual retail, partnering with some of the leading e-commerce portals linked to beauty and wellness; Americanas.com, Submarino, Renner and Onofre.

In worldwide statistic; most frequented places for cosmetic shopping, supermarkets were preferred by 60% of respondents. Following with drugstores and pharmacies (39%), and specialty stores (33%). Shopping on the web appeared in last place (22%).

Beauty'in's products are mostly aimed to Brazilian Class A/B , women ranging between 25 to 70 years old.

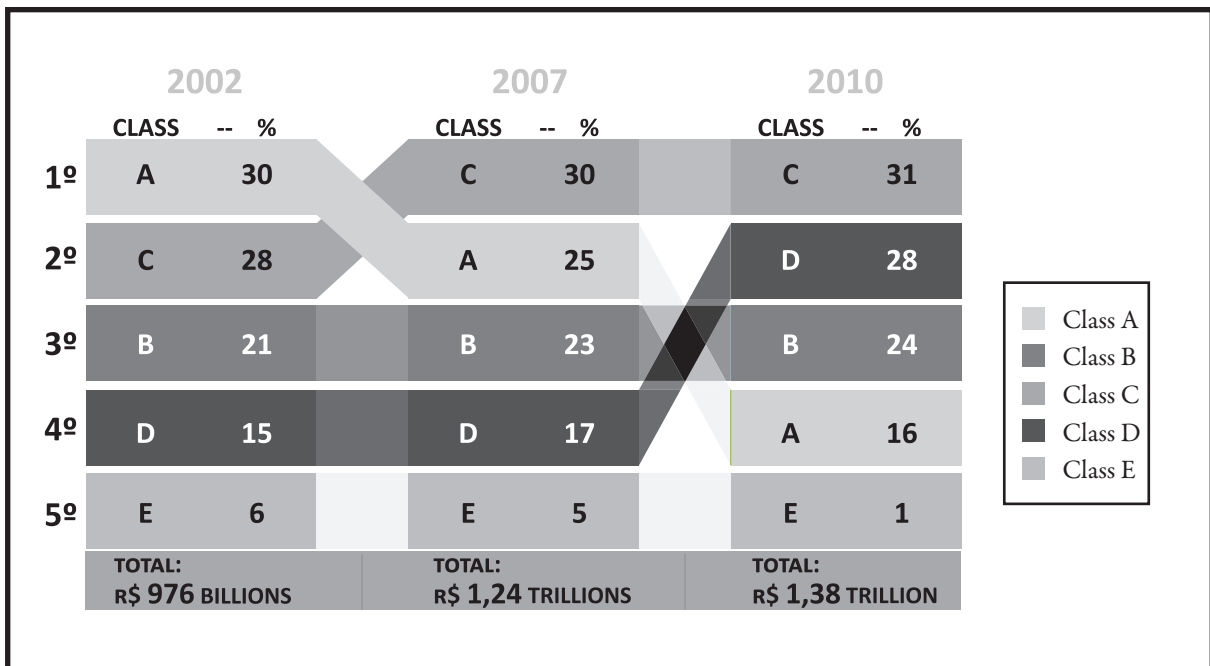
While Brazilians have 2% of the world total in high-end market, highlighted altogether with Mexico as the main target consumers worldwide, they are also expected to increase by 22% in 2010 (Source: MCF Consultoria & Conhecimento). However, in Brazil, Class A/B are 11% of the whole population (TABLE LAAAH), and in the national market, Class A/B are 25%.

Table 10. *Evolution of the Economic Classes (% of population and millions of individuals)*



(Data in: % of population and millions of individuals  
 Source: FGV, IBGE and ICA  
 Elaboration: Ministry of Finance)

Table 11. *Share of Social Classes in Gross National Product*



(Data in: R\$ and %  
Source: DATA POPULAR  
Elaboration: Ministry of Finance)

There are 3,6 million of women in the Brazilian population, while the estimate is each woman will have 1,76 of children, with a life expectancy of 77,3 years.

Table 12. *Female surplus in millions*

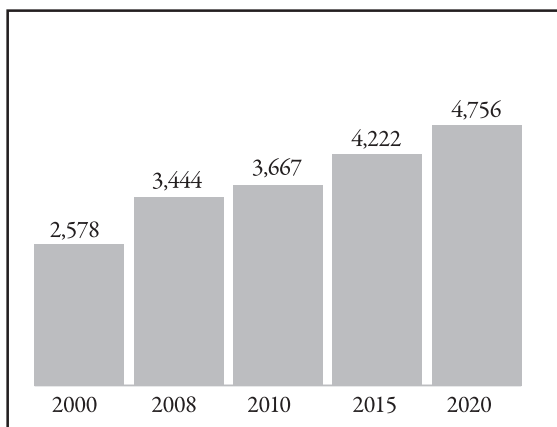


Table 13. *Fertility rate (sons per woman)*

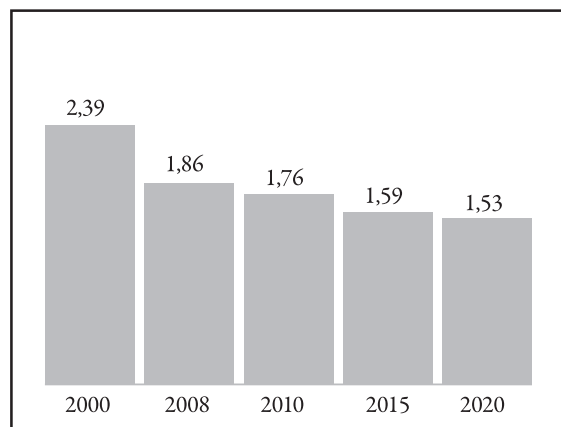
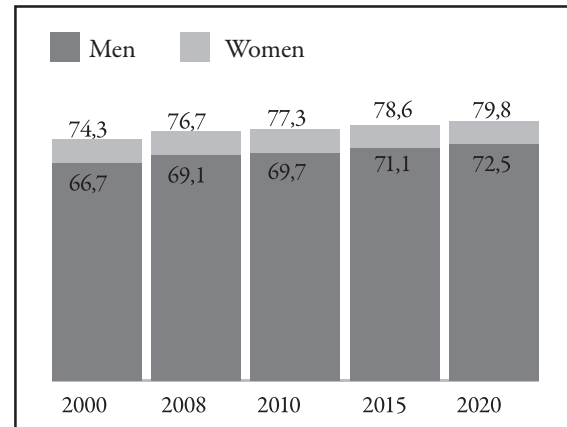


Table 14. Total and percentage number of population over 65

Year	Total	%
2000	9,3 millions	5,44%
2008	12,3 millions	6,53%
2010	13,2 millions	6,83%
2020	19,1 millions	9,23%

(Source: IBGE, 2010)

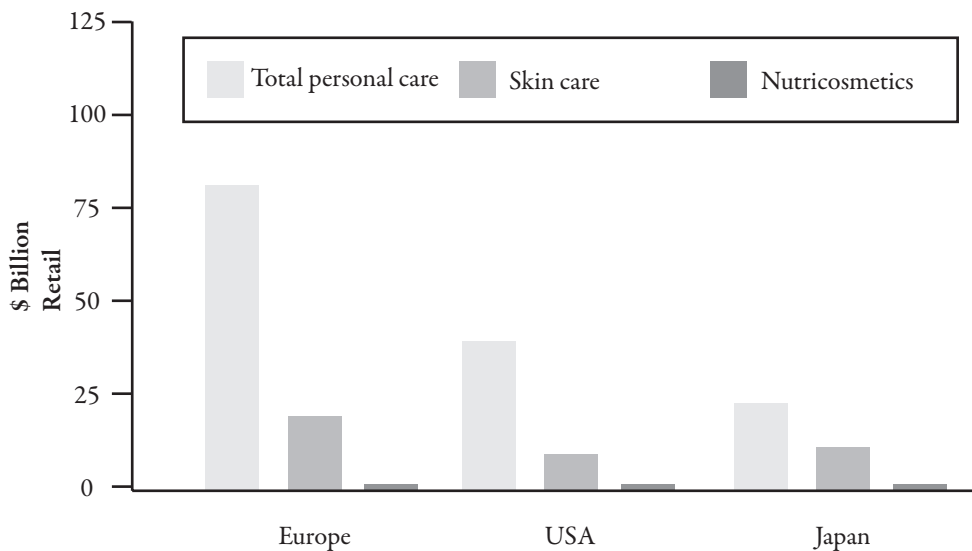
Table 15. Population Average Age



Brazilian women are highly self-conscious of their appearance (87%. The percentage worldwide is 68%), 90% classifies cosmetics as a necessity rather than a luxury while 36% frequently go to dermatologists frequently. (Source: Avon Cosmetics, 2003.)

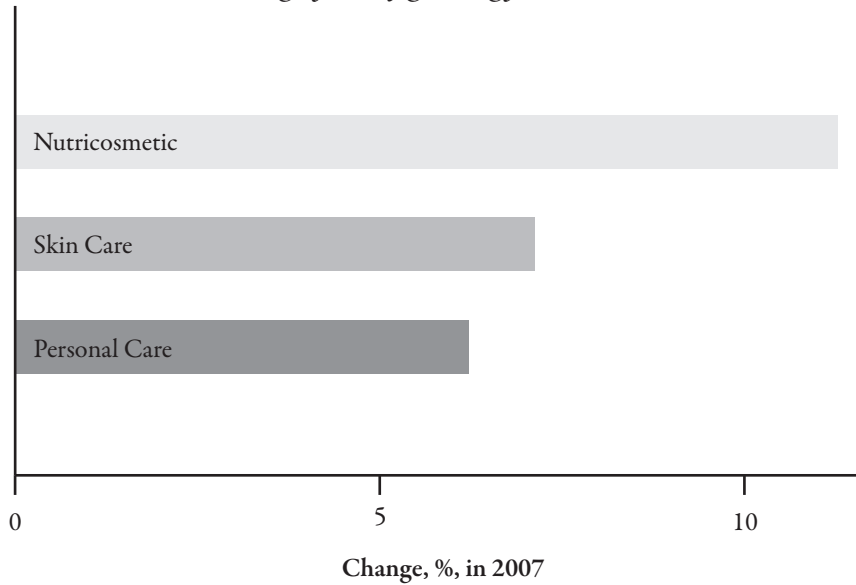
Last are global data in regards nutricosmetics:

Table 16. Nutricosmetic is tiny in comparison to other personal care markets



(Source: Kline & Company, 2008.)

Table 17. *Nutricosmetic is significantly growing faster*



(Source: Kline & Company, 2008.)

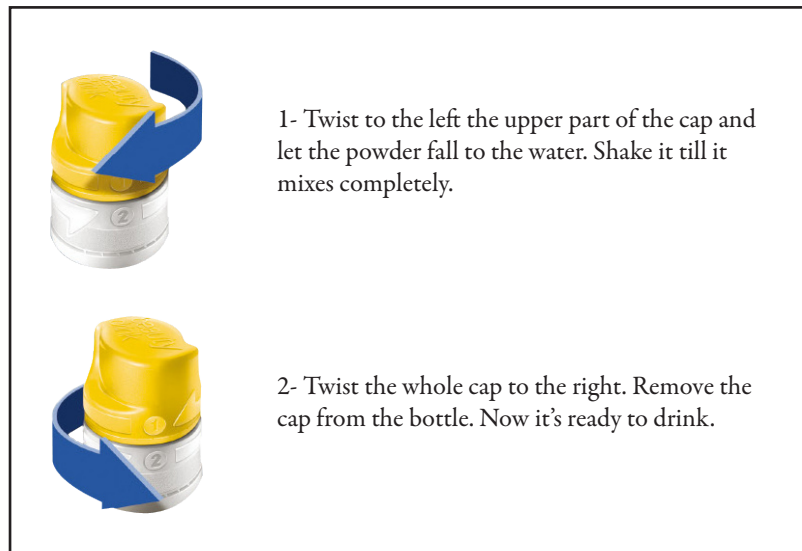
### 3. Usability

The visual identity is made up of cells, ties, stylized waves and splashes that come to life with color and shapes that suggest the essence of beauty. Simple tables, step-by-step instructions and informative graphics teach the consumer to experience the brand.

The straightforward names we chose for products within the line – Beauty Drink and Beauty Candy—are instantly recognizable and easy to understand. Additionally, the labels contain texts that indicate the functional benefits of each product type.



Picture 13. *Beauty-in products*



Picture 14. *Twist cap's instructions*

By designing a pioneering package with Twist cap, beauty drink <sup>®</sup> wins the title of “Most Innovative Packaging” Award EmbalagemMarca - Great Packaging Cases 2010, as well as FiSA (Food Ingredients South America).

So far regarding the package of beauty drink there aren't many complaints except bloggers commenting that the cap to release the powder jammed, to the point that it has to remove both caps through force and mix the powder to the beverage manually. There are some cases the powder and the liquid didn't blend well, resulting uneven color with some pellets formed in the drink. It is recommended to drink almost every day to feel the nutricosmetics' effect in your skin, a fact that many consumers complain since the beverage is expensive.

In regards about beauty candy, the consumers are leaning in buying beautycandies over beautydrink considering the cost-benefit and the compact package, easy to carry around inside purses, pocket, etc. As they also prefer the candies' flavor over the drink, consumers also praise the fact that it won't dirty your hands once you pick it up.

The Beauty Drink <sup>®</sup> brings in its composition vitamins and minerals, within specifications and permitted pursuant to Resolution RDC No. 360 of December 23, 2003, and the addition of the amino acid taurine, which follows the technical regulations described in Resolution No. 273 of September 22, 2005. The use of dyes and artificial sweeteners, as well as other additives, is also regulated by the

Ministry of Health - ANVISA and is done within specifications and limits determined by the RDC Resolution No. 5, January 15, 2007. These dyes are added in minute quantities in the formulation, only for color adjustment in two versions of Beauty Drink<sup>®</sup>, without causing harm to consumers.

Since artificial sweeteners sucralose and acesulfame potassium follow the guidelines determined by the RDC Resolution No. 18, March 24, 2008, to supplement foods with nutritional information, which perfectly meets the specifications on the packaging of products. Regarding the use of flavorings in place of fruits, vegetables and teas, we emphasize that they are natural, prepared based on natural plant extracts. They are obtained by physical, enzymatic or microbiological from materials suitable for the composition of that type.

Based on the above, the natural extracts of fruits and vegetables used and reported as required by law as “flavoring” were obtained from fruits and vegetables and are in the form of extracts. Therefore, the expression “contains flavoring” indicates the use of natural flavors, which are themselves natural product extracts.

#### **4. Marketing audit**

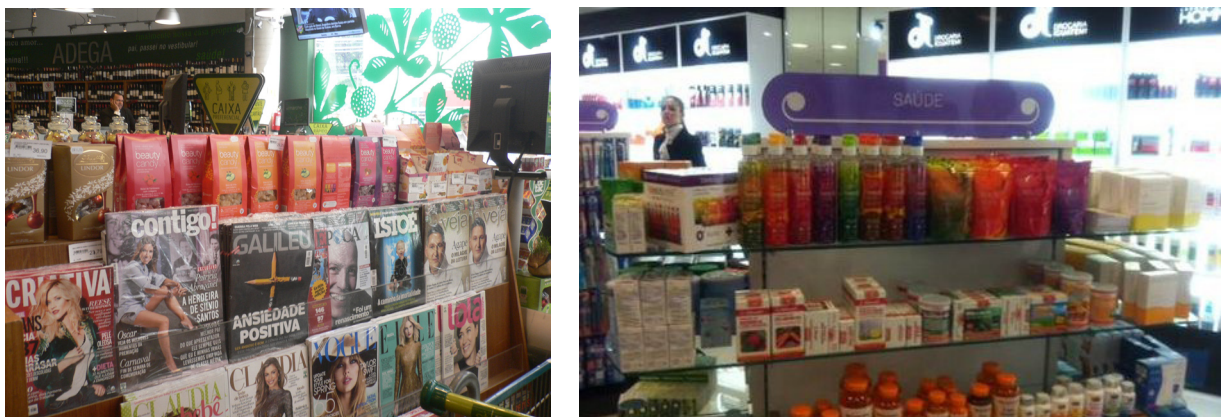
So far there isn't any advertisement in television, cable or otherwise, concentrating mainly in divulging their products through blogs (blogs focusing women apparel) and banners. While most bloggers have tried it out and with any posted complaint Beauty'in will answer immediately, every blog post is rather generic, repeating the same contents over and over. However, there were a negative review written in Folha; one of the most important newspaper in Brazil. According to the reviewer, the Beauty'in nutricosmetics misleads many consumers with unwarranted promises, claiming that unless the consumer has a deficiency in any kind of vitamin, those products won't be useful for them. (<http://www1.folha.uol.com.br/folha/equilibrio/noticias/ult263u734757.shtml>, 2010)

There are several articles featured in Feminine magazines such as Contigo, Elle, RG Vogue, and Quem Acontece.

Focusing their sells through e-commerce might be a hasty decision considering that most

consumers are still used buying cosmetic products in pharmacies, supermarket and stores while shopping on the web appeared in last place (22%) as already previously mentioned.

The Beauty' products inside the stores are placed in a visible, easy-to-grab places. (Picture 15) While on high-end supermarkets, they have their own display, placed at the end of corridor, piquing easily anyone's onlooker while the latter is strolling inside. However, such display is located in the shampoo section.



Picture 15. *Examples of displays*

## 5. Competitive audit

Currently, there are no direct competitors since most of the nutricosmetics have a different way of approach and all of them are found solely in compounding pharmacy or online shops. There are 3 nutricosmetic companies Imedeem, Nutricé and Nutryorac, aside the imported products.

Imedeem sells anti-aging and sunscreen capsules, also aiming for Class A/B consumers. Imedeem has secured a renowned name worldwide; created in 1991. Its products have a heavy scientific ground, solemn and conservative design package conveys seriousness.

Using the same design, target and media as Imedeem is Nutricé; pills for weight loss.



Picture 16. *Imedeem*



Picture 17. *Nutricé*

Nutryorac is a multi-benefit powder that will help improving your skin, giving more elasticity, hydrating, brightening, diminishing wrinkles and much more. Unlike Imedeem however, Nutryorac doesn't present any scientific and renowned background, presenting only the compounds in this powder to be mixed with water. Based on its price and package can infer that the target consumer are Class B/C.



Picture 18. *Nutryorac*

Between Imported brands that have similar engaging in comparison to Beauty'in, citing as examples are Glowelle, Nestlé S.A.'s branch company. Those products help with skin nutrition, with drink version and powdered version.



Picture 19. *Glowelle*

Fuwarinka, chewable gums that gives fragrance to your body, also contains ingredients to hydrate your skin.



Picture 20. *Fuwarinka*

Shiseido collagen boost, from the company Shiseido, founded in 1872. This product was launched in 2008, to revitalize the energy and ease the stress, providing a youthful appearance.



Picture 21. *Shiseido*

## 6. Language audit

As mentioned before, since Beauty'in revolves around the founder; Cristiana Arcangeli's name the tone and writing style is extremely similar to Cristiana's blog. While it's not extremely formal, using a user-friendly and direct language to attract consumers, the website will give all compounds and ingredients as well as nutritional values in each product, describing as well their benefits.

### 3.2 Phase 2 – Clarifying strategy

#### 2. Brand brief

The main focus of this brand is Class A-B working women ranging between 25 – 60, who already developed an acute awareness over their health and skin beauty. Example is shown on the advertisements below, posted on this brand's facebook (Picture 22).

While their name mainly focus around the president's fame; Cristiana Arcangeli, Beauty'in constantly launched new products that fit different occasions and seasons. (beauty drink; the soluble powdered version, drinking it by mixing either hot or cold water. And the new cap version of the beauty drink; the bottled version, for the people who practices sports)

Beauty'in nutracosmetic focuses on casual consumers, who aren't particularly worried to improve certain aspects of their body/skin. Thus, their products have a colorful and attractive design in comparison to their competitors that has a conservative design.



Picture 22. *Promotional pictures*

### 3.3 Phase 3 – Designing Identity

#### 1. Logotype + signature

Beauty'in has the main slogan 'Because beauty comes from inside'. The logotype refers to the letter "b", beauty, and graphically resembles the drawing of a cell. The font used for the signature is HoratioDmed.



Picture 23. *Beauty'in brandmark*

#### 2. Color

While mostly the logo is shown in white, there are also versions with colors that fit with the language style in each package.



Picture 24. *Example of Beauty'in color packages*

### 3. Typography

The entire texts in the website and in the product's package are used Eras Light ITC and Eras Demi ITC. It was chosen to fit with the logo's san serif font. The light and round typography also emphasize the casual and modern design of the package.

## 3.4 Phase 4 – Creating touchpoints

### 4. Website / Favicons

The text of the labels simply illustrate everyday situations, such as “after running, dancing, working out and dreaming, beauty drink® to hydrate the body and soul,” on the label of beauty drink® moisturizer. The label also indicates the functional benefit of each variant.

Cells, ties, stylized waves and splashes come to life in explosive colors and shapes and fluid. In addition, tables simplified, step by step instructions and informative graphic interference instruct and encourage consumers to try the new product quickly and easily.

Depois de um dia daqueles, recupere os ânimos com **beautydrink** para equilibrar

Alimético®  
Faz bem por dentro  
ainda **mais** por fora  
amora,  
maracujá,  
limão &  
capim-santo  
**xô stress!**

Tabela nutricional	
Informação nutricional / 340ml (11 unidades/ml)	
Quantidade por porção 100%	
Valor energético	10kcal = 40kJ 1%
Carboidratos	2,7g dos quais 1%
* Açúcares	2,7g
Proteínas	0g 0%
Gorduras totais	0g 0%
Gorduras saturadas	0g 0%
Gordura trans	0g 0%
Fibra alimentar	0g 0%
Sódio	0mg 0%
Cálcio	200mg 20%
Vitamina A	900µg 18%
Vitamina C	1,5mg 15%
Vitamina E	4,0µg 16%
Vitamina B6	0,20mg 10%

\* Os VALORES DIÁRIOS DE REFERÊNCIA SÃO BASES EM ADULTOS DE 70KG COM O CONSUMO DIÁRIO DE 2.000 CALORIAS. NÃO SÃO RECOMENDADOS PARA CRIANÇAS, IDOSOS, GRAVÍDEAS E MULHERES EM AMAMENTAÇÃO. \*\* VALORES DIÁRIOS DE REFERÊNCIA DE 2000KCAL.

Rico em vitaminas e sais minerais.

beauty'in Fórmula desenvolvida especialmente para reunir prazer e as vitaminas dos alimentos.

Conheça todos os sabores: Drinks, Candy, Bar

Newsletter Assine a newsletter beauty'in® e fique por dentro de todas as novidades.

Clipping Confira tudo sobre a beauty'in® na mídia.

Compre online Recupere sua beauty drink® ou beauty candy® com rapidez e segurança.

Picture 25. Beauty'in website

## 5. Product design / Packaging

The packaging follows the brand's style of cell ties, stylized waves and splashes altogether with vibrant colors in each color palette. The bottle protector is minimalistic to clash with the colorful style of the bottle, in a way that there won't be a lot of visual pollution.



Picture 26. Beauty'in product Design 1



Picture 27. Beauty'in product Design 2

## 6. Advertising

Beauty'in advertisements mostly centers in virtual ads, such as banners and so on. This brand hasn't made an advertisement in printed versions yet, although it had received reviews from magazines around. The virtual ads resembles beautydrink's (Picture 27) style, white background placing only essential information and avoiding visual pollution.



Picture 28. Beauty'in ad banner

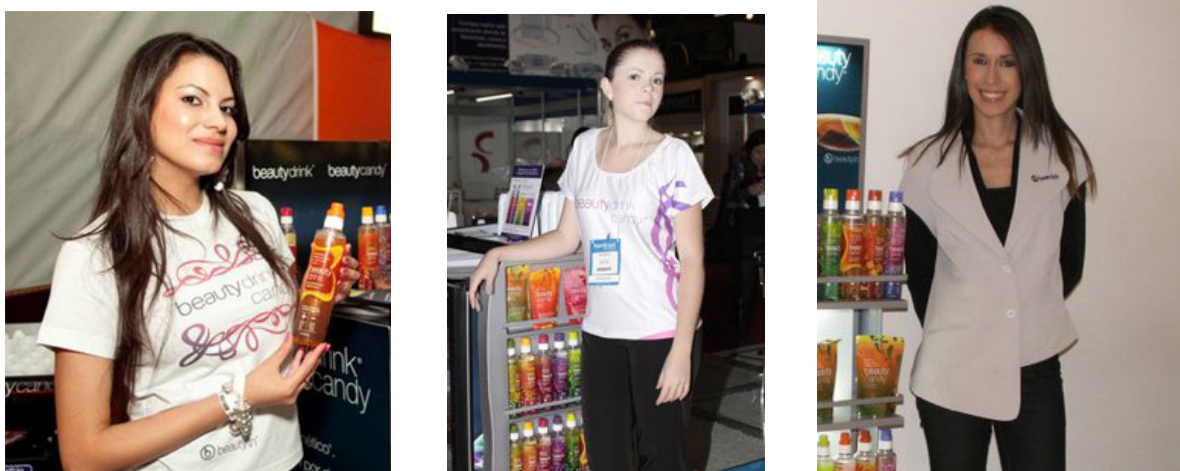
## 7. Environments / Signage / Uniforms

Beauty'in stand uses the colorful package of BeautyDrink (Picture 26) to its advantage, placing on strategic places that contributes with the visual of its environment. The tables were also designed to resemble a cell, using solid white as contrast with the products.

There are plenty versions of Beauty'in's uniforms, as it hadn't solidified its style yet. However, they have in common putting its logotype as well as colorful waves.



Picture 29. *Environment and Signage*



Picture 30. *Uniforms*

## CHAPTER 4: FINAL CREATIONS



## **BRANDING**

First observations: since the ShinHerbe company is fictitious, created in this thesis, there are certain topics that will be skipped as those generally compare an old brand and how it should be reformed to become more unique and/or fit the company's image and goals.

### **4.1 Phase 1 - Conducting research**

#### **1. Understanding the organization**

The ShinHerbe Ltda. is a company mainly focused with products circled around Chinese Herbalism, considering the Chinese Herbalism and their healthy benefits to the body without generating much side effects. Unfortunately Chinese Herbalism alongside with Traditional Chinese Medicine is mostly viewed with a high amount of skepticism and incredulity, as most westerners have a superficial knowledge over those, consequence from the long distance between countries and clash of cultures, altogether with few resources and information to educate them. It is fortunate though that there is a growing interest over oriental culture as technology and internet aided in supplying these knowledge, as well as general awareness in regard healthy habits and healthy food.

With this kick start, the ShinHerbe main vision is to bring this concept of Chinese Herbs to the US consumers, since Chinese Herbs provide a millennia wisdom that will aid alleviating daily ailments of the modern world. Although there is already existing products about Traditional Chinese Medicine, those aren't aimed for the general consumer and is limited within their niches, their package have a conservative and traditional design. ShinHerbe would like to revitalize the image of Chinese Herbalism, remove the old and traditional stigma and bring it closer to the US population, portraying the idea of Chinese Herbalism as something easy and safe to be consumed, something for all ages, friendly and yet has the serious responsibility to help the family leading a healthy life.

*Mission:* Popularize Chinese Herbalism, its concept and products, helping their consumers

find a healthy disposition without suffering side effects from conventional pills.

*Vision:* Allowing consumers to believe alternative concepts to shape up their health, hoping this brand will approach two distinct cultures and highlight Chinese Herbalism's positive results, leading scientific studies regarding these.

*Value Statements:* ShinHerbe compromises to aid in Health and Wellness with Quality assurance and product safety, inspecting if those fits with the "Food and Drug Administration" standard control. ShinHerbe's products are also accepted to children, from an infant with one year of age to elder of all ages, as those herbal ingredients aren't harmful to the human body. ShinHerbe is mainly focused aiding the family of the new millennium leading a healthy lives. ShinHerbe is also concerned over environmental issues of this world, as their products will use eco-friendly materials, stimulating re-using of packages to lower the disposal of wasted garbage.

*Business plans & Marketing plans:* ShinHerbe is a newly created company, first goals would spread the concept of Chinese Herbalism to consumers, beginning to inform in specialized Medical magazines, blogs, popular websites and etc. The main target will be families medium-high class, engrossed to find ways to maintain their health against the modern ailments of this century. The selling concept is allowing them to know a popular, widely used, trustful products used on China are now available to their grasps. ShinHerbe's products will primarily focus selling on supermarkets and specialized shops in metropolis and urban areas. In the supermarket it'll be placed in the health, light & diet section with the brand's display case, essential information regarding their products. ShinHerbe fits with the brand idea of 'Appreciation' (Table 3), using education as service, being close to the ground, human, approachable, with implicit knowledge and demonstrations in use. The brand will focus in unbiased, authoritative and trustworthy, as users experts and ambassadors will be the main advertisers of this brand and above else, mouth-to-mouth marketing. ShinHerbe won't sell their products with the image of medicine, rather will fit with the concept of nutraceutic, a popular idea already accepted within the US citizens, and thus reinforce the idea of being easily to reach and can be used in any time,

any moment of your day.

*Cultural Assessments:* Although ShinHerbe is about Chinese Herbalism, since the target are US citizens, it'll utilize a branding focused on their clients and their habits, using some elements of Chinese style to differ from the competitors but still maintaining familiarity to the consumers.



Picture 31. *Company's value chart: trustful, concerned over environment issues, friendly, centered in your family's health, modern, helpful.*

## 2. Market Research

Over time, the risks that populations face tend to shift from risks (such as r) for infectious disease to risks for chronic disease. This is because of past successes combating infectious diseases and their risks, and because populations worldwide are ageing, and these risk factors are more important for adults. Today, 65% of the world's population live in a country where overweight and obesity kills more people than underweight (this includes all high income and most middle-income countries), according to Global Health Risks report.

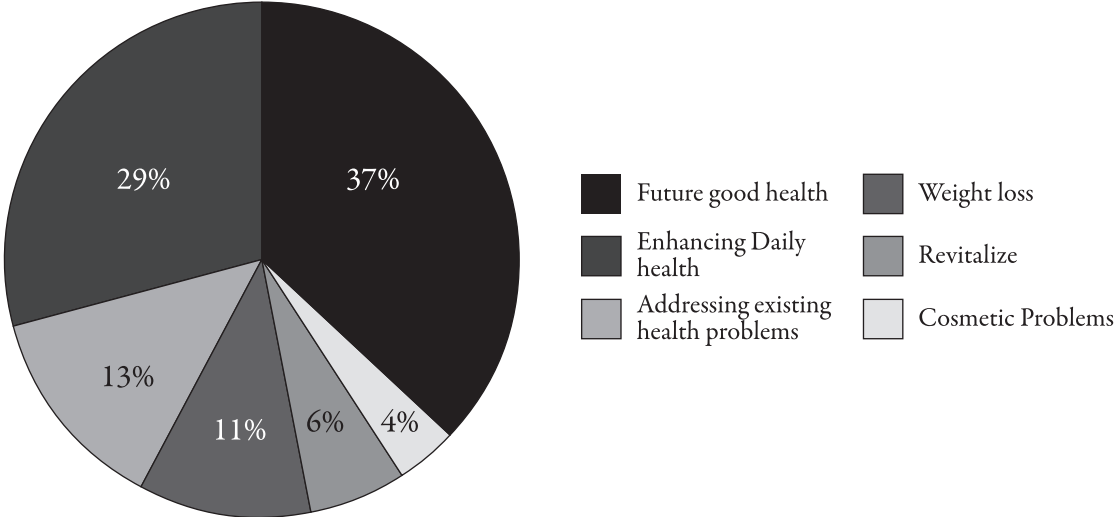
Table 18. *Ranking of selected risk factors: 10 leading risk factor causes of death by income group, 2004.*

	Risk factor	Deaths (millions)	Percentage of total		Risk factor	Deaths (millions)	Percentage of total
<b>World</b>				<b>Low-income countries</b>			
1	High blood pressure	7.5	12.8	1	Childhood underweight	2.0	7.8
2	Tobacco use	5.1	8.7	2	High blood pressure	2.0	7.5
3	High blood glucose	3.4	5.8	3	Unsafe sex	1.7	6.6
4	Physical inactivity	3.2	5.5	4	Unsafe water, sanitation, hygiene	1.6	6.1
5	Overweight and obesity	2.8	4.8	5	High blood glucose	1.3	4.9
6	High cholesterol	2.6	4.5	6	Indoor smoke from solid fuels	1.3	4.8
7	Unsafe sex	2.4	4.0	7	Tobacco use	1.0	3.9
8	Alcohol use	2.3	3.8	8	Physical inactivity	1.0	3.8
9	Childhood underweight	2.2	3.8	9	Suboptimal breastfeeding	1.0	3.7
10	Indoor smoke from solid fuels	2.0	3.3	10	High cholesterol	0.9	3.4
<b>Middle-income countries</b>				<b>High-income countries</b>			
1	High blood pressure	4.2	17.2	1	Tobacco use	1.5	17.9
2	Tobacco use	2.6	10.8	2	High blood pressure	1.4	16.8
3	Overweight and obesity	1.6	6.7	3	Overweight and obesity	0.7	8.4
4	Physical inactivity	1.6	6.6	4	Physical inactivity	0.6	7.7
5	Alcohol use	1.6	6.4	5	High blood glucose	0.6	7.0
6	High blood glucose	1.5	6.3	6	High cholesterol	0.5	5.8
7	High cholesterol	1.3	5.2	7	Low fruit and vegetable intake	0.2	2.5
8	Low fruit and vegetable intake	0.9	3.9	8	Urban outdoor air pollution	0.2	2.5
9	Indoor smoke from solid fuels	0.7	2.8	9	Alcohol use	0.1	1.6
10	Urban outdoor air pollution	0.7	2.8	10	Occupational risks	0.1	1.1

(Source: Global Health Organization, 2004.)

As consequence from the new century's diseases, there is a growing awareness and concern over healthiness as the population are searching alternatives to lead a better life.

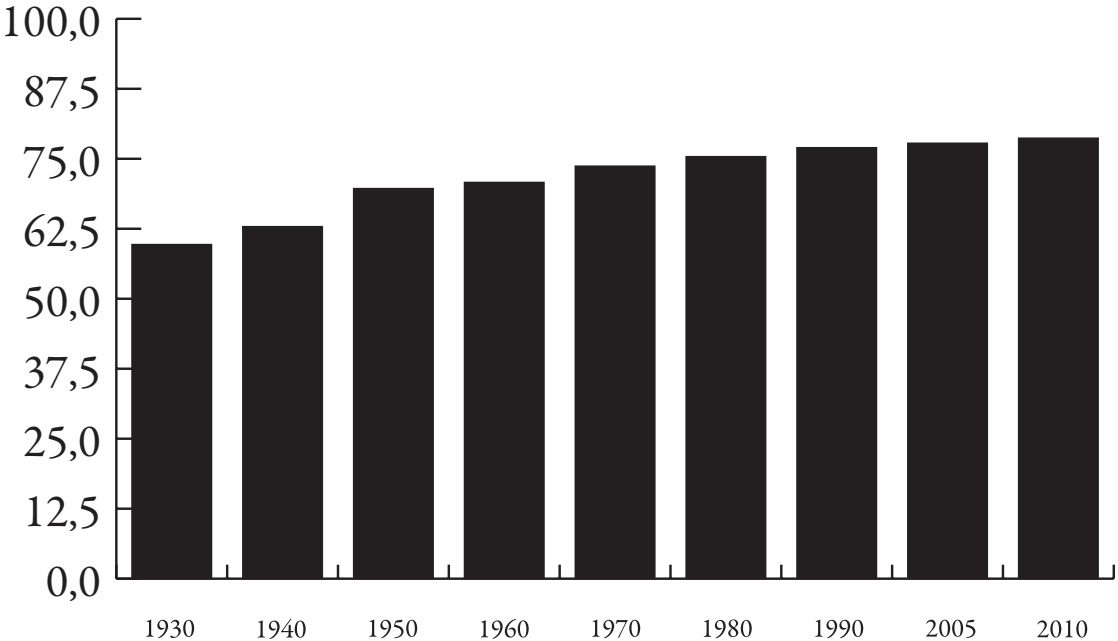
Table 19. *Key Health Concerns:*



(Source: World Bank Data and Frost & Sullivan report, 2010.)

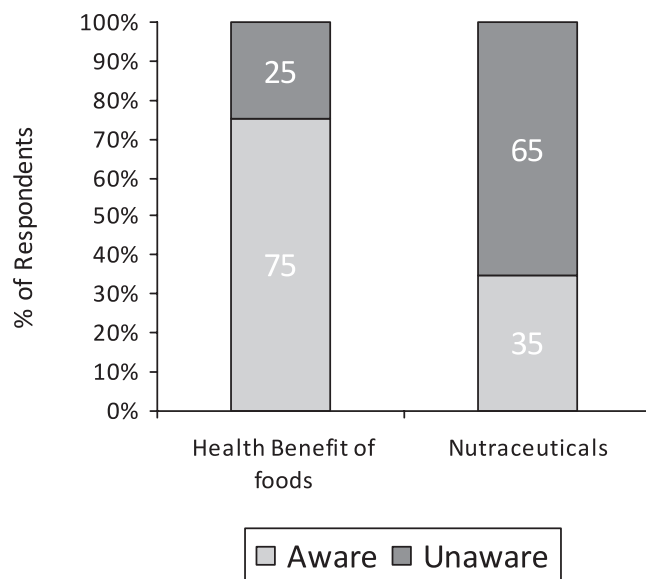
The population in the world in general is becoming older, therefore are looking for other alternatives to optimize their life, searching for new solutions and paying attention to nutrition to keep possible incoming diseases at bay.

Table 20. *Life Expectancy in USA.*



(Source: National Center for Health Statistics, National Vital Statistics Reports. Web:www.cdc.gov/nchs, 2010.)

Table 21. *Consumer awareness of Nutraceutical, World, 2010.*



(Source: World Bank Data and Frost & Sullivan report, 2010.)

The USA consumers has the biggest share in nutraceutical market in the world. In Frost & Sullivan Report, here are the highlights about the American consumer:

- In 2010, the US nutraceutical market stood at US \$ 50.4 Billion and was by far the largest nutraceutical market in the world

- Fast approaching maturity in the dietary supplements segment, while functional food and beverages are quickly catching up

- The dietary supplements segment was growing at roughly 3.1 percent while the functional food and beverages segment was growing at 5.6 percent

- US Consumers are extremely health conscious and demand specific ingredients in the nutraceutical products they consume, resulting in a need for customization of nutraceuticals for each target group.

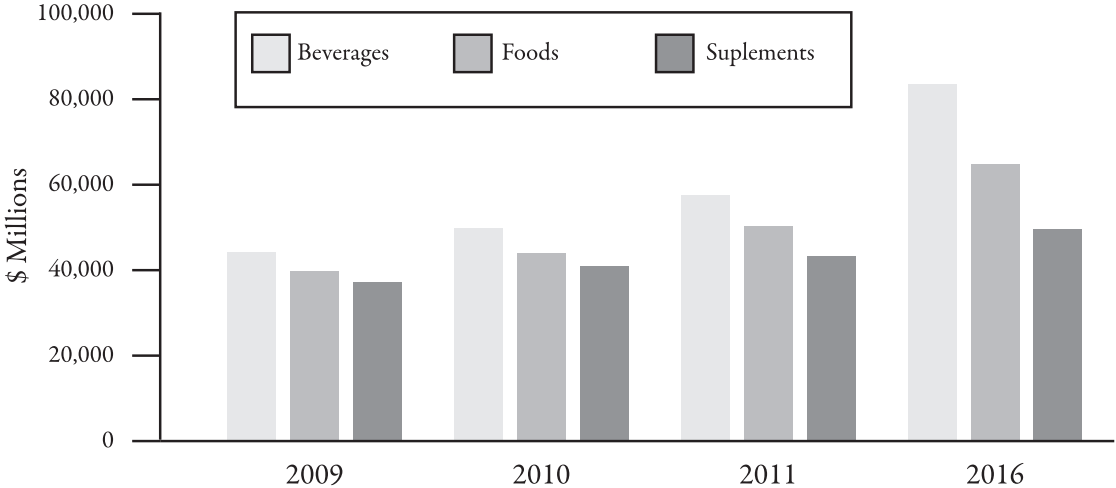
- Currently, companies in the US are looking to diversify their products and are leaning more and more towards natural nutraceutical ingredients in their product offering, mainly due to the increasing consumer demand for all-natural, non-modified functional ingredients.

Even with the current economical crisis, the nutraceutical market is undergoing with a constant growth, the global nutraceuticals market is estimated at about \$151 billion in 2011. By 2016, it is estimated to reach nearly \$207 billion, a projected compound annual growth rate (CAGR) of 6.5% between 2011 and 2016.

Functional beverages market is expected to experience the highest growth, at a compound annual growth rate (CAGR) of 8.8% during the 5-year period from 2011 to 2016. This sector is expected to be worth \$57 billion in 2011 and nearly \$87 billion in 2016.

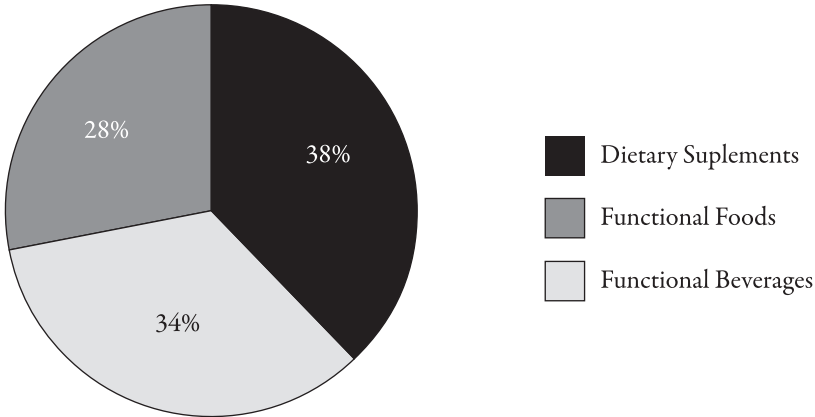
Nutraceutical food market is the second largest market, generating an estimated \$49 billion in 2011. This should reach \$67 billion in 2016, for a CAGR of 6.4%.

Table 22. Global Nutraceutical Market



(Source: BCC Research, 2012.)

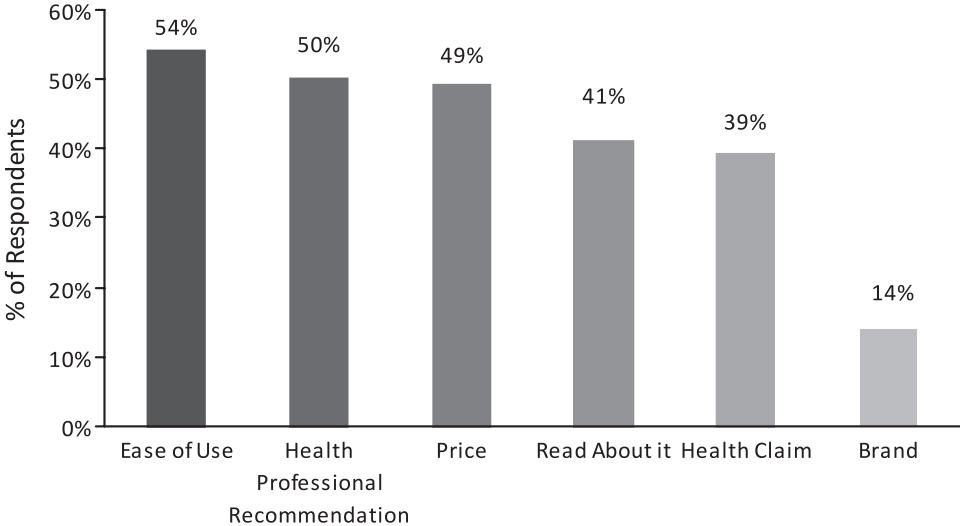
Table 23. Nutraceutical Market in USA. Market size 50,4 billion.



(Source: World Bank Data and Frost & Sullivan report, 2010.)

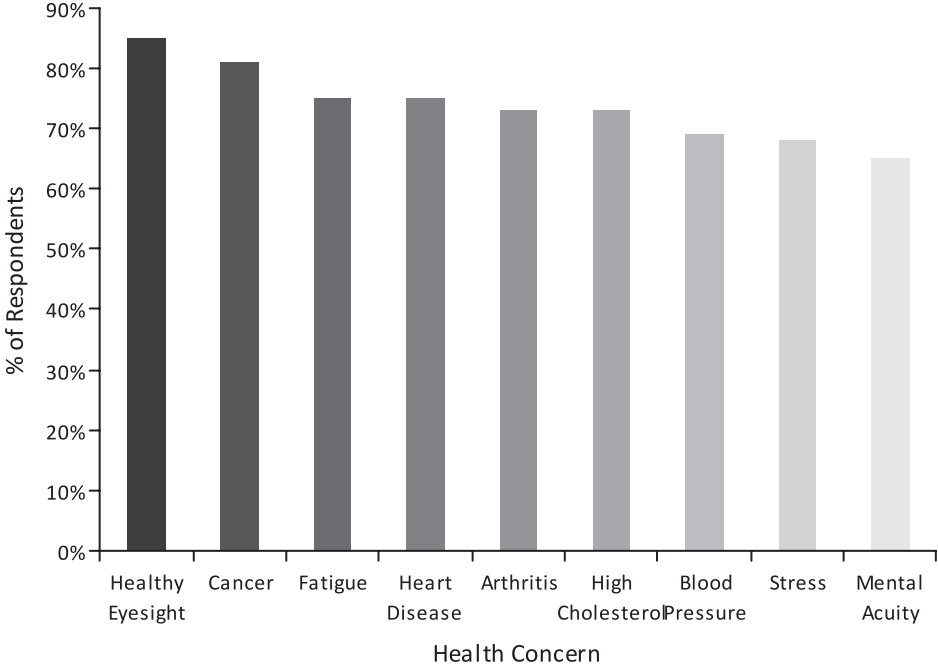
In Table 41, most respondent bought Nutraceutical based on Health professional recommendation as well for the ease of use. Therefore, it is imperative to take those in concern when creating products and for the brand image of ShinHerbe.

Table 24. Factors influencing purchase of nutraceuticals in the United States



(Source: World Bank Data and Frost & Sullivan report, 2010.)

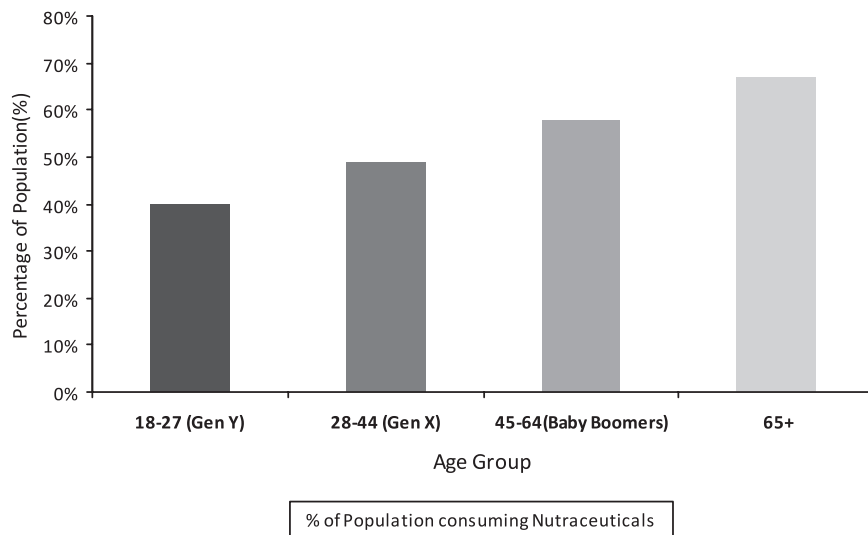
Table 25. Key Health Concern in US



(Source: World Bank Data and Frost & Sullivan report, 2010.)

*US Nutraceutical Market: Diversifying a mature market.* The high penetration rate in the baby boomer segment, gives us an idea about the fast approaching maturity levels of dietary supplements. As a result, nutraceutical manufacturers are shifting focus to both Gen X and Gen Y, to help realize the potential of the US Nutraceutical market.

Table 26. *Nutraceutical penetration rate: age-wise US*



(Source: World Bank Data and Frost & Sullivan report, 2010.)

The market for nutraceutical products around the world is witnessing an identity shift in consumer awareness. These products are constantly being evaluated around the world as an option of preemitive medicine. However with varying global outlooks and requirements the Nutraceutical industry has finally come of age in anticipating and understanding regional requirements.

Table 27. *Strategic Market in USA*

Factor	Measure	Trend	Impact 2010-11	Impact 2012-15
Market Size (\$ Bn.)	50.4	Increasing	Strong Impact	Strong Impact
Growth Rate (FY '10- FY '15 CAGR )	5.1%	Stable	Weak Impact	Weak Impact
Market Concentration	~30%	Increasing	Strong Impact	Weak Impact
Technology Barrier	Medium-High	Decreasing	Strong Impact	Weak Impact
Price Sensitivity	Medium	Stable	Weak Impact	Weak Impact
Scope for Differentiation	Yes	Stable	Strong Impact	Strong Impact

Strong Impact
  Weak Impact

Key Feature: Highly Competitive end use market  
 Lucrative market for new product introduction

(Source: World Bank Data and Frost & Sullivan report, 2010.)

- ✓ Diversification of product line to shift focus from baby boomer generation to Gen X and Gen Y
- ✓ Building brand equity - Customers care about what they consume
- ✓ Consolidation to reduce product clutter in the market.

## Survey

The following survey was created with the intent to know more about the current knowledge, opinion and point of view coming from Westerners (America, Europe and Oceania) towards the Chinese culture, Traditional Medicine and Chinese design. 50 people answered this survey and this thesis' brand, branding and products had their initial inspiration based on those results.

Table 28. *Gender*

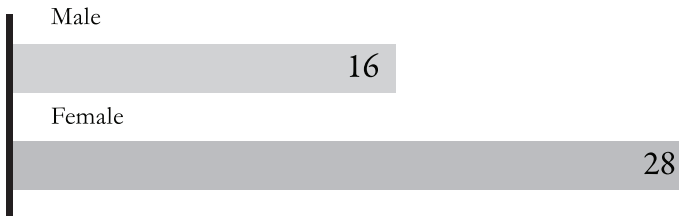


Table 29. *Age*

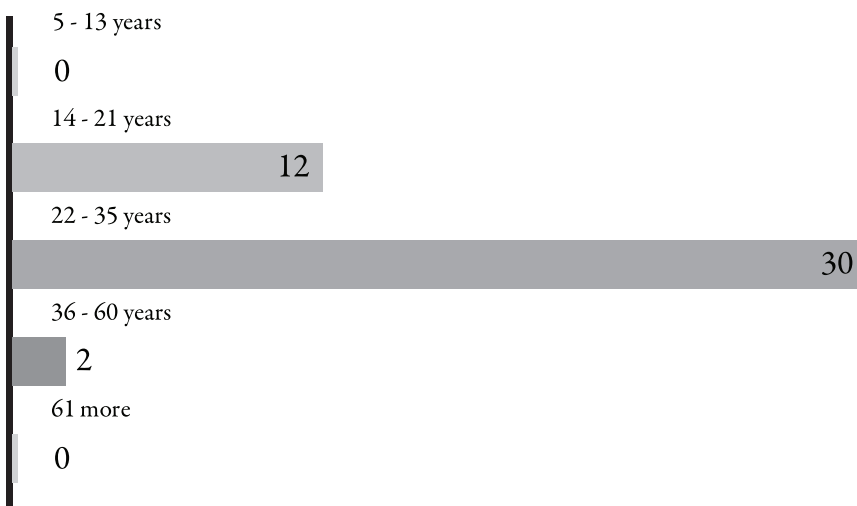


Table 30. *Current marital status*



Table 31. *Level of Education*

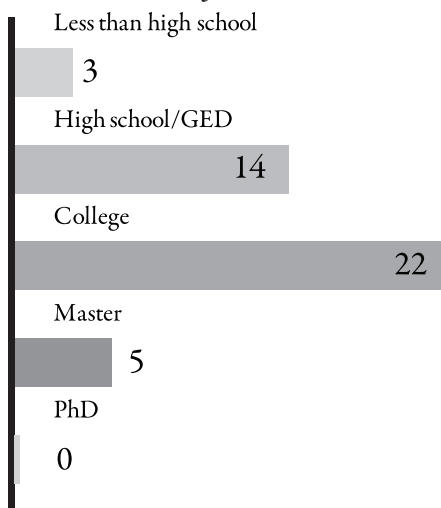


Table 32. *Your/Your family's income in US\$*

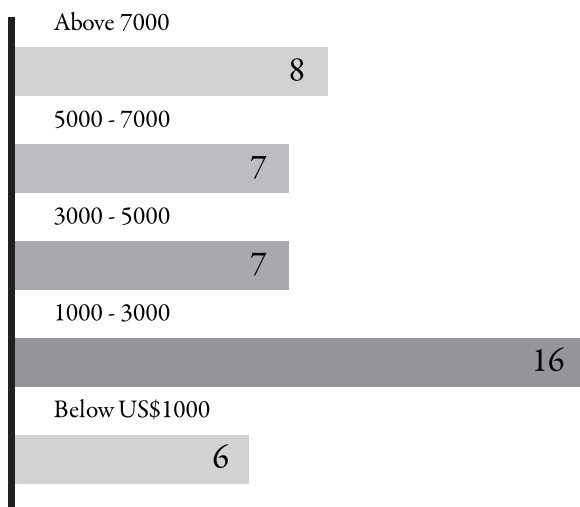


Table 33. *Which continent are you from*

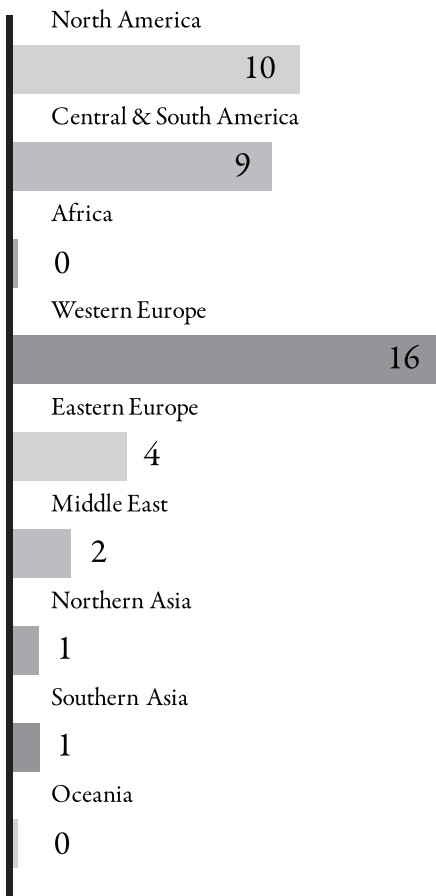


Table 34. *How knowledgeable are you over Chinese culture*

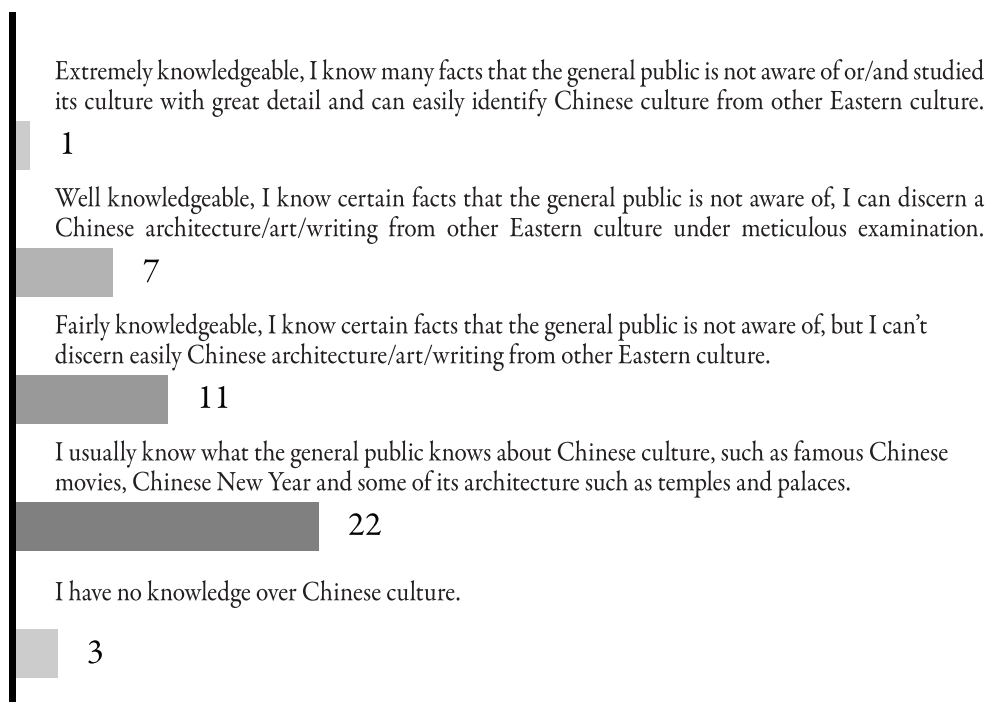


Table 35. *How engaged you are in learning Chinese culture*

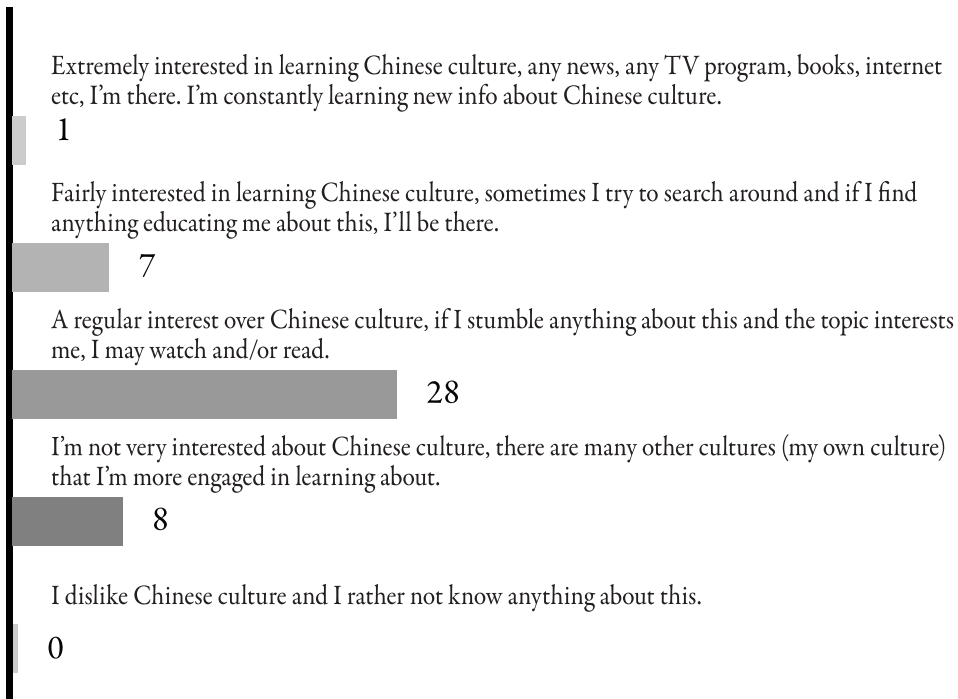


Table 36. *What is your opinion about Chinese culture and how it'll influence the global community?*

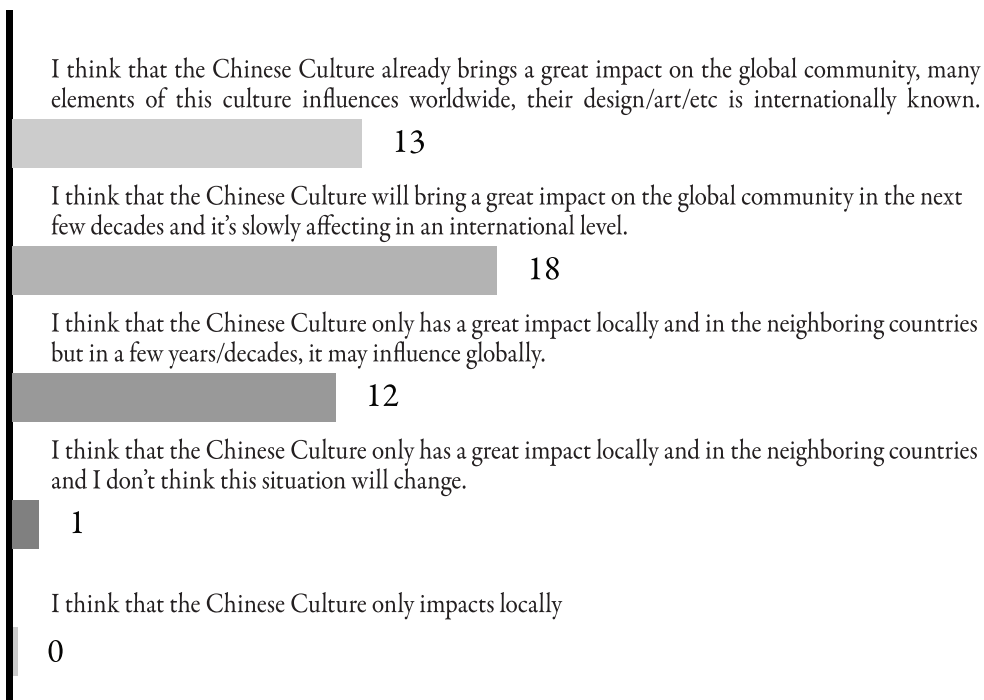


Table 37. Which kind of pottery contains the strongest Chinese elements in your opinion

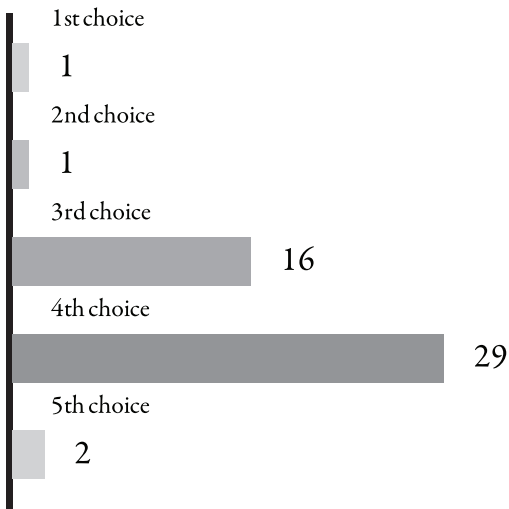


Table 38. Which letter you consider that has the strongest Chinese elements

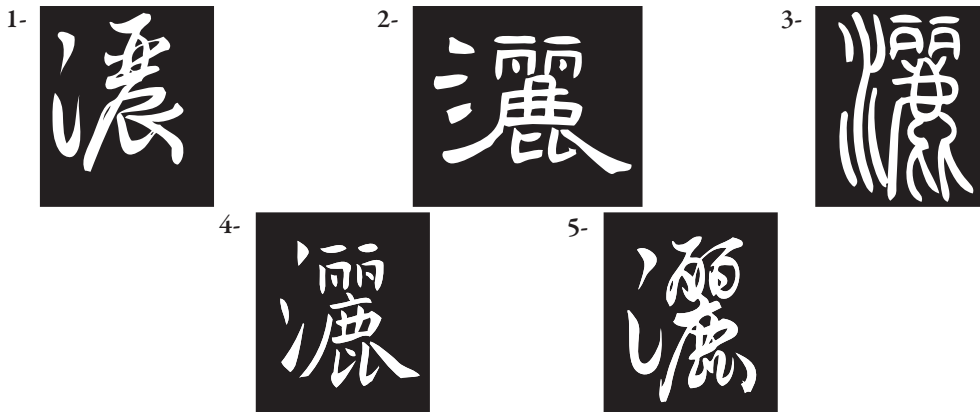


Table 39. Which of those logos you consider that it has the strongest Chinese elements

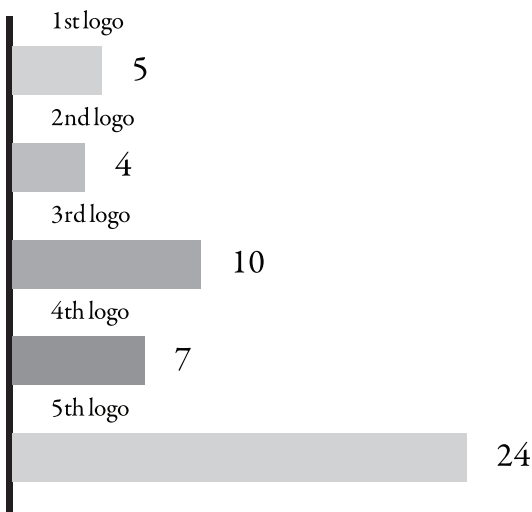


Table 40. Do you believe that food is one of essential keys that will lead you to a healthy lifestyle

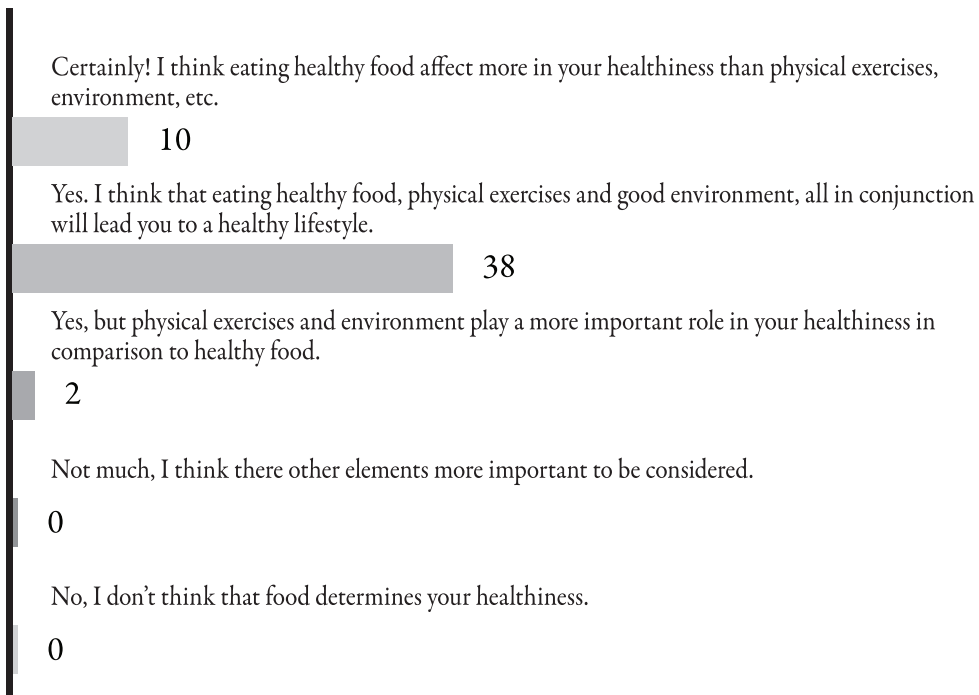


Table 41. *Do you agree with the statement that food is a preemptive medicine to avoid future diseases (drink wine to avoid heart failure, use olive oil to avoid coronary diseases, those foods cited as example)*

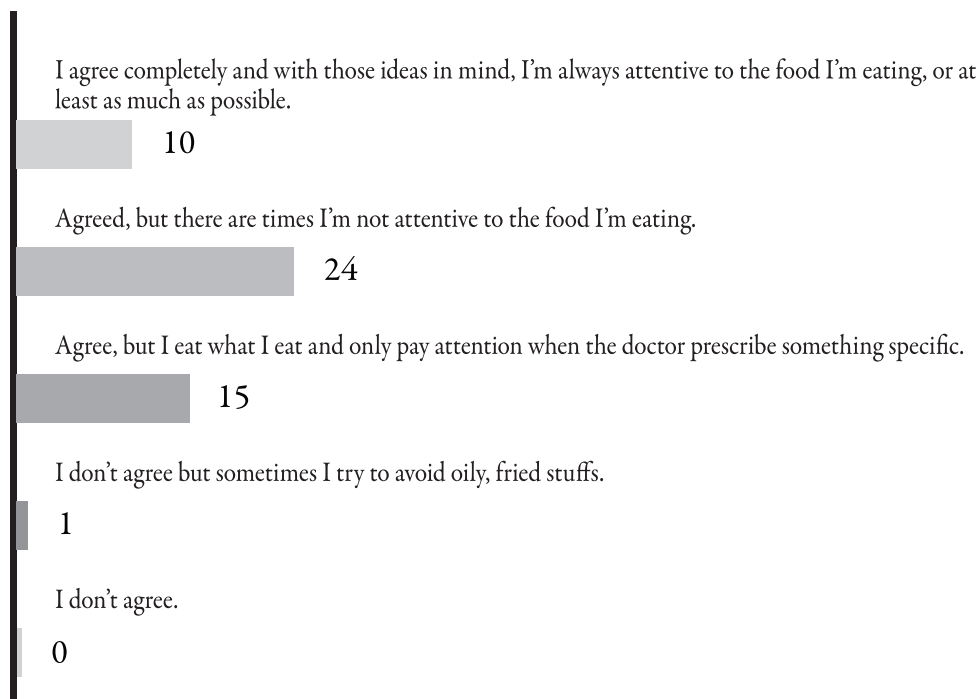


Table 42. *What is your position regarding "Alternative medicine"; medicines that doesn't have much scientific proof, is based on folk knowledge and/or traditional medicine, and is different from conventional medicine(pills, surgeries, etc)*

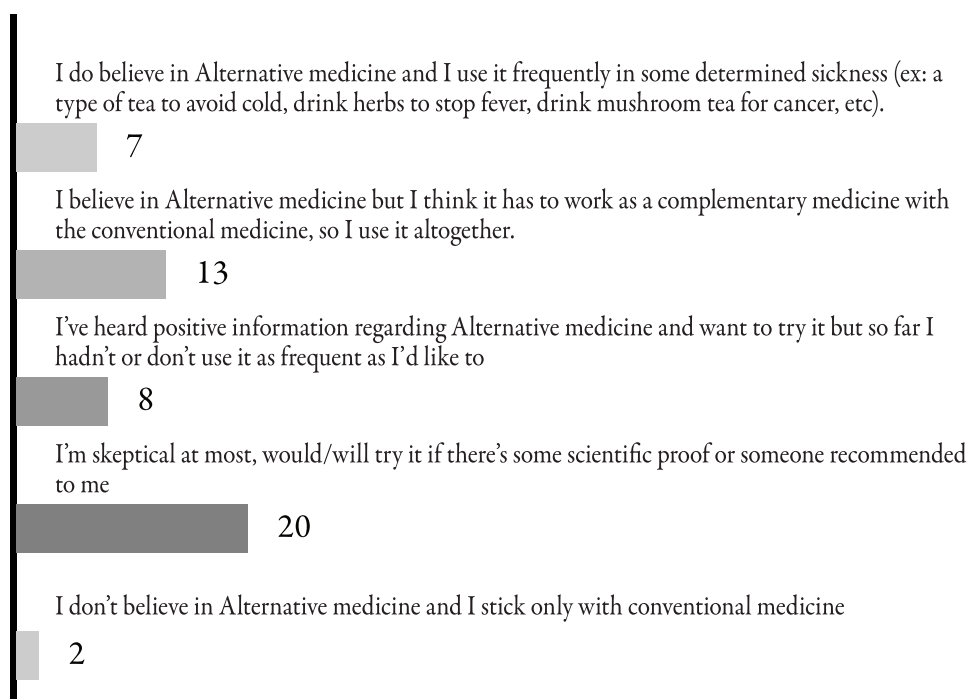


Table 43. *What do you know and what do you believe about Chinese Medicine*

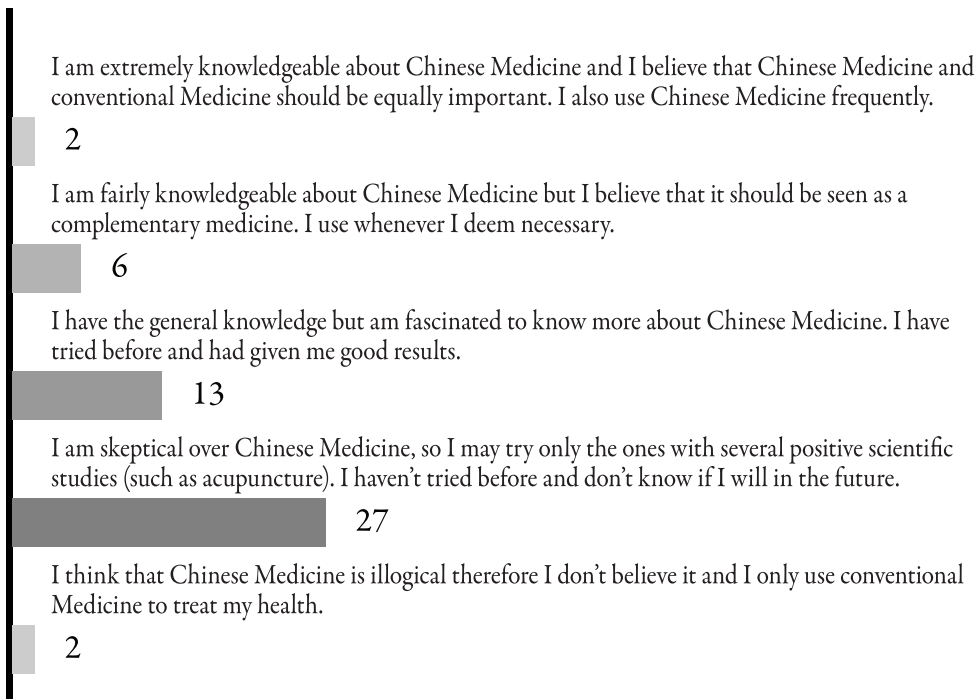
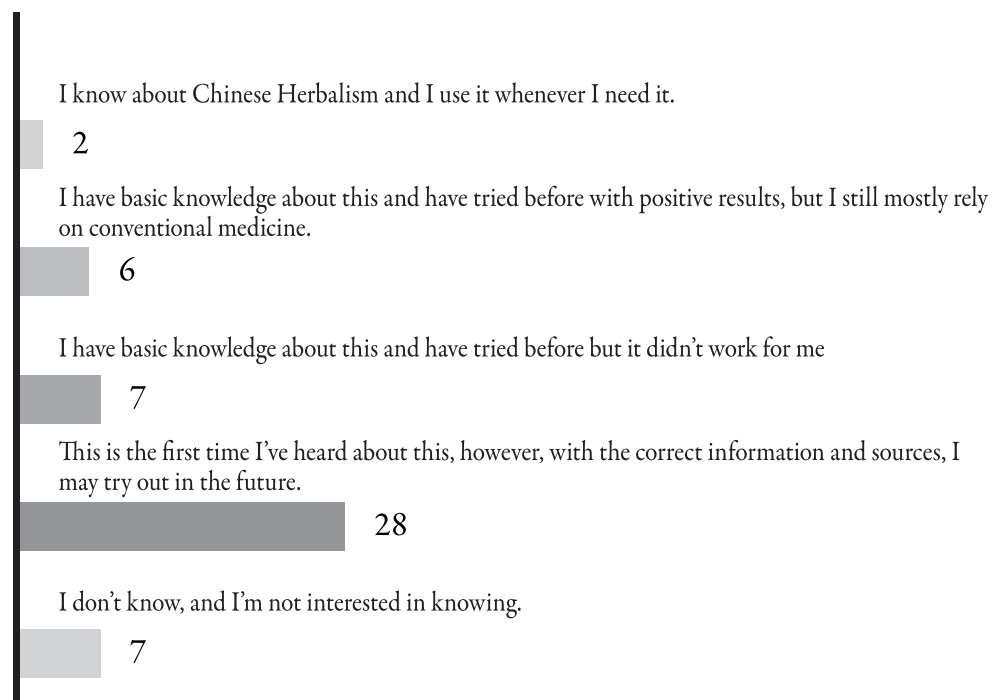


Table 44. *What do you know about Chinese Herbalism: After distinguishing a particular pattern of disharmony(illness) in a patient, the practitioner of traditional Chinese medicine usually chooses a prescription using certain herbs and other ingredients to treat those imbalances. (citation from book "Chinese Medicine: The web that has no weaver")*



By studying the marketing research as well as the survey given, there can be reached several conclusions:

-Considering Table 18; Global Health Risks report and Table 25; Key Health Concern in US, ShinHerbe's products will concentrate selling phytochemicals to aid combating on ailments such as Fatigue, Heart Disease, High Cholesterol, Blood Pressure, Stress and Mental Acuity.

-Analyzing Table 21 and Table 27; consumer awareness of nutraceutical and Table 24; Main reasons of purchase in US, The main marketing strategy is by using professional opinion, informing in specialized Medical magazines, blogs, etc. The consumers already understand the concept of nutraceutical, ShinHerbe mission is to introduce a unique nutraceutical that mixes millennia wisdom (Chinese Herbalism) with scientific knowledge (nutraceutical). ShinHerbe have products that are natural (herb based) but have the Chinese Medicine to back up their high efficiency and trustworthy characteristics.

-Based on Table 22 and 23, ShinHerbe's products will be functional beverages, since it has a steady growth over those years.

-At first, ShinHerbe image won't focus too much being involved with Chinese style (aside Chinese Herbalism) considering Table 34 and 35; as most users only have a general knowledge and general interest over Chinese Culture. However it'll use essential Chinese elements; adapted to the American consumers, based on Table 36; when most users believes that Chinese Culture will bring a great impact on the global community in the near future. ShinHerbe should focus on consumers who wants more choices in Alternative Medicine (Table 42) and slowly introduce the knowledge of Chinese Herbalism (with scientific proofs and other researches) since most users are skeptical over Chinese Medicine.

By considering those statistics and taking account with the consumers thoughts, visions and concerns will build up the ShinHerbe's consumer using the persona tool, as following below:

*Susan is a 40 years old woman, mother of three children. She lives in NY, in the suburban area with a decent income and a middle/high class two-floor house. In between her hectic life of taking them to school, work in an advertisement company, educating the children and occasionally going out with her friends and her husband, she still has a father who lives in Massachusetts. He is already 70 years old, and although his health is better in comparison to the people around his age, Susan and her father go to the hospital once per month to check his cholesterol levels and she's constantly worried about his cardiac problems. She dislikes the fact that he needs to take some medication for the amount of chemicals and it usually makes him sluggish afterwards, not to mention that the Medicare is expensive nowadays. She wonders if there are less harmful options and wants to pay attention to his regime, eating more vegetables and salad, avoiding all oily and fried stuff. She wants to suggest him living with her family since he is widowed; her mother recently deceased over a couple of years, but Susan wonders if she will be able to complete those tasks with such limited time.*

*Since her kids are already at the beginning of puberty and in their growing spurt, Susan pays close attention to all the food she is buying; all the necessary nutrients, vitamins, even though sometimes she indulges them with some junk food here and there. She is constantly reading reports about food with their healthy advantages in the internet, although she still trusts more when something written in the magazines. She wants good products that won't make her worried if they are eating anything that will be harmful to their bodies in the future, with quality ingredients, vegetables and fruits without any pesticides. With those in mind, she usually prefers buying organic food, though she finds it tad expensive in comparison to other brands. She prefers buying trustful brands because this way she doesn't have to constantly worry over their health and she hopes eating good quality foods will build their immunity system and avoid any incoming diseases, and as the children nowadays are more sedentary and may become overweight, Susan also enrolled them in sports. With less time with the doctors, she hopes that they will have more free time*

*for leisure activities.*

*Her husband helps her out most of the time, with daily chores, cleaning duties, sharing bills and everything, but educating her children is mostly her job. Susan wants the promotion but she is still divided between having more time with her kids and a less demanding job with lower salary, and possibly having to overwork but succeeding with the career of her life. Working in advertisement company, she is slowly aware about more ecological and economical choices of printing, packages and so on, and her vision is also expanded in her home, in which she is stimulating the community around her with recycling and avoiding exhausting natural resources.*

*She likes watching Broadway shows every once in a while, but she definitely likes watching a movie (rather renting a DVD or going to the cinemas) once per week. She likes pampering to herself buying some clothes and shoes from expensive brands, but only when there's a special discount or in outlets. Happily married for over 10 years, unlike most wives, she still likes some make-up and take care of her body to improve her self-esteem. She jogs every weekend whenever her husband takes their children to play basketball, football or baseball.*

In page 100, Picture 32 shows series of pictures portraying Susan's life, as well as the type of consumer ShinHerbe is targeting:

- Working mothers/fathers age gauge between 30 to 50, with family at least 2 kids,
- Financially stable, medium-high class,
- Is constantly supplying new information and concerns over health.
- Wants to find alternative medicines to avoid high costs of Medicare.
- Concerns with obesity, high cholesterol, problems related with sedentary life.
- Have constant contact with technology, uses internet frequently to inform herself/buy products in the internet/compare prices and discover new brands.
- With an hectic day life between work and family, wants to avoid complications so she can enjoy leisure time with family.



Picture 32. *Building Persona*

#### 4. Competitive audit

*Dr Shen's*: Dr. Shen's is currently the main brand selling American-made Chinese Medicine products. Dr. Shen's was founded in 1993 at the Shen Clinic in Berkeley California to provide an alternative to imported Chinese patent medicines, which have been used for generations, but which we knew to contain impurities, be improperly labeled, and made with lesser grade herbs.

Their purpose is to make a better, safer product using higher-grade herbs, FDA compliant labels, modern tableting methods, and no hidden drugs or additives.

Dr. Shen's are the authentic patent remedies, only without any drugs, dyes, animal products, or endangered species.

Dr. Shen's have their own manufactured goods, but most of the products are imported from China. As consequence, the package design isn't homogeneous, there are many different styles, confusing labels and easily misunderstood divisions. The brand itself has many variations of name; Dr. Shen's, Shen's Clinic, Yin Chao's, etc. Sometimes the signature of the brand is not located on the product's label, leading the consumers to believe that those products come from different kinds of brand.



Picture 33. *Dr. Shen's Herbal Medicine 1*



Picture 34. *Dr. Shen's Chinese Medicine 2*

Dr. Shen's website is not easy to navigate; a big cluster of information discourages the clients to explore and buy the products, it takes much effort to scroll down and select the product you'd like. Although it can be inferred the intention of the creators of this website was to inform the clients and help them comprehend better Traditional Chinese Medicine (they even have a section specifically about it), the large amount of text is pedantic and most times unnecessary.

On the left side of layout, the menu to choose the products are either organized in their Product Line or divided by illness. However, in the Product line, unless the consumer was already informed on the line he won't understand how to navigate it. The illness list is too long with small letters, also discouraging to find through it. (as suggestion, it'd be better if they remove it and substitute with a search engine.)

Dr. Shen's target market are mostly people who are looking for alternative medicine and have already minimal instruction regarding Traditional Chinese Medicine. There aren't many accurate



*Morlife*: An Australian company founded in 2002. Morlife operates in the Functional Food market that is described as “food and beverages that provide a health benefit beyond basic nutrition.” They are often believed to enhance health and well-being, enhance performance or help manage a chronic condition.

Morlife’s vision is:

‘Provide simple but affordable Fortified Functional Foods. We want customers to understand how the product will enable them to gain wellness that in turn provides them ‘more out of life. With this strong commitment, consumers and like-minded retailers become a fundamental part of our journey; together we work to the goals of wellness.’

The Morlife Functional Food Categories are snacks, cereals, fortified Herbal Teas, beverages and boosting Powders. Their products attempt to have a homogenous style with the stylized curve constantly located on the top left of the product. However, it’s not enough to guarantee a unique design, singular enough to differ from its competitors or to be easily recognized in the supermarket’s aisles. Above else, there are certain Product lines that don’t obey this system, such as Picture 114 and 115, which may confuse the consumer.

As described above, Morlife’s sells affordable fortified Functional Foods, their target consumer are Medium/High Class. In their website they put interactive information (videos) to inform the visitors as well as giving recipes to stimulate purchasing their products. They have secured a reasonable interest within the American consumers, as most have written positive reviews in their blogs and praise the low prices and tasty snacks. Although Morlife’s vision is to gain wellness through food, in reality American consumers have connected their brand as an alternative of food to lose weight. This may generate some clash if they decide to broaden their range in the Functional Foods category.



Picture 37. *Morlife logo*



Picture 38. *Morlife's products.*



Picture 39. *Morlife's products with different style*

*Bioferme:* Bioferme Ltd. is a family owned company set up in 1977, in Finland. Bioferme source ingredients from controlled farmers and producers only, respecting the natural taste and purity of each ingredient, which is the reason they use minimal processing. To meet changing consumer needs, they carry out intensive research in cooperation with Universities and research institutes. Their key R&D areas are probiotics and weight management. The Yosa Mango-Vanilla-Smoothie was awarded a honourable mention in the Ecological Product of the Year 2009 –award, and the Mango-Vanilla and

Raspberry-Redcurrant smoothies won the consumables section at the Star Product of 2009 Award. Their main values are commitment and quality, maintaining their ethic, ecology and consumer criteria orientation.

Bioferme's products are mainly yogurts and its derivatives, such as smoothies, cooking and dip. The design of their package are colorful and attractive, with essential information about the ingredients and their nutritional benefits. Bioferme's products are milk free, lactose free and lactose free; a good alternative to lactose intolerant consumers and is also gaining much popularity between vegans. (although their main target; the consumers who seek lose weight haven't commented much about this brand)

The logo for Bioferme features the word "bioferme" in a lowercase, green, sans-serif font. A stylized yellow leaf is positioned above the letter 'i'.

Picture 40. *Bioferme logo*



Picture 41. *Bioferme's products*

## 6. Language audit

ShinHerbe's products are medicinal botanicals in the nutraceuticals category. This company's sell Chinese Herbalism to Middle/high Class mothers in between age of 30 to 50. Therefore, it must have an engaging writing style, down-to-earth, daily vocabulary. However, it'll also use scientific names to the specific beneficial ingredients ShinHerbe will contain. The idea is to be approachable but not underestimating the consumer and his/her capacity to be informed in regards this brand.

## 4.2 Phase 2 - Clarifying strategy

### 3. Naming

ShinHerbe's name is divided in two ideas:

Shin is a regular Chinese romanization to English. The Chinese language is extremely complex and contains many homophones in their words, divided through their 5 different accents that the English language don't explicitly contain. Therefore, Shin may have many different meanings:

行 Which derives from 五行 ; Five Elements from the I-Ching

新 which means new, a new concept, a new answer to this century's ailments

心 which is heart, inspired on ShinHerbe's brandmark that contains the heart symbology, as well as the emotional connection between ShinHerbe and its consumers

信 is to believe, the company's mission and values; trustworthy and earnest.

幸 is fortunate, this company bringing positive energy to the consumers.

All those words are connected to ShinHerbe's image. However, as the sound and writing "Shin" is easily recognizable as an Chinese/Oriental word to westerners, the purpose is not to reveal which "Shin" it signifies, since most have a positive significance and the brand does not want to be completely tied with Chinese concepts and only one concept around this word. The reason to choose the word "Shin" is also tied for its pronunciation; it is easy to spell it as well the nasal sound is more pleasant and feminine to hear, since this brand's target consumers are mothers and the branding prefers a human approach to its clients.

Herbe is the french word for herb, to give a more sophisticated look, in comparison to the word "herb", which is a more conventional and ordinary word.

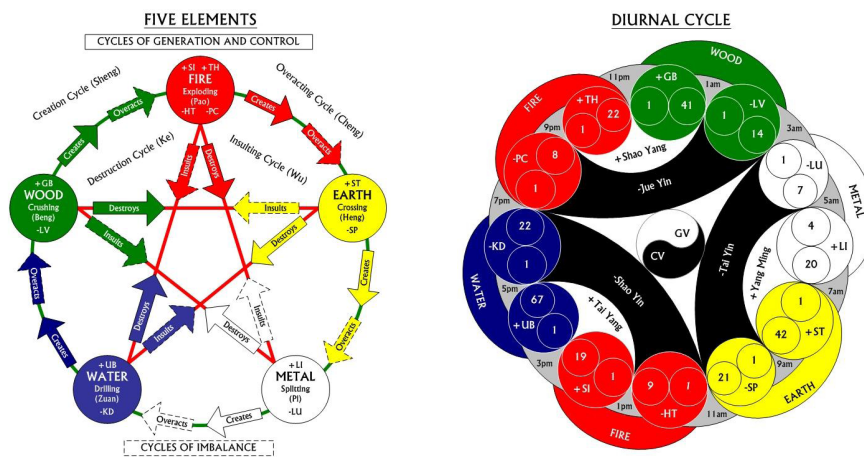
### 4.3 Phase 3 - Designing Identity

#### 1. Logotype + signature

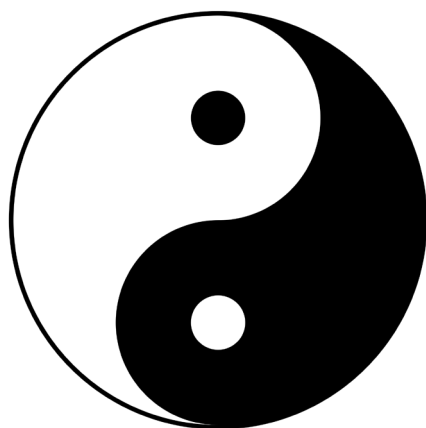
##### Primary Studies

This thesis landmark has three main inspirations: I-Ching, the branding's identity and the survey's results.

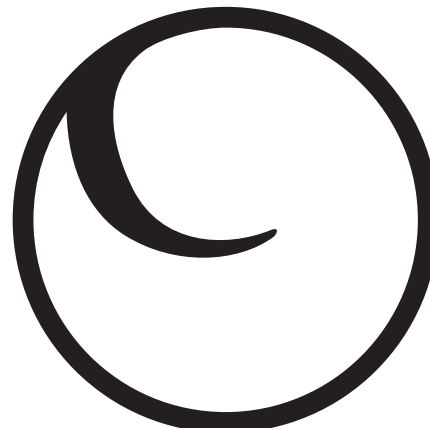
As the main principles from Traditional Chinese Medicine derive from Chinese philosophy and I-Ching, Considering that one of concepts in Traditional Chinese Medicine also relates to Wu Xing (Five Elements) and Yin Yang, many symbols from I-Ching were taken as preliminary studies.



Picture 42. A diagram explaining about the function of elements with Chinese Medicine.



Picture 43. The Yin-Yang symbol



Picture 44. The variations of Yin-Yang. Japanese symbol of spiral of life.



Picture 45. *The Tibetan symbol for the origins of the universe shows a seed of the universe rotating clockwise in the spiral of potential energy.*



Picture 46. *The same meaning of seed of universe but in Western ideography. As this symbol is similar to the Golden Spiral, it's possible to make a connection.*

According to the survey Table 34 and 35, although most aren't very knowledgeable over the Chinese culture, they do have a regular interest over it. It's more likely to design a brandmark that won't contain strong Chinese elements so the US consumers won't feel too strangled buying the products. In Table 36 though, most believe that the Chinese culture already/will affect the global community, so it's possible to use essential Chinese elements that will be slowly being accepted in the Western society.

Since Chinese culture has many facets, including even from different eras and styles, Table 37 asked which one westerners consider to have the strongest Chinese elements and the most accepted Ming's dynasty Underglaze blue on porcelain pottery. (even though all potteries were Chinese from different dynasties and material) Therefore, there was a search of those type of pottery altogether with the drawings on it. In Table 39, by showing already existing logos inspired in Chinese elements, the 5th logo was accepted as the one with strongest elements. Therefore the brandmark can't have much abstract elements, without any brushstrokes and the colors needs to have a somber tonality.



Picture 47. *Arabesques drawn on Ming dynasty's Underglaze blue on porcelain pottery*



Picture 48. *More studies about the monochrome drawings.*



Picture 49. *Studies about the vines drawn as inspiration to the logo. The continuity of those pictures suggest a possible pattern to be created.*

Sketches



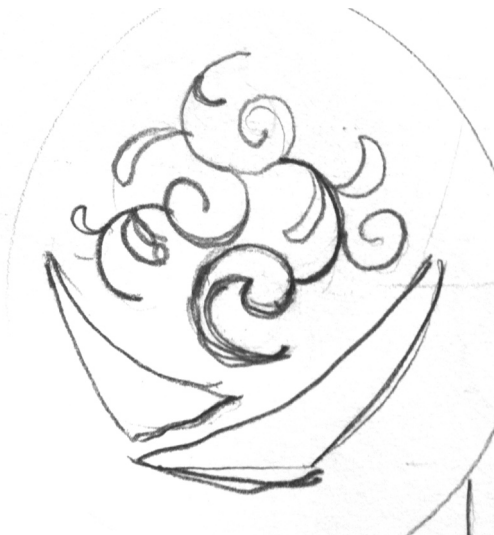
Picture 50. *Inspired on the symbol of five elements. However, since it also reminds of five star or witchcraft, it was rejected to avoid misunderstanding.*



Picture 51. *Slow mutation from one element to another. Too complex, was also rejected.*



Picture 52. *Attempt of making 5 elements with similar style and one main logo that unifies all.*



Picture 53. *Two triangles reminding a flower pot. The tomoe used as seed of life sprouts vines that fits with the studied style of the Ming porcelain.*



Picture 54. *Heart shaped pot that protects the seed of life. The heart would be the consumer's heart as the seed is the brand's product that will blossom a healthy life*

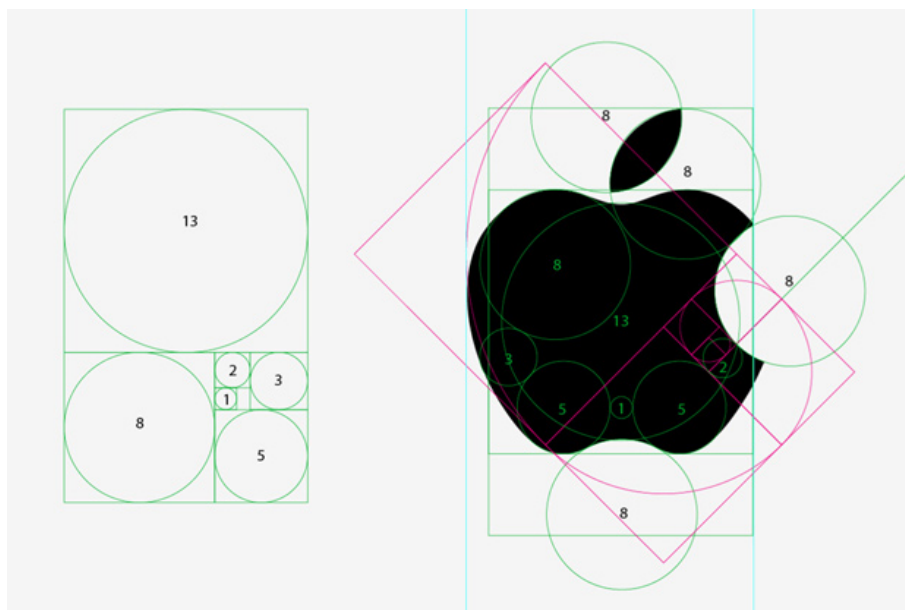
### Process of creation of the Signature

As concluded, the symbol would be a mix of Picture 53 and 54. The “Heart shaped” that envelops the seed of life are halves of the Yin-yang, the seed of life centered between the heart is inspired on Tibetan symbol of Seed of the Universe (Picture 45).



Picture 55. *This thesis's landmark chosen sketch.*

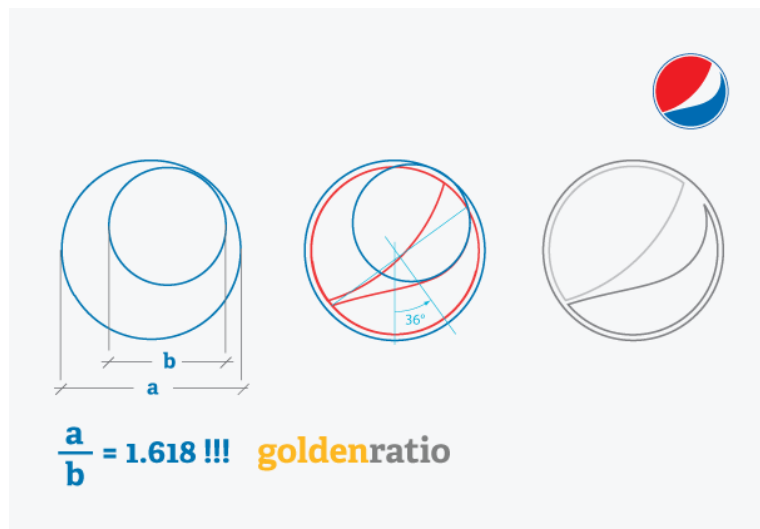
The landmark was also built using Sacred Geometry's guides. There are already existing logotypes that uses those guides as described below:



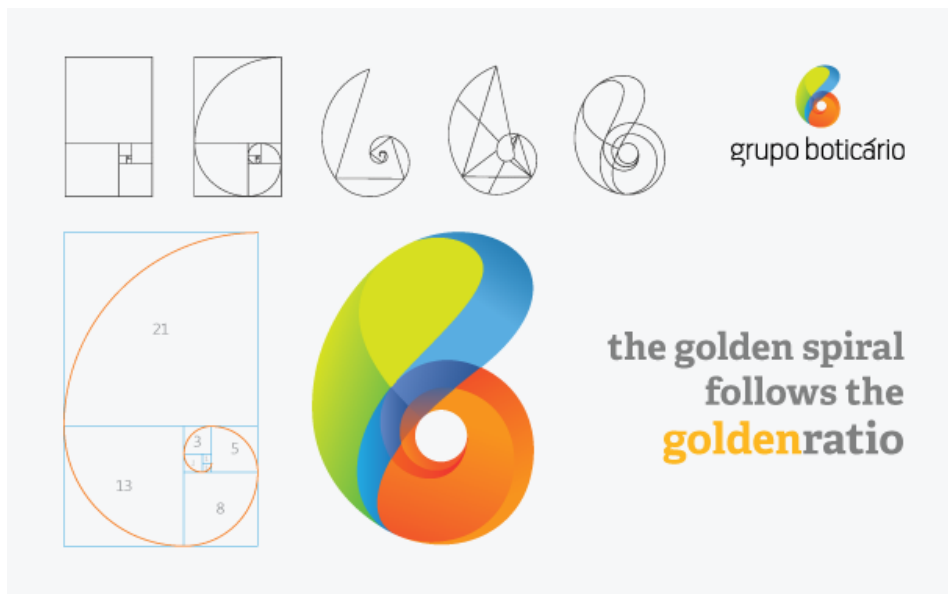
Picture 56. *Apple using the Fibonacci numbers as ratio for each circle that built the logotype.*



Picture 57. *BP (British Petroleum) symbol.*

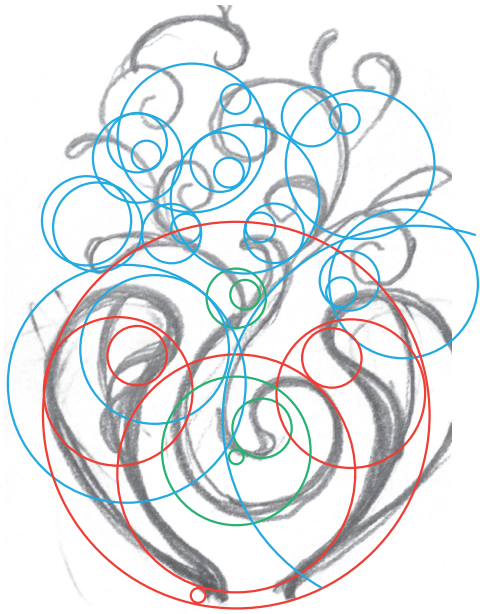


Picture 58. *Pepsi*



Picture 59. *Boticário.*

Therefore, this thesis brandmark also used the Fibonacci numbers as ratio for circles as guidelines.



Picture 60. *Circles with 1, 2, 3, 5, 8 and 13 cm of ratio, as followed the Fibonacci sequence.*



Picture 61. *Brandmark correlating with I-Ching symbol and its variations*



Picture 62. *Final result.*

According to Table 28, most preferred Chinese Calligraphy was the Clerical and Semi-cursive style. The logotype name is divided with two words, 'Shin'; that has a Chinese intonation and therefore the font should be in relation with a Semi-cursive style and also needed to be more informal and friendly. The other one 'Herbe', needed to have a conservative font to convey the professionalism of the brand, how this brand will be earnestly help the consumers to give the best product to maintain their health. With those two ideas in mind, the Picture below shows the first process of selecting the fonts.



Picture 63. First process of choosing logotype



Picture 64. Second process, trial versions with the landmark

### Final Result

The brandmark's design are two halves of the yin-yang symbol (red shapes) displayed to resemble a human heart. The slight sensation of folding on those halves reminds that it is enveloping protectively the seed of life (green shapes). The seed of life has already sprouted and is growing healthily, which is also a symbology of the capacity of this brand will give to the people who will consume our product; maintaining their life healthily.



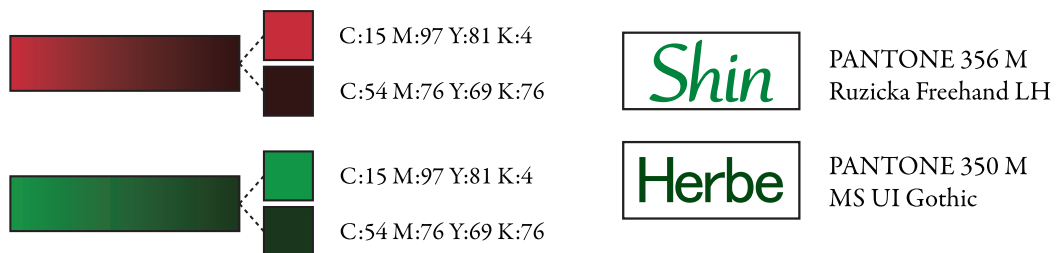
# ShinHerbe

Alternative signature:  ShinHerbe

Picture 65. *ShinHerbe's Signature*

## 2. Color

The official logotype is using gradients, the technical part as shown in the picture below (Picture 66). The chosen tonalities aren't too bright to infer solemnity and commitment, the red tones to reinforce the sensation of heart altogether with the green which symbolizes seed of life. The red and green are complimentary colors, following the Yin-Yang idea.



Picture 66. Color scheme from standard landmark

This brand has already created a solid colors logo in any case there are printing versions that can't accept gradient style, as well as the positive/negative style for monochrome ones.



Picture 67. Solid Colors version



Picture 68. Negative/Positive version

Following the ideals of Traditional Chinese Medicine, in which correlates the five Elements with every specific Yin Organ, Yang Organ etc correlated to each element (Table 7A; pg. 52 and Table 7B; pg. 57), whether in product's package or in magazine advertisements, the logo will use the following color.



Picture 69. *Five elements version*

### 3. Typography

The title font for ShinHerbe's advertisement is Ruzicka Freehand; same font used for the logotype's "Shin". Since Ruzicka letter form resembles Chinese semi-cursive style, it will be used in the title to catch the consumer's eye for its uniqueness and the slightly freehand style to be more informal denoting friendliness.

The primary typeface is Futura Lt BT. The san-serif font has the intention to be modern unlike most serif font, clean style to ease the legibility and round lines to be more feminine, and yet is formal enough to emphasize the solemnity and dedication to ShinHerbe's consumers.

**TITLE: Ruzicka Freehand LH 36 pt  
leading 36 pt tracking 0**

PRIMARY TYPE FACE: Futura Lt BT Size 12 pt Leading 20 pt tracking 25 pt Justified left  
abcdefghijklmnopqrstuvwxyZ When using ShinHerbe use this character

Picture 70. *Example of ShinHerbe's typography*

## 4.4 Phase 4 - Creating Touchpoints

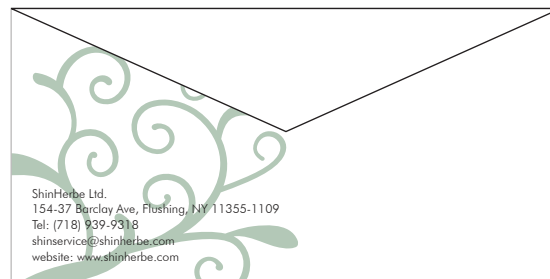
### 3. Letterhead/Envelope/business card



Picture 71. *Business Card - Front / Back*



Picture 72. *Letterhead*



Picture 73. *Envelope*

## 5. Product Design

In the survey Table 37, the chosen Chinese style broadly accepted in western view was Ming's dynasty Underglaze blue on porcelain pottery. Considering this, the product designed for this brand would have those elements.

The conceptual idea is a bottle used to drink the Chinese medical herbs. As the world is increasingly aware of ecologic issues and creating new products that are more eco-friendly, therefore, the main proposal is to create products that will have a sustainable design and reduce the impact of wasted material. At first the products would be mainly bottle and Chinese medical herbs. Those herbs are dried and compressed in form of capsules, sold with biodegradable material. To use those herbs, the consumer will place the capsule in the tea net (one of the components of the concept bottle) and placed in the bottle with boiling water. After couple of minutes the tea net can be removed and the Chinese Medicine be consumed. An infographic will further explain below (Picture 82). Therefore, the bottle can be re-used in a long period of time as the Chinese medical herbs are used as refill, lowering the consumption of plastic and acrylic (the bottle mainly used materials).

The chosen colors of the bottles will match with I-ching's Five Elements, since each element command certain organs/anatomy of the human body. Wood will use green color, water will be blue (although the original match is black, for recognition purposes this thesis has changed to blue), Fire will be red, Earth will be yellow (ocre) and Metal will be colored as silver. Although those chosen colors will help the consumer in case he/she would like to divide him/herself which type of Chinese herb aiding which part of his/her body, anyone is free to choose the color that match best with their tastes.

## Primary Studies

Two main inspirations were Ming's dynasty Underglaze blue on porcelain pottery and already existing innovative and eco-friendly designed bottles.



Picture 74. *Various types of Porcelain pottery from Ming's dynasty. As seen that most of them have roundish forms, the concept product will lean to this style.*



Picture 75. *Studying existing bottles that have innovative design and/or sustainable design.*

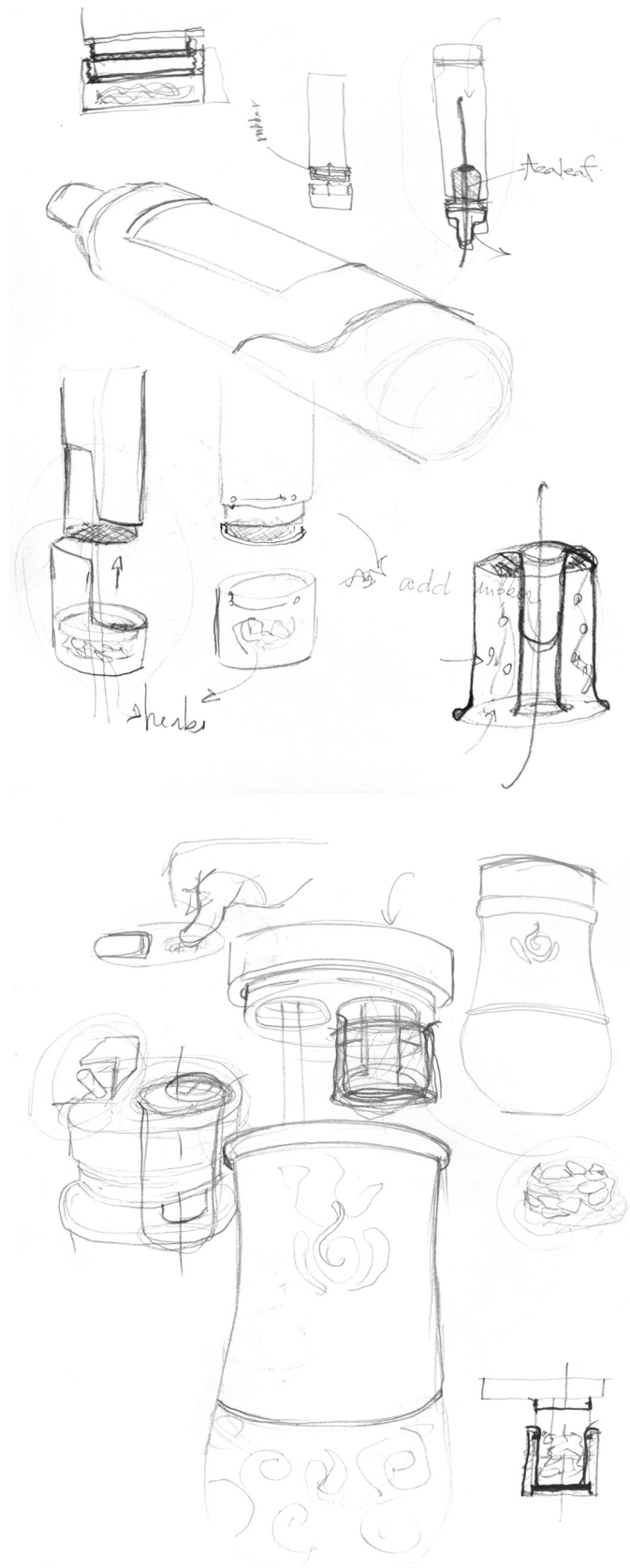


Picture 76. *Other examples*



Picture 77. *Studying traditional Oriental Teapots*

Sketches



Picture 78. Sketches of bottle



Picture 79. Chosen sketch of bottle

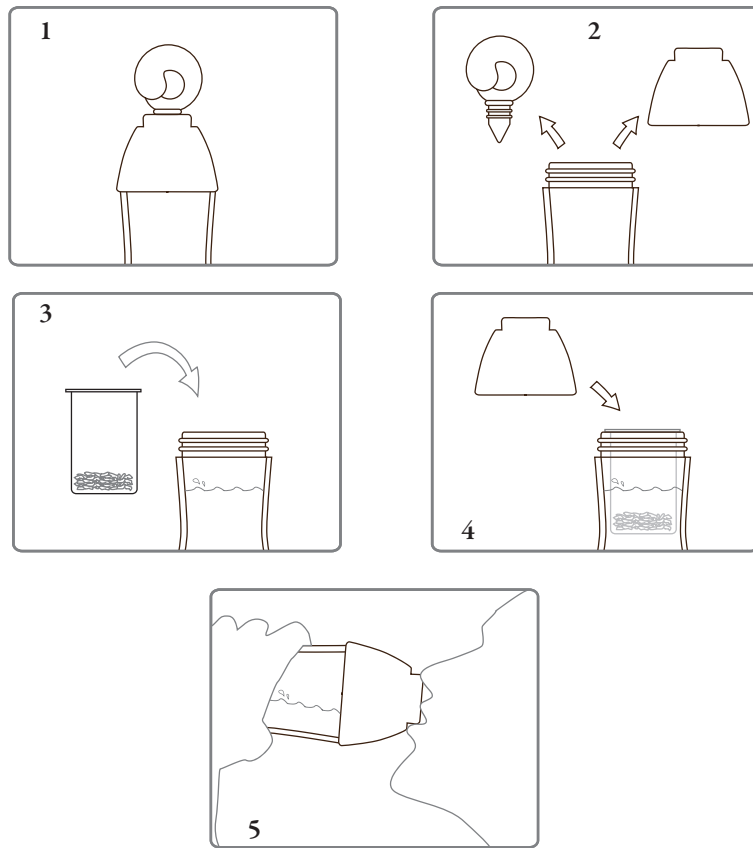
## 3D Modelling



Picture 80. *Different angles of the 3D model of the bottle*

Picture 81. 5 colors matching the Five Elements, frontal view





Picture 82. *Infographic.*



Picture 83. *The bottle with its components separated.*

## 6. Advertisement



ShinHerbe

# *Pellentesque habitant morbi tristique sen Lorem ipsum dolor sit amet*

**L**orem ipsum dolor sit amet what, consectetur adipiscing elit. Etiam sit amet purus quis enim aliquam posuere. Donec hendrerit adipiscing varius.

ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae;

Nullam quis ligula nibh, ut ornare velit.

Integer metus velit, vehicula in gravida non, accumsan a tortor. Mauris iaculis, libero at ullamcorper tristique, lorem turpis



Suspendisse lectus odio, tempor et tempus vitae, luctus sit amet lorem. Aliquam eu massa turpis, vel egestas nulla. Maecenas bibendum tempus facilisis. Nulla ut magna ante. Etiam pulvinar, diam sed semper convallis, elit justo faucibus magna, id lacinia odio risus ut diam. Curabitur aliquam interdum urna, non cursus est luctus a. Donec fermentum suscipit quam, sit amet tristique leo laoreet eu. Ut fringilla ultricies vestibulum. Mauris euismod rhoncus erat id varius. Integer lacinia blandit libero, id eleifend libero feugiat pretium. Vestibulum

feugiat erat, vitae fringilla quam diam eget ante. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec lectus tellus, ultrices sit amet aliquet at, pulvinar ac neque. Vestibulum gravida malesuada aliquam. Proin mauris leo, rutrum eget placerat eget, blandit id sapien. Donec gravida tempus consequat. Donec sem purus, iaculis sit amet bibendum condimentum, iaculis sit amet turpis. In eu

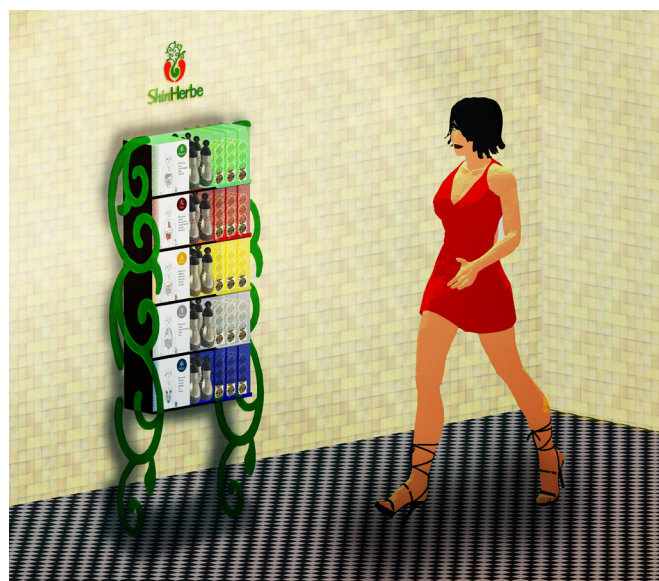


Picture 84. Advertisement

## 7. Environment / Signage / Uniforms

One example of display shown on supermarket, drug stores and such. The herbal capsules and colored bottles will be divided in accordance to each Element with their corresponding human organs. However, each herbal capsules have their designated function on a specific ailment, helping the consumers to choose the herbal capsules fitting with their daily needs.

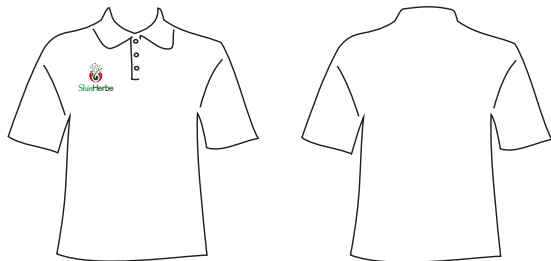
The display style has the trademark arabesques from ShinHerbe, using acrylic to give a modern and clean style on the display. The display fitting with the 5 elements concept is colorful to attract the consumer's attention, the herbal capsules organized to resemble a little the traditional Chinese medicine cabinets.



Picture 85. *Display*



Picture 86. *T-shirt*



Picture 87. *Shirt*



Picture 88. *Cap*

## Phase 5 - Managing Assets

### 1. Launching brand identity

(next page)



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Picture 89. *ShinHerbe's Corporate brand guidelines page 01 - 02*



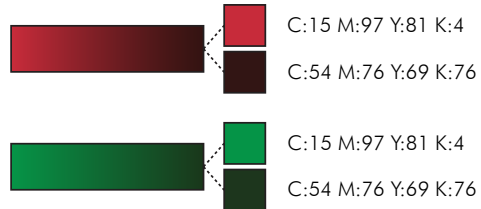
## The ShinHerbe logo

The ShinHerbe logo is the company's identity, its abstract representation of ShinHerbe's ideals, goals and values. To ensure this brand ideas will be communicated correctly to the consumer and the world, there are guidelines and rules to follow consistently.

### The standard logo:



Secondary ver:  **ShinHerbe**



C:15 M:97 Y:81 K:4

C:54 M:76 Y:69 K:76

C:15 M:97 Y:81 K:4

C:54 M:76 Y:69 K:76

*Shin* PANTONE 356 M  
Ruzicka Freehand LH

**Herbe** PANTONE 350 M  
MS UI Gothic

ShinHerb Corporate Brand Guidelines / 25 April 2012 03



## The ShinHerbe logo

While the standard logo should be used in most occasions, in case that the material or the print form is unable to portray the gradient colors, there are a version using solid colors shown below. There's also a Positive/Negative version if one solid color is needed.

### Solid colors logo:



 PANTONE 1807 M

 PANTONE 350 M

### Positive & Negative:



ShinHerb Corporate Brand Guidelines / 25 April 2012 04

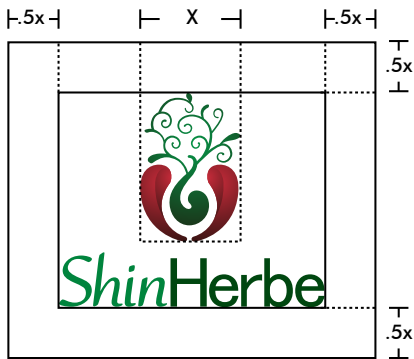
Picture 90. *ShinHerbe's Corporate brand guidelines page 03 - 04*



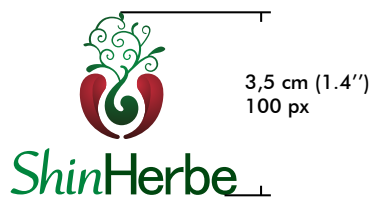
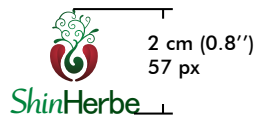
## The ShinHerbe Logo

### Clear space:

Minimum required space between the logo and graphic/text images:



### Size:



57 px logo used for:  
Powerpoint presentation  
e-mail newsletter  
web banner

70 px logo used for:  
web page  
letter  
invitations  
A5 format  
postcard  
5 x 7'' booklet

100 px logo used for:  
A4 format  
letter format  
executive format  
legal format

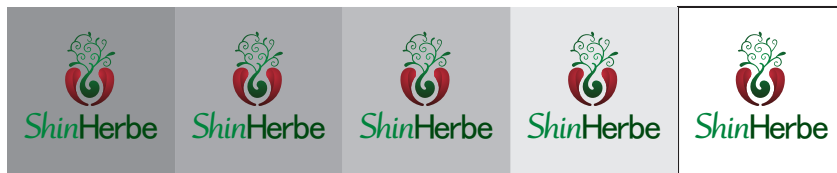
For formats marginally larger than A4, scale the logo to occupy 1/9 of height.

ShinHerb Corporate Brand Guidelines / 25 April 2012 05



## The ShinHerbe logo

### Color visualization:



ShinHerb Corporate Brand Guidelines / 25 April 2012 06

Picture 91. *ShinHerbe's Corporate brand guidelines page 05 - 06*



## The ShinHerbe logo

Following the ideals of Traditional Chinese Medicine, the intent of ShinHerbe's products is to improve and/or restore the consumer's health. One of the Traditional Chinese Medicine's concept correlates the five Elements originated from "I-Ching". For every specific Yin Organ, Yang Organ etc correlated to each element, whether in product's package or in magazine advertisements, the logo will use the following color.

	Wood	Fire	Earth	Metal	Water
<b>Color</b>	Green	Red	Yellow	White	Blue
<b>Yin Organs</b>	Liver	Heart, Pericardium	Spleen, Pancreas	Lung	Kidney
<b>Yang Organs</b>	Gall bladder	Small intestine	Stomach	Large intestine	Urinary bladder
<b>Sensory organ</b>	Eyes	Tongue	Mouth	Nose	Ear
<b>Body part</b>	Tendons	Pulse	Muscle	Skin	Bones
<b>Body Fluid</b>	Tears	Sweat	Saliva	Mucus	Urine

### 5 elements logo:



**Metal**  
PANTONE Cool Gray 8M



**Fire**  
PANTONE 1817 M



**Water**  
PANTONE 3035 M



**Wood**  
PANTONE 363 M



**Earth**  
PANTONE 124 M

ShinHerb Corporate Brand Guidelines / 25 April 2012 07



## The ShinHerbe logo

### Incorrect use:

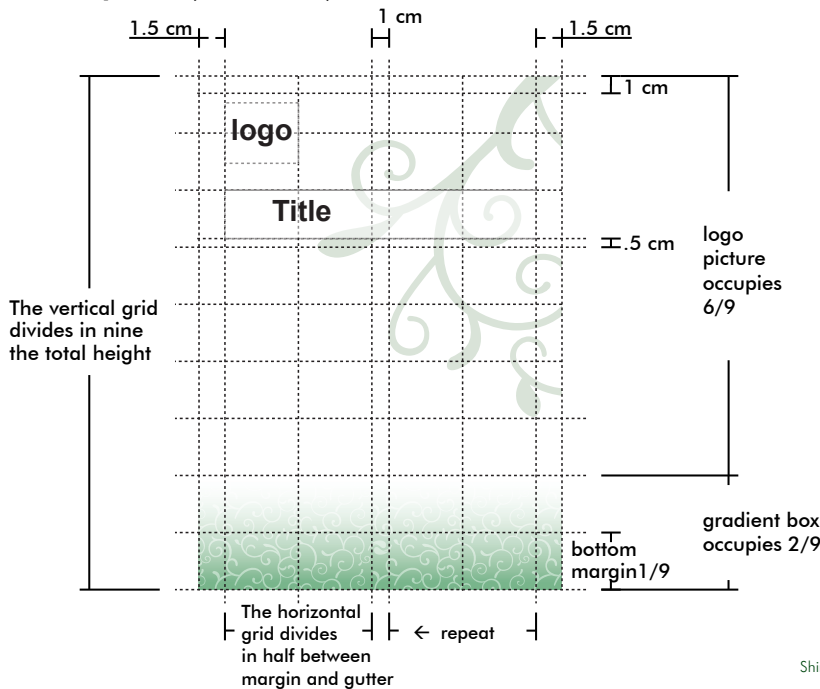


- 1 Do not rotate
- 2 Do not change the position/angle of text
- 3 Do not skew
- 4 Do not remove the text
- 5 Do not use the logo to create a pattern or texture
- 6 Do not apply any transparency
- 7 Do not add any stroke around the logo
- 8 Do not change the position of any of the items
- 9 Do not add any sort of effect
- 10 Do not change any color that is not part of ShinHerbe palette logo.

ShinHerb Corporate Brand Guidelines / 25 April 2012 08

Picture 92. ShinHerbe's Corporate brand guidelines page 07 - 08

## Example A4 (scale 3/10):



### Observations:

- The top, left, and right margins (1 cm, 1.5 cm and 1.5 cm respectively) and gutter (1 cm) are fixed values to any size below and around A4. To sizes above A3, please scale proportionally with the piece.
- The logo is centered between 2/9 of the total height.
- The distance between title and other graphic/text images is a fixed value of 0.5 cm.
- If the graphic image doesn't have a regular form, the text wrap bounding box will have a fixed distance of 6 pt.

## Usage examples:



## Gradient box:

### Standard:



PANTONE 356M 50%

### Metal:



PANTONE Cool Gray 8M 50%

### Wood:



PANTONE 363M 50%

### Water:



PANTONE 3035M 50%

### Fire:



PANTONE 1817M 50%

### Earth:

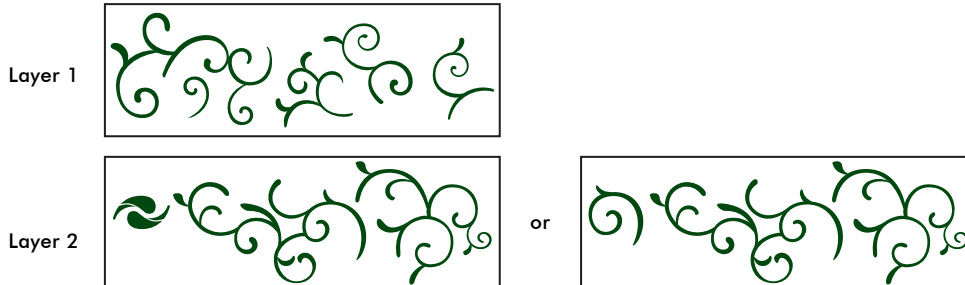


PANTONE 124M 50%

Picture 93. ShinHerbe's Corporate brand guidelines page 09 - 10

**ShinHerbe pattern:**

The ShinHerbe brand contain its own pattern following ShinHerbe's style. This pattern will mostly be used as part of background together with the gradient box pointed on the previous page.



Example:


**Typography:**

**TITLE: Ruzicka Freehand LH 36 pt**  
**leading 36 pt tracking 0**

PRIMARY TYPE FACE: Futura Lt BT Size 12 pt Leading 20 pt tracking 25 pt Justified left  
 abcdefghijklmnopqrstuvwxyz When using ShinHerbe use this character

**TITLE: Ruzicka Freehand LH 24 pt**  
**leading 24 pt tracking 0**

PRIMARY TYPE FACE: Futura Lt BT Size 10 pt Leading 16 pt tracking 20 pt Justified left  
 abcdefghijklmnopqrstuvwxyz When using ShinHerbe use this character

**TITLE: Ruzicka Freehand LH 21 pt**  
**leading 21 pt tracking 0**

PRIMARY TYPE FACE: Futura Lt BT Size 8 pt Leading 14 pt tracking 20 pt Justified left  
 abcdefghijklmnopqrstuvwxyz When using ShinHerbe use this character

Picture 94. *ShinHerbe's Corporate brand guidelines page 11 - 12*

All of the assets detailed in this document  
are available for download from the Marketing Hub.

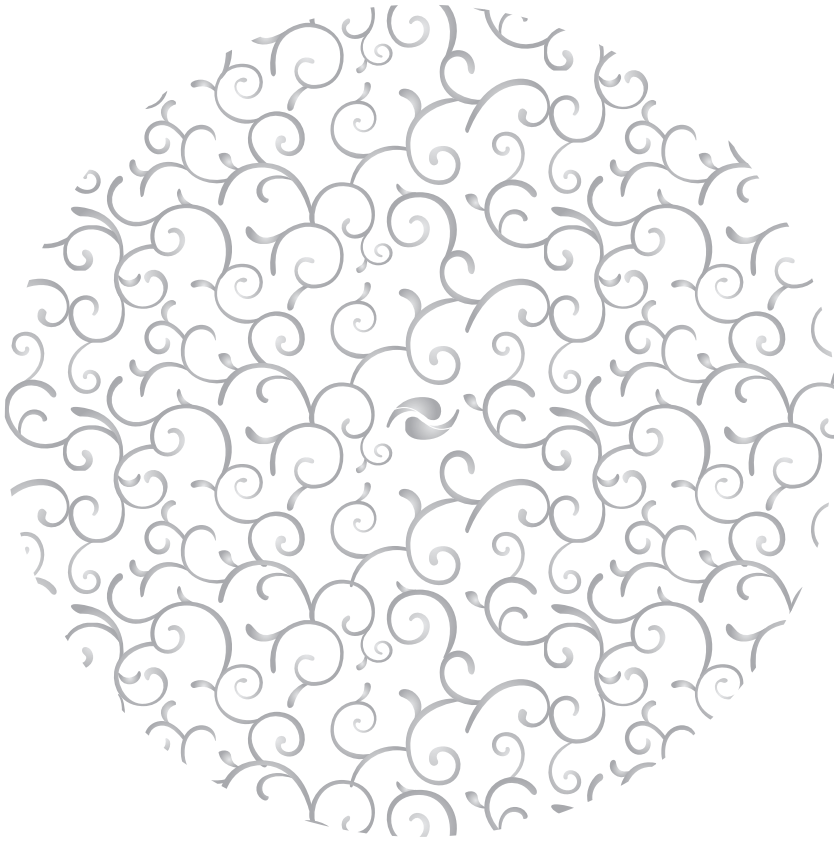
**All use of ShinHerbe assets must be sent for approval to: [brandapproval@shinherbe.com](mailto:brandapproval@shinherbe.com)**

For questions, please e-mail: [askbrand@shinherbe.com](mailto:askbrand@shinherbe.com)



Picture 95. *ShinHerbe's Corporate brand guidelines page 13 - 14*

## CHAPTER 5: CONCLUSION



It has been a great adventure (so to speak) creating this branding. As personally have an interest over Chinese Culture, in the course of researching information, there are many facets about Sacred Geometry that coincides with Chinese philosophy and I-Ching, to a point that there were a considerable number of materials to be used to design the brand. At first the intention was to use the Five sacred Geometry volumes related with each Five Elements of I-ching, however the volumes itself don't offer much options to modify it with a different design, so later it was discarded. Another option was using the pentagon; a Geometric form in which both I-Ching and Sacred Geometry have in common, however the pentagon is closer to be identified with witchcraft star symbol, so to avoid such misinterpretation, this option was also dropped while creating the landmark.

One positive event was the possibility of drawing a parallel with nutraceutic (a popular product in USA) with Chinese Herbalism, this way the consumers won't feel too estranged over this new concept (old to the Chinese culture, obviously). The increasing interest over nutraceutic aid in the research for its' information; finding reliable sources and accurate data, and further refined this thesis' brand image. This also showed the powerful internet engine search that grows more important each day, now it's possible to find the latest news regarding any topic within few clicks. Such fact should not be overlooked although as personal opinion, there's still the preference to rely on printed information.

While researching in regards of nutraceutic, reading the Global Health Risks Report had alarmed me. There was already a growing commotion within the society about the new ailments of this millennium but once seeing the statistics, although there was already an awareness of those facts, I just didn't imagine it would be this bad. It might raise questions that while "Sustainability and Green technology" is the main theme nowadays, the concerns over obesity and high cholesterol will definitely stand in newspaper's highlights soon.

Therefore, this might be the conscious manifestation about my personal reasons to urge the West to know more about Chinese Medicine, a preferred medical alternative that helps the patient to

correct bad habits and is less aggressive than Conventional Medicine. Nutraceutical also, might be the answer for this new century's main ailments, as obesity and high-cholesterol altogether with stress and sedentary life. It'd be a pity if people aren't aware of the benefits of Chinese Herbalism, its efficiency and homeopathic properties.

While doing the survey to create the brand, branding and Product Design, there are certain already expected results but there were also some unusual ones. Expected results were the growing interest over Chinese Culture even though most aren't extremely knowledgeable over it, and the opinion regarding food related with health and the attitude displayed over this stance. Another expected result was the chosen style + pottery; Chinese Porcelain pottery from Ming Dynasty with blue underglaze as the one who has the strongest Chinese Elements. This pottery is famed in the west and there was also a drawn dragon displayed in the photo, so this may have generated favoritism over other potteries from the same country.

Some had conflicting results, as in the Alternative Medicine there were two high results over skepticism and belief regarding it. Another concerned Chinese Medicine; in which the great majority was skeptical over it, but once questioned about Chinese Herbalism, most were ready to test it out even though they don't have much knowledge about it. (Admittedly, since most are friends of mine, they might have unfortunately answered with such positioning to help me out in this thesis)

And lastly, the first unexpected result was the chosen Chinese Calligraphy; Clerical and Semi-Cursive one. Cursive script was largely divulged in movies and pop culture, therefore this was the initial belief that it'd be generate such result. Perhaps it still too abstract to be accepted in western eyes. Another was the chosen logo as the one who has the strongest Chinese elements. Ever since the beginning of this survey, the favorite oscillated constantly, starting first in the 3rd Logo, then shifting to the 2nd and then finally fixing its results in the 5th logo. This might be related from the fact that most aren't extremely well-informed over Chinese Culture, therefore their chosen logos varied constantly. It was also initially expected to choose something red-colored, however the 5th logo contained golden

and brown color in the palette; also the only somber colors in between the logos displayed.

Luckily such results helped narrowing down and positioning well the style of this thesis' brand, as the answered received was very enlightening. Perhaps it wasn't on purpose, but the chosen Ming Dynasty's style distantly influenced Art Nouveau; which was a distinct western movement that is ingrained in the culture even nowadays. This made even more possible the creation of the brandmark. The design of the bottle was influenced by the shapes of Ming Dynasty's pottery, though fortunately the cylindrical form of it created a unique result resembling a typical Chinese shoe. Overall, creating this thesis was a pleasant experience, being able to blend different ideas, different concepts in one harmonious style. This and many other coincidences between western views and Chinese Culture makes me believe that maybe humanity does moves in synch, no matter how far are the geographic distances. I also hope that with internet and advance of technology, design will be able to take further steps and continue its evolution mixing many ideas from across the world, never being limited by country borders or even cultural clashes, since I believe that design is in constant mutation and thrives to bring unique and inspired ideas.

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