

cleantracks



 cleantracks



tina yirka
solid toiletry line
december 3, 2020



cleantracks

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senior project book
december 3, 2020

Bachelor of Technology in Visual Communications
Visual Communications: Art + Graphic Design
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01

description

Cleantracks is a toiletry line that focuses on not using liquids or plastics to be beneficial to you and the environment. This solves the problem of people who want greener products for a trip or at home, but have to travel or shop online to purchase them. This clean toiletry line provides young adults-adults with zero waste products that are convenient, leak-free when traveling, kinder to their skin, and the planet as well. The Cleantracks line will be available to consumers at their local Walgreens in which people can grab and go, at the last minute or when they please.





02

introduction

Cleantracks was a creation from experiences, research, and development throughout Tina's life and her last year as a college student at Farmingdale State College.

Tina's love for travel and the experiences she faced has influenced the development of Cleantracks just about a few years ago when she traveled to Iceland. The culture and sustainable lifestyle of the Icelandic people allowed Cleantracks to be what it is today. At first, Cleantracks as a toiletry line was not the initial idea for Tina.



the story

Traveling can be a way to discover true passions, as it opens you to be inspired by the world. New settings and experiences can impact one's life and can change the way people think. Tina then saw her passion for traveling after her most recent trip to Iceland in 2019. Picture Tina, as she is getting prepared for her trip and planning her itinerary with her mother. One of the things she was most looking forward to was viewing the Northern Lights, which only happens in a few locations in the world. Iceland is one of them but at the time, there would be 24 hours of sunlight. That would not stop them from having a great time. Once arriving in Iceland, Tina and her mother took tours

to learn more about the local town and food and saw how different the city looked compared to back home. From these tours, history was learned and the main city Reykjavik, actually translates to “bay of smoke”, derived from it being a place of hot springs that generates steam. Iceland also produces 99% of its electricity from hydropower and geothermal power which is considered to be eco-friendly for its renewable energy. Not only was Tina amazed by how picturesque Iceland is with its beautiful waterfalls and landscape, but she was also inspired by the sustainable lifestyle of the Icelandic people.

With her love for traveling and recently viewing the sustainable lifestyle of Icelanders, Tina then sparked the first idea of her Senior Project. Creating an online travel kit with products in solid form to provide more greener products for on the go use.

Conducting the first survey, Tina discovered that people would not purchase a kit. Individuals would rather go to the store and pick up certain items at their own time or even at the last minute before a flight. From this, Tina's initial concept developed further to what it is today. Cleantracks was transformed into a toiletry line that can be sold in stores rather than an online site. Without the research, Cleantracks would have continued to be an unsuccessful concept.

After Cleantracks changed, additional research was conducted to learn more about the audience. Tina posted on Facebook groups about traveling and interviewed people at local drugstores. From this, Tina found out that individuals said that they are environmentally conscious and would prefer items that are not plastic and want products that are easy to travel with. The end concept would be a line for self-care of travelers or regular shoppers, which would solve the frustration of those who struggle to find sustainable products at their local drugstore.





03

products

This environmentally friendly toiletry line provides 15-45-year-olds with products that focus on pollution, ingredients, quality and being accessible. Cleantracks focuses on not using plastic and caring for the environment while containing all-natural ingredients in each product. These solid products make traveling or nights away so much easier while satisfying the needs of the consumer by being easily accessible.



the products

Cleantracks allow customers to purchase better products that come in solid form or made from natural materials like bamboo and cotton. Cleantracks provides a wide variety of products to meet every customer's self-care needs.

Each solid product is concentrated to benefit the consumer. Most liquid shampoos are 80-percent water and conditioners can be even more—up to 95-percent water. Why pay for the water when you add it yourself? Cleantracks solid bars don't rely on water or cheap alcohol fillers and can outlast two to three bottles of liquid shampoo or conditioner.

Bamboo is a natural plant and fully biodegradable, meaning that is a renewable and sustainable source. It also one of the fastest-growing plants on the planet so we don't have ever worry about running out of it. Bamboo is what makes up the toothbrushes and hairbrushes of Cleantracks. When one of these products is not in use anymore, simply remove the bristles which have to be recycled with plastics only. The bristles are far too small to be recycled with other materials. Left is the bamboo, which can be transformed to be used in a garden as a label for vegetables or be thrown to help burn a fire pit and roast some toasty marshmallows.

Another material used for Cleantracks products is cotton. Products like regular, single-use cotton rounds don't biodegrade and contribute to landfill waste. Using reusable bamboo cotton rounds is a different fabric that is sustainable plus biodegradable so if they ever wear down, it can be composted. Cleantracks puts out an environmentally better product without consumers drastically having to change their routine. They believe that change begins with you and what you implement in your daily routine.



the packaging

To support the main value of Cleantracks, it's packaging must be made from an environmentally friendly material. Paper packaging is a better alternative to plastic because it is a renewable material. Paper packaging will keep the contents fresh and prevent them from getting moldy while being durable at the same time. When the package is done, customers can simply recycle the box or it can be biodegraded.

Cleantracks' packaging will be straight to the point in providing a greener yet creative way to pack

products. Using this packaging can allow users to transport items for any occasion, whether it be on the go or traveling for a trip. Consumers can visibly see that this type of packaging will be different and unique to those that are already on the shelf. The design will be straight to the point with a logo visible, creating a sense of hierarchy with other information on the package.

This will continue to keep our consistency throughout our branding.





04

unique value

Cleantracks provides a unique value to its consumers. They believe in making a difference in the world with the choices that they make as a brand. That is why Cleantracks values focus on pollution, ingredients, quality, and being accessible.

These toiletry items provide 15-45-year-olds a chance to live a more sustainable life while slightly changing their self-care routine.



current issue

Cleantracks conducted a series of interviews and surveys to find out what exactly the current problem is. The biggest problem that Cleantracks found was that shoppers wished local stores and more eco-friendly products. The majority of consumers know that there are brands that are recyclable but have no knowledge of which ones are. Therefore, prior to purchasing a product, consumers need to research the brand in order to know this information.

When conducting the surveys, Cleantracks found out 83% of shoppers wished local drugstores sold more environmentally friendly options. Also, 87% of shoppers would buy products with environmental

benefits. From there, Cleantracks knew it needed to solve this problem. Yet there was another problem that Cleantracks saw.

Currently, travelers are also experiencing a problem. One being that they experience leakages during trips due to the liquid products they bring with them. These liquid products take up too much space in luggage and make packing stressful for the traveler.

The products that Cleantracks puts out are alternatives to those that are plastic and liquid to help consumers help be sustainable while keeping travel in mind.

41%

of travelers
experience
leakages
during trips

83%

of shoppers
wished local
stores had more
eco options

87%

of shoppers
would buy
products with
environmental
benefits



the value

Cleantracks main value and is pollution. Annually, 9% of all plastic waste ever produced has been recycled, and about 12% incinerated and all the rest 79% ended up in landfills, dumps, or the natural environment. Cleantracks focuses on providing products that eliminate the use of plastic for everyday life.

Cleantracks wants their consumers to obtain the greatest quality when buying products, that is why they use the finest ingredients. Some products contain ingredients that are fresh and most effective which then we ship to your local drugstore. Some products are made from renewable sources that come straight from the ground and into the

consumer's hands. Overall, Cleantracks ingredients come from the greatest source, the earth. They want to deliver products that are produced with greener and better ingredients.

Cleantracks will address the consumers who just want a quick one-stop shopping experience. As shown in the surveys conducted, many participants have agreed that they do pack at the last minute, whether it be for a trip or a weekend getaway. Solving the problem by partnering with local drugstore Walgreens, helps consumers shop closer to their home. Being located near consumers' homes allows them to shop while not wasting driving time.

pollution



ingredients



quality

convenience



05

target audience

In order for Cleantracks to be a successful brand, it must understand the needs of the target audience. To get a strong handle on target audiences, Cleantracks needs to identify the different types of potential buyers. From extensive research, Cleantracks began to see that the brand could attract more than one type of customer. Three main personas were constructed and make up a portion of the audience. The personas include the nature lover, the traveler, and the ordinary shopper.

The three personas share some goals yet have their own differences. All of these personas are who Cleantracks is targeting when selling their products.



the nature lover

This is Samantha. She is an 18-year-old college student studying to earn a bachelor's degree in marine biology. In her free time, she likes to go on hikes and explore new areas with friends. She finds herself more relaxed doing these activities. Due to her love for nature and the outdoors, Samantha is slowly becoming zero waste to give back to the environment.

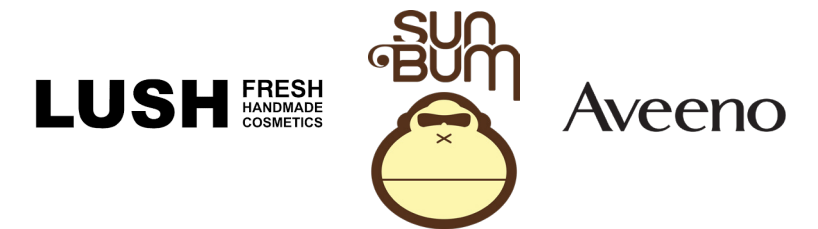
Samantha is looking for products that are more environmentally friendly. She wants something that she can buy in person rather than shopping online. Samantha prefers to shop in person and physically see the products she is buying. Samantha notices when looking for products in person, that she struggles to find which brands are eco-friendly. She hates the fact that she has to research the brand before going to the store. She wishes eco-friendly brands were noticeable at local stores.



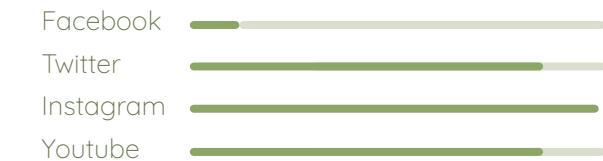
samantha campbell

“Is there an easier way to find better items for the environment?”

brands used



influences



the traveler

Ethan is a 35-year-old photographer for a travel magazine, hopping from state to state to capture their beauty. He finds himself constantly traveling in short time frames. Ethan hates dragging large luggage so he finds himself using a carryon since most trips are short. In some instances, his photography equipment gets in the way of packing.

Ethan is looking for products that can help him save space in his carryon and have more room for his equipment. He is looking for products that can help him be organized and keep his suitcase tidy. Ethan tends to keep his items loose in his suitcase. He feels like they are all over the place, even in a bag. He hates opening his luggage and seeing how unorganized his toiletries are.



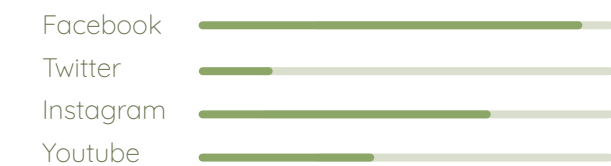
ethan rodriguez

“Packing is a constant struggle for me and makes me unorganized.”

brands used



influences



the typical buyer

This is Mia. Mia is a 27-year-old teacher for her local elementary school. In her free time, Mia likes to destress from her students by putting on a face mask at night. She is open to different brands and considers quality to be a deal-breaker. Mia feels more relaxed and less stressed until the new day starts.

Mia is always looking for new brands to try that others recommend. She receives these recommendations through friends and influencers that she follows on social media platforms. She wants products with great quality. Mia is getting tired of the brands that she is already using. She feels like the brands are not giving her the best quality. She struggles to find a brand with natural ingredients that are kind to skin that she has not used before.

05 target audience



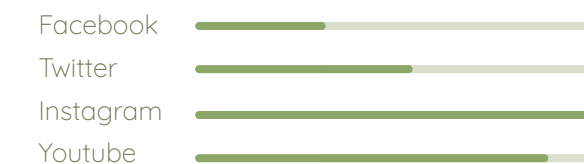
marina dimeglio

“I really just want to try something different that could be better for my skin.”

brands used

Neutrogena® Bioré® GARNIER

influences





06

competition

Cleantracks' toiletry line is a better brand than its competitors because it provides a wide variety of products while having better packaging. This brand will be the first-ever zero-waste brand to be available at Walgreens, being easily accessible to shoppers. This brand will be available to both genders giving equal opportunities to be greener in the bathroom.

Cleantracks makes products straight from the earth to be brought home creating a sense of happiness for its customers. Cleantracks is a toiletry line that wipes out the competition with its variety, ingredients, and packaging.



direct competitors

Lush is a handmade cosmetic brand that offers scented selections of ethical skincare, haircare, bath, and body luxuries. Lush carries solid and liquid products such as soap, shampoo, conditioner, and face masks.

Lush provides naked packaging (no packaging at all) for some of its products, which can be a problem, especially for the travelers who need their products contained. For the items that are packaged, Lush keeps their products in reusable pots but can be worse for the product itself. Paper is a better form for packaging products like these so that soap and other items will not get moldy. Lush is a prime competitor but carries a disadvantage when it comes to their packaging.



Acala, a zero-waste shop located in the United Kingdom, lets shoppers purchase sustainable products online. The disadvantage of this shop is that it does not provide convenience to customers. Customers will have to wait for their items to be shipped to them, which goes against what consumers want. Acala also offers some of their products in glass packaging, not thinking about how it could be used for travel. While on board the glass could easily break for people who are flying.



Ethique is a solid beauty line for body care and haircare therefore putting a limit on the variety of products that they carry. This brand can be found in Target stores, but even Target does not carry the full line of Ethique. This puts a disadvantage for customers because they can not find everything that they need in a one-shopping experience. This brand, targeting women, fails to provide all necessities for self-care. Cleantracks will provide items like cotton swabs and toothpaste tablets to be geared to both genders.

other competitors

Other competitors that Cleantracks faces are brands that are already in local stores. These brands are recycled and provide packaging better than regular plastic. These brands listed all contain products that are liquid as well. This hurts the target audience of travelers because of the liquid restrictions that they have when flying. Cleantracks will be better than these competitors by providing products that are all solid to replace those of liquids and help save their customers some money.





07

cultural relevance

For Cleantracks to be successful, it had to define the culture that they're targeting. Cleantracks did this by surveying 149 participants and interviewing 20 individuals. The participants from surveys were found from different travel Facebook pages and the 20 interviewees were found shopping in local stores.

Questions were asked about where they mostly buy their toiletry items if they were environmentally conscious, and other questions to get important data. Since Cleantracks is an eco-friendly toiletry line, the location of purchase and type of product were the most important results it had to obtain. This gave Cleantracks a clear idea of what the customer thinks when buying an item.



sustainability & variety

When asked if individuals eliminate the use of plastic, the majority of participants said that they do or sometimes. Today, consumers are increasingly adopting a green mentality and try to go plastic-free. Cleantracks took this as motivation to create their line so that way they can turn all customers to be environmentally conscious. Other beauty and cosmetic brands where shopper normally purchase their toiletries contain single-use plastic. This is why Cleantracks agrees that shopping smarter is more important than ever.

A question that helped Cleantracks become who they are was what kind of toiletries do you bring on trips. Participants answered all kinds of products one could find in a drugstore. A brand that offers different types of products can influence consumers' choices. A greater variety of products helps Cleantracks focus on all aspects of the bathroom rather than just one product alone. Providing sustainability and variety in drugstores with Cleantracks helps consumers make an easy decision of what brand to pick for their toiletry needs.





08

visual strategy

Cleantracks thinks highly of their consumers as they build relationships with them. This relationship is not only created through the brand message but by Cleantracks' visual strategy. The visual strategy helps Cleantracks stand out in the beauty industry.

Cleantracks has defined itself as an environmentally friendly brand with a clean and minimal design to help demonstrate their message. This choice of design is carried throughout the whole brand, as consumers can see from the logo, colors, and illustrations. All of these aspects make up the visual strategy.



logo & mark

Cleantracks designed a logo to grab attention and make a great first impression. The logo is designed to describe who they are and what they are about. The mark consists of a sprouting icon to symbolize nature and growth. The goal is wanting customers to recognize the natural ingredients they use that come from the planet to blossom into the products that they make. It is a simple mark that conveys the core focus and image.

The Cleantracks logo consists of an icon and a wordmark that are combined. They are all for change but not when it comes to their mark. Being consistent is a crucial aspect for the brand.

The logo must be at a readable size and surround the logo with clear space. Use the colored and black logo on light backgrounds and the white logo on dark backgrounds. The logo is not meant to be outlined or use any colors that are out of our color palette.



cleantracks

4 color



cleantracks

black



cleantracks

white



cleantracks

outlined



cleantracks

colored



colors & type

When it comes to how a brand is communicated to customers, color plays a major role. Cleantracks’ colors are inspired by earth tones and the natural things around us. Having these colors helps connect customers to the message which is to have a better environment by using their products. As they use colors that rely on their message, they are also extremely calming and grounding.

Typography is an addition that brings life to its mark. It is a significant element that impacts the viewer’s perception of the brand. It is essential for the typography to be consistent which can help Cleantracks achieve a positive attitude.

The branding consists of two typefaces to engage with the audience. Choosing the right fonts will help Cleantracks deliver the right message to its viewers and be consistent.

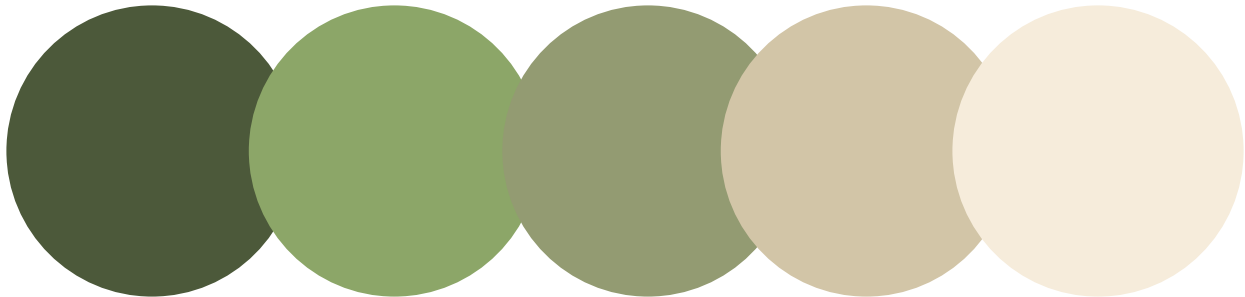
Quicksand Light is a sans serif typeface that is clean, modern, and engaging. This font is for headlines and taglines which should be displayed in lowercase characters.

Playfair Display is a serif font that displays class in the body copy. This will be used in any printed stationery material.

headings
& taglines
quicksand

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()?<>;:



RGB: 77/90/58	RGB: 140/165/104	RGB: 146/154/114	RGB: 210/198/167	RGB: 245/235/219
CMYK: 65/45/81/36	CMYK: 49/21/73/2	CMYK: 45/29/63/4	CMYK: 18/18/36/0	CMYK: 3/6/13/0
HEX: 4D5A3A	HEX: 8CA568	HEX: 929A72	HEX: D2C6A7	HEX: F5EBDB

body text
playfair display

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()?<>;:

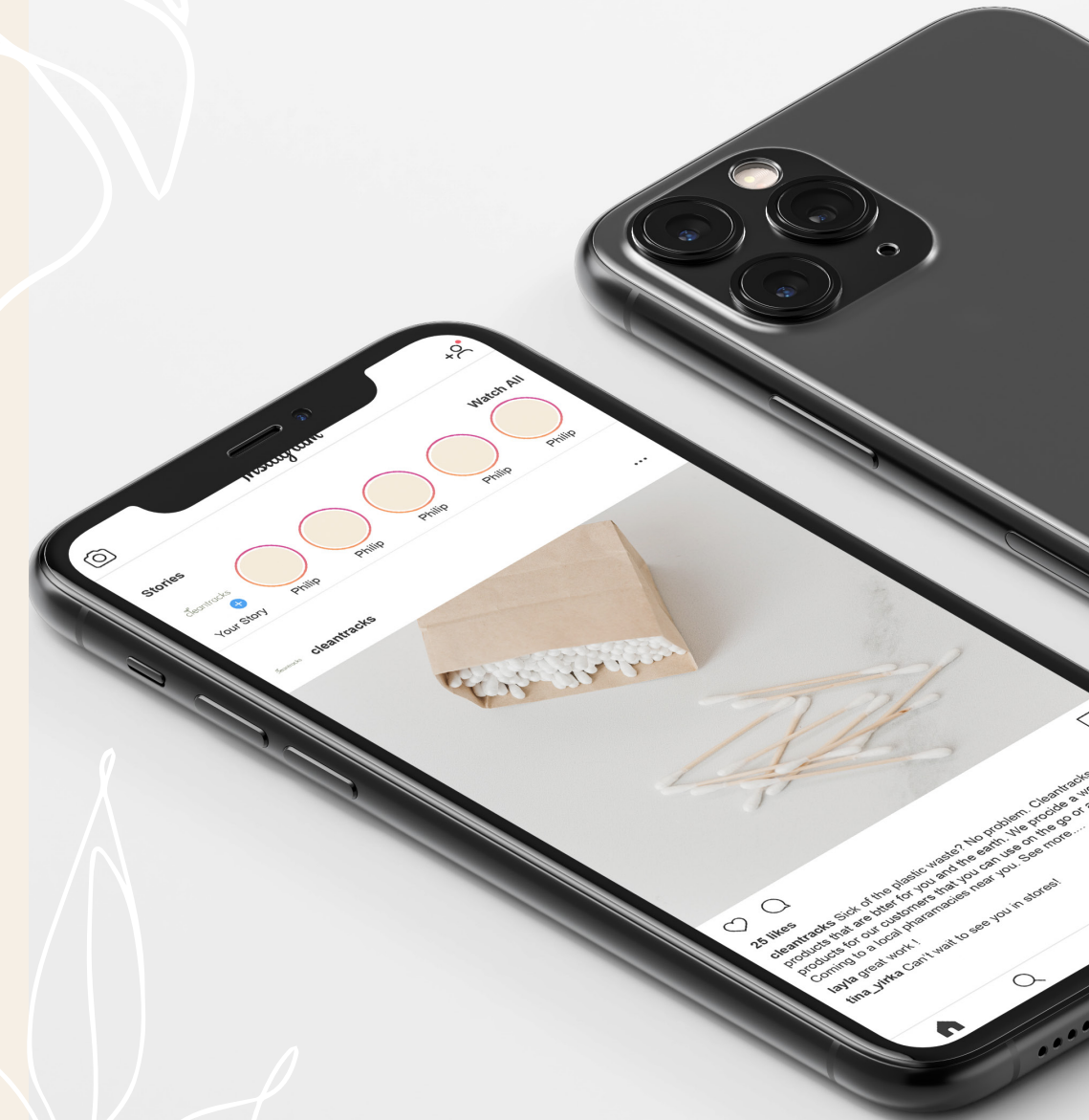
illustrations & imagery

Cleantracks likes to communicate the message through their illustrations which we will mainly use for our package design. To go along with the mark, the illustrations display other natural elements that describe meaning behind Cleantracks. Cleantracks takes inspiration from the environment which has a variety of elements, like plants, leaves, stems and vines.

Cleantracks uses imagery to communicate to their audience on social media. Consumers can imagine what the products look like and how they can vision themselves using it.

The images we they will show the products and ingredients that go into the brand. These photographs are taken from a top or a straight on view. These views allow customers to see the product in front of them as if they were in their actual home. The images will also have a clean and modern background to keep up with trends going on with other natural beauty brands.

Having a light surface for the products and ingredients will enhance Cleantracks' message of being clean and helping the planet. This is how our illustration imagery will be shown within the brand.





09

marketing goal

Cleantracks marketing goal is how they can communicate information with customers and other clientele. Cleantracks' marketing goal was developed from the research conducted and figured out where should Cleantracks spread their message.

Cleantracks will market to their customers through the use of social media platforms and trade shows.



social media

Cleantracks will have a major presence on social media. Being active on social media platforms helps the brand communicate to all audiences and market their products. This type of advertising will be done through Facebook, Instagram, and Twitter. They intend for customers to use the hashtag and get involved with the brand. When searching #cleantracks, consumers can be able to see who and how they are using it. These types of ads will be shown on the timeline or feed of the platform.

Each post that Cleantracks displays on their social media platforms that showcases products, ingredients, materials, or other ways to use the sustainable item. Cleantracks will provide a clean design for their advertisements to keep everything consistent.

Social media will allow for Cleantracks to communicate with their audience with images and videos on which they can comment on.



exhibition

Cleantracks creates a brand experience through the use of trade shows. Trade shows help bring all the different aspects of the industry together for Cleantracks, from consumers to distributors, to suppliers, all in one place. By the use of trade shows, Cleantracks was able to facilitate a negotiation with Walgreens in which their products could be sold in their stores.

Cleantracks is always looking for ways to grow their brand and build brand awareness with their customers. Using trade shows gives the company

a way to get their brand in front of new or already existing customers.

The best way to help attendants connect with the brand is by booth design. The booth setup will decide how customers view the company. Just like the main message for Cleantracks, the booth design conveys that as well. The booth will be set up with plants and greenery to focus on the environmental aspect. On the sides, products will be shown on wooden shelves to promote sustainability. This is how Cleantracks will be communicated at trade shows.





10

acknowledgments

First and most importantly, I would like to say thank you to Professor Thwing. No matter how hard us students were struggling, she always made things seem positive and motivated us to keep going, that it will all be worth it in the end. I would like to thank my family and friends for supporting and caring for me in my last semester at Farmingdale State College. To my classmates, we did it! We picked each other up and got through this all together. Lastly, thank you to all the professors who pushed me to become the designer I am today.



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Leslie Velasco / Phone / 2/27/20 @ 10pm

Dana DeRiso / Phone / 2/29/20 @ 730pm

Sam Spagnoli / Phone / 3/1/20 @ 1130am

Chris Spagnoli / Phone / 3/1/20 @ 11am

Juliana Yirka / In Person / 3/2/20 @ 12pm

Anonymous 1 / In Person / 3/6/20 @ 2pm

Anonymous 2 / In Person / 3/6/20 @ 230pm

Anonymous 3 / In Person / 3/6/20 @ 3pm

Anonymous 4 / In Person / 3/6/20 @ 330pm

Gonzalo Godinez / In Person / 3/6/20 @ 130pm

Mike Scudiero / Phone / 3/19/20 @ 11am

Esther Siedman / Phone / 3/27/20 @ 9am

Tara Cassidy / Phone / 3/25/20 @ 9pm

Stefani Cassidy / Phone / 3/25/20 @ 930pm

Dwight Smith / Phone / 3/25/20 @ 10pm

Christian Barrera / Phone / 3/28/20 @ 7pm

Alexis Conway / Phone / 3/28/20 @ 730pm

Jessica Sorrentino / Phone / 3/25/20 @ 6pm

Fabion Lewis / Phone / 3/27/20 @12pm

Sandra Albertini / In Person / 3/7/20 @1pm

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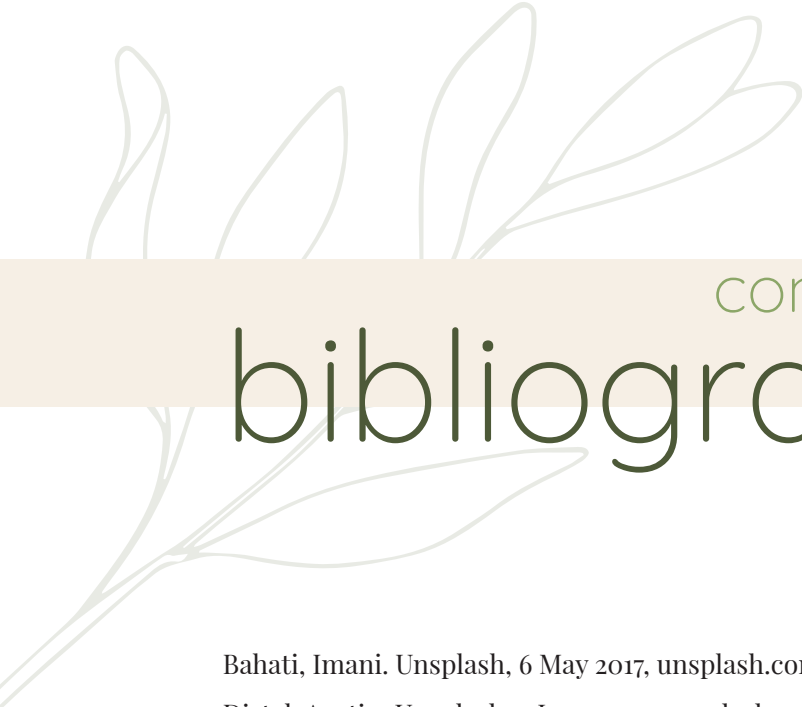
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