



s e r a p h y

organic soap bars and bath bombs  
handmade with the fullest sincerity



Mission : affordable bath bombs  
and soap bars made fresh  
and locally sourced

Vision : to spread the use of essential  
oils in soaps due to its  
healing properties

# Brand Style Guide



Target : 15 ~ 40 years of age

Audience seraphy soaps are made from goat's milk soap base which is gentle to the skin and helps in nourishing and purifying the skin

Tagline : bloomed to perfection

Brand : handcrafted with  
Personality the fullest sincerity  
femine and sophisticated

Core Values : handmade, organic, nourishing, sincerity

Logo  
Design



Type  
Face

Font  
Style



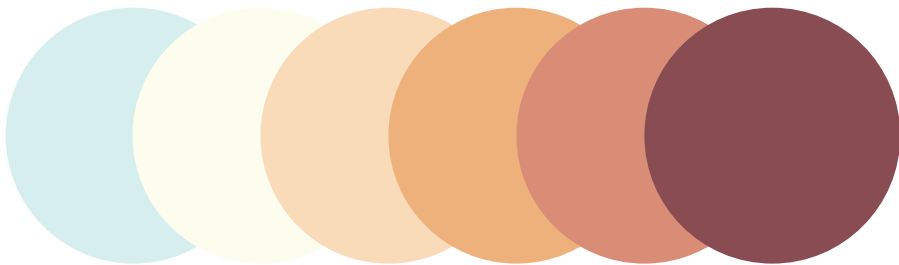
Made Canvas

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abcdefghijklmnopqrstuvwxyz  
1234567890&!?

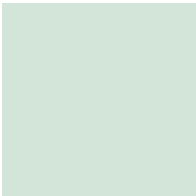





Linotype Didot

the seraphy brand uses a serif font  
for the main logo that has a modern-feel to it and  
a minimalist sans serif font for the brand name itself

Colour  
Palette



colour scheme

					
Pantone 621C	Pantone 1205C	Pantone 475C	Pantone 7410C	Pantone 486C	Pantone 4985C

pantone colours

# Colour Boards



*pale blues*

# Colour Boards



*light corals*



# Colour Boards



*pale yellows*



# Trend Boards



*bath bombs*

# Trend Boards



*lifestyle*

style inspiration



inspired from 'bath & body" works  
concept of having a variety of soaps  
(plus perfume and candles) , and  
'LUSH' bathbombs available  
for purchase

# moodboard



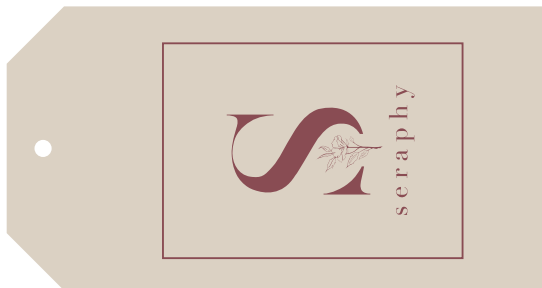
# Logo Variations



# Logo Application



*stickers*



*brand tag*





*thank you card*



*packaging*