

REBRANDING OF HERBAL OASIS



MUHAMMAD ROHAIL BACHA

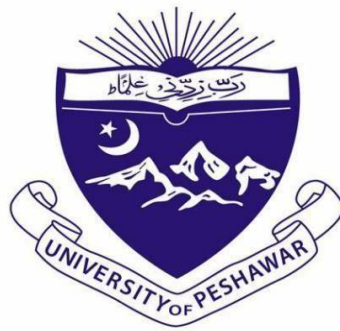
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**BS ART & DESIGN
(Communication Design)**



**DEPARTMENT OF ART AND DESIGN
UNIVERSITY OF PESHAWAR
Session 2022-2026**

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A thesis submitted to the Department of Art & Design in partial fulfillments for the requirements for the award of degree of BS Art & Design in Communication Design.

By:

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Bachelors in Art & Design in Communication Design



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DEPARTMENT OF ART AND DESIGN
UNIVERSITY OF PESHAWAR
Session 2022-2026

DECLARATION

I hereby declare that this thesis, titled “**Rebranding of Herbal Oasis**” is my original work and has not been submitted for any degree, diploma or other academic qualification at any institution or university.

The research, design process and findings presented in this report are based on my own efforts and creative work. All references, concepts and contributions from external sources have been properly acknowledged. I further declare that the corporate identity system, branding elements, vector graphic designs, packaging materials, promotional assets and visual communication strategies included in this thesis were developed by me as part of this research project. Any visual, written or digital sources consulted during the study have been appropriately cited and referenced.

This thesis was carried out under the supervision of _Ms. Farah Javed.

Muhammad Rohail Bacha

Date: ____ / ____ / 2026

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Finally, I would like to thank everyone who directly or indirectly contributed to the successful completion of this thesis entitled “Rebranding of Herbal Oasis”

Muhammad Rohail Bacha

TABLE OF CONTENTS

S.NO	CONTENTS	PAGE NO
	ACKNOWLEDGMENT	i
	TABLE OF CONTENTS	ii
	ABSTRACT	iv
Chapter-1	1	1
INTRODUCTION.....	1	1
1.1 Introduction	1	1
1.2 Statement of the Problem	3	3
1.3 Aim of the Study	4	4
1.4 Objectives of the Study	5	5
1.5 Scope of the Study	5	5
Chapter-2	7	7
RESEARCH METHODOLOGY	7	7
2.1 Methodological Approach.....	7	7
2.2 Research Design and Data Collection Methods.....	7	7
2.3 Materials and Studio Tools	8	8
2.4 Studio Practice and Artwork Development Process	9	9
2.5 Justification of Methodological Choices.....	10	10
2.6 Chapter Summary	10	10
Chapter-3	12	12
DESIGN PROCESS	12	12
3.1 Research Board	12	12
3.1.(I) Research Board Explanation	13	13
Color Scheme	13	13
Visual Style and Promotional Direction	14	14
Typography	14	14
3.2 Mood Board	16	16
3.2 (I) Mood Board	17	17
3.3 Introduction	18	18
3.4 Conceptual and Design Development of Corporate Identity	19	19
3.5 (I) Theme One: Development of a Distinct Corporate Identity	19	19
3.5 (II) Theme Two: Effectiveness of Vector Graphic Design.....	20	20
3.5 (III) Theme Three: Visual Communication and Brand Perception.....	20	20
3.5 (IV) Theme Four: Importance of Color and Typography	20	20
3.5 (V) Theme Five: Rebranding and Promotional Impact	21	21
3.6 Summary of Findings	21	21
Chapter-4	22	22
CATALOGING	22	22
4.1 Introduction	22	22

4.2 Final Logo Design.....	23
4.3 Color Palette.....	26
4.4 Typography System	26
4.5 Stationery Design.....	26
4.6 Social Media Branding.....	30
4.7 Brand Applications and Mockups.....	30
4.8 Posters	30
4.9 Final Display	36
4.10 Chapter Summary	368
Chapter-5	39
CONCLUSION.....	39
5.1 SWOT Analysis	39
5.1.1 Strengths.....	39
5.1.2 Weaknesses	39
5.1.3 Opportunities.....	39
5.1.4 Threats.....	40
5.2 Introduction.....	40
5.3 Discussion of Major Findings	40
5.4 Practical Implications.....	41
5.5 Limitations of the Study.....	41
5.6 Recommendations for Future Research	42
5.7 Conclusion	42
REFERENCES.....	44

ABSTRACT

In today's competitive marketplace, a strong corporate identity is essential for building customer trust, brand recognition and a professional image. A well-designed visual identity helps businesses effectively communicate their values, products and mission to their target audience.

This study, titled **“Rebranding of Herbal Oasis”** focuses on developing a modern and cohesive brand identity for Herbal Oasis, a company specializing in herbal and natural wellness products. The project aims to create a fresh and recognizable visual identity that reflects the brand's commitment to quality, wellness and natural living while strengthening its position in the market.

The research explores the importance of corporate branding, visual communication, logo design, packaging design, typography and color psychology in creating a successful brand image. It also examines how vector graphics can be used to develop scalable and high-quality visual assets that maintain consistency across various print and digital platforms. Existing branding practices within the herbal and cosmetic industry are reviewed to identify the visual elements that contribute to effective brand recognition and consumer engagement.

Based on the findings, a complete rebranding system is developed for Herbal Oasis through a practice-based design process. The project includes the redesign of the company logo, product labels, packaging boxes, brand guidelines and promotional poster designs. Each design element is carefully created to represent the company's core values of purity, wellness, sustainability and natural beauty while ensuring a consistent visual identity across all branding materials.

This study demonstrates that a strong and consistent visual identity can enhance brand awareness, improve customer trust and increase market competitiveness. The project highlights the role of vector graphic design as an effective tool for creating professional branding solutions that support marketing objectives and business growth. Overall, the rebranding of Herbal Oasis presents a modern, attractive and memorable identity that effectively promotes the company's herbal products and strengthens its presence in the wellness and personal care industry.

Chapter-1

INTRODUCTION

1.1 Introduction

In today's fast-paced and highly competitive marketplace, a strong brand identity has become one of the most valuable assets for any business. Beyond a logo or product packaging, brand identity represents the overall image, personality and values of a company. It creates a visual and emotional connection with customers, helping them recognize, remember and trust a brand. As consumer preferences continue to evolve and competition increases, businesses are increasingly investing in rebranding strategies to strengthen their market presence and remain relevant within their industries.

The herbal and personal care industry is one of the fastest-growing sectors in today's market. Companies operating in this field must communicate quality, trust, wellness and authenticity in order to attract and retain customers. Since consumers often associate herbal products with natural ingredients, health benefits and sustainability, a strong and consistent brand identity plays a crucial role in influencing purchasing decisions. A well-designed visual identity not only differentiates a brand from its competitors but also communicates its commitment to quality and customer satisfaction.

Herbal Oasis is a brand that specializes in herbal and natural wellness products. Like many growing businesses, the company faces the challenge of maintaining a modern and attractive image that reflects its values and product offerings. As consumer markets become increasingly visual and digital, traditional branding approaches may no longer be sufficient to effectively communicate a brand's uniqueness and benefits. Therefore, there is a need to develop a refreshed and cohesive brand identity that accurately represents the company's vision while appealing to modern consumers.

This research project focuses on the rebranding of Herbal Oasis through the use of vector graphic design. Vector graphics have become an essential tool in modern branding because they offer flexibility, scalability and consistency across various applications. Unlike raster-based images, vector graphics maintain their quality

regardless of size, making them ideal for logos, product labels, packaging designs, promotional materials and digital media. Their adaptability enables designers to create professional visual systems that can be effectively used across both print and digital platforms.

The process of rebranding involves much more than creating visually appealing graphics. It requires a thorough understanding of the company's mission, target market, product range and industry trends. Every design decision, from logo development and color selection to typography and packaging design, contributes to the overall perception of the brand. Through strategic design thinking and research-based methodologies, a rebranding project can communicate messages of trust, wellness, quality and innovation.

In recent years, businesses around the world have recognized the importance of rebranding as a way to adapt to changing market conditions and consumer expectations. Rebranding enables organizations to refresh their image, improve customer perception and align their visual identity with current goals and future aspirations. For Herbal Oasis, the rebranding process presents an opportunity to establish a stronger market presence while creating a unified visual identity that reflects the brand's commitment to natural health and wellness products.

This study explores how vector graphic design can be utilized as an effective approach to brand identity development and promotion. It examines various aspects of branding, including logo design, packaging design, visual communication, color psychology, typography and promotional design strategies. The research also investigates how successful brand identities contribute to customer recognition, brand loyalty and business growth. By analyzing existing branding practices within the herbal and personal care industry and applying design principles through practical studio work, the project aims to develop a professional identity system tailored specifically to the needs of Herbal Oasis.

The practical component of this project includes the redesign and development of various branding materials, including a new company logo, product labels, packaging boxes and a promotional poster. These visual elements are designed to work together as part of a cohesive branding system, ensuring consistency across all customer

touchpoints. Through the use of vector graphics, the designs maintain clarity, versatility and professional quality regardless of their application or scale.

Furthermore, this research highlights the role of graphic design as a powerful communication tool within the business sector. Effective design is not merely decorative; it serves as a strategic medium for conveying information, shaping consumer perceptions, and building meaningful relationships between brands and their customers. A strong visual identity can influence how customers perceive product quality, how they connect with brand values, and how they develop trust in a company's offerings.

The significance of this project lies in its contribution to both academic research and professional design practice. It demonstrates how design methodologies can be applied to solve real-world branding challenges while emphasizing the importance of visual communication in contemporary business environments. The project also provides insight into the practical application of vector graphic techniques in creating scalable, attractive and sustainable branding solutions.

In conclusion, the rebranding of Herbal Oasis represents an opportunity to enhance the brand's visual identity and strengthen its position within the herbal and personal care industry. Through research, analysis and creative design exploration, this study seeks to create a modern, professional and memorable brand image that effectively communicates the company's values and products. The project ultimately demonstrates how strategic branding and vector graphic design can contribute to successful product promotion, increased customer engagement and long-term business growth.

1.2 Statement of the Problem

In today's competitive marketplace, businesses need a strong and recognizable brand identity to effectively communicate their values, product quality and commitment to customer satisfaction. However, many companies in the herbal and personal care industry struggle with outdated or inconsistent branding that fails to reflect the quality and uniqueness of their products. A weak visual identity can reduce brand

recognition, limit customer engagement and make it difficult for a business to stand out in an increasingly crowded market.

Herbal Oasis operates within the herbal and wellness products industry, where consumer trust, product appeal and brand recognition play a crucial role in business success. Despite offering a range of herbal products, the company requires a more cohesive and modern visual identity that accurately represents its values and strengthens its market presence. Existing branding elements may not effectively communicate the natural, healthy and premium qualities of the brand, making it challenging to create a lasting impression on potential customers.

This study addresses the need for a strategic rebranding solution by exploring how vector graphic design can be used to develop a strong and consistent brand identity for Herbal Oasis. The research focuses on redesigning the company logo, product labels, packaging boxes and promotional poster to create a unified visual system that reflects the brand's commitment to wellness, quality, and natural ingredients. Through the application of branding principles and vector graphic techniques, the project aims to enhance brand recognition, improve visual communication and strengthen the promotional efforts of Herbal Oasis within the herbal and personal care industry.

1.3 Aim of the Study

The main aim of this study is to develop a professional and cohesive brand identity for Herbal Oasis through the application of vector graphic design. The project seeks to create a modern and visually appealing branding system that effectively communicates the company's values of natural wellness, quality and purity while supporting its rebranding and promotional objectives.

This project focuses on the redesign of the Herbal Oasis logo, product labels, packaging boxes and a promotional poster to establish a unified and consistent visual identity. Through these design elements, the study aims to enhance brand recognition, improve visual communication and strengthen the overall market presence of Herbal Oasis in the herbal and personal care industry.

1.4 Objectives of the Study

The study aims to achieve the following objectives:

- To explore the role of brand identity in establishing a strong and recognizable image for Herbal Oasis.
- To examine the importance of visual communication in the herbal and personal care industry.
- To investigate the use of vector graphic design as an effective tool for branding and rebranding.
- To analyze existing branding practices within the herbal industry and identify key elements that contribute to successful brand identities.
- To design a professional logo for Herbal Oasis that reflects the company's vision, values and focus on natural wellness products.
- To develop redesigned product labels, packaging boxes and a promotional poster as part of a complete rebranding system.
- To ensure consistency across various brand applications through the use of vector graphics.
- To enhance the visibility, credibility and market presence of Herbal Oasis through strategic visual communication.
- To demonstrate the effectiveness of design-based research in solving real-world branding and rebranding challenges.

1.5 Scope of the Study

This study focuses on the rebranding and development of a visual identity system for Herbal Oasis within the herbal and personal care industry. The research is limited to the design and implementation of branding elements using vector graphic techniques. The project includes logo redesign, product label design, packaging box design and promotional poster development as key components of a complete rebranding system.

The study examines relevant theories related to branding, corporate identity, visual communication, color psychology, typography and graphic design to support the conceptual development of the project. Practical work includes research, concept

development, sketching, digital design exploration and the production of branding materials that collectively form a cohesive and modern identity for Herbal Oasis.

Furthermore, this research focuses on visual identity development and brand promotion rather than business operations, financial performance or marketing analytics. The project emphasizes creative problem-solving through design and demonstrates how a well-structured and consistent brand identity can contribute to stronger recognition, improved communication and a more professional market presence for Herbal Oasis.

Chapter-2

RESEARCH METHODOLOGY

2.1 Methodological Approach

This study adopts a qualitative and practice-based research approach to explore the development of a corporate identity for herbal oasis. The research combines theoretical investigation with creative design practice to understand how visual communication can contribute to effective branding and promotion within the logistics and consultancy sector.

A design-based methodology was selected because the project focuses on solving a real-world branding challenge through visual design solutions. The research involves studying corporate identity principles, branding strategies, visual communication methods, and vector graphic techniques before applying this knowledge to the development of a complete identity system. The combination of research and practical design exploration allows for a deeper understanding of how visual elements can communicate a company's values and professional image.

2.2 Research Design and Data Collection Methods

The research was conducted in two main phases: theoretical research and practical design development.

The theoretical phase involved collecting and reviewing information from books, journal articles, design publications, branding case studies, online resources and academic research related to branding, visual identity, logo design, packaging design, typography, color psychology and visual communication. Existing branding systems from herbal, cosmetic, and personal care product companies were also analyzed to identify common visual characteristics and successful branding strategies that contribute to strong market recognition and customer engagement.

The practical phase focused on applying the research findings through the rebranding process of Herbal Oasis. Information gathered during the literature review was used to develop concepts, visual directions and branding solutions for the company.

Observations, visual analysis, brainstorming, and sketch development were used to generate ideas and evaluate different design possibilities throughout the project.

The practical work included the redesign of the Herbal Oasis logo, product labels, packaging boxes and a promotional poster. These branding elements were developed using vector graphic techniques to ensure consistency, scalability and professional quality across different applications. The final designs were carefully refined to create a cohesive visual identity that reflects the brand's values of natural wellness, quality and trust while enhancing its overall market presence.

2.3 Materials and Studio Tools

Various digital tools and design resources were used throughout the project to support the rebranding and visual identity development of Herbal Oasis.

The primary software used for vector graphic design was Adobe Illustrator, which enabled the creation of scalable and high-quality branding assets. Adobe Photoshop was also used where necessary for image editing, product mockups, packaging presentations and promotional design materials. Additional digital resources, including typography libraries, color palette references, packaging design guidelines and visual inspiration boards, were utilized throughout the design process.

The materials produced during the project included logo sketches, logo redesign concepts, product label designs, packaging box designs, promotional poster designs, digital illustrations, typography explorations and brand application mockups. These materials allowed the new visual identity of Herbal Oasis to be tested and presented across various print and digital applications.

The use of professional design software ensured accuracy, consistency and flexibility throughout the rebranding process. By utilizing vector graphic techniques, all branding elements were developed with high-quality scalability and adaptability, ensuring a cohesive and professional visual identity for Herbal Oasis across different marketing and promotional platforms.

2.4 Studio Practice and Artwork Development Process

The studio practice began with extensive research into the Herbal Oasis brand, its product range, target audience, market trends and rebranding objectives. This stage helped establish a clear understanding of the company's values, product offerings and desired market positioning within the herbal and personal care industry.

Following the research phase, brainstorming and concept development activities were conducted to generate initial design ideas. Multiple sketches and visual concepts were explored to identify symbols, forms, colors and graphic elements that could effectively represent the Herbal Oasis brand. Particular attention was given to themes such as natural wellness, purity, sustainability, freshness, health and quality, which are closely associated with herbal and personal care products.

After selecting the strongest concepts, the designs were digitally developed using vector graphic techniques. Various logo variations, typography options, color palettes, label layouts, packaging structures and poster compositions were tested and refined through an iterative design process. Feedback and evaluation were continuously incorporated to improve visual appeal, functionality and brand consistency.

Once the final logo redesign was established, supporting branding materials were developed. These included redesigned product labels, packaging boxes, promotional poster designs and digital mockup presentations. Each element was carefully designed to work together as part of a cohesive visual identity system that reflects the values and image of Herbal Oasis.

The completed branding materials were then evaluated to ensure consistency across all applications and promotional platforms. Through the use of vector graphic design, the final identity system maintained clarity, scalability and professional quality across both print and digital media.

This process allowed the project to move from research and conceptualization to the successful rebranding of Herbal Oasis, resulting in a modern, attractive and cohesive visual identity that strengthens brand recognition and enhances the company's presence in the herbal and personal care market.

2.5 Justification of Methodological Choices

The chosen methodology was considered the most appropriate for this study because rebranding is both a research-driven and creative process. A purely theoretical approach would not produce practical branding outcomes, while a purely design-focused approach would lack the research foundation necessary for informed and strategic design decisions.

The qualitative and practice-based methodology allowed theoretical knowledge to be directly integrated into the rebranding process. By combining literature review, visual analysis, concept development and studio experimentation, the research was able to produce branding solutions that were both visually appealing and strategically effective. This approach ensured that the redesigned visual identity of Herbal Oasis was based on industry trends, branding principles and consumer expectations within the herbal and personal care market.

Furthermore, vector graphic design was selected as the primary design method because of its versatility, scalability and professional application across multiple media formats. Since the rebranding project involved the redesign of the Herbal Oasis logo, product labels, packaging boxes and a promotional poster, vector graphics provided an ideal solution for maintaining visual quality, consistency and adaptability across both print and digital platforms.

The selected methodology therefore ensured that the final rebranding system was supported by both academic research and practical design exploration. Through this approach, a cohesive and professional visual identity was successfully developed for Herbal Oasis, enhancing its brand recognition, product presentation and overall market presence.

2.6 Chapter Summary

This chapter outlined the research methodology used in the rebranding of Herbal Oasis. The study employed a qualitative, practice-based approach that combined theoretical research with studio design practice. Data was collected through literature review, visual analysis, branding research and case study investigation, while the

practical component focused on concept development, vector graphic design, and the creation of rebranding materials.

The chapter also discussed the tools, materials, and creative processes used throughout the project, as well as the rationale behind the chosen methodology. By integrating research and design practice, the study established a structured framework for developing a cohesive and professional brand identity for Herbal Oasis.

The practical outcomes of the project included the redesign of the company logo, product labels, packaging boxes and a promotional poster. These branding elements were developed using vector graphic techniques to ensure consistency, scalability and visual effectiveness across various print and digital applications. Through this process, the study successfully supported the rebranding of Herbal Oasis and strengthened its visual identity within the herbal and personal care industry.

Chapter-3

DESIGN PROCESS

3.1 Research Board

TYPOGRAPHY



COLOR SCHEME

This color scheme gives Herbal Oasis a natural and modern look. The deep greens show trust, nature, and purity, while the light mint adds freshness and calmness. The warm burnt orange adds energy and balance. Together, these colors reflect a brand that is fresh, organic, and full of life.



STYLE OF POSTERS DESIGN



3.1.(I) Research Board Explanation

The research board was developed to establish a clear visual direction for the rebranding of Herbal Oasis. It served as a foundation for exploring design concepts, color relationships, typography styles, packaging inspirations and visual references relevant to the herbal and personal care industry. By collecting and analyzing different branding examples, the board helped define the overall personality and visual language of the project before the design process began.

The board incorporates visual references from contemporary herbal product branding, natural skincare packaging, wellness campaigns and modern consumer product advertising. These references were selected to understand how successful brands use design to communicate purity, natural ingredients, health, freshness and trust. The research process also involved examining existing corporate identities within the herbal industry to identify common visual trends and effective branding strategies.

This visual research guided the development of the Herbal Oasis identity system, including the redesigned logo, product labels, packaging boxes and promotional poster, ensuring a consistent and well-informed design direction throughout the project.

Color Scheme

The selected color palette plays an important role in communicating the values of Herbal Oasis. The combination of green tones, earthy natural shades, soft neutrals and complementary accent colors was chosen to create a balance between freshness, purity, and modern appeal. The green tones symbolize nature, growth, healing and wellness, reflecting the herbal foundation of the brand. Earthy and natural shades reinforce the idea of organic ingredients, authenticity and sustainability, while soft neutral tones provide balance and visual harmony. The accent colors introduce freshness and visual interest, enhancing the overall attractiveness of the packaging and promotional materials.

Together, these colors create a distinctive and cohesive visual identity that reflects Herbal Oasis's commitment to natural, healthy, and high-quality herbal products. The palette ensures consistency across the redesigned logo, product labels, packaging

boxes and promotional poster, strengthening brand recognition and supporting a unified brand experience.

Visual Style and Promotional Direction

The research board also explores the visual style of promotional materials that will be used throughout the rebranding system of Herbal Oasis. The selected references demonstrate clean layouts, natural imagery, balanced typography and effective use of color harmony. Herbal and wellness-related visuals such as natural ingredients, leaves, herbal extracts, organic textures and product-focused compositions were considered to ensure that the final designs accurately represent the herbal and personal care industry.

The promotional direction focuses on creating visually engaging designs that communicate the brand's natural, healthy and organic product values in a simple and appealing manner. Through the use of vector graphics, modern layouts and impactful visual storytelling, the rebranding aims to establish a fresh, professional and memorable presence across both print and digital platforms.

This approach is reflected in the redesigned logo, product labels, packaging boxes and promotional poster, ensuring consistency and strengthening the overall identity of Herbal Oasis.

Typography

Typography was carefully studied as part of the research board to ensure readability, consistency and strong brand recognition for Herbal Oasis. The selected typefaces feature clean, natural and modern characteristics that reflect wellness, simplicity and trust. A well-structured typographic system was considered essential for improving communication across product labels, packaging, promotional posters and digital branding materials.

The typography complements the overall visual identity of Herbal Oasis and works in harmony with the redesigned logo, product labels, packaging boxes and promotional poster. It ensures clarity, balance and visual consistency across all applications while

strengthening the brand's professional and natural image in the herbal and personal care market.

3.2 Mood Board



COLOR SCHEME

This color scheme gives Herbal Oasis a natural and modern look. The deep greens show trust, nature, and purity, while the light mint adds freshness and calmness. The warm burnt orange adds energy and balance. Together, these colors reflect a brand that is fresh, organic, and full of life.



STYLE OF POSTERS DESIGN



3.2 (I) Mood Board

The final mood board was developed to establish the visual identity and creative direction for the rebranding of Herbal Oasis. After completing the research board, a collection of visual references, branding examples, typography studies, color explorations and herbal product-related promotional materials was organized to guide the overall design process. The mood board served as a bridge between research and design development, helping to translate conceptual ideas into a cohesive visual language.

The mood board is centered around themes of natural wellness, purity, freshness, sustainability and care. These themes reflect the core values of Herbal Oasis and the nature of the herbal and personal care industry. Visual references featuring natural ingredients, herbal extracts, organic textures, plant-based products and modern wellness branding were selected to communicate health, authenticity and natural beauty.

A balanced and nature-inspired color palette was chosen to strengthen the brand identity. Shades of green represent growth, healing, and nature, while earthy tones symbolize authenticity and organic quality. Soft neutrals and subtle accent colors provide harmony and enhance visual appeal. Together, these colors create a calm and refreshing visual system that supports both product packaging and promotional materials.

The typography selected for the project focuses on clarity, readability and natural elegance. Clean and modern typefaces were chosen to reflect simplicity, trust, and professionalism while ensuring effective communication across product labels, packaging, promotional posters and digital media. The typography also contributes to a strong visual hierarchy and enhances brand recognition.

The mood board further incorporates design elements such as leaves, herbal illustrations, organic shapes, natural textures and product-focused layouts. These elements visually communicate wellness, purity and natural care, reinforcing Herbal Oasis's identity as a herbal and personal care brand. The integration of these visual components helps establish a consistent and recognizable brand identity.

The overall visual style combines modern minimal aesthetics with natural branding principles. Clean layouts, soft imagery, balanced compositions and organic visual elements were selected to create a fresh and appealing brand appearance. This approach ensures that the final branding materials effectively communicate the company's values while maintaining consistency across various applications, including the redesigned logo, product labels, packaging boxes and promotional poster.

The primary keywords identified through the mood board include Natural, Purity, Wellness, Freshness, Organic, Care, Trust and Sustainability. These concepts guided the creative decision-making process throughout the project and played a significant role in shaping the final rebranding system.

Overall, the mood board successfully established the creative foundation for the development of a modern and cohesive brand identity for Herbal Oasis. It provided visual clarity, design direction and strategic inspiration that informed the logo redesign, packaging system, label design, promotional poster and the overall rebranding process.

3.3 Introduction

This chapter presents the findings gathered through visual research, branding analysis, concept exploration, sketch development and digital design practices conducted for the rebranding of Herbal Oasis. The findings were analyzed to identify key visual communication strategies, branding elements and design approaches used in the development of a cohesive and modern brand identity system. The results are presented according to the major themes that emerged during the creative process.

Each theme highlights observations, conceptual interpretations and design explorations related to logo redesign, product label design, packaging design, color psychology, typography and promotional branding within the herbal and personal care industry. These findings reflect how visual elements were developed to communicate the values of Herbal Oasis, including natural wellness, purity and quality.

The study also includes the design development of the Herbal Oasis logo, product labels, packaging boxes and a promotional poster, which together form a complete and unified branding system that enhances the brand's visual identity and market presence.

3.4 Conceptual and Design Development of Corporate Identity

A variety of logo concepts, branding elements and promotional designs were developed throughout the rebranding process of Herbal Oasis. These designs were based on the core values of the brand, including natural wellness, purity, freshness, sustainability and quality. The design development process involved brainstorming, sketching, vector graphic experimentation, color exploration, typography selection and packaging and promotional design applications. Most design explorations focused on creating a visual identity that accurately represents Herbal Oasis within the herbal and personal care industry.

The findings revealed that a successful brand identity requires a balance between visual appeal and strategic communication. Through design evaluation and feedback, it was observed that clean compositions, natural symbolism and consistent branding elements enhanced the effectiveness of visual communication. The study also demonstrated how vector graphics contribute to scalability, clarity and consistency across various branding applications.

The final outcomes include the redesigned Herbal Oasis logo, product labels, packaging boxes and a promotional poster, all developed as part of a cohesive and unified branding system.

3.5 (I) Theme One: Development of a Distinct Corporate Identity

Most design explorations emphasized the importance of creating a unique and recognizable visual identity for Herbal Oasis. The logo, typography, color palette, packaging design and supporting graphic elements were developed to communicate the brand's values of natural wellness, purity, freshness and quality. It was observed that simple yet meaningful visual symbols inspired by nature created stronger brand recognition and improved communication with the target audience.

The findings indicate that a strong brand identity serves as the foundation for successful rebranding by creating a memorable and professional image that differentiates Herbal Oasis from competitors within the herbal and personal care industry.

3.5 (II) Theme Two: Effectiveness of Vector Graphic Design

The research findings highlighted the significant role of vector graphic design in the rebranding process. Vector-based designs provided flexibility, scalability and consistency across different media platforms. It was observed that the redesigned Herbal Oasis logo and branding materials maintained their visual quality regardless of size or application.

The findings suggest that vector graphics are essential for developing professional brand identities because they allow seamless adaptation across product labels, packaging boxes, promotional posters and both print and digital branding applications.

3.5 (III) Theme Three: Visual Communication and Brand Perception

The study revealed that visual communication strongly influences how audiences perceive a brand. Design elements such as typography, layout structure, imagery, packaging design and overall visual consistency contributed to building trust and professionalism for Herbal Oasis. It was observed that clear visual communication helped convey the natural and wellness-oriented qualities of the products, making the brand more appealing and accessible to potential customers.

These findings demonstrate that effective branding goes beyond aesthetics and plays an important role in shaping customer perception and brand credibility within the herbal and personal care industry.

3.5 (IV) Theme Four: Importance of Color and Typography

Color and typography played a crucial role in establishing the personality of Herbal Oasis. The selected color palette was designed to represent natural wellness, freshness, purity and growth, while the typography was chosen to communicate

clarity, simplicity and professionalism. It was observed that consistent use of color and type enhanced visual recognition and strengthened the overall identity system.

The findings suggest that color and typography function as essential branding tools that contribute to emotional connection, brand recall, and visual consistency across product labels, packaging boxes and promotional poster design.

3.5 (V) Theme Five: Rebranding and Promotional Impact

The study found that the integration of brand identity and promotional design significantly improved the communication potential of Herbal Oasis. Branding materials such as redesigned logos, product labels, packaging boxes, promotional posters and related visual applications created a unified visual presence that reinforced the brand's natural and professional image.

The findings indicate that strategic rebranding can strengthen market visibility, improve brand recognition and support long-term brand growth. The combination of corporate identity design and promotional communication creates a cohesive brand experience for both existing and potential customers.

3.6 Summary of Findings

The findings revealed five major themes, including the development of a distinct brand identity, the effectiveness of vector graphic design, visual communication and brand perception, the importance of color and typography and the impact of rebranding and promotion. The results indicate that a well-developed brand identity can effectively communicate the values and product qualities of Herbal Oasis while strengthening its professional image within the herbal and personal care industry.

The study demonstrates that strategic branding and vector graphic design work together to create a cohesive, recognizable and adaptable identity system. Through research, concept development and practical design application, the project successfully established a modern brand identity for Herbal Oasis, including the redesigned logo, product labels, packaging boxes and promotional poster, all of which support the rebranding and promotion of the brand.

Chapter-4

CATALOGING

4.1 Introduction

This chapter presents the final design outcomes developed for the project titled “Rebranding of Herbal Oasis” The purpose of this chapter is to showcase the final branding solutions and demonstrate how the new visual identity has been applied across various product and promotional platforms.

The final identity system was designed to reflect the core values of Herbal Oasis, including natural wellness, purity, freshness, quality and sustainability. The project focused on creating a cohesive visual language that strengthens brand recognition and effectively communicates the company’s herbal and personal care products. Through the use of vector graphics, all design elements maintain consistency, scalability and adaptability across different applications.

The catalog includes the final logo redesign, product label designs, packaging box designs and a promotional poster. The logo serves as the primary visual identifier of the brand, while the color palette and typography establish a distinctive and natural brand personality. Supporting materials such as product labels and packaging boxes further reinforce the visual identity and ensure consistency across all product presentations and promotional materials.

In addition, various mockups and brand applications were developed to demonstrate the practical implementation of the identity system. These include packaging presentations, product display visuals, promotional layouts and digital marketing previews. Each application was carefully designed to maintain a fresh, professional and attractive appearance while enhancing the visibility and appeal of Herbal Oasis.

The cataloging process highlights how strategic branding and vector graphic design can be combined to create a strong brand identity that supports product recognition and market presence. The final outcomes demonstrate the successful rebranding of Herbal Oasis and provide a comprehensive visual system capable of representing the brand across both print and digital platforms.

4.2 Final Logo Design

The final logo was developed to create a distinctive and natural visual identity for Herbal Oasis while reflecting the brand's focus on herbal and personal care products. The design combines organic shapes with nature-inspired symbolism to create a memorable and meaningful brand mark. The logo was created using vector graphic techniques to ensure scalability, consistency, and adaptability across various branding applications, including product labels, packaging boxes and promotional materials.

The primary structure of the logo is based on natural and fluid forms inspired by leaves, plants and herbal elements. These shapes represent growth, purity, wellness, and natural healing. The overall composition reflects the essence of Herbal Oasis as a brand rooted in nature and health, while also ensuring a modern and visually appealing identity.

A leaf-inspired visual element is integrated into the design to symbolize natural ingredients, freshness and organic quality. This element directly relates to the herbal industry and reinforces the company's commitment to providing natural and high-quality wellness products. The overall design communicates harmony between nature and modern lifestyle needs.

The selected color palette consists of green tones, earthy shades, and soft natural accents. Green represents nature, growth, healing and freshness, while earthy tones symbolize authenticity, organic ingredients and natural purity. Soft neutral accents provide balance and enhance the overall visual harmony of the design. Together, these colors create a calm, fresh, and professional identity that distinguishes Herbal Oasis within the herbal and personal care market.

The logotype utilizes a clean and modern typeface chosen for its simplicity, readability and elegant appearance. The typography enhances clarity while supporting the natural and professional character of the brand. Its balanced design complements the logo symbol and contributes to a cohesive and recognizable visual identity system.

Overall, the final logo successfully communicates the core values of Herbal Oasis, including natural wellness, purity, freshness, quality, and trust. Through the

combination of organic symbolism, thoughtful composition and strategic color selection, the logo establishes a strong brand identity that effectively supports the company's rebranding and promotional objectives, including redesigned labels, packaging boxes and promotional poster design.

LOGO BREAKDOWN

BRAND NAME
HERBAL OASIS

INDUSTRY
Herbal, Natural, Organic,
Wellness

LOGO TYPE
Combination Mark
(Symbol + Wordmark)



HERBAL OASIS

CONCEPT STATEMENT

The Herbal Oasis logo represents nature, purity, health, and growth. The leaves symbolize natural healing and wellness, while the soil represents roots, nourishment, and a strong foundation. The droplet signifies life, freshness, and holistic well-being.

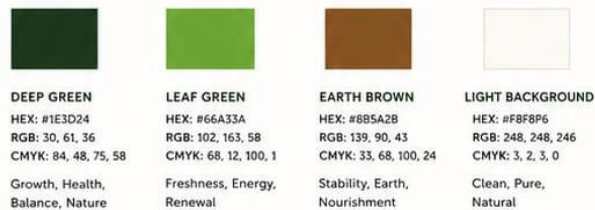
01. LOGO CONCEPT



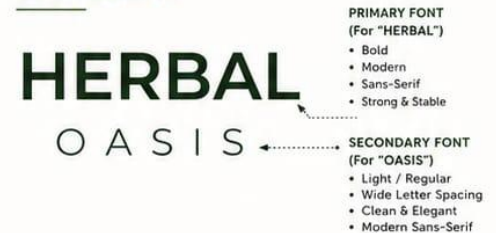
02. LOGO ELEMENTS



03. COLOR PALETTE



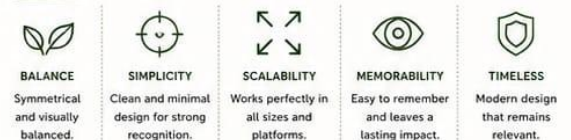
04. TYPOGRAPHY



05. LOGO CONSTRUCTION



06. DESIGN PRINCIPLES



07. BRAND VALUES



08. APPLICATIONS



BRAND PERSONALITY

Pure • Natural • Trustworthy • Fresh • Caring • Sustainable

TAGLINE SUGGESTION

"Nature's Care, Your Well-being."

4.3 Color Palette

The color palette was carefully selected to communicate the personality and values of Herbal Oasis. Natural shades of green represent growth, healing, freshness and wellness, while earthy tones symbolize authenticity, organic quality and connection to nature. Soft neutral accents are used to create balance and enhance visual harmony, reflecting the brand's focus on purity and natural care products.

The selected colors create a strong and cohesive visual identity and ensure consistency across all branding materials, including the redesigned logo, product labels, packaging boxes and promotional poster. The palette was designed to function effectively in both digital and print environments while maintaining visual appeal, clarity and brand recognition.

4.4 Typography System

Typography plays an important role in establishing a consistent visual identity for Herbal Oasis. The selected typefaces were chosen for their clean, modern and highly readable characteristics, reflecting simplicity, natural appeal and professionalism. Bold typography is used for product names and key messages, while clean supporting typefaces ensure clarity and balance across all branding materials.

The typography system contributes to the overall rebranding strategy by reinforcing consistency and improving visual communication. It ensures a unified appearance across the redesigned logo, product labels, packaging boxes and promotional poster, strengthening brand recognition and supporting a cohesive identity for Herbal Oasis.

4.5 Stationery Design

A complete brand application system was developed to support the rebranding of Herbal Oasis. The design package includes product labels, packaging box designs and a promotional poster. Each item incorporates the visual identity elements of the brand, including the redesigned logo, color palette, typography and natural graphic motifs inspired by herbal elements.

These branding applications ensure consistency across all customer-facing materials while strengthening brand recognition among consumers. The system helps create a

unified and professional presentation of Herbal Oasis products, enhancing visibility and reinforcing the brand's identity within the herbal and personal care market.

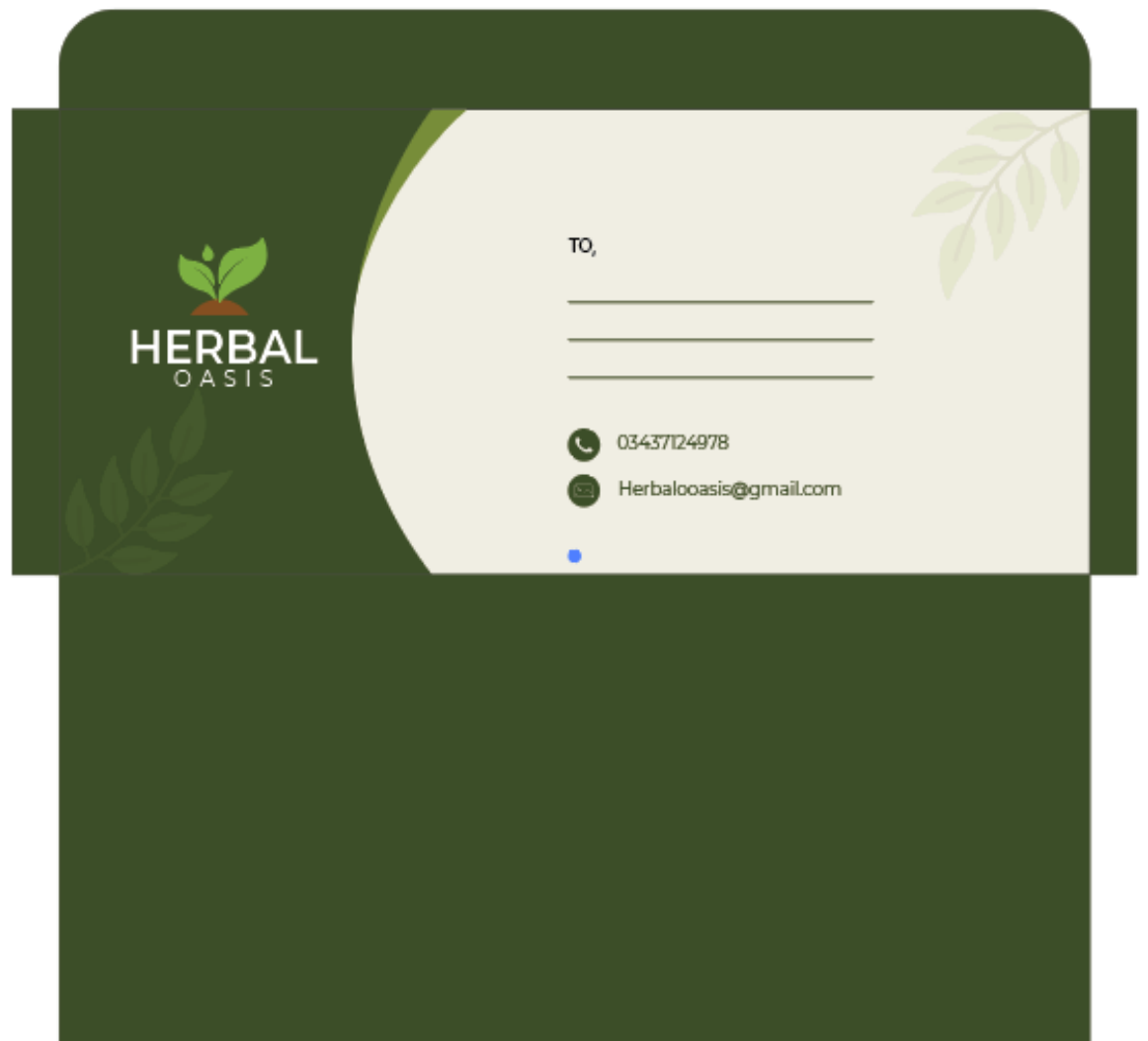




03437124978



Herbalooasis@gmail.com



4.6 Social Media Branding

Digital communication plays a significant role in modern brand promotion. Therefore, a series of promotional design applications were developed to establish a consistent visual presence for Herbal Oasis. These designs maintain the brand's visual identity system while adapting content for various platforms and marketing needs.

The promotional materials include product labels, packaging box designs and a promotional poster, all designed to strengthen brand visibility and ensure consistency across print and digital applications. These visual elements help reinforce the brand identity of Herbal Oasis and enhance its professional image within the herbal and personal care market.

4.7 Brand Applications and Mockups

To demonstrate the practical implementation of the rebranded identity, various brand applications and mockups were developed for Herbal Oasis. These include product packaging mockups, label applications, box packaging presentations and promotional poster visuals. The mockups illustrate how the visual identity functions across different real-world applications while maintaining consistency and a natural, professional appearance.

These applications provide a comprehensive view of how the rebranded identity can be implemented across different marketing and product presentation platforms. They help visualize the overall impact of the redesigned logo, labels, packaging boxes and promotional materials in establishing a cohesive brand presence for Herbal Oasis.

4.8 Posters

The poster design was developed as part of the promotional materials for the rebranding of Herbal Oasis to strengthen brand visibility and communicate the company's herbal and wellness products in a clear and engaging manner. The design approach follows a clean and natural concept, focusing on simplicity, visual balance and effective communication. Rather than overcrowding the layout with excessive information, the poster utilizes a minimal composition, natural imagery and clear typography to deliver the message effectively.

The visual concept is inspired by nature, wellness, freshness and herbal ingredients. Elements such as leaves, plant textures, organic shapes and product-focused visuals were incorporated to reflect the identity of Herbal Oasis. These visuals help communicate the brand's focus on natural and healthy products while creating a modern and attractive promotional appearance.

A minimal design style was chosen to enhance readability and create a strong visual impact. The use of white space allows key information to stand out while maintaining balance within the composition. Bold headlines and concise messaging were used to capture attention and reinforce the core values of Herbal Oasis, including natural wellness, purity, quality and trust.



ALOEVERA HANDWASH

Aloevera care that cleans without drying your skin



ALOE VERA



ROSE WATER



GLYCERIN



Pure Herbal Care

  
@herbal_oasis



CITRUS CLEAN DISHWASH

Tough on grease, gentle on hands,
fresh citrus fragrance



CITRUS



LEMON



COUSTIC SODA



Pure Herbal Care

  
@herbal_oasis



HAND AND BODY LOTION

Rich coconut wash for a fresh and soft feel



COCONUT



ALOEVERA



SHEA BUTTER



Pure Herbal Care

  
@herbal_oasis



GINGER HAIR SHAMPOO

Fresh herbal shampoo for clean healthy hair



GINGER



COCONUT OIL



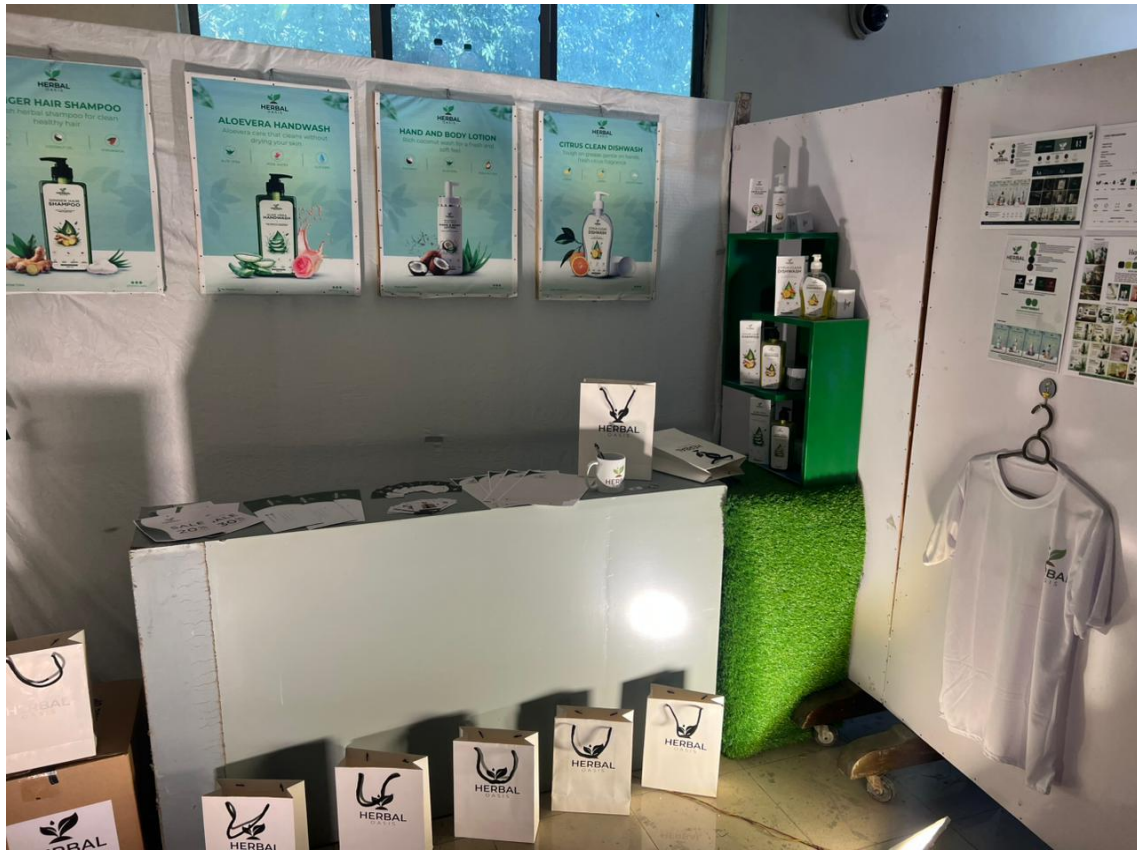
SHIKAKAI OIL



Pure Herbal Care

  
@herbal_oasis

4.9 Final Display





4.10 Chapter Summary

This chapter presented the final catalog of design outcomes developed for the rebranding of Herbal Oasis. The catalog included the final logo redesign, product labels, packaging box designs and a promotional poster. Together, these elements form a cohesive brand identity system that effectively communicates the company's values of natural wellness, purity and quality while strengthening its presence within the herbal and personal care industry.

The completed branding system demonstrates the successful application of vector graphic design as a strategic tool for brand identity development and promotion. It highlights how consistent visual communication across packaging and promotional materials can enhance brand recognition and create a strong, professional market presence for Herbal Oasis.

Chapter-5

CONCLUSION

5.1 SWOT Analysis

5.1.1 Strengths

The rebranded identity for Herbal Oasis possesses several strengths that contribute to its effectiveness and overall visual appeal. The redesigned logo is simple, natural and memorable, making it highly adaptable across different applications such as product labels, packaging boxes and promotional posters. The use of vector graphics ensures scalability, clarity and consistency in all branding materials. The selected color palette effectively communicated natural wellness, purity, and freshness, while the cohesive branding system strengthens brand recognition and helps establish a trustworthy and professional image within the herbal and personal care industry.

5.1.2 Weaknesses

One potential weakness of the identity system is that the minimal and nature-inspired design approach requires consistent application to maintain its effectiveness. Any inconsistency in the use of colors, typography, logo placement or packaging layout may reduce brand recognition and weaken the overall identity. Additionally, as a newly developed rebranding project, it may take time for consumers to become familiar with the updated visual identity of Herbal Oasis. Continuous exposure through packaging, labels and promotional materials is therefore necessary to strengthen awareness and recognition.

5.1.3 Opportunities

The rebranding of Herbal Oasis provides significant opportunities to enhance market presence and attract a wider customer base. The refreshed visual identity can improve brand appeal and create stronger engagement across packaging, retail presence and promotional campaigns. The growing demand for herbal and natural wellness products presents opportunities for expansion, where the new identity can act as a strong marketing tool. Furthermore, the flexibility of vector graphic design allows the branding system to be easily adapted for future product lines, promotional materials and digital platforms without losing consistency.

5.1.4 Threats

The herbal and personal care industry is highly competitive, with many brands competing for consumer attention and market share. Similar branding styles used by competitors may reduce differentiation if not supported by strong marketing and consistent brand application. Rapid changes in consumer trends and packaging design preferences may also require future updates to maintain relevance. Additionally, inconsistent application of the branding system across different platforms could weaken the overall brand image and reduce the effectiveness of the rebranding effort.

5.2 Introduction

This chapter presents the discussion, conclusions and recommendations derived from the study titled “Rebranding of Herbal Oasis” The chapter examines the major findings of the research and evaluates how the developed brand identity addresses the rebranding and promotional needs of Herbal Oasis. It also discusses the practical significance of the project, identifies limitations encountered during the design process and provides recommendations for future studies in the field of brand identity design, packaging design and visual communication.

The project includes the redesign of the Herbal Oasis logo, product labels, packaging boxes and a promotional poster, which collectively form a cohesive visual identity system aimed at strengthening brand recognition and market presence.

5.3 Discussion of Major Findings

The findings of this study demonstrate that a strong and cohesive brand identity plays a significant role in improving brand recognition and product communication for Herbal Oasis. Through the research and design process, it was observed that the combination of meaningful natural symbolism, strategic color selection and modern typography contributes to the development of a memorable and appealing brand image. The final logo successfully communicates the concepts of natural wellness, purity, freshness and quality while maintaining a professional appearance suitable for the herbal and personal care industry.

The study further revealed that vector graphic design provides an effective solution for creating adaptable and scalable branding materials. Because vector graphics

maintain quality across different sizes and applications, they proved highly suitable for the rebranding of Herbal Oasis. The research also highlighted the importance of consistency across branding materials, including product labels, packaging boxes, promotional posters and digital mockups. A unified visual system strengthens brand recognition and enhances communication with target audiences.

Additionally, the promotional and packaging designs developed during the project demonstrated how strategic visual communication can improve consumer engagement and support product promotion. The findings confirm that a well-designed brand identity can positively influence customer perception and strengthen the overall market presence of Herbal Oasis within the herbal and personal care industry.

5.4 Practical Implications

The outcomes of this project have practical value for both Herbal Oasis and the broader field of graphic design. The developed brand identity system provides a professional visual framework that can be implemented across various communication platforms, including product packaging, labels, promotional posters, retail presentation and digital marketing materials.

The project demonstrates how design can be used as a strategic tool to solve branding challenges and enhance product communication. The identity system developed through this research can help Herbal Oasis improve brand consistency, strengthen customer trust and establish a more recognizable presence within the herbal and personal care industry. The findings may also serve as a useful reference for designers and organizations seeking to undertake similar rebranding projects in the future.

5.5 Limitations of the Study

Although the project achieved its objectives, certain limitations were encountered during the research and design process. The study focused primarily on the development of visual identity components for Herbal Oasis and did not include long-term market testing or detailed consumer response analysis. As a result, the effectiveness of the rebranding system was evaluated mainly through design principles and professional practice rather than extensive audience feedback.

Additionally, the scope of the project was limited to the branding and promotional requirements of Herbal Oasis. Factors such as financial performance, marketing analytics and business management strategies were beyond the scope of this study. Time constraints also limited the exploration of more advanced promotional campaigns and large-scale implementation strategies for the rebranded identity, including wider advertising applications beyond the redesigned logo, labels, packaging boxes and promotional poster.

5.6 Recommendations for Future Research

Future studies may expand upon this research by investigating the long-term impact of brand identity design on customer perception, brand loyalty and product recognition within the herbal and personal care industry. Researchers may also explore the effectiveness of digital branding strategies and social media communication for Herbal Oasis and similar wellness brands.

Further research could include audience testing, customer feedback analysis and comparative studies of branding approaches used by competing herbal product companies. Additionally, future projects may investigate the integration of motion graphics, interactive media and emerging digital technologies into brand identity systems to enhance user engagement and strengthen promotional communication for Herbal Oasis.

5.7 Conclusion

This study successfully developed a comprehensive brand identity system for Herbal Oasis through the application of vector graphic design. The project demonstrated the importance of strategic branding, visual communication and design consistency in creating a natural, professional and recognizable brand image. Through research, concept development and practical design implementation, a cohesive identity system was established that reflects the company's values of natural wellness, purity, freshness and quality.

The findings indicate that brand identity is a powerful communication tool capable of enhancing brand recognition, improving market visibility and strengthening customer trust. The use of vector graphics ensured flexibility, scalability and consistency across

all branding applications, making the identity suitable for both current and future product packaging and promotional needs.

Overall, the project achieved its primary aim of developing a modern and effective rebranding solution for Herbal Oasis, including the redesigned logo, product labels, packaging boxes and promotional poster. The study contributes to the understanding of branding as a strategic design practice and demonstrates how visual identity can play a meaningful role in product promotion and business growth within the herbal and personal care industry.

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