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FINAURA:  
BRINGING CALM, COASTAL-  
INSPIRED DÉCOR INTO EVERYDAY  
SPACES THROUGH NATURAL  
TEXTURES, SOFT NEUTRALS, AND  
INTENTIONAL DESIGN.  
CREATED BY CIARA NEUMAN



*FinAura*

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# BRAND IDENTITY

## **Target Audience:**

People who love coastal décor, handmade items, ocean-inspired pieces, and warm, inviting home styling.

**Brand Voice:** Calm, warm, coastal, welcoming

**Color Palette:** Soft neutrals (sand, driftwood, shell white) + ocean tones

**Typography:** Clean serif + gentle sans-serif pairing

**Visual Style:** Natural materials, organic textures, minimal, airy, beachy but modern

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# PRODUCTS & PACKAGING DESIGN

- **What We Sell:** Handcrafted coastal décor such as ornaments, driftwood angels, seashell products, prints, and other nature-inspired home items.
- **Why:** To help people create peaceful, meaningful spaces connected to the ocean

## **How Identity Influences Packaging:**

Our branding feels soft, coastal, and natural so our packaging uses simple materials, soft colors, and clean layouts to create that same peaceful, beach-inspired feeling.

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## CUSTOM PACKAGING PIECE

### Why This Packaging?

- It adds a personal touch since many items are gifts
  - Matches brand colors + fonts
  - Makes the unboxing feel warm + coastal
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# HOW PACKAGING CONNECTS TO THE BRAND

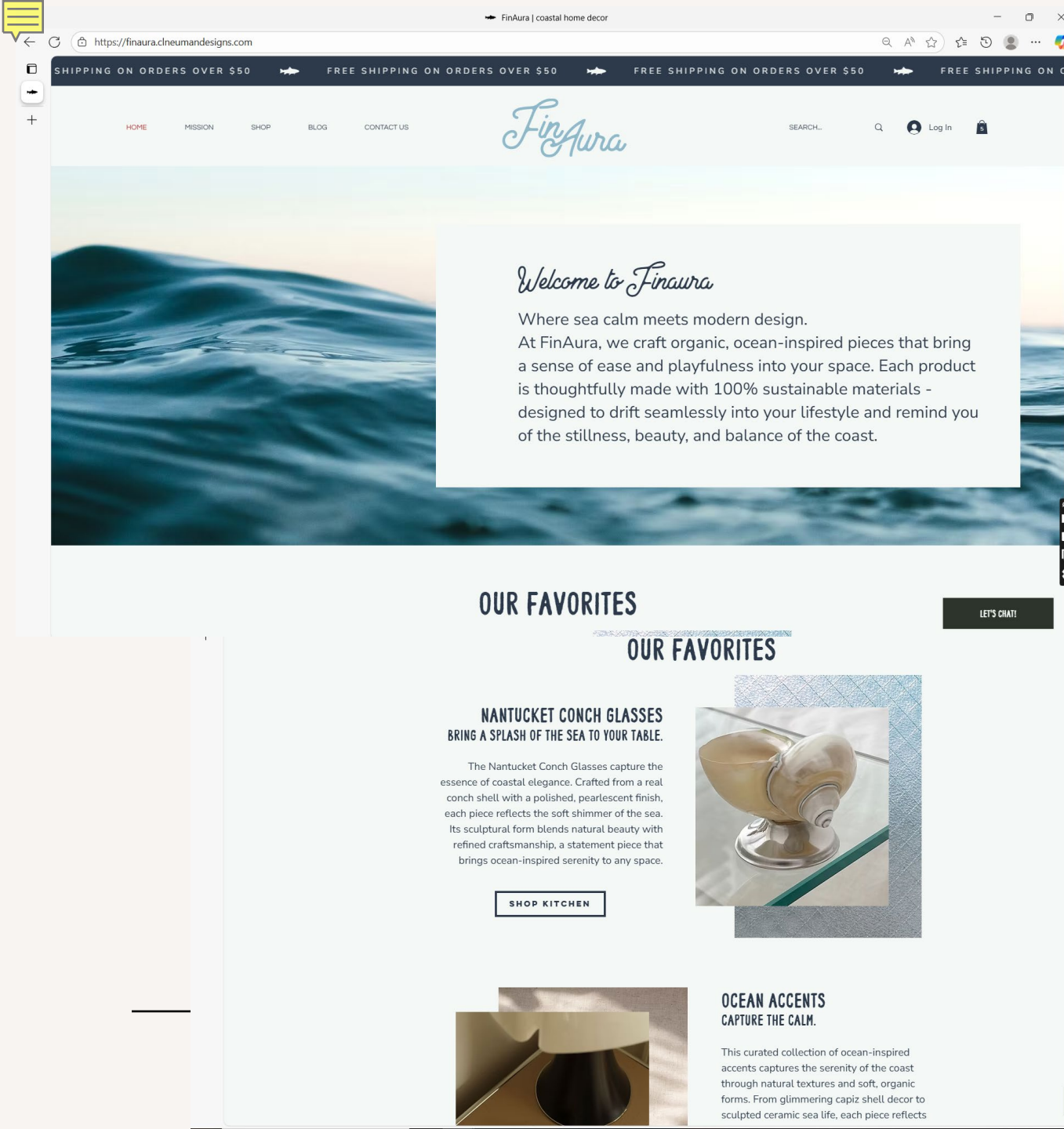
## How it Reflects Brand Values:

- Natural materials → reflect ocean-inspired themes
- Minimal design → calm, intentional, peaceful
- Soft palette → matches website + products
- Creates a “little moment” for customers when opening their order

## Why It Appeals to the Target Audience:

People buying coastal décor love clean, airy aesthetics → packaging gives them the same feeling as the product.





# WEBSITE OVERVIEW

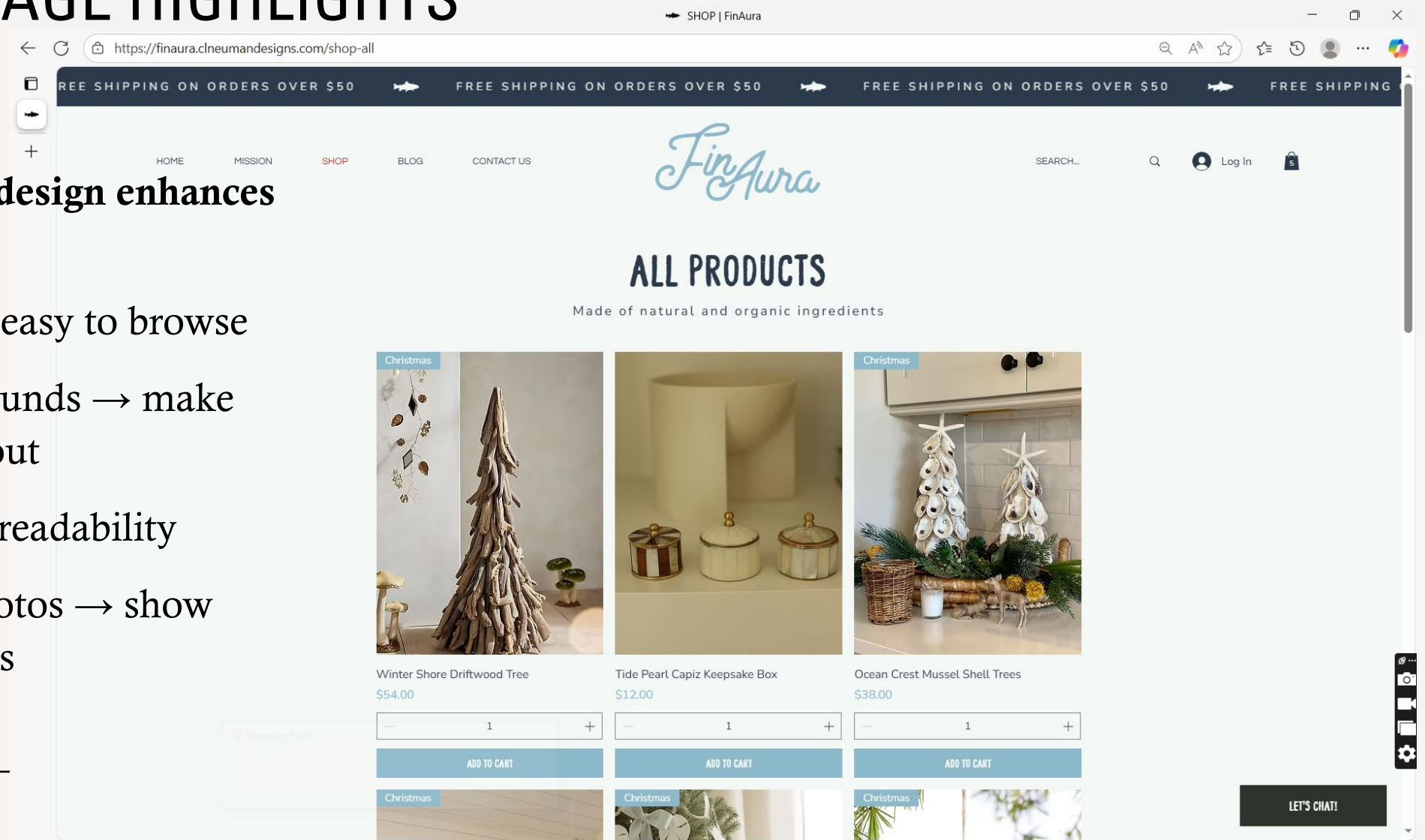
## Homepage Highlights:

- Light, airy color palette
- Lifestyle photos that feel coastal
- Clear navigation

# PRODUCT PAGE HIGHLIGHTS

## How the website design enhances shopping:

- Clean layout → easy to browse
- Neutral backgrounds → make products stand out
- Simple fonts → readability
- High-quality photos → show textures + details





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# UNIFIED BRANDED EXPERIENCE

## **How the Website + Packaging Match:**

- Same fonts, colors, and textures
  - Same calm, coastal style
  - Product photos + packaging both use natural backgrounds
  - Everything feels like one cohesive brand world
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# FULL BRAND EXPERIENCE

- Products use natural coastal materials
- Packaging continues that calm coastal vibe
- Website uses the same colors + voice
- Customer care is warm and personal
- Social media reinforces the same aesthetic: soft tones, ocean-inspired, calm
- **Why This Matters for Designers:**  
Branding isn't just one piece — it's how ALL the pieces fit together to create a consistent experience for the customer.



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QUESTIONS OR  
COMMENTS

A photograph of ocean waves at sunset. The sky is a mix of light blue and orange, and the water is a deep blue with white foam on the wave crests.

*FinAura*

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