

OSTUDIO®

بلنكو  
BLANCO

ENTERING COMPANY

OSTUDIO

INDUSTRY

PERFUMES

CLIENT

BLANCO

CATEGORY ENTERED

BRAND IDENTITY DESIGN

SERVICES

MANUFACTURING  
COLLECTIONS  
CUSTOMIZATION  
SCENT BRANDING

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**INDUSTRY CONTEXT**

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**CHALLENGES**

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**STRATEGY**

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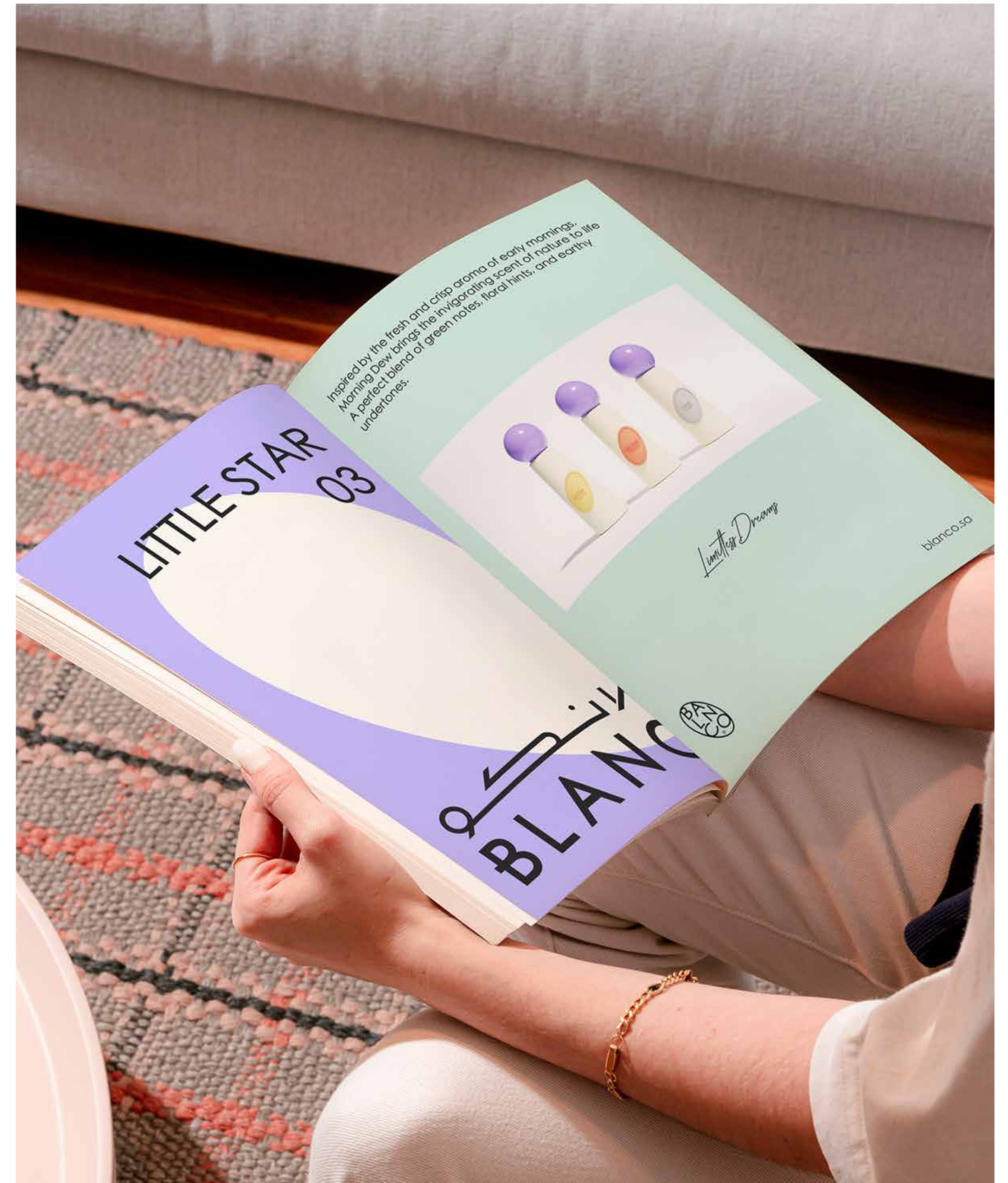
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بلانكو  
BLANCO



# INDUSTRY CONTEXT

We present to you Blanco, a Saudi brand specialized in perfumes. We worked on developing its visual identity in a way that enhances its appearance and shapes its artistic direction. We were inspired by the identity of white cotton and its purity, as it embodies in its details a mental image that reflects the aromatic effect with a distinctive composition that expresses cleanliness and purity. From the halo of the moon and the spread of light, we were inspired by the artistic lines in an essential symbolism that reflects strength, creativity and uniqueness. The Blanco logo expresses the exceptional story from which it was inspired, in details lavish with elegance and innovation.







# INSPIRATION

The target group for the brand is the mother and her child. One of our goals in developing the brand was to embody an integrated story that expresses safety, simplicity and elegance, so that the mental image of the perfume is formed around these concepts and becomes part of their days and memories.





بازو  
BLANCO

PURE  
WHITE

eau de parfum  
50 ml

LITTLE  
ANGEL

eau de parfum  
50 ml

LITTLE  
ANGEL

Hot Perfume  
50 ml









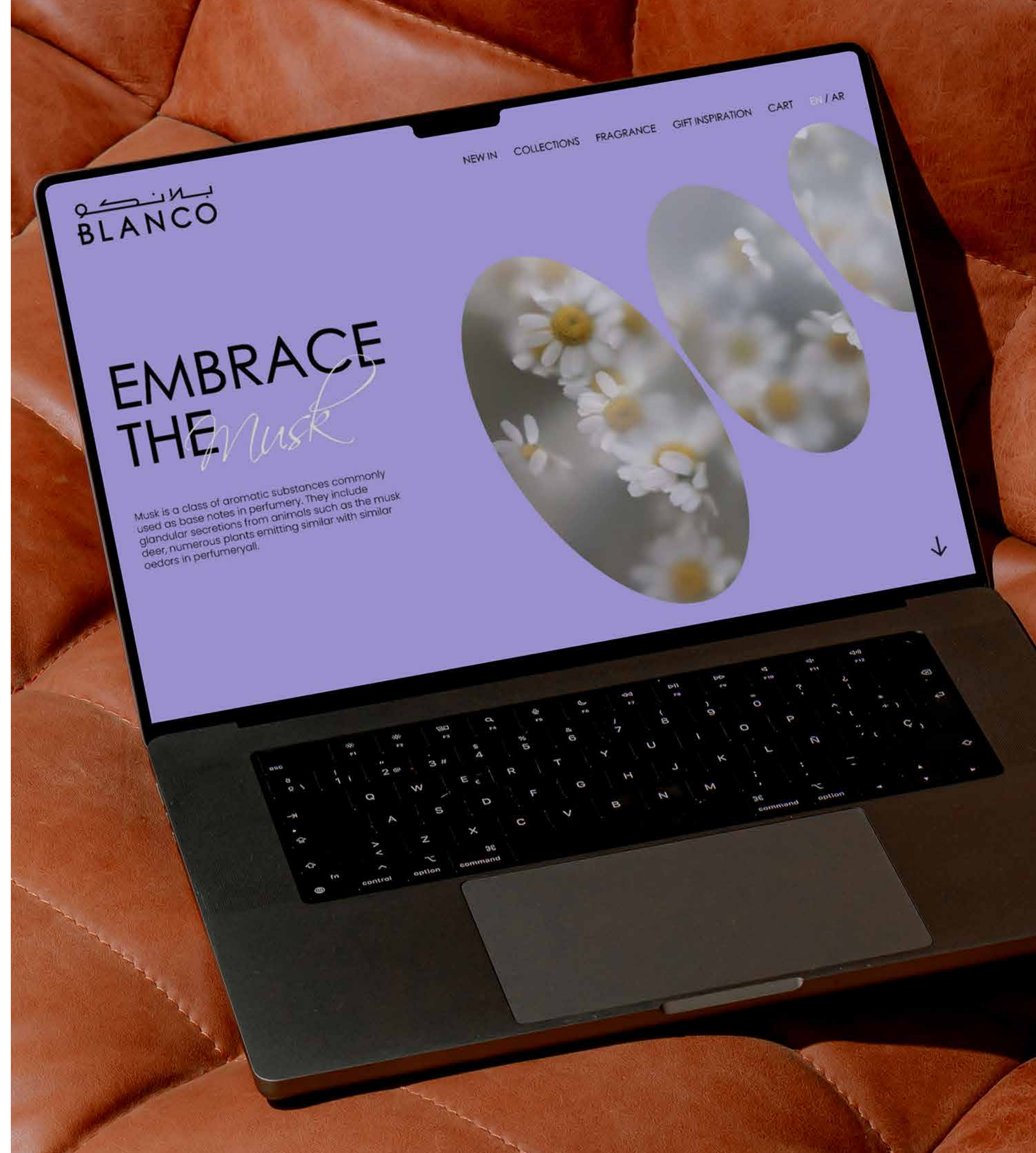
# CHALLENGES

One of the most important challenges we faced was to take the brand, which was launched four years ago, to a high technical level that lives up to the aspirations of the brand's officials, gives them a clear and detailed identity guide, enhances its positioning among its competitors, and raises the level of customer experience in all aspects













# STRATEGY

One of the most important reasons that prompted the officials of this brand to develop it is the artistic appearance that does not live up to their aspirations and the repetitive and impractical packaging





BALNCO  
BREATHE  
THE  
BEAUTY



*Limitless Dreams*

## VELVET ROSE

A luxurious fragrance that celebrates the queen of flowers. Velvet Rose combines rich, velvety petals with hints of musk and





# CREATIVITY

One of our most important criteria for printing and final output was to achieve a color palette that is consistent and harmonious in printing and to choose specific materials that match the brand's inspiration. A material similar to the texture of cotton was chosen, which is closely related to the creative elements that inspired the brand's identity, reflecting its uniqueness, integration, and symbolic and marketing strength.







# RESULTS

Quotes from brand executives' reactions to the final outputs  
The satisfaction of our partners in the creative collaborations we create together is very important to us.

**Brand executives' impression of the final outcomes of brand development**

**General Manager  
Abdulaziz Al-Ghosn**

"This development in the brand's artistic appearance has risen to our aspirations, as we felt through the increase in our customers' trust and loyalty, which gave us greater confidence in the direction of the brand's growth, entering larger markets and wider segments, and reaching the world."





# BLANCO EMBRACE THE MUSK

Musk is a class of aromatic substances commonly used as base notes in perfumery. They include glandular secretions from animals



blanco.sa

Thank you for your confidence  
in allowing us to show the  
elements of creativity.

# Thanks.