

## Proposal for Naturia : Self-care brand

- **Project Overview:**

**Naturia** is a self-care brand dedicated to promoting holistic well-being through natural, high-quality products that are eco-friendly .

**Mission:** Providing natural, cruelty-free, and high-quality self-care products that enhance well-being and promote self-love.

### **Brand Concept & Values:**

- **Logo & Brand Guidelines** (primary, secondary, and responsive logo versions).
- **Color Palette & Typography** (harmonious color scheme and typefaces for consistency).
- **Mock-up Designs** (product packaging, website UI, and social media visuals).
- **Brand Story & Messaging** (tone of voice, slogans, and key marketing phrases).

- **Expected Logo Design:**





NATURIA

Naturia

Naturia

- **COLOR PALETTE :**

		
	PERSAN ORANGE #C58C6D	
	DESERT SAND #DDBEA9	
	ALMOND #F1E3D3	
	ASH GRAY #B7B7A4	
	RESEDA #6B705C	

1. **Persian Orange (#C58C6D)** – Represents warmth, comfort, and earthiness. It symbolizes natural elements like clay and the warmth of self-care rituals.
2. **Desert Sand (#DDBEA9)** – A soft, neutral beige that conveys simplicity, calmness, and organic beauty. It reflects natural skincare and minimalism.
3. **Almond (#F1E3D3)** – A light, creamy shade that represents purity, softness, and nourishment. It evokes feelings of gentle care and wellness.
4. **Ash Gray (#B7B7A4)** – A muted green-gray that stands for balance, harmony, and a connection to nature. It reflects mindfulness and sustainability.
5. **Reseda (#6B705C)** – A deep, earthy green symbolizing nature, renewal, and eco-consciousness. It reinforces Naturia's commitment to sustainability and plant-based self-care.

**We chose this palette to give our brand a warm, organic, and grounding feel—perfect for a self-care brand inspired by nature.**

- **Fonts:**

- **The Gonjuring**

NATURIA

- **Coneria script**

*Naturia*

- **Badoni FLF**

***Naturia***

For Naturia, a combination of serif and script fonts were Chosen to reflect the brand's harmony between elegance and nature. The serif font brings a sense of sophistication and trust, while the script font adds an organic, handwritten feel, evoking the beauty and authenticity of nature.