

BRAND CREATION

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INTERACTION

BRAND

A brand is a unique and identifiable symbol, name, design, or other feature that distinguishes a product, service, or company from its competitors in the eyes of consumers.

COLOR PSYCHOLOGY

Color psychology plays a significant role in branding, influencing how people perceive and respond to a brand. Colors evoke emotions, convey messages, and contribute to the overall personality of a brand.

THE IMPORTANCE OF STRONG BRAND IDENTITY IN BUSINESS

Consistent and cohesive brand elements, such as logos, colors, and slogans, contribute to brand recognition. A recognizable brand is more likely to be remembered by consumers, leading to increased trust and familiarity.

DEFINITION



Zero is a perfume brand that uses a simple way to create the most suitable perfume for women.

SIMPLICITY

Clean and simple design
can convey purity

CLEAN

It can suggest a pure,
fresh, unburdened
fragrance

S L O G A N

Zero In on Pure Beauty



BRAND COLOR - PINK

**EVOKES
FEMININITY**

ROMANCE

DELICACY





CREATOR

**MY PROTOTYPE IS A CREATOR, I
CREATE PERFUMES WITH
DIFFERENT SCENTS. EACH
FLAVOR GIVES PEOPLE A
DIFFERENT FEELING.**

SENSUAL PLEASURE

PRODUCT PACKAGING DESIGN

**FRAGRANCE
LASTING TIME**

PERSONAL TASTE

**DIFFERENT SCENTS AT
DIFFERENT TIMES**

About why consumers should choose my brand

THANK  YOU

