

# The Ask

Create an elevated product packaging system that visually conveys the unique positioning of Shealo Glo in the competitive natural skincare market.



## Vision

Shealo Glo, a natural shea butter company, founded in 2020 by female entrepreneur Shannon Mitchell. Her mission was to promote self-care and holistic wellness through products that heal the skin and emphasize the importance of self-care.

I harnessed the power of storytelling to develop product packaging and create compelling brand content resulting in an enhanced retail experience.





Research +  
Discovery

Target  
Audience

Black and Brown Ethnicity  
Older Generation Z and Millennial  
85% Women

Generally, more mature from having to grow up fast.  
Value hard work, family oriented, career driven, and  
believes in sacrifice and compromise.

It's easy for them to get caught in the routine of  
life and forget to take a break.

Self care is a desire but not a priority as they tend to  
put everyone and everything before themselves.  
Need to be reminded that it's OK not to be OK.

Brand  
Narrative

You are amazing! We understand carrying the  
weight of the world on your shoulders can lead to  
sacrificing your mental and physical health.

Shealo glo supports your prioritizing self-care — we  
empower you to put YOU first! Self-care is your next  
good habit!

When you glo, we glo!

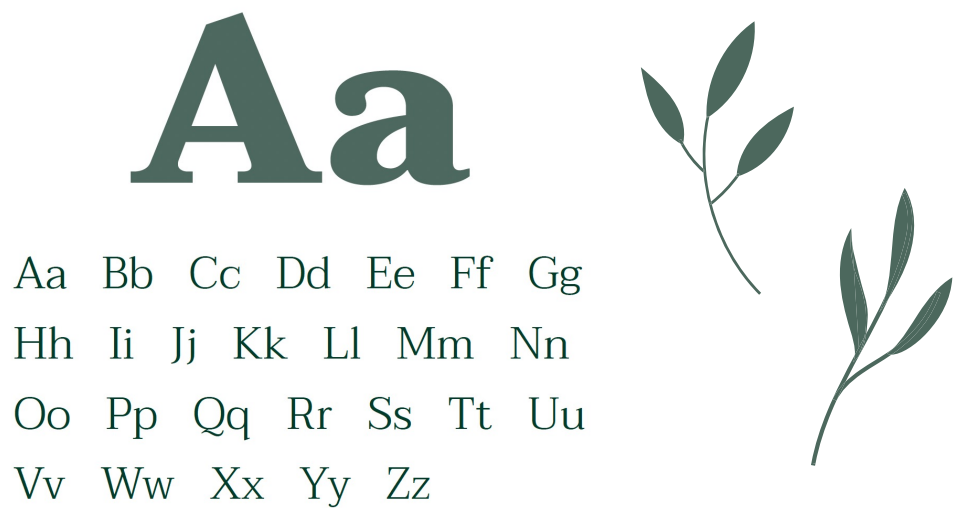
Brand  
Archetypes

Caregiver  
The client is the bird. Shealo glo, the brand, is the nest.

Innocent  
Encourage others to be themselves authentically.

Sage  
Rejuvenation through healing knowledge.

Rebranded  
Visual Identity



Design  
Development

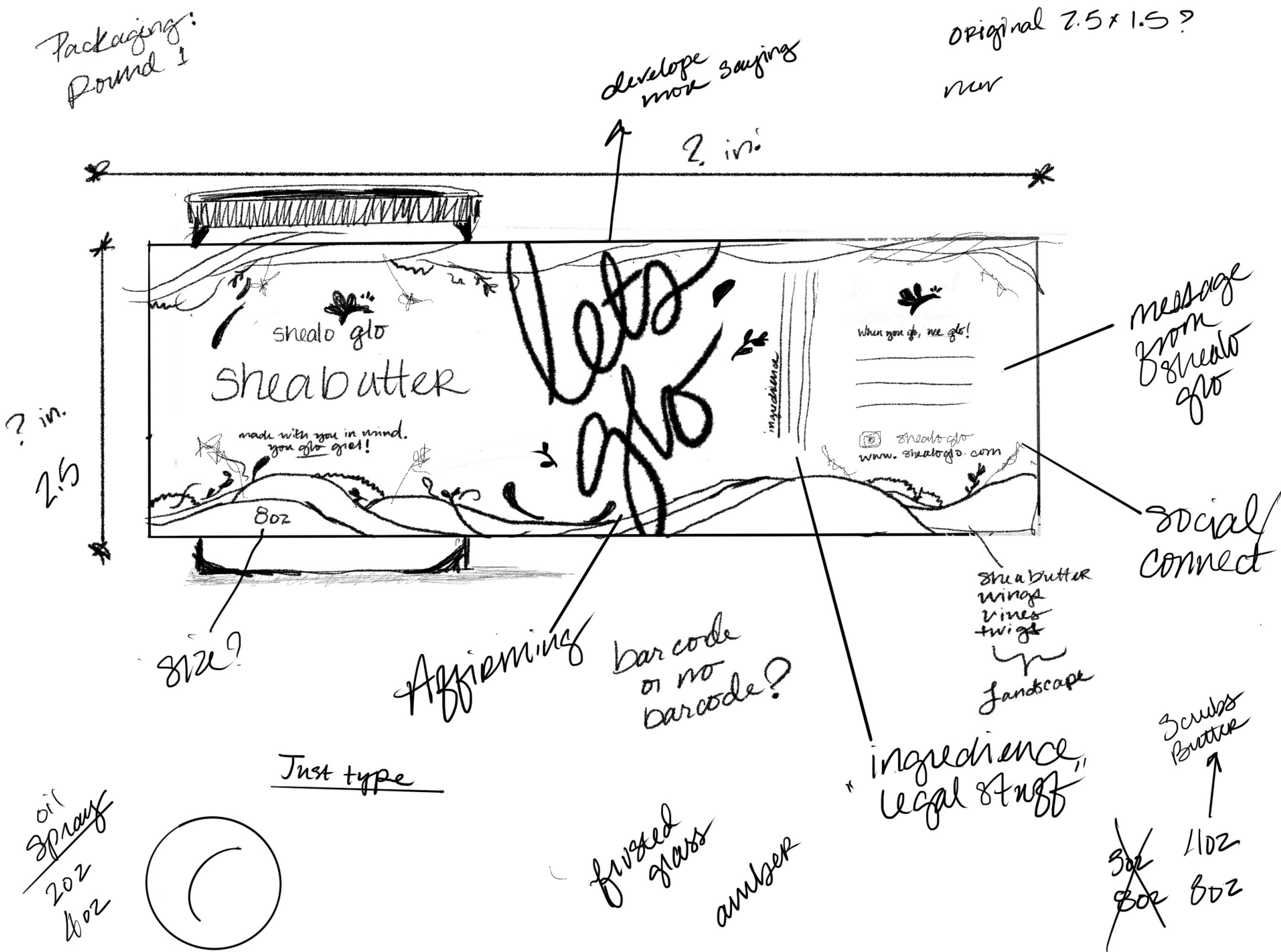
Vision

Create a community of customers “glo”ing  
from the inside out by using our organic,  
handmade products.

Shealo glo desires to be a safe-place for  
conversations around health and a catalyst  
for the self-care discussion amongst families  
globally for generations.

Mission

Promote daily self-care and good habits  
through learning to love and heal yourself.





Iterations + Prototypes

#1



The left side features the slogan.

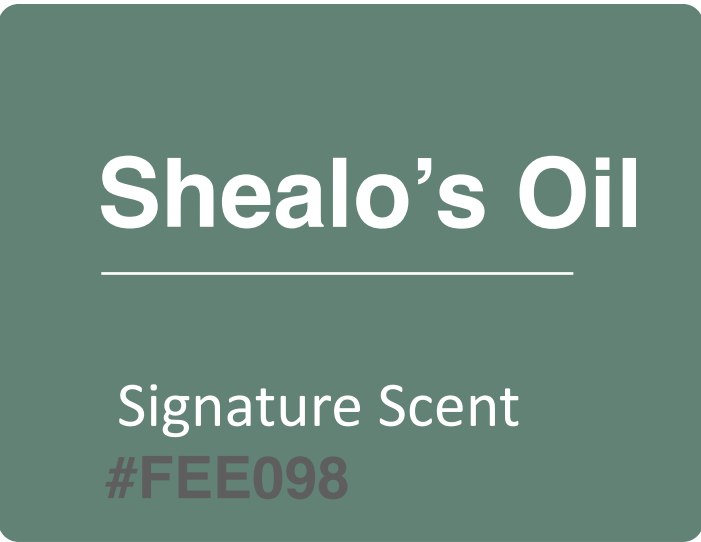
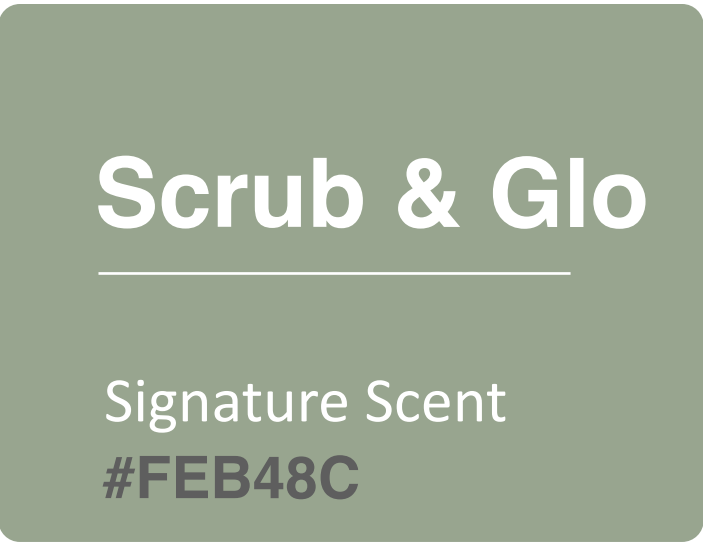
Logo and product name must be in the center of the label.

The right side always features the product description.

Feedback

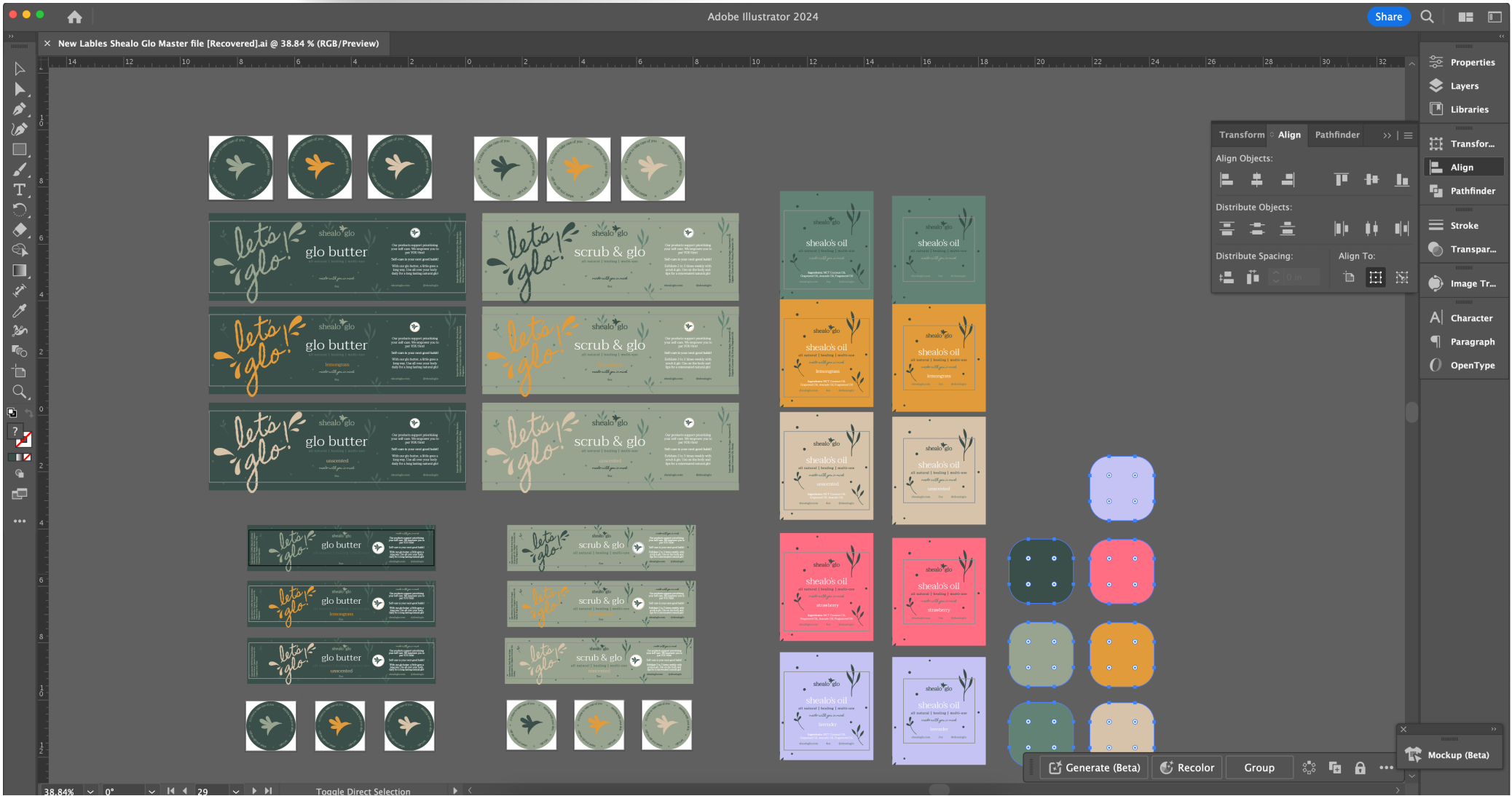
The base white is **easily stained** by products. The current color contrast is overly pronounced, **create a smoother transition between hues**. Main brand colors should be more prominent. Packaging should **include a system to easily identify** the product type and scent variation.

#2



Color System

Main brand colors marked the **product type**. Accent brand colors represented **scent variations**. This allowed for ease of **inventory management** in the back office as well as enhanced product **identification and findability** for customers.





Final Designs +  
Content Creation

shealo glo

100% supports  
selfcare as your  
next good habit

a daily mindful  
moment for  
yourself

made with  
natural ingredients  
with healing agents

a catalyst for  
conversations around  
generational health

made with you in mind

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