Brief

Wild & Organic is a natural skincare and body care brand inspired by the founder's upbringing among wildflowers in the Swiss Alps. The brand is rooted in the idea that skin care, and affective self-care using organic ingredients and botanical rituals.

Problem

Consumers are tired of over-promising products with sterile branding, harsh formulas, or greenwashed messaging. There's a disconnect between what's "natural" and what actually feels nurturing, gentle, and real.

Solution

Wild & Organic was created to bridge the gap between clean skincare and soulful design. The brand speaks softly, designs intentionally, and formulates with integrity, giving conscious consumers a skincare experience that feels unapologetically gentle and genuinely organic.

Logo

Wild & Organic

Playfair Display adds an element of elegance, softness, and refinement to the brand's identity. Its classic, slightly romantic curves reflect the natural beauty and artisanal care that Wild & Organic stands for.

COLORS

#FDFFD8 (Soft Pale Yellow) brings warmth, simplicity, and a nurturing feel.
#738A1E (Earthy Green) grounds the brand in nature, authenticity, and sustainability.
#D6E497 (Fresh Herbal Green) adds freshness, renewal, and organic energy.
#FF9900 (Warm Honey Orange) injects joy, vitality, and emotional warmth.

Typography

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Franklin Gothic brings a modern yet approachable feel to the brand. Its clean lines and strong presence make Wild & Organic feel trustworthy, professional, and grounded. It balances the softer, organic elements of the design with a touch of professionalism and clarity, ensuring the brand looks polished and accessible across packaging, website, and marketing materials.

Final Designs