

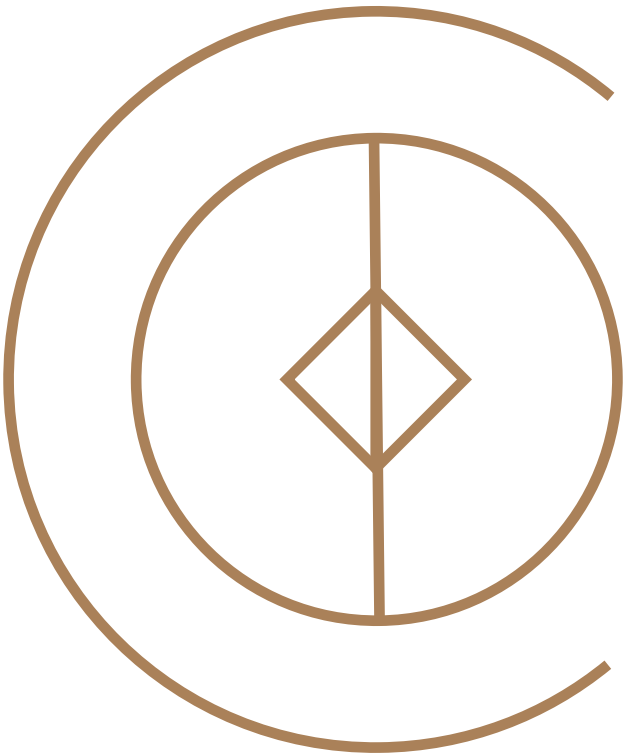
Capricorn is a modern wellness boutique and tarot studio. We strive to house an interesting and thoughtful mix of goods that are beautiful, handmade and nourishing. Each season, we source natural, honest and pure products to nourish your body, skin and mind from local artisans and from around the globe to curate a luxury experience in the shop. Capricorn is a destination to enjoy the best of many things.

Furthermore, we work to curate an experience for the customer that is both inspiring and nourishing for the body, mind and soul - a holistic experience.

We welcome emerging artists and makers looking to sell their goods, the cultured and creative minded, and the curious.

02

The primary icon of the brand incorporates three simple shapes: the letter C, the half moon shape, and a diamond. These shapes are inspired by common motifs found in tarot cards and are repeated throughout the rest of the branding.



03

Three color variations of the
wordmark


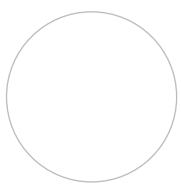

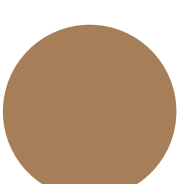
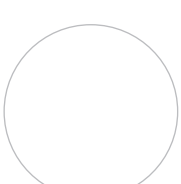
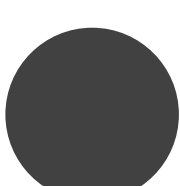
CAPRICORN

CAPRICORN

CAPRICORN

04

Color is a powerful component of identity. It is often the first percieved attribute of a brand and creates an undeniable first impression. Capricorn's color palette is designed to be clean and simple yet it still envokes an ethereal quality.

| | | | |
|---|---|--|---|
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| #E9E7E6 | #A7805A | #FFFFFF | #414141 |

05

Proxima Nova and Merriweather are Capricorn's brand typefaces. Proxima Nova is used for navigation and large bodies of text while Merriweather is used primarily for decorative purposes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PROXIMA NOVA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MERRIWEATHER REGULAR

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

MERRIWEATHER ITALIC

| | |
|---------------------------------------|---|
| TITLE | LEMON/MILK LIGHT REGULAR 48PT #414141 LEADING 57.6PT TRACKING 150 |
| <i>subtitle</i> | MERRIWEATHER ITALIC 24PT #414141 LEADING 28.8PT TRACKING 75 |
| HEADER | MERRIWEATHER REGULAR 30PT #414141 LEADING 21PT TRACKING 200 |
| <i>subheader</i> | MERRIWEATHER ITALIC 18PT #A7805A LEADING 21PT TRACKING 75 |
| Body Text | PROXIMA NOVA REGULAR 16PT #414141 LEADING 30PT TRACKING 10 |
| LIST ITEMS | PROXIMA NOVA REGULAR 18PT #414141 LEADING 21.6PT TRACKING 75 |
| CAPTIONS | PROXIMA NOVA REGULAR 18PT #414141 LEADING 48PT TRACKING 10 |
| <i>Captions – additional info</i> | MERRIWEATHER ITALIC 18PT #414141 LEADING 18PT TRACKING 75 |

07

Our brand identity is important to us and we feel that the following qualities describe us best: minimal, mystical and whimsical



Of a minimum amount, quantity, or degree; negligible.



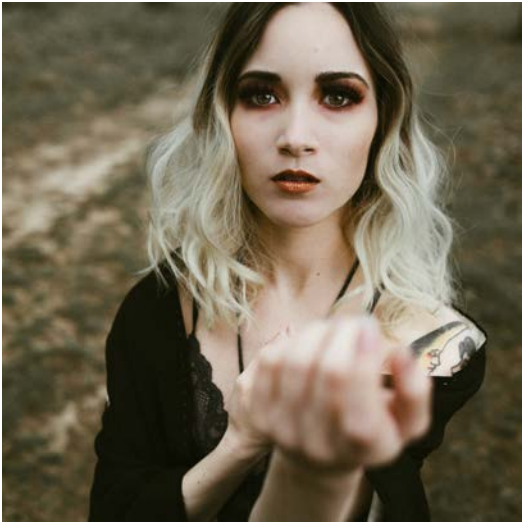
Inspiring a sense of spiritual mystery, awe, and fascination.

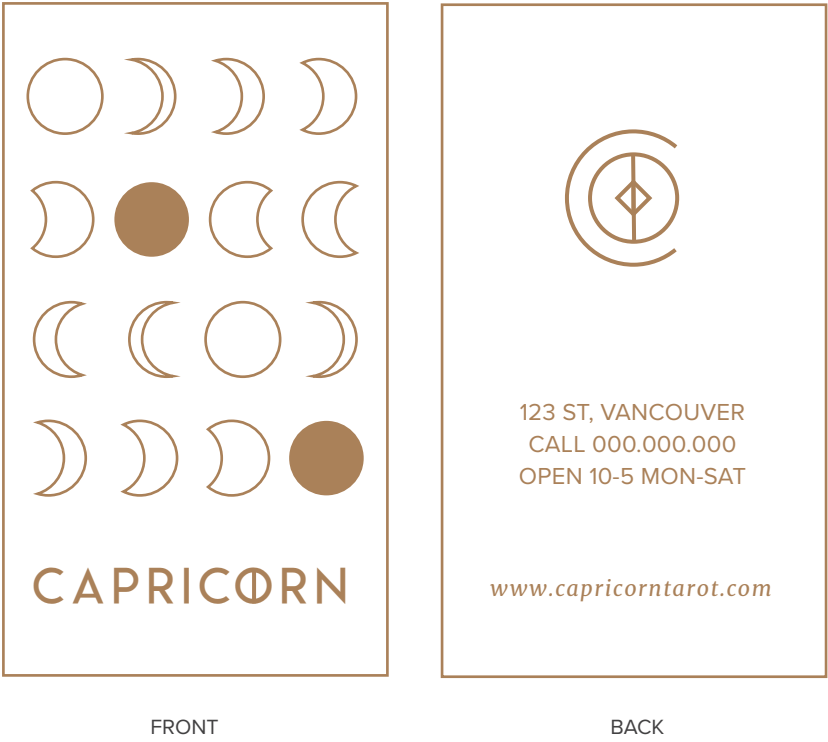


Given to whimsy or fanciful notions; capricious.

08

Lifestyle and product
photography








TAROT MENU

ONE QUESTION READING
10 mins
\$35

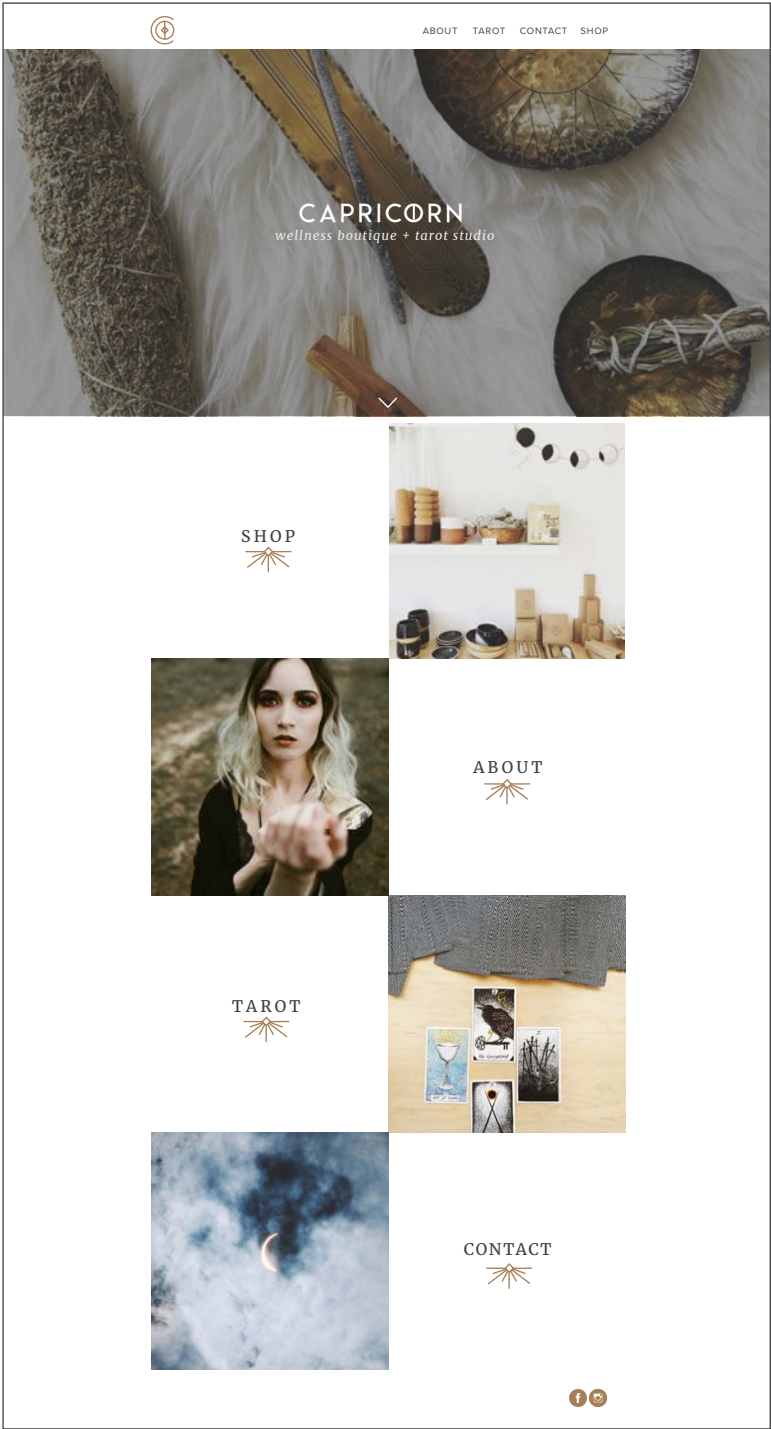
FULL SYNOPSIS OF YOUR CURRENT LIFE ENERGY
20 mins
\$50


THOROUGH 30 MIN READING
30 mins
\$75

PRIVATE EVENTS
*We can accomodate large groups during or after store hours.
Please email to inquire.*










ABOUTTAROTCONTACTSHOP





ABOUT


the shop

Capricorn strives to house an interesting and thoughtful mix of goods that are beautiful, handmade and nourishing. Each season, we source natural, honest and pure products that nourish your body, skin and mind from local artisans and from around the globe to curate a luxury experience in the shop. Capricorn is a destination to enjoy the best of many things.

tarot studio

We are a full service tarot studio and offer readings daily. Our readers will give you the clarity and tools to help you get through whatever it is you're struggling with.





ABOUTTAROTCONTACTSHOP

TAROT

We are a full service tarot studio and offer readings daily. Drop in on your way by or call ahead if you would like to book an appointment.



TAROT MENU


ONE QUESTION READING
10 mins
\$35

FULL SYNOPSIS OF YOUR CURRENT LIFE ENERGY
20 mins
\$50


THOROUGH 30 MIN READING
30 mins
\$75

PRIVATE EVENTS
We can accomodate large groups during or after store hours.
Please email to inquire.






ABOUTTAROTCONTACTSHOP


 (0)

SHOP


NEW
BODY
SKIN
HOME
RITUAL
GIFTS




LA COPINE BODY MASSAGE OIL
\$30




HANDBEADED EARRINGS
\$35




DECK OF URBAN DIVINE
\$18





AMBER ESSENTIAL OIL BLEND
\$25



OPEN PALM DISH
\$40



HANDPOURED CANDLES BY HOMECOMING
\$25





@capricorntarot

**Beginner's Tarot
Workshop**

SUNDAY NOVEMBER 16
10 AM

@capricorntarot

*I ignored your aura
but it grabbed me by
the hand, like the
moon pulled the
tide, and the tide
pulled the sand.*

TALIB KWELI

**CLOSED
MONDAY
OCTOBER 15**

@capricorntarot

