

NÙVE SKIN

Science meets glow.



Building a premium
skincare brand for
the social-first
beauty consumer



THE BRIEF

How do you make skincare feel:

- Clinical
- Premium
- Desirable



Create a modern skincare identity that combines ingredients and credibility with an elevated beauty experience.



Brand Strategy - Visual Identity - Social Content

THE BRAND IDEA

Science meets glow.

Nuve Skin bridges the gap between clinical skincare and modern luxury beauty.



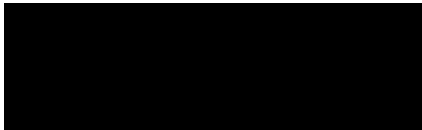
Sophistication

Fresh

Intelligent

Refined

THE VISUAL LANGUAGE



DEEP GREEN

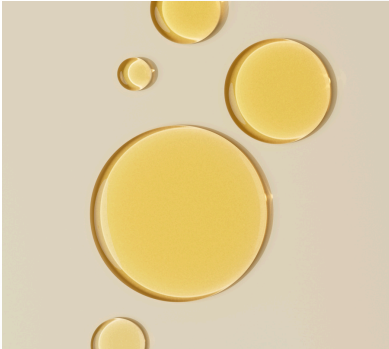
Trust•Nature•Sophistication

GOLD

Luxury•Radiance

BLACK

Bold•Clean•Premium



CONTENT PILLARS

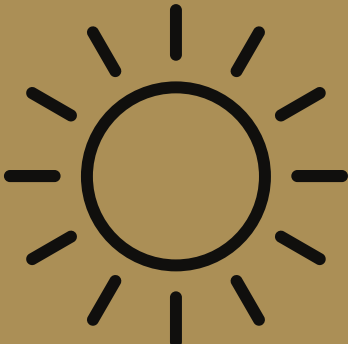
Instead of repeatedly posting the product, I'd build live content pillars



Educate



Ingredient Knowledge



Inspire



Glow & Beauty lifestyle



Product



Features + Textures



Trust



Routines + Skincare Knowledge



Engage



Questions, Polls & Community

THE HERO PRODUCT

VITAMIN C 10% SERUM

Radiance, Reimagined.

Positioning Vitamin C as a
premeium daily ritual rather
than simply another skincare
active



CAMPAIGN CONCEPT

GLOW, YOUR WAY



Skincare isn't about changing your skin. It's about giving it what it needs to glow.



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Science meets glow.



A fictional brand project by
ANJANA RAMAN

Content Strategy • Creative Direction • Social Media • Visuals