

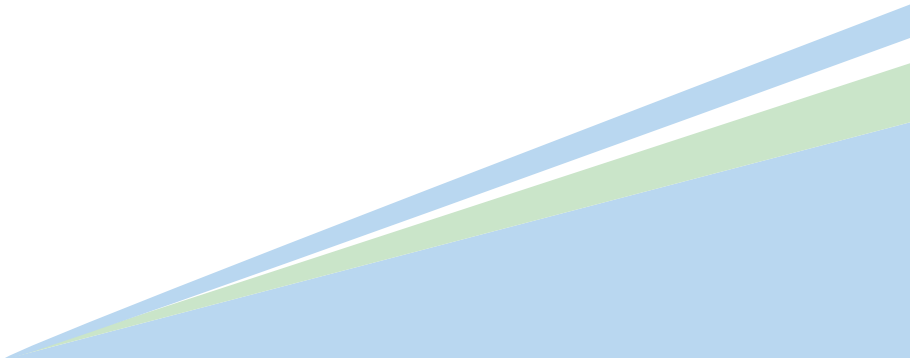


BIRCH RICHMONDS



Brand Story

By: Sam Brittain



BIRCH RICHMONDS

Lotions

Brand Concept

Birch Richmonds is a skin care brand built around the idea that everyday products should feel good to use and good to look at. The brand focuses on clean design, simple ingredients, and thoughtful details that turn routine moments into something more intentional. Inspired by modern minimalism, Birch Richmonds blends timeless style with practical function. The brand is made for people who care about quality without wanting anything flashy or overdone. What sets Birch Richmonds apart is its balance of calm visuals, tactile packaging, and products designed to fit naturally into daily life while still feeling special.

Brand Colors

Pantone 308U
C-100 M-28 Y-0 K-0
R-0 G-184 B-255
HEX- #00b8f
LAB: 70 -14 -46

Pantone 361C
C- 81 M-0 Y-100 K-1
R-48 G-252 B-0
HEX- #30bfcc
LAB: 87 -83 83

Working Logos



Brand Fonts

Logo Initials- Athelas Bold Italic

Header- PT Serif Bold

Body- Plantagenet Cherokee

Brand Words

Clean	Modern	Comforting
Calm	Natural	Thoughtful
Refined	Trustworthy	Timeless
	Minimal	

Brand Identity Examples

<https://about.google/brand-resource-center/>

<https://www.scribd.com/document/899853956/CeraVe-Brand-Guidelines>

https://www.apple.com/legal/sales-support/certification/docs/logo_guidelines.pdf



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Market Segmentation

The Birch Richmonds audience is segmented into three primary user groups: men, women, and children. Men include daily-use consumers, premium grooming users, and gift purchasers who value simplicity. Women are segmented into everyday users, skincare-focused consumers, and ingredient-conscious buyers. Children's products are purchased by parents or caregivers and focus on gentle skin needs for everyday use. This segmentation allows Birch Richmonds to adjust messaging and product presentation while maintaining a consistent identity.

Men

Daily Use
Premium grooming
Gift purchasers

Women

Daily Use
Skincare focused
Eco conscious buyers

Kids

Personal care
Sensitive skin
Fun everyday use

Sensory Elements

Sight

Soft color palettes, clean typography, and minimal layouts for a calm visual presence.

Sound

Quiet and ambient tones that could be used in digital or AR experiences to reinforce relaxation and simplicity.

Touch

Smooth packaging surfaces encourage physical interaction and creamy lotion that is soothing.

Smell

Subtle, clean fragrance profiles that feel fresh and natural without being overpowering.

Taste

Suggested through visual cues of freshness, purity, and balance.

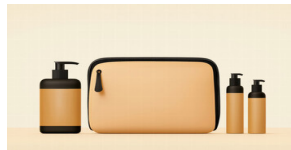
AR Elements

<https://www.youtube.com/watch?v=DHAFNSgbfO4>

The experience lets users take a selfie or use their camera to analyze their skin's condition and then receive personalized skincare insights and recommendations based on advanced AI and facial mapping. The technology evaluates skin attributes and suggests routines tailored to the user's needs. This could help promote the products that are being sold.



*All Images were obtained from Adobe Stock



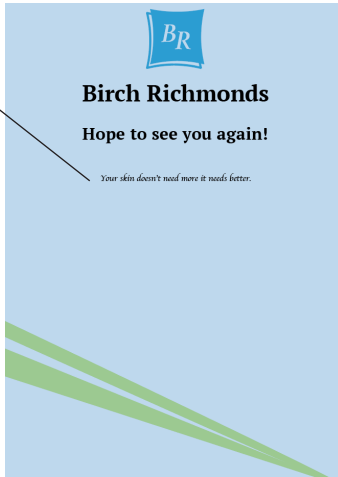
ABSTRACT BACKGROUND
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VDP Booklet

VDP Booklet was created with XMPie in Indesign. Personalization was based on skin type (oily/dry) and previously purchased scents (Vanilla/Lavender/Eucalyptus)

It was outputted using the HP Indigo 7900 digital press and finished with the MBM Folder, Saddle Stitcher, and Polar 78 cutter.

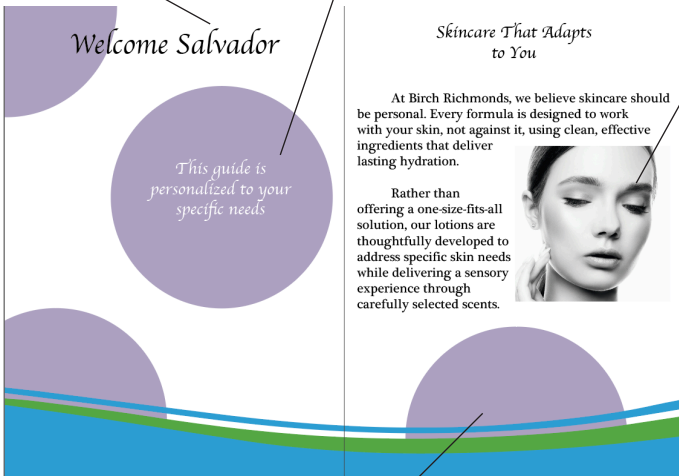
Variable Character styles



Name of Recipient

Reverse text will variable character styles

Black and white Image with text wrap



Variable color matches previous scent

Personalized routine

Your Daily Routine

Step 1: Gentle Hydrating Cleanser- Cleans without stripping natural moisture

Step 2: Hydrating Serum- Adds deep moisture (hyaluronic acid focus)

Step 3: Rich Moisturizer- Locks in hydration and supports skin barrier



Vignetted Image

Made for You,
Salvador

Enjoy a personalized offer on
your Lavender routine.



Composite Image

Use code
DryLavender for 15%
off

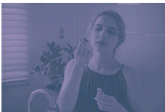
Ghosted Image

Personalized to
both skin type and
previous purchase

Understanding Your Dry Skin

Your skin needs deep
hydration and barrier support.

- Feels tight or rough
- Prone to flaking
- Needs moisture retention



Focus on rich, nourishing formulas.

Duotone image color
varried by scent

Your Recommended Products

Lavender Deep Hydration
Cream



Lavender Night Repair
Balm

VDP Postcard

Personalized Card



BIRCH RICHMONDS

Made for you, Michelle.

**Daily Moisture,
Personalized.**

Your skin deserves exactly
what it needs — nothing
more, nothing less.



Created using
Adobe Indesign,
Imposed using
Ultimate-Tech
Impostrip and
printed on the HP
Indigo 7900. It
was cut out using
Triumph VRCUT
guillotine cutter.

Composite image

Image based on scent



Michelle,

based on what you previously purchased,
we think you'll love:

Daily Moisturizing Lotion
– Vanilla

We've included an exclusive offer just for you

Save 10% on your next order with
code: **Vanilla20**

Code based on scent

Birch Richmonds
620 Main St.
Cincinnati, OH 45202

Postage
Paid

Michelle Labrecque
1698 Levy Court
Lawrence, MA 1840

Adress for each individual

Brochure

Brochure is created to be a marketing tool to help show products and expand the brand. Created using Adobe Indesign, Imposed using Ultimate-Tech Imposstrip and printed on the HP Indigo 7900. Once printed it was folded using MBM 1800S buckle folder.

OUR BEST SELLING PRODUCTS

Scentless hand lotion
Lavender moisturizer
hydrating body lotion

Our best selling essentials are made for everyday care you can rely on. From our fragrance free hand lotion to our gently scented lavender moisturizer, each formula is design to heal without irritation. These products absorb quickly, support the skin's natural balance, and are made to be used morning or night. Simple, effective, and thoughtfully crafted.

TRY US TODAY

Birch Richmond is comfort without the ceremony. A quiet kind of care that shows up every day, no special occasion required. It's the lotion you reach for in the morning rush and the late-night calm, when your skin just needs something honest and reliable. Clean, uncomplicated, and softly nourishing, Birch Richmond believes good care shouldn't feel exclusive—it should feel familiar. No heavy fragrances, no unnecessary promises—just smooth, steady hydration that does what it's meant to do. Because taking care of yourself doesn't have to be extravagant. Sometimes, the simplest touch is the one that lasts.



**Just What
the
Body Needs**



Your skin doesn't need more it needs better.



OUR NEW PRODUCT



Try the new eucalyptus body moisturizing lotion!

Meet our newest everyday essential; crafted for smooth application, fast absorption, and lasting comfort.

**Releases April
12th, 2026**

123 main st.

Join us for the early release of our newest Birch Richmond



moisturizer on April 12th at our flagship store, located at 123 Main Street. Be among the first to experience

our latest formula before it becomes available everywhere April 14th.

Contact us:

Follow us on all platforms
on @birch_richmonds



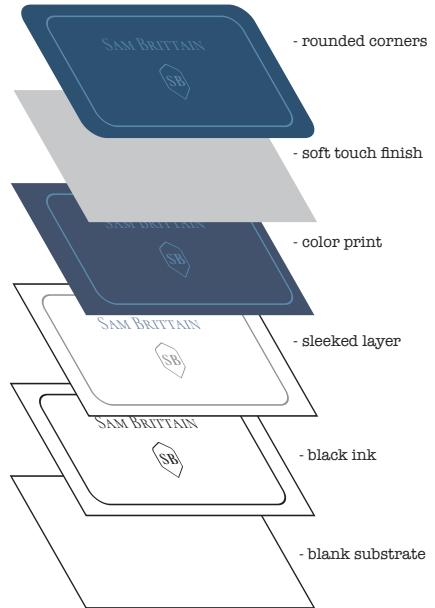
www.birchrichmonds.com

Buisness card printing process

Production Steps:

1. Plan and design the buisness card sleeeking and artwork layers in Adobe Indesign and Illustrator.
2. Output the Rich black sleeeking layer using the 4400 Business card PDF Preset.
3. Using the Lytrod Intellicut VR Imposition software, create a 24-up step and repeat imposition of the Rich black sleeeking layer.
4. Print the Rich black sleeeking layer on the HP Indigo 7900 Digital Press using the "4400 Business Card" ticket template on the 12"x18" Tango Digital Cover C2S 16pt substrate.
5. Laminate Nobelus Silver printable sleeeking foil onto the Rich black sleeeking layer using the Protopic III-540 laminator.
6. Create PDF of CMYK artwork layer using the "4400 Business Card" PDF preset.
7. Using the Lytrod Intellicut VR Imposition software, create a 24-up step and repeat imposition of the CMYK artwork layer.
8. Overprint the CMYK artwork layer using the HP Indigo 7900 Digital Press using the "4400 Business Card" ticket template.
9. Using Kompac EZ Koat 20 Flood Coater apply 5.0 AQ Soft Touch finish to both sides.
10. Using Lytrod VR Cut software trim to 2x3.5 inches with the Triumph VRCUT guillotine.
11. Create .25 inch rounded corner using Corner Rounder by Lasso.

Visual:



Front



Back

