

Explicit Box CO.

Self Care Box

RUNDOWN

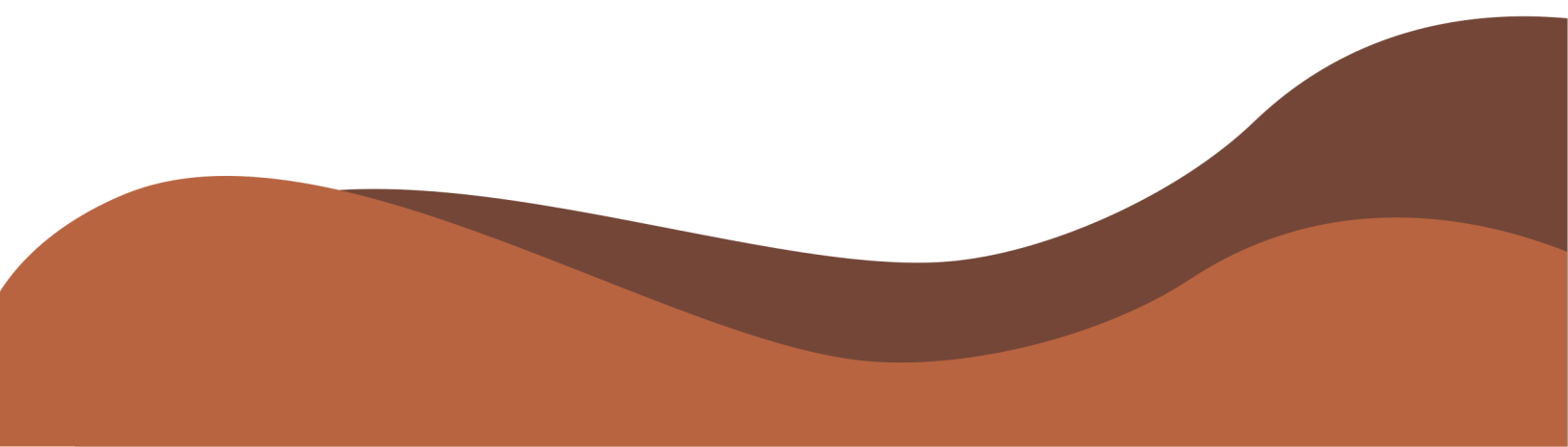
In November of 2021, I was approached by two entrepreneurs to develop a brand to further promote their self care box – Fuck That! It would be all natural, all organic; ran by women and black owned.

THE PROBLEM

Develop an online presence as well as branding that is eye-catching and informative; while also being fun and relatable. Focus on breaking into an over saturated market and making the visuals stand apart from other brands.

THE SOLUTION

Design a full on brand package to highlight their product and work develop digital assets to be used on future projects. Focusing on the main business venture – Explicit Box Co. – and branching into subsidiaries such as their self care product, "Fuck That Box!"



FINAL LOGO

The branding should induce feelings of comfort, relaxation and luxury as well as look rich and classy – despite it's explicit word choice.



ALTERNATE LOGOS



While good, the alternative logos did not fully embody the brand. The solution was to have an illustration that fully represents the founders and target audience – since the target audience was black women wanting a healthy, organic self care alternative.

Logotype / Aprila Bold

Fuck That Box!

Headline / Twister / Web Font

Black Owned X Woman Owned

BODY COPY / MANJARI BOLD / WEB FONT

Explicit Box Co.

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ICONS



SOCIAL





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Fuck That Box!

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