

# BRAND

DEVELOPMENT GUIDE



Natural  
CALM



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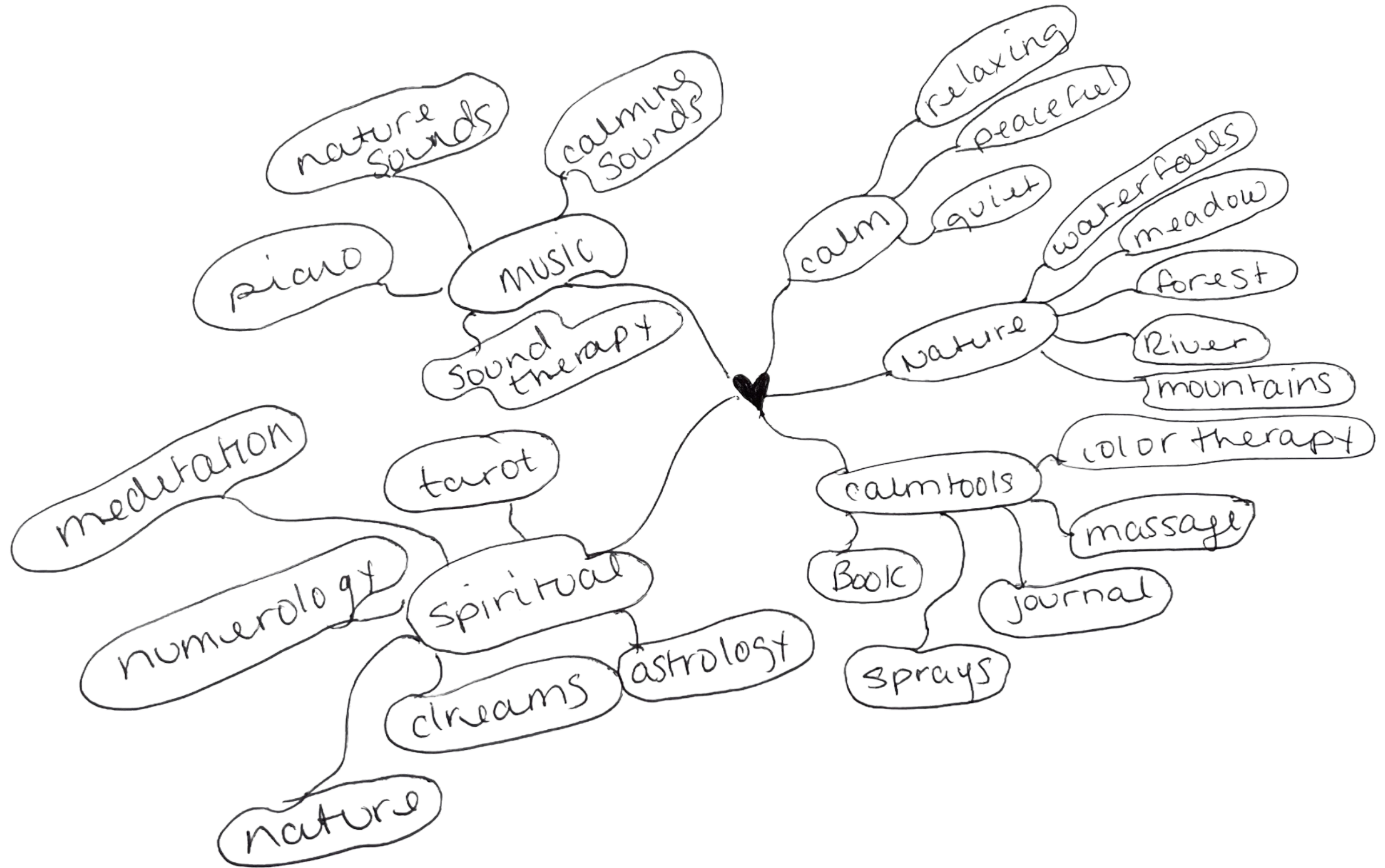
RELAXING  
AROMATHERAPY  
SPRAYS  
AND OTHER  
BEDTIME  
CALMING TOOLS.



# HISTORY

## New online courses available for staff looking to upskill

Founded in 2021 by a former sleep researcher and a lifestyle designer, Natural Calm began as a small experiment with using aromatherapy to combat the modern stress epidemic. The founders noticed that many people had access to meditation apps or fancy teas but lacked simple, tangible rituals to help them truly disconnect at night and regulate their nervous systems. Starting with a single lavender pillow mist sold online, the brand quickly expanded to include room sprays, sleep pillows and ritual card bed time exercises – all designed to make moments of calm accessible and part of daily life. Natural Calm is celebrated as a brand that combines relaxation techniques with soft, nature-inspired aesthetics, helping thousands of customers create their own nightly rituals for rest and emotional balance.



# Philosophy



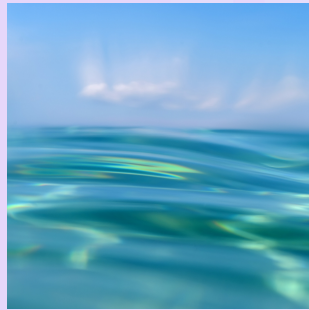
CALMING  
RELAXING  
PEACE

# Naming



NATURES CALM  
CALM MEADOW  
PURE CALM

# Contemporary References



# Historical References



Typeface Skeleton

**Natural Calm**

NATURAL CALM

NATURAL CALM

**Natural Calm**

*Natural Calm*

Natural Calm

**Natural Calm**

Typographic Forms

**N**NATURAL

C A L M

*N*NATURAL

C A L M

**N**natural

CALM

**N**natural

CALM

NATURAL

CALM

**N**NATURAL

CALM

**N**NATURAL

C A L M

TYPOGRAPHY  
FINALIZED LOGOTYPE



Natural  
CALM

Color Palate

RGB



#E7C4F5 #281AD9 #21D4FD #B721FF



#281AD9



#FF60DF #4747C3



#2412B7





THE MAGIC OF APOTHECARY

The Magic of Apothecary

The Magic of Apothecary

**The Magic of Apothecary**

The Magic of Apothecary

The Magic of Apothecary

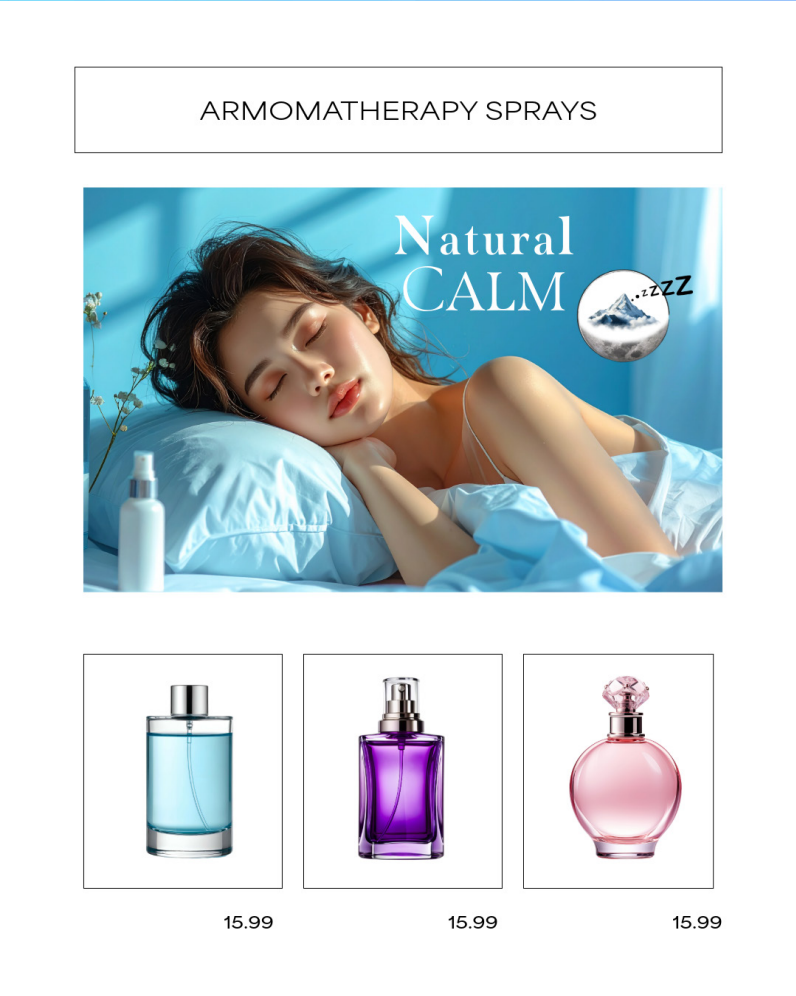
**The Magic of Apothecary**

The Magic of Apothecary

# Natural CALM



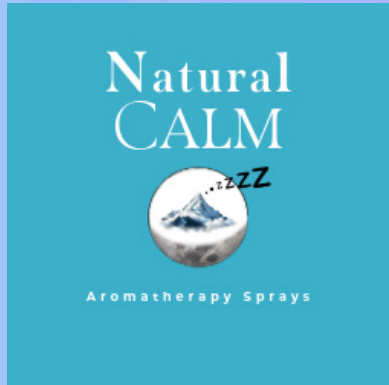
# Brand Applications



website



hat



business card



tote bag