

DIGITAL MARKETING FUNDAMENTALS: BRANDING



Brand Guideline

BY CHING, MAKI, MIKU AND VALENTINA





This Is Our History

Brand Guideline | Spritz

We come from three different corners of the world—Japan, Taiwan, and Brazil—yet we all found ourselves beginning a new chapter on the beautiful land of Canada. Some of us have lived here for years, while others have only just arrived. Despite our different backgrounds and experiences, we quickly discovered something we all shared: **our skin wasn't prepared for Canada's dry climate.**

The cold, dry air caused constant irritation and painful cracking, requiring frequent application of hand-care products throughout the day. But life doesn't slow down for skincare.

That moment became our **inspiration**. We asked ourselves: What if hand care could be simpler? Faster? Cleaner? And just like that, the idea came to us: **hand-moisturizer spray.**

Hello World!

Unlike traditional hand creams or lotions, a hand-moisturizer spray uses a **lightweight, fast-absorbing formula stored in a spray bottle**, allowing users to **apply it easily with just one hand** and without leaving any residue.

Although hand-moisturizer sprays have existed for a long time, we were surprised by how uncommon and under-recognized they still are. With that in mind, Spritz was born with the aim to **increase the popularity of spray moisturizers** through **effective branding** and by offering a **new option for people who struggle with dry skin**.

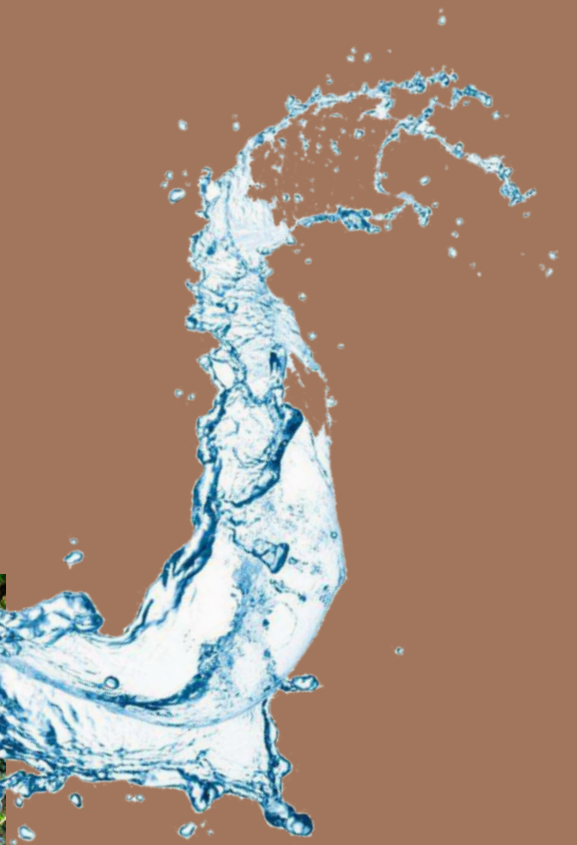
Our brand is focused not only on **making daily hand care easier** for our customers, but also on promoting the **importance of natural ingredients** and contributing to a more **conscious cosmetics industry**.

Why Spritz?

Spritz is a verb that **means to spray tiny drops of liquid out of a container**, and the **sound of the word itself resembles the quick, light sound of a spray being released**, which further strengthens the connection between the name and the user experience. The word also creates a **sense of a refreshing splash**, giving customers an immediate image of hydration and light moisture.

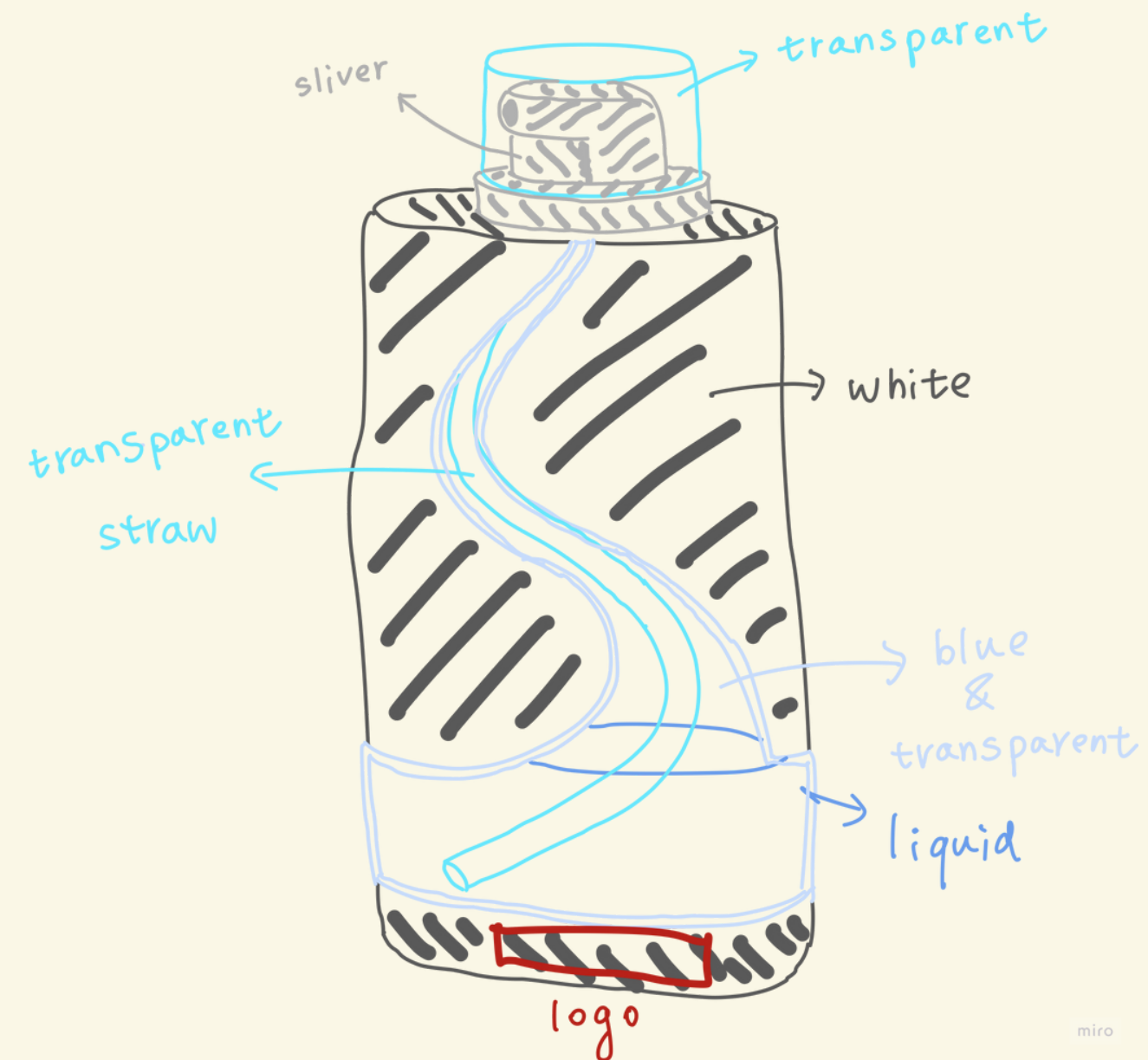
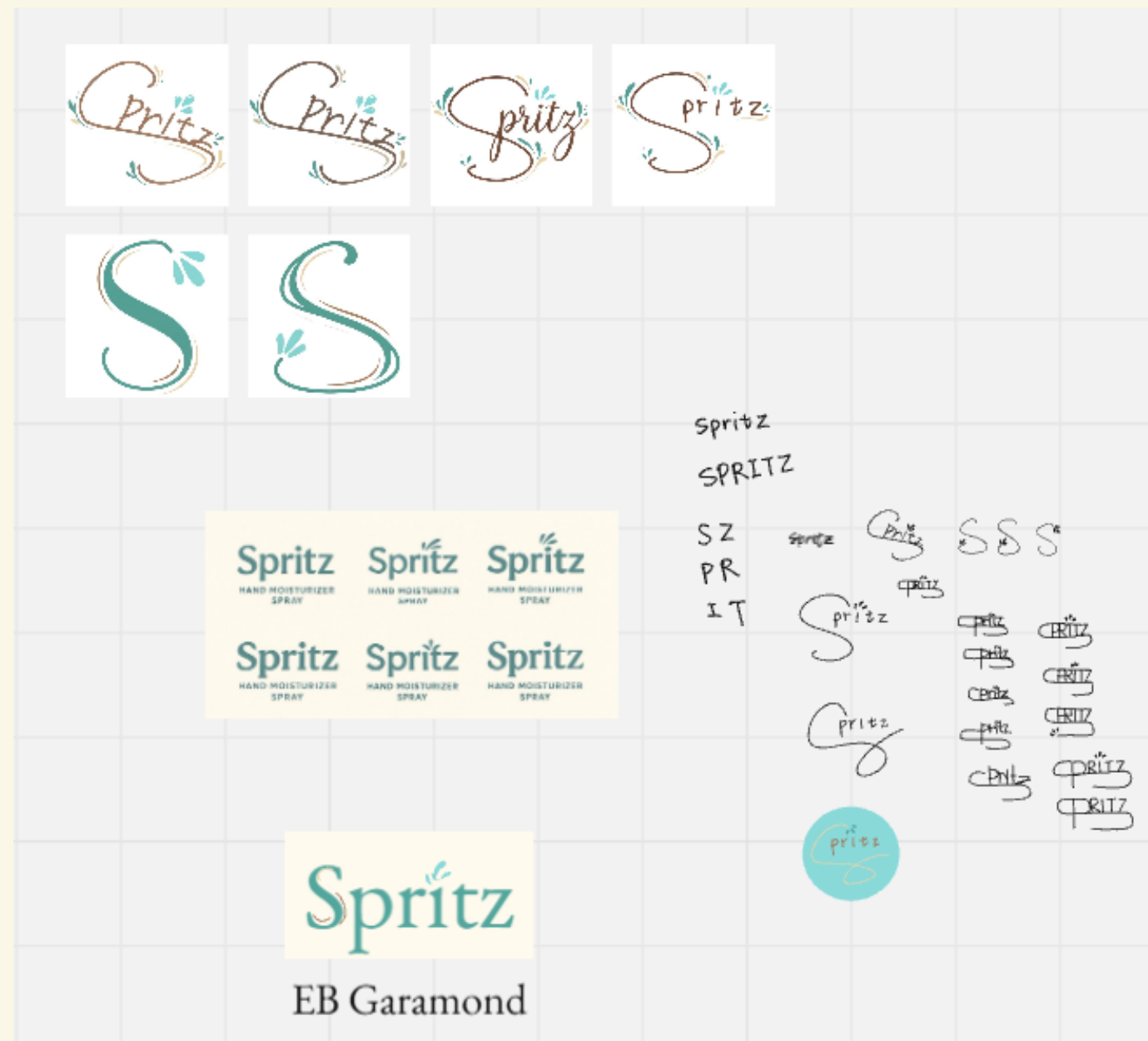
“Spritz” is **easy to pronounce, short, and rhythmical**, which makes it also easy to remember. Overall, the name effectively **communicates freshness, hydration, and simplicity**, making it highly suitable for our brand.

Moodboard



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Creative Process





The Spritz logo reflects our brand identity and shows a sense of freshness, fluidity, and elegance. The first letter, S, is paired with organic lines that express the light, effortless spirit of the brand. For a final touch, the dot of the letter 'i' is replaced by a splash, directly connecting the logo to the product's function as a spray. The typeface used in the logo is EB Garamond, a sophisticated font that offers excellent readability.

Just below the name, the tagline 'Hand moisturizer spray' reinforces the brand's essence for customers.

Logo do's and don'ts

DO'S:

Spritz
HAND MOISTURIZER SPRAY

Spritz

Spritz

Spritz

Spritz

Spritz

DON'TS:

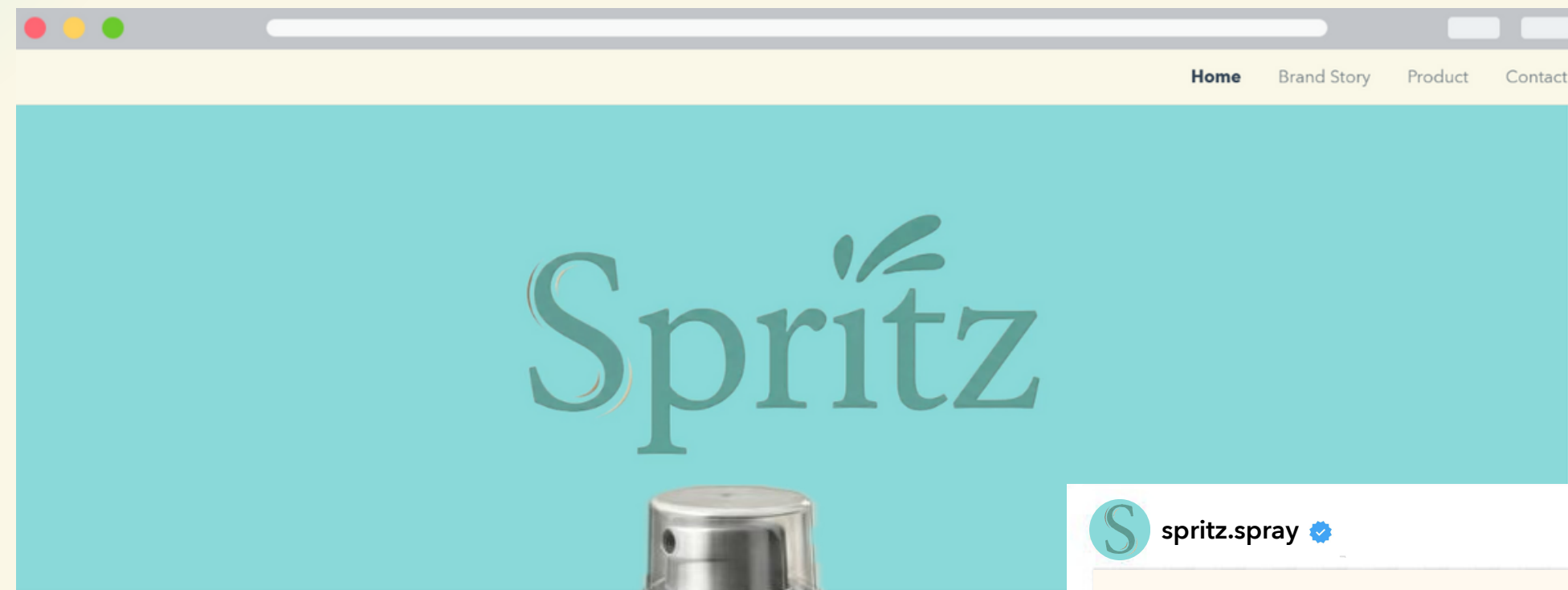
Spritz

Spritz

Spritz

Spritz

Logo applications



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Unique selling proposition

Fast-absorbing hand care spray

A hand care product designed in a spray format for busy modern lifestyles. To stand out in the hand care market, our product offers a practical and efficient way to keep hands moisturized and refreshed without interrupting daily routines.

Water-based formula with naturally derived ingredients

Unlike many spray-type hand care products on the market, our product uses a water-based formula instead of alcohol. The fragrance is created using naturally derived extracts rather than synthetic fragrances, providing a lighter and more comfortable sensory experience. These formulation choices support our mission of offering a more environmentally friendly hand care option.

Skin-friendly product

Our product is formulated with low-irritation ingredients and is suitable for everyday use. The current version focuses on a core formula designed to work for most skin types, the brand allows flexibility for future variations tailored to different skin needs.

Target Market

Women in Canada consistently struggle with dry hands. Whether they're at work, at school, or simply out for a walk, their hands often feel uncomfortable – and in many situations, applying lotion isn't the most efficient way to keep them moisturized. [Spritz is here for these women!](#)

- [Gender:](#) Primarily female
- [Age:](#) Pre-20s to mid-50s
- [Income:](#) Medium income, with disposable spending power
- [Geography:](#) Consumers living in dry or cold climates, primarily within Canada
- [Other:](#) These women seek convenient hand-care solutions that fit into a fast-paced lifestyle while still being gentle on the skin and the environment. Many are professional women who prefer quick absorption, natural scents, and products that don't disrupt their workflow or leave residue on keyboards or work tools. Younger customers, including students, value portability, sustainability, and fragrance as a form of personal expression. Across all segments, these women appreciate hand care that is natural, organic, practical, and efficient.

Persona

- **Name:** Emi Onda
- **Age:** 29
- **Gender:** Female
- **Location:** Vancouver, Canada
- **Occupation:** Software Developer at a mid-size tech company
- **Income:** Mid-level, stable disposable income
- **Lifestyle:** Fast-paced, urban, health-conscious, eco-aware

Emi moved to Canada from Japan two years ago. She loves the multicultural environment, the nature, and the career opportunities, but she still hasn't adapted to the dry Canadian climate. Her hands crack easily, especially in winter or after long days typing at her laptop.

As a Software Developer, Emi spends hours coding and constantly switches between her keyboard, phone, and water bottle. She values products that fit her quick, clean, and efficient workflow.

In her free time, Emi enjoys hiking, reading, and having brunch with friends.



Vision and slogan

Vision

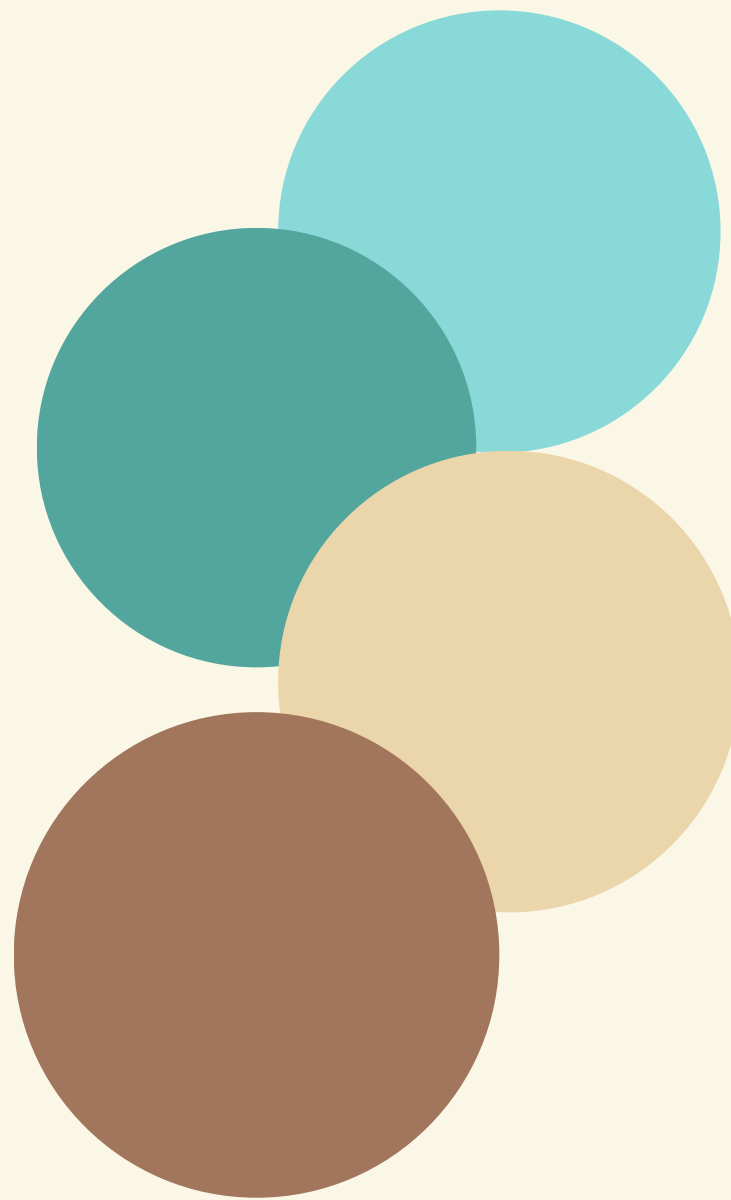
To make everyday hand care effortless,
natural, and enjoyable.

Slogan

Spray your way!

Color Palette

We chose **Soft Aqua, Muted Teal, Soft Beige, and Clay Brown** to express hydration, natural care, warmth, and premium quality simply and memorably. All colors chosen resemble nature, reinforcing the idea of a product that is organic, natural, good for the skin, and the environment.



Soft Aqua #89D9D9

The light tone of sky blue represents the refreshing sensation and the lightweight hydration delivered by our water-based spray formula.

Muted Teal #53A69D

The deep green tone symbolizes our connection to nature and our gentle and organic ingredients, reinforcing our commitment to skin and environmentally friendly care.

Soft Beige #EBD5AB

Beige transmits the premium quality of our product in a comfortable, calm, and elegant way.

Clay Brown #A2765C

Brown adds a chic and earthy warmth, grounding the design and connecting it to the natural ingredients.

Typefaces

EB Garamond

This timeless serif typeface was chosen as our logo font due to its excellent readability and elegance. Its organic strokes also contribute providing a very natural and fluid reading. This font should be used in logo applications, titles, packaging, presentations and invitations. It can be applied in both regular and bold forms (semi and extra).

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Avenir Next Arabic

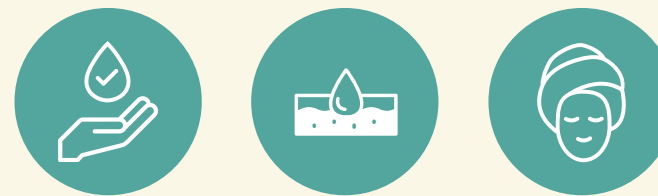
This geometric sans-serif typeface provides consistent, clean, and highly legible typography. It will be used in long texts, documents and presentations, as it adapts well to both on-screen and printed formats. It can be used in versions regular, medium and bold.

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Language and tone

Spritz speaks in a friendly, approachable, and informative voice. Our tone is casual and conversational, without being overly playful or informal. We take hand care seriously, so our communication reflects authority and trustworthiness while still keeping things clear and warm. Everything we say stays simple, relatable, and grounded in the everyday reality of our consumers.

In our layouts, both online and offline, we use icons to clarify our message and make it feel more relatable.



In our social media, we use emojis related to hand care (in different skin tones), nature (like leaves, trees, and fruits), water (drops or spray), and empathy (the white heart).



Online and Offline Presence

Online channels

Website
Instagram
TikTok
Youtube
LinkedIn
Partnership with influencers
Google advertising placement
Article in blogs

Offline channels

Elevators and washrooms in business centers
Posters
Merchandising (necessaries, water bottles)
Magazines
Pop-up stores
Store sampling
Official events



Spritz

HAND MOISTURIZER SPRAY

