



# ALKALINE HERB SHOP

LOGO &  
PACKAGE DESIGN



# KEYWORDS

Professional + Trusted + Honest + Healer +  
Dependable + Legitimate + Affordable



#WEBELIEVE

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HEALTH IS A STATE OF COMPLETE HARMONY OF THE  
BODY, MIND AND SPIRIT. WHEN ONE IS FREE FROM  
PHYSICAL DISABILITIES AND MENTAL DISTRACTIONS,  
THE GATES OF THE SOUL OPEN.



# CLEAN & CLINICAL CONCEPT.

- **Tone:** Modern apothecary, clinical, clean, sophisticated, iconic, minimalist, simple
- **Colors:** Greens, whites, browns, earthy colors
- **Fonts:** Combo of serif, sans serif, with subtle handwritten elements
- **Visuals:** Color blocks, mixed typography, compartments, layering, clean & subtle graphics





# CLEAN & CLINICAL PACKAGING INSPO BOARDS

Organic, natural, clinical, clean, sophisticated,  
iconic, minimalist, simple



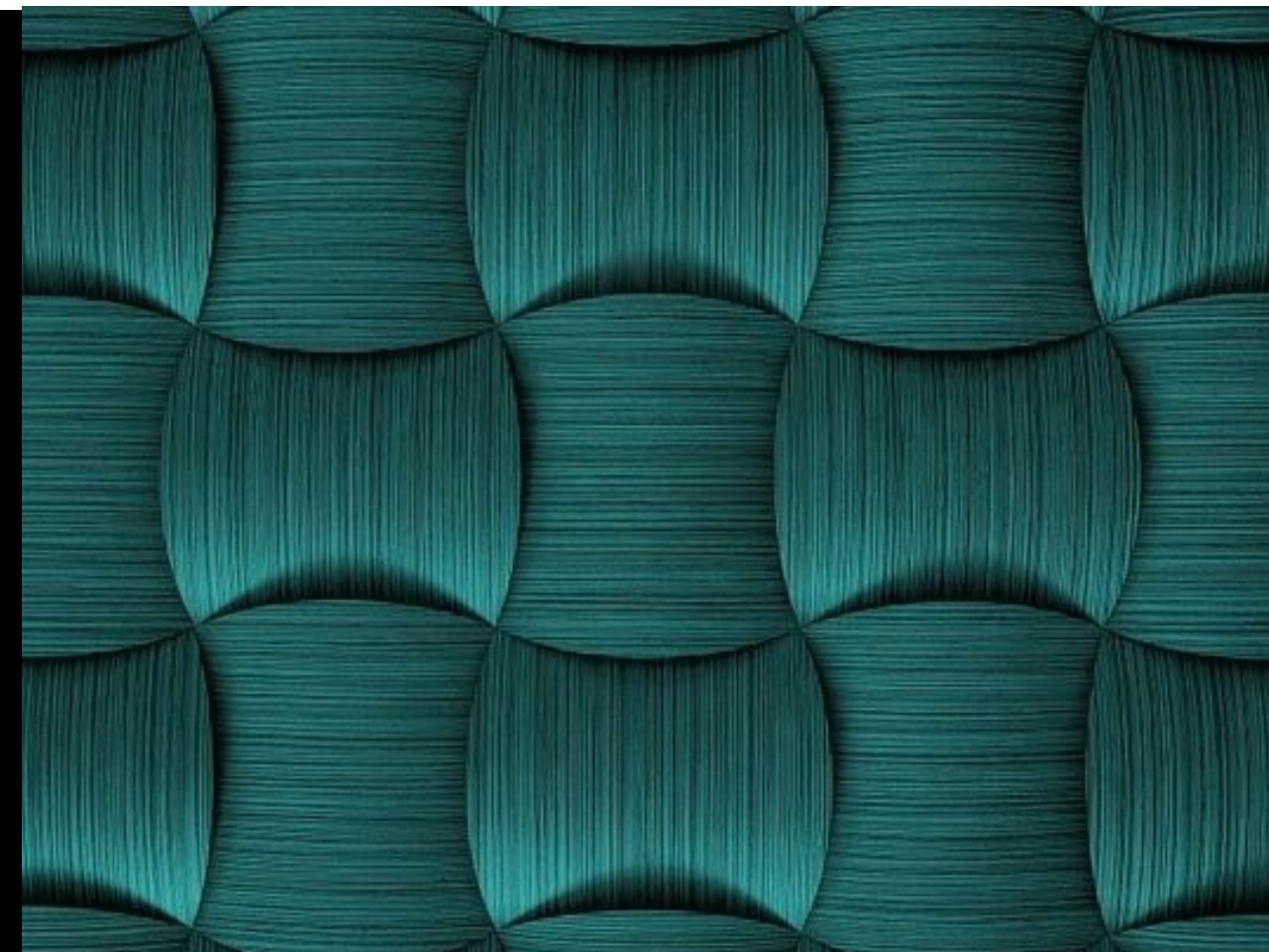
CLEAN & CLINICAL  
**IMAGERY.**

Organic, natural, clinical, clean, sophisticated,



CLEAN  
TYPOGRAPHY

TEXTURAL  
DETAILS



GEOMETRIC  
PATTERNS



SIMPLE  
ICONS



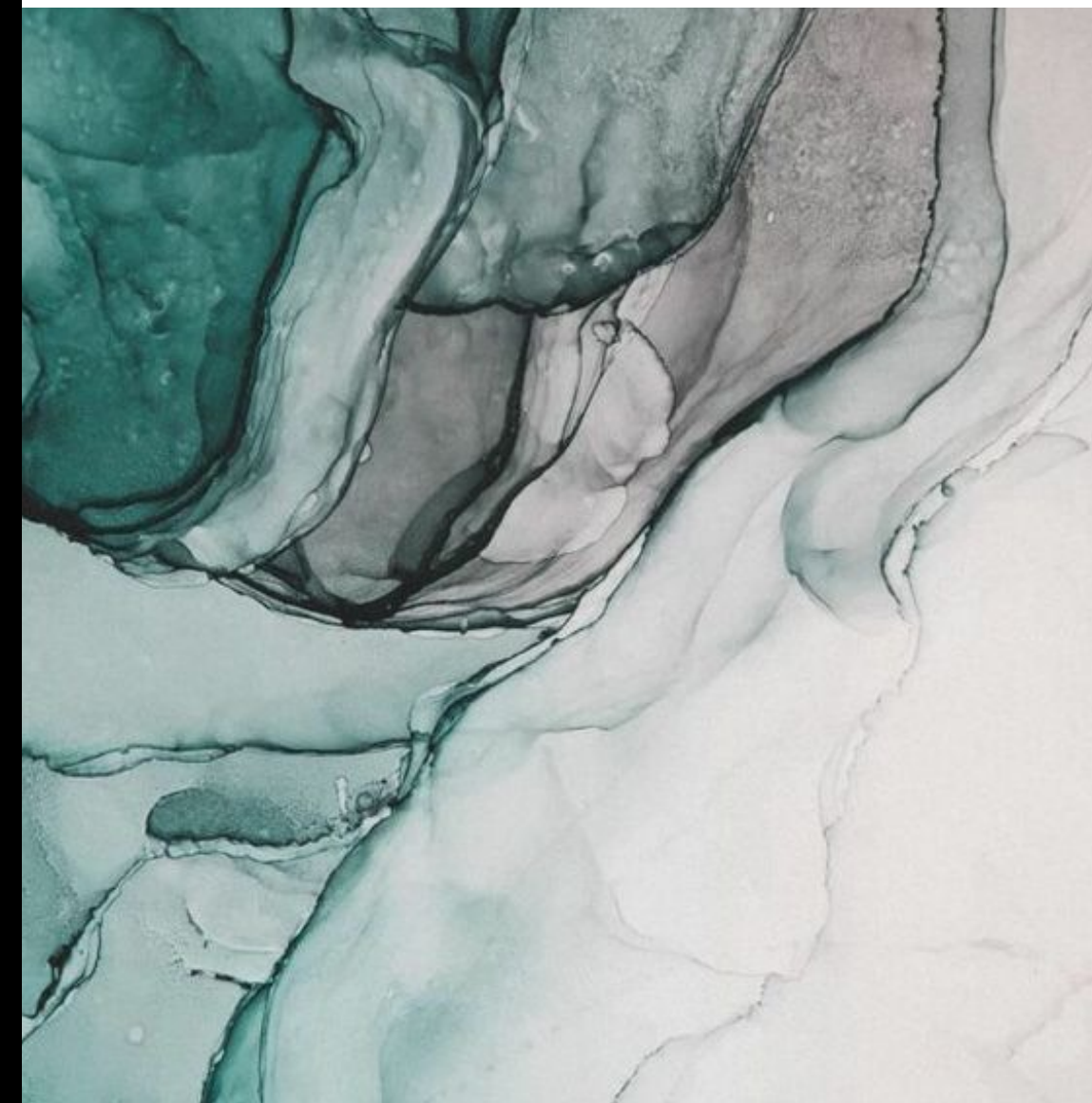
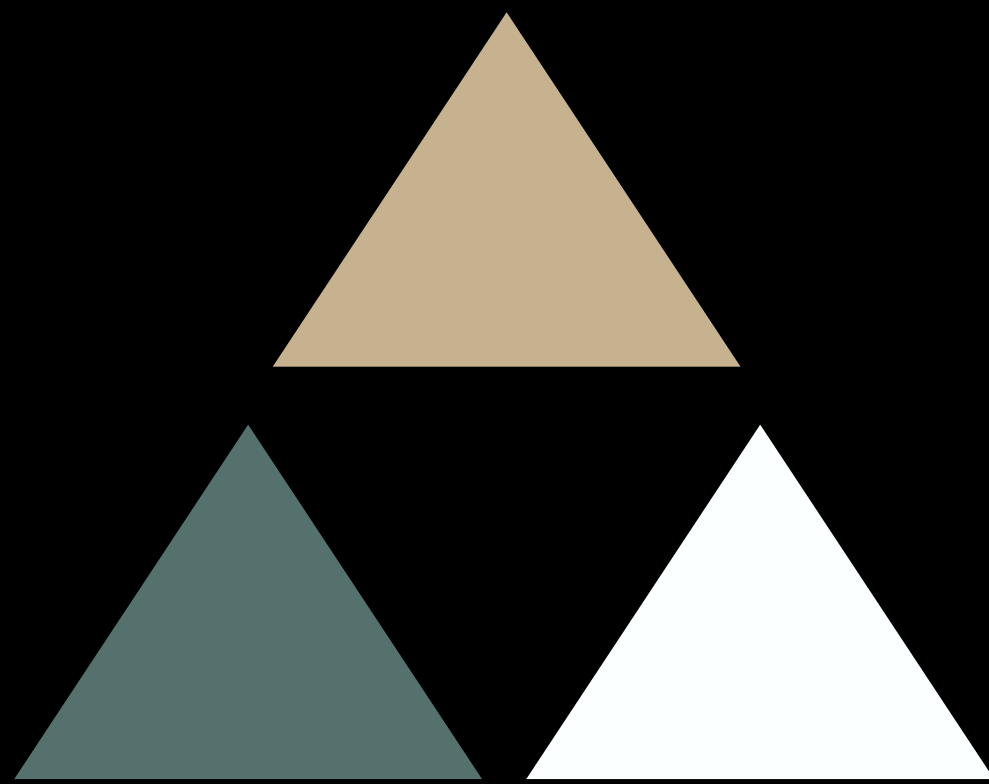
CLINICAL  
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CLEAN & CLINICAL

# PRIMARY COLORS.

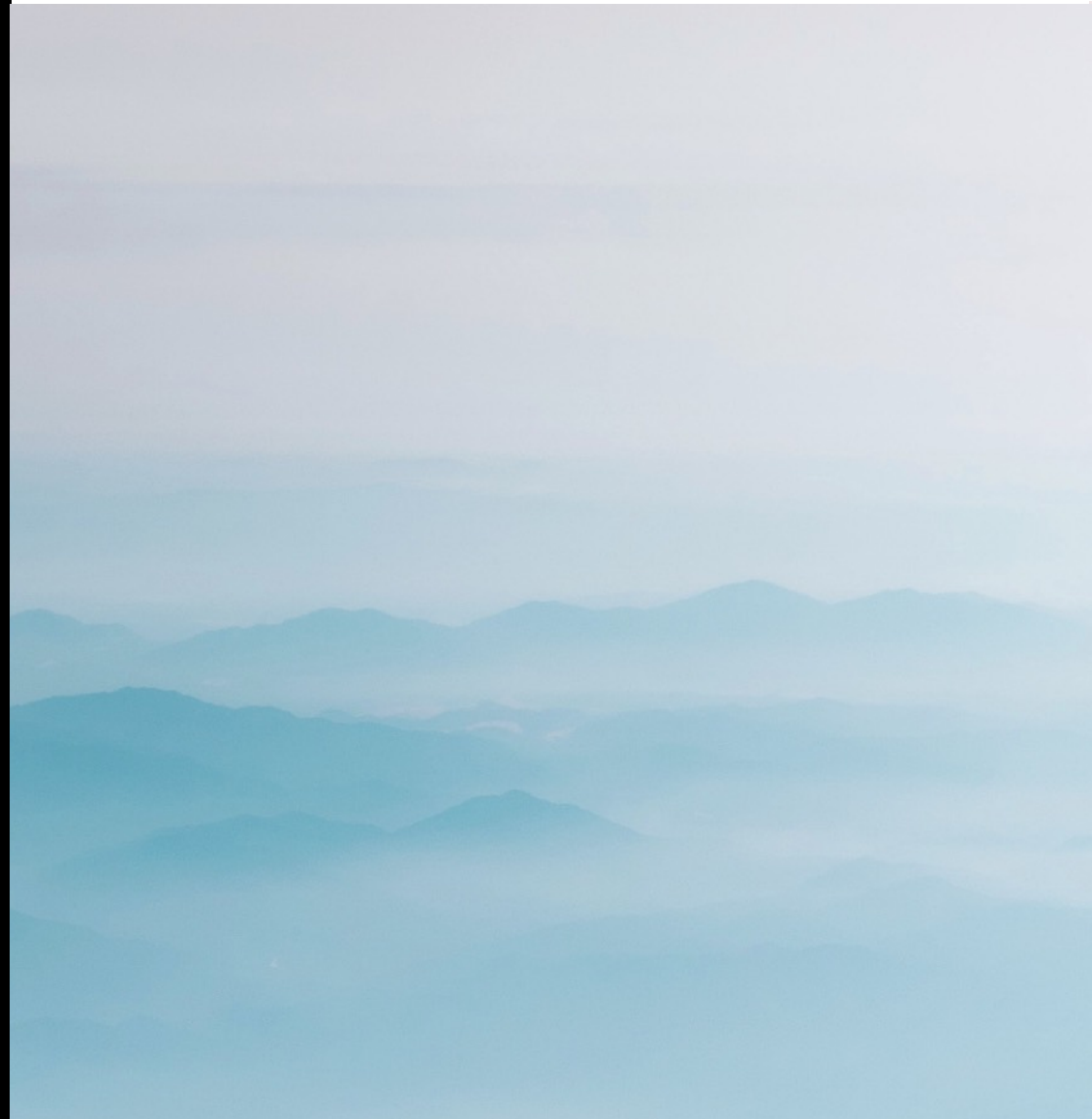
GREENS, WHITES, BROWNS, EARTHY COLORS



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CLEAN & CLINICAL  
**SECONDARY  
COLORS.**

NATURE INSPIRED MUTED JEWEL TONES,  
POWDERY BLUES & GREENS



## MINIMALIST & GEOMETRIC

This design approach put emphasis on the simplified “flower of life” which is pared down to 3 petals. The logo symbol feels greenhouse like, reinforcing the idea of the brand growing craft herb products. This option takes a modern and minimalist approach to the apothecary-style inspiration. A mix of font sizes adds visual interest while being straightforward. A color-band which holds the product name gives weight to the clean design, balanced by the thin geometric lines in the logo.





# ALKALINE HERB SHOP

HAPPY LIVER TEA



24  
TEA BAGS

GLUTEN FREE

VEGAN • NON-GMO

SUPPORTS HEALTHY LEVELS OF  
INFLAMMATION TO MAINTAIN A  
HEALTHY LIVER.

## DESIGN ELEMENTS

- SANS SERIF MODERN FONTS
- SIMPLIFIED 3 COLOR PALETTE
- GEOMETRIC PLANT/LEAF ICON





PACKAGING UPDATE



PACKAGING UPDATE



PACKAGING REFRESH



PACKAGING REFRESH

CLEAN & CLINICAL

# EMAIL CAMPAIGNS.

- **Colors:** Use of secondary color palette to keep things fresh for subscribers
- **Content:** Promos, updates and information on the brand, valuable and readable content



PRODUCT PHOTO EMAILS.



# IMMUNITY BOOSTING BUNDLE

SALE PRICE  
~~-\$125.97~~  
**\$107.07**

NOT VALID WITH ANY OTHER OFFER

FREE SHIPPING  
OVER  
**\$75**

U.S. DOMESTIC SHIPPING ONLY

IMMUNITY BOOSTING BUNDLE

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EMAIL CAMPAIGN

IMMUNITY BOOSTING BUNDLE



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YOUR LAST CHANCE  
TO SAVE ON THE

IMMUNITY  
BOOSTING  
BUNDLE

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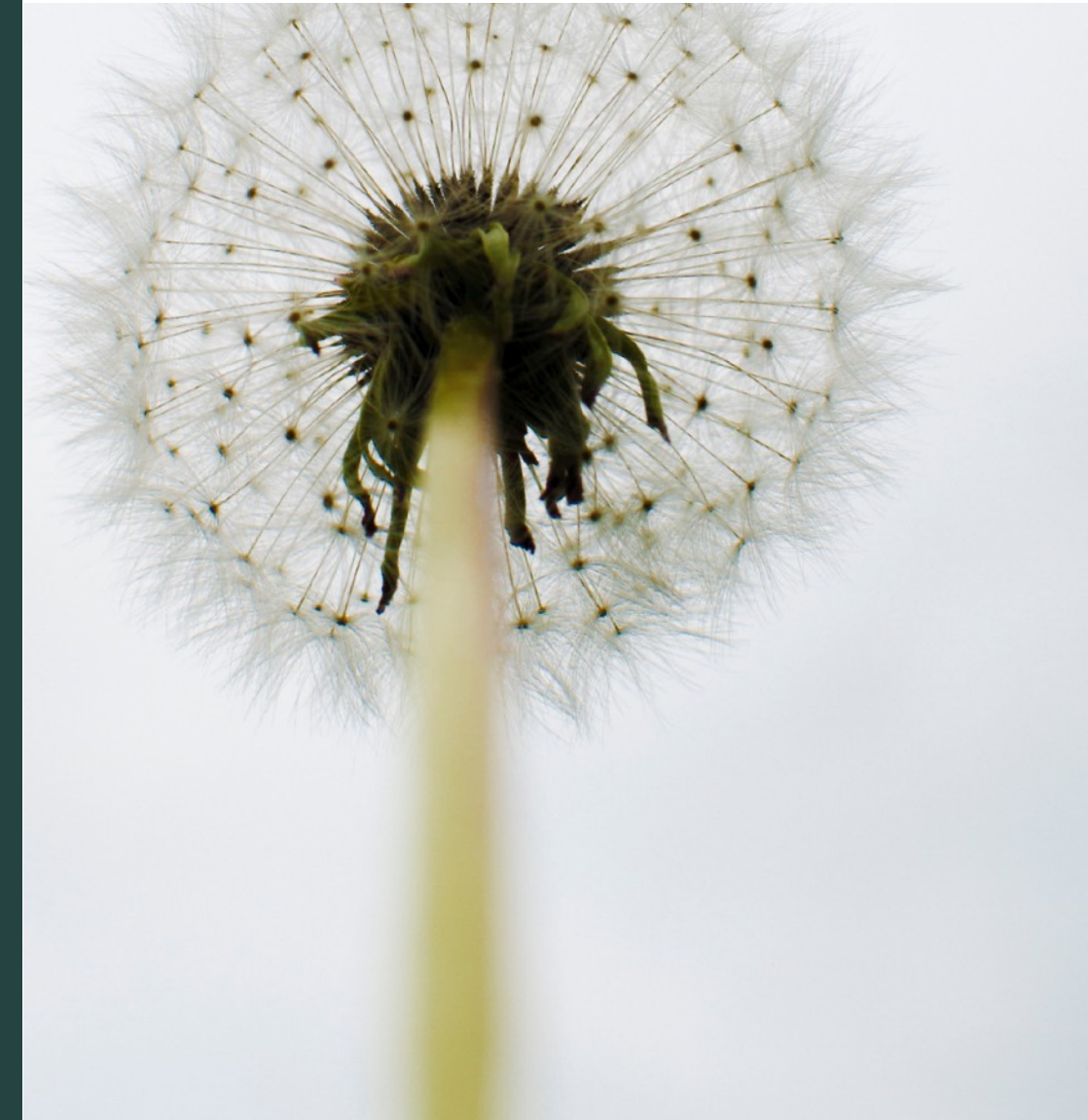
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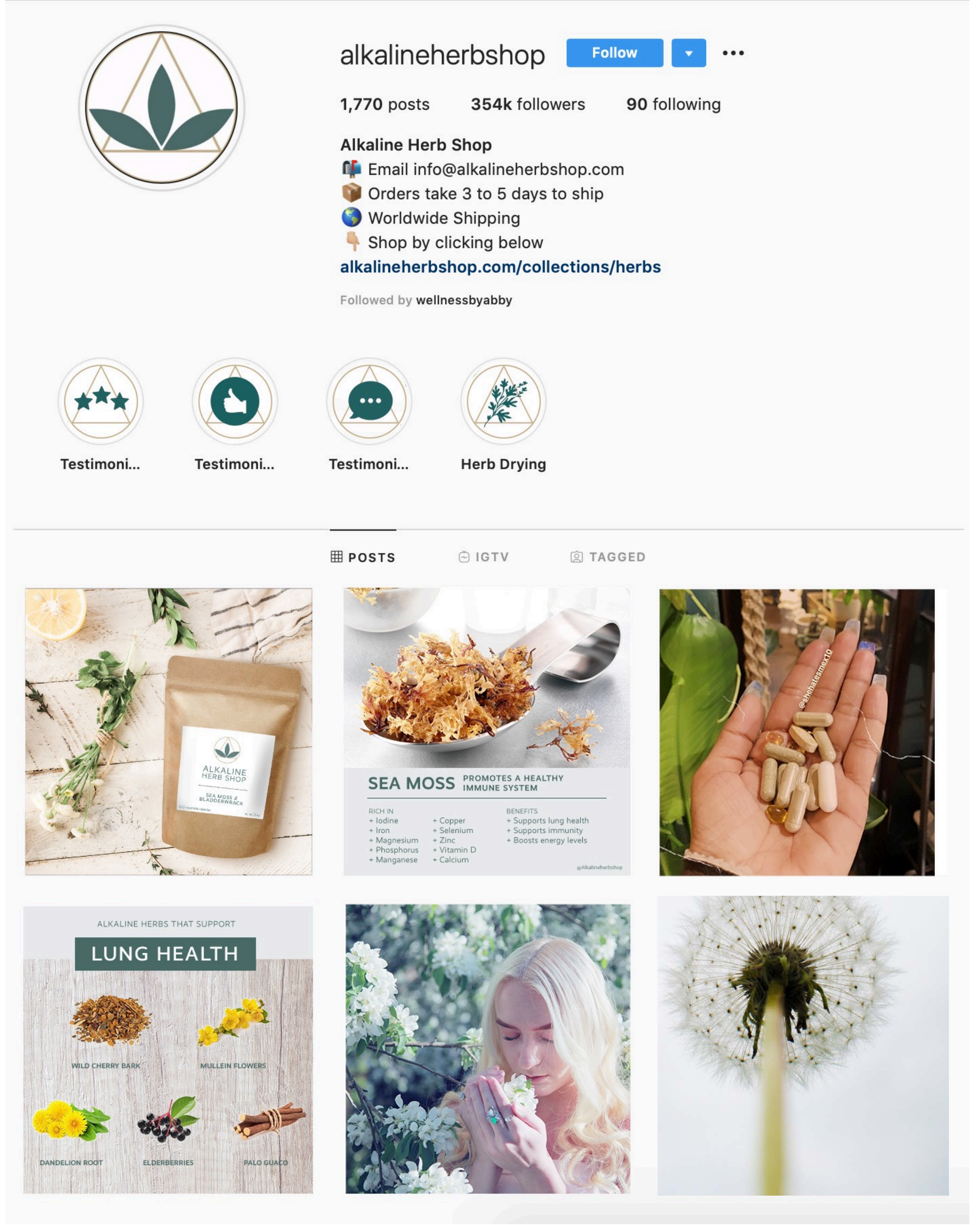
CLEAN & CLINICAL  
**SOCIAL  
MEDIA.**

- **Colors:** Airy and earthy natural colors
- **Visuals:** Mix of product flatlay, curated reposts, aspirational lifestyle photos, and beautiful ingredients
- **Posts:** Informational posts prioritize imagery, customer testimonials set on a colored background



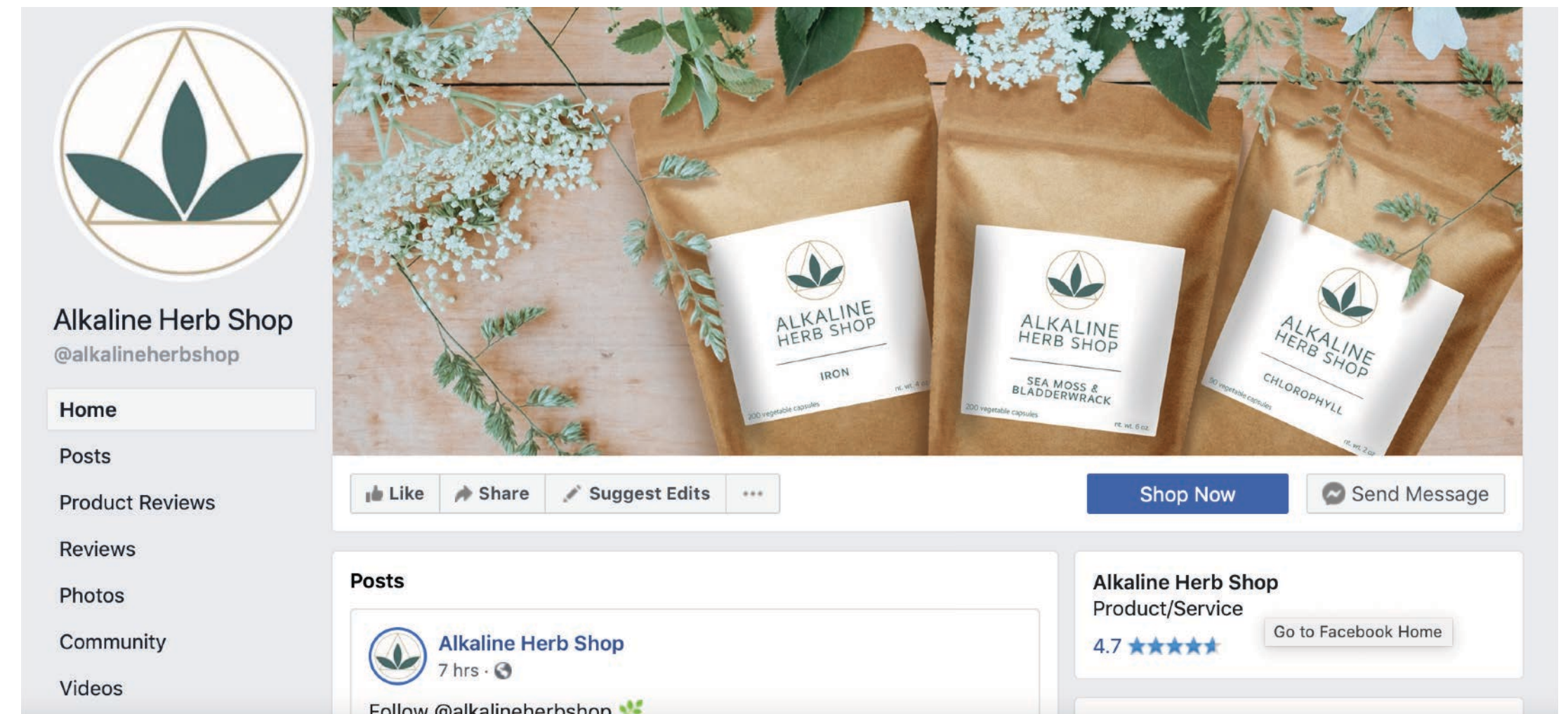
# CLEAN & CLINICAL INSTAGRAM.

- **IG Story Highlights:** Icons custom designed
- **Content:** Must be visually engaging, focus on lifestyle. Reposts must be on brand
- **Templated Posts:** Informational posts can be pre-designed on Canva as templates, to help bring consistency to the brand on social media. They should be easily read and shareable, while the bulk of content lives in the caption.



# CLEAN & CLINICAL FACEBOOK.

- **Banner:** Seasonal lifestyle product image
- **Content:** Must be highly shareable; recipe videos and ingredient info
- **Templated Posts:** Informational posts can be pre-designed on Canva as templates, to help bring consistency to the brand on social media. They should be easily read and shareable, while the bulk of content lives in the caption.





## SEA MOSS PROMOTES A HEALTHY IMMUNE SYSTEM

### RICH IN

- + Iodine
- + Iron
- + Magnesium
- + Phosphorus
- + Copper
- + Selenium
- + Zinc
- + Vitamin D
- + Manganese
- + Calcium

### BENEFITS

- + Supports lung health
- + Supports immunity
- + Boosts energy levels

AlkalineHerbShop.com



Brittany T. **Verified Buyer**

03/16/2020

United States



### A game changer!

I have been taking these vitamins for months now, and they are amazing! I can tell the difference immediately if I miss a day. I also never write reviews, but this high quality supplement needs 1 million stars. Thank you so much for developing such an impactful vitamin!

Share

Was this review helpful? 0 0

ALKALINE HERBS THAT SUPPORT

## LUNG HEALTH



WILD CHERRY BARK



MULLEIN FLOWERS



DANDELION ROOT



ELDERBERRIES



PALO GUACO

AlkalineHerbShop.com

F A C E B O O K B A N N E R S



S O C I A L M E D I A

crème  
DE MINT