

Case Study: IPE

A Latin American fragrance company

Case study by: Nuhamin Kumera



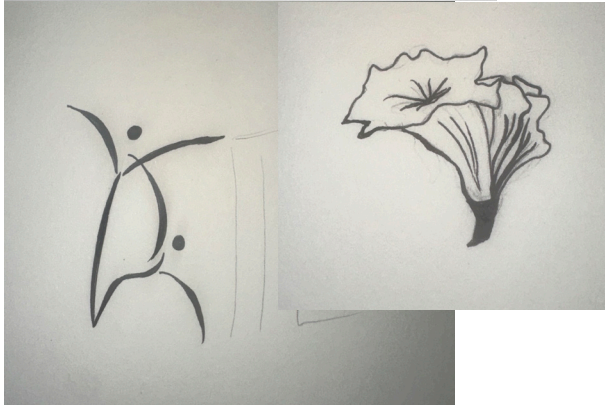
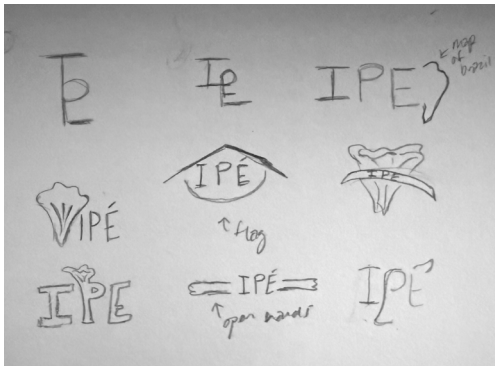
Account Executive w/Creative Team

My role as the account executive was to define the project goals, delegate tasks, oversee the project flow, and ensure designers and creatives stay on track with deadlines and that the work aligns with the client's brand. In this case I played a large role in creating the foundation and work flow to create what is now the final product.



01 The Client

Ipê is an all-natural premium Brazilian perfume brand that celebrates local culture through the scent of the Ipê flower, Brazil's national bloom. Designed for fragrance lovers who value authenticity and identity, Ipê offers a sensory connection to Brazil's natural beauty and vibrant spirit—setting itself apart from global brands by staying rooted in homegrown elegance.



02 Early Logo Iterations

These are the original variations I created, first by hand, then digitally creating the roughs. My priority was emphasizing the cultural identity that the target audience identifies with. Using the national flower, I worked to create an emblem which is inspired by this as well as the shape of the Brazilian map.



Map of Brazil



Ipê flower

03 The Inspiration



After creating the foundational logo idea and font direction, my team helped work to simplify the initial concept into a scalable and memorable icon.



HEX: #033a40
RGB: 3, 58, 64
CMYK: 95, 9, 0, 75



HEX: #75c7a7
RGB: 117, 199, 167
CMYK: 41, 0, 16, 22



HEX: #ffd726
RGB: 255, 215, 38
CMYK: 0, 16, 85, 0

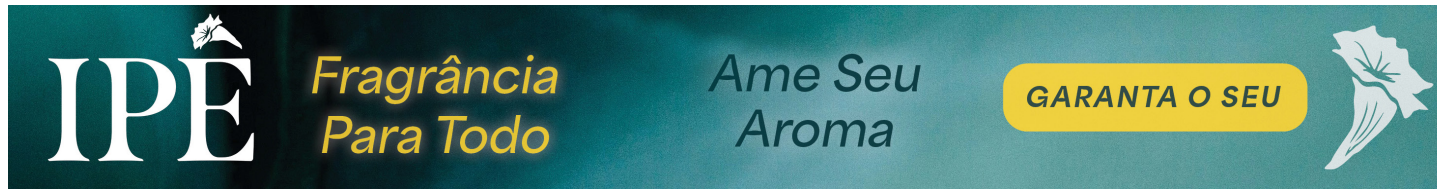
04 Color Palette

The colors were chosen due to the resemblance of the Brazilian flag which incorporates blue, green, and yellow. However I also wanted to emphasise the summer and refreshing feeling in order to reflect the essence of the scent. So instead of using blue and green separately, combining the two to an aqua tone helped create the perfect color palette.



05 The Final Logo

Once it was agreed upon that the best typeface to accentuate the brand's vision would be a serif font written in all caps, we were able to finalize the logo.



06 Web Banners

From there, images were carefully selecting by my team and I in order to create various assets such as these web banners. Prioritizing images and type that spoke to the brand and it's target audience.

