

# Branding Discovery

Kibbe Edwards 2025

## Client

A new Direct-to-Consumer (DTC) brand focused on eco-friendly home goods (think: bamboo dishware, refillable cleaners, organic linens, etc.).

## Questionnaire

### 1. What does your organization do, and for whom?

We create sustainable, aesthetically pleasing home goods for environmentally conscious consumers. Our products are plastic-free, ethically sourced, and designed for modern homes.

#### *Design Insight:*

- Audience: eco-conscious millennials/Gen Z, likely urban or suburban.
- Design should balance minimalism with natural warmth.

### 2. Why was your organization founded—or what motivates your work today?

We were frustrated by how difficult it was to find affordable, eco-friendly home products that didn't sacrifice design. We believe sustainability and style shouldn't be mutually exclusive.

#### *Design Insight:*

- Core motivation = accessibility + aesthetics + sustainability
- Logo might reflect balance (nature x modern design)
- Font system should feel refined but approachable

### 3. What are some core values that define how you operate or want to be known?

Sustainability, Transparency, Simplicity, Design Integrity, and Wellness.

#### *Design Insight:*

- Keywords suggest a clean, breathable layout and natural color palette.
- Typography might lean toward sans-serif with a neutral tone—not too trendy or sterile.
- Layouts should feel calming, structured, uncluttered.

### 4. How do you want people to feel when they encounter your brand?

Calm, inspired, and confident that they're making a better choice—for themselves and the planet.

#### *Design Insight:*

- Calm = muted color palette (sage, sand, stone).
- Inspired = aspirational photography, elevated presentation.
- Confidence = clarity in design; transparent brand messaging.

## 5. Who are your key audiences, and what are they seeking?

Millennials and Gen Z consumers, mostly women, who want to make more eco-conscious purchases but still care about good design and convenience. Some are starting families or setting up their first home.

### *Design Insight:*

- Visual tone: fresh, inclusive, forward-thinking.
- Website UI: clean, mobile-optimized, curated like a lifestyle mag.
- Logo must look good on packaging, social, and digital storefronts.

## 6. Who are your closest competitors, and how do you want to stand apart?

Our biggest competitors are brands like Grove Collaborative and Package Free. They're doing good work, but we think there's a middle ground between utility and visual design that no one is hitting quite right.

### *Design Insight:*

- Opportunity: elevate design beyond utilitarian.
- Consider a more aspirational identity—not just “green” but “beautifully green.”

## 7. What existing visuals (if any) feel aligned with your brand? Are there logos, websites, or materials you admire?

We love the branding of companies like Public Goods, Coyuchi, and The Citizenry. Their websites feel clean, the photography is cohesive, and the product feels premium.

### *Design Insight:*

- Inspiration leans toward monochrome + soft neutrals, editorial-style typography, and minimal logos.
- Potential direction: logo that works well as an emboss, on soft packaging, or fabric tags.

## 8. What tone of voice or personality best describes your brand?

Modern, sincere, warm—not preachy or overly earnest. We want to be relatable but elevated.

### *Design Insight:*

- Typography: humanist sans-serif with a soft edge.
- Language: short, warm microcopy.
- Color: warm neutrals with 1–2 grounding tones (e.g., forest green, clay).

## 9. What visual elements or motifs should be avoided? Why?

No leaf icons or “green swirl” designs. We want to avoid the cliché eco look. Nothing too sterile or clinical either—it's a home brand, not a hospital.

### *Design Insight:*

- Avoid overused green/leaf logos.
- Look to texture, pattern, or abstract natural forms for logo inspiration.

## 10. If your brand were a person, how would they dress or express themselves?

Probably someone in a linen shirt and vintage jeans, with great taste in interior design. Warm, grounded, and quietly confident. Think Scandinavian design with a California soul.

### *Design Insight:*

- Visual metaphor: clean lines, breathable space, soft tactile materials.
- Logo and typography should mirror this blend—Scandi modernism + California ease.

## Brand System Implications

### Logo

- Avoid literal “eco” tropes; focus on abstract form or elegant wordmark
- Should scale well for embossing on packaging or laser engraving

### Color Palette

- Earthy neutrals: sand, stone, soft white, eucalyptus, terracotta
- Ensure ADA compliance across digital touchpoints

### Typography

- Primary: Humanist sans-serif
- Secondary: Light serif or mono for contrast on packaging or editorial sections

### Moodboard

- Combine photography of sunlit interiors, fabric textures, sustainable packaging
- Include soft patterns (woven textures, recycled material grain)