



Design Brief

Website:

www.cetaphil.com

Objective:

To transform the Cetaphil website from a product information website into a user-centered skin care experience.

The message of the current website is "Here are our products. Buy them, and if you buy a 2 year supply directly from us, we won't even charge you for shipping!"

Cetaphil has a lot to offer as a brand. Skin care is important. The condition of skin reflects upon your overall health. The Brand needs to meet user needs by providing the consumer with the correct product choices and informing the customer of the "why" the Cetaphil skin care products are an important part of their lives.

- Provide customers with information on skin health and its importance
- Help customers determine which Cetaphil products are right for them
- Refer customers to retailers, both online and in store, that sell Cetaphil
- Provide testimonials
- Offer coupons
- Engage customers with Social Media
- Inform customers about Camp Wonder and Cetaphil's commitment to helping children with serious skin conditions

User Needs / Goals:

- Learn about skin health and why it's important
- Learn about Cetaphil products and find the appropriate product
- Find discount coupons
- Locate Cetaphil retailers, both online and in person

Target Market / Demographic:

- Primarily Women between the ages of 25 and 45 who are purchasing for themselves and their families



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Design Elements:

For more detailed information, see Cetaphil Style Guide

Colors:



RGB: 38, 170, 225
CMYK: 70, 15, 0, 0
Hex: #26aae1



RGB: 21, 74, 140
CMYK: 100, 80, 16, 3
Hex: #154a8c



RGB: 124, 193, 66
CMYK: 56, 0, 100, 0
Hex: #7cc142



RGB: 239, 155, 53
CMYK: 4, 45, 91, 0
Hex: #ef0b35



RGB: 217, 223, 59
CMYK: 18, 1, 92, 0
Hex: #d9df3b



RGB: 77, 77, 77
CMYK: 65, 58, 57, 37
Hex: #4d4d4d

Fonts:

DIN Alternate
Aktiv Grotesk

Style:

Minimalistic / Simple / Clean

Imagery:

Product photos - all product shots will have a white background

Model photos - no visible clothing, up close and cropped

Tone of Copy:

Product descriptions will convey the following:

- Fresh
- Clean
- Pure
- Power