



LOC·IN

and Make Life Easier

Branding Campaign



What is LOC·IN

About the brand

LOC-IN serves a specialized niche in the hair care industry by formulating hair styling gels specifically for those with curly, coily, and textured hair. This segment of consumers has unique needs due to the natural structure and behavior of their hair, which often requires more moisture, stronger hold, and ingredients that promote hair health without causing build-up or flaking.

- Cater to Natural Hair
- Promote Hair Health
- Embrace Diverse Textures
- Empowerment & Community
- Clean Beauty

Make Life Easier

Campaign

A key reason for creating LOC-IN was to support individuals with textured hair and simplify their hair care routines. We understood that people with textured hair often encounter specific challenges when searching for suitable products and routines. Through multiple surveys and research with our target audience, we identified three major areas where our brand excels.

Make Life Easier

The 3 C's

Connivence

Care

Community

**These were the 3 areas we noticed. they
will be foundation of our campaign.**

Make Life Easier

Typography

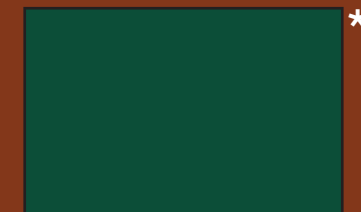
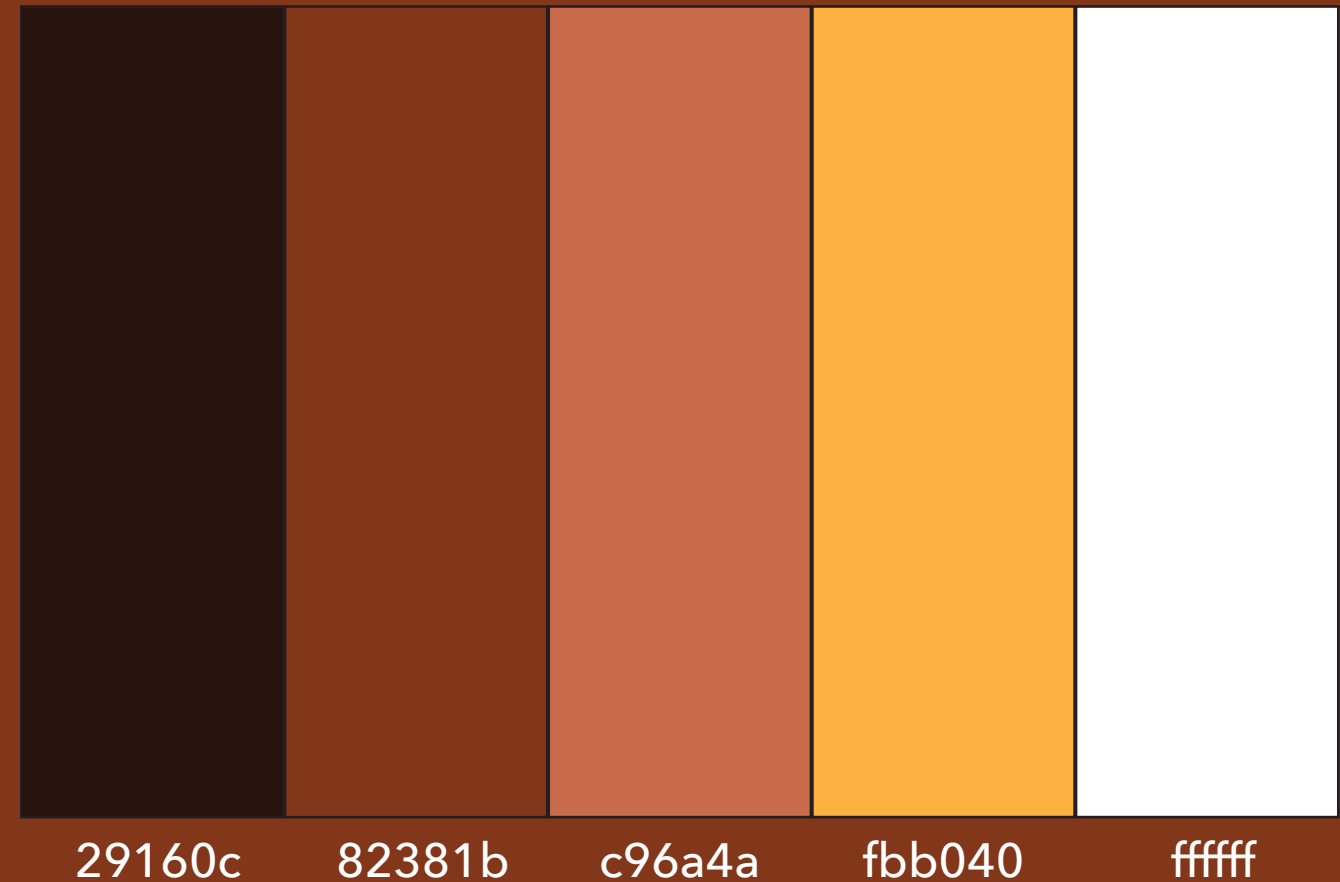
Heading

Savate

Body Text

Avenir Next

Colors



Make Life Easier

Parameters

- A woven band must always be present in some way to remind of the connection
- Never show a complete face. There can be zoom in on certain parts but never completely revealed.
- Though green is a part of our color palette we never actually use it unless it's natural green from nature
Unless it's for a specific texture being emphasized our MAIN symbol should be the only one used throughout advertisement to keep it cohesive
- When using the Logo if possible always have it above the head in some way

The background is a solid brown color. On the left side, there are several white concentric arcs that curve from the top left towards the bottom center. On the right side, there are similar white concentric arcs that curve from the top right towards the bottom center. In the center of the image, the text "Mock-Ups" is written in a large, white, sans-serif font.

Mock-Ups







it's a common issue, for many individuals to misidentify their hair. Hair types can be complex and determined by factors beyond just the main categories, such as texture, density, thickness, and scalp health, leading to confusion

Identifying hair type is more than just finding whether it's straight, wavy, or curly. It also involves considering your scalp type (oily, dry, or normal), hair density (high or low), hair thickness (thick or thin), and hair health.

Our Symbols and Meaning



Textured

This is our main symbol so it just stands for textured hair in general. This gel is for all hair that has any amount of texture in it. People with hair that is more textured and need some extra loving can browse our other symbols to see if that fits better for them.



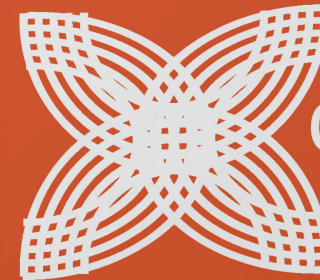
Wavy Hair

- Type 2A: Loose, S-shaped waves, fine texture. Layered cuts enhance the natural waves. Avoid heavy products that can weigh the hair down.
- Type 2B: More defined S-shaped waves, prone to frizz. Layered cuts and styles that encourage wave definition work well.
- Type 2C: Wide, defined waves, prone to frizz. Layered cuts and diffusing can enhance the waves.



Curly Hair

- Type 3A: Defined, S-shaped curls, about the width of a quarter. Layered cuts and styling products that define curls are recommended.
- Type 3B: Tighter, springy ringlets, about the size of a penny. Layered cuts and products that enhance curl definition and control frizz are beneficial.
- Type 3C: Tight corkscrew curls, about the circumference of a pencil. Layered cuts and moisturizing products to prevent dryness are essential.



Coily Hair

- Type 4A: Tightly coiled, S-shaped curls, about the circumference of a crochet needle. Protective styles and moisturizing products are crucial.
- Type 4B: Tightly coiled, Z-shaped curls. Protective styles and regular moisturizing are essential.
- Type 4C: Tightly coiled, with a less defined curl pattern. Protective styles and rich moisturizing products are vital.



LOC-IN

Defines
Cares
Holds

LOVE

This advertisement features a woman's profile facing left. Her hair is styled in a short, textured cut and is adorned with a lush headpiece of green moss, white daisies, and pink flowers. She is wearing a light-colored, textured knit sweater. The background is a soft, hazy landscape with white concentric arc graphics on the left side.

LOC-IN

Clean
Powerful
Bonds

YOUR

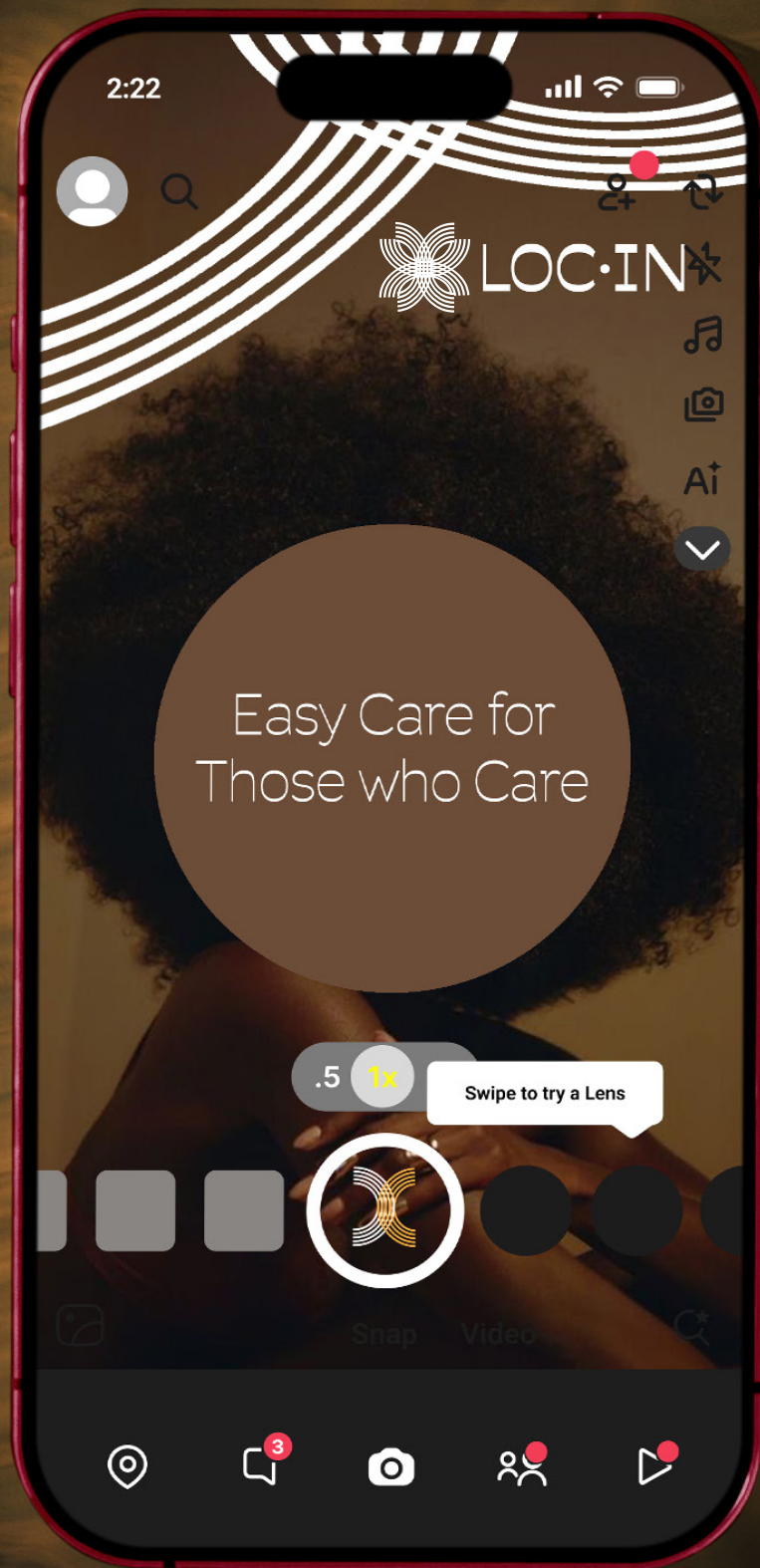
This advertisement features a man's back view. His hair is styled in short dreadlocks and is adorned with a lush headpiece of green moss, white daisies, and pink flowers. He is wearing a light-colored, textured knit sweater. The background is a soft, hazy landscape with white concentric arc graphics on the right side.

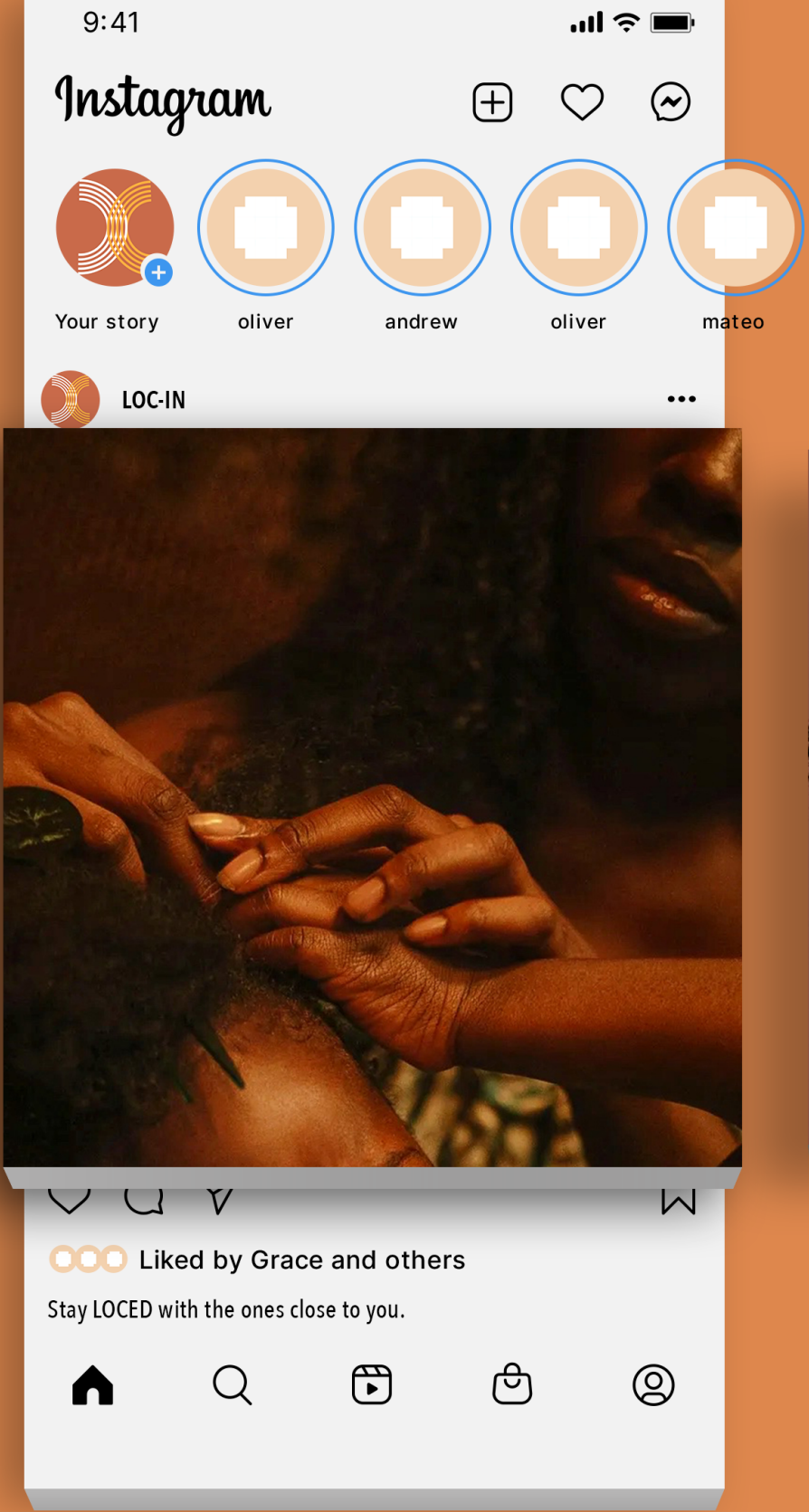
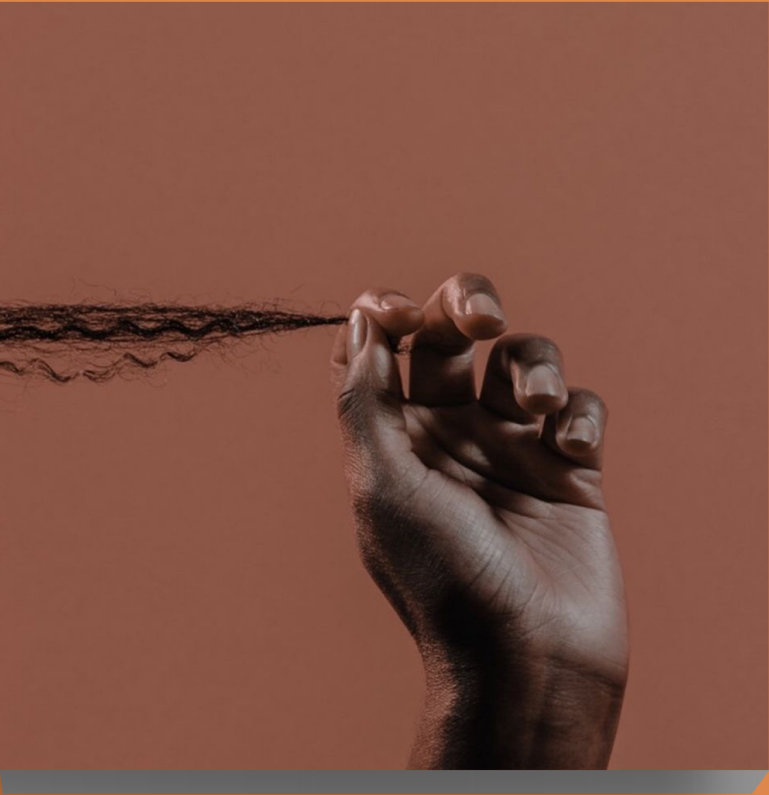
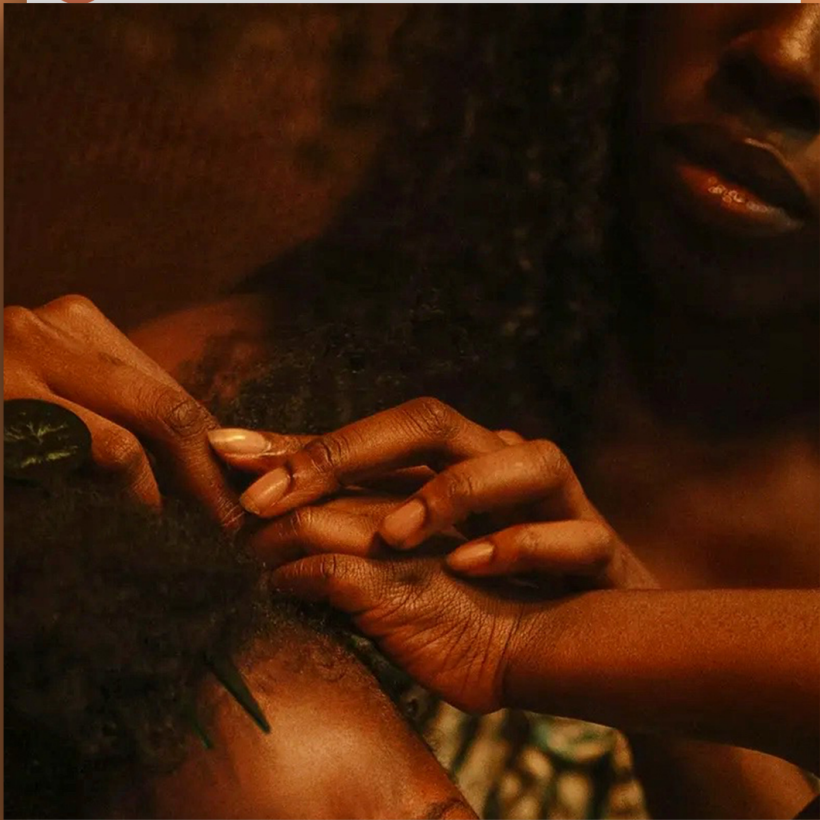
LOC-IN

Makes
Life
Easier

TEXTURE

This advertisement features a woman's long, dark hair flowing down. It is adorned with a lush headpiece of green moss, white daisies, and pink flowers. She is wearing a light-colored, textured knit sweater. The background is a soft, hazy landscape with white concentric arc graphics on the right side.





The background is a solid orange color. It features four sets of concentric white circles, two in each corner. The circles are of varying radii and are partially cut off by the edges of the frame, creating a sense of depth and movement.

Thank You