

A Case of Branding Freshness, Designing Trust.



Lushful



By



The Brand



Lushful was founded on the principle that healthy soil is essential for both human health and a healthy planet. Conventional farming practices that rely on chemicals and fertilizers disrupt the delicate balance of the soil microbiome and make it increasingly reliant on these harmful inputs. Lushful advocates for natural farming methods that promote soil health and biodiversity, ultimately leading to healthier food and a more sustainable future.



**Cooking
Oils**



**Proteins &
Sprouts**



**Rice &
Millets**



**Fruits &
Veggies**



**Spices & Dry
fruits**



**Lushful's
organic
food range**



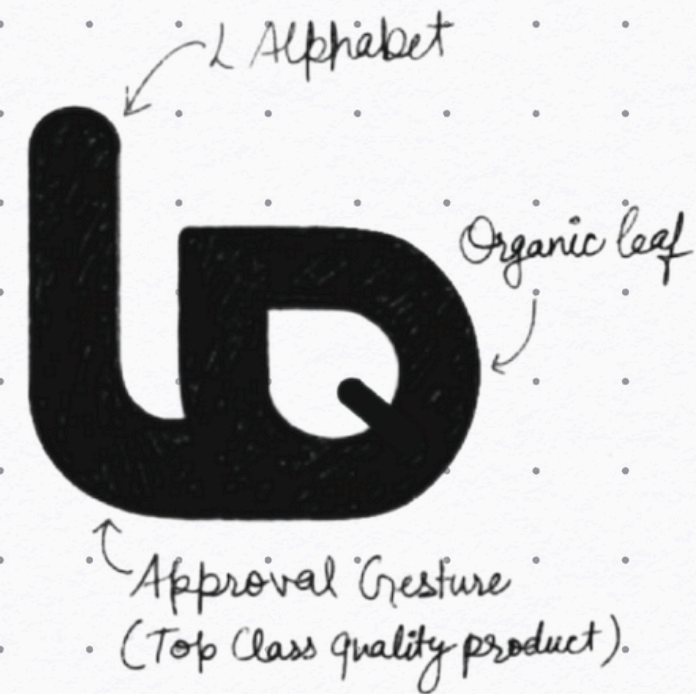
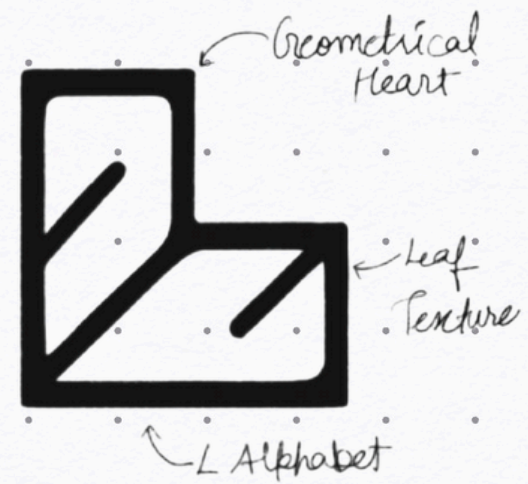
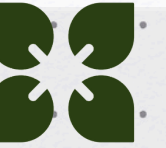
What Lushful Needed



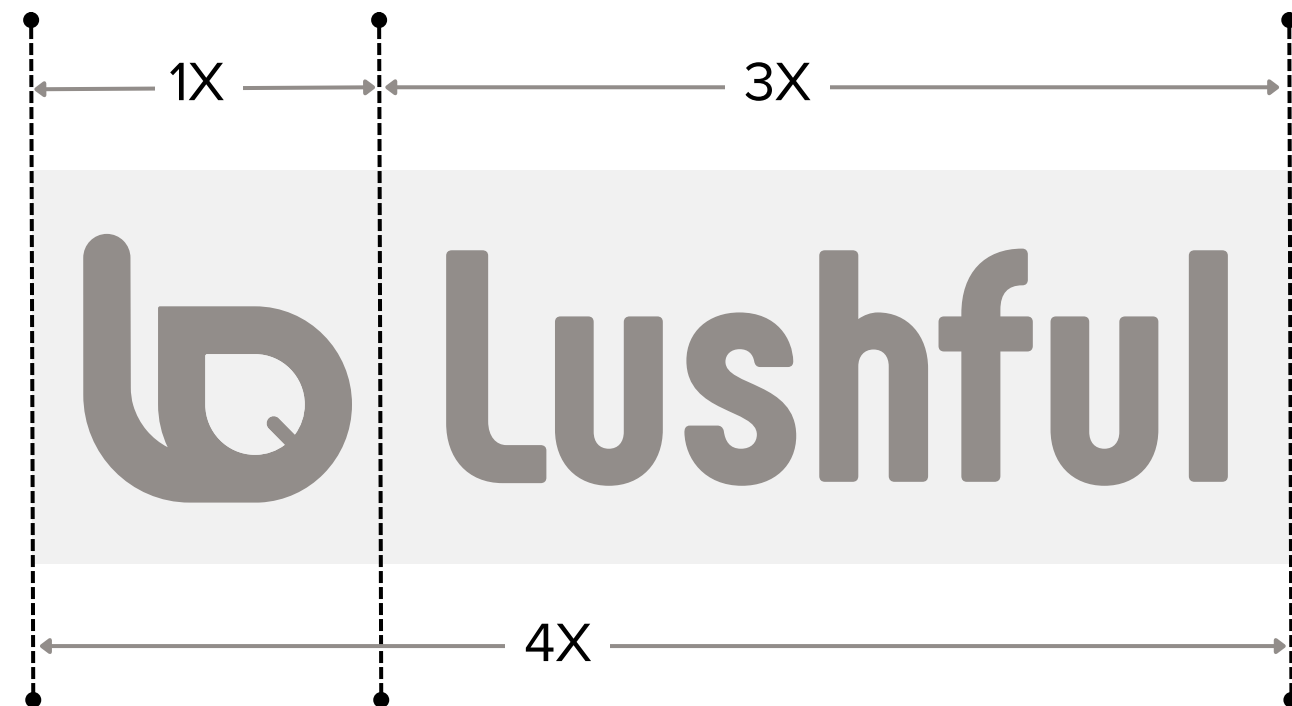
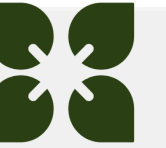
Lushful, an organic-first brand rooted in authenticity and nourishment, required a cohesive visual identity that could reflect its deep connection to nature, purity of ingredients, and modern consumer sensibilities. The brand needed a palette, tone, and design system that would resonate with conscious urban buyers while staying true to its earthy, Indian origins. This case study explores the development of Lushful's identity — from foundational color theory to tone of voice — with an emphasis on building trust, evoking freshness, and celebrating simplicity across digital and physical touchpoints.



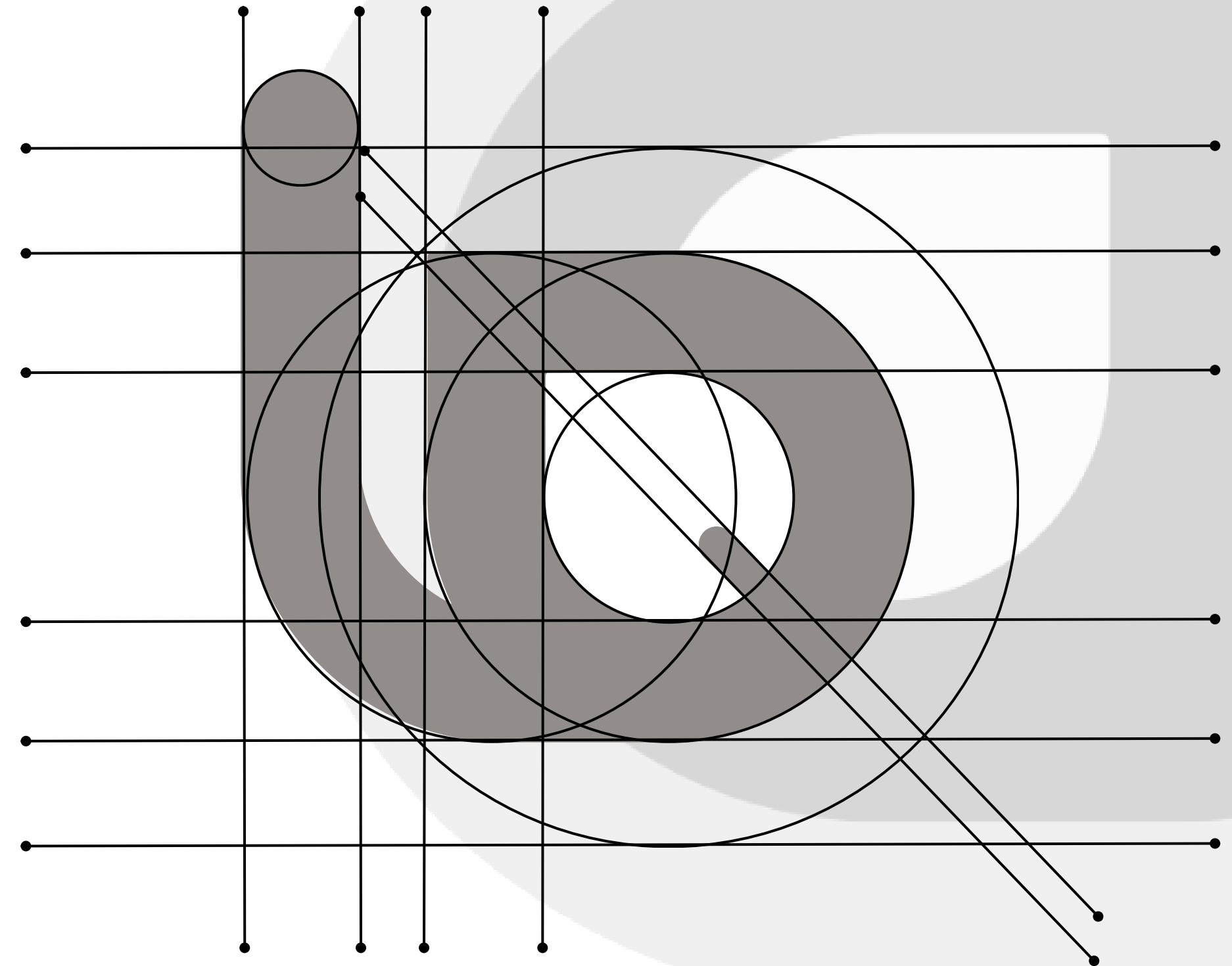
Raw Concepts & Rough Cuts



E-commerce Branding Case Study



Outline



Brand's Mood Board



HEX
#2a3f13

Leaf's Vein



HEX
#fdffb2

Sunlit Husk



HEX
#3f2813

Soil Root



Leaf's Vein

HEX 2a3f13

R 42 G 63 B 19

C 33 M 00 Y 70 K 75

Sunlit Husk

HEX fdffb2

R 253 G 255 B 178

C 01 M 00 Y 30 K 00

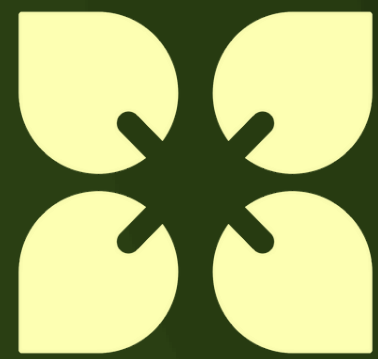
Soil Root

HEX 3f2813

R 63 G 40 B 19

C 00 M 37 Y 70 K 75

🌿 Lushful





P H E N O M E N A

Styles:

Light

Regular

Bold

Extra Bold

Black

Aa Bb Cc X²

Dd Ee Ff log_e

1234567890

!@#\$%^&*



The Brand in Motion



Thank you!

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