

BRAND  
PROPOSAL



HAVILAH  
BATH & BODY

CONTENTS

**01 INTRODUCTION**  
About The Brand ..... 3  
Mood Board ..... 4

**02 THE LOGOS**  
Primary Logo ..... 5  
Submark & Favicon ..... 6

**03 COLORS** ..... 7

**04 TYPOGRAPHY** ..... 8

**05 MOCK UPS** ..... 9-11

# ABOUT THE BRAND

Love the skin you're in with Havilah. This bohemian luxe skincare brand invites you to take a pause and care for yourself. After all, there is no collective care without self-care. Whenever you purchase one of their luxurious artinsal products, a percentage of that investment goes to social impact organizations.

Their no nonsense formulas include organic ingredients without all of the fillers. Havilah believes that you deserve to have beautiful skin without compromising on quality.

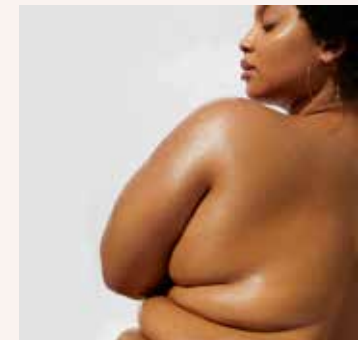
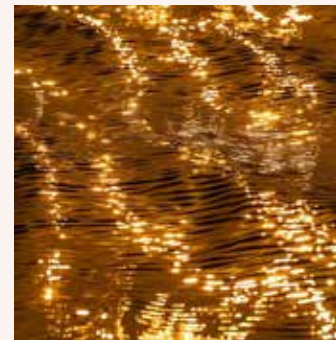
Inspired by: A river watering the garden flowed from Eden; from there it was separated into four headwaters. The name of the first is the Pishon; it winds through the entire land of Havilah, where there is gold. (The gold of that land is good, aromatic resin and onyx are also there.) - Genesis 2:10-2:12



# MOOD BOARD

Havilah welcomes you into a world where beauty, luxury, and freedom reign supreme. There is no room for compromise. This moodboard makes use of rich skintones, luxurious golds, and earthy tones to communicate Havilah's sensual and ethereal presence in the skincare industry.

**EARTHY SENSUAL**  
**LUXURY ETHEREAL**  
**BEAUTY WELCOME**



# PRIMARY LOGO

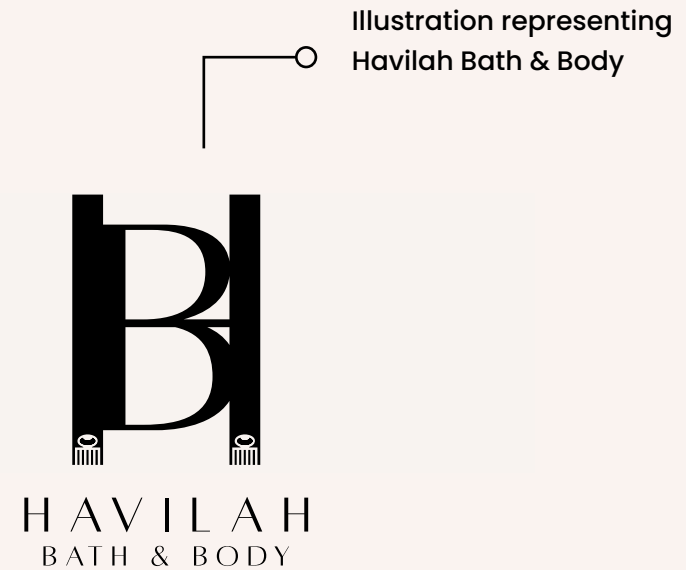
A primary logo is the main logo used to represent your brand. All other brand logos stem from this primary logo design. Your primary logo design needs lots of space because of its intricacies and size. Use your main logo in places where it has plenty of room to breathe and isn't restricted by space.

## BEST USED FOR:

- Website Banner
- Brochure
- Signage

## NOTES

With your existing design, your illustration and text can be used separately to represent additional brand elements.



Logo text in the font  
Alta Light

# SUBMARK

Submark logos are simple, small, but identifiable brand designs. Submarks fit in condensed spaces where the larger logo variations won't work.

## BEST USED FOR:

- Product Labels
- Brochure
- Signage

# FAVICON

A favicon is usually your logo down to it's simplest form, and used mainly as the little icon next to your web address.

## NOTES

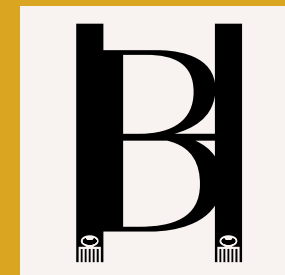
Having a variation of your logo or branded illustrations that can be used as a symbol allows your more flexibility in the way you represent your brand.



Here, we have extracted the illustration of your logo to be used as a submark



For the Favicon, you can have a solid or transparent image.



# COLOR PALETTE

Dipped in gold and rooted in the Earth, Havilah's color palette is warm and welcoming. The deep brown and amber represent the earthy aesthetic of Havilah's brand. These warm tones symbolize our deep connection to the natural world and the energetic forces around us further emphasizing Havilah's all organic, no non-sense formula.

The warm golds symbolize luxury, royalty, divinity, generosity, and compassion. These tones emphasize the charitable nature of Havilah and its connection to the divine.

Your primary colors will be most consistently used in all of your brand assets and graphics while your secondary colors will be used more sparingly. Your secondary colors can be used through your website, social media, and packaging but they shouldn't compromise more than 50% of the overall design.

<b>COCOA</b>		#38130A RGB: 56, 19, 10 CMYK: 49, 79, 77, 75
#E9D5B2 RGB: 233, 213, 178 CMYK: 8, 14, 31, 0	<b>CREAM</b>	
<b>CITRINE BROWN</b>	#C87F00 RGB: 200, 127, 0 CMYK: 20, 53, 100, 4	<b>DARK AMBER</b>
	#893101 RGB: 137, 49, 1 CMYK: 29, 86, 100, 32	<b>GOLDENROD</b>
	#DAA520 RGB: 213, 165, 32 CMYK: 15, 35, 100, 0	

# TYPEFACE CHOICES

We've paired two complimenting serif fonts with your logo font, Alta, to enhance the clean, luxe feel of the brand. Use the heading font to emphasize small lines of text and the body font for long text. Your logo font can be used sparingly as an accent font.

## — HEADING —

A a

The Seasons

A B C D E F G H I J K L M N O P 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 r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 @ # \$ % \* ?

## — BODY COPY —

A a

Cormorant  
Garamond

A B C D E F G H I J K L M N O P 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 r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 @ # \$ % \* ?

## — ACCENT —

A A

ALTA LIGHT

A B C D E F G H I J K L M N O P 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 R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0 @ # \$ % \* ?





MOCK UPS

05





# THANK YOU!



Feel free to email or message us with any questions you may have. We look forward to hearing from you soon!

## Email Us

[hello@bystudiomars.com](mailto:hello@bystudiomars.com)

## Follow Us

[@bystudiomars](https://www.instagram.com/bystudiomars)

## Visit Our Website

[bystudiomars.com](http://bystudiomars.com)