



Jessica Stephens
Branded Environment / Event Application Project
IND 5930 Special Topics in Interior Design
Spring 2024

BRAND BOOK:

LOGO:



the possibilities are beautiful.®

TARGET AUDIENCE:



The Beauty Enthusiast

Lives Loves and breathes beauty
Its constant exploration and experimentation

Sees Beauty as more than just a routine
Its an escape and a self-investment

Leans on to beauty for self-care & self ex
Its important part of the total wellness

Finds joy, wellness and excitement in bea
Its always changing, always something new



COMPETITION ANALYSIS: SEPHORA

Sephora is a leading international retail beauty company that features emerging and classic brands, including skin, hair care, body products, makeup, and fragrances.

Target Audience: Middle age women with high income and interest in various products.

MISSION STATEMENT:

“Every day, we use the power of beauty to bring to life the possibilities that lie within each of us - inspiring every guest and enabling each associate to build a fulfilling career.”

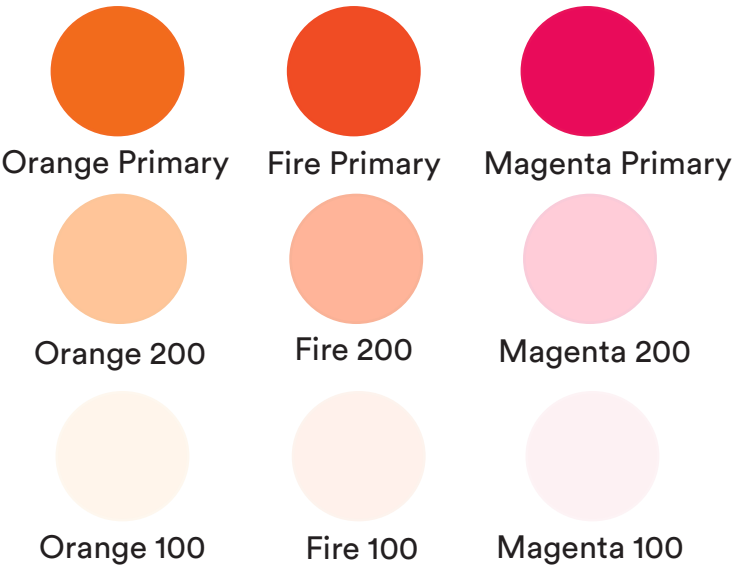
MARKETING POSITIONING:

Ulta has marketed itself as a one-stop shop for all beauty enthusiasts with the wide range of products from high-end to affordable.

Promotional Advantages:

- Digital
- Social Media
- Email
- Influencer

COLOR PALETTE:



SAMPLE TYPOGRAPHY FONT:

Book:
Circular STD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium:
Circular STD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

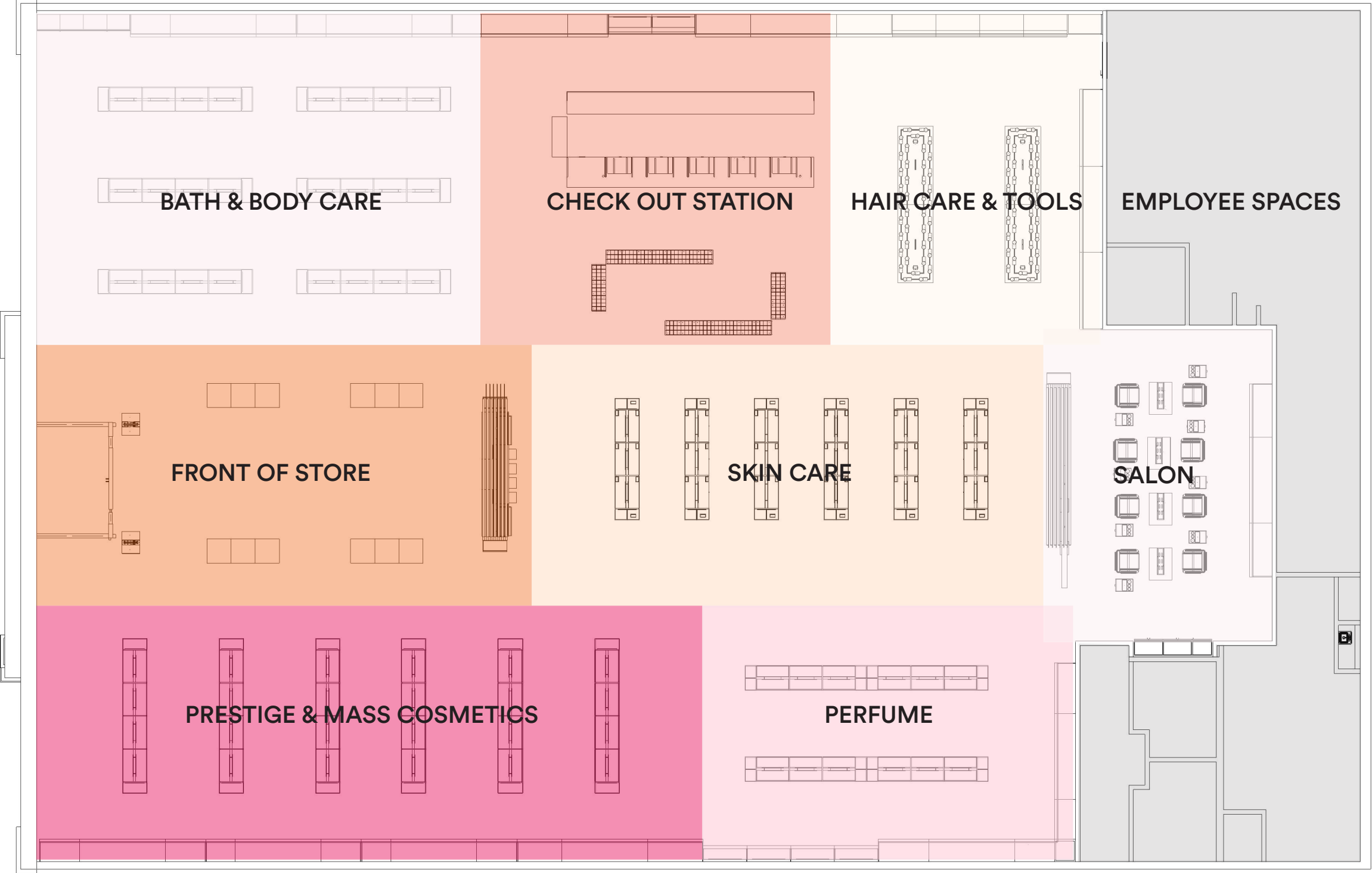
Bold:
Circular STD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Black
Circular STD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

VALUES:



OVERALL STORE LAYOUT:

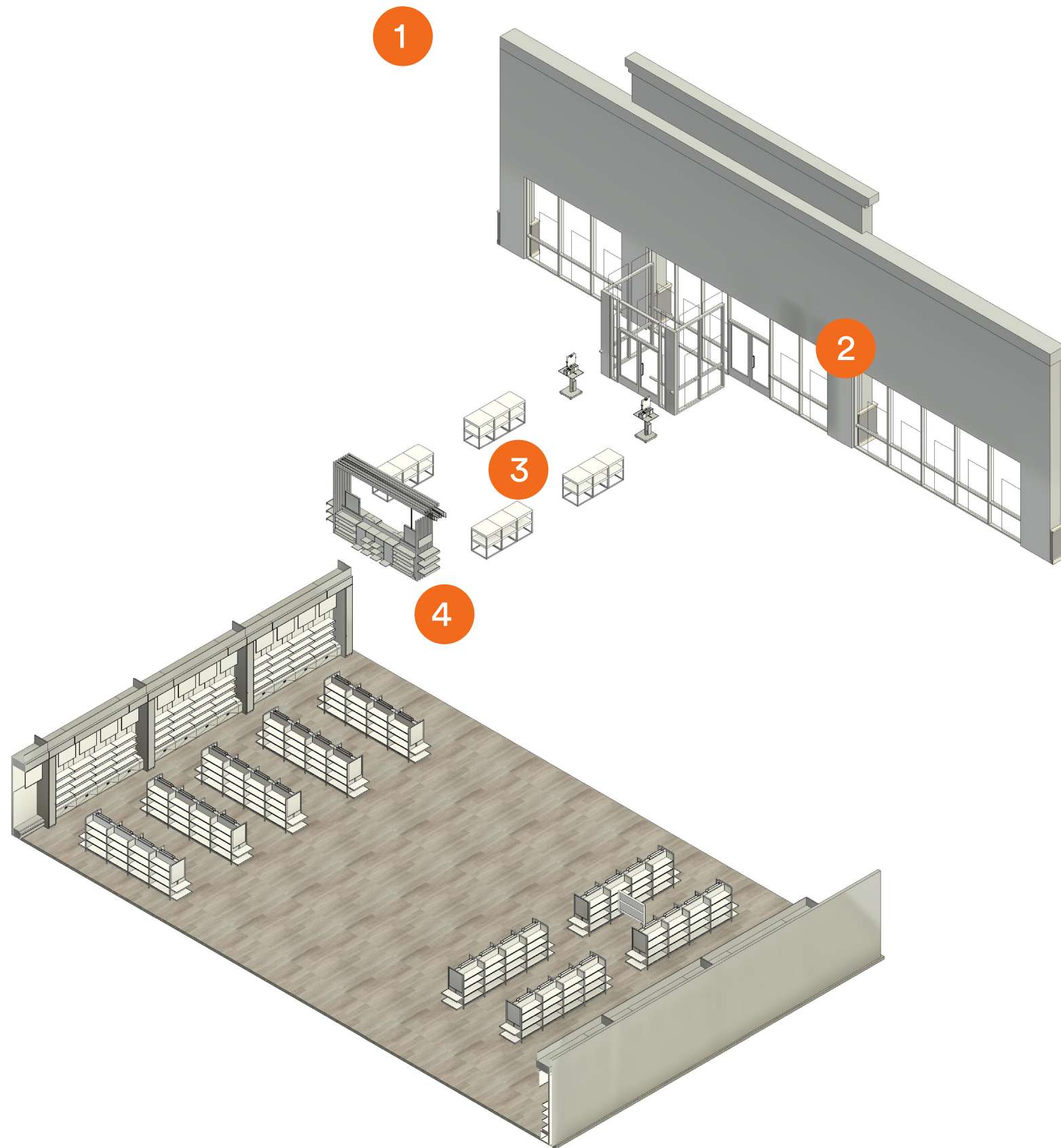


EXTERIOR ELEVATION:



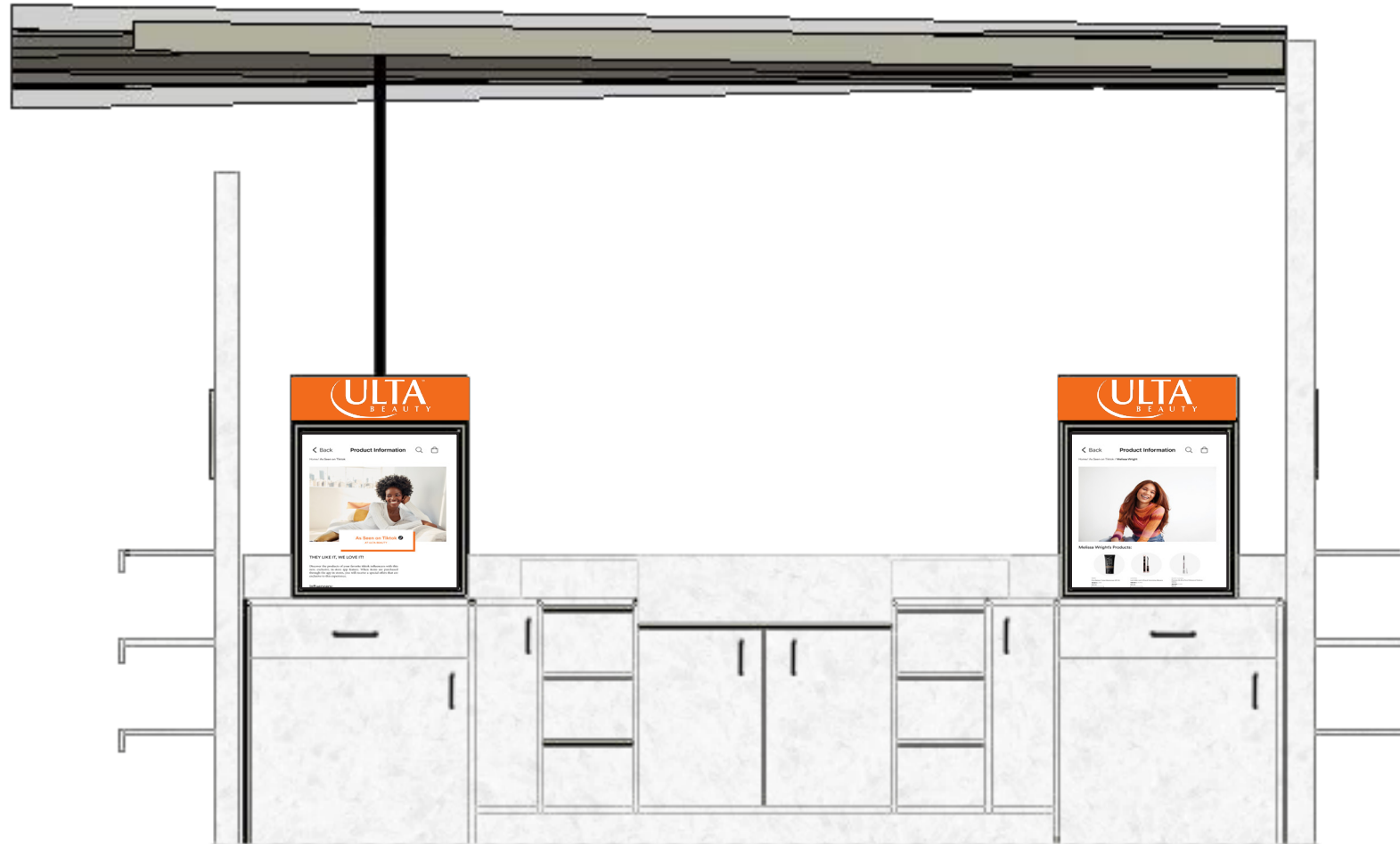
Sites lines are important not only for the interior layout of the store, but the **exterior** of the building as well. This gives **enthusiasts** a sense of orientation before physically being in the space and allows for a better understanding of what they will be entering into.

FRONT OF STORE DIAGRAM:



- 1** The new front of store layout will utilize the entry space within the store to give enthusiasts a better sense of space and circulation as they enter the store.
- 2** Easier view to the inside and outside of the store for users to orient themselves within the space.
- 3** Product displays will showcase new merchandise of brands in the store.
- 4** Large display in the center is the first access point of the new, exclusive in-store app feature "As Seen On Tiktok".

DIGITAL DISPLAY:



DIGITAL DISPLAY ELEVATION

- This display is featured at the front of the store so enthusiasts can search for the products of their favorite influencers.
- Exclusive to the store usage to draw in enthusiasts with incentives.
- A few selection of products of each influencer will be displayed.



REALISTIC EXAMPLE OF DISPLAY

- Easy access for enthusiasts to use the digital display.
- Smart mirror technology that allows for enthusiasts to try on products on the spot.
- Allows enthusiasts to utilize other app features.

“AS SEEN ON TIKTOK” APP INTERFACE:

As Seen on Tiktok Page

Back

Product Information

Home/ As Seen on Tiktok

As Seen on Tiktok

AT ULTA BEAUTY

THEY LIKE IT, WE LOVE IT!

Discover the products of your favorite tiktok influencers with this new, exclusive, in-store app feature. When items are purchased through the app in stores, you will receive a special offers that are exclusive to this experience.

Influencers:

Tina Carter

Sierra Davidson

Sarah Harper

Julia Summers

Dylan Tharpe

Melissa Wright

Home

Shop

Discover

Stores

Account

Influencer Page

Back

Product Information

Home/ As Seen on Tiktok / Melissa Wright

Melissa Wright's Products:

NARS

Pure Radiant Tinted Moisturizer SPF 30

★★★★☆ (819)

\$46.00

OPTIONS

Lancôme

Lash Idôle Lash-Lifting & Volumizing Mascara

★★★★★ (16,990)

\$30.00

OPTIONS

Benefit Cosmetics

Precisely, My Brow Pencil Waterproof Eyebrow Definer

★★★★★ (11,946)

\$26.00

OPTIONS

Benefit Cosmetics

Liquid Lip Blush & Cheek Tint

★★★★☆ (1,704)

\$24.00

OPTIONS

e.l.f. Cosmetics

Halo Glow Liquid Filter

★★★★★ (6,790)

\$14.00

OPTIONS

MAC

Lip Liner Pencil

★★★★★ (841)

\$24.00

OPTIONS

ADD TO BAG

Check in-store availability

Home

Shop

Discover

Stores

Account

Product Page

Back

Product Information

NARS

4.4 ★★★★★ 819 Reviews

Pure Radiant Tinted Moisturizer

SPF 30

Item 2504411

SHARE IT

TRY IT

Color: Alaska

L2 - Light with warm undertones

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THANK YOU!