



# THE BRAND KIT

PRESENTED BY VRINDA NAIR



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The background is a classical painting. On the left, a woman's face is shown in profile, looking upwards with a surprised expression. On the right, another woman's face is shown in profile, looking to the right with a calm expression. Between them are some green leaves. A dark, rounded rectangular text box is centered over the painting.

# ABOUT CIRCE

Circe is a luxury haircare brand that brings together science and art, combining powerful R&D-backed formulations with rich sensorial experiences to give you the most aesthetic, indulgent and luxurious haircare experience, every single time.



# THE VISION

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At Circe, we believe in rituals that help pause, unwind and appreciate beauty in the small things in life. Circe products are not just for your hair, they are also for your soul- from the rich decadent fragrances to the beautiful artistic packaging that forces you to stop and ground yourself in the moment.





# THE NAME

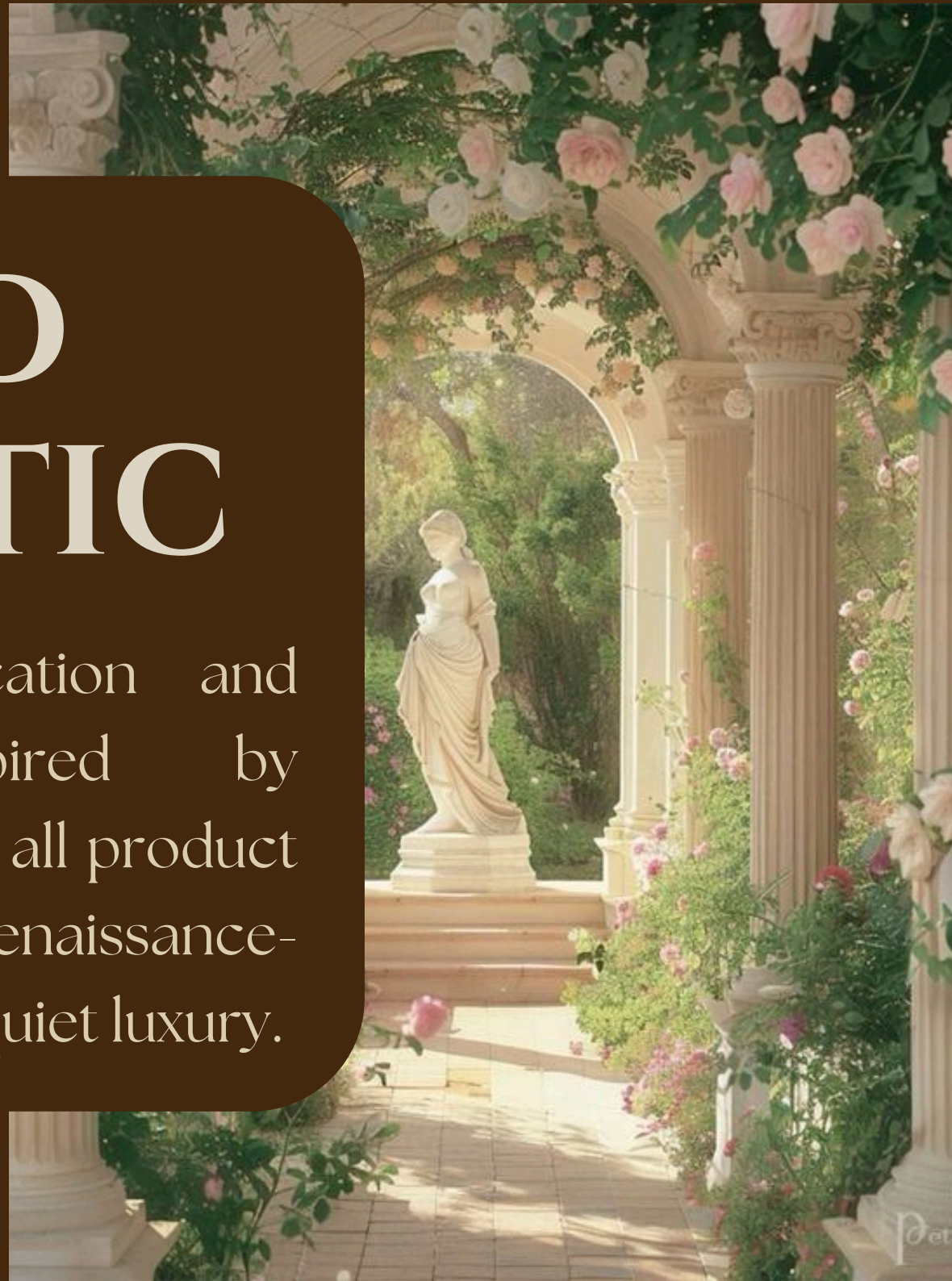
Circe- the enigmatic nymph goddess of ancient Greece. With beautiful long dark hair like fiery rays, she was known for her vast knowledge of potions and herbs. Circe, like our brand, represents power, desire and the ability to transform.





# BRAND AESTHETIC

Circe embodies sophistication and timeless beauty, inspired by Renaissance art. Artwork on all product packaging shall be Renaissance-inspired, to lend a feeling of quiet luxury.





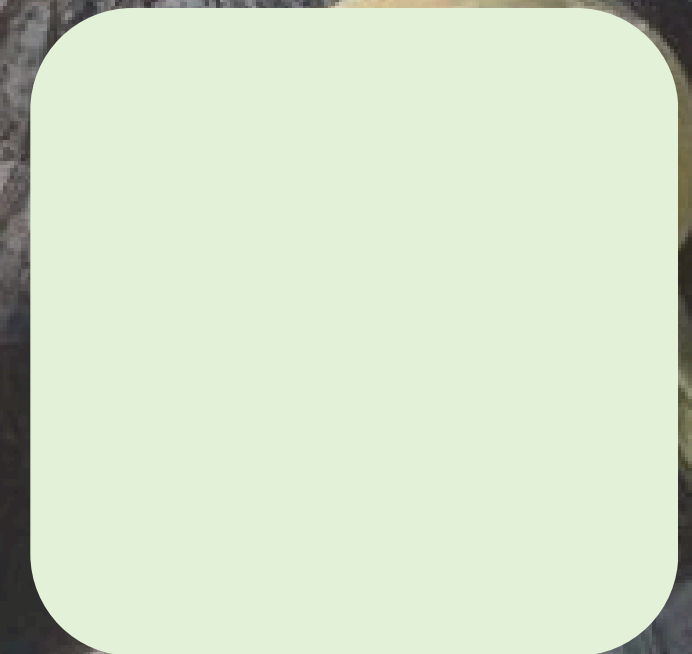
# BRAND LOGO





# BRAND COLORS

The color palette consists of commonly used colors in Renaissance art-earth tones, warm colors and shades of blue. Deeper shades like the wine shade here represent royalty.



# BRAND FONTS

The main logo is in the font FREEDOM CHANGES that is Greek-inspired, and the rest of the label features a clean sans serif font ADRIANNA EXTENDED.



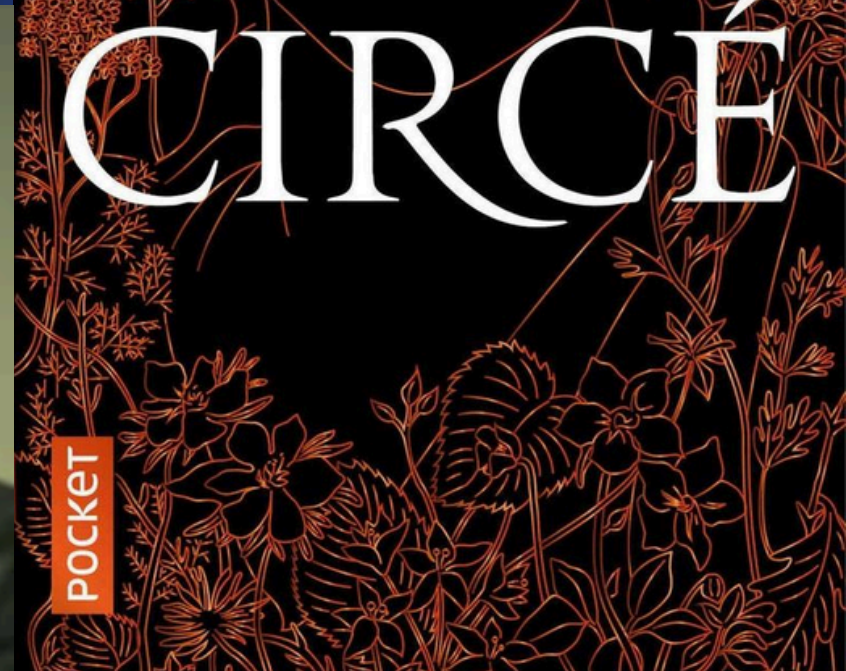
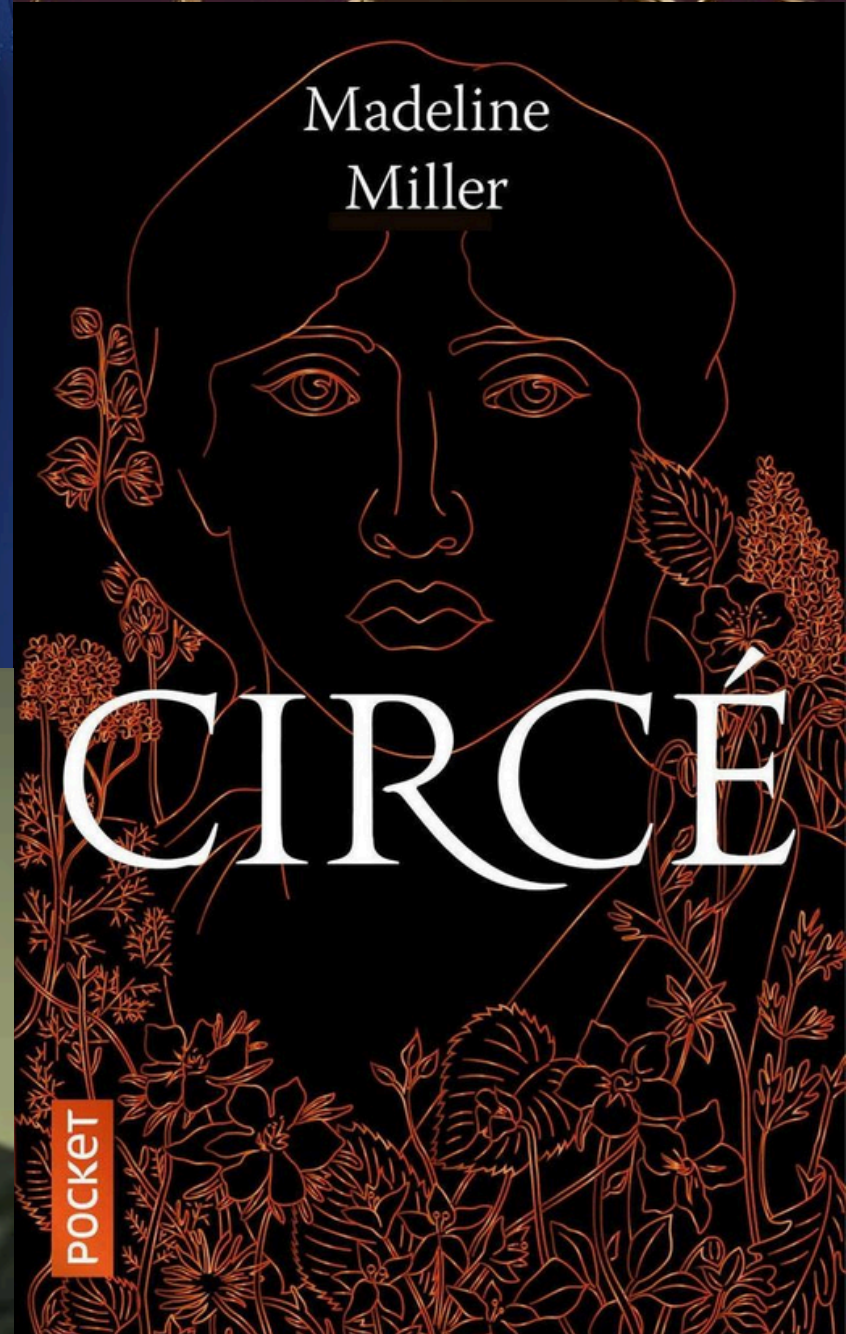
**THIS IS FREEDOM CHANGES**

THIS IS ADRIANNA EXTENDED





# MOODBOARD



POCKET





# LABEL DESIGN

At Circe, the label is for more than mere brand identification or product information - it is an opportunity to create art.  
All labels will have Renaissance-themed artwork as the background, with the text placed on top.





## PERSEPHONE

Restorative Shampoo

Shampooing Réparateur

Reawaken your hair to its glossiest, healthiest prime. This rejuvenating cleanser combines centuries-old healing oils and extracts — cypress and argan — with our revolutionary bio-restorative complex to balance the scalp and reinforce the inner strength of each strand.

Just lather, indulge, rinse.

### Ingredients

Aqua/Water/Eau, Decyl Glucoside, Sodium Cocoyl Isethionate, Cocamidopropyl Betaine, Citric Acid, Sodium Hydroxide, Panthenol, Glycerin, Dimethicone, PEG-150 Distearate, PPG-5-Ceteth-20, Sodium Benzoate, Sodium Chloride, PEG-55 Propylene Glycol Oleate, Propylene Glycol, Carbomer, Parfum/Fragrance, Coco-Caprylate/Caprate, Polyquaternium-67, Salicylic Acid, Amodimethicone, Sodium Phytate, Glycol Distearate, Coco-Betaine, Acrylates/Beheneth-25 Methacrylate Copolymer, Limonene, Trideceth-6



[www.circehair.com](http://www.circehair.com)



LABEL DESIGN 1



# LABEL DESIGN 2



# CIRCE

— rituals rooted in science —

**CLEOPATRA**

**Nourishing Conditioner**

**Après-shampooing nourrissant**

Reawaken your hair to its glossiest, healthiest prime. This rejuvenating cleanser combines centuries-old healing oils and extracts — cypress and argan — with our revolutionary bio-restorative complex to balance the scalp and reinforce the inner strength of each strand.

Just lather, indulge, rinse.

## Ingredients

Aqua/Water/Eau, Decyl Glucoside, Sodium Cocoyl Isethionate, Cocamidopropyl Betaine, Citric Acid, Sodium Hydroxide, Panthenol, Glycerin, Dimethicone, PEG-150 Distearate, PPG-5-Ceteth-20, Sodium Benzoate, Sodium Chloride, PEG-55 Propylene Glycol Oleate, Propylene Glycol, Carbomer, Parfum/Fragrance, Coco-Caprylate/Caprate, Polyquaternium-67, Salicylic Acid, Amodimethicone, Sodium Phytate, Glycol Distearate, Coco-Betaine, Acrylates/Beheneth-25 Methacrylate Copolymer, Limonene, Trideceth-6



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# LABEL DESIGN 3



## ARIADNE

Strengthening Leave-in

Renforcement sans rinçage

Reawaken your hair to its glossiest, healthiest prime. This rejuvenating cleanser combines centuries-old healing oils and extracts — cypress and argan — with our revolutionary bio-restorative complex to balance the scalp and reinforce the inner strength of each strand.

Just lather, indulge, rinse.

### Ingredients

Aqua/Water/Eau, Decyl Glucoside, Sodium Cocoyl Isethionate, Cocamidopropyl Betaine, Citric Acid, Sodium Hydroxide, Panthenol, Glycerin, Dimethicone, PEG-150 Distearate, PPG-5-Ceteth-20, Sodium Benzoate, Sodium Chloride, PEG-55 Propylene Glycol Oleate, Propylene Glycol, Carbomer, Parfum/Fragrance, Coco-Caprylate/Caprates, Polyquaternium-67, Salicylic Acid, Amodimethicone, Sodium Phytate, Glycol Distearate, Coco-Betaine, Acrylates/Beheneth-25 Methacrylate Copolymer, Limonene, Trideceth-6



[www.circehair.com](http://www.circehair.com)





# PRODUCT MOCKUP 1







PRODUCT  
MOCKUP 2



# PRODUCT MOCKUP 3





# PRODUCT MOCKUP 4







THANK YOU