

Branding Kit — Phase

1. Profile Photo

- **Design:** The vertical oval “Phase” logo (Philosykos-inspired) simplified for a small circle format.
- **Background:** White or soft pastel lavender to stand out in the feed.
- **Details:** Keep the botanical engraving (lavender + eucalyptus) minimal so it reads clearly at small sizes.
- **Tip:** Export as PNG with transparent background so you can test on different colors.

LOGOS:



2. Highlight Covers

Each cover in the same **black-and-white engraving style** to match the brand:

1. **Workouts** – Minimal line drawing of a running shoe or yoga mat.
2. **Nutrition** – Botanical fruit engraving (e.g., orange slice or berries).
3. **Wellness Tips** – Open book with delicate line work.

4. **Community** – Two intertwined hands with botanical accents.
5. **About Phase** – Miniature version of the “P” from your logo.

All set on circular backgrounds in white with thin black border, so the oval logo and highlight covers feel cohesive.

3. Color Palette

Even though Diptyque is monochrome, for Instagram you’ll benefit from **a core accent color** for posts and Reels:

- **Primary:** Black & white (luxury + timeless)
 - **Accent 1:** Lavender (#B9A1C9) – calm, feminine energy
 - **Accent 2:** Sage green (#A8BBA4) – wellness & vitality
 - **Accent 3:** Warm beige (#EDE6DD) – soft background neutral
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4. Typography

- **Headings:** A refined serif font (similar to Didot or Playfair Display) for luxury feel.
 - **Body text:** Minimal sans-serif (like Inter or Helvetica Neue) for clarity in posts/stories.
 - **Tip:** Keep all text black or dark grey on light backgrounds for easy reading.
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5. Post Templates

Make 3 repeatable post types so your feed stays consistent:

1. **Quote/Motivation** — Serif text centered, plenty of white space, small botanical illustration in the corner.
 2. **Tip Carousel** — Soft beige background, serif headers, numbered sections with small botanical icons.
 3. **Photo Overlay** — Lifestyle photography of mothers working out, cooking, or relaxing, with a subtle translucent overlay for text.
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6. Story Style

- Use the accent colors sparingly over white/black for consistency.
- Include botanical engraving elements in corners or as borders.
- Keep animations slow and elegant — avoid overly flashy effects.

If you want, I can now make you a **Canva or Figma template pack** so you can instantly start posting with this exact branding.