



Brand Identity Creation and
Store Design for a
Customized Skincare Brand

VITALE

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Brand Identity Creation and Store Design for a Customized Skincare Brand

Vitale focuses on providing skincare solutions through modern technology and contemporary sophistication — a juxtaposition that can be manifested in store design.



Business Strategy

- Business Model Adaptation
- Business Process Changes
- Organisational Empowerment

Brand Strategy

- Management Interviews
- Brand Workshop
- Brand DNA
- Brand Differentiation
- Brand Architecture
- Brand Strategy Book
- Ongoing Brand Management



Design and Touchpoints

- Brand Identity
- Brand Grid Refreshment
- Product Photography
- Writing & Translation
- Booth Design
- Advertising Design

Digital & Social Media

- UI and UX Design
- Brand Website
- Ecommerce Website
- Social Media Management
- Social Media Advertising
- Analytics

VITALE Brand Creation and Store Design

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Base Creative helped **VITALE** to develop its brand identity as well as to conceptualize and design **it** retail store to reflect the brand's core values and meet the sophisticated **expectations** of its customers.

Scope of work

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