

# HUMANDATE

## Brand Identity

Envisioned by  
**Ashani Allen**

## About

HUMANDATE is a new and innovative manufacturer of sustainable consumer products. This unique initiative is born from a collaboration between on one hand an alliance of FMCG veterans and impact investors, contributing both their knowledge and influence in the world of the so-called old economy, and on the other hand a series of next generation start-ups in consumer product development across the globe in various product categories like food & beverages, body care and health improvement.

All activities of HUMANDATE are based on the idea that as human beings we have a mandate from our environment to find the best possible and sustainable balance in delivering products for human consumption and life improvement, while safeguarding our natural resources and minimizing the impact of our activities on planet and people.

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Labelicious Competition Submission (1/2)

I decided to rebrand Humandate with a countenance that's more **cutting edge, effective** and **professional**. This brand identity will be adjacent with its proprietary product line 'Sexty Something', I decided to take the initiative of rebranding the company, as I personally disagree with its existing logo due to its amateurish look.

I firmly believe that my brand revamp will **heighten** the **image, status** and **success** of Humandate.

current:





The Logotype

Solid

HUMANDATE®

Live Life, Sensitive & Sensible.

Gradient

HUMANDATE®

Live Life, Sensitive & Sensible.

Abbreviated Variant

HMD®

Live Life, Sensitive & Sensible.

Typography

Figtree

ab

Figtree Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

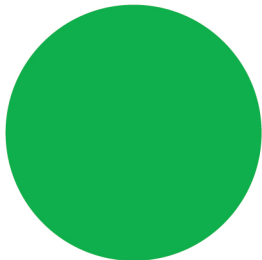
ab

Figtree Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

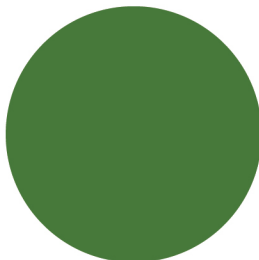
Brand colours

Primary



Hex value: 43AC58  
CMYK values: C: 84%, M: 0%, Y: 100%, K: 0%  
RGB values: R: 67, G: 172, B: 88

Accent



Hex value: 537841  
CMYK values: C: 75%, M: 31%, Y: 99%, K: 18%  
RGB values: R: 83, G: 120, B: 65



**Colour Adaptability**

**HUMANDATE®**

Sexty Something® plus

**HUMANDATE®**

Sexty Something® condoms

**HUMANDATE®**

Sexty Something® care

**HUMANDATE®**

Sexty Something® base

## Colour Adaptability with Abbreviated Logo

**HMD<sup>®</sup>**  
Sexty Something<sup>®</sup> plus

**HMD<sup>®</sup>**  
Sexty Something<sup>®</sup> condoms

**HMD<sup>®</sup>**  
Sexty Something<sup>®</sup> care

**HMD<sup>®</sup>**  
Sexty Something<sup>®</sup> base



**Live Life,  
Sensitive &  
Sensible**  
with **HUMANDATE**



JCDecaux

514601





Experience Life,  
Embrace Life,  
Live Life.

HUMANDATE

Sexty  
Something

direct to store



**HUMANDATE**

**HMD<sup>®</sup>**

Live Life, Sensitive & Sensible.

**Humandate** 

@Humandate

# SEXTY SOMETHING

## Product Line

Envisioned by  
**Ashani Allen**

## About

SEXTY SOMETHING® is a new - to be launched - brand line for consumers who are born before 1955, who dress with glamour, drive with style and dream about future years to come. While being over sixty, they love life, live like legends, and feel far from the finishing line.

When it comes to sustainability, they feel responsible to make better purchasing choices. The bonus for them personally: products that are healthier for both the inner body and outward appearance.

There's one thing that these consumers hate more than anything else: sustainable products that are designed to evoke an 'I buy green statement' for the outer world, and that - as a research group member phrased it - look "as if something died before it was even created" (end of quote).

That's why, as the result of a brand name study and peer group review, we deposited the trade mark SEXTY SOMETHING®. It's a name play on how 'over 60s' typically answer when asked for their age ("60-something"). The 'something' is not to be defined as they still feel 'not a day over sixty' ... and sexy! Hence ... SEXTY SOMETHING®



Logotype

Sexty Something®

Colour Varieties

Submark

Sexty Something® S®

Sexty Something® S®

Sexty Something® S®

Sexty Something® S®

Sexty Something® S®

## Logo Exploration

concept adjacent with merchandise

Sexty Something® base

Sexty Something® care

Sexty Something® plus

Sexty Something® condoms

Logo Exploration

concept variations

Two Lines

Sexty  
Something®

Singular Line

Sexty Something®

Submark

S®



Packaging Mockups

condom sachets





Packaging Mockups

condom boxes





# Packaging Mockups

Plus sachet





# Packaging Mockups

Plus Box





# Packaging Mockups

Care moisteriser





Packaging Mockups

syrup containers

