

# Eco-Home Branding Discovery

Kibbe Edwards 2025

## Goal

To develop a cohesive and compelling brand identity system—including brand voice, visual direction, and messaging strategy—for a new eco-home direct-to-consumer company. This identity will serve as the foundation for all future creative, marketing, and product decisions.

## Feedback

The following feedback was refined from the discovery questionnaire and conversation(s) amongst stakeholders.

*Company's focus is on eco-friendly home goods (think: bamboo dishware, refillable cleaners, organic linens, etc.). Sustainable, aesthetically pleasing home goods for environmentally conscious consumers. Eco-friendly home products that don't sacrifice design.*

*Key audience is Millennials and Gen Z consumers, mostly women, who want to make more eco-conscious purchases but still care about good design and convenience. The biggest competitors are brands like Grove Collaborative and Package Free.*

*Aspire for modern, sincere, warm personality in the marketplace—not preachy or overly earnest. Relatable but elevated. Admire the branding of companies like Public Goods, Coyuchi, and The Citizenry. Their websites feel clean, the photography is cohesive, and the product feels premium.*

*Brand should feel warm, grounded, and quietly confident. Think Scandinavian design with a California soul.*

## Brand System Implications

### Brand Name

- Avoid cliché eco-language or visuals (e.g., "leaf," "eco," "green," "earth"). Signal sustainability through tone and feeling.
- Must feel aspirational but relatable. It should be unique, memorable, and appealing to design-conscious, eco-minded consumers.

### Logo

- Avoid literal "eco" tropes; focus on abstract form or elegant wordmark
- Should scale well for embossing on packaging or laser engraving

### Color Palette

- Earthy neutrals: sand, stone, soft white, eucalyptus, terracotta
- Ensure ADA compliance across digital touchpoints

### Typography

- Primary: Humanist sans-serif
- Secondary: Use complimentary fonts but vary size and weight for contrast on packaging or editorial sections

### Moodboard

- Combine photography of sunlit interiors, fabric textures, sustainable packaging
- Include soft patterns (woven textures, recycled material grain)

# Distilling the Brand: Final Creative Direction

## Brand Characteristics

Modern — current, informed, and forward-thinking

Sincere — no greenwashing, no preachiness

Warm — friendly and grounded, not too cool or aloof

Relatable — aspirational, but not out of reach

Elevated — thoughtful, intentional, well-crafted

## Core Values

Sustainability – Environmental impact is a top priority, from sourcing to packaging.

Design Integrity – All product balance form and function; nothing is added without purpose.

Transparency – Clear communication about materials, processes, and impact.

Simplicity – Clutter-free experiences, intuitive design, and minimal packaging.

Wellness – Promotes a healthy home environment, physically and emotionally.

## Brand Themes and Keywords

Balance of beauty and sustainability, elevated everyday living, design meets conscience, natural luxury, home as sanctuary, conscious convenience, earth-made, thoughtfully designed, living lightly, beautifully green, ritual not routine, modern sanctuaries, from earth for home, design with intention, sustainable serenity, refined essentials, mindful materials

## Brand Name

*Seravena*

Origin: Invented name; a blend of serenity + haven + possibly a nod to “savena” (stream/river in Italian)

Rationale: Evokes softness, flow, and sanctuary. Has a gentle, premium sound that feels both soothing and upscale. Abstract enough to be ownable, but emotionally resonant. Suitable for positioning as a lifestyle brand rooted in wellness and aesthetic calm.

## Icon

*Butterfly*

Symbol of transformation — Represents positive lifestyle shifts and sustainable living.

Lightness and calm — Evokes grace, ease, and “living lightly” on the planet.

Natural elegance — A refined silhouette avoids eco clichés while feeling warm and poetic.

Versatile design element — Works across packaging, embossing, and digital branding.

## Brand Slogans & Rationale

*“Designed for life”*

This core brand slogan highlights our belief that sustainable products should be durable, beautiful, and practical - built to support real routines, real homes, and long-term use. It speaks to longevity, purposeful design, and an underlying respect for how people live day to day.

- Why it works: It's open-ended, flexible for campaigns, and reinforces product quality and design thinking.
- Tone: Modern, sincere, slightly elevated

### *“Your home in harmony”*

This tagline connects our mission to the emotional experience of home - calm, balanced, and intentional. It positions the brand as a solution for creating peaceful, organized, planet-friendly spaces. The use of “your” keeps the voice personal and relatable.

A subtle variation - “You’re home in harmony” - can evoke deeper emotional resonance, suggesting not just the state of your space, but the feeling of being grounded and at peace within it.

- Why it works: It evokes feeling, supports lifestyle positioning, and differentiates from utility-focused competitors.
- Tone: Warm, aspirational, emotionally resonant

## **Guidance for Developing Future Taglines & Slogans**

When crafting new slogans or campaign headlines, use the following guidelines:

### **1. Reflect Brand Values**

Ask: Does this speak to sustainability, design integrity, or wellness?

Avoid buzzwords—aim for language that feels genuine and thoughtful.

### **2. Evoke a Feeling**

Prioritize emotional outcomes: calm, inspired, empowered, etc.

### **3. Use Natural Language**

Speak like a friend with great taste. Avoid jargon or overly promotional phrasing.

Favor words with a soft, sensory feel: breathe, live, light, gentle, everyday

### **4. Stay Flexible**

Taglines should work across multiple formats (packaging, ads, social, homepage banners)

Shorter = stronger. Ideal length: 2–5 words