The Art of Everyday Rituals.

BRAND IDENTITY / PACKAGING EXPLORATION / ART DIRECTION



Designed for the everyday ritual.

STRATEGY / THE BRIEF

THE CHALLENGE

Skincare shelves are crowded with similar minimal packaging. NURAE explores a cohesive four-product system that is calm, clear and easy to navigate.

THE IDEA

Skincare should feel like a ritual, not a routine.

AUDIENCE & POSITIONING

Skincare-conscious adults, ages 25-45.
Accessible premium / modern wellness.



Quiet Science

VISUAL IDENTITY

A calm visual system balancing clarity, warmth, and considered materiality.

NURAE

SKIN RITUALS

Ivory
#F5F0E7

Sage
#BBC7B5

Deep Olive
#55624F

Warm Clay
#A47C61

DISPLAY TYPE

Elegant serif wordmark and editorial headings

BODY TYPE

Neutral sans serif for functional information

Art direction: matte surfaces, amber glass, warm daylight, restrained botanical textures.

Four products. One visual language.

PACKAGING ARCHITECTURE

Consistent label hierarchy, distinct forms and clear product identification.



01

Gentle Cleanser

150 mL / Pump bottle

02

Daily Serum

30 mL / Glass dropper

03

Barrier Cream

50 mL / Glass jar

04

Daily SPF

50 mL / Airless pump

Conceptual visualization. Labels and product claims require production verification.

Tactile, not decorative.

DETAIL STUDY

Form, finish and material choices reinforce a coherent premium experience.







01 / FROSTED FINISH

Soft diffusion and translucency

02 / BOTANICAL RELIEF

An embossed, tactile visual accent

03 / MATTE CLOSURES

Muted olive, low-gloss finish

A system that extends to cartons.

SECONDARY PACKAGING

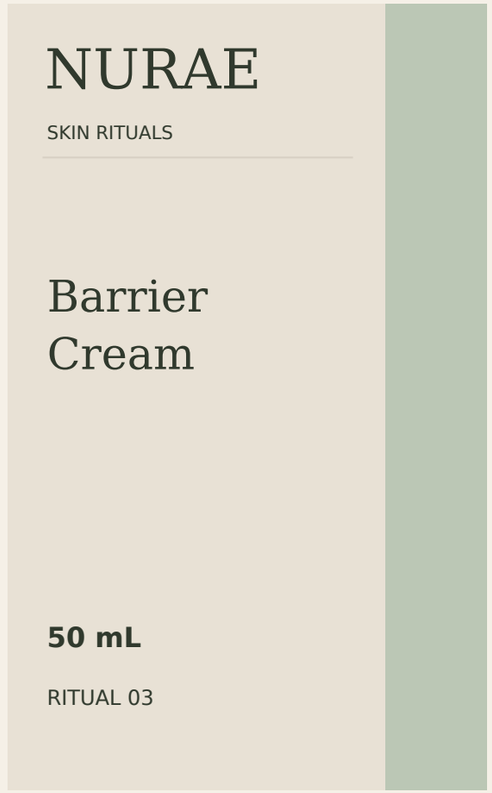
Each product carries the same visual hierarchy across its primary and secondary pack.



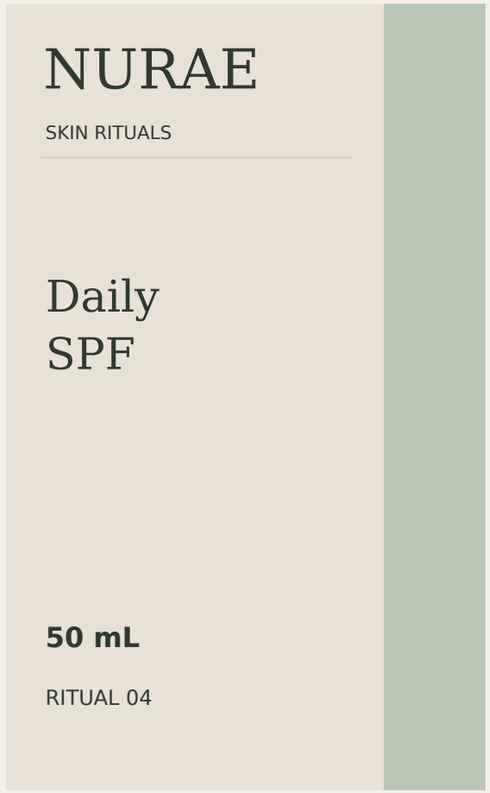
Pump bottle



Glass dropper



Glass jar



Airless pump

Illustrative carton fronts only. Actual dielines, panel copy, barcodes and legal labels require supplier specifications.

A quiet moment, made visible.

CAMPAIGN / ART DIRECTION

Warm daylight, natural stone and soft shadows create an understated product world.



WARM DAYLIGHT / NATURAL STONE / OLIVE FOLIAGE / MATTE TEXTURES

NURAE

SKIN RITUALS

The Art of Everyday Rituals.

Independent concept project.
Brand identity, packaging exploration
and illustrative product visualization.

Not commissioned by a client.
Mockups are not print-ready.
Product claims are not verified.

