

MINIMALIST

MODERN

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# BE ATHAH

## — *BRAND* *GUIDELINES*

Quick Reference Guide



BE ATHAH

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BE ATHAH

# WELCOME

Someone out there feels relaxed because  
Be Athah exist!



At Be Athah, we believe in harnessing the power of nature's finest herbs to create essential oils that are as pure and effective. We're an Indian company passionate about aromatherapy and committed to providing you with the highest quality essential oils available.



BE ATHAH

# What makes us different?

**Unwavering Focus on Extraction:** Our essential oils are meticulously extracted using methods that preserve the plant's natural properties, ensuring you get the most potent and beneficial product. We deliver ayurvedic treatments using modern techniques.

**Source Matters:** We source our botanicals from specific regions in India, where the growing conditions are ideal for each plant. This ensures the highest quality and efficacy of our oils.

**Transparency is Key:** We believe you deserve to know exactly what's in your essential oil. That's why we conduct rigorous testing throughout the entire process, from seed to bottle. Our oils are free from contaminants and adulterants, guaranteeing your safety and peace of mind.



**PRIMARY LOGO**



**SECONDARY LOGO**



BE ATHAH

BE ATHAH

BE ATHAH

# TYPOGRAPHY

**Aa**

**Aa**

Times

New Roman

*Aa*

The Seasons

# BE ATHAH

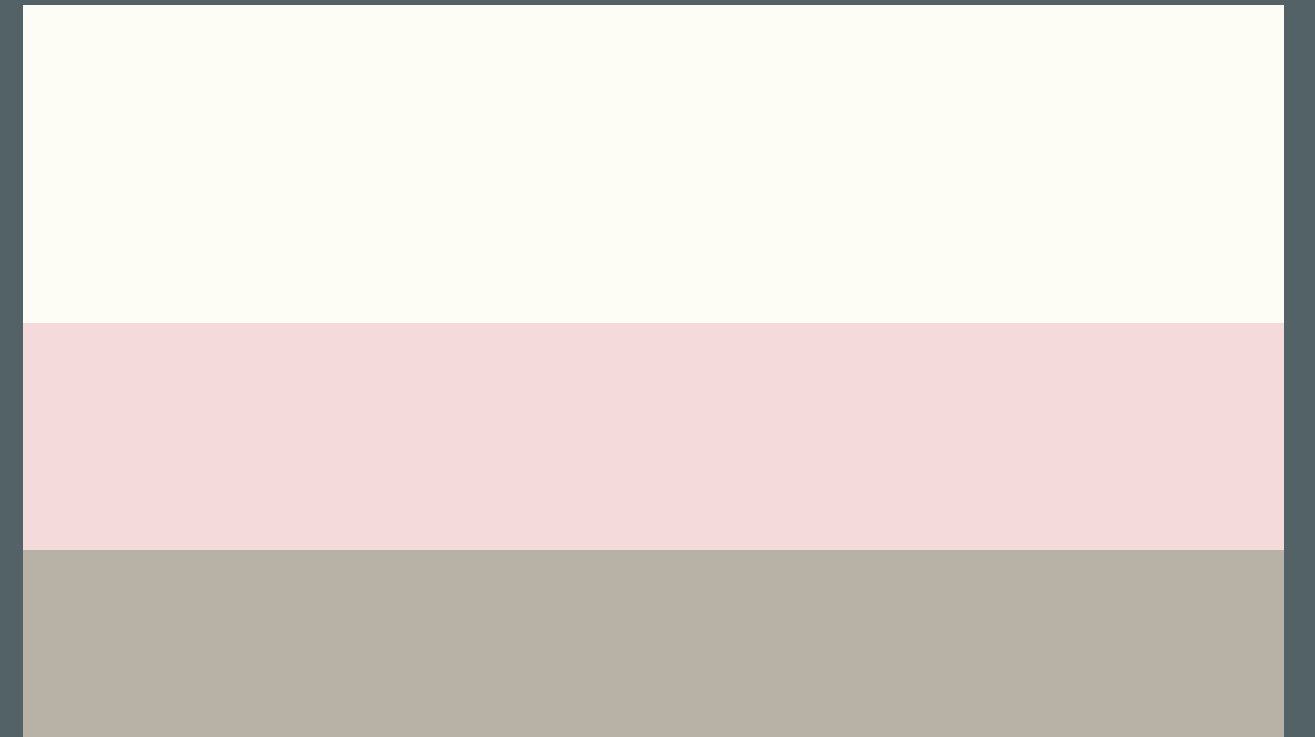
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## COLOR PALETTE

Our color palette is made up of three tiers

In essence, a well-defined color palette acts as a silent brand ambassador, communicating your brand's personality and values without a single word. Be athah's color palette is decided on the basis of the description of the brand diving deeply in the nature and peace.

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**BE ATHAH**

# CONTACT US

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