

MARIL™

# Creative Brief

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## Visual Style

- Gender neutral/masculine
- Abstract pattern
- Use of nature/specific flora only in ingredient illustrations

## Color

- Fit into product style board
- Neutrals/scandi with pops of color
- Color change per fragrance

## Personality

- Sophisticated
- High quality
- Approachable
- Inviting

## Editorial Voice

- Playful and fun
- Not overly serious or self-important
- *Lift the Spirit*
- Inspiring
- Optimistic

## MARIL FRAGRANCE

### Packaging Story:

MARIL combines masterfully crafted fragrances with sustainably grown and environmentally responsible ingredients to create immersive and engaging scents that fill every room with goodness.

### Voice Tone Direction:

Inspiring  
Optimistic  
Warm  
Casual  
Whimsy Light  
Playful When Appropriate  
Approachable  
Lift The Spirit

### Key Words & Phrases:

Goodness  
Inspired  
Good Feeling  
Room-Filling  
Immersive  
Engaging  
Unexpected  
Crafted  
Calming  
Refreshing  
Recharging  
Renewing  
Unstoppable  
Joy  
Inviting  
Lively  
Connected

# Logo & Type

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MARIL™

Montserrat Regular

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijkl  
mnopqrstuvwxyz

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LAVENDER + WHITE SAGE

MARIL IS INSPIRED BY GOODNESS  
and comes to life through immersive,  
engaging and unmatched fragrances  
that create a good-feeling, room-filling  
scent experience that calms the soul,  
evokes favorite memories and  
refreshes the spirit.

AVENIR

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijkl  
mnopqrstuvwxyz

# Color

## MARIL™ Brand PMS Colors

### Brand colors

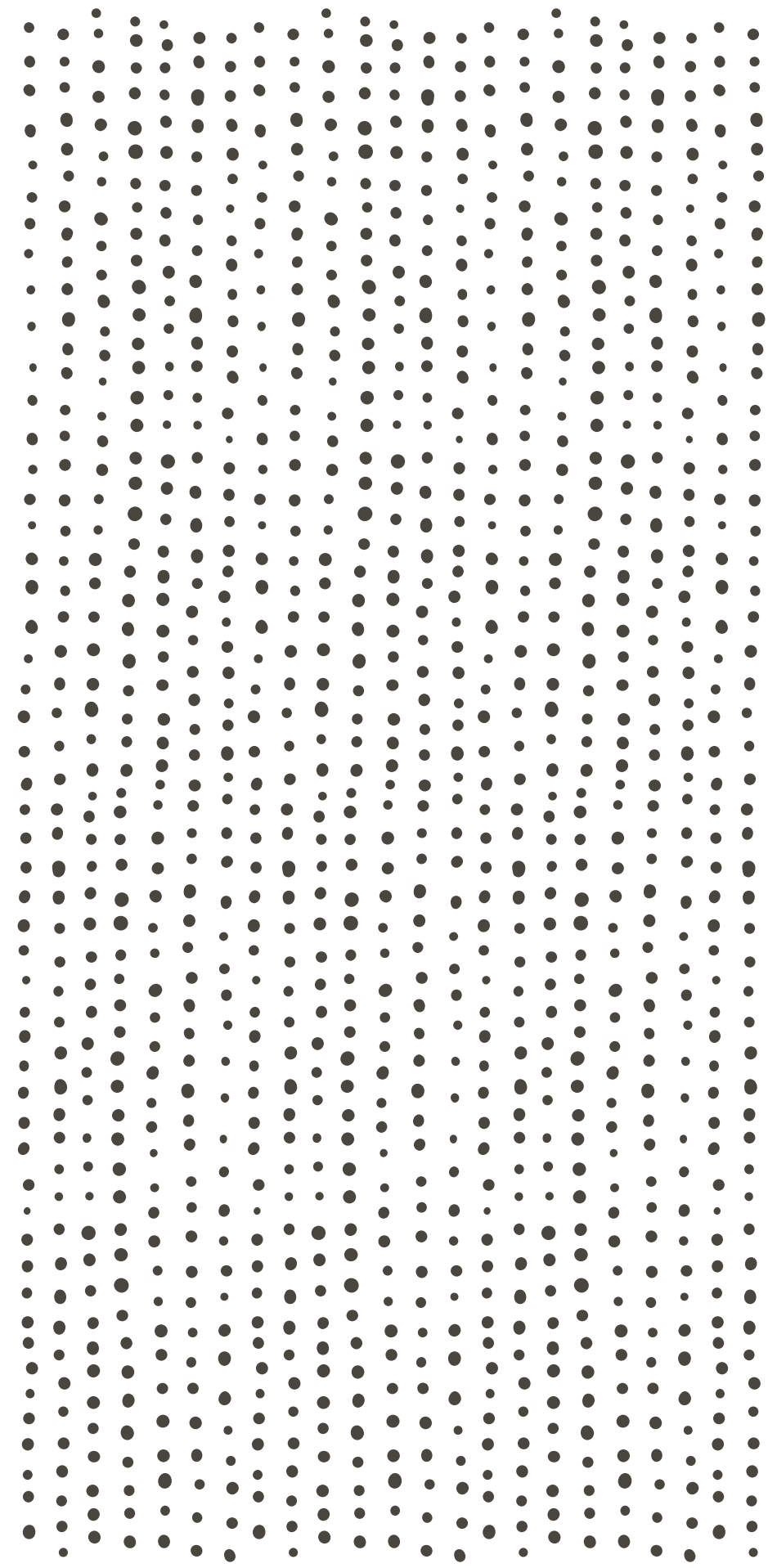
<b>Packaging color</b> 2336	<b>Universal White</b> 9080	<b>Tin color (estimated)</b>
80%	80%	60%
50%	50%	40%
20%	20%	20%

### Fragrance scent colors

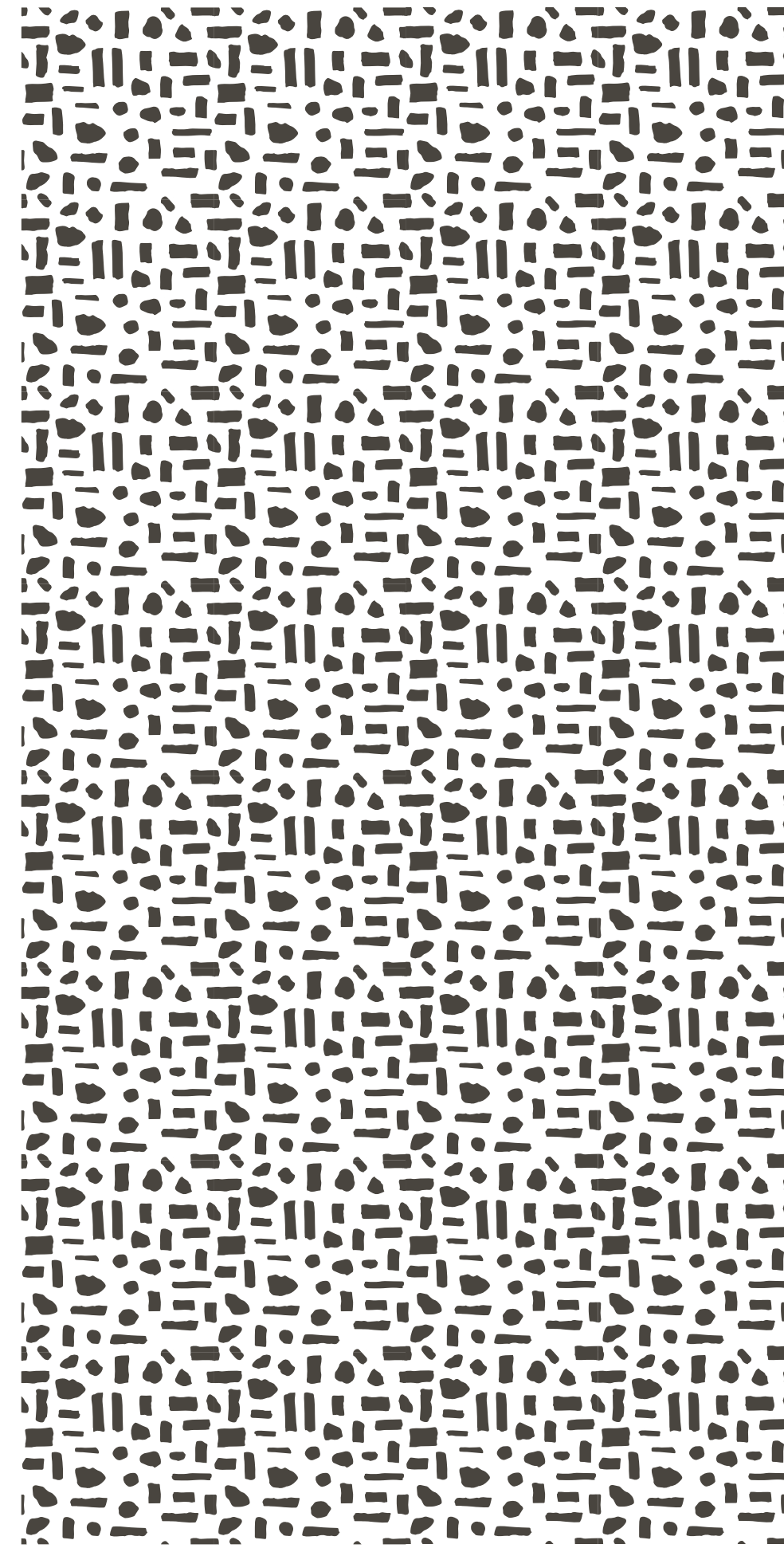
7412	Himalayan Citrus
696	Rose + Leather
645	Clear Blue Water
4190	Vetiver + Timur Pepper
5415	Oud + Earth
2362	Lavender + White Sage
4198	Fresh Cut Flowers
2341	Pink Pomelo + Aloe
7497	Smoked Woods
7529	White Oak + Cashmere

# Pattern

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Dots



Mixed shape



Lines



# Packaging

## Label design

MARIL™	PRODUCT OF THE USA	EST. 2022
	FRESH CUT FLOWERS	8 OZ
	INSPIRED BY: <i>Marilyn N.</i> (226 g)	

MARIL™	PRODUCT OF THE USA	EST. 2022
	PINK POMELO + ALOE	8 OZ
	INSPIRED BY: <i>Marilyn N.</i> (226 g)	

MARIL™	PRODUCT OF THE USA	EST. 2022
	HIMALAYAN CITRUS	8 OZ
	INSPIRED BY: <i>Marilyn N.</i> (226 g)	

MARIL™	PRODUCT OF THE USA	EST. 2022
	ROSE + LEATHER	8 OZ
	INSPIRED BY: <i>Marilyn N.</i> (226 g)	

MARIL™	PRODUCT OF THE USA	EST. 2022
	LOUD + EARTH	8 OZ
	INSPIRED BY: <i>Marilyn N.</i> (226 g)	

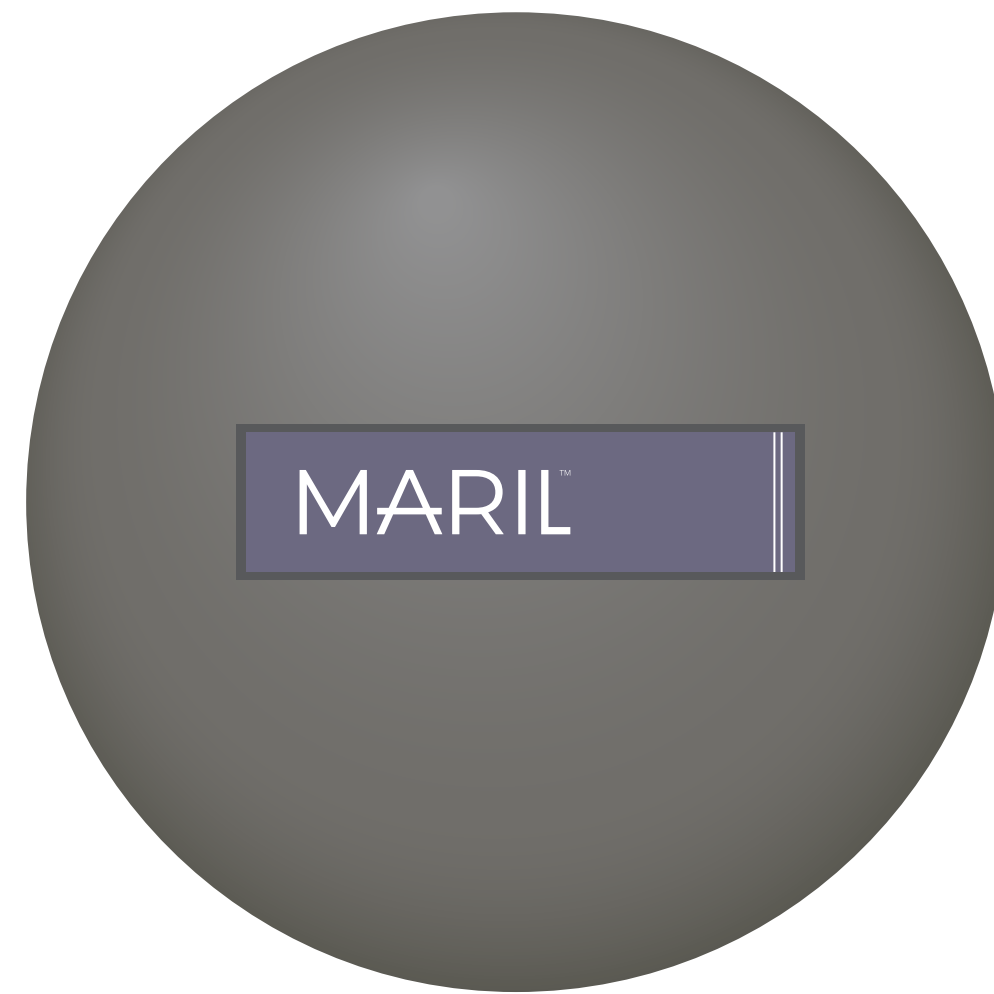
## Box design



MARIL™	PRODUCT OF THE USA	EST. 2022
	LOUD + EARTH	8 OZ
	INSPIRED BY: <i>Marilyn N.</i> (226 g)	

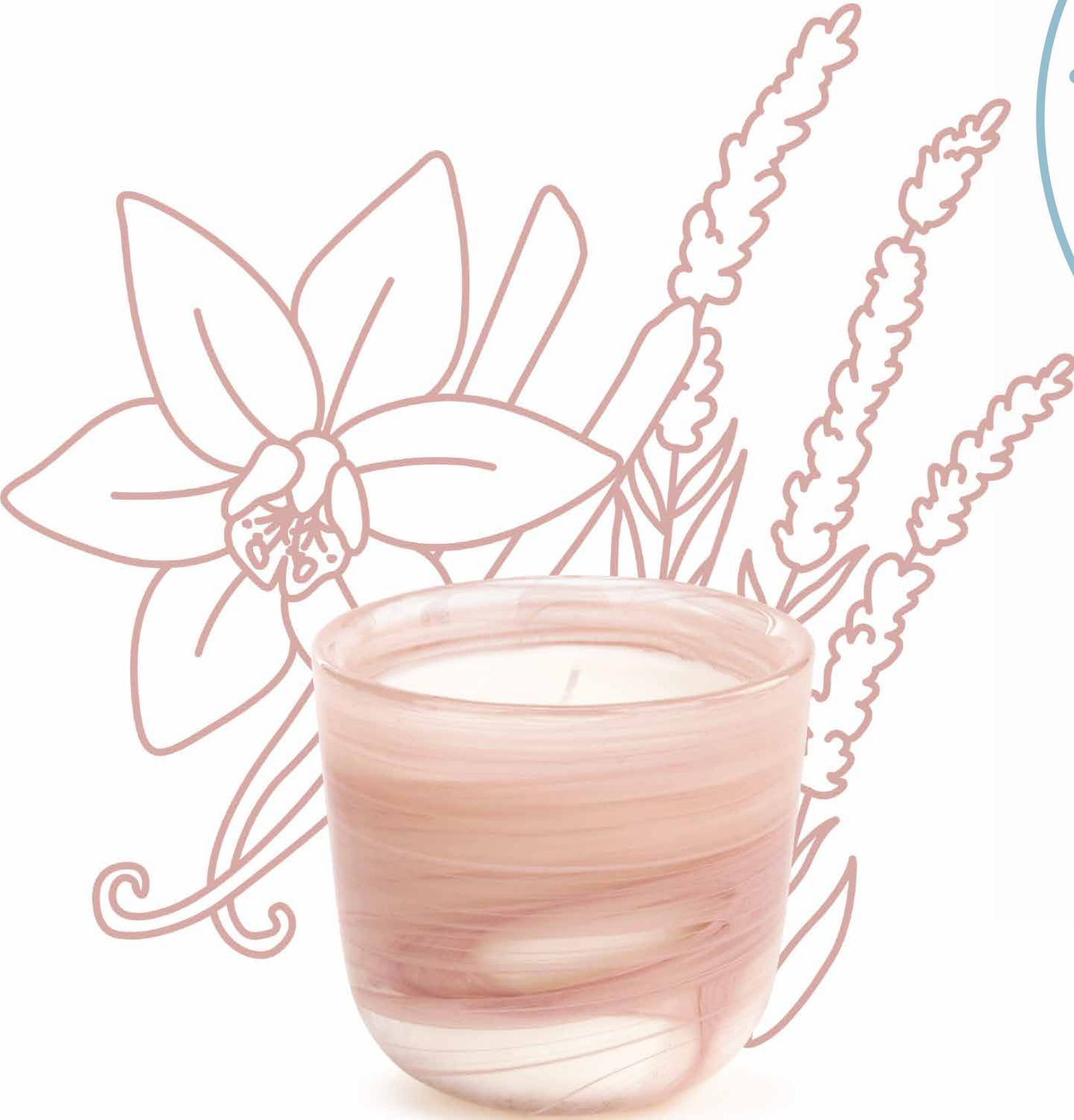
# Packaging cont.

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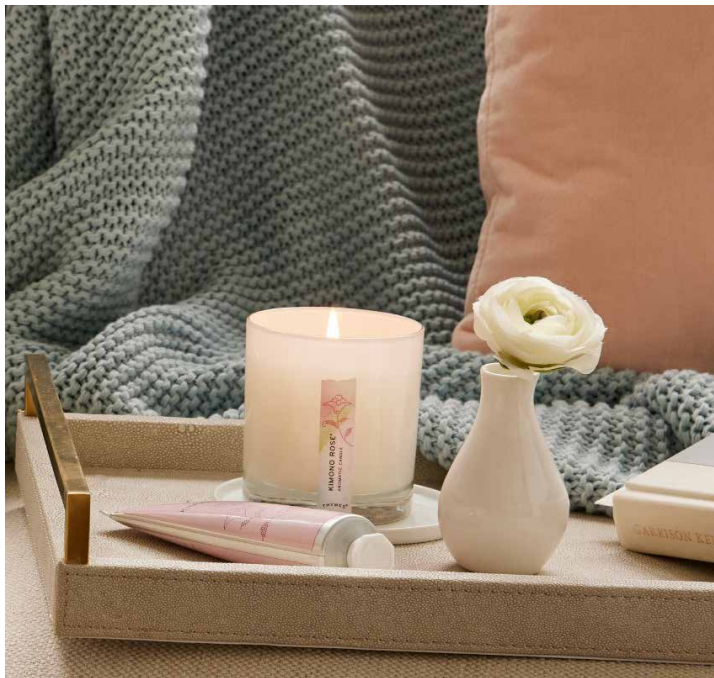
# Illustration

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# Photo Style Board

## Everyday life



## High drama simplicity



## Shadows & Light

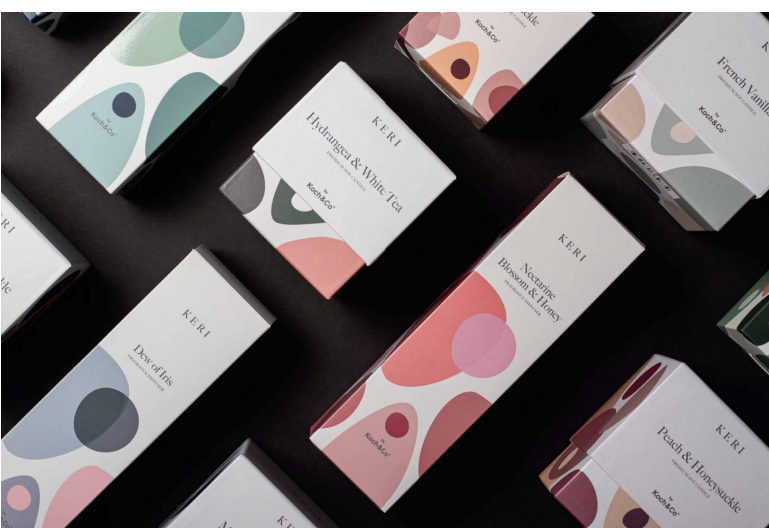


# Photo Style Board

## Natural elements



## Top down shots



## Simple

