

**BASECOAT**



# RESEARCH



## Sources

<http://heritage.coca-cola.com/>

<http://coca-cola-art.com/2007/11/07/the-coke-side-of-life-remix/>



## My Thoughts:

Coca-Cola appeals to all audiences, to all ages. The scripted typeface in the logo and the production of the old-fashioned glass bottle, portrays and gives off the feeling of being transported back in time. Whenever I see the old, unique shape of the small Coke bottles, I immediately think of an old '50s or '60s diner. This appeals to the older generations who are familiar with this form of the product. The sleek, stylish cans with the combination of the original scripted typeface and the crisp sans-serif or serif typefaces bring us back to the present which helps the brand to draw in the younger crowds. Coca-Cola has established itself as a brand who can be trusted and known for their quality product. The familiar Coca-Cola color red grabs the consumer's attention and is able to recognize the color and connect it back to the brand. It's not an intimidating red, but it does "stop" the consumer to look at the product.

The typeface is original and draws from its time period. The 30 degree angle of the words suggest a friendly yet stylized handwriting offering a friendly connection. It connects back to the beginning of the brand from the late 1800s giving it an eternal classic look. Coca-Cola's current commercials or advertisements evoke the emotion of happiness with the fun, colorful, and abstract shapes that shout life can be fun if you drink Coke products.

Not only does Coca-Cola attract people of all ages, but also throughout the range of social classes which attracts the idea that everyone can afford and enjoy a Coke.

## History:

Coca-Cola was first developed as a carbonated drink in 1886 by Atlanta pharmacist, John Pemberton. It finally became The Coca-Cola Company a few years later by Asa Griggs Candler who gave the company its original vision and brand. The famous logo was designed by Frank Mason Robinson in 1885. The typeface was known as Spencerian script that was designed in the mid-19th century and was recognized as the main form of formal handwriting during that time in the United States. This logo remained consistent throughout the company's history.

In 1899, Benjamin F. Thomas and Joseph B. Whitehead bought the rights from Candler to bottle and sell the soda for the sum of only one dollar. This was the company's huge turning point in becoming a successful brand because of the unique and distinct glass bottle that was made up of an elegant contour shape that made it easily recognizable as a Coke bottle compared to all the other beverage brands trying to copy the design.

In the 1970s, the Coca-Cola brand began to identify with being connected with good, fun, and happy times with friends. It contributed to the happiness of everyday life. Over time, the company has expanded to producing many other lines of beverage products and selling more than 1.7 billion a day throughout the world. Coca-Cola has changed over time in a positive light and have maintained their mission of "providing magic every time someone drinks a Coke product."

## Sources

[http://ecx.images-amazon.com/images/I/41mFVGdQpSL\\_SL500\\_AA300\\_.jpg](http://ecx.images-amazon.com/images/I/41mFVGdQpSL_SL500_AA300_.jpg)  
<http://thewaltdisneycompany.com/about-disney/disney-history>



Disney focuses on building dreams into reality through family entertainment for everyone of all ages throughout the world to enjoy, with a primary focus on children.



### My Thoughts:

The look and feel of Disney is fun, brings back memories of childhood and nostalgia, and gives off an impression that the world is filled with magic and imagination. Disney has been around for quite a while which also provides the feelings of trust and being genuine. The brand brings out the kid in the consumer and provides the idea that everyone can still be a kid at heart. Everyone is familiar with the playful typeface from the logo that reinforces the ideas of childhood and never-ending fun. This logo was inspired by Walt Disney's signature. The roundness and playfulness of the forms of the letters is kid friendly and inviting.

### History:

The Walt Disney Company started in 1923 and was originally called The Disney Brother's Studio created by Walter Elias Disney and his brother Roy. The company started off by creating cartoons with their famous Mickey Mouse character introduced in 1928 in Steamboat Willie. Later the company produce full-length animated films were created, such as Snow White. In 1971, the company expanded into resorts and other areas of entertainment, such as Magic Kingdom resort in Orlando, Florida. As the company has grown throughout the century, they have expanded into Disney Channel, Disney Store, Disney Interactive, Disney Online, and the development of Pixar.





#### Sources

<http://www.match.com/help/aboutus.aspx?lid=4>

[http://www.pcworld.com/article/225499/match\\_com\\_screens\\_for\\_creeps\\_goodLuck.html](http://www.pcworld.com/article/225499/match_com_screens_for_creeps_goodLuck.html)

Match.com's intended market is any single person in the dating world looking for the right relationship.



#### My Thoughts:

The Match.com brand gives off the feeling of friendliness, hope, and having fun. The small graphic of the male and female couple with the heart reinforces the hope that everyone can find true love or the right relationship for them. The typographic qualities of the logo are clean and modern in regards to the sans-serif typeface. It reflects the type of users who use the site, such as someone who is ready to settle down and know what they want. They are no longer looking just to date and have flings. I think that both the graphic of the couple, the simplistic and clean approach to the logo and the rest of the site along with the blue and green colors appeals to both sexes which is extremely necessary and relevant for the goal of the brand to function successfully.

#### History:

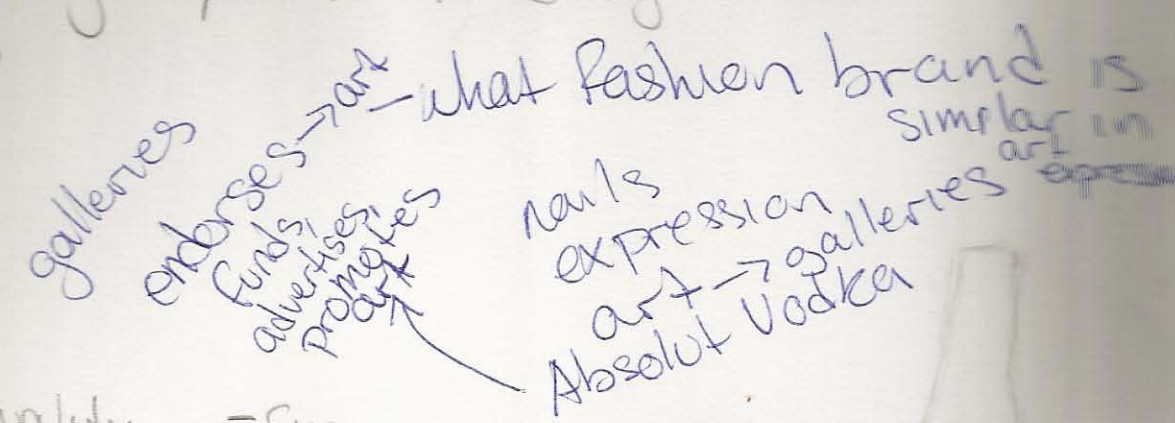
Match.com started in 1995 and helped the online dating industry become what it is today- a tool for single people to find a romantic partner. Over time, they have learned and improved the way they match people up and what their consumers are looking for from them through their service. Their mission is "to help singles find the kind of relationships they're looking for." They want consumers to connect to the success stories and inspire hope within the consumers that anyone can also find a relationship like that, all they have to do is try their product.



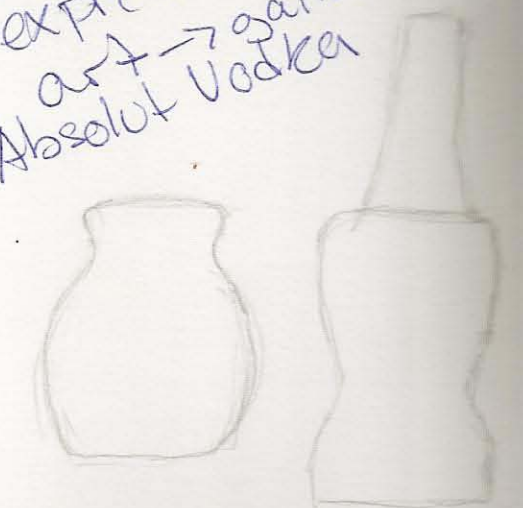
After researching these brands I really figured out that I wanted to create something unique and personal to me. A few years ago I discovered that my creative outlet is painting and designing my nails or my friends nails. The idea to brand my own nail product company I did not even have to think twice about. I wanted to take Coca-Cola's idea of having an unique bottle that everyone would recognize as their brand. From Disney I wanted to include the fun and entertaining aspect to my brand while also making it professional.



- a high quality nail polish for the artist/designer
- nail polish design as a form of art → new art medium
- form of expression → fashion statement
- tools and polish
- OPI quality but cheaper \$\$
- polish bottle unique → similar to Coca-Cola's bottle → recognizable
- developing a material that allows the consumer/designer/artist to design their own nails



- high-quality
- prismatic
- bold
- vibrant
- inspirational
- fun
- energetic



Nails as an art form

logic system

Argument

Competitor analysis

- excellence
- highest quality of products
- leader in the Professional Beauty industry  
 ↳ professional nail care
- Focuses + limits sales of product to beauty professionals only → Basecoat nail art artists/designers?
- Commitment to quality + safety  
 ↳ batch #s, instructions, + ingredients on all products
- customer + employee safety priority
- executive Vice-President + Art Director → Weiss-Fischmann  
 ↳ creates each shade based on her impeccable color forecasting, sense of style, + instinct for what women want  
 ↳ ask consumers + artists ideas on color/shades

Basecoat  
 ↳ leader in expressive art industry

Nail Lacquers

- chip-resistant, brilliant  
 ↳ 200 "Fashion-forward" colors
- not animal tested
- clever names
- beloved
- trusted

- known for their dedication + philanthropy in giving back to the community  
 ↳ The Schaeffer Family Foundation  
 ↳ donated millions \$\$ to multiple charities (health related causes + children's education)  
 ↳ \$350,000 Red Cross Hurricane Katrina recovery
- employees' children w/ computers
- to protect consumers from unsafe products  
 ↳ maintains high standards of quality

**O.P.I**



## "Hard as Nails"

- ↳ #1 brand of nail care
- producing quality nail care

### philosophy

- ↳ educate the consumer + develop quality, practical products that were competitively priced and easy to use
- developed into the leading mega brand of nail treatment + color
  - ↳ that sets trends
- latest treatment technologies
  - ↳ offers solutions for every nail care problem + need
- partners w/ top fashion designers to create and/or coordinate nail color as an accessory to their latest collection
  - ↳ basecoat → ~~part~~ art statement not an accessory or afterthought
- #1 brand in nail color
- #1 in nail treatment
- #1 in hair removal
- "we are innovators in everything beauty."
  - ↳ less about beauty
  - ↳ more about expression

Butter London  
(Best Bottle Design)  
Sephora Glass Nail Files

Premieres  
↳ first 12 unconventional nail polish colors

- 1985
  - ↳ introduction to iconic square bottle
- 210
  - ↳ becomes part of L'Oréal USA

- allows women all over the world to express themselves and have fun w/ color and whimsical names

- ↳ basecoat
- fun w/ color + design
- expression
- personality

- "essie is not just a brand, and it's not just a nail polish."  
- Essie Weingarten

- <sup>over</sup> 290 colors
- chip resistant formula
- flawless coverage
- incredible durability
- whimsical name to communicate the color's essence + extraordinary personality

↳ show this through the use of the products of basecoat

Sally Hansen

Sally Hansen

Sally Hansen

essie®





Nailology

Nailology

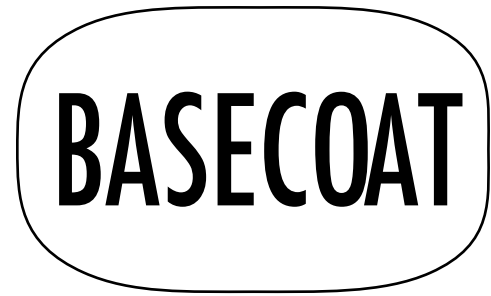
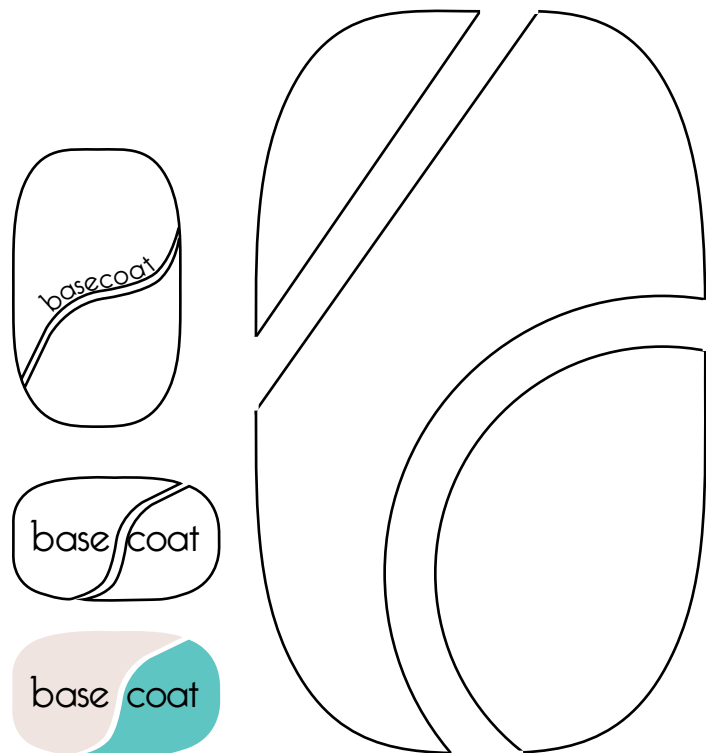
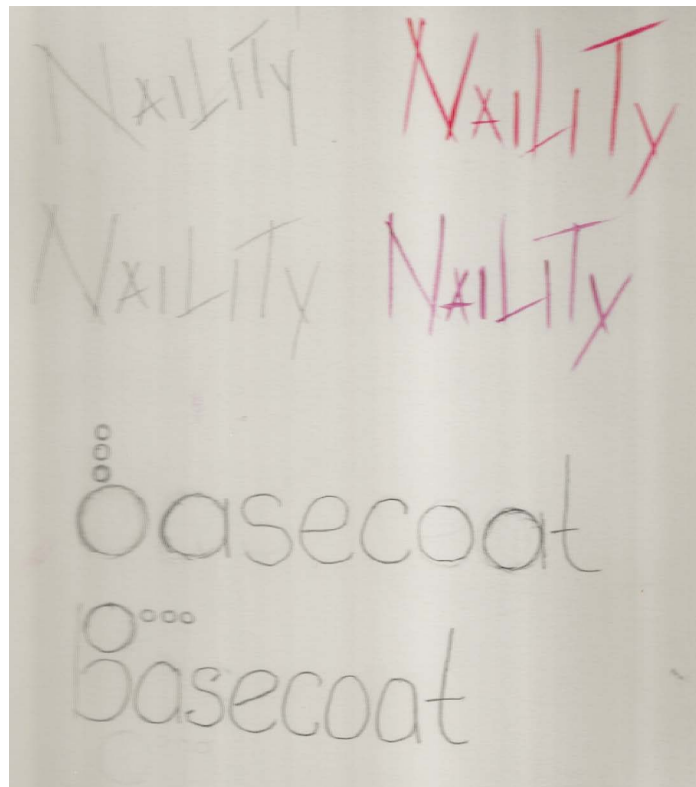
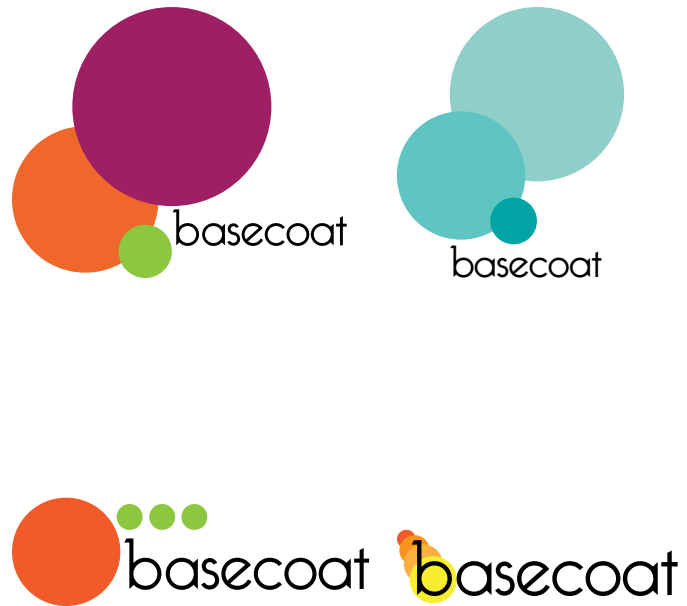
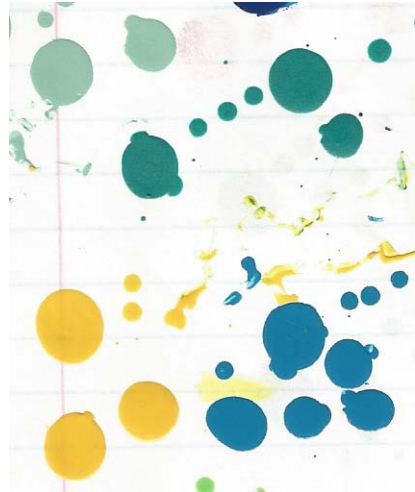
+ basecoat

basecoat

basecoat

basecoat

# LOGO



I first started out by deciding on what the brand should be called and the decision came down between "Naility" and "basecoat." I went with "basecoat" because I had a better rationale which was it came from the idea that every piece of work starts from a white canvas, a blank wall, or in this case clean nails. Basecoat just symbolizes the idea that after the gesso, primer, or bottom clear coat is painted on, the possibilities are endless to create.

Once I decided on the name "BASECOAT," I began trying to design the logo along with an icon. These examples of the icon came from the general shape of the nail and the others were inspired by the palettes I create when I design my own nails—many overlapping circles.

I also did research on other nail companies and their logo such as Sally Hansen, OPI, and essie.



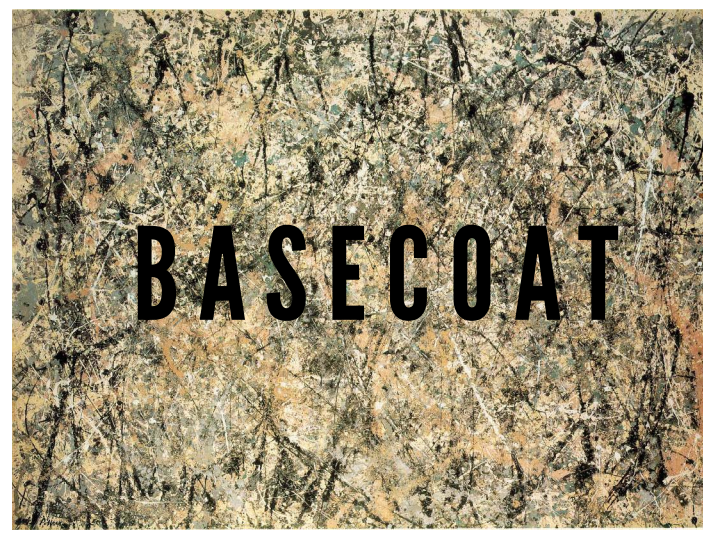
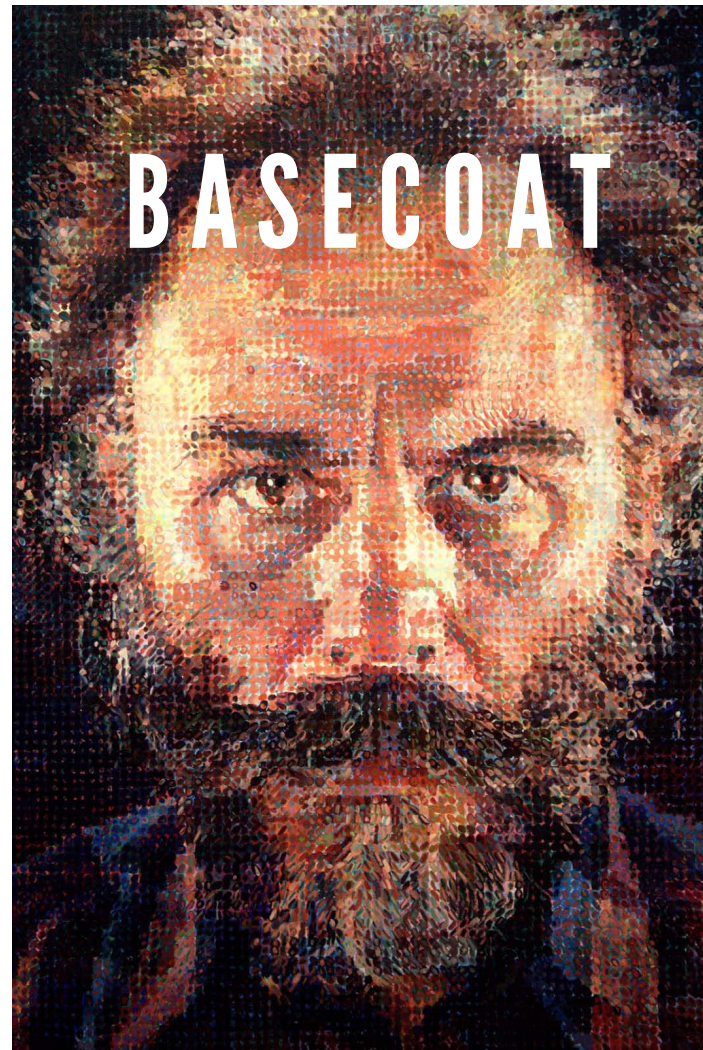
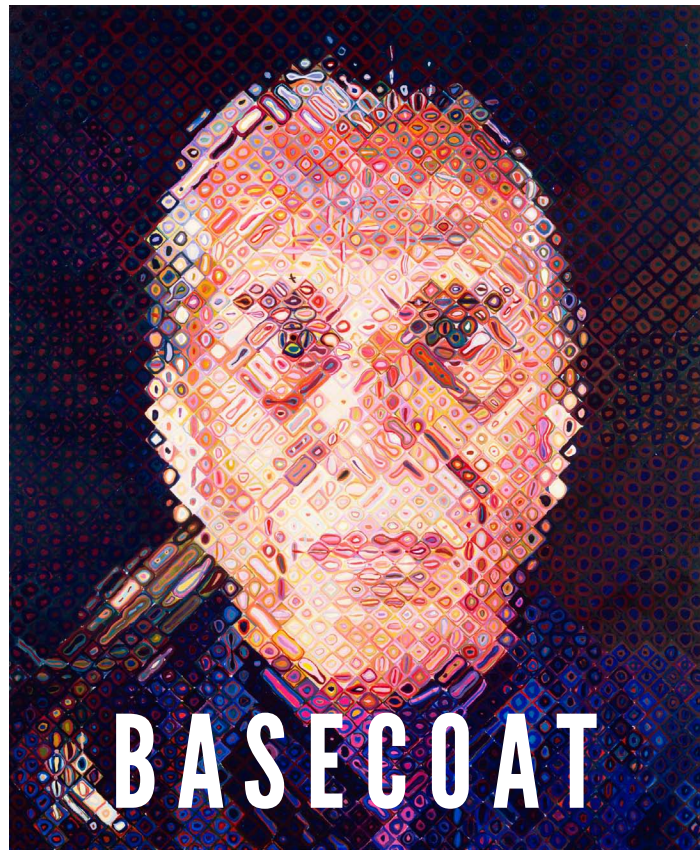


# Products



This is where I was exploring different artworks of my favorite artists and wrapping them digitally around the paint can. From this point I moved on to more contemporary artists so they would be more relevant to the consumers and my brand.



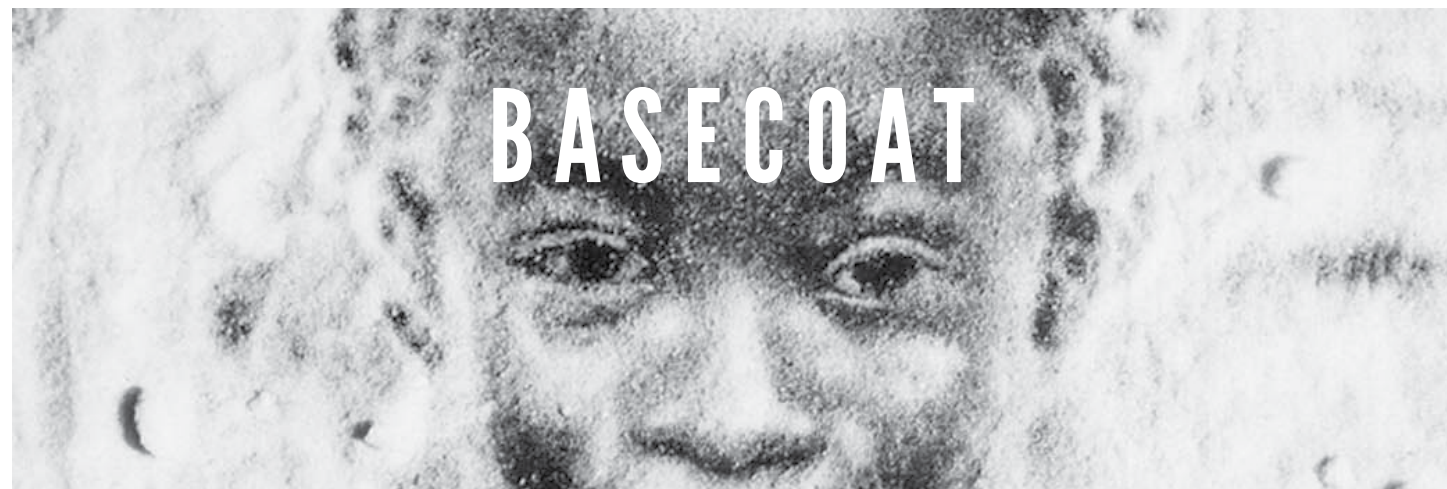


After finally committing to my logo, it was discussed that most modern day logos do not include an icon, so it should be tested how just my logo stands alone. I did this by placing my logo on different artworks and I decided it could hold it's own without an icon. These also helped with inspiration with my paint cans.

I had found some small clear paint cans that I had painted sliver to resemble actual paint cans. Directly to the left is my first label with the logo at that current time. The red line on the can was to allow the consumer what color the paint was inside the can. From here it was decided that the logo needed some work. The dot was not working and the letter spacing was too wide.

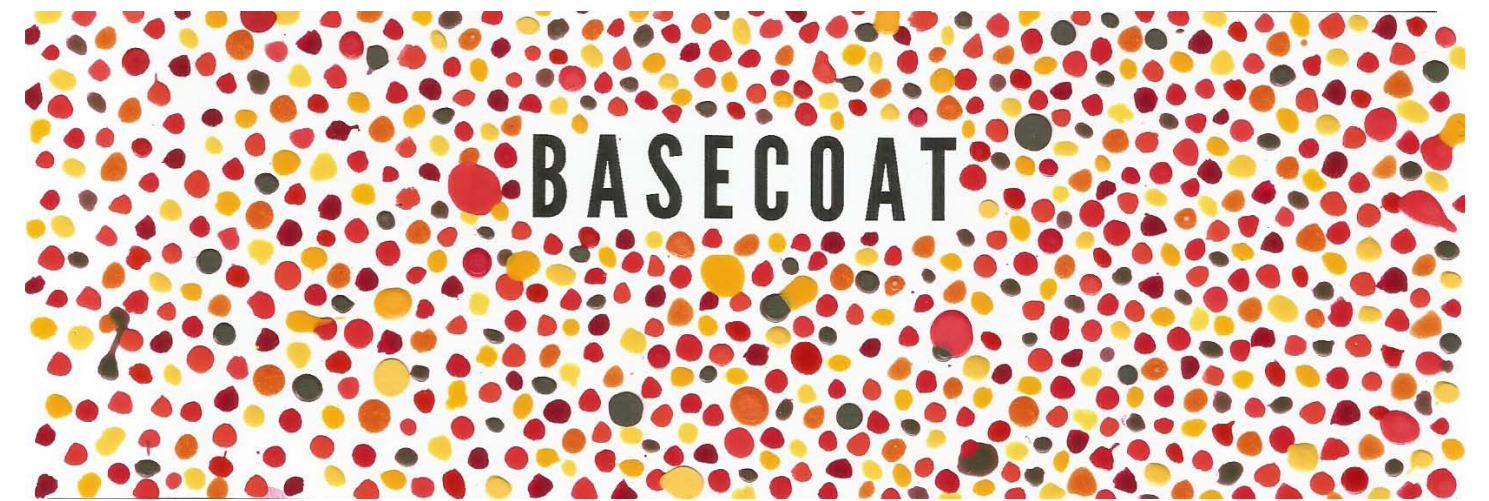
After finding the paint cans I began working on the labels. My second set of labels contained artwork that I placed around cans. The artwork with the logo thoughtfully placed on top really connected with the whole idea of my brand.





From those last labels I did some more research on some artists and chose work that I thought would stand out well on my paint cans. In class we discussed how no one would ever use that much nail polish that would fit in the cans so I had to come up with a solution. I decided to place three glass vials that would be filled with a different color. The three colors together would make a palette pertaining specifically to the art work on the label. I took my favorite two (the top two images to the left) and made a collection out of them. Each vial would be wrapped in a third of the artwork.





This was my process for testing how I wanted to show the consumer what colors they would be purchasing by placing actual color swatched on top of the paint can.

Above is a label I made myself using actual nail polish dots inspired by Damien Hirst's work.



This product is the Damien Hirst Collection containing Yellow-Orange, Green, and Purple.



This is a eye dropper that you would use to take the nail polish out of the vial.

This product is the Dale Chihuly Collection containing Red-Orange, Ultramarine Blue, and Cadmium Red.



These are the three tubes of nail polish from the Damien Hirst Collection. The names of the nail paint is named after other paint used in the artworld such as Cadmium Red and Ultramarine Blue give connect back to the "Nail as an art form."



These are the final five paint cans each one wrapped in a different artist's work.

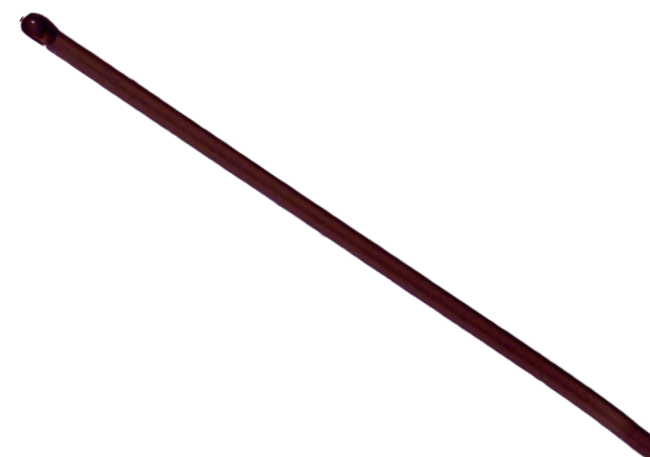




Paint brush



A "Dotter" to make circles or dots.



A small plastic container (Mixer) to mix the mail polish in. There is also a cover so it does not dry out. The palette holds all the Mixers in at once.



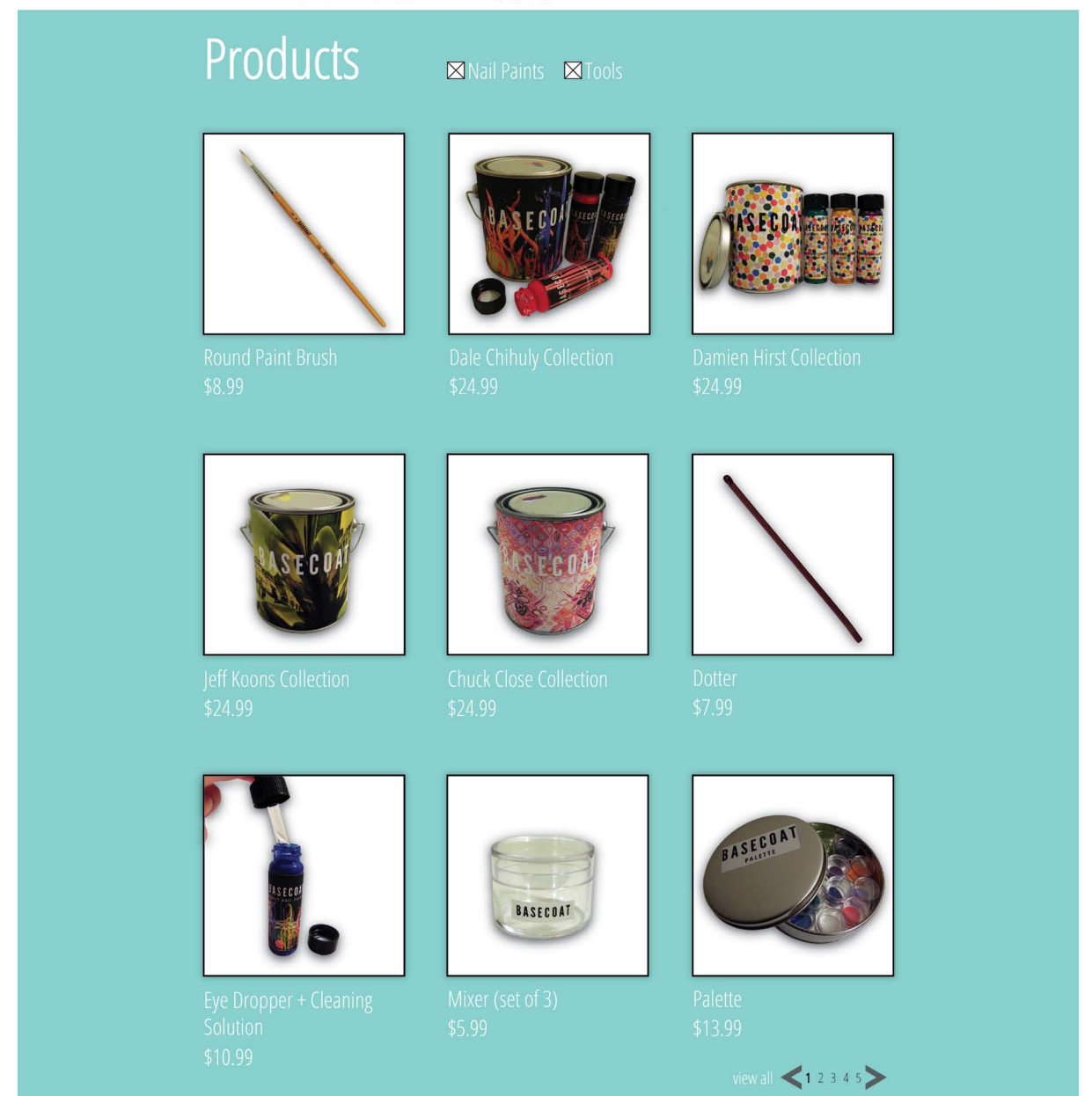


# Advertisements





# Website





# Hurricane Sandy Response



facebook Search for people, places and things

Brianna Button Home

Create Page

Now  
October  
2012  
2011  
2010  
Founded

Sponsored See All

Breaking Dawn Part 2 Tix  
The most anticipated movie of the year is coming. Get your Breaking Dawn Part 2 tix now!

You and Beth Farr like The Twilight Saga.

Yahoo! Movies  
Pin for a chance to win a private screening of Breaking Dawn - Part 2!

Like · Helen Picchione Graham likes this.

Skip The Crunches!  
Rock your abs with the Zumba® Fitness Core game featuring 45 classes & a hot soundtrack!

You and Cassandra Rose like Zumba Fitness.

Click Now To Shop LOFT!  
folt.com

Throw on a new dress and take the weekend off. Shop new fall dresses now.

Crash the Super Bowl VII  
Doritos wants you to be part of the Super Bowl! Create an Ad for a chance at \$1 Million.

Use Now · 10,000 people used Doritos Crash the Super Bowl.

BASECOAT  
November 8

Help provide relief for museums and art galleries destroyed due to Hurricane Sandy!  
New York City's downtown Chelsea art district got heavily damaged by flooding and the loss of electricity. Many owners and artists are doing their best to recover from the destruction but they need your help!  
BASECOAT has made a fund called GET YOUR NAILS DIRTY that will go towards the recovery effort of New York City art.  
Please click on the link below to find out how to donate.  
[www.BASECOAT.com/getyournailsdirtyfund](http://www.BASECOAT.com/getyournailsdirtyfund)  
(Image below is of damaged canvas)

BASECOAT  
GET YOUR NAILS DIRTY  
Hurricane Sandy Relief: New York City Art

Like · Comment · Share 189

3,067 people like this.

View previous comments 2 of 156

Anita Anwer This is a great idea for those of us who can't get down there to help out!  
21 hours ago · Like

Araceli Rodriguez Thanks everyone for their support! All the artists and owners of work are very grateful for everything you guys have done to help out!  
2 hours ago · Like

Write a comment...



# Style Guide

# BASECOAT



League Gothic Regular  
(logo)

# Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Tracking: 150 pt  
36

Open Sans Condensed Light  
(website/other info on products)

# Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Tracking: 15 pt



R: 255  
G: 255  
B: 255



R: 0  
G: 0  
B: 0



The brand uses mostly black and white to step back and give focus to their products and the artist's work promoting their products. The only time the brand will use a color besides black or white is on the website to give more emphasis to the typography on the page. The color will be directly pulled from the imagery or work shown.

The imagery used by BASECOAT will be of relevant work of contemporary artists. This imagery will be used on the brand's products such as paint cans and nail paint tubes. Imagery for their ads could include work of artists and museum galleries.



## How to Use the Logo

**BASECOAT**

**BASECOAT**

**BASECOAT**  
Nail as an art form.



## How NOT to Use the Logo

~~**BASECOAT**~~

~~**BASECOAT**~~

~~**BASECOAT**~~

~~**BASECOAT**~~

~~Nail as an art form .  
**BASECOAT**~~



# Design Rational

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My brand is called BASECOAT and the whole idea around it is nails as an art form. This meaning nail design, finger nail polish is not just something to pass the time or make women's nails look pretty or nice. It is a form of expression for the artist and a new media to create in. The name "basecoat" comes from the idea that every piece of work starts from a white canvas, a blank wall, or in this case clean nails. Basecoat just symbolizes the idea that after the gesso, primer, or bottom clear coat is painted on, the possibilities are endless to create. The logo is inspired from contemporary museum logos. There is no icon, although the attempt was originally there, and the elegant spacing between the letterforms can be connected to that. It is a sans-serif typeface called "League Gothic" that is bold and condensed to give the brand a presence in the busy world of advertisements.

BASECOAT is for the artist. It is not for someone who likes just wearing a solid coat of polish or uses the stickers that are worn by everyone. My brand is for the artist who likes to take time and experiment with a new media. They would enjoy creating a design on their nails that is unique to them alone. My brand provides a sense of individuality that the stickers by other nail companies also claim to give the consumer. Instead they sell the same print on a sticker to hundreds of thousands of people making them quite the opposite of an individual or unique. BASECOAT also sponsors art exhibits and showings to connect itself further with the art

society and not just the nail and beauty world.

BASECOAT provides artists with neatly packaged nail paint in collections by contemporary artists, such as Dale Chihuly and Damien Hirst. Each collection is packaged as a small paint can wrapped in one of the artist's works. Inside are three tubes of paint specifically chosen to match the color palette of the artist's work. BASECOAT also provides other tools for the artist to use to design their nails such as a palette, circle containers to mix and store paint, a dotter to make dots or circles, and most importantly different size paint brushes.

BASECOAT is unlike any other brand because it combines the best of nail products with the sensibility and idea of museums. BASECOAT allows the artist to be creative on their own terms and to be unique. For example, instead of using cheetah stickers they could learn an easy way to create their own that will not look like everyone else's.