

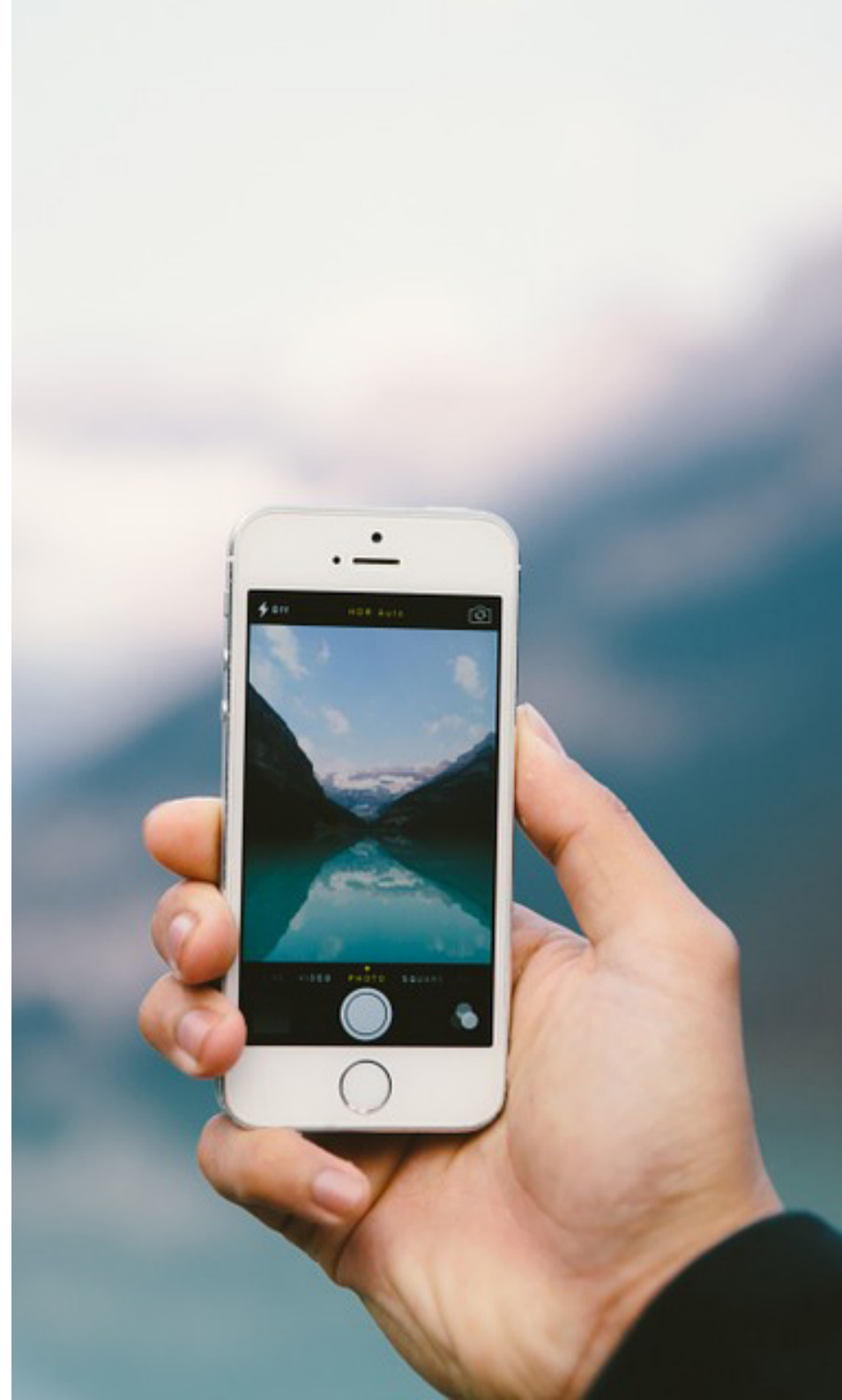
GRAPHIC DESIGN BRIEF

**New vertical on sustainable lifestyle
and responsible luxury**

INTRO

The younger affluent generations are more conscious of the environmental and social impact of their choices. Our brand need to embody those sustainable values.

This brief is written to keep consistency for our users. Our chances will be better to attract them if our brand is aligned with their considerations.





MISSION AND VISION

The new vertical of Euronews needs to be :

- About **sustainability**, conscious lifestyle
- Inform with **objectivity**, quality and relevance, be All Views
- **Serious and trustworthy (with light tone)**
- **Positive**
- **Bring alternative solutions** (new brands, shopping proposals)
- **Trendy and stylish** to attract luxury sponsords

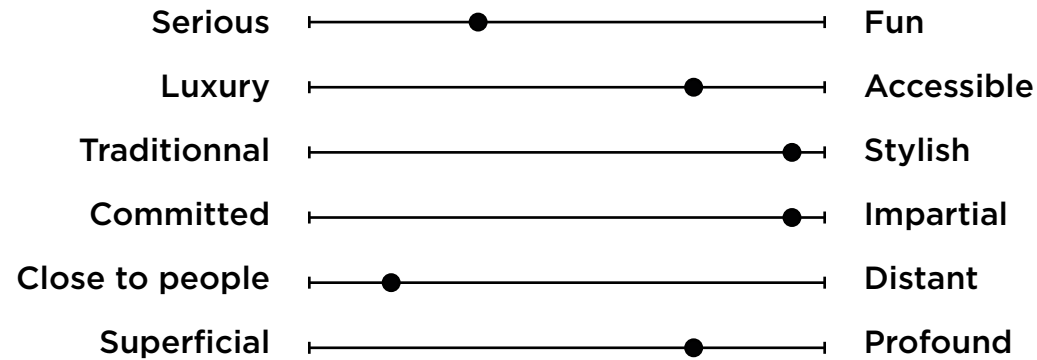


TARGET AUDIENCE

Eco-consumers :

- The core target is **young**
- **Concerned by ecological issues**
- **Digital first**
- Sustainability will attract a more female audience but we are ultimately aiming at attracting **both genders**
- **Affluent and urban**
- **With purchasing power**, like leisure, travelling

BRAND PERSONNALLITY



If it was ?

An animal



Sea turtle

graceful, about endangered species

A plant



Palm tree

Joyful, light-hearted, travel

A mineral



Quartz

Pure, white, precious but not pretentious

A color



Green khaki

A calm and trustworthy green, trendy

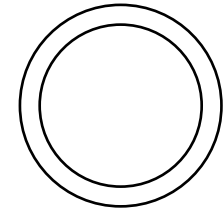
A dish



A latte

Comforting, empathy, social interactions

A shape



A circle

Smooth, include users, euronews

POSITIONNING / NEEDS

As often as possible **associated with Euronews**, **digital first** : on mobile, desktop and social network: **Instagram** is the priority platform. The website will be **modular**, follows events of the year

WEBSITE

- Great Home page with euronews blocs principles and «living it» bloc ideas
- «About» section to explain our brand
- «Shopping selection» section with article page
- Different article page templates (if possible, with recurring image): Positive news, Good read of the week , Agenda of the month , Interview Q&A
- **Themes** access & programmes :

SOCIAL NETWORKS (INSTAGRAM FIRST)

- Profile picture + cover
- «Quote of the day» post type
- Highlight cover + image : Now, Places, Style, Wellness, Life
- Stories with spacers (days of the week)

PLACES

Directory
Destinations
Outdoor

WELLNESS

Body and mind
Cuisine
Beauty

STYLE

Fashion
Beauty

LIFE

Transport
Art and design
Ideas

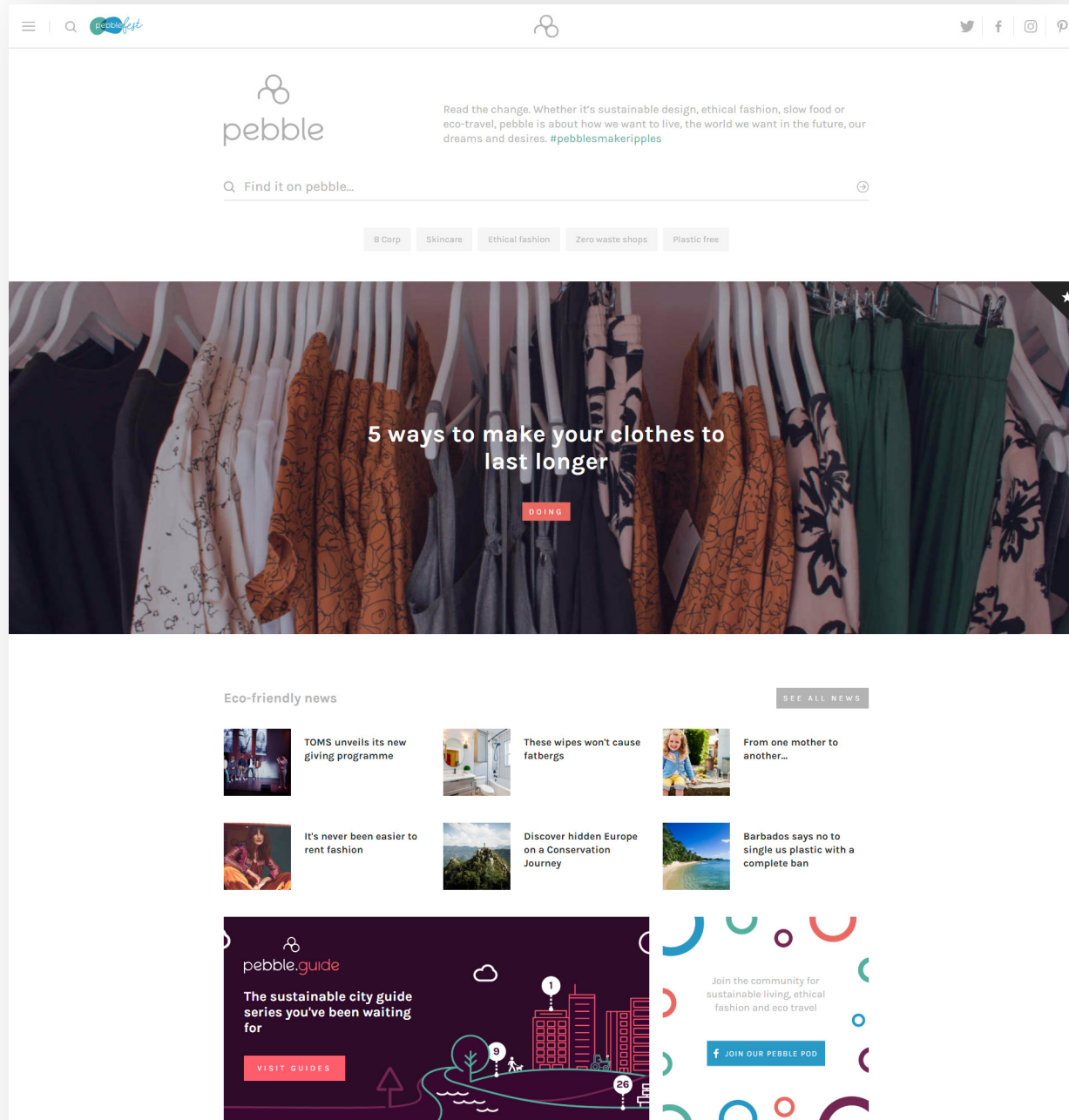
BENCHMARK



LES NATURALISTAS

- + Lively
- + Obviously about ecology
- Not serious enough (blogger amateur)
- Too feminine

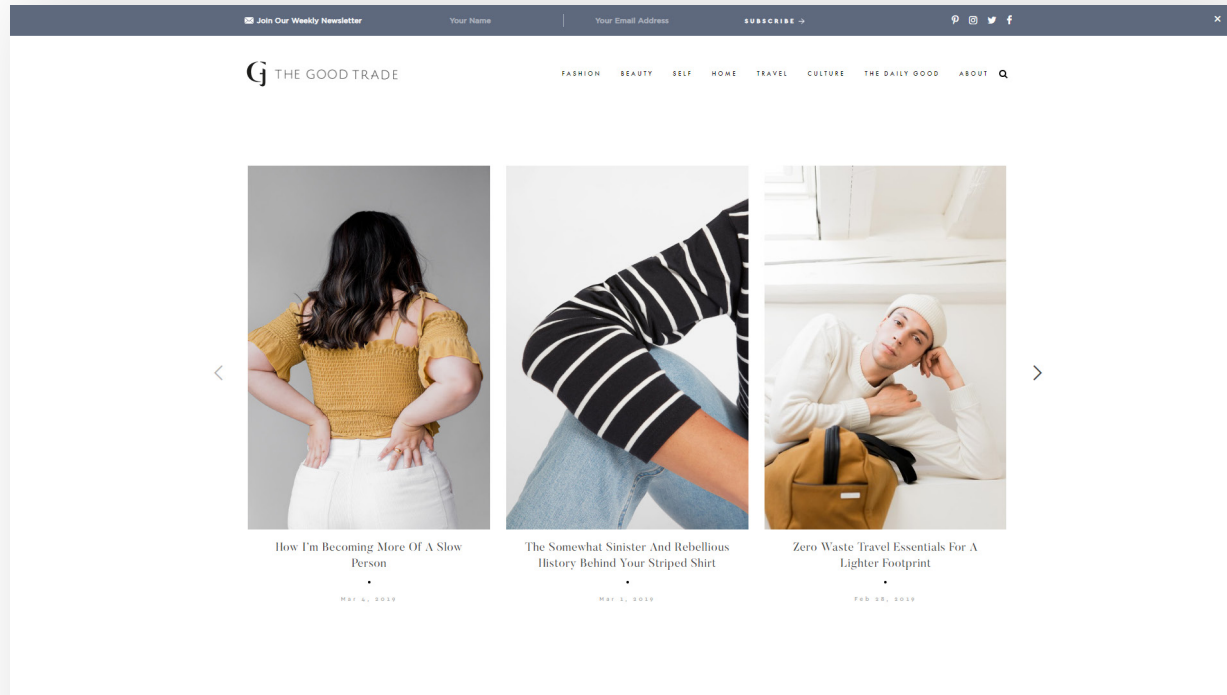
BENCHMARK



PEBBLE

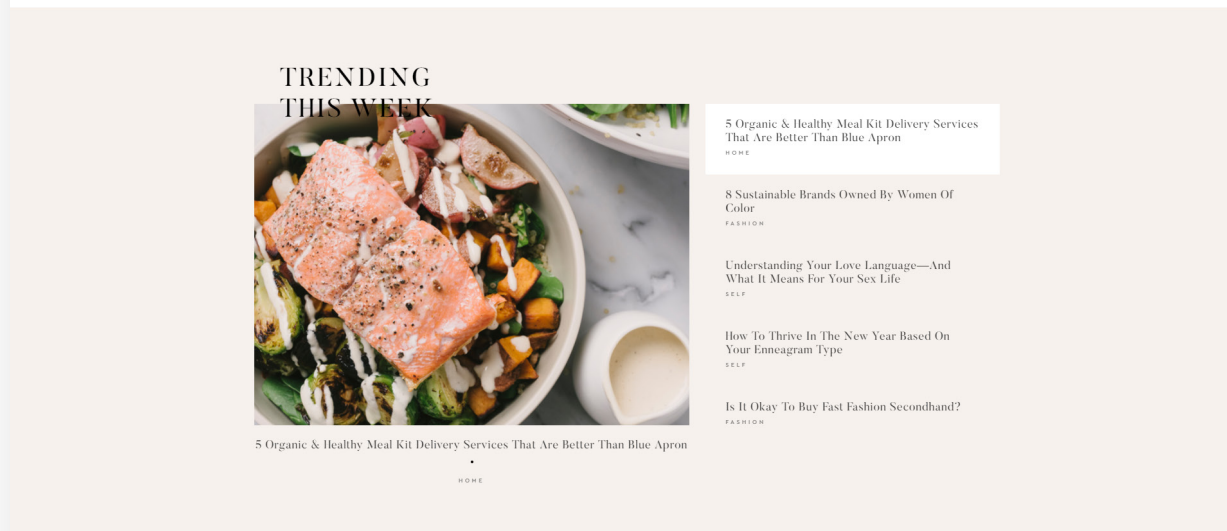
- + Simplicity
- Too neutral
- We don't see the sustainable aspect

BENCHMARK



THE GOOD TRADE

- + Neuter gender, simple
- + Trendy, stylish
- + Colors and typography relevant



BENCHMARK LINKS

THE GOODGOODS

THE GOOD TRADE

SUSTAINABLY CHIC

GREEN

PEBBLE

FASHION

PEPPERMINT

MUE

FASHION REVOLUTION

LES NATURALISTAS

GREEN MATTERS

EDIE

MAKE IT LAST

DANIELLE COPPERMAN

March 2019

Inès Fressynet, Managing Editor

Aloïs Bombardier, Web Designer, Digital Product

euronews.