

## Reflection

For my thesis project I chose to rebrand the company SheaMoisture. I chose this company because they have a lot of great things going for the company such as being affordable, hair type specific, and ethically sounded meaning they have good company values, an interesting origin story, and contain clean ingredients. However, with all these good things said, I did not understand that with the current branding in place, which is why I chose SheaMoisture to rebrand.

I chose to focus my design on the heritage of the company. The company originated from Sierra Leone and they fair trade all their shea butter from Ghana. To pay a homage to Ghana, I included Kente cloth inspired patterns that's consist of a company tile and a hair type specific tile. I decided the colors would be best as monochromatic for easy identification in the store. The colors were also inspired by the common colors of Kente cloth and Sierra Leone; however, they are desaturated to convey a lighter feeling. Shampoo and Conditioner bottles are often very cluttered. To declutter the packaging, I included a QR code on the back that takes the consumer to an app I created that allows the consumer to discover their individual hair type and an opportunity for them to learn more about the product and company values to overall become a more conscious consumer. Overall, I wanted to give SheaMoisture a new and fun look that encompassed their company better which I achieved.

As I reflect on this project, I am happy with the outcome. I enjoyed learning more about branding and creating a cohesive system for a company. I also enjoyed learning more about product safety and overall, becoming a more conscious consumer myself. I found the history of Ghana and Sierra Leone very fascinating and like the challenge of figuring out how to include it in the brand. I am personally very interested in branding, so this project was perfect for me to get more experience in the field for my professional future. If I could expand this project further, I would investigate how the other SheaMoisture products can be incorporated in this branding system. I use SheaMoisture products daily now and I will continue to in the future.