

Seventh Generation Laundry Detergent

"We Believe in a Seventh Generation.
For over thirty years, we've been on a mission to transform the world into a healthy, sustainable, and equitable place for the next seven generations—and beyond."

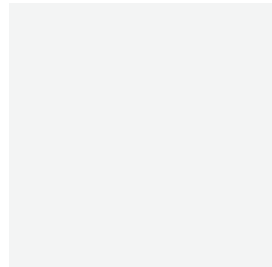
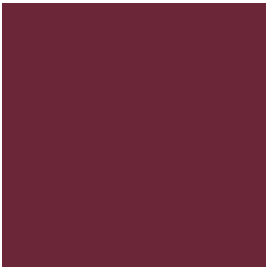






Seventh Generation is an eco-friendly home cleaning company that allows every person to contribute to sustainable living. Their laundry detergent is biobased and effective to remove stains and dirt while being conscious of its ecological footprint.



This logo includes seven leaves to represent the seven generations this brand seeks to protect. The leaves are arranged to create an outline of a tree in the centre with the contrasting colour. This demonstrates Seventh Generation's ecofriendly and planet conscious attitude towards everyday living.



Purposeful - Green - Sustainable - Clean living

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	4B1F3A		258A5B		F8CFD5
	71C9BF		BA72AF		FEE164

Headline Font

Courier **COURIER** **COURIER**

Subheadline Font

Noteworthy **NOTEWORTHY** **NOTEWORTHY**

Body Text Font

Avenir
Lorem ipsum dolor sit amet, consectetur adipiscing elit

Creative Brief
Cali Nessman
CMNS 3230

CREATIVE BRIEF	Seventh Generation	March 2026
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Project Background (What is the current situation? What problem are we solving)

- We are solving the problem of low visibility while presenting Seventh Generation as a product consumers would choose in a competitive market.

Project Objectives (What do we want to accomplish)

- We want to showcase Seventh Generation as the pioneer of green products in North America
- We want to recreate the brand identity to provide a stronger visual presence
- We want to increase memorability to create a competitive green cleaning product.

Brand Vision (How is this brand going to change the world?)

- Seventh Generation will change the world by providing consumers with safe and eco-friendly cleaning products.
- Seventh Generation is a green company that focuses on environmental sustainability in daily tasks.

Brand Core Values (What does this brand stand for?)

- This brand stands for clean living and environmentally conscious habits
- Seventh Generation offers safe cleaning alternatives at no cost difference to encourage sustainability.

Value Propositions (What job does this brand do best?)

- Seventh Generation reflects “long-standing heritage and brand equity as the pioneer of ‘Green Product’ category in North America”
- The brand offers authentic and natural cleaning alternatives for consumers at little to no extra cost

Core Audience (Who is this brand serving?)

- Primary audience: All families and adults looking to make easy eco-friendly habits in their regular routine.

- The product is non-toxic, natural, and environmentally sustainable, perfect for any person but can be appealing to families with young children or pets.

Competition Audit (Who is the competition? What are the best practices in the field?)

- Environmentally friendly competitors: Method, Ecover, Attitude, Nature Clean
- Popular detergent competitors: Gain, Tide, Downy
- Seventh Generation will be competitive by offering affordable prices, increasing product placement in local stores, and presenting long-standing environmental and cleaning success.

Potential phrases/slogans

- Clean with intention
- Clean Clean
- Family to Family
- Cleaning for generations and for generations to come
- Simple is consistent
- Clean your clothes and your planet



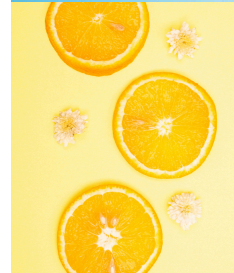
User Persona

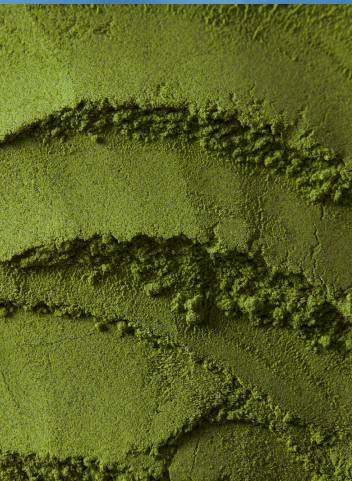
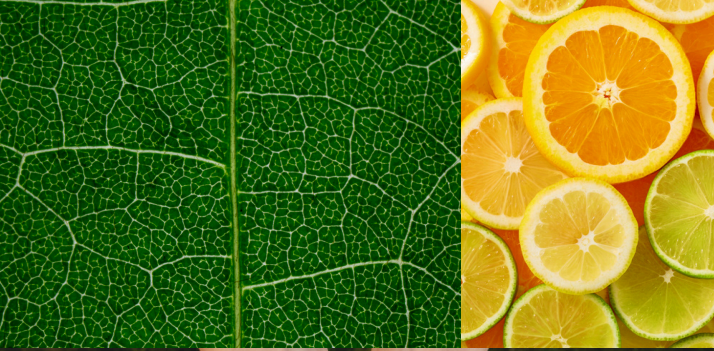


Current Design and Competition



Brand Inspiration Board





Initial Draft Logo Ideas

Planning and prep

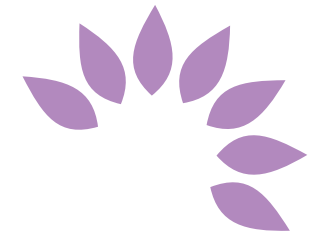
- Include 7 leaves
- Eco friendly colours
- Colours reflect scents
- Include natural or green elements
- With leaves: create an outline of a tree, bird, or other environmental icon
- Should colours reflect environment or stand out on shelves?
- Art-based logo or text-based logo?
- Script font, serif, or sans serif?
- Why does the current design not work?



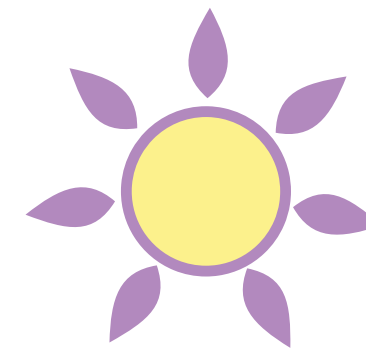
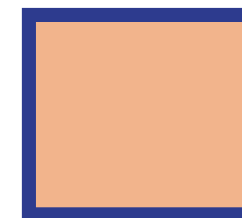
Seventh
Generation



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Narrow Down Logo Choices



Current Seventh Generation style and design



Design variation and style

Three variations of Seventh Generation Wildflower scent laundry detergent



Not using because the logo doesn't really resemble a bird, doesn't stand out, and placement feels unbalanced.



Using this design because it is balanced, shows important information and is unique.



Not using because bright colours may not suggest an eco-friendly product.



Additional scent and styles based on chosen design.