JK LAKSHMIPAT UNIVERSITY
Institute of Design
NAAC 'A' Grade Accredited

Reimagining Menstrual Care:
Designing a Brand that aims to improve Menstrual Care

VOL. 1 of 1

Student : **Priyanka Gajera**

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Programme :
Bachelor of Design (B.Des)
Integrated Communication Design

THE GRADUATION PROJECT 2025

The Evaluation Jury has recommended **Priyanka Gajera**
for graduation from **Institute of Design, JK LAKSHMIPAT UNIVERSITY**
with specialization in **Integrated Communcation Design**

Herewith, for the project titled **"Reimagining Menstrual Care: Designing a Brand that aims to improve Menstual Care"** on fulfillment of requirements by

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Jury Member

Subsequent remarks regarding fulfillment of requirements

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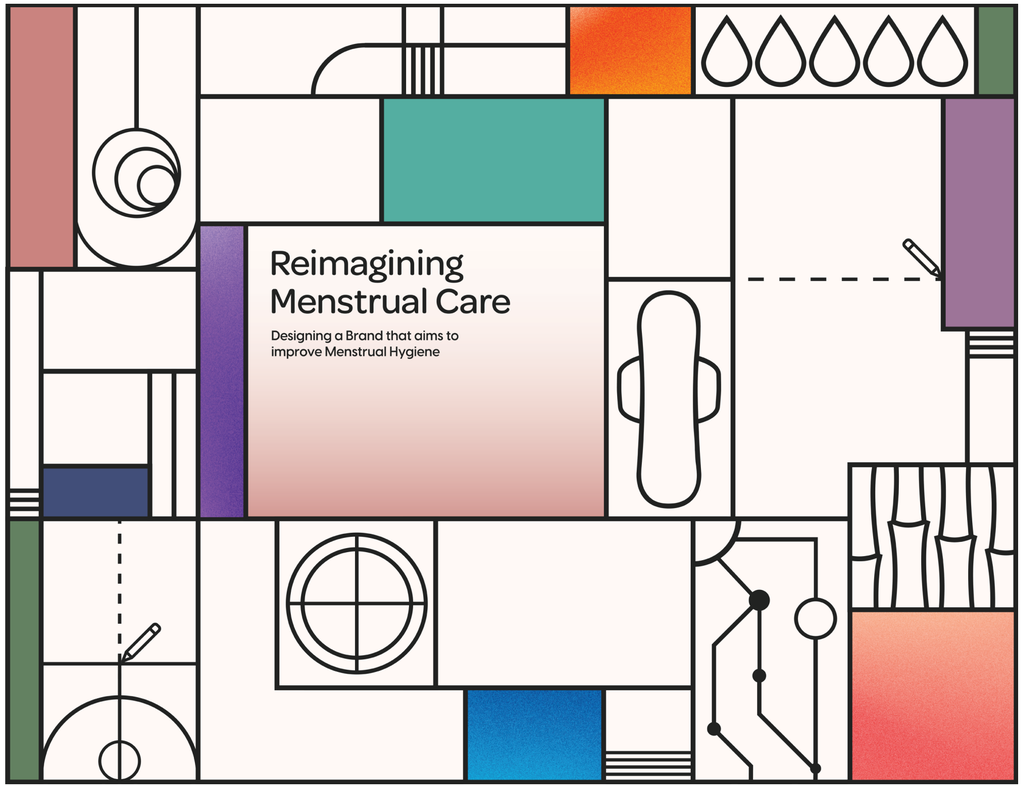
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Reimagining
Menstrual Care
Designing a Brand that aims to
improve Menstrual Hygiene



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Prologue

Acknowledgements

With my humility and warmest gratitude, I want to give my sincere appreciation for JK Lakshmipat University for giving me the chance to “unlearn and learn”, as the design community says. The Institute of Design in JKLU has given me the opportunity and the space to expand my knowledge and bring new perspectives in my life. Without them, I wouldn’t be able to challenge myself, discover and reflect upon the course of my education.

I would also like to express my humble appreciation to Aastha Gohil, my internal mentor. Being the coordinator for the first batch of ICD, she always believed in our potential to surpass our limitations and achieve our ambitions, to find our unique voices in the space of design.

I would also like to extend my gratitude towards Zero Gravity Communications. My wonderful colleagues and coworkers have given me the space to discuss and exchange ideas and feedback that enrich the entire experience of the project. Even at my moments of doubt, my colleagues have encouraged me to look at the situation from a different perspective.

I would also like to offer my thanks to Gaurav Doshi, the art director of ZGC. His feedback and experience in the graphic design industry provided a level of experience in the industry project.

About JKLU

My time pursuing my Bachelor’s in Integrated Communication Design as been a mix of a lot of things.

The Institute of Design gave me the space and oppurtunity to learn from other people like my classmates, my mentors and visiting faculties in classrooms. And outside classrooms, in events like JDW and DGD to organize events, listen to guest speakers and showcase work to professionals in the industry.

My academic journey had its ups and downs, but each challenge became a chance to learn and grow.







About Me



Coming from a typical Gujarati family while being brought up in Thailand has shaped what I seek from in life: Learning.

From my early school years, I was encouraged to expand my knowledge into different subjects and gave the space for open discussions on different topics. That attitude stayed with me when I shifted to India, only to realize that things were taught differently here. I wanted to be immersed in the space of real learning. That's when I found out about the field of design and the design process, and I knew I had to be there.

Design has given me the space to learn AND express myself, without which I wouldn't have been what I am today.





About My Mentors



As an alumna of NID with a master's from Edinburgh Napier University, **Prof. Aastha Gohil** brings her experience and passion of filmmaking, campaign design and copywriting in Integrated Communication Design.

Being the coordinator for the first batch of Integrated Communication Design, she has always provided us the guidance to question ourselves, to introspect on our learnings and to apply our strengths. Given that ICD had a broad scope of communication design, Aastha has always made sure that each one of us progressed and improved.

Her guidance gave me the confidence to approach my project with assurance and critical thinking. It was a pleasure to have her as both my project mentor and professor during my four years at ICD.



Gaurav Doshi's mentorship shaped my approach and execution throughout the project, offering valuable insights from his graphic design expertise.

His feedback provided clarity and direction, guiding the project's progress. His methods taught me to navigate design processes under pressure, resulting in stronger outcomes and a thorough workflow.

Synopsis

The project involved strategic positioning of OVO, a US-based company as it seeks to stand out against its numerous competitors in the market. With its ambitious mission to not only sell menstrual pads but also it expands into an ecosystem to break the stigma around periods, the project aimed at building a brand from scratch that would resonate with its target audience.

The basic research on the target audience and competitors was provided by the client; however, a combination of primary and secondary research was used to find out the target audiences perceptions on different themes like sustainability, menstrual hygiene and branding of other menstrual pads. Different tools like SWOT analysis, User Persona, Value Proposition and Brand attribute analysis were used to find a unique position for OVO.

The key findings were used to develop a brand and packaging of the product that served a function to give clear information about its certifications and product while attracting and creating intrigue for the target audience.

These key findings were used so that OVO can, not only stand out against its competitors, but also that the target audience can resonate and trust the brand for its credibility and commitment to its community. Using the key insights and conceptualization of the brand are used to develop a visual identity that extended to its packaging.

Finally, a couple of rounds of prototyping and user-testing were done to ensure that information was as clear as possible and that all kinds of information on the product was available.

Design Process

The design process, as always, is a chaotic process to follow through. However, it's a different ballgame when the setting changes.

Several factors in the brief shaped the design, especially audience and market placement—influencing trends and messaging. Initially, I overlooked the most crucial factor: the agency itself.

At ZGC, multiple stakeholders get involved in the process and unlike projects in college, roles are strictly assigned. The content strategists, my industry mentor, other colleagues, the account managers and most importantly, the client had a huge factor in the process.

Its fairly simple to talk to the internal stakeholders, but the most difficult part was to interact with the client. At the place that I worked in, only the directors, the account managers and the content strategists can interact with the client.

Its fairly simple to talk to the internal stakeholders, but the most difficult part was the limited interaction with the client. At the place that I worked in, only the directors, the account managers and the content strategists can interact with the client.

I embraced it as a challenge and an opportunity. Whenever I needed more clarity about the product, brand, or design, I sought feedback from various sources for diverse perspectives.

02

Introduction

About the Client

Origin

OVO, a brand under 149 Technologies, aims to aims to create bio-based menstrual hygiene products with the value of sustainability from all aspects. For example, creating awareness about menstruation and supporting environmental sustainability.

They envision their company to align themselves on multiple sectors like sourcing, funding, shared services, licensing and/or distribution by creating an ecosystem.

Their first step to their vision is by launching OVO, a brand for bio-based menstrual pads. They also plan on using OVO as a platform and customer base for rapid market testing of start-up ecosystem for new products and/or services.

Products and Services

OVO aims to provide their products and/or services in 2 stages.

At the present stage, they want to distribute bamboo-based menstrual pads at affordable prices so that everyone can access it regardless of status, privilege, demographics, etc. They also want to collaborate with companies like Eco Matcher and the JAGATHI Foundation to improve the environment and raise awareness and empower underserved communities.

For the future scope, they plan on expanding their product line into innovative solution-oriented products like smart pads and launch diagnostic tools and advanced period trackers apps with the help of start-ups. Besides that, they want to create partnerships for carbon credits and improve reusability of product while developing an ecosystem for women's health start-ups and fight the stigma around menstrual hygiene.

Branding for B2C Sector

Branding plays a vital role in the B2C sector by creating strong emotional connections with individual consumers and building a recognizable identity that stands out in a crowded marketplace. Effective branding not only increases awareness and trust but also fosters customer loyalty by consistently delivering on its promises and values. Through compelling storytelling, visual identity, and memorable experiences, branding helps B2C companies differentiate themselves, influence purchasing decisions, and encourage repeat business. Ultimately, a well-crafted brand strategy makes it easier for consumers to identify, remember, and choose a brand, driving long-term growth and success.

Branding as Strategy

Branding is process of strategic thinking and visual identity to craft a meaningful experience and perception for an audience. It is an entity's representation, derived from their pupose and values, into multiple touchpoints (logo, packaging, illustrations, etc). For OVO, branding performs as a way to not only distinguish itself from the oversaturated market but also to build an emotional connection towards their target audience.





Background of the Project

The topic of menstrual hygiene has always been a topic of taboo; however, it is being seen that discussions on this topic has been raised due to the necessary change recieved to shift the norms and change perspectives.

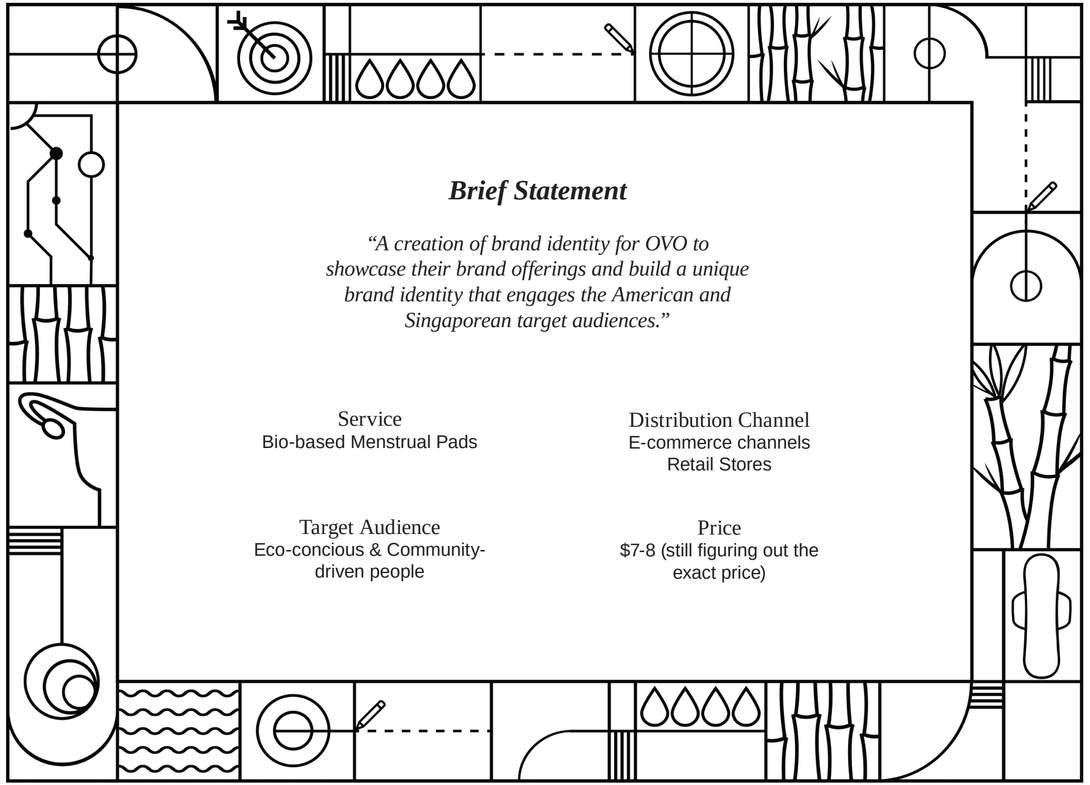
With many brands tackling the issue by raising awareness and designing useful menstrual pads, sustainability becomes one of the biggest selling points for them. Even though many people hold sustainability as a value up high, they choose to not purchase a product claiming to be sustainable.

The branding effort establishes a brand persona and visual identity system through a design process based on user experience. Key design interventions include developing a brand message to ensure genuine trust and authenticity with the consumers.

Objectives
This project's main goal was to develop a unique brand identity for OVO and extend it to their menstrual pad packaging. Leveraging client feedback and secondary research, I used various methods to create a distinctive brand that stands out among competitors.

Scope and Limitations
This project used market and user research, competitive analysis, and conceptualization to develop a visual language, brand identity, and packaging design.

Completed in four months with guidance from client and mentor, the presented design differs from the final direction. Geographical constraints limited primary research and field interactions with eco-conscious users in the US and Singapore.



Brief Statement

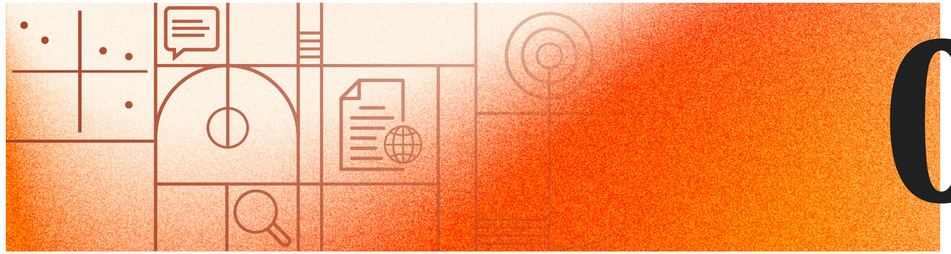
"A creation of brand identity for OVO to showcase their brand offerings and build a unique brand identity that engages the American and Singaporean target audiences."

Service
Bio-based Menstrual Pads

Distribution Channel
E-commerce channels
Retail Stores

Target Audience
Eco-concious & Community-driven people

Price
$7-8 (still figuring out the exact price)



03

03.1 Market Research

What's in the market
Observations in Retail Stores
SWOT Analysis
Value Proposition
Trends & Gaps

Researching the market and existing brands was key to identifying how OVO could be uniquely positioned. Through different methods, I uncovered trends, differences, and opportunities to help OVO find its own voice among consumers.

The market research cullminated to understanding common trends and gaps and how they can be used to position OVO among its competitors.

What's in the market?

Out of the countless brands in the world, I chose to analyse 9 different brands as they sold similar products (organic menstrual pads), had similar CSR activities and target Singapore and/or the US, or other countries in North America and Southest Asia.

I analysed each brands' positioning, communication style, visual identity, origin, pricing and availability to see patterns and idenitify commonalities between the brands.

Other brands that can be considered potential competition:



Distributions only in USA and Canada



Distributions only in USA and South Korea



LOLA



ira



CORA



the HoneyPot company



Here We Flo



PEE SAFE



Rael



LUÜNA

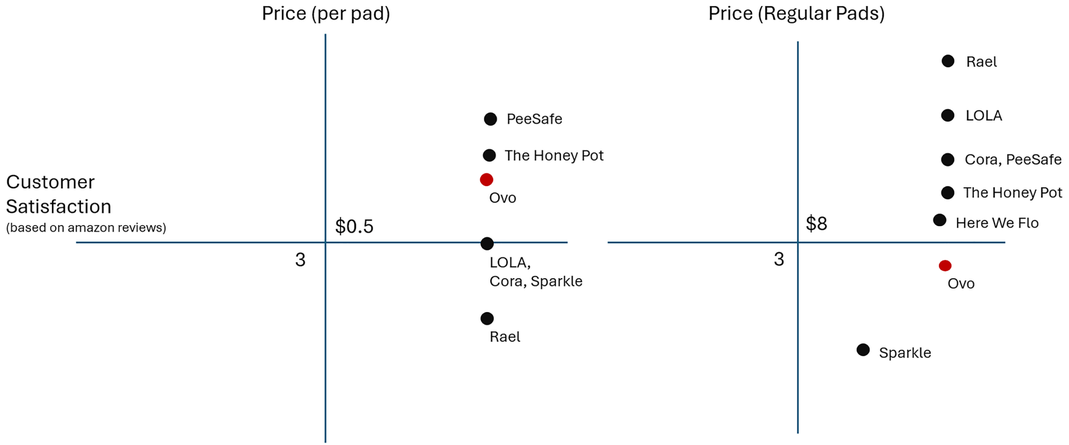


Sparkle

Market Competitive Analysis

One thing that I've observed from these charts was that even though it may seem that OVO's products are much cheaper. However, they might end up being just as expensive as the rest of their competitors.

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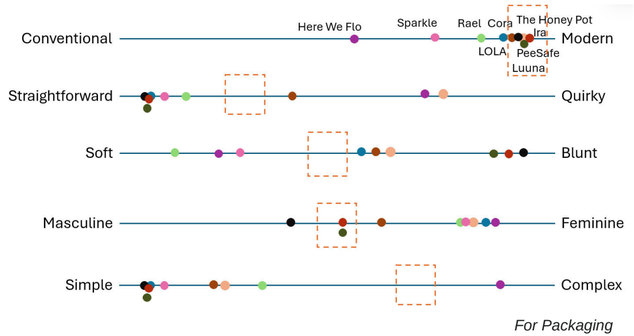


Brand Attributes Analysis

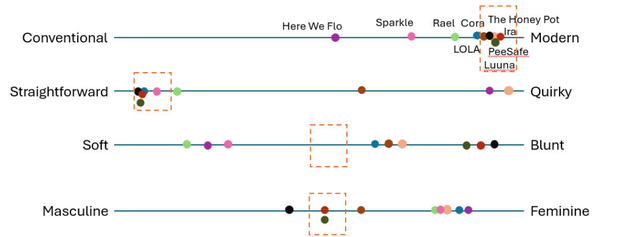
When I was initially studying the competitors, I had created a slider bar to compare different brands and have a general idea of where OVO could stand against its competitors.

However, the words used in the slider bar were too vague and broad to encapsulate the each brand's essence to understand their uniqueness.

Thus, I jotted down my analysis with more specificty for each brand about their brand persona, visual identity and availability in the market.



For Packaging



For Overall Communication

Key:

Where OVO can stand in the market

Brand	LOLA	CORA	SPARKLE	RAEL
Price & Availability	$11-12 on average per box E-commerce platforms, retail stores and B2C website	$9 on average per box E-commerce platforms, retail stores and B2C website	$9-10 on average per box E-commerce platforms and B2C website. Planning to sell via retail	$12 on average per box. E-commerce, B2C, Retail stores
Visual Identity	Packaging presents itself as simple, elegant and sophisticated product due to its unexpected analogous cool color scheme.	Cora presents itself as simple with its packaging. However, its color scheme and use of imagery suggest the brand to be open unconventional, provocative and bold.	Simple layout and usage of pastel colours suggest that it caters to females and aligns with the innocent archetype	Their use of soft pastel colours can be perceived as inclusiveness. Simple typography, centered alignment, minimal layout
Positioning	The brand adopts an educational and empowering tone, talking about menstrual health, breaking taboos and body positivity.v “1% of every LOLA purchase is donated to a nonprofit of your choice.”	They put themselves as a simple yet bold and upfront brand that is open about menstrual health They provide body literacy.resources along with period care to ensure comfort for everyone besides other CSR activities.	The brnad embodies the persona of an innocent female that wants to better the world. It presents itself as sustainable and authentic brand with its certified organic products and a program that composts their compostable menstrual pads	Offering 360 holistic cycle care for the females, not just menstrual care which includes K-beauty skin care and self care
Tone of Voice	The brand promotes transparency and wellness-driven narratives in its messaging through its ingredients and candid conversations about menstruation. They target cis-gendered woman through images and communication.	“Comfort that doesn’t cramp your style” Gender neutral language is used to connect with audiences of the LGBTQ+ community. Use of bold and unapologetic language combined with occasional Gen-Z slang.	“Periods. The Natural Way.“ “You are born to Sparkle” Sparkle utilizes online marketing through social media channels, beauty bloggers, influencers, and press contacts to spread awareness about menstruation and healthy sanitary pads.	“Complete support for all phases of you” Focused on using feminine language while presenting themselves as inclusive. Desire for advocating to women about menstrual hygiene.
Brand Attributes	Modern, Straightforward, Elegant, Exclusive, Simple	Progressive, Gender-neutral, Bold, Simple	Innocent, Responsible, Feminine	Feminine, Soft, Conventional, Supportive

THE HONEY POT	HERE WE FLO	PEESAFE	LUÜNA	IRA
$9-10 for a box on average E-commerce platforms and B2C website	$8-9 on average per box E-commerce platforms and B2C website. Planning to sell via retail	$9-10 on average for a box E-commerce, B2C and retail stores, pharmacies in India	$9-10 on average Sell in bulk along with dispensers though e-commerce and B2C	$12 on average per box E-commerce, B2C, Subscription model Retail stores
Visual language is quirky and fun due to its colorful and bright palette with its fresh choice of typefaces.	Compared to other brands, the packaging looks more traditional and feminine due to the usage of hot pink and flourished serif typography in their logo	Simple and neat layout with the combination of minimal colour palette (green, white and black) gives the brand an unconventional masculine look.	Minimal, Sans serif typography	Usage of colours are limited to 3 (red, black and white) Typographic layout makes the packaging look minimally blunt
“I created The Honey Pot to solve for what other brands wouldn’t, through the power of herbs.” Participate in CSR activities by donating their sales to charities to ensure access and education.	Positioned as a modern, eco-conscious, and fun alternative to traditional menstrual care. Appeals to younger audiences seeking sustainable and ethical lifestyle choices	They set themselves apart by giving more priority to innovation and social impact rather than femininity as their key attribute.	Lunna is positioned as an innovative menstrual care brand that prioritizes science, sustainability, and well-being while advocating for menstrual equity and period poverty.	Focuses on sustainability as a way to protect the Earth
“Made by humans with vaginas, for humans with vaginas.” “Feminine Care” – conflicting messages “Mom’s Witch Hazel’s Got You Covered” use of quirky language	The brand’s tagline “Sustainable choices for sustainable babes” reflects their mission. It leverages playful and approachable branding to break taboos around menstruation.	“Better for you, Better for the planet, Better for everyone!” Their ad films and podcasts focus on creating conversations about menstruation and women hygiene.	Scienced-backed, community-driven tone of voice	““ira” (pronounced eye-rah) is a unisex name, meaning ‘watchful’ in Hebrew and ‘Earth’ in Sanskrit. It represents a warrior and protector of the Earth.” “Period rights are human rights. It’s just blood. Period.” Messaging is quite straightforward and blunt
Quirky, Complex, Progressive, Friendly	Conventional, Quirky, “Girl’s Girl”, Friendly	Masculine, Blunt, Simple, Innovative	Modern, Charitable, Community-driven, Innovative	Blunt, Minimal, Straightforward, Modern

Observations in Retail Stores

I visited multiple retail stores, shops and pharmacies to figure out differences and similarities between different brands and whether there are any common product distinctions that consumers use to buy a product.

When I was looking at different products, I initially thought that consumers would distinguish a product based on the brand by color (i.e. Orange for Whisper, Blue for Stayfree Secure, etc). While there's no universal colour code for pad sizes, cooler hues of light blue, purple, and green are generally used for slim pads, while warmer hues like pink and orange tend to indicate thicker pads.







Photos of Indian Retail stores supplying sanitary pads of different brands









Photos of American Retail stores showing different brands like Rael and Cora and other synthetic pads.

Value Proposition Analysis

The Value Proposition was another helpful tool that laid out all the key aspects about the brand and informed me about the brand's positioning in the market.

It was clear to me that it would be crucial for OVO to tap into their functional and emotional values to set itself apart from its competitors via their tone of voice and positioning.

Values / Brand	Functional	Emotional	Social
OVO	• Soft and comfortable, hypoallergenic properties since its bamboo-based • Affordable yet high quality* • Industrially compostable	• Convenience, Comfort and reassurance from the functional values • Trust from authentic sustainability	• Active participation with the CSR activities for the target audience • Overall sustainability
Other synthetic menstrual pads	• Wide availability and affordability	• Brand Loyalty • Sense of familiarity (habituated to the same product)	
Other biodegradable menstrual pads	• High quality	• Love the brand message about choosing a high quality product than their usual product	• Supporting the community via CSR activities • Overall sustainability

SWOT Analysis

SWOT Analysis was a helpful tool for analyzing the market as it gave clarity on the strategic oppurtunities the brand can use to differentiate itself from its competitors.

To address the weaknesses and threats, it was important to emphasize on the strengths and opportunities and present them as brand messages for OVO.

S	W	O	T
Strengths	**Weaknesses**	**Opportunities**	**Threats**
Products are certified by well established organizations like USDA, Original Dermatest, etc Competitve Pricing Bamboo-based product Environmental and Social Impact through collaborations.	No brand recall recognition Other brands also participate in CSR activities like donating their products or sales to a charity and raise awareness about period poverty	Presenting our claims and community involvements as actions. Establishing the brand as gender-neutral to target other not-so-obvious consumers	Competition from established organic brands Market saturation

Conclusions

To summarize all the points from the market research, I made a list of common trends and gaps. These provide me to create a unique brand for its target audience in terms of visual design, brand core, tone of voice and persona.

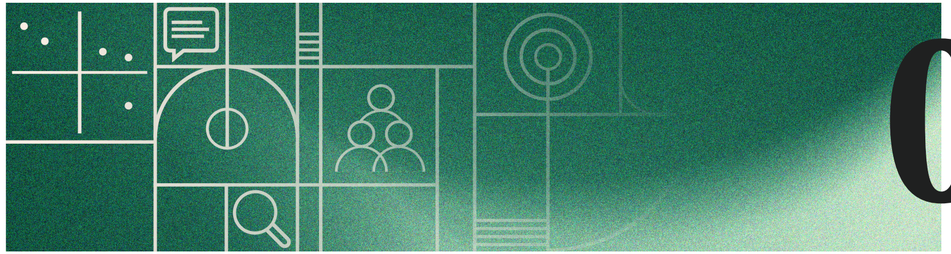
One challenge that I saw coming after doing market research was being able to figure out OVO's brand messaging, considering its offering quite similar to other brands.

Common Trends

- Usage of Minimal Layouts, Usage of Wordmarks or Typographic Logo
- Unusual colours like tones, contrasting or cooler colours are used to distinguish themselves from synthetic pads and appear as unconventional, modern and progressive
- Similar brand messaging around advocacy, educations and sustainability with CSR activities

Gaps

- Inconsistency in brand values and messaging. Brands will claim to be inclusive however only language directed towards women only.
- Claims of sustainability and biodegradable are made but are not followed through by providing directions for disposal
- Besides colours, their visual identity looks similar due to their minimal layout



03

03.2 User Research

Leverage Points
Conclusion
User Persona

Understanding the target audience is key to designing meaningful solutions. By researching their needs, preferences, and challenges, we can create products that are both genuinely useful and appealing.

The brief targeted eco-conscious Gen Zs in America and Singapore, but raised questions. I conducted primary and secondary research on their sustainability views, menstrual hygiene awareness, and brand familiarity to find key insights for the brand concept.

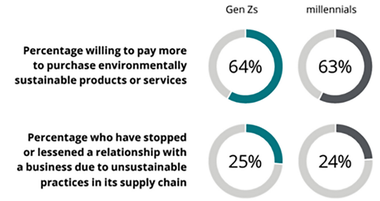
Leverage Points

Perceptions on Sustainability

While the information from the client gave the understanding that the users are willing to buy a sustainable product, I found contradictory information. Despite their willingness to purchase a sustainable product, they were reluctant to do so due to their disbelieve in ESG claims made by businesses. This presents an **attitude-behaviour gap** in the target audience.

Upon questioning the contradictory statements, I found out that it was difficult for them to identify actual sustainable claims for the following reasons: brands using broad sustainability claims don't provide clarity on how the product is sustainable. **Being quick to judge brands, they find them untrustworthy and chose to not buy anything.**

Another reason is the difficulty to verify competing sustainability claims. The confusion occurs as the scope of ESG claims are vast, making it difficult to be informed about it, coupled with a lack of universal standards.



Gen Zs and Millennials: Climate Drives Career, Consumer Decisions by Deloitte WSJ

*"Since **88% of Gen Z consumers say they don't believe the sustainability claims made by businesses**, transparency is more crucial than ever." [1]*

*"75% of Singapore consumers want more sustainable action from themselves and their communities; but **a third feel competing sustainability claims stir confusion,** resulting in mistrust in brands." [2]*

*"74% of consumers care about the environmental impact of the products they buy, but they can't identify it. **79% want an easier way to identify environmentally friendly companies**" [3]*

Perception on Branding of Sanitary Pads

Most brands want to seem “inclusive”, but their language and use of symbols often include only cis women. However, an entire demographic of non-binary or transgender folks are forgotten.

Gen Zs who identify themselves as non-binary want a more neutral packaging design or colours since the traditional ones hold the belief that “only women menstruate”. The whole perception ruins the experience of wanting to seek comfort or wanting a product that aligns with their lifestyle.

Hence, it is crucial for OVO to keep in mind of other target audiences that don’t fall within the traditional cis-genders as OVO wants to identify themselves as an inclusive brand.

“Not so big a fan of the female symbol thing — one, it’s tacky; two, people who don’t identify as women who use period products ***shouldn’t need to feel alienated/dysphoric/uncomfortable during a time that is already uncomfortable****.”*

“I would KILL for the packages to not be so feminine. I’m transmasc(ish) NB, and always hate having to buy the pink flowery pads at the store.”

“Even though I personally don’t pay attention to gendered packaging, I have transmasc friends who do so I’m all for encouraging neutral text and no picture or symbol that would sound like ***it’s telling “if you have periods then you’re a woman/female”****”*

Perceptions on Menstrual Hygiene & their Expectations

Although there is still a prevailing notion of menstruation being a taboo subject to have a discussion on, more and more younger people have a more open mindset and have the desire to advocate and educate about menstrual hygiene.

While there is a demand for sustainable menstrual products, most of them would rather choose their regular go-to synthetic pad due to the perceived convenience, affordability, familiarity and brand trust. They would be hesitant to try something new for a menstrual pad since it involves their body and their health. Even when someone goes out of their way to try something new, they want the reassurance that the product they are picking is the right choice.

“When Gen Z and Millennial customers believe a brand cares about its impact on people and the planet, they are ***27% more likely to purchase it*** *than older generations are —* ***a clear measure of sustainability’s power to drive buying decisions*** *in this group.”[4]*

“It’s often observed how ***Gen Zs don’t like being sold to [or] prefer authentic interactions over overt sales pitches.*** *[So,] they’re looking for new experiences and opportunities to broaden their horizons and deepen their understanding of topics they’re interested in…” [5]*

*“****Teens’ desire for advocacy around menstrual equity is growing****. Across the board, support for additional advocacy and education is up from 2021. There is a strong desire for menstrual health to be normalised...” [6]*

Conclusion

After gathering and analysing data, here are some key points that I kept in mind that would help me for the further stages of the design process.

These conclusions mainly focus on the information of ESG claims as well as where OVO can focus their branding efforts on.

It is essential to make complex information about sustainable products and certifications understandable for the target audience so that they can easily verify and make an informed purchase.

Information about the product, its features and the purpose of the brand should be given to gain the target audience's trust and address their attitude-behaviour gap.

Gen Z non-binary consumers prefer neutral packaging and design, as traditional cues reinforce outdated gender norms.

OVO should prioritize clear, credible sustainability claims, their positive intents and inclusive design to appeal to a broader, more diverse audience.

User Personas

The findings from the user and market research were put together to create user personas to identify their values, expectations and frustrations.

Considerring the users who would buy OVO's product, it would make sense if they had a progressive mindset who would willing to try their product out.



Isabella Lopez

The Eco-concious User

Who Am I?

21 years old
Detroit, Michigan
A graduating Sociology student

Personality Traits

Open-minded, Active, Progressive, Skeptical

Values

Transparency, Accountability, Trying out new experiences

Preferred Channels

Wants

Trying out new products but is skeptical, especially of vague sustainability claims.

Motivation

To use products that align with her values of environmental responsibility

Frustrations

Overwhelmed by conflicting sustainability claims and struggles to verify which brands are truly eco-friendly.



Dakota Miller
The Non-binary User

Who Am I?
17 years old
Austin, Texas
High School student
pursuing Arts & Psychology

Personality Traits
Quiet, Shy, Empathetic, Curious

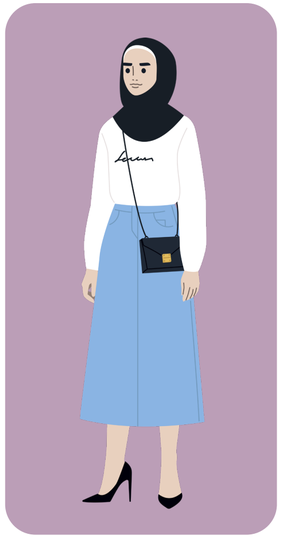
Values
Individuality and Community

Wants
Products or services that are aligned with her lifestyle of idenitfying as a non-binary

Motivation
To have a sense of belonging or being secure in their identity

Frustrations
Tired of seeing the typical and traditional products, doesn't know a clue about sustainable products

Preferred Channels



Wei Ling
The Comfort Seeker

Who Am I?
23 years old
Singapore
Junior IT Consultant

Personality Traits
Curious, Open-minded, Rational, Knowledgeable

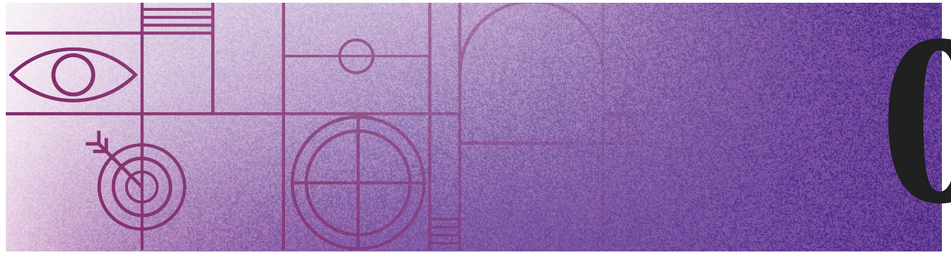
Values
Comfort, Quality and Health

Wants
She wants non-invasive, easy-to-use products and prioritizes comfort and safety in personal care

Motivation
To find the perfect product suitable for her sensitive skin

Frustrations
Rashes from sanitary pads, she has to between multiple products suitable for her skin

Preferred Channels



04

Conceptualization

Brand Core
Brand Values
Brand Personality
Tone of Voice

This is the stage where I took my key findings and came with a unique identity for that brand which the target audience can relate to.

After gathering data and forming key points that would inform me on the ideation, I started to create a brand identity that can strategically form a unique identity of the brand. I jotted down the purpose, mission, vision and core values of the brand to give me a clear idea on the essence and USP of OVO.

Brand Core

Drafting the mission, vision and purpose was a simple and straightforward process, it took some time to figure out the brand values and the brand personality.

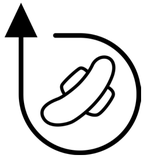
The brand core contains of these main themes: improving menstrual health through sustainability and creating an ecosystem/ network.

With so many brands having similar core values, it was challenging to find OVO's unique point.



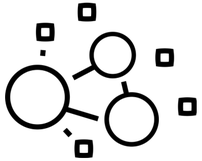
Mission

We provide sustainable hygiene products in collaboration like-minded businesses and entities that champion sustainability.



Vision

To enhance menstrual hygiene by providing quality products for all, regardless of identity or background.



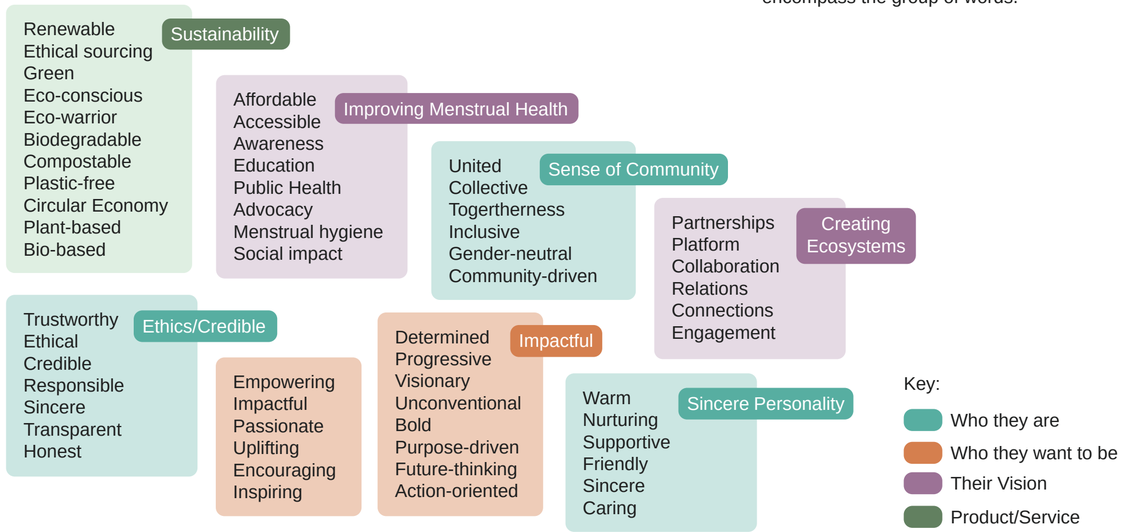
Purpose

To build an ecosystem of people that can enhance and combat the stigma around menstrual health.

Keyword Listing & Sorting

Figuring out the brand values was a bit challenging for me since the competitors had similar messaging and values with OVO.

Hence, I brainstormed on keywords relating to OVO, their brand personality, their vision and their goals, and their product. I then categorized these keywords and came up with an overarching term that would encompass the group of words.



Brand Values

Some of the keywords in the groups from the sorting map (who they are, who they want to be, their vision, etc) were regrouped together to come up with a culminating theme and form a value.

The three themes being sustainability in action, credible and impactful. Since it be reductionist to set the USP of OVO based on its product and not-so-unique for the USP to be based on their mission, vision and purpose. Hence, I chose the brand values to be their USP.

Impactful

Unconventional
Open-minded
Progressive
Bold

Credible

Trustworthy
Sincere
Ethical
Responsible

Sustainability in Action

Sustainability	*Empowerment*	*Collective*
Compostable	Inclusive	Collaboration
Biodegradable	Community-driven	Relations
Circular Economy	Education	Platform
Plant-based	Action-oriented	Connections
Eco-concious	Advocacy	Engagement
	Menstual Hygiene	Partnership

Brand Personality

Although the ZGC team had set OVO's Brand Persona and tone of voice, I repeated the exercise using Aaker's Brand Personality model and the 12 Brand Archetypes to clarify and confirm the best fit for OVO's brand core.

The Hero and Caregiver archetypes are the best fit for OVO. While the Caregiver reflects OVO's compassion and support, the Hero captures their drive to create change and challenge menstrual health stigma. This combination aligns with OVO's brand core and helps them stand out from competitors

Out of the 5 dimensions of Aaker's brand personality model, the Sincerity personality was suitable for the brand as OVO commits to its community on sustainability and wants to present itself as a trustworthy and honest brand.

Another way I looked at this was to think what kind of person who OVO represent. If OVO were a person, they would be a public health activist, someone who you can look up to and be friends with.

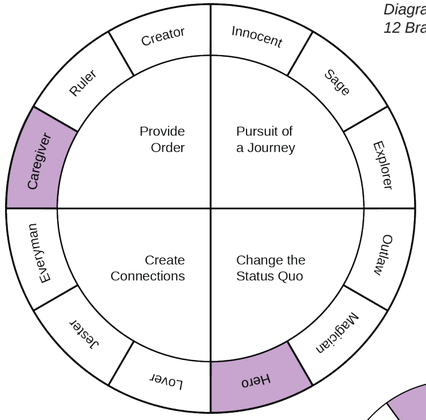


Diagram of the 12 Brand Archetypes



5 Dimensions of Aaker's Personality Model

Tone of Voice

For tone of voice, I used a slider bar to see the tone of voice for OVO. The manifestation of the brand values into OVO's tone of voice would turn out to be leaning towards fresh, gender-neutral, impactful, friendly and serious.

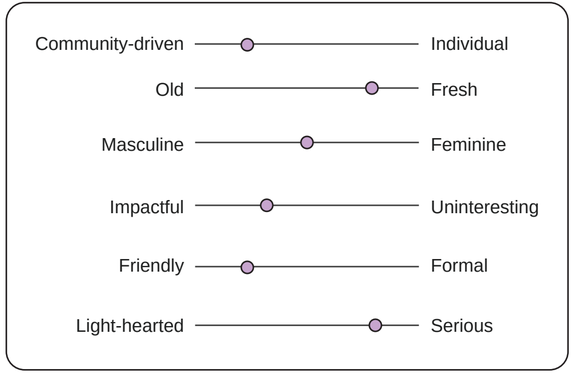
Examples

"Every OVO pad meets strict quality standards, independently verified by trusted organizations. We're committed to transparency—so you can trust what you use, every time."

"Sustainability, community, and education are at the heart of what we do. We're working to make menstrual health better for everyone, and we'd love for you to join us on this journey."

Here are some of the taglines that I came up with for the brand:

- **A New Cycle of Change**
- Period Care, Redefined
- Consciously, Yours



Tone of Voice

05

Ideation

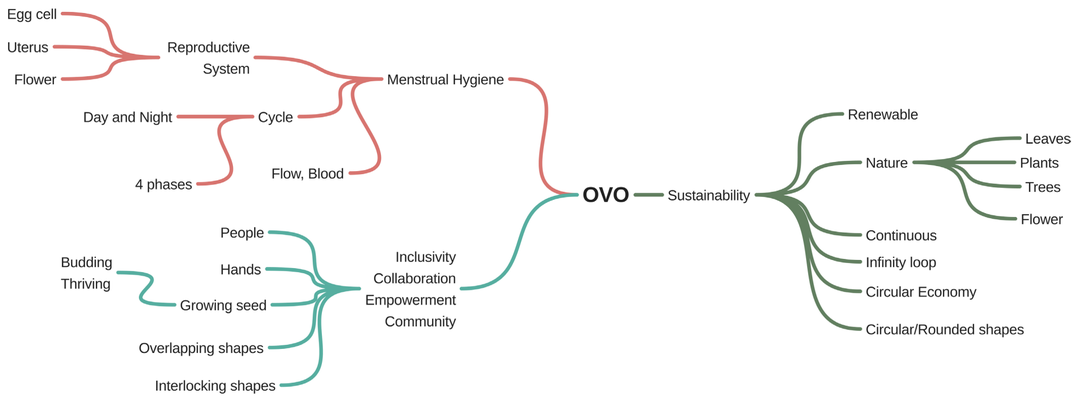
Logo Ideations
Typography
Moodboard
Packaging
Colour Palette
Graphical Elements
Content
Application of Design

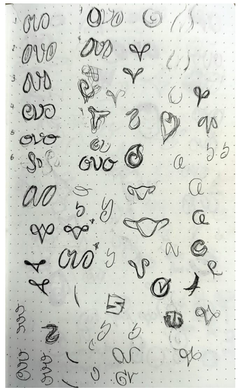
Visual Identity is one of the ways a brand presents itself to its audience. It includes logo, colours, typeface and graphical elements that come together to create a unified visual identity. It is not just a way for audiences to identify a brand amongst its competition but also to decipher what the brand is about on a bigger picture.

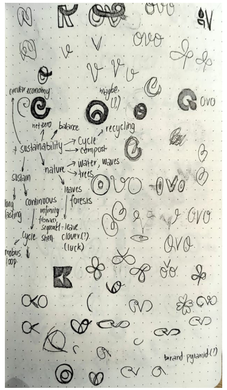
Logo Ideations

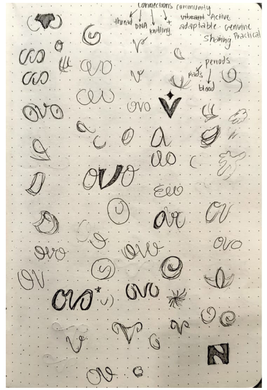
I brainstormed about different words related to the values of OVO and thought about the different shapes and forms to represent them. I also thought about different metaphors to represent OVO.

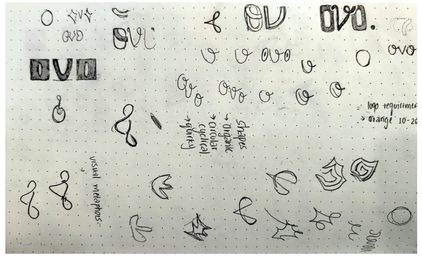
The clients had two logo design requirements: it could be either a wordmark or a symbol, and it must include a bird symbol. They insisted on the bird because they saw it as representing a woman who is free and unrestrained.



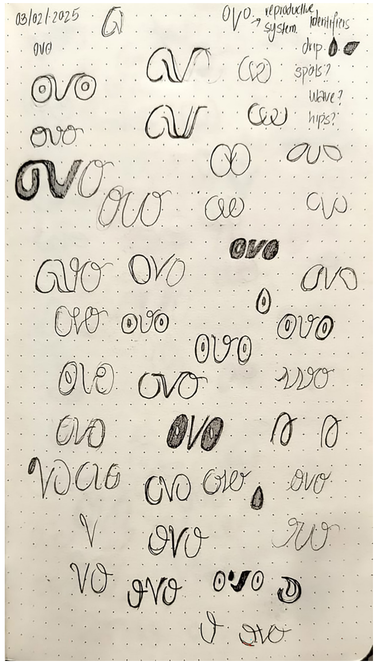


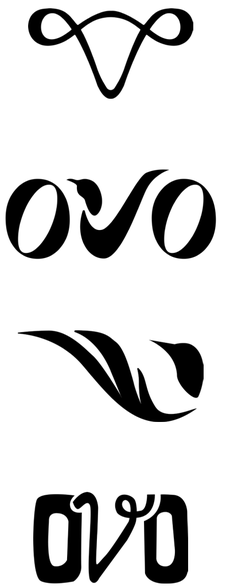












1.



2.

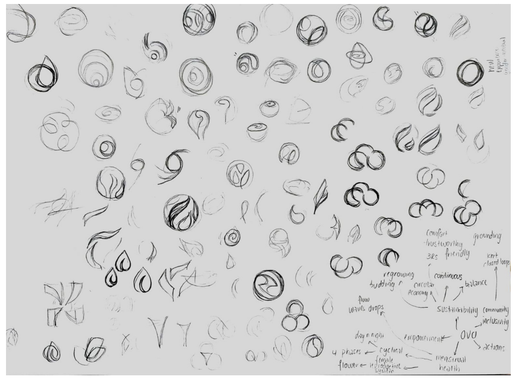


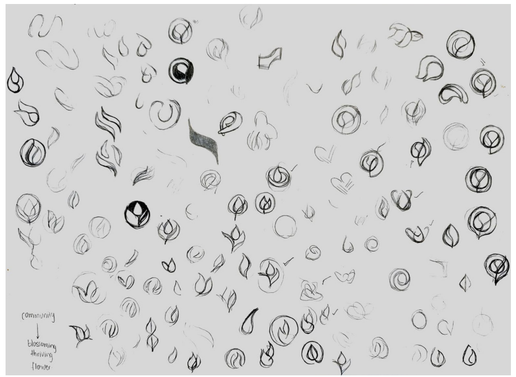
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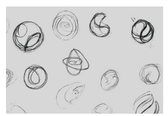


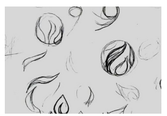
I made some ideations based on the requirements; however, I was given the feedback to try something outside of the client's requirements.

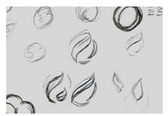
Therefore, I went make some more sketches based on the brainstorm, and I finally made some final iterations on different options.

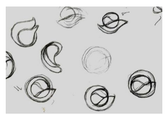




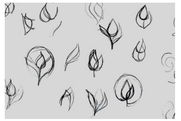


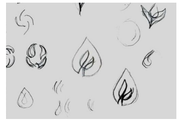




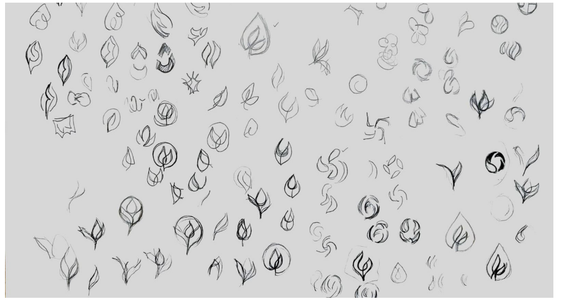


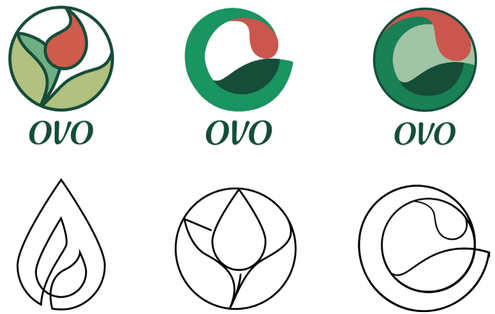




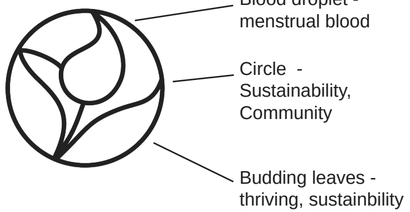




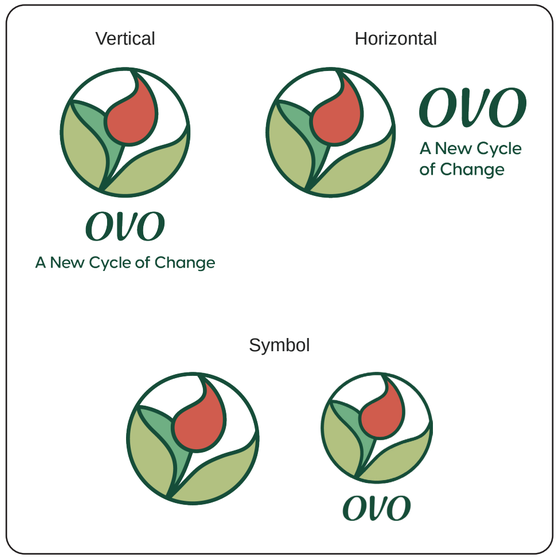




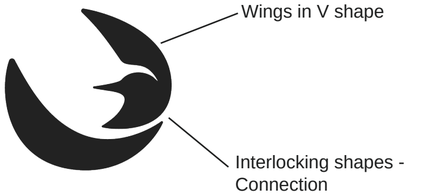
Logo Option #1



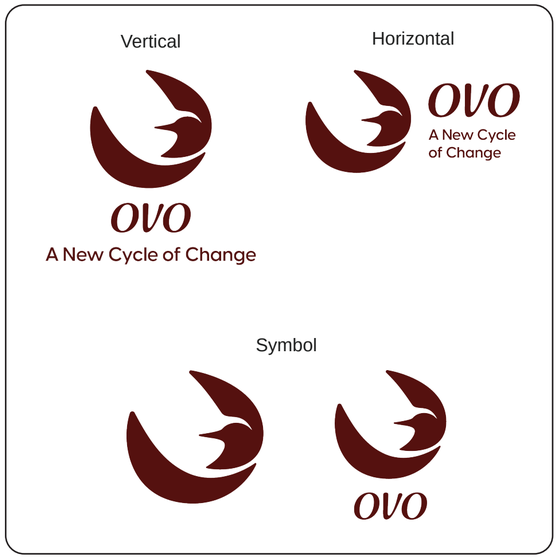
The logo's central circle represents community, while stylized budding leaves symbolize sustainability and a blood droplet signifies menstrual health. Together, these elements reflect a thriving, caring community and a commitment to well-being and the planet.



Logo Option #2



The logo smybolizes a metaphor where every woman can have the opportunity to be limitless and not be restrainted or held back by anything. Here, the use of the shapes O and V are used to relate with the brand OVO.



Typography

Sans serif type faces have been used to create a sense of inclusivity and friendliness with the roundness of the fonts. The sizes aren't specified in here as they vary in terms of the size of the boxes for packaging.

I have chosen typefaces with high x-heights and large counters as the copy in the packaging would be tiny to fit in the box (the smallest font size being 7pts). Thus, I choose the fonts below as they would be legibile in all of the packaging boxes.

Omnes Semi Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!:;'@#$%^&*()/?"

Visby CF Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!:;'@#$%^&*()/?"

Visby CF Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!:;'@#$%^&*()/?"

Relative sizes of fonts for hierarchy in packaging

Heading 1

Heading 2

Subheading

Body 1

Typography for Logo
Minetto VF

OVO → OVO

The curves and slanted orientation reflect OVO's friendly, receptive persona. However, the sharpness offered a different feel, so I softened the letter V with additional curves to better match OVO's identity.

Moodboard

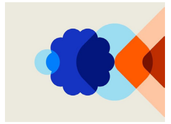
Some keywords that I kept in mind while creating a visual identity were refreshing, intriguing, complex, abstract and inviting.

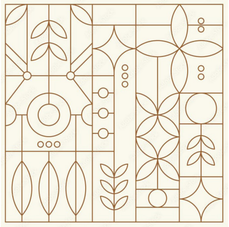
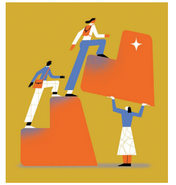
These words were significant during the process of curating as it helped me come up with a vision where OVO can have its own unique visual language without falling into the trap of having a minimal layout.

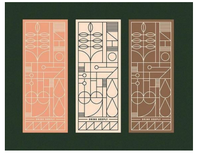
Personally, minimalism felt devoid of personality and character. So I saw this as an opportunity to create a visual language that showed character and resonated with OVO.

Some of these visuals are inspired by the geometric art style of Art Deco and Mondrian layout as the asymmetrical balance would cause intrigue. This gave me a potential direction to explore the visual language and graphic style.





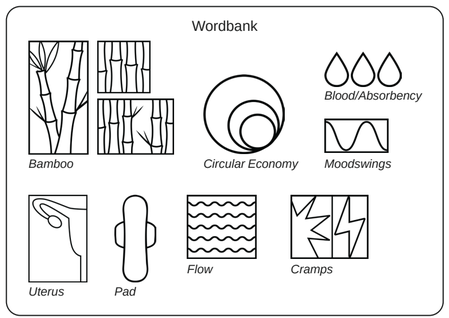



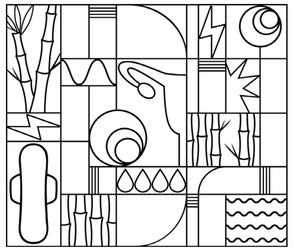




Packaging *Graphical Elements*

With the moodboard in mind, I used some words that were related to menstruation, the product and their values from the brainstorming and made visuals for the packaging that would represent OVO's values with the feature and purpose of the product.

One thing I keep in mind while making the graphical elements was to make sure that they were completely neutral and didn't look feminine.



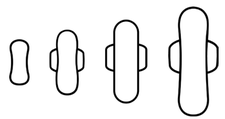


Front facing

Elements can be shifted around to fit the box



Cross section for materials in the pad



Icons for different lengths of pad



Directions of usage and disposal

Packaging *Colour Palette*

At first, when I thought about the colours, I thought what would be suitable was to use bright and bold colours like red, orange, pink to represent the brand and make the user feel invited towards the packaging.

However, upon receiving feedback, I was quite to realise that the usage of those colours on package was not appropriate as red would connote bloodiness and danger to the users and be uncomfortable by it.



Iteration #1



Primary Colours

Secondary Colours

Background Colours



Later, I looked for slighty earthy tones that would be suitable for a menstrual pad and include green in the colour palette.

The 3 different products under ultra pads and maxi pads (regular, super, overnight) will have a deeper and darker tone of their “umbrella” colour. It made sense to me at the time as it would have more brand recognisability amongst the users.

However, they would have a had time to difference between a regular maxi pad and a super maxi pad unless they look at the packaging closely.



Iteration #2

Left column Ultra Pads, Top to Bottom regular, super and superplus

Right column Maxi Pads, Top to Bottom regular, super and overnight

Hence, after a couple of iterations, I chose these colours for the brand. The colour palette was the most appropriate for the brand as these colours are commonly seen in menstrual pad packaging (dark blue/ violet colours for overnight, warmer colours for thicker pads and cooler colours for thin pads) and the tone of the colours would be able to make the product noticeable amongst other bright and colourful packaging.



Iteration #3

Left column Ultra Pads, Top to Bottom regular, super and superplus

Right column Maxi Pads, Top to Bottom regular, super and overnight

Colour Palette

I tried to categorize the colours into primary and secondary colour categories, but it limited me since one colour would represent one product, with the only common colours being the base colour and the colour for text and logo.

However, it felt necessary to have a primary colour palette as it is the way for any brand to be recognized in its unique way. In addition, the primary and secondary colours are supposed to be used in combination as shown in the previous page,

Primary - 70%

Light Beige - 60%
#fef6f2

Maroon - 10%
#561010

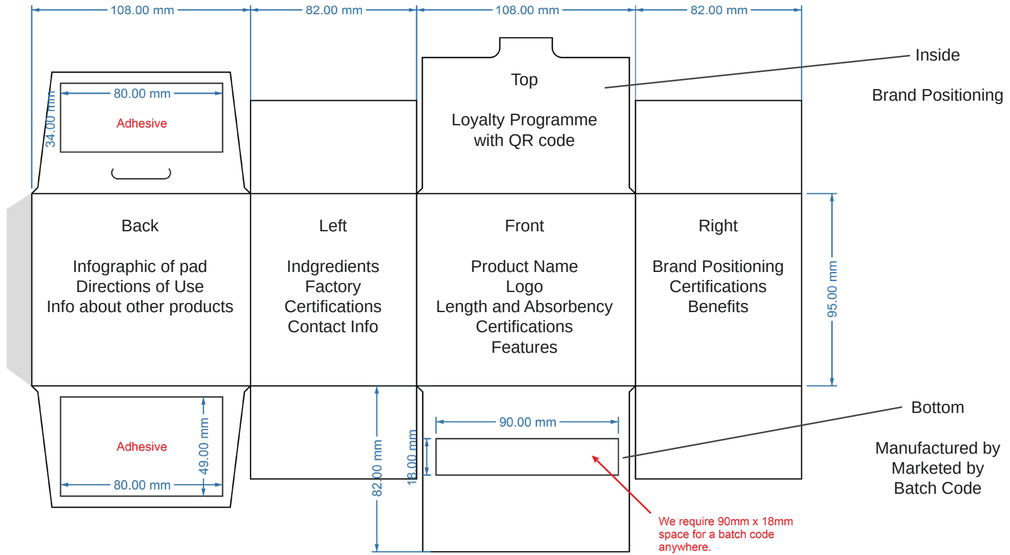
Secondary - 30%

#ca827e / *#925f62*	*#d6804f* / *#7c3c25*	*#414e78* / *#2b3456*
Maxi Regular *Gentleness*	Maxi Super *Warmth*	Maxi Overnight *Night*
#57aea1 / *#215a53*	*#628060* / *#3c553d*	*#9c7397* / *#6b4262*
Ultra Regular *Freshness*	Ultra Super *Sustainability*	Ultra Superplus *Inclusivity*

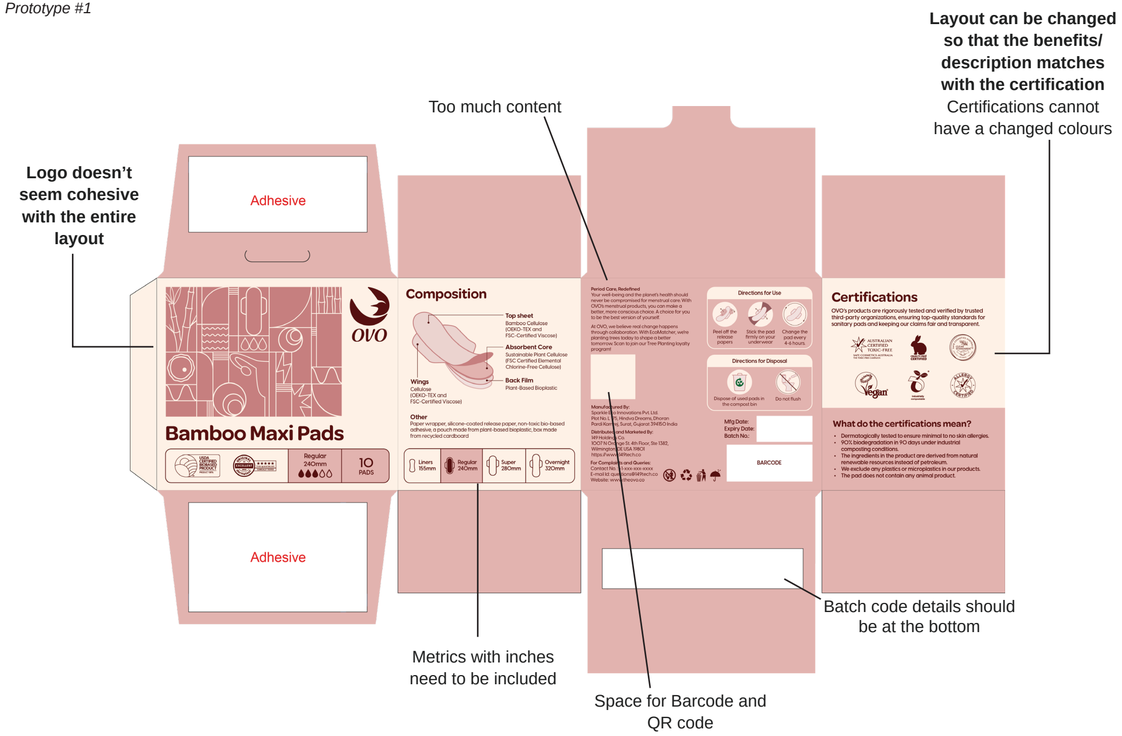
Packaging *Content*

I used ZGC's content strategy as a reference to structure the information across the KLD packaging box, which follows Sparkle's box format.

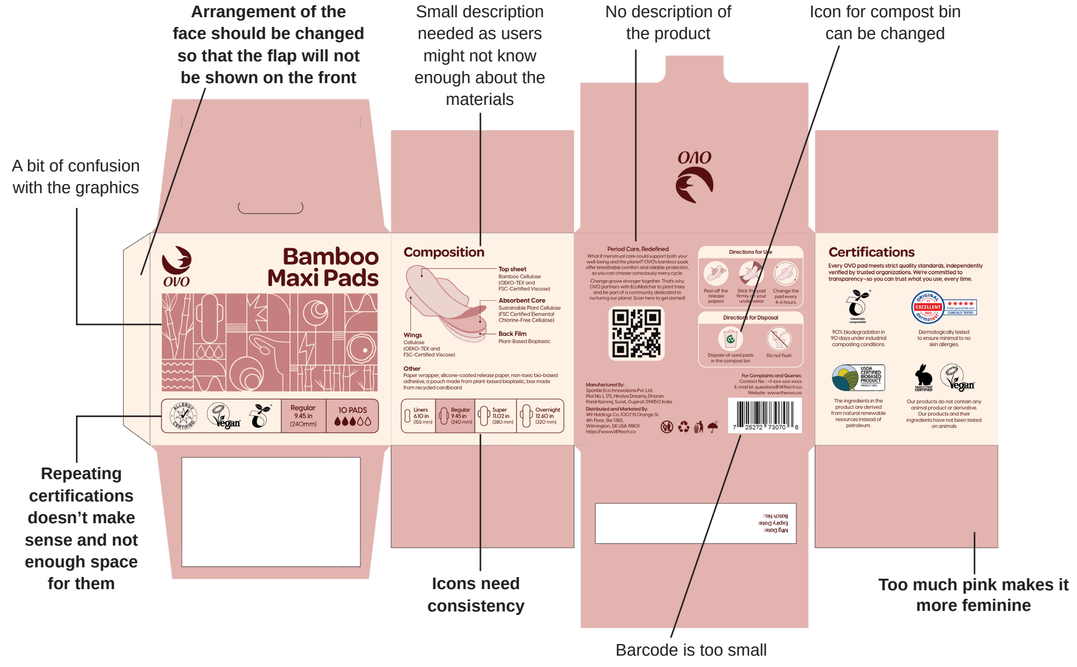
I have added a few additions of my own like having a side of the box for certifications and its information, etc. The next few pages will contain the iterations with the help of feedback and user testing.



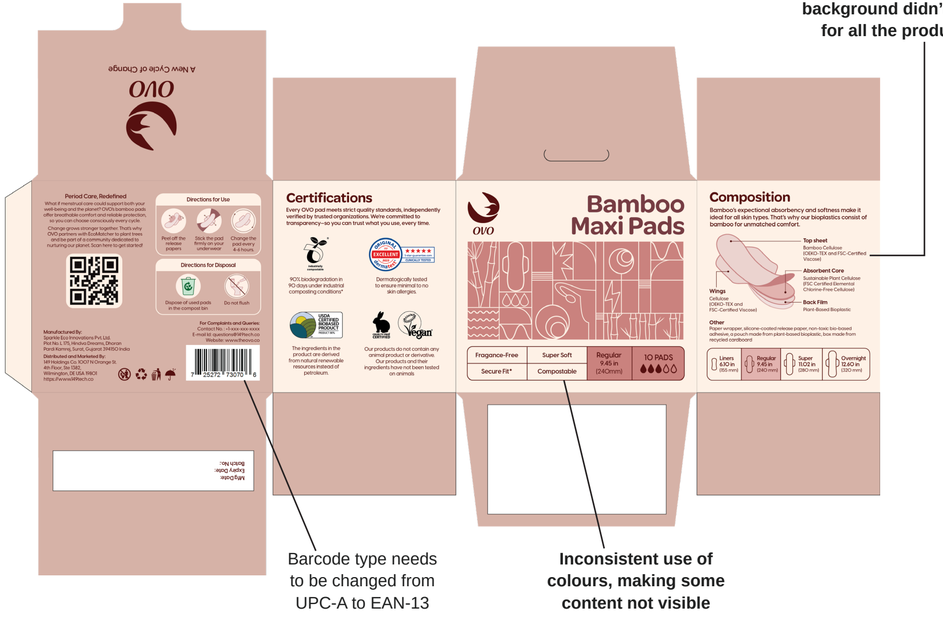
Prototype #1



Prototype #2



Prototype #3
after User Testing

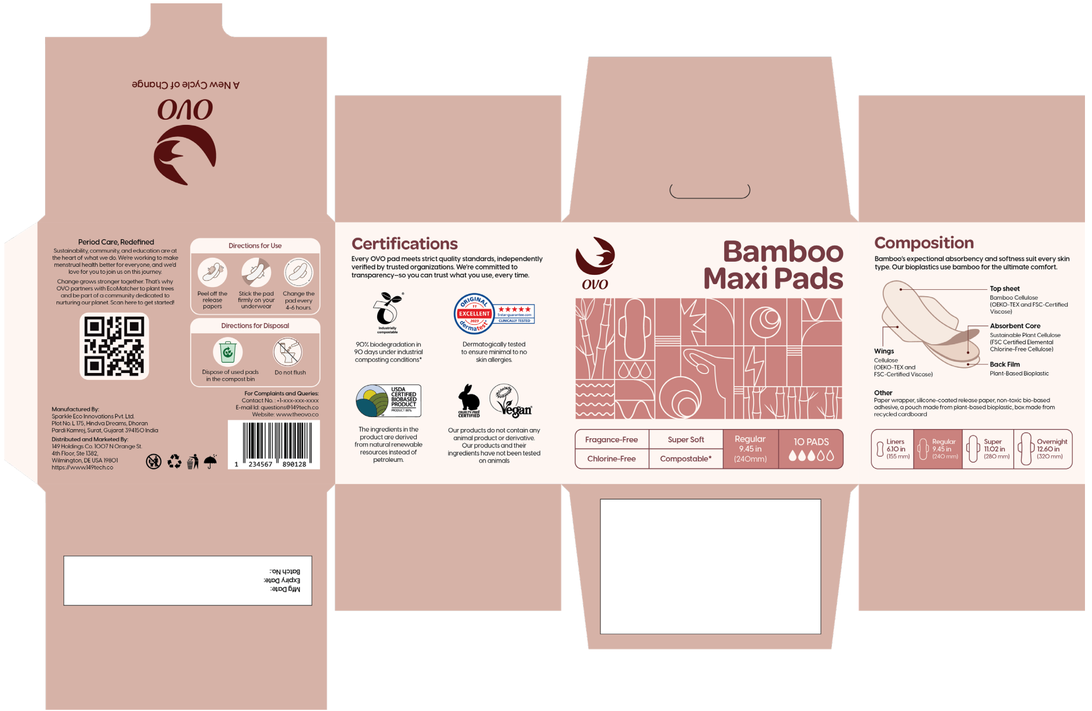


Having the text as dark maroon and the yellowish beige as the background didn't work for all the products

Barcode type needs to be changed from UPC-A to EAN-13

Inconsistent use of colours, making some content not visible

Prototype #4



Application of Design

The graphic illustration is the focal point across all collaterals, so it's placed where it can stand out without obscuring backgrounds or typography. Gradients can be applied using monologous colour schemes. Coral pink (gentleness), copper orange (warmth), and teal (freshness)—are applied to each collateral to enhance the illustration.



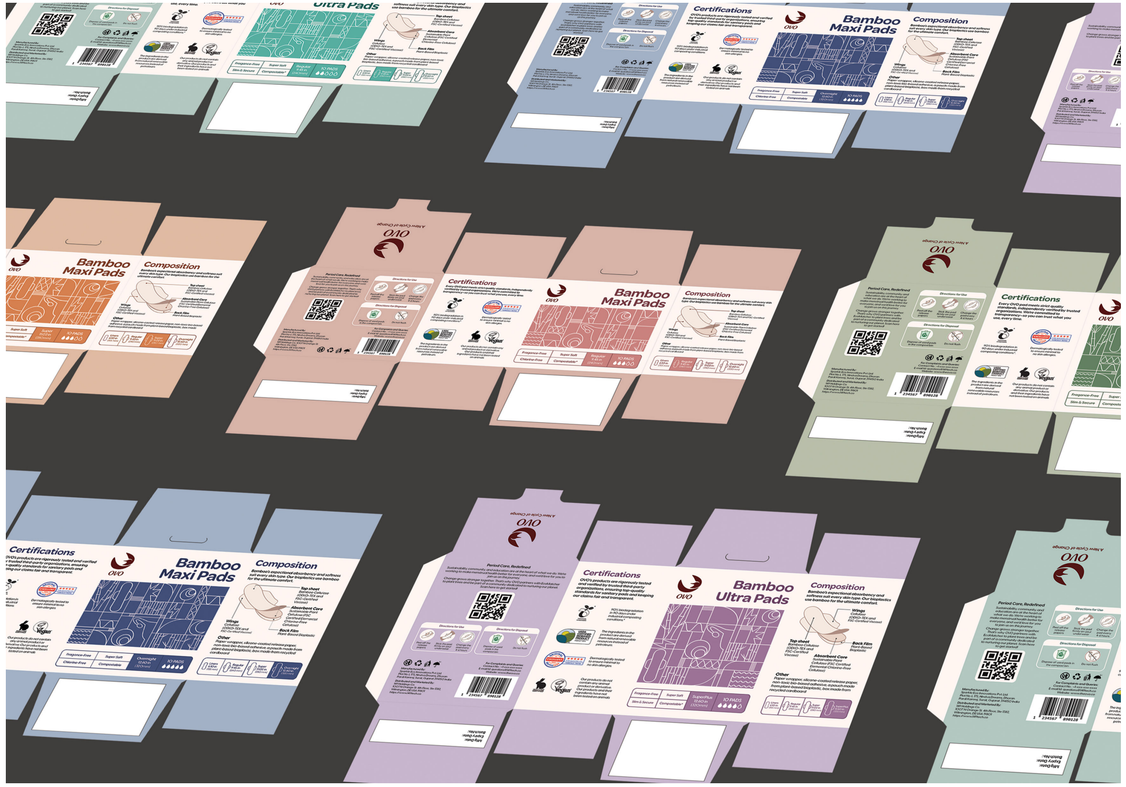











Bamboo Maxi Pads
Bamboo Ultra Pads
Composition
Certifications


Brand Guidelines
Logo
Colour Palette
Typography
Graphical Elements
Colour Palette
Typography
Heading
Sub-Heading


Menstrual Cycle
Diary


AUG
2025
Period Length
Day
Pain Intensity
Flow Intensity
Spotting
Cramps
Symptoms
Lifestyle Changes
Notes
SEPT
2025
Period Length
Day
Pain Intensity
Flow Intensity
Spotting
Cramps
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Lifestyle Changes
Notes


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06

Epilogue

Learnings & Reflections

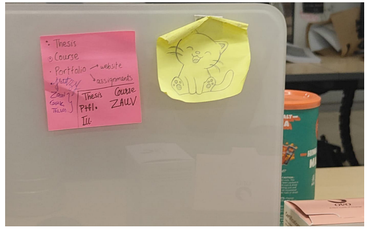
I was excited yet a little intimidated about doing an industry-based project, not because of the client but because of the internal stakeholders. The added noise in the process would only serve to add unnecessary extra time and effort to reach the outcome. But I learned my way to go around the problem.

In a setting where roles are divided, hierarchy exists and tasks become a “ticking time bomb”, it might seem difficult to challenge it. But Design has taught me to take every difficulty as a challenge. While there were disadvantages, there was an opportunity to have discussions with multiple people and get their perspective on the matter. However, there becomes a time where this approach would invite unnecessary feedback. This was where I learned to pick my own battles. The design process can become exhausting without direction, and the way that I got over it was to “pick your battles”.

Another challenge that I faced was researching on project. It was difficult to find information of markets of other countries via secondary research. Nevertheless, asking “why” only helped to move beyond the surface level answers and reach to findings that would be useful for the users.

Overall, I came out of this experience feeling capable as a designer to express and negotiate with other people.





To all the unforgettable memories



Left to right: Urja Patel, Khushi Mewada, Anoushka Iyer, Priyanka Gajera



Anjali Sati







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