A quieter kind of skincare.

A warm, tactile identity for a daily three-step ritual.



Use the primary signature on Milk, the reverse on Olive, and the sprout for small avatars. Give the signature clear space equal to the height of the sprout's central leaf.

Color palette

Milk	Sand	Beige	Sage	Olive	Charcoal
#F8F3EA	#EBDAC7	#D4C2A6	#A8B28C	#454A32	#302A23

Typography

Cormorant Garamond

Medium for titles. Italic for a quiet emphasis.

Inter

Regular for body copy. Semibold for labels and buttons.

From light to texture.

Fine botanical linework and gentle morning light connect every surface.



Botanical stem
Keep the line fine. Let it sit at the edge of packaging or repeat as a quiet pattern.



Photography
Use limestone, brushed gold, frosted glass, and warm side light.

In use



Cotton business card



Frosted glass jar



Sage set box

Layout
Leave room around headlines. Set small labels in tracked Inter.

Contrast
Use Charcoal on Milk and Milk on Olive for core text.