

CASE STUDIES



HEKIMA
SKIN·CARE



Form Submission - New Form
- Graphic Design Assistance
Needed for a Re-Launch of
My Skin Care Line

Squarespace <form-sub... Tue, Mar 15, 2022, 11:15 PM
to me

Sent via form submission

Name: Vanita

Email: [redacted]

Subject: Graphic Design Assistance Needed for a Re-Launch of My Skin Care Line

Message: Hi Kierra, I found your information in The Well group. I am relaunching a skin care line focused on mature and melanated women who are experiencing perimenopause and menopause but still need and deserve luxurious self care.

Thank you for your time.

Date: 3/15/2022

Hekima Skin Care Re-Brand

Inbox x

Vanita Sanders <[redacted]> Sat, Jan 20, 11:44 AM
to me

Hi Kierra!

Happy New Year!!! I hope you are doing well. After a year of being in business and really understanding my target market, I'd like to make some changes to my brand. I now want the colors to represent royalty, sophistication and the essence of black women.

I'd like to keep the font and typography (so that the current word 'HSC') that you created for me. I'd now like the colors to be Purple, Gold and Black. My containers will still be black but will also have gold lids. I am also adding a men's line to my body butters so I think those colors will also still resonate with them.

Please let me know when you have time to meet. I want to start this process and work on relaunching with the new brand by late spring.

Talk to you soon!

Vanita



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HERE'S HOW EVERYTHING STARTED...

When originally connected, brand Hekima Skin Care (HSC) prompted for a rebrand. Their existing brand limited their target to perimenopausal and menopausal, maturing AA women. Due to the growth of our 2023 rebrand collaboration, HSC expand their target audience and product lines. Introducing HSC Kings Collection, a mens line created for maturing men who prioritize indulgent self-care & luxurious skin care experiences. If that made you excited, check out HSC [products here](#).





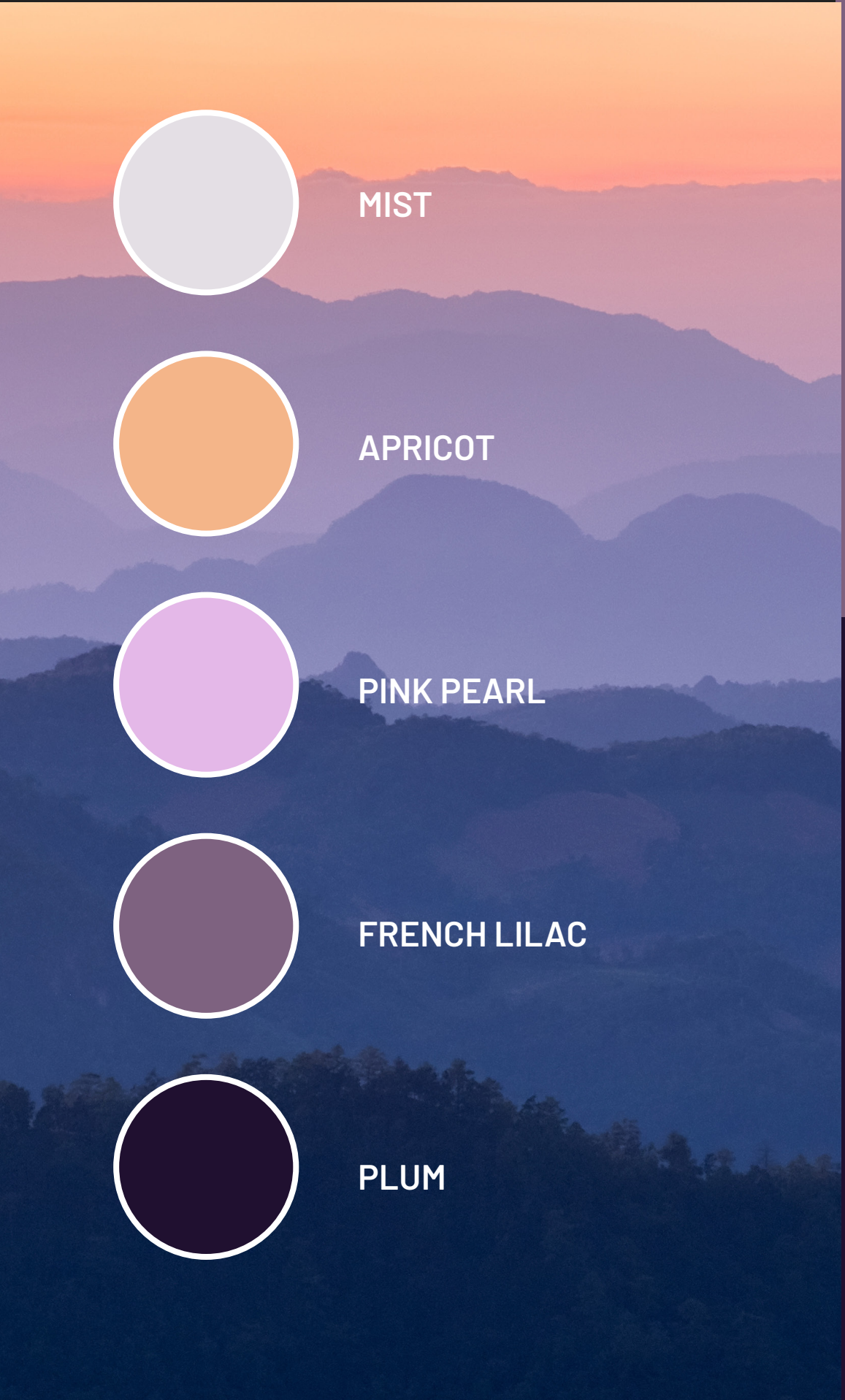
OKAY, LET'S SET THE SCENE...

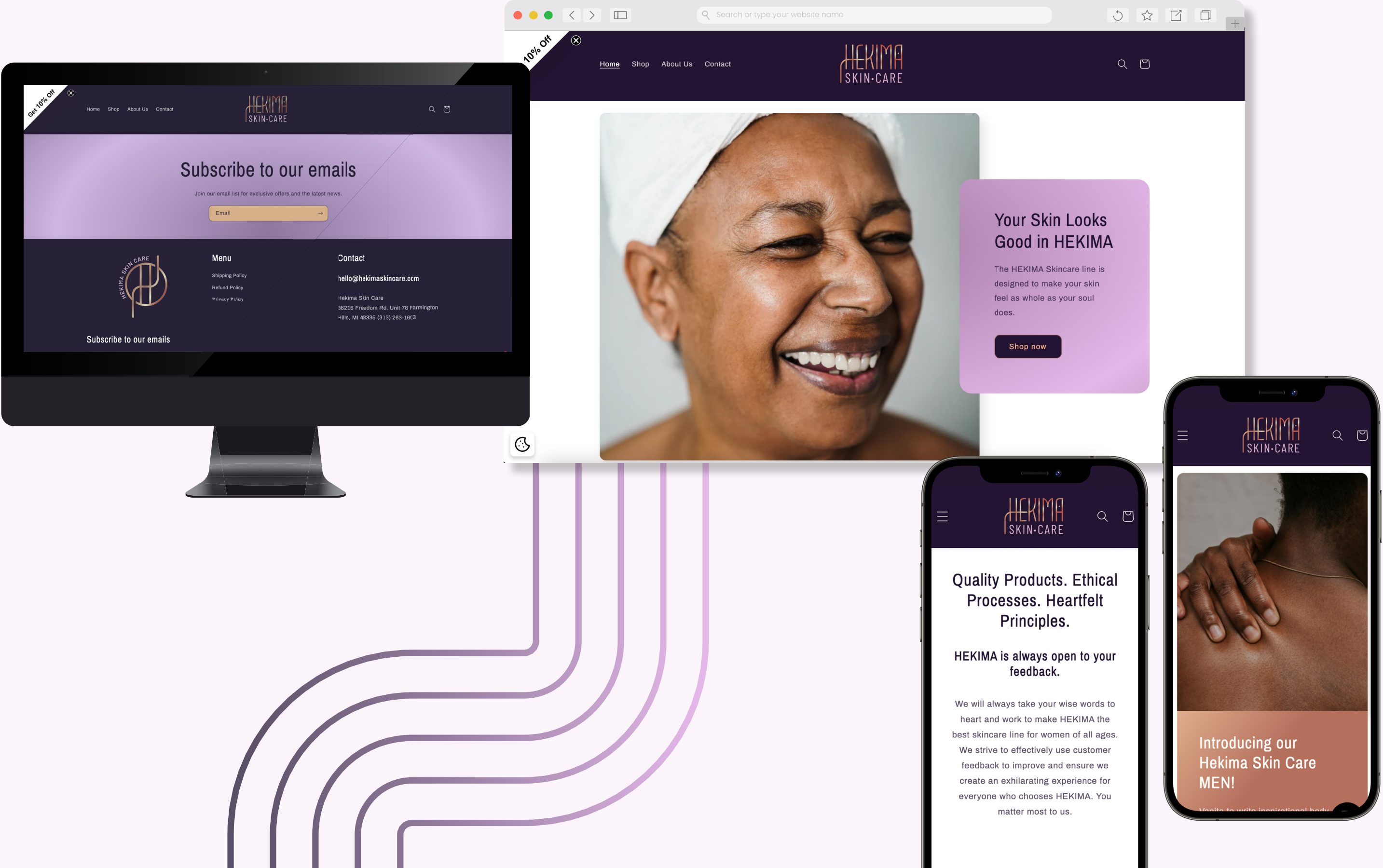
To broaden its target audience and include men, the brand transitioned from rose gold and mauve tones to a refined palette of gold and purple. This shift was designed to evoke a more regal and premium feel, aligning with HSC's goal of offering an elevated and inclusive brand experience.

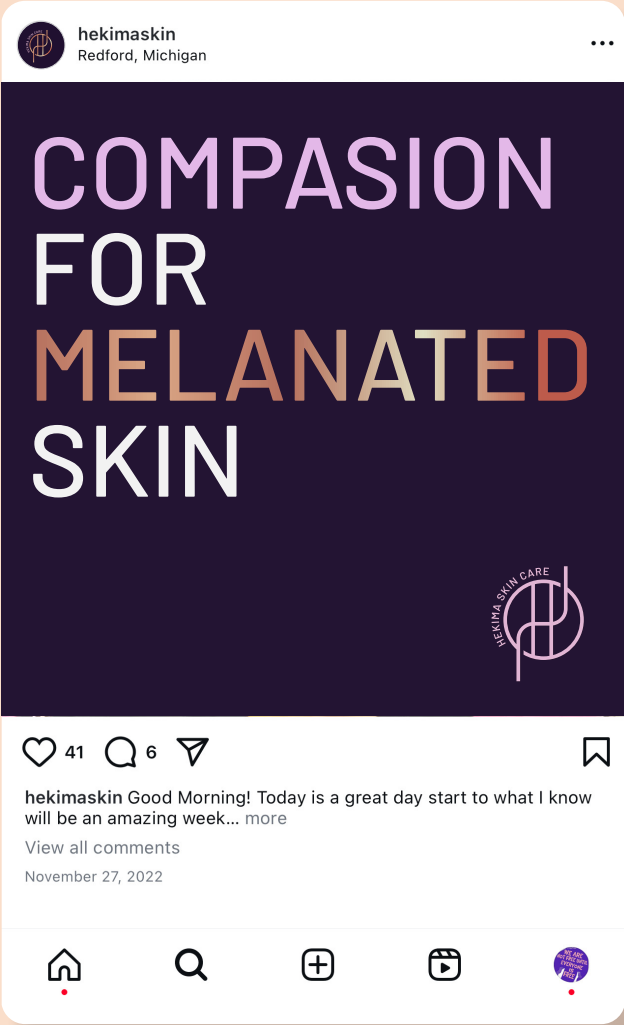
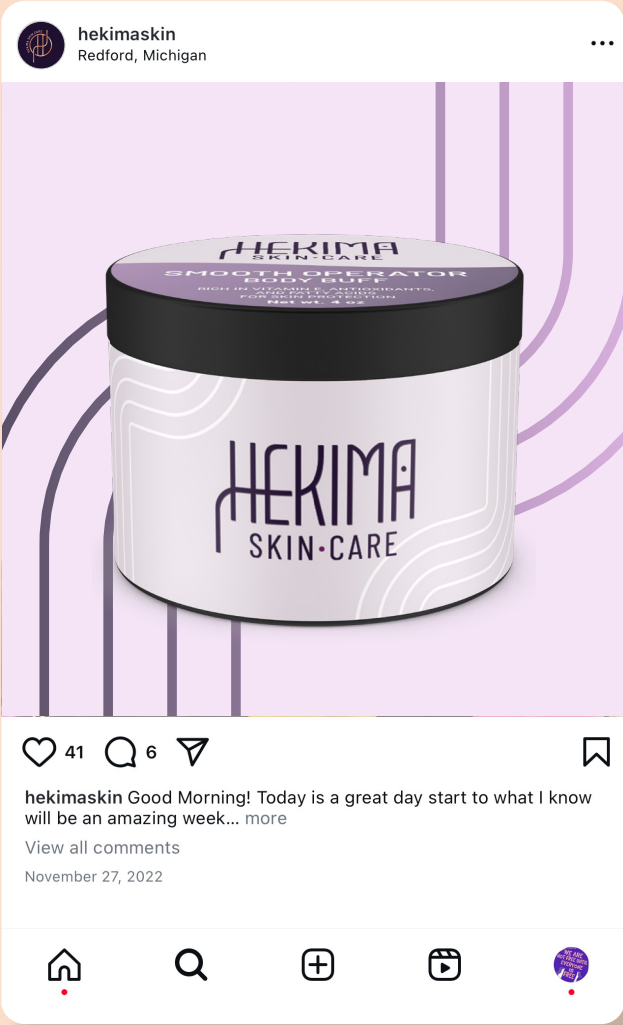
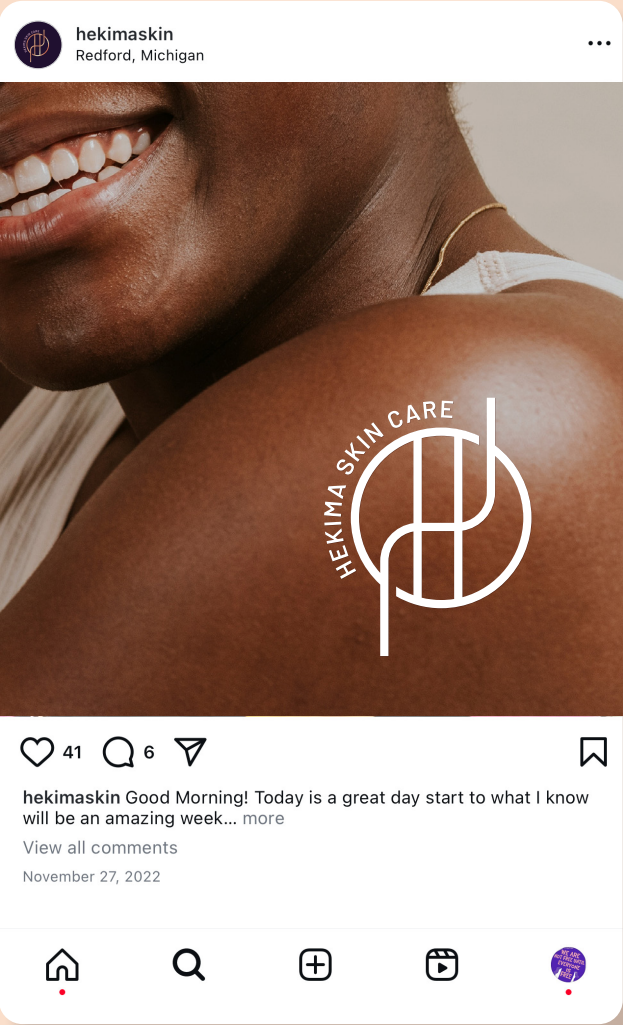
BRAND STORY

The Hekima Skincare brand refresh was a thoughtful evolution aimed at honoring its core values while broadening its appeal to a more inclusive audience. Rooted in the meaning of Hekima—wisdom—the brand refresh sought to visually convey the richness of tradition, premium quality, and the celebration of diversity.

The evolution of the brand, included the introduction of regal gold and purple tones, reflects its dedication to a refined and inclusive aesthetic. By expanding to serve a broader audience, Hekima Skincare continues to inspire confidence, balance, and a sense of luxury in self-care routines.

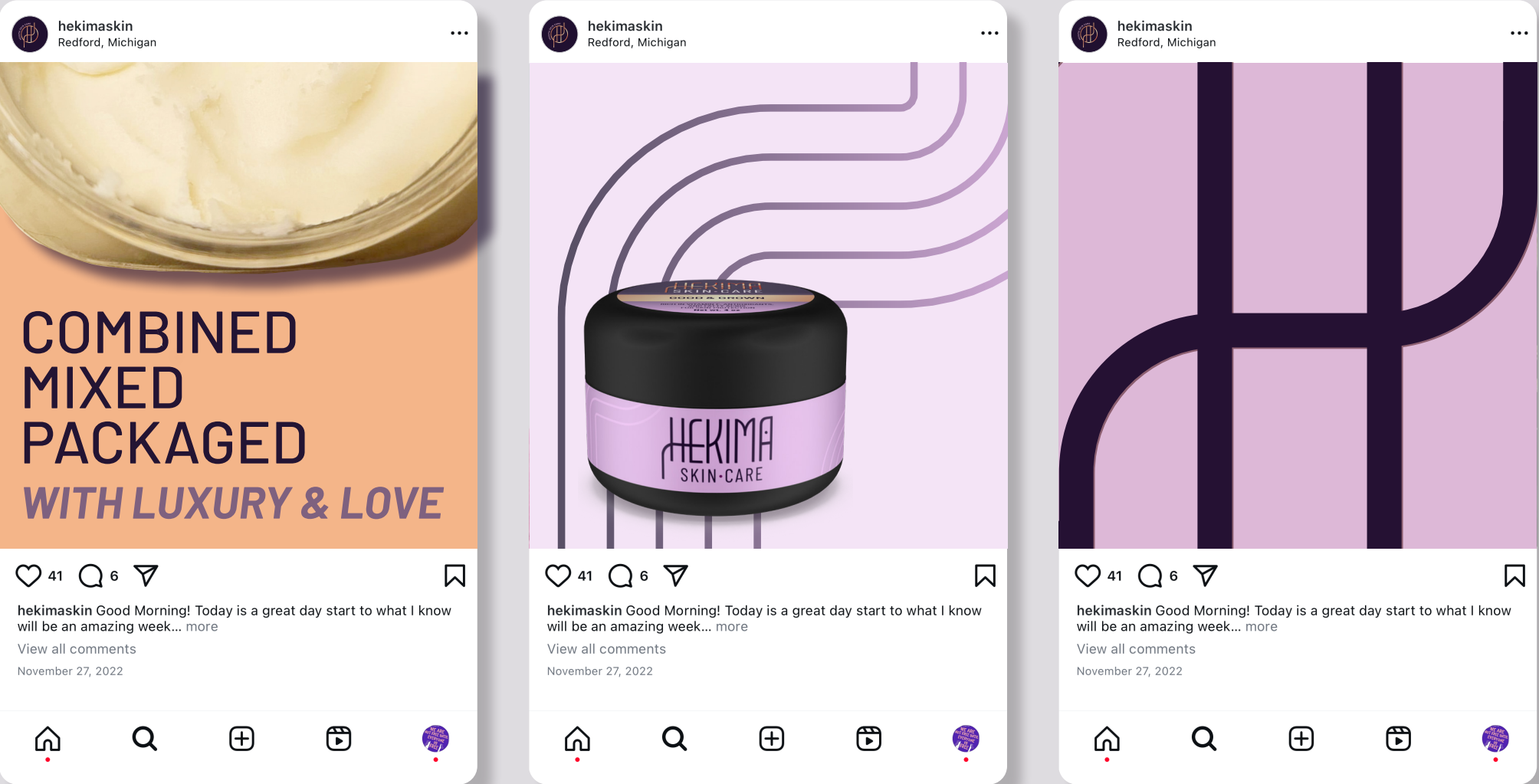






SOCIAL MEDIA MARKETING

On social media, the refresh was designed to reintroduce the brand with excitement while reassuring loyal customers of the same trusted quality. The visuals, featuring diverse skin tones and vibrant product photography, emphasize the message: "Same Hekima Skincare, Fresh New Look." The design strategy ensures Hekima stands out as a premium, compassionate brand for everyone.



SOCIAL MEDIA MARKETING

The refreshed design speaks to a broader audience, celebrating melanated skin and its unique needs. The transition from rose gold and mauve to purple and gold reflects the brand’s growth while maintaining an authentic connection to its roots. This thoughtful change signals Hekima Skincare’s dedication to inclusivity and its commitment to embracing all genders and skin types in a way that feels modern and aspirational.