



Fluerish Brand

Wrap Flower with Joy

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INTRODUCTION

Fluerish is an earthy, nature-inspired lifestyle brand that blends sophistication with organic charm. The goal was to craft a brand identity that feels timeless, grounded, and visually harmonious.





BRAND STORY & INSPIRATION

The name **Fluerish** is rooted in the idea of growth and vitality, while subtly nodding to **fleur**, the *French word* for flower. Its earthy tones and botanical elements draw inspiration from natural landscapes, bringing calmness and strength into the brand's personality.



LOGO DESIGN

The logo combines organic curves and structured shapes to symbolize growth with stability. From initial hand-drawn sketches to digital refinement, the emblem represents blooming petals and flourishing leaves a visual metaphor for creativity in full bloom.

fleurish

Wrap joy with flower

COLORS & TYPOGRAPHY

Color Palette:

A5957C – Warm beige-brown for grounded elegance

E4E0D4 – Soft cream-gray for balance and neutrality

486026 – Deep green for nature, growth, and trust

ABB39C – Sage green for freshness and calmness

Typography:

Headings: Elegant serif font to convey premium sophistication

Body Text: Modern sans-serif for clean, easy readability







BRAND APPLICATIONS

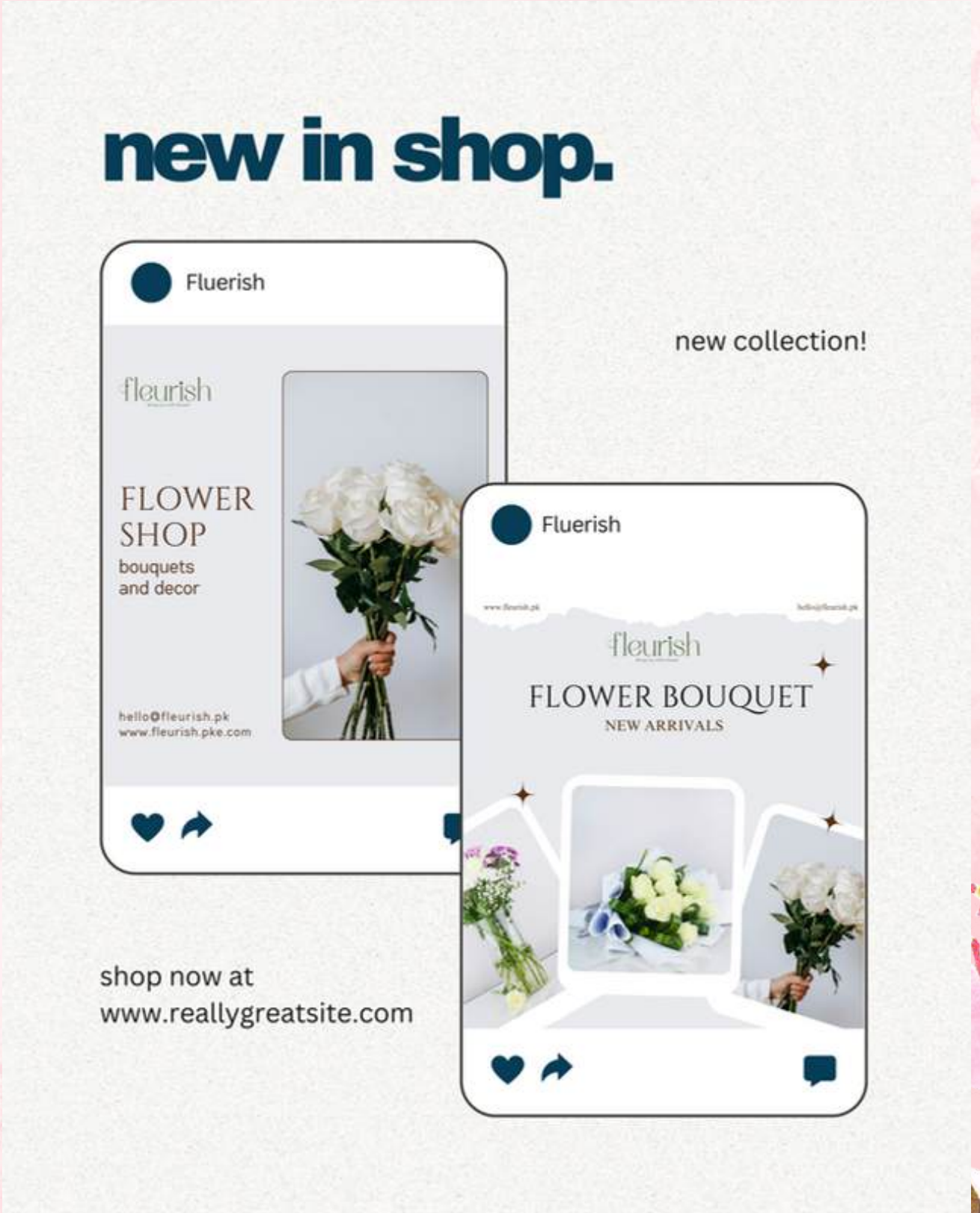
Fluerish's identity comes to life through:

Business cards featuring the warm beige-brown and sage green
for a grounded, elegant look

Single-page brochure designed with clean layouts and earthy
tones for easy readability

Social media post templates with consistent typography and a
natural color palette to maintain brand harmony









REFLECTION & CLOSING

Fluerish was an opportunity to craft a cohesive, nature-inspired brand identity from the ground up. This project allowed me to refine my skills in logo design, print material layout, and digital content creation while keeping a unified visual language.



The background is a soft, pink watercolor wash. Scattered throughout are delicate illustrations of cherry blossoms in various shades of pink, some with visible stamens. A single purple butterfly is positioned in the upper left quadrant.

Thank You

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