

Viva la Rojo—Web Image—Social Media Ad



A larger version of this image is available on page 3

Design Brief

Belle Cosmetics, a high-end beauty brand known for its premium makeup and fragrance products, is launching a new red lipstick. They require a sleek, modern, and minimal social media ad to showcase the product and elevate the brand's luxury appeal. The design itself doesn't require much text, as it will be displayed in a captioned post. The target audience would be makeup gurus and artists.

Design Type

This design is a modern and minimal web image for a social media ad.

Goals and Mission

Create a sleek and modern design that showcases the product while elevating the brand's luxury appeal.

Target Audience

Makeup gurus and makeup artists

Color Palette & Elements

Red (lipstick), black, and white palette; red lipstick; minimal text (elegant style)

Size Requirements

Web image; 1080 x 1080 pixels

Programs Used

I used **Adobe Express** and **Photoshop** to create this design.

Adobe Express

The design text was placed using Adobe Express, which was also used to generate the red lipstick graphic with a glitter-infused, shimmery handle and lid for added visual appeal.

Adobe Photoshop

Photoshop was used to generate the background and clean up the look of the lipstick.

Design Explanation

The design features a gradient background that creates a soft spotlight effect, placing visual emphasis on the lipstick graphic at the center. This gradient transitions from a bright white core to a rich red, eventually fading into black at the edges. The red draws attention while complementing the shade of lipstick, and the black adds a sense of luxury, aligning with the brand's high-end identity.

Cursive typography is used to convey elegance, with the curl of the heart element echoing the fluidity of handwriting for a cohesive touch. Upon discovering that the lipstick is named 'Rojo' and that the brand owner is a proud Latina-American, the phrase 'Viva la Rojo' was chosen to celebrate cultural pride and enhance brand storytelling.

The font used for 'Belle Cosmetics' complements the cursive script with a bold, clean design, ensuring legibility at smaller sizes while maintaining visual balance.

