

NEYOVO

PORTFOLIO CASE 1

Verda
Skincare

BRAND IDENTITY KIT

Verda *Skincare*

A complete brand identity built from scratch for a clean beauty D2C brand launching on Shopify, from zero visual presence to a cohesive system ready for retail and digital.

25

ASSET KITS
DELIVERED

5 Days

FIRST DRAFT
TURNAROUND

\$599

STARTER
IDENTITY PACK



VERDA

BOTANICALLY PURE | CONSCIOUSLY MADE



THE CHALLENGE

Launching with no visual *identity* at all

Consider a hypothetical brand of Verda with a 4-SKU clean beauty line and a live Shopify store but with no visual identity, pitching to a buyer with a Canva mockup and stock photos. The product is exceptional, but without a cohesive brand system, that quality doesn't translate.

The challenge: build a complete visual language, tone, and scalable framework spanning social, packaging, and paid media within 30 days

01

No Brand Identity

No logo, color system, or visual direction.

02

30 Day Launch Deadline

Store needed to go live with cohesive assets.

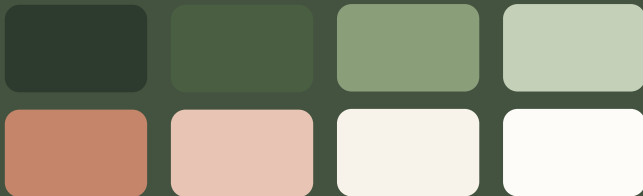
03

Premium Position at Stake

A premium identity for a premium product line.

Every element of Verda's visual language designed as a system, not a collection of parts.

COLOR PALETTE



- Forest – Primary Dark
- Sage – Brand Accent
- Terra – Warm Contrast
- Cream – Base Neutral

TYPOGRAPHY

Verda

Cormorant Light – Display and headlines

Botanically pure formulas crafted with intention. Skin that speaks for itself.

Poppins Light – Body copy and UI

H1 – 52px / 300

H2 – 36px / 300

Body – 15px / 300

Label – 11px / 500 All Caps

Cormorant

Cormorant

Poppins

Poppins

LOGO VARIATION

VERDA

Light Background

VERDA

Dark Background



Icon + Wordmark

Delivered as PNG, JPG, SVG across full color, mono black, mono white, in 3 size variants (full, medium, favicon)

WHAT WE DELIVER

COLOR PALETTE

Complete logo package – 5 concepts, 25 final files

1

5 original logo directions presented across multiple use cases, delivered as 25 production-ready files across all formats and backgrounds.

BRAND GUIDE

8-page brand guide with usage rules

2

A practical, founder-friendly brand guide covering logo usage, color codes, typography pairing rules, spacing, and do/don't examples for every asset.

EMAIL TEMPLATE

Welcome + launch email header templates

3

Branded Klaviyo-ready email templates for welcome flow and launch announcement that matches with the curated visual system exactly for consistent inbox presence from day one.

BRAND HANDOVER

30-min handover call + asset folder

4

Structured handover session walking the founder and relevant team members through every file, how to use the brand guide, and how to brief future designers to maintain brand consistency at scale.

OUTCOME

From no identity to a brand that opened retail doors just within 28 days.

28

Days from kickoff to Shopify launch with full brand system live

30+

Production-ready asset files delivered across every formats

1

Day to launch fully on-brand Klaviyo email campaigns

HOW WE DID IT

Four phases. 28 days. Zero missed deadlines.



WEEK 1

Discovery and Direction

Brand audit, competitor analysis, mood board review, and strategic brief alignment. Defined positioning as premium botanical and not mass clean beauty.

WEEK 2

Logo Concept Designing

Multiple logo directions presented. Each offering distinct brand communication which were further refines for spacing, weight, and the icon-wordmark relationship.

WEEK 3

Brand Design Building

Color palette, typography, and brand usage guideline system built and codified into the 8-page brand guide. Email templates also produced in parallel for email marketing.

WEEK 4

Delivery and Handover

All brand asset files organized and handed over along side brand usage guideline document 30-minute handover call. Final store can go live within the given 30 days deadline.

READY TO BUILD YOURS?

Your brand should
work as hard as
your **product**
does.

[BOOK A MEETING TODAY](#)