

**PURÉE
FANTASTICO**

If everyone
is thinking the same,
then someone
isn't thinking.

I broke these down into how I think they *COULD* be organized, but if there's an element (or elements) that feel mislabeled, it's important to let me know!

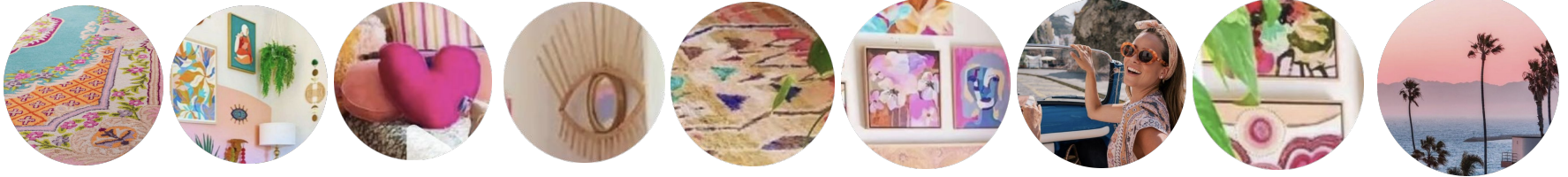
Data Storytelling

The imagery direction is layered patterns, colors, textures. Throughout your inspiration, plants/greenery (whether real or fabricated) take up equal space. Visuals are dense, with many elements creating 'delight' and 'surprise' as the eyes soak in the space. It speaks to your layered approach, a 'lived in' experience that speaks to your years of experience.



Imagery Direction

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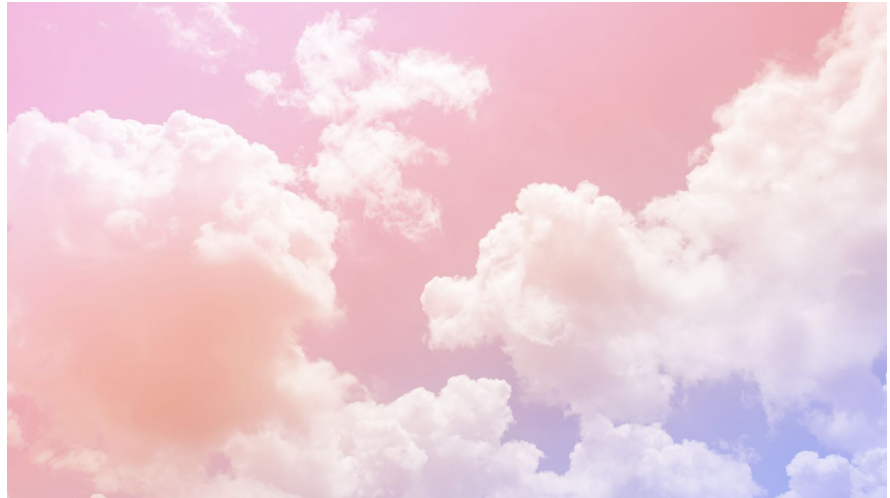
Imagery Direction, continued

The pantsuit's illustration styling reminded me of the Loteria cards and their illustrations.



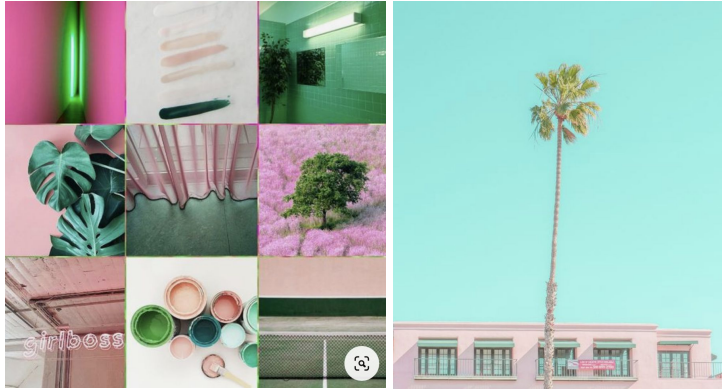
Imagery Direction, potential suggestions

The dreamy landscape shots, both with the cheetah and with the beach in California had me feeling dreamy clouds.



Imagery Direction, potential suggestions

The color palette direction is ***CONSISTENT***: pinks, peaches, aquas, greens, deep ceruleans, with pops of mustard, bronzes, oranges, and orange-reds.



Color Palette Direction

The tone is confident, assuring, real, encouraging, fun and celebratory. Like a hype session with your best girl friends.


When in doubt, use Lizzo for the direction in tone of voice, phrasing, and energetic vibe.



**TODAY,
BE THE
BADASS GIRL
YOU WERE TOO
LAZY TO BE
YESTERDAY.**

**IF YOU WERE ABLE TO
BELIEVE IN SANTA
CLAUS FOR LIKE 8
YEARS, YOU CAN
BELIEVE IN YOURSELF
FOR LIKE 5 MINUTES.**

*When life gives
you lemons,
make orange
juice and leave
the world
wondering how
you did it.*

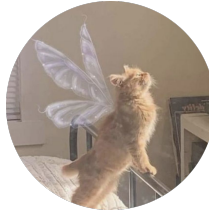
sorry, gotta go

the vibes are off



**Coffee in one hand
Confidence in the other**

Brand Tone of Voice Direction

The overall brand vibe is delighting and surprising others in the natural. The cat with fairy wings, the neon frog with the cowboy hat; no matter the style of these images, the tone is the same: soft silliness, whimsy, surprise. There is also opportunities for unknown adventure, joyous celebration, and relaxation in luxury



Overall Brand Vibe Direction

Typographic direction is the loosest of the directions, but the inspiration provided a lot of cursive, 70's vibes, and sans serifs as a structure ('Prove yourself to', 'it was all a') in balancing out the whimsical



Typography/ Lettering Direction

At first the bacon skewers threw me off– but then I saw the skinny palm trees and the striped sequin tee and I see them all as ‘vertical stripes’. The point is a mixture of patterns that includes linear elements, floral elements, animal prints, natural elements, and bold blocky shapes.



Style/Pattern Direction

The experience is welcoming, friendly, warm. An open invitation for your audience to enter into a fun and sparkly place to learn, be treated like an old friend, and get the shifts they need to make their life their dreams come true.



WHEN THINGS
CHANGE INSIDE
OF YOU,
THINGS CHANGE
AROUND YOU.



Experiential (Strategic) Direction

Let's GO!

Purée Fantastico

www.pureefantastico.com

