

Brenda Morales

CMMG1200

How the Ordinarys Design Follows Its Function

The Ordinary is a skincare brand relatively new to the market that prides and puts emphasis on its minimalist approach in formula, packaging and design. It was made with a certain audience in mind, those who are enthusiastic about skincare and know which ingredients are necessary for the purpose of the product. The creator has brought up how brands put so many details in packaging, formula, and phrases to charge more and convince the audience that it is worth how much they are paying for. With a company that recently formed and little to no detail and changes added to its logo, some would believe that there might not be as much history and reason behind it however the philosophy and thought put into the minimalistic design, which trends to use, and how they want to brand themselves to their audience is vast and effective.

The Ordinary sticks to simple color palettes, fonts and design for their brand and emphasize how they stick to what is minimal while using what is effective. I believe this basis of the design follows similar ideals from the Bauhaus and Swiss international movements, in which designs should be as simple or nonexistent as possible in order to make the product or purpose stand out during that period of time. The logo does not have an added visuals it is just simple text with a white background making it clear and legible using a thin sans serif font for 'the' and a thick bold sans serif font for 'ordinary.' I believe this is effective, both words are legible however 'ordinary.' is given more importance for emphasis on what could be considered the description for their brand. When it is

placed in icon form (just an 'O' with a period) the period is on the longer logo and packaging as well which I believe was added to state how forward they are, not needing more explanations.

The Ordinary has the advantage of being a brand created during this time and having minimalist design from the beginning of it's creation, making it appear stylish as well as effective. Minimalism has become a trend in design with many top brands and corporations, changing recognized logos either slowly, or having immediate changes, ridding them of any details that may be deemed unnecessary. Minimalism is not just a trend however as there were monuments dedicated to it; such as Constructivism which rejected traditional art and having art for the sake of it instead going for a more functional and modern look, designers believed that all the materials shown and seen were to be used and to have a purpose which I believe is the same philosophy The Ordinary has for design and formula. Bauhaus design was influential for minimalist design as well having a focus on communicating and hierarchy to show importance and have a direction, which is clear in the packaging and web design for The Ordinary where everything is legible and lined up while having differences in font size and weight. Swiss Style's purpose was to make design as minimal and suppressed as possible in order to let the content and purpose be the focus and was easily characterized by its use of sans serif fonts and white space and these characteristics are clear in The Ordinary with how they use a consistent and simple sans-serif font, palette and layout. These movements in design helped shape and create rules for graphic designers to use in order to make their message effective.

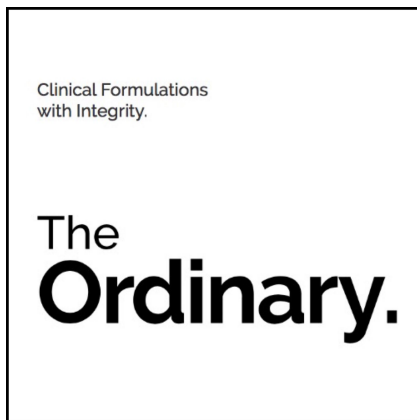
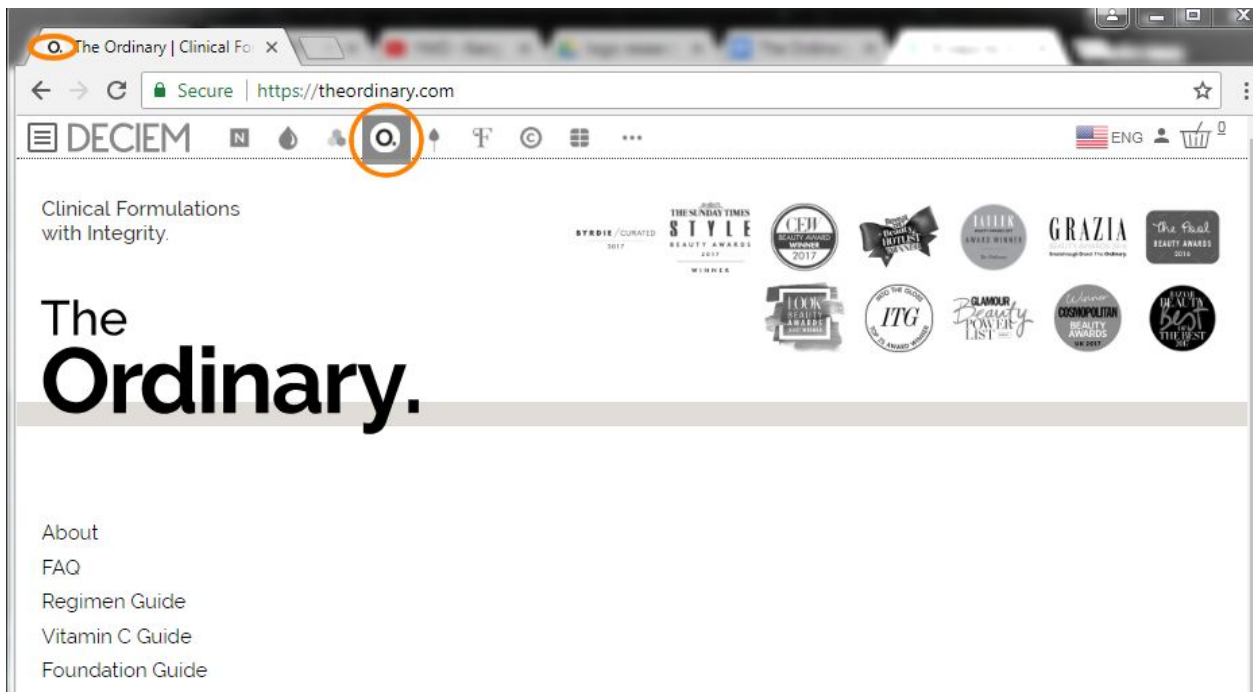
The Ordinary has decided to make sure they are transparent in all aspects: advertising, packaging and logo, and with the assistance of social media they show how they are aware of what their audience looks for. With skincare, there is a lot of effort to make the logo and packaging look intricate or elegant to the extent that even the formula gets unnecessary dyes added to it for visual appeal (which has the skincare enthusiasts debating about whether this will affect the skin in a long

run). With the increasing use in social media it is easy to find reviews on products and with so much competition reviewers make sure to point out every possible detail in brands. The Ordinary has made it clear that they anticipated this, in fact they embraced it and used the 'word of mouth' to advertise their brand. Often, when you watch skin care product reviews there's an added section dedicated to the packaging and whether or not it's possible to get all the product out when before it was more about visual appeal and smell. When you watch the reactions of skin care YouTubers the first thing they bring up is how minimal the brand is, which shows how successful their message, brand identity and formula has been, they also have proven how they care about efficiency, changing packaging in order to make the product more accessible.

The Ordinary has effectively appealed to the audience they anticipated which are people that research skin care and formulas they have made it clear that they do not expect an audience that knows little to nothing about skin care, it's almost 'clinical' looking design helps make it clear to buyers about what to expect scent, packaging and formula wise. Why is recognition of having a clinical formula and scent important? Well as you go through the more dedicated skin care communities you start to learn about their rules and philosophies in what they find acceptable for products and how they have embraced herbal and chemical formulas, having a distaste towards any added perfumes or complicated 'aesthetically pleasing' packaging that makes it difficult to use all the product in the bottle. When you view the products from Decium, the company that holds several beauty brands under it including The Ordinary you can see a reoccurring theme of minimal design to packaging and logos when you check their website you can see all the people in their staff and they seem to have a small group of graphic designers dedicated to this company; Esther Rodas being in charge of identity design.

The purpose for a design and logo is to convey, and execute a purpose for a specific audience in mind, I believe that the brand has researched both for their formulas and audience effectively as the

majority of their audience has found something they enjoyed and many have stated how respectful they find the purpose to be. The elements for a successful design are evident in the logo, whether it's intricate or minimal, in order to make a logo effective sticking to the most simple solution is encouraged, and making it relevant to the brand in order to give it an identity so it can stick to people's heads. The Ordinary does not advertise itself as a clinical miracle product, it states why it was created, what they put thought into and make it very easy to use making.



Sources

Airey, David. *Logo Design Love: a Guide to Creating Iconic Brand Identities*. New Riders, 2015.

Deciem. "Clinical Formulations with Integrity | A DECIEM Brand." *The Ordinary*, <theordinary.com/about>

Deciem. "THE ABNORMAL BEAUTY COMPANY." *DECIEM*, <deciem.com/people>.

Meggs, Philip B., and Alston W. Purvis. *Meggs' History of Graphic Design*. Wiley, 2016.