

Noura Skin

Brand Identity

Minimal skincare for calm daily rituals.

A complete visual identity case study for a premium clean beauty brand - created for RN Studio, Design & Web Studio portfolio.

CLEAN BEAUTY

MINIMAL IDENTITY

PACKAGING SYSTEM



Brand Concept

Clean skincare shaped by soft light and daily rituals.



Noura Skin is a minimal skincare brand built around calm self-care, gentle formulas, clean routines, and soft natural beauty.

01 Clean Formulas

Gentle, honest ingredients and transparent daily-care language.

02 Calm Rituals

A soft visual world that turns skincare into a quiet moment.

03 Natural Glow

Warm light, skin-like neutrals, and healthy-looking radiance.

Moodboard / Visual World

Soft light - clean beauty - calm rituals - natural glow



Soft light

Clean beauty

Calm rituals

Natural glow

Minimal packaging

Gentle formulas

Logo System

A restrained wordmark with a soft glow mark.

Noura Skin

PRIMARY WORDMARK

Noura Skin

Minimal skincare for calm daily rituals.

SECONDARY LOCKUP



SOFT GLOW MARK

Noura Skin

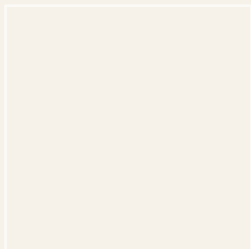
DARK BEIGE USE



LOGO ON PRODUCT LABEL

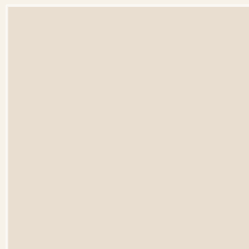
Colors & Typography

Neutral tones, warm depth, and refined editorial type.



Warm Ivory

#F7F2E9



Soft Beige

#E9DED0



Cream White

#FFFDFC



Muted Nude

#D5BEAA



Light Sand

#CDB79D



Soft Taupe

#8C7A6A



Soft Gold

#B99B66

Elegant Serif Heading

Minimal skincare for calm daily rituals.

CLEAN FORMULA / SOFT GLOW / DAILY CARE

Daily Glow Cleanser

Gentle Gel Cleanser

150 ml / 5.0 fl oz

Packaging System

A coherent skincare line with consistent label logic.



Daily Glow Cleanser

Gentle Gel Cleanser

150 ml / 5.0 fl oz

Soft Balance Toner

Soothing Water Toner

150 ml / 5.0 fl oz

Hydrating Face Serum

Hyaluronic + Vitamin B5

30 ml / 1.0 fl oz

Calm Repair Moisturizer

Barrier Support Cream

50 ml / 1.7 fl oz

Silk Night Cream

Restorative Night Cream

50 ml / 1.7 fl oz

Label structure: logo, product name, formula descriptor, volume, and one quiet accent line.

Brand Applications

Touchpoints built for unboxing, purchase, and retention.



Shopping Bag

Warm beige paper, subtle debossed mark.

Thank You Card

Soft tone of voice for calm after-purchase care.

Sticker Seal

Small gold accent for tissue and mailers.

Digital Preview

Website and social assets share the same quiet grid.

Social Media & Website Preview

A soft online system for launch, education, and routine storytelling.



Instagram Post

Your daily glow, gently.

Instagram Story

Clean formulas. Calm rituals.

Website Hero

Minimal skincare for calm daily rituals. CTA: Shop the Ritual

Noura Skin

Final Brand Showcase

Noura Skin is a minimal skincare identity designed around soft light, clean formulas, calm self-care, and elegant daily rituals.

Full product line / packaging boxes / printed touchpoints / social media preview / website preview

RN Studio

Design & Web Studio

