

SERAVENA

Designed for Life



2025 Brand Guidelines



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Welcome

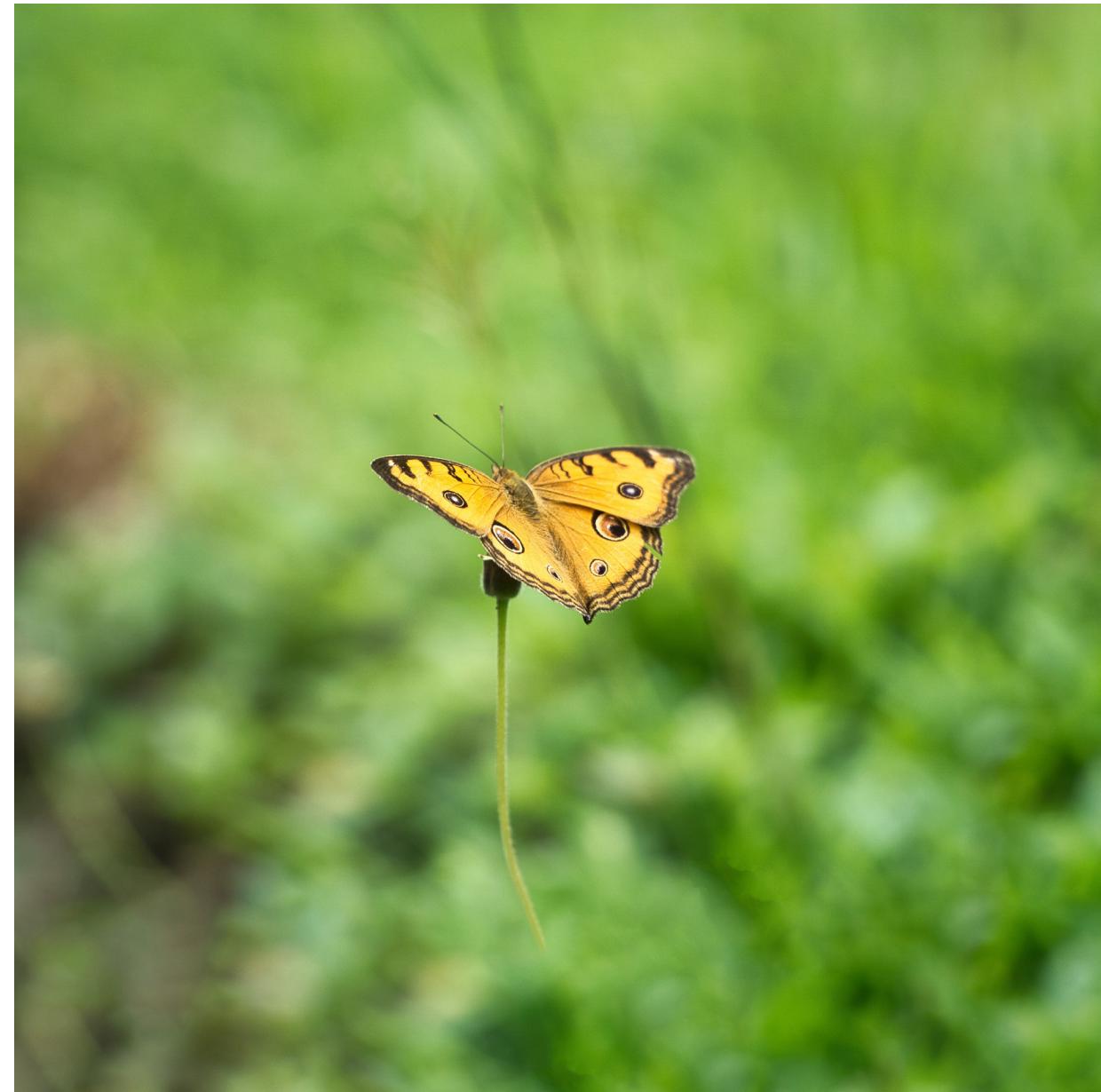
Seravena isn't just a brand—it's a point of view. We believe sustainability and style shouldn't be mutually exclusive, and we're here to prove it.

These guidelines outline the visual and verbal language that defines SeraVena. They're here to help us stay consistent across every channel, while still leaving room for flexibility and creativity as we grow. Whether you're designing packaging, writing social copy, or building our next campaign, this guide is your foundation.

Our Mission

Seravena exists to make sustainable living feel effortless, beautiful, and grounded in everyday life. Every product we make is plastic-free, ethically sourced, and built for modern homes that value both form and function.





Our Story

Seravena was born from a simple frustration: it was too hard to find affordable, eco-conscious home goods that didn't compromise on design. So we built the brand we were looking for—where sustainability meets style, and intentional living is supported by beautifully made essentials.

What's in a Name: The Origin of Seravena

Pronounced **Ser-uh-VEE-nuh** (Emphasis on the third syllable), our name was inspired by the concepts of *serenity* and *haven*, and the idea of *home as a refuge*. The flowing, lyrical name evokes softness, sanctuary, and natural elegance.

Seravena is meant to feel modern, calm, and quietly confident. It avoids overt eco-language, setting the brand apart in a space often crowded with literal green cues. Instead, it carries a sense of refined intention—that sustainable choices can also be beautifully lived.

By weaving together themes of peace, protection, and everyday beauty, the name Seravena embodies our commitment to creating products that support intentional living. It expresses our belief that sustainability should feel as natural and welcoming as home itself—simple, thoughtful, and deeply rooted in wellbeing..

Core Values

Sustainability

Low-impact materials and responsible production. We design with the planet in mind.

Transparency

We're clear about what goes into our products and why.

Simplicity

Our aesthetic is clean and timeless. Our mission is straightforward.

Design Integrity

We believe good design can (and should) be sustainable.

Wellness

Our products support cleaner homes, gentler routines, and more mindful choices.





Brand Personality

Seravena is:

Modern – rooted in contemporary design and cultural relevance

Sincere – we speak with honesty, never fluff

Warm – grounded, empathetic, and real

Poised – always purposeful, self-assured, never preachy

Think: a friend with great taste, who composts, but won't make you feel bad if you don't.

Audiences should feel:

Calm – a sense of ease and clarity

Inspired – drawn to live more intentionally

Confident – reassured they're making a good choice for their home and the planet

Our Audience

Seravena is made for:

The next generation of conscious consumers—primarily Millennials and Gen Z women who:

- Value aesthetics as much as sustainability
- Are starting families, setting up new homes, or refining their routines
- Want products that feel modern, ethical, and easy to integrate into daily life



Logo Usage

The Seravena logo is a core expression of our brand—it should always appear with clarity, balance, and purpose. Whether used on packaging, social content, or digital platforms, consistency in its application helps build recognition and trust.

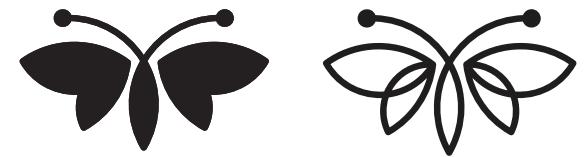
SERAVENA

Wordmark Logo

For most use cases (digital, print, packaging). Designed to feel elegant, grounded, and modern. It reflects Seravena's design-forward sensibility and quiet confidence.

Usage Notes:

- Always maintain clear space equal to the height of the logo around all sides.
- Do not stretch, distort, outline, or place the logo over busy backgrounds.



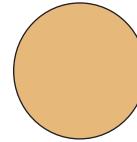
Butterfly Icon

The butterfly icon symbolizes transformation and intentional living—reflecting Seravena's mission to help consumers make meaningful, sustainable choices. Its lightness and grace evoke a sense of calm and "living lightly" on the earth, aligning with the brand's emphasis on wellness and ease. Unlike overused eco imagery, a minimalist butterfly silhouette offers natural elegance without cliché. It serves as a versatile design element that can be applied subtly across packaging, embossing, and digital touchpoints, reinforcing the brand's refined and poetic visual identity.

Color Palette

Primary Brand Color:

Muted Marigold / Earthy Sun



#E6B87A

Warm, natural, and uplifting—this soft golden tone evokes sunlight, warmth, optimism, and grounded elegance, setting the brand apart while reinforcing feelings of calm and confidence.

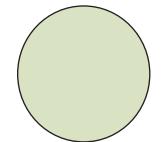
Secondary and Accent Colors:

Dark Olive



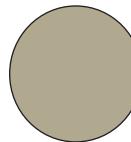
#3D4A3F

Pear Mist



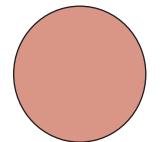
#D9E2C2

Olive Taupe



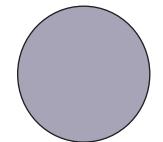
#B1A98F

Dusty Coral



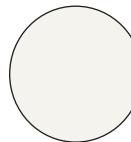
#D99586

Lilac Gray



#A8A4B8

Porcelain White



#F5F3EE

Typography

Primary Typeface:

Korolev

ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Based on an anonymous alphabet seen in photos of the Red Square Parades in the 30s, Korolev is a ruler-and-compass sans with an engineered elegance. The condensed weights and italics add up to a versatile family.

Thin

Light

Medium

Bold

Heavy

Rounded

Condensed
Compressed

Stencil

Sample Text:

Start building a more sustainable wardrobe

Sustainable fashion isn't just about what you buy; it's also about how you care for your clothes. Here are 3 tips to help you maintain a more sustainable wardrobe:

Repair and Repurpose

Before tossing damaged clothing, try mending it or giving it new life. Learn basic repairs online, at the library, or through local groups—or take items to a tailor.

Mindful Washing

Wash less often, use cold water, and follow care labels to reduce wear and save energy. Choose gentle, bio-based detergents and air dry when possible.

Donate or Sell

Give unwanted clothes a second life by donating or selling them. It reduces waste and keeps garments in use longer.

Voice & Tone

The Seravena voice reflects who we are: thoughtful, modern, and quietly confident. We write the way we design—clear, purposeful, and warm. Our tone adapts based on context, but always stays grounded in our values.

Voice Pillars

Warm & Human: Speak like a real person, not a textbook or a trend chaser.

Yes: "We made this so you can breathe easier at home."

No: "Consumers deserve a more sustainable lifestyle product offering."

Confident, Not Pushy: We don't guilt or preach. We guide.

Yes: "A better choice, made beautifully."

No: "If you're not buying sustainable, you're part of the problem."

Design-Savvy & Simple: Words, like products, should be designed with intention.

Yes: "Soft enough for newborns. Strong enough for everyday life."

No: "Our product line is meticulously developed to meet consumer expectations."

Sincere & Transparent: Say what's true, own what's in progress, and make the details accessible.

Yes: "100% plastic-free. And we're working on the glue in our labels."

No: "Planet-friendly in every possible way!"

Tone by Context

Use Case

Homepage Hero

Product Page

Social Media (Instagram)

Packaging Copy

Tone Example

Calm, inviting, aspirational

"Your home in harmony."

"No plastic. No nonsense."

Clear, informative, warm

"Refillable. Recyclable. Ready for daily messes."

Friendly, lifestyle-savvy

"Soft sheets and Sunday light."

Minimal, tactile

"Shake. Scrub. Smile."

Home in Harmony Designed for Life

