

**Every Day Wipe**

**Every  
Day  
&  
Wipe**

**Moodboard**

homee

SOMETIMES

Wild.

noalu

works.

PINK STUDIOS  
DIGITAL MARKETING AGENCY  
EST. 2009

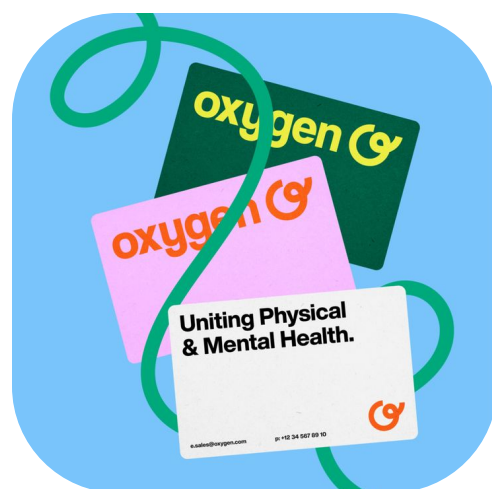
senses

Rebond  
Grotesque

Aa

#&!

123



LIMA  
A PLAYFUL LOGO SANS

leosugi

CONCEPT

The moodboard for Every Day Wipe is designed to evoke playful and bold visuals that capture the essence of the brand's versatility and style. The typography-only logo will feature a mix of cursive and illustrated letters, creating a dynamic and eye-catching design. The color palette will include vibrant and energetic hues to reflect the product's everyday utility and modern appeal.

KEYWORDS

Playful

Vibrant

Bold

Modern

Dynamic

Stylish

PACKAGE

Aimed at Gen Z and Millennials parents with kids, the package moodboard for Every Day Wipe is focused on creating a bold and modern design that stands out from traditional baby wipes in design & functionality.

The design will feature striking colors, trending, and contemporary graphics that exude youthfulness and energy.

Functionally, the package provide two types of wipes: 1) traditional baby wipes on the front side and 2) antibacterial wipes on the backside.

The goal is to make Every Day Wipe not only a functional product, but also a stylish accessory that fits into a modern lifestyle.



KEYWORDS

**Bold**

**Trending**

**Modern**

**Striking**

**Youthful**

**Contemporary**



# Typography

# Lufga

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0 1 2 3 4 5 6 7 8 9 ! ?

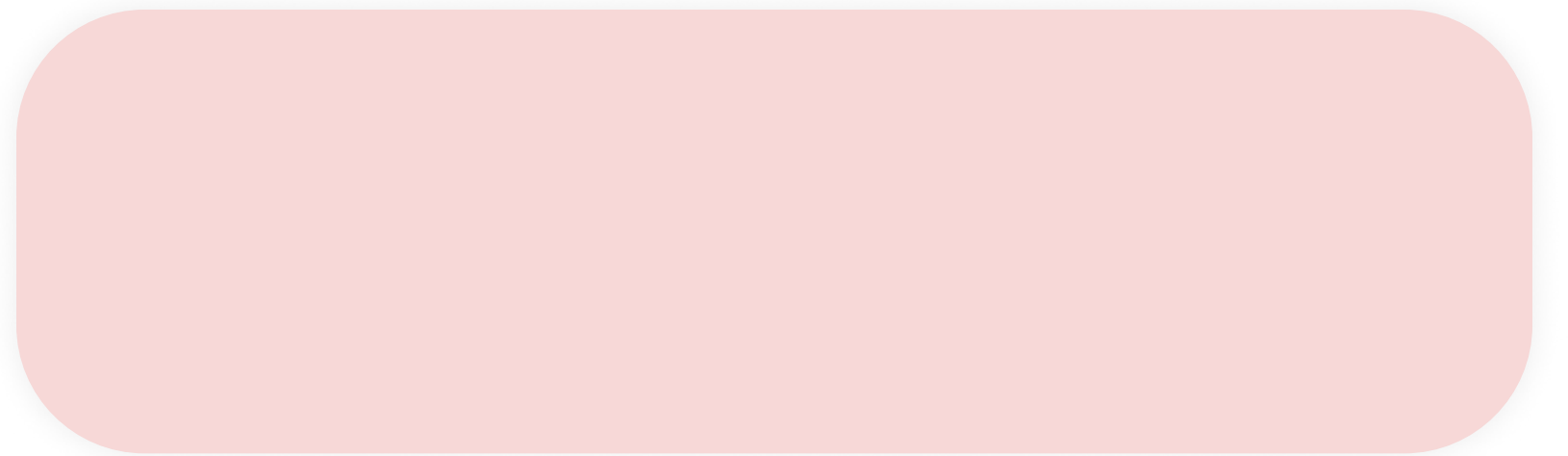
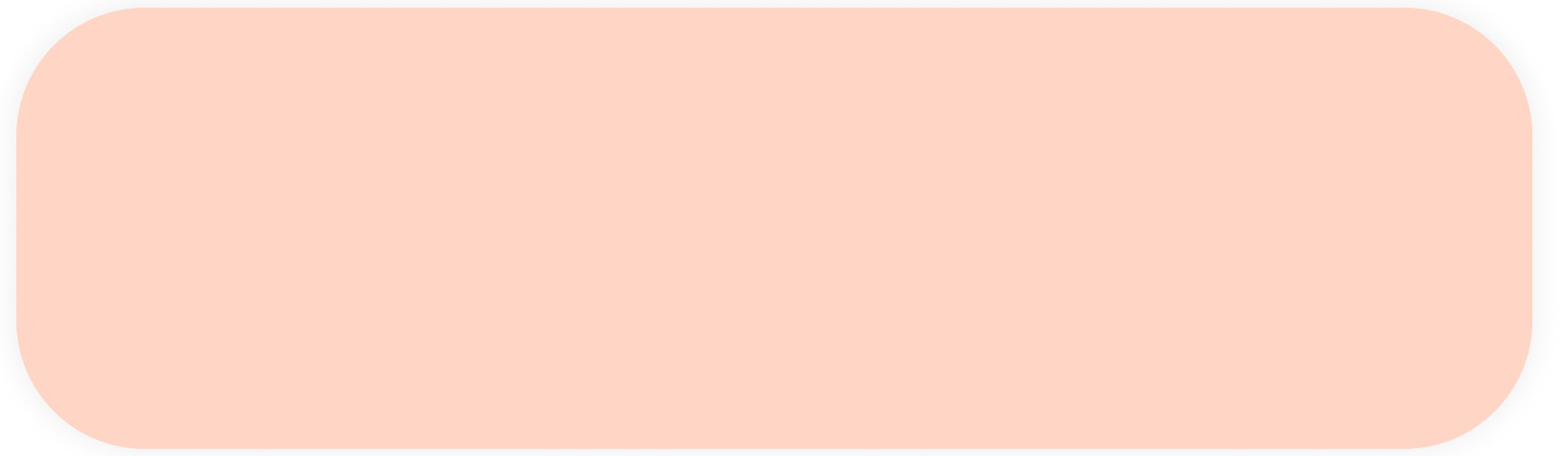
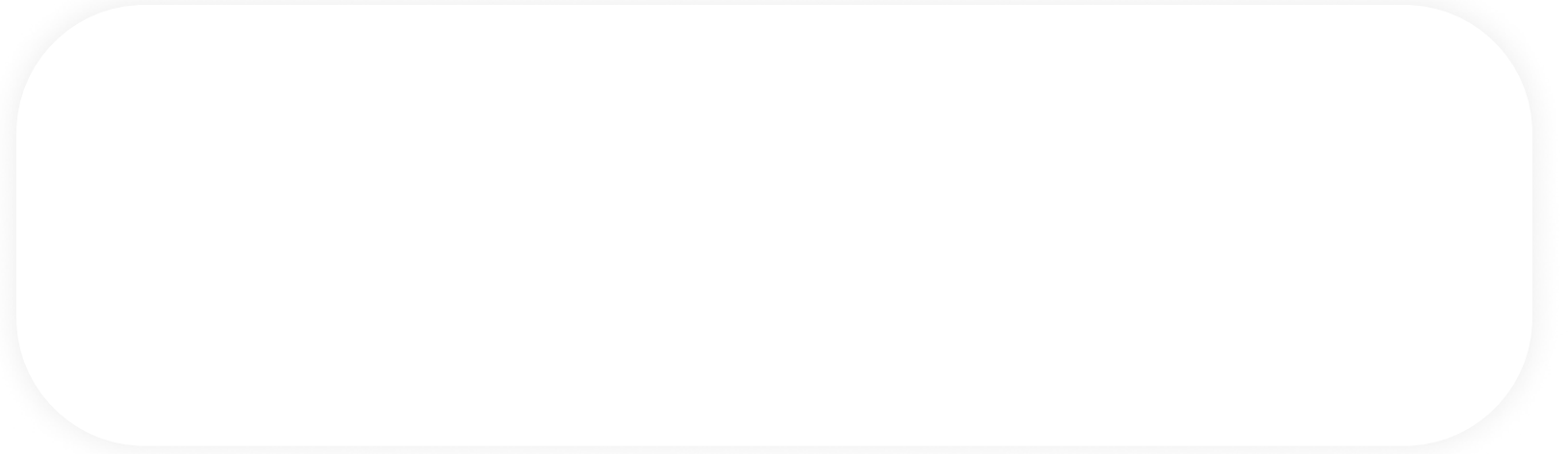
Ever

Day

Wipe

# Color Palette





**Every Day Wipe**

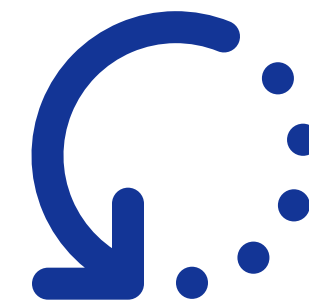


**The Clean Dream Team:  
Gentle & Antibacterial**

# The Big Idea

**BABY WIPES** AND **ANTIBACTERIAL WIPES** in one package!

Front of Package



Back of Package



**Gentle Enough for  
Your Baby's Bottom**

Front of Package



Back of Package

**Tough Enough to  
Eliminate Bacteria**

Front of Package



Back of Package



