

COMPLETE BRANDING - CASE STUDY

Yarrow

A botanical apothecary, head to toe.

A full identity for an invented skincare brand — strategy, logo, type, colour, packaging and the world it lives in.

SCOPE	Strategy · identity · packaging · guidelines
VOICE	Quiet, botanical, exacting
DELIVERABLES	Logo system, brand book, applications

Loli Mari Montalvo



Yarrow

OVERVIEW

Yarrow is a botanical apothecary — a small skincare line built on the idea that care should feel like a ritual, not a routine. I created the whole identity: the strategy, a wordmark and mark, the type and colour system, a packaging range, and the guidelines that keep it coherent.

CHALLENGE

Skincare is a shouting match — clinical claims, glossy gradients, near-identical minimalism. The brief I set: a brand that feels like an apothecary shelf, not a lab; warm and exacting, quiet enough to stand out; and a system disciplined enough that a growing product range still reads as one family.

STRATEGIC THINKING

I positioned Yarrow between clinical and sensorial, on the craft end of the market — where the product feels made, not manufactured. That single decision drove everything: a Palatino wordmark and a hand-drawn yarrow sprig for warmth, an aubergine-and-clay palette that photographs like dried botanicals, and copy that under-claims. Colour, not shape, does the sorting across the range.

Brand strategy

BRAND STRATEGY

What Yarrow is, before it's pretty

MISSION

Make a daily ritual out of the simplest botanical care.

VISION

Skincare that reads like an apothecary, not a laboratory.

ATTRIBUTES

Quiet · botanical ·
exacting · warm · honest



LOGO SYSTEM

Logo system

LOGO SYSTEM

A wordmark and a sprig



PRIMARY LOCKUP



MONOGRAM / MARK



HORIZONTAL



REVERSALS



CLEARSPACE & MIN-SIZE



Clear space = cap-height of the wordmark on all sides.

Minimum width 24mm print · 120px screen.

Never stretch, recolour outside the palette, or add effects.

Type & colour

IDENTITY SYSTEM - TYPE & COLOUR

Warm, exact, unhurried

TYPEFACES

Aa

Palatino — brand serif

Wordmark, headlines, product names

Source Sans — copy & UI

Body, e-commerce, packaging detail

SCALE

Botanical care

Display

Botanical care

Head

Botanical care

Body

Botanical care

Caption

PALETTE



Aubergine

#43304A

primary



Clay

#EE7F4E

warm accent



Sage

#879577

secondary



Gold

#C6A15B

detail



Bone

#EFE7D8

surface



Ink

#231E22

text

MOODBOARD

Moodboard

MOODBOARD & ART DIRECTION

Pressed botanicals, warm shadow, bare skin



ICONOGRAPHY

Iconography

ICONOGRAPHY

A drawn botanical set



SEAMLESS PATTERN



PACKAGING

Packaging

PACKAGING

One shelf, one voice

A range that reads as a family — same wordmark, same sprig, colour doing the sorting.



DROPPERS • JARS • TUBES • CARTONS • recyclable glass & board

STATIONERY

Stationery

STATIONERY

The identity, on paper



CARD - FRONT



CARD - BACK



LETTERHEAD



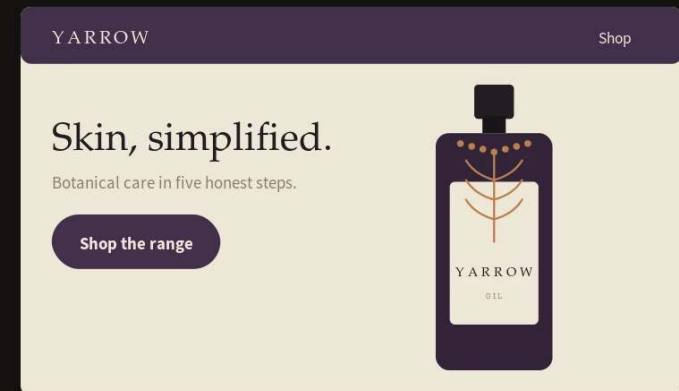
TOTE

SOCIAL & DIGITAL

Social & digital

SOCIAL & DIGITAL

A grid that feels like the shelf



E-COMMERCE

Brand guidelines

BRAND GUIDELINES

So it stays Yarrow without you

LOGO - DO & DON'T

- ✓ keep clear space
- ✓ use on brand colours
- ✗ stretch or squash
- ✗ recolour the sprig
- ✗ add drop shadow

COLOUR - PRINT & SCREEN



Aubergine

HEX 43304A · C63 M78 Y40 K35



Clay

HEX BE7F4E · PMS 1615



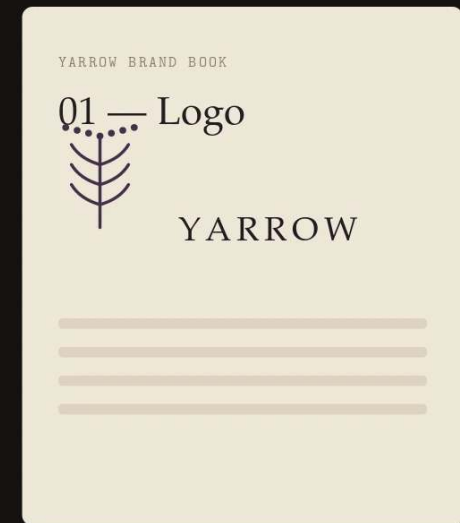
Sage

HEX 879577



Bone

HEX EFE7D8



OUTCOMES & REFLECTION

The outcome

FINAL SOLUTION

The identity runs from wordmark to shelf — droppers, jars, tubes and cartons that read as a family; stationery and a tote; a social grid that mirrors the packaging; and an e-commerce look that carries the same restraint. Every touchpoint uses the same three moves: wordmark, sprig, one accent colour.

RESULTS

One coherent system, print to screen. The packaging range scales — a new product is a new colour and name in the existing label, not a new design — and the guidelines make it hard to get wrong. It's the kind of identity a small team can grow without a designer in the room for every SKU.

LESSONS LEARNED

Identity is a set of constraints you can hand over. The work that makes a brand feel expensive isn't a clever logo; it's a system so clear that the tenth product looks as considered as the first. Restraint, made repeatable.

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