

little  
monsoon

little monsoon  
**brand introduction**

product :

little monsoon

lookbook theme :

wonderland

prompt :

a portal to soothing escape

prompt explained :

gardening is a hobby, something we do to relax.

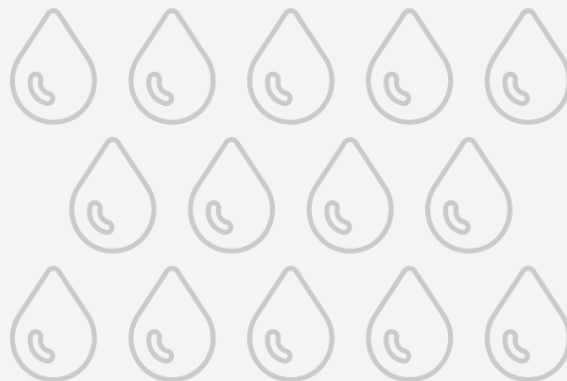
most of us hustle hard, working 8-5 jobs or juggling household work. it's not easy work; it's exhausting. even though we set hours for work, we often get sucked into it, carrying the exhaust throughout the day and take it to the next day just to repeat the same cycle.

enter the little monsoon, a portal to soothing escape.

as you finish your busy day, take a moment. step outside and do a little gardening. listen to the showers of little monsoon and feel yourself transported into wonderland. a wonderland not of fantasy, but your real life, the nature around you, the family, friends, pets, and simple joys we often miss while worrying about the busyness of life.

yes, life is hard, but it's actually a wonderland.

let showers of little monsoon help you see it, feel it better...



why the little monsoon and how does it relate to the prompt :

i chose the little monsoon watering can  
because it represents more than just a gardening tool,  
it symbolizes a peaceful escape from the stresses of daily life.

the prompt, "a portal to soothing escape,"  
captures the essence of gardening as a relaxing hobby, offering a chance to step  
away from the exhausting cycle of our busy lives.  
for most of us who often carry the workday's stress throughout the day, the little  
monsoon provides a moment of tranquility. it invites everyone to reconnect with  
nature and find calm through simple, mindful gardening.

inspired by the prompt,  
this product reflects the idea that while life can be hard and overwhelming,  
a small act of nurturing plants can transport you to wonderland,  
reminding anyone of the beauty and joy already present in life.



little monsoon  
**brand identity**

logo



the logo is a simple and modern one to suit the style of our time. It comes in a full colour version, grey version and white version and should be alternated based on the background. the colours and gradient for the full coloured version is curated to convey a wonderland.

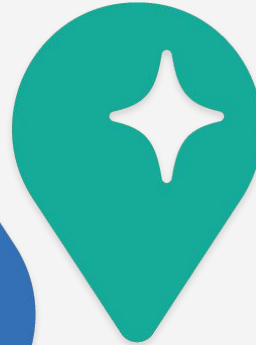
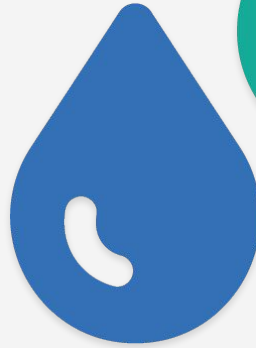
The logo is displayed on a light grey background. The text 'little' is in a dark grey font with a small star above the 'l'. The text 'monsoon' is in a dark grey font, with a blue water droplet and a green location pin with a white star between the 's' and 'o'.

The logo is displayed on a white background. The text 'little' is in a dark grey font with a small star above the 'l'. The text 'monsoon' is in a dark grey font, with a blue water droplet and a green location pin with a white star between the 's' and 'o'.

The logo is displayed on a dark grey background. The text 'little' is in a white font with a small star above the 'l'. The text 'monsoon' is in a white font, with a white water droplet and a white location pin with a white star between the 's' and 'o'.

# submark

a water droplet,  
representing the showers  
of little monsoon



a sparkling tree,  
representing the trees  
of a wonderland



the submark can be alternated for the logo in an occasion where the product in consideration is know to be the 'little monsoon'. it can be used as a watermark, or a badge.

# colour palette

primary  
colours

#ffffff



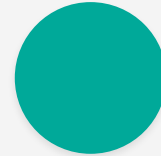
#7d7d7d



#376fb6



#00a999



secondary  
colours

#fcb34d



#f4795b



#d3435c



#5a489c



the colour palette includes vibrant and happy colours, ones that you may witness in a wonderland!

the primary colours are the main brand colours, and should be used dominantly when curating materials. Secondary colours can be used as accents and highlights.



# typeface

primary  
font

## Playwrite DE Grund

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

secondary  
font

## Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

both font options are relatively simple and modern. the primary font should be used for the main headings and topics whereas the secondary font should be used for the body texts. both font options can be used in any of the weights available based on the need.

## brand elements



these are a few additional elements to create a better visual impact,  
and they can be used in any of the colours in the brand palette

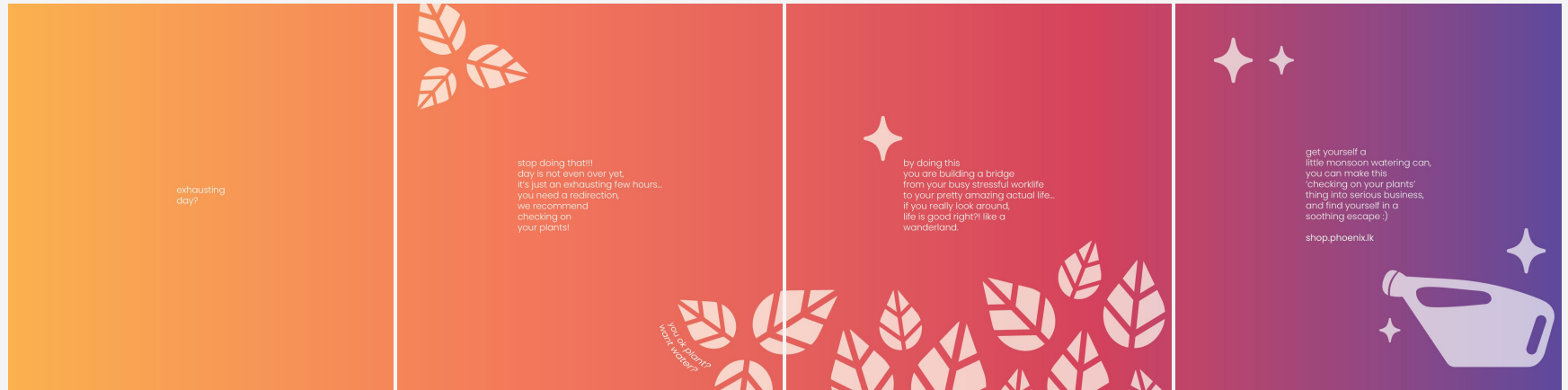
little monsoon  
**brand application**

## social media content



a series of social media posts with the brand elements, and explaining how the little monsoon is indeed a portal to soothing escape...

# social media content



carousel posts with a call to action directing customers to buy the product.

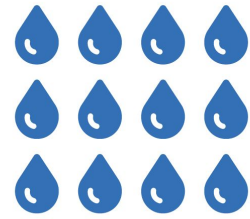
# promotional content

a brochure on watering plants that can be distributed during promotions



# promotional content

An x-banner to keep  
on display during  
promotions



witness a  
soothing  
escape into  
wonderland



all you need is a  
little monsoon



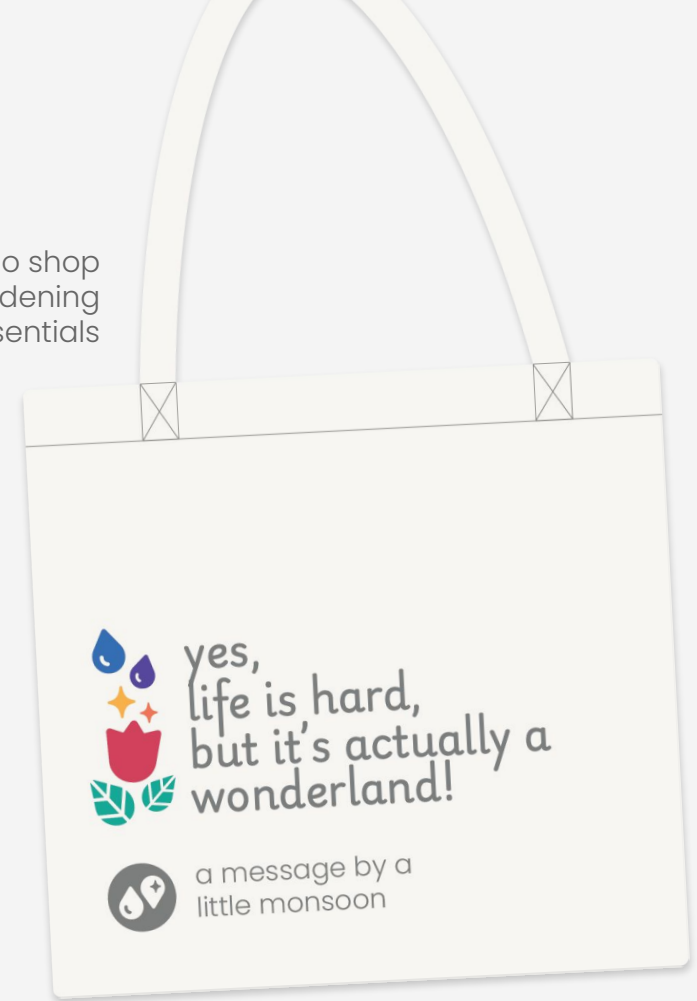
visit [shop.phoenix.lk](http://shop.phoenix.lk)

## complementary items



stickers for your  
laptops and bumpers  
to show your passion

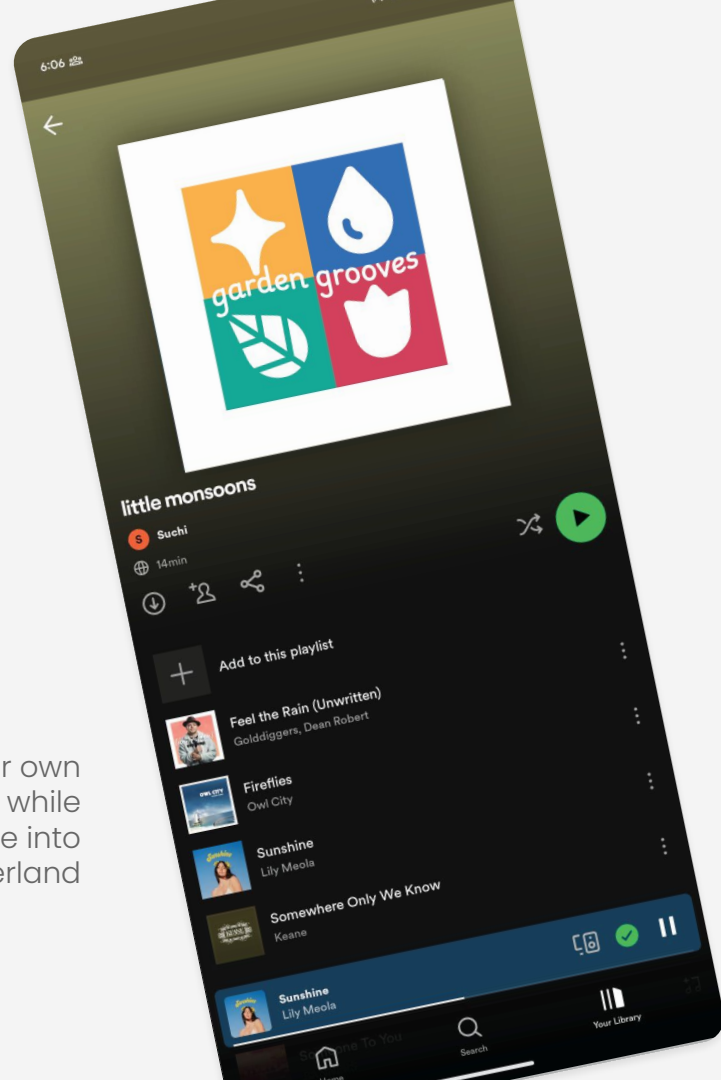
a tote bag to go shop  
for your gardening  
essentials





a playlist for gardening

curate your own  
playlist to play while  
yo escape into  
wonderland



little monsoon  
**product promotion**

# diyatha weekend market

the diyatha weekend market is a popular hubspot for plant supplies. there are many small but full stalls with all kinds of plants in the diyatha park during the weekend, and it is always crowded with those who have a passion for gardening.

this makes this location a perfect place to promote the little monsoon watering can. while shopping for plants and supplies, people will be easily drawn to the watering can as well.

thus a stall at the diyatha weekend market would be a great option to physically promote the product.



## small scale plant sellers

small scale plant sellers often have a loyal customer base, that return to the same shop for their plant supplies.

thus, leaving a few units of the product at these shops would be another good way to physically promote the product. the sellers can use one unit for their watering and tending needs, which will be a great way to showcase the functionality of the product to our target user base. and if anyone is interested they can purchase it at the plant sellers shop it self.



# influencer marketing

one of the most popular methods of digital promotions today.

by selecting a few influencers who would relate well to our brand message, this strategy can be leveraged well for the promotion of the little monsoon.

influencers who are young parents or works at corporates would be a good fit for our purpose. they can showcase the use of the product and share their experience relating it to the brand message, which would be a great way to promote the product.

a few good fits

- @naaminijay
- @love.plate
- @ganguleewalpola

▶ views

▶ views

▶ views

▶ views

▶ views

▶ views

## designer details

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