

Dharmatura



Dharmatura Case Study

Final Logo



Dharmatura

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An Indian skincare brand that follows Ayurveda and keeps things simple and natural. It uses trusted ingredients like turmeric, neem, ashwagandha, and sandalwood to gently care for your skin. The products have a clean, classic look with calm, earthy colors. Dharmatura also focuses on careful sourcing and low-waste packaging, so the routine feels good and looks timeless



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Word Cloud & Brand Analysis

Soul
Hydrate
Brightening
Dermatologist
Peptides
Vitamin
Nature

Divya
VitaGlow
HYDROMIN
Dermatura
Dharmatura
Naturmin
VitaSoul

Brand Personality



Name Proposition & Final name

1. Divya VitaGlow

(Divya means beauty in Hindi, beauty bringing a vital glow)

2. HYDROMIN

(intense hydration sounds like a product that dermatologist would recommend)

3. Dermatura

(Dermaplaning, the exfoliating treatment and nature)

DharMatura

1. Dharmatura

Dharma:

A complex Sanskrit term from Indian religions (Hinduism, Buddhism, etc.) meaning “duty,” “righteousness,” “law,” or “inherent nature”. It refers to moral responsibilities, universal laws, and inherent qualities that sustain individuals and the universe, with its specific meaning varying by context but always relating to the principle of order and right living

Nature:

The phenomena of the physical world collectively, including plants, animals, the landscape, and other features and products of the earth, as opposed to humans or human creations.

Mood Board

Similarities:

- claims to use natural ingredients (Amla, turmeric, ghee)
- inspired by indian culture, technology
- modern but timeless look to them
- have a warmer colour palette (orange, yellow, brown)



Sketches

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Logo Proposition & Symbol

धर्मतुरा

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Fonts:

- Corsario VF
(Text ExtraLight, Headline Bold)

- Snell Roundhand

Symbol:

Lilies behind a sunset



Dharmatura's Mission

Rooted in Ayurvedic integrity, each product is inspired by classical formulations and enriched with botanicals known for their balancing and healing properties. With a commitment to natural simplicity, the formulas are free from harsh chemicals and unnecessary fillers, allowing the purity of nature to shine through. Every ingredient is mindfully sourced from ethical farms, wild harvest cooperatives, and small growers who practice sustainable and regenerative cultivation. This ethos extends to low waste packaging, using glass bottles, recyclable caps, compostable cartons, and refill options to ensure beauty never burdens the earth.

Dharmatura's Brand Value

Dharmatura exists to bring people closer to the wisdom of Ayurveda through clean, effective, and gentle products that nurture skin health without complexity or compromise. Grounded in ancient principles yet crafted for modern life, we believe skincare should be purposeful and uncomplicated, supporting the skin's natural balance while inviting moments of calm into daily routines. More than a brand, Dharmatura is a reminder to slow down, reconnect with yourself, and embrace a more intentional way of living where caring for your skin becomes an act of inner harmony.

Challenges

One of the main challenges I faced while creating my Indian skincare line inspired by Ayurvedic practices was defining a strong visual identity that felt both unique and cohesive. I struggled to find the right balance between making the brand stand out in a saturated market while still keeping a playful and inviting aesthetic. At first, I found it difficult to translate traditional Ayurvedic elements into a modern design without losing authenticity. This uncertainty made the concept development phase longer than expected. However, through consistent sketching and experimenting with colour theory, I was able to explore different directions and refine my ideas. These tools helped me better understand how to combine tones, shapes, and cultural references, ultimately making the design process more fluid and leading me to a final concept that felt both distinctive and aligned with my vision.

Solutions

To overcome this challenge, I developed a clear creative direction by combining structured research with visual experimentation. I started by building a moodboard that blended traditional Ayurvedic elements such as natural ingredients, earthy textures, and cultural patterns with more modern and playful design references. Then, I used sketching as a way to quickly test different logo styles, packaging ideas, and layouts without overthinking each option. Applying colour theory helped me narrow down a palette that felt both vibrant and authentic, allowing the brand to stand out while still respecting its roots. By iterating through these steps and refining what worked best, I was able to create a cohesive and distinctive visual identity that successfully balanced playfulness with cultural inspiration.

Graphic Elements



