

YAGA SKINCARE logo & branding

Yaga Skincare sits at the trendy intersection of wellness & witchcraft. This visual identity has to toe the line to ensure consumers associate it with crystals & healing rather than cauldrons & toads, however. This is accomplished with sleek, minimal designs & a muted, early 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.

Photoshop | Illustrator | Firefly







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.

Primary

68705c

8b9778

c9deac

e3f0d1

eef5e5

Secondary

cac89d

d3d1a1

e1dfaf

e9e7bb

f0efd1

c8b5a3

dac5b2

e6d3c1

f0e1d2

f1e7dc

696c64

888b83

a7aaa2

c9ccc5

e2e5dd

Olimpico

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

