



Naturaleza que se siente.

pura

Cuidado puro, como antes.

The Strategy

P2 – MARGIN WITHOUT SCALE

CUSTOMERS ALREADY PAY
PREMIUM; FOCUS ON INCREASING
PERCEIVED VALUE, NOT REDUCING
COSTS.

R3 – DESIGN CAPABILITY

DESIGN IS THE CORE
DIFFERENTIATOR; DRIVES
PERCEIVED QUALITY AND
WILLINGNESS TO PAY.

S2 – PREMIUM CONSCIOUS PROFESSIONALS

VALUE DESIGN AND EXPERIENCE
OVER PRICE; IDEAL FOR A
PREMIUM POSITIONING.

M3 – ENTRY OF PREMIUM FOREIGN BRANDS

COMPETITION RAISES
STANDARDS; FORCES
DIFFERENTIATION, NOT PRICE
COMPETITION.

E2 – PREMIUM CIRCULAR DESIGN

ALIGNS DESIGN, SUSTAINABILITY,
AND EXPERIENCE; CREATES A
COHERENT PREMIUM STRATEGY.

Brand Identity

PURA

PURITY + MEDITERRANEAN ORIGIN

**NATURALEZA QUE SE SIENTE.
CUIDADO PURO, COMO ANTES.**

SENSORY + HERITAGE POSITIONING

PACKAGING

MINIMAL + REFILL ; SUSTAINABILITY IS
REAL, NOT COSMETIC

TYPOGRAPHY

PRIMARY FONT

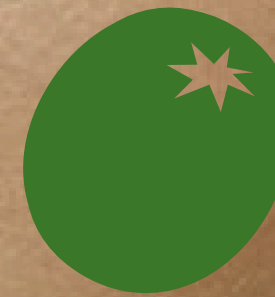
MELODRAMA

SECONDARY FONT

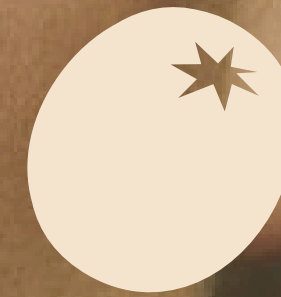
AVENIR

COLOR PALETTE

THE PANTONE PALETTE DIFFERENTIATES PURA
FROM COMPETITORS WHILE REINFORCING
NATURAL ORIGIN AND PREMIUM POSITIONING.



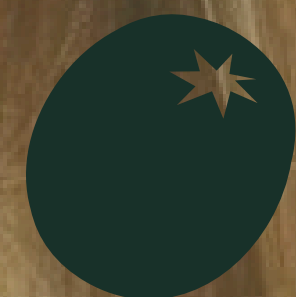
PMS
356 C



PMS
9180 C



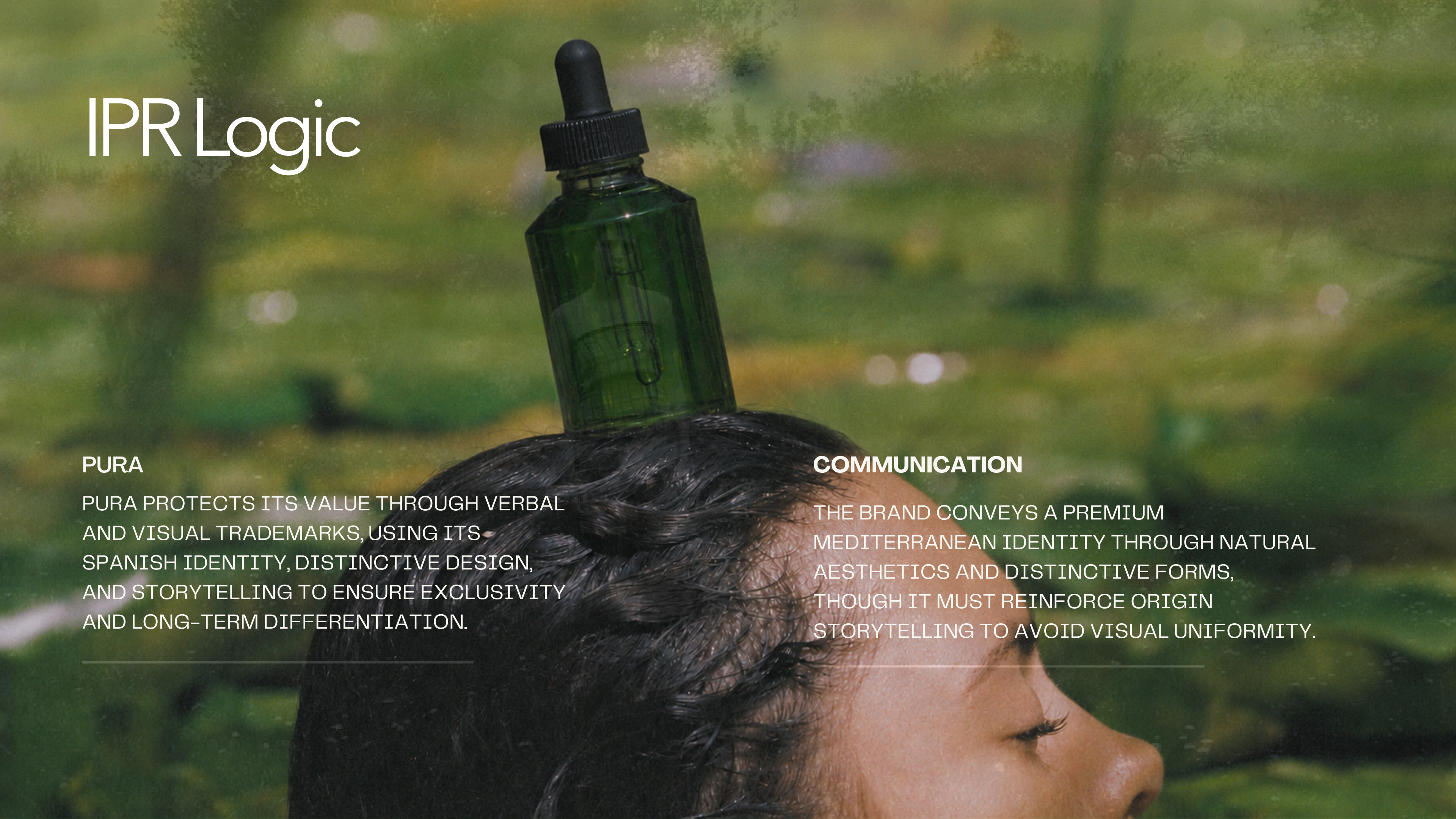
PMS
7508 C



PMS
5535 C



IPR Logic

A woman's head is shown in profile, facing right. On top of her head is a green glass bottle with a black dropper cap. The background is a blurred green landscape.

PURA

PURA PROTECTS ITS VALUE THROUGH VERBAL AND VISUAL TRADEMARKS, USING ITS SPANISH IDENTITY, DISTINCTIVE DESIGN, AND STORYTELLING TO ENSURE EXCLUSIVITY AND LONG-TERM DIFFERENTIATION.

COMMUNICATION

THE BRAND CONVEYS A PREMIUM MEDITERRANEAN IDENTITY THROUGH NATURAL AESTHETICS AND DISTINCTIVE FORMS, THOUGH IT MUST REINFORCE ORIGIN STORYTELLING TO AVOID VISUAL UNIFORMITY.



Thank You!

PURA.COM

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