



A large, dark, vertical photograph of a forest with tall, thin trees and dappled sunlight filtering through the canopy, occupies the background.

Find your claim in every sand grain.



沙 SAND &
逸 SOOTHE

Soothe your mind, shape your thoughts, and let the sand flow.

MISSION

Mission Statement

At Sand and Soothe (沙逸), we believe that every individual deserves a meaningful outlet for relaxation, creativity, and emotional well-being. We design a wide range of distinctive sand therapy products—each thoughtfully engineered with unique features and styles—so that everyone can find a perfect, playful fit.

By combining modern aesthetics, eco-friendly materials, and the comforting nature of sand, our products transform ordinary moments into soothing, imaginative experiences. Through continuous innovation, we aim to bring accessible, customized sand therapy to all, nurturing creativity, mindfulness, and connection, one grain at a time.

IDENTITY

Logo+Color+Font

LOGO

Core Logo

The Sand & Soothe (沙逸) logo blends the balance of stacked stones with the flowing movement of sand, symbolizing harmony, mindfulness, and creative freedom. This minimal, nature-inspired mark reflects our mission to provide calming, expressive experiences through thoughtfully designed sand therapy toys.



LOGO

Alternative Logo

As part of our brand identity, we offer carefully crafted logo variations to ensure consistency and flexibility across different applications. These alternatives include simplified, monochrome, and stacked versions designed for digital, print, and specialty use—all while maintaining our brand's core recognition.

沙 SAND &
逸 SOOTHE



沙 SAND &
逸 SOOTHE

沙 逸 SAND & SOOTHE

LOGO

Clear Space

The minimum clearance is equal to the height of the letter "N" in the logo (as shown below). No text, graphics, or decorative elements should appear within this protected area.



FONT

Font Pallet

Logos

Futura Regular

Sand & Soothe

Titles

Source Code Variable Semi Bold

Sand Flow

Tag Lines / Sub Titles

Courier Regular

Gravity Sand Dome

Body Copy

Courier Regular

sand and Soothe, founded in 2025, is dedicated to creating immersive and therapeutic sand-based experiences that promote relaxation, creativity, and emotional well-being. With a strong belief that everyone deserves a meaningful outlet for self-expression and stress relief, Sand and Soothe designs a diverse range of sand therapy toys, each thoughtfully engineered with unique features and styles to suit different preferences.

Source Code Variable Regular

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Captions

Courier Extra Light, Light, Regular, Medium

Find your calm in every sand grain
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COLOR

Brand Color



Moss

Hex: #101a1c

RGB: 16, 26, 28

CYMK: 43, 7, 0, 89



Jungle

Hex: #243835

RGB: 36, 56, 53

CYMK: 36, 0, 5, 78



Cactus

Hex: #4d7065

RGB: 77, 112, 101

CYMK: 31, 0, 10, 56



Cedar

Hex: #834a2b

RGB: 131, 74, 43

CYMK: 0, 44, 67, 49



Limed Oak

Hex: #c17f4d

RGB: 193, 127, 77

CYMK: 0, 34, 60, 24

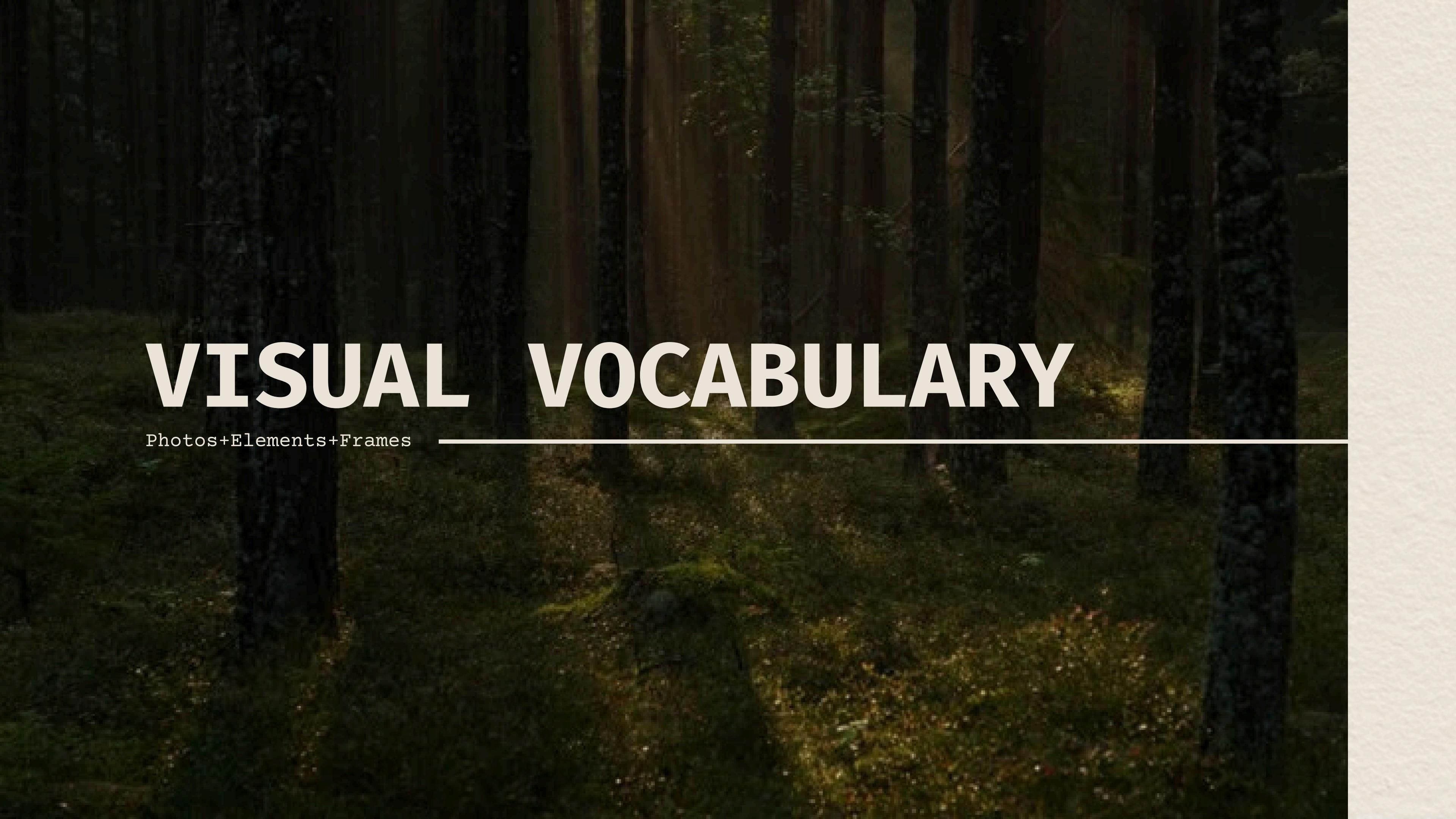


Sand

Hex: #e2bf90

RGB: 226, 191, 144

CYMK: 0, 15, 36, 11

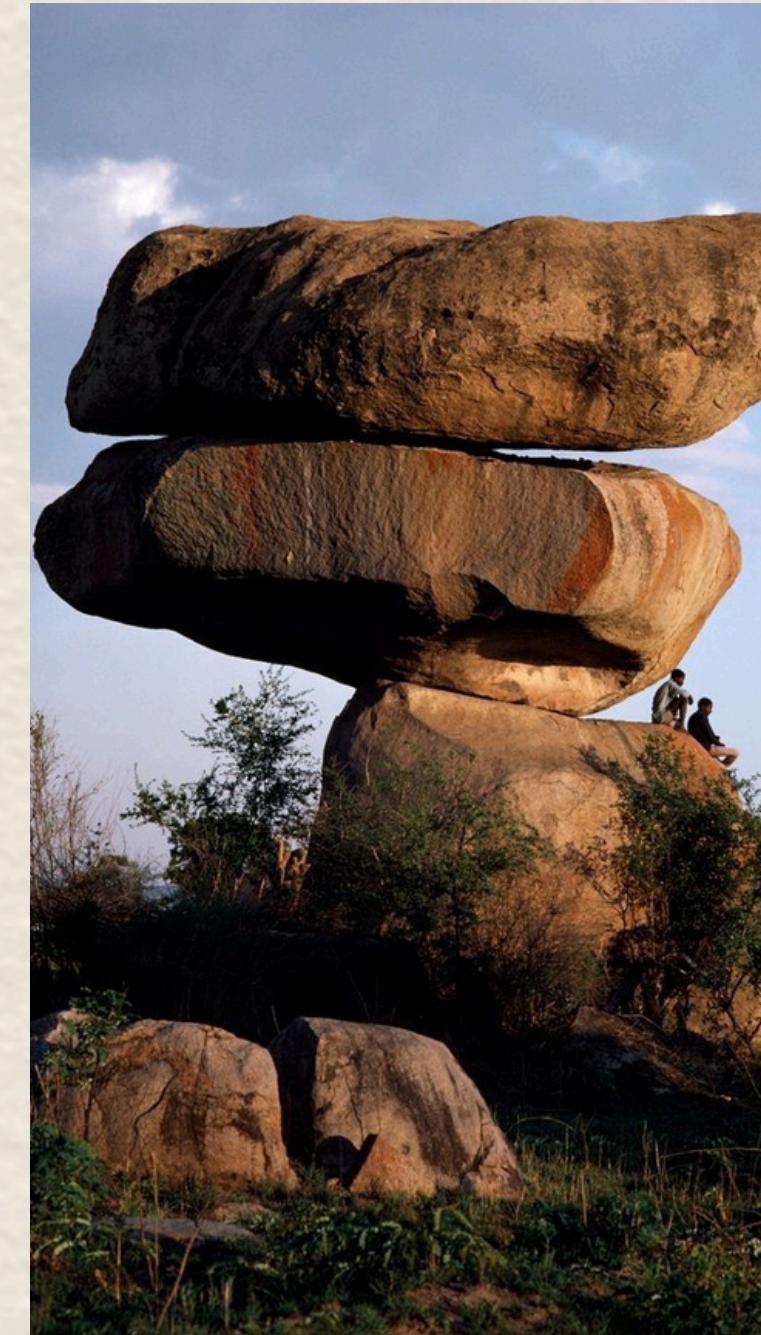
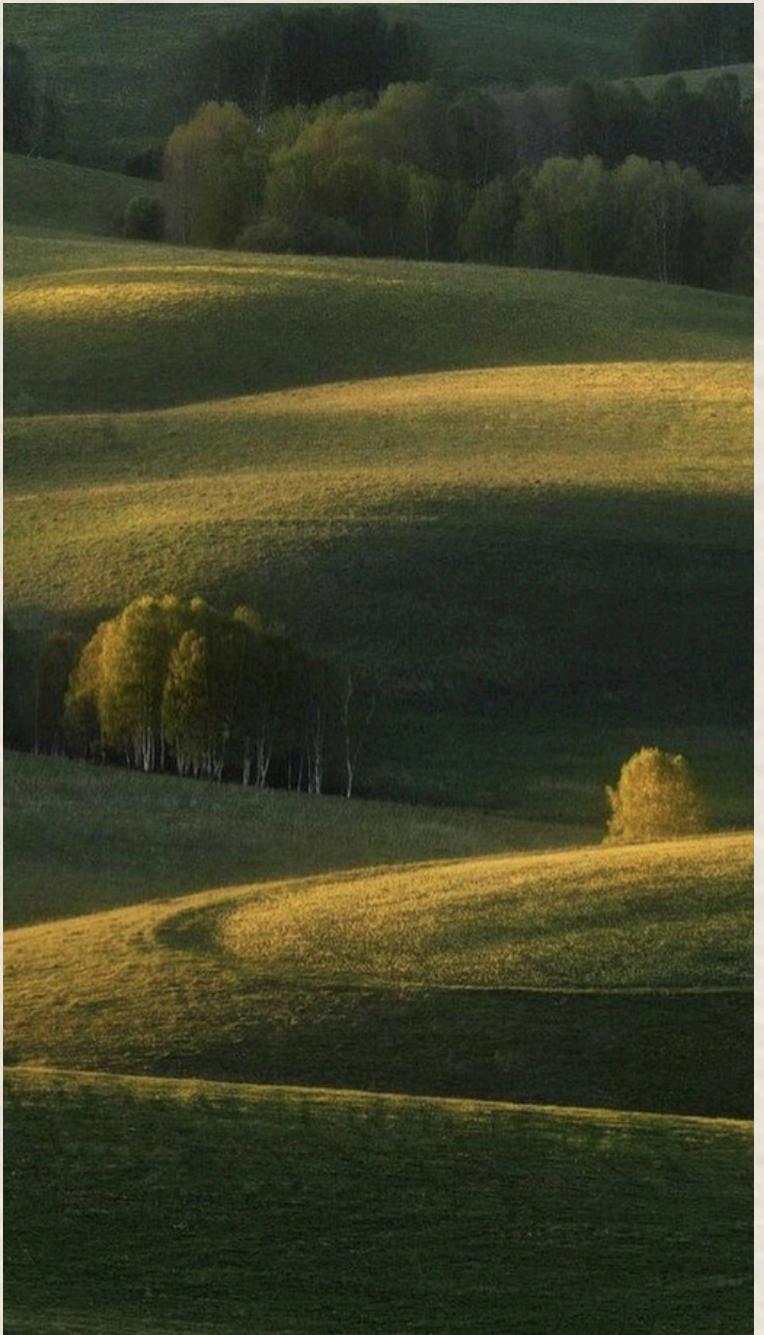


VISUAL VOCABULARY

Photos+Elements+Frames

VISUAL VOCABULARY

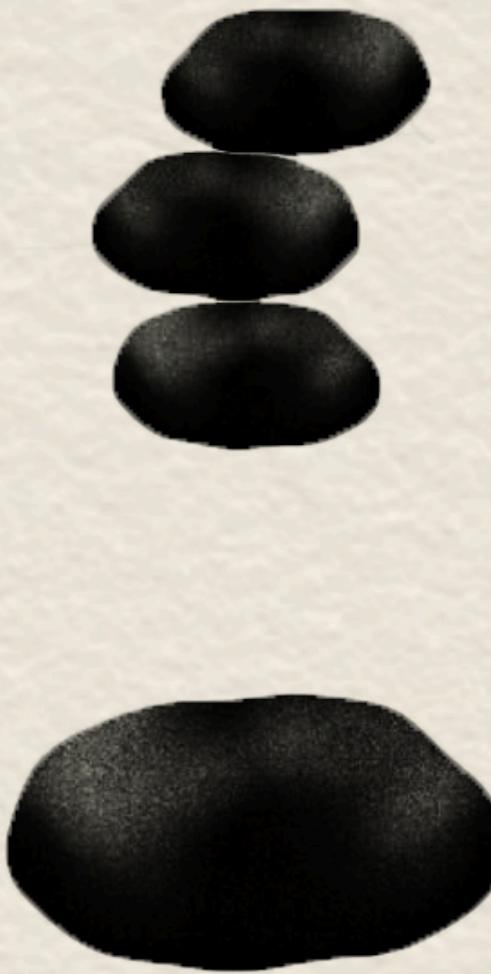
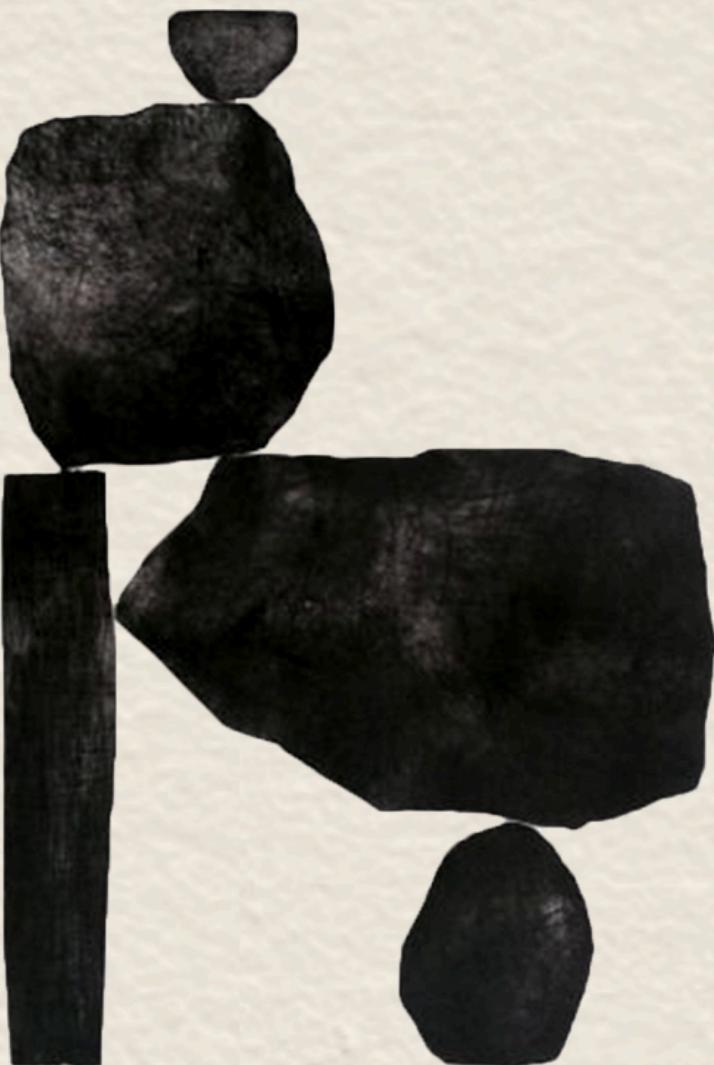
Photos



VISUAL VOCABULARY

Elements

Soft doodles, Stone elements and gentle graphic accents form the heart of our visual language. These playful elements echo the texture of sand and the spontaneity of creativity, giving every piece of our brand a personal, flowing touch.



VISUAL VOCABULARY

Frames

Our whimsical, freeform frames mimic the organic shapes formed by drifting sand. These frames are used to softly highlight important content, bringing a sense of movement, lightness, and handmade warmth to our visual storytelling.



Fragrance Tag



Business Card



PRINT

Stationary+Products

PRINT

Stationery

Our stationery collection, featuring letterheads, envelopes, and cards, embraces clean lines and soothing colors. The soft, natural textures and delicate branding elements ensure that even a simple note carries the spirit of mindfulness and creativity.



PRINT

Matches

Designed as small companions to our products, these matchboxes feature simple, hand-drawn patterns and calming colors. They're not just functional—they extend the sensory experience of Sand & Soothe, creating cozy moments with every spark.



PRINT

Bags and Tags

Our eco-friendly bags and tags are crafted from biodegradable materials with soft textures and minimalist designs. They complete the Sand & Soothe experience by wrapping every purchase in a message of thoughtfulness, care, and gentle beauty.





STORE

Exterior + Interior

STORE

Exterior Signage



STORE

Interior Space



STORE

Fragrance



Perfume Oil



Packaging

STORE

Candle

Our sand-toned candles embody calm and craftsmanship. Set in minimalist concrete vessels with embossed branding, each candle offers not just light, but an invitation to pause. Paired with our biodegradable packaging and thoughtful tags, the unboxing becomes a ritual of mindfulness—soft textures, subtle scents, and a quiet moment of care.



STORE

Packaging



ADVERTISING

Posters + Sidewalk Sign -

ADVERTISING

Outdoor Poster

Displayed in a serene architectural niche, our outdoor poster uses soft, organic shapes stacked like balanced stones to visually guide the viewer from 'Balance' to 'Focus' to 'Unleash.' The earthy palette, natural shadows, and minimalist typography create a harmonious atmosphere, drawing passersby into the meditative world of Sand & Soothe.



ADVERTISING

Outdoor Poster

Large-format outdoor posters feature playful sand patterns, soft pastel colors, and calming messages. Positioned in open spaces, they gently invite the public to slow down, breathe deeply, and reconnect with their inner creativity.



ADVERTISING

Event Poster

Designed to promote workshops, pop-ups, and creative sessions, our event posters carry lively, hand-drawn illustrations paired with joyful typography. They embody the spirit of community, imagination, and the simple joy of sand play.



ADVERTISING

Sidewalk Sign

Our sidewalk signs combine natural materials with friendly, flowing graphics. They are positioned at storefronts or pop-up events, catching the eye while softly encouraging passersby to step into a world of calm, creativity, and playful exploration.





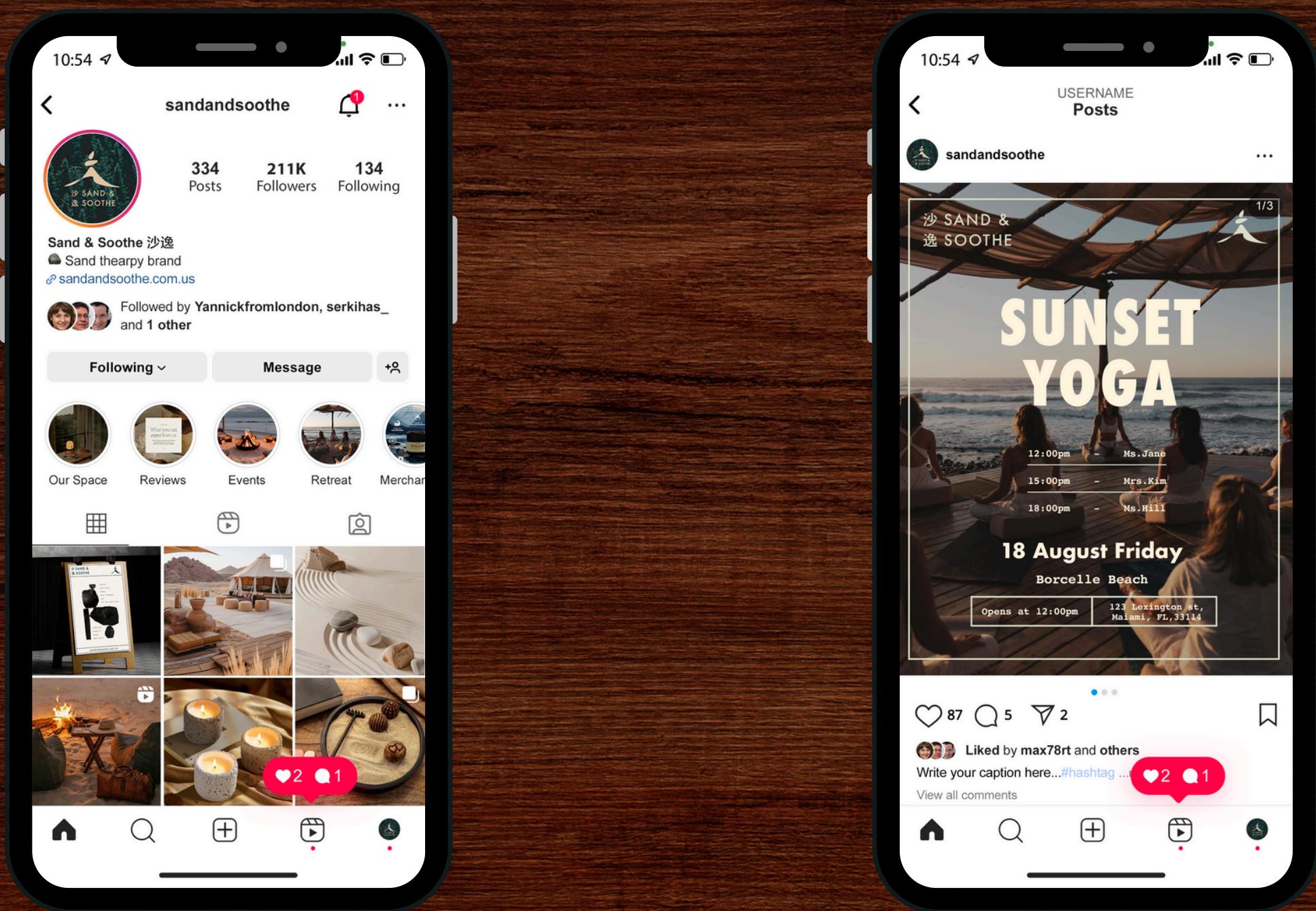
A dark, atmospheric photograph of a forest floor. The scene is filled with tall, thin trees whose trunks converge towards the center. Sunlight filters through the canopy, creating bright, glowing patches on the forest floor and illuminating the surrounding greenery. The overall mood is mysterious and ethereal.

DIGITAL

Website+Instagram

DIGITAL

Social Posts



DIGITAL

Website

Our website captures the full essence of Sand & Soothe: soft colors, flowing hand-drawn visuals, and an intuitive, calming design. It serves as a digital oasis where users can explore our sand therapy toys, learn about mindful play, and bring creativity home.





THANK YOU

Branding - Sand & Soothe
