

# Essence Brief — The Petal Pouches

Tone - Colors Palettes - Typography - Imagery

## 1) Brand Name Ideas

Primary idea: The Petal Pouches – evokes delicacy, gifts, femininity, and Instagrammable charm.

## 2) Brand Tone & Voice

- Playful & Fun – Use lighthearted language, emojis, puns, and casual phrasing.
- Affectionate & Heartfelt – Focus on emotions behind gifting: surprise, love, nostalgia.
- Trendy & Relatable – Speak like Gen Z / teenage girls: trendy words, pop culture references, Instagram-ready captions.
- Inspiring & Delightful – Encourage sharing, personalization, and joy in gifting.

### Examples of captions / tone:

- “Because every bestie deserves a little sparkle ✨”
- “Wrap your love in petals ”
- “For moments that matter, make them magical ”

## 3) Brand Colors / Palette Options

Primary colors for Instagram appeal and emotional connection: soft pastels + standout accent for CTAs and highlights.

### Option 1 – Romantic & Soft:

- Blush Pink (#FFC0CB) – playful, feminine
- Lavender (#E6E6FA) – calming, trendy
- Mint (#AAF0D1) – fresh, light
- Gold Accent (#FFD700) – premium, sparkly

### Option 2 – Bright & Trendy:

- Coral (#FF6F61) – fun, vibrant
- Peach (#FFE5B4) – warm, soft
- Lilac (#C8A2C8) – youthful, sweet
- Silver Accent (#C0C0C0) – shiny, modern

### **Option 3 – Minimal & Elegant:**

- Pastel Pink (#F4C2C2)
- Cream (#FFFDD0)
- Dusty Rose (#DCAE96)
- Rose Gold Accent (#B76E79)

### **4) Typography Suggestions**

- Header / Logo: Rounded, soft, feminine fonts – e.g., Poppins, Quicksand, Baloo Bhai 2
- Body / Description: Clean, readable – e.g., Montserrat, Lato, Roboto

Combine playful headers with simple body fonts for a balanced modern feel.

### **5) Visual Identity / Imagery Style**

- Instagrammable / Photo-ready – flat lays of gifts, petals, glitter, soft toys, jewelry.
- Soft-focus & dreamy – pastel overlays, subtle light flares, bokeh.
- Motion / Interactive – small loops or short videos for reels: unboxing, wrapping, glitter sprinkle.
- Packaging: cute, photo-worthy, layered with tissue, ribbon, stickers, handwritten notes.

### **6) Brand Positioning**

#### **Tagline ideas:**

- “Gifts that say more than words ”
- “Unwrap happiness, one petal at a time ”
- “Where every gift is a little moment of magic ✨”

Focus on emotional gifting experience, personalization, and Instagram-first sharing culture.

### **7) Summary / Key Takeaways**

- Instagram-first, gift-focused brand targeting teenage & young girls.
- Soft, playful, feminine, and aspirational tone.
- Pastel-based palette with sparkly accent colors for engagement.
- Packaging, visuals, and social content designed for shareable, emotional experiences.