



*Your Beauty ... From Nature*

# *Our Story*

Born from a deep love for the Earth and a desire to return to its roots Naturia was founded with one mission to bring the purest most powerful gifts of nature into everyday self care From the lush forests to the healing herbs every product we create is a celebration of what the natural world has to offer Naturia isn't just a brand It's a movement A call to slow down reconnect and care for ourselves and the planet

# *Our Vision*

To become a global symbol of pure honest and sustainable self care where every Naturia product connects people to the healing power of nature inspiring a world that values wellness simplicity and environmental harmony

# *Our Mission*

At Naturia our mission is to craft high quality natural products that nurture the body mind and planet We are committed to using pure ingredients ethical sourcing and sustainable practices to deliver wellness solutions that are safe effective and inspired by nature's wisdom

We aim to empower individuals to embrace a cleaner more conscious lifestyle one product one choice one natural step at a time

# Logo Concept

Initial Logo Virsion



Final Version of logo



This logo combines elegance and earthiness. It positions Naturia as a natural, authentic and gentle brand likely focused on self care, wellness or eco conscious products.





# Our Fonts

Classic Vibes Regular  
Be Natural

*DANCING SCRIPT*  
*Be Natural*

American Classic Extra Bold  
Be Natural



*Edwarian Script*  
*Be Natural*

cairo ( Arabic Font)  
Be Natural

# Our Colors

## Persian Orange C58C6D

*Represents: Warmth, grounded energy, earthy richness.*

*Emotional Feel: Inviting, nurturing, cozy*

*Symbolism: Autumn leaves, terracotta, sun-baked clay. Often associated with comfort, handmade products, and authenticity.*

## Desert Sand DDBEA9

*Represents: Simplicity, minimalism, natural beauty.*

*Emotional Feel: Soft, gentle, elegant.*

*Symbolism: Sandy dunes, sunlit earth, calm landscapes. Often used in wellness or spa branding.*

## Ash Gray B7B7A4

*Represents: Stability, wisdom, maturity.*

*Emotional Feel: Neutral, grounding, serene.*

*Symbolism: Stones, tree bark, mossy shadows. Acts as a muted background color in branding.*

## Reseda Muted Green 6B705C

*Represents: Nature, growth, healing.*

*Emotional Feel: Earthy, rooted, reliable.*

*Symbolism: Forest, herbs, sustainable living. It communicates health, eco-consciousness, and trust.*

## EARTHY NEUTRALS



# Branding





Social Media Post



انتعاش وردي يدوم طول اليوم  
بخاخ الجسم برائحة الورد الخفيفة والمنعشة



رذاذ ناعم برائحة طبيعية  
خالي من البارابين - مناسب للبشرة الحساسة



لحظة من النعومة برائحة الزهور  
لتنعيم الشعر برائحة الورد الساحرة



رائحة تدوم حتى 12 ساعة  
خالٍ من الكحول - مناسب لجميع أنواع الشعر



لمسة حنان ليديك  
ترطيب فائق بتركيبة غنية برائحة الورد



تركيبة نباتية مغذية - تمتص بسرعة

Social Media Post



*Social Media Post*

# Our Products



# Product Flyers



Naturia From Nature

نقاء طبيعي لبشرتك  
دللي بشرتك مع صابونة اللافندر الطبيعية

- مكونات طبيعية ١٠٠٪
- مصنوعة يدوياً
- ترطيب ونعومة للبشرة

Lavender Natural Soap  
Gentle • Hydrating • Handmade  
100g

جربها الآن وامضي بشرتك لمسة هدوء

[www.naturia.com](#)

  



Naturia From Nature

NATURIA IS HERE - your new destination for natural skincare.

VISIT US AND DISCOVER BEAUTY

come celebrate and visit us soon !





Contact us

[www.naturia.com](#)



Naturia From Nature

لشعر صحي ولامع

- مكونات طبيعية
- فالى من السلفات
- يرطب الشعر

ANTI GREY HAIR SHAMPOO  
WITH BRAHMI AND THYME  
FOR DRY AND DAMAGED HAIR  
355 ML

  

[WWW.NATURIA.COM](#)



*Your Beauty ... From Nature*

*Thanks For Watching*

## *Team Members*

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**Mariam Mohamed Ibrahim**

**Farah Abdalazim Elsaeed**

**Marym Esmaeil**



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