

YAGA SKINCARE logo & branding

Yaga Skincare sits at the trendy intersection of wellness & witchcraft. This visual identity must toe the line to ensure consumers associate it with crystals & healing rather than cauldrons & toads. This is accomplished with sleek, minimal designs & a muted, earthy color palette, with a soft sage green as the hero color. The logo, too, achieves this with emphasizing the geometry of the font, and slightly skewing the “G” to invoke a crescent moon.

Using Japandi design elements helps keep this brand firmly in the luxury realm, invoking freshness, cleanliness, & beauty.







Colors

While witchcraft & beauty derived from nature is the inspiration for the brand, I didn't want to lean too far into Halloween territory, so the primary color is a soft sage green, invoking health, cleanliness, & the earth.

The supporting colors are also earthy yet muted & soft. Faded neutrals to highlight the products & give the consumer a sense of calm & serenity.



Fonts

The Yaga logo is based on the Olimpico font family & it can also be unused unaltered for headlines & taglines. Thin & elegant, this font family works best with with darker tones from the brand fonts to ensure legibility.

Body copy should be Gotham. Sleek like Olimpico yet more geometric & minimal, this bolder font is easier to read at a glance & is more versatile when it comes to useage & colors.

Olimpico

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Gotham

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