

Helping rangatahi buy wisely.

Consumer NZ
Youth Brand Identity

DESIGN 224
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consumer ●

firstly,

Friendlier product advice.

Consumer NZ is an advocacy organisation that seeks to make the general population more informed buyers. The goal of this campaign is to make Consumer's general work - which spans purchase guides, product reviews, and general consumer advice - more accessible, and more widely known about, to a younger demographic.

It is a brand built on a few dualities: Consumer is an advice-giving organisation, so the campaign must be "serious." However, this is a youth audience, so the brand must also dismantle that seriousness to appeal.

As such, the campaign has to be authoritative yet soft. It has to be professional, but also playful and friendly - like a wise friend talking about their microwave, rather than a nameless, distant entity writing a microwave review. This balance is core to the campaign's strategy.

for a

more informed youth.

Consumer targets an extremely broad audience - any person who purchases products (almost anyone) can benefit from its services.

A general subset of youth, particularly those aged 16-20, are on the cusp of entering the independent adult world (which is laden with purchasing decisions). They are the primary audience of this campaign - the ones who already need, or will soon find themselves needing, the information Consumer provides.

This audience primarily consumes bite-sized content on digital platforms, values authenticity and peer recommendations over traditional advertising, and is increasingly conscious of sustainable and ethical - i.e. friendly - consumption.

secondly,

A softer logo with a sense of purpose.

A refreshed Consumer campaign logo keeps the main focus of the existing brand (the Consumer name), but situates it in a more youthful and contemporary style.

Designed to look like an abstract product tag or label, the new logo reflects the retail-driven purpose of the organisation - plus, softer rounded edges allow the brand to feel more disarming and friendly.

A subtle tilt helps reinforce the physical tag connection, creating a 'gravity' feel, without sacrificing legibility.



consumer

Logo

The primary logo is intended for use in most situations. It features the full "consumer" name, and is versatile enough to be placed in a wide range of outputs.

Shorthand

A smaller, monogram-style icon is also available for situations where the full logo's size proves untenable. It retains the same flair and brand character as its larger parent, but distills it to the key letter - a distinct yet recognisable style to the existing monogram.



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A recognisable visual system.

Product tags come in a variety of styles - so the new brand mark does too. As the main shape and theme remain consistent, the exact colors that make up this logo can be varied and still stay in touch with the core brand language.

Furthering this, the tag icon leverages the new palette to become a visual device that adapts to the theme of a design and adds a touch of dynamism. It reflects not only the real-world differences in products, but also the nature of choice that comes with retail - highlighting the core challenge on which the entire Consumer mission is built.

This is a
questionable
product! ●

● We strongly
recommend
buying this!



Typography.

This updated Consumer brand uses a single typeface across several styles and weights.

The choice of typeface - Figtree - is a more modern variation of the geometric sans-serif previously used by Consumer. It retains the authoritative and "professional" flair of its predecessor, but each font trades its more stiff presentation for a cleaner contemporary feel.

This choice aligns with the color and messaging present throughout the rest of the new brand, with an air of authority that is soft and playful enough to appeal to a younger demographic. It provides Consumer with fonts that are more in line with current aesthetic sensibilities.

Figtree Bold

Headings, display, and other large-format styles.
Generally accompanied by reduced tracking.

Figtree Medium

Body copy, general text information, and smaller subheadings.

Figtree Italic

For varied emphasis across body and heading text.

Color.

To better convey the friendlier, youth-forward feeling, the updated Consumer campaign incorporates a new palette with softer and more contemporary hues.

The original, harsh Consumer red is traded for adjacent warm colors - apricot and plum - to replace the existing mood of strict authority. In its place, the newer palette reflects a warmer personality: not as a serious commander, but as a welcoming and helpful advice-giving friend.

A dash of purple, analogous to the other two primary colors, is used as an accent.

Lighter shades - lilac, peach, and orchid - are included as secondary shades to create some hierarchy.

The colors provided here are also designed to be compatible with modern accessibility standards for color contrast, per the APCA and WCAG models, when light text is set against any dark color, or vice versa.



Purple

#814cd6
hsl(263, 63%, 57%)



Dark

#2d0d56
hsl(266, 74%, 19%)



Apricot

#fca08b
hsl(11, 95%, 77%)



Plum

#a52878
hsl(322, 61%, 40%)



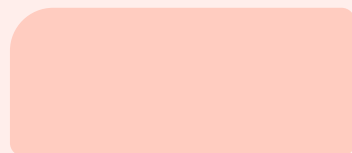
Lilac

#c3acef
hsl(263, 68%, 81%)



Light

#ffffff
hsl(0, 0%, 100%)



Peach

#ffccc0
hsl(11, 100%, 88%)



Orchid

#dba1c6
hsl(322, 45%, 75%)

All together now.

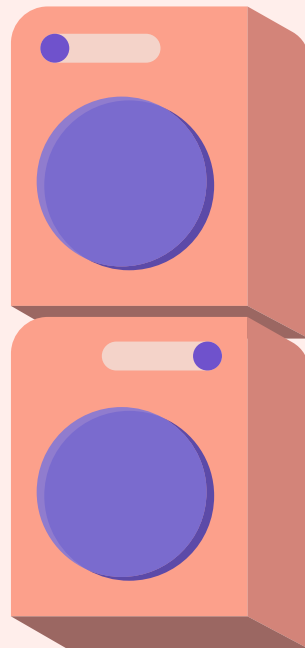
This brand is designed to work alongside both real product images and stylised illustrations.



What's in that washing machine?

Don't get caught out by their spin.

consumer.org.nz



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Here: Examples of this visual language applied to the same rough composition, accompanied by either a brand-feel vector graphic (left) or a real product image (above).

Image source: Bosch New Zealand