ULTA BEAUTY®

Jessica Stephens
Ulta Brand Book
IND 5930 Special Topics in Interior Design
Spring 2024

BRAND'S VALUES:

the possibilities are beautiful.

Our goals- Celebrating the role of beauty in our lives. Redefining how beauty is portrayed. Supporting trailblazing causes. And driving more meaningful purpose for our brand, our company and our guests. Together, we will change what beauty means to the world.

VALUES:

Ulta works towards their vision and mission with theit values at the heart of everything they do.

Give Wow Experiences

Improve Always

Win Together

Love What You Do, Own What You Do

Do What's Right

Champion Diversity

ULTA BEAUTY

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."

VISION:

To be the most loved beauty destination of our guests and the most admirred retailed by our Ulta Beauty associates, communities, partners, and investors.

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 expression
Its important part of the total wellness

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

17%

34%

66%

83%

- Beauty Enthusiasts
- Non-Beauty Enthusiasts

% OF SHOPPERS

% OF BEAUTY PRODUCT DOLLARS
(NOT SERVICES)

MARKET POSITIONING AND COMPETITION ANALYSIS:

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.

Their success runs in their promotion of their product marketing.
- Digital
- Social Media
- Email
- Influencer

Focuses on creating an unique experience for their consumers with a focus on engagement and community building.

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 fragances.

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

VISUAL IDENTITY SYSTEM:

LOGO:

SAMPLE TYPOGRAPHY FONT:

Circular STD
Circular STD
Circular STD
Circular STD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

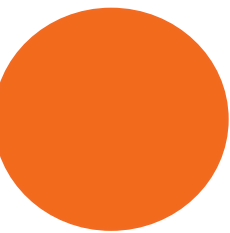**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
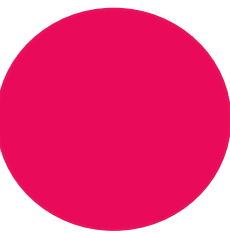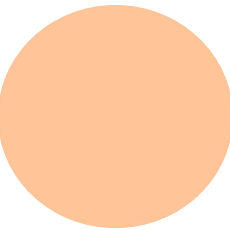
LOGO WITH SLOGAN:

the possibilities are beautiful.

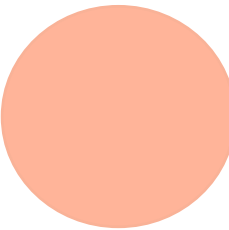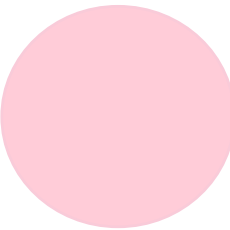## COLOR PALETTE:

Orange Primary	Fire Primary	Magenta Primary
Orange 200	Fire 200	Magenta 200
Orange 100	Fire 100	Magenta 100