Proposal for Naturia: Self-care brand

Project Overview:

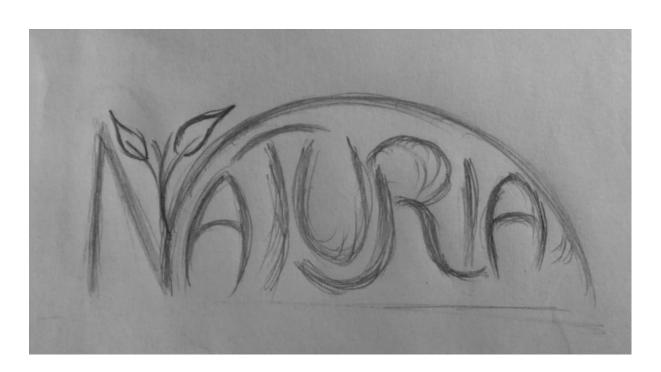
Naturia is a self-care brand dedicated to promoting holistic well-being through natural, high-quality products that are eco-friendly.

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:







NA TOR SA

Maturia



• COLOR PALETTE:

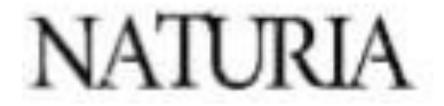


- 1. **Persian Orange (#C58C6D)** Represents warmth, comfort, and earthiness. It symbolizes natural elements like clay and the warmth of self-care rituals.
- 2. **Desert Sand (#DDBEA9)** A soft, neutral beige that conveys simplicity, calmness, and organic beauty. It reflects natural skincare and minimalism.
- 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 ecoconsciousness. 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



Coneria script



Badoni FLF



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.