

TERRA CLAY

PURE EARTH SKINCARE

BRAND IDENTITY & STRATEGY PRESENTATION

May 2026

CONFIDENTIAL – PREPARED FOR CLIENT REVIEW

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01 — BRAND STORY

Born from the Earth, Crafted for the Skin

Terra Clay is a premium skincare brand rooted in the ancient wisdom of earth-based beauty rituals. Drawing from centuries-old traditions of using pure mineral clays for purification and renewal, Terra Clay bridges the gap between ancestral knowledge and modern formulation science.

Every jar contains ethically sourced clay minerals, harvested with respect for the earth and refined with intention. No synthetic fillers, no artificial fragrances — only the transformative power of pure earth.

"Where the earth meets the skin, transformation begins."

Wordmark & Identity



PRIMARY — LIGHT BACKGROUND



REVERSED — DARK BACKGROUND



ON-PACKAGING — KRAFT

CLEAR SPACE

Maintain minimum clear space equal to the height of the "T" in TERRA around all sides of the logotype.

MINIMUM SIZE

Digital: 120px width minimum. Print: 30mm width minimum. Tagline may be omitted below these thresholds.

DO NOT

Stretch, rotate, add effects, change colors outside the palette, or place over busy imagery without overlay.

Type System

PRIMARY — DISPLAY

HEADLINES, PRODUCT NAMES, PACKAGING

Cormorant Garamond

The art of pure skincare

Elegant, refined, timeless

Light 300

Aa Bb Cc 123

Regular 400

Aa Bb Cc 123

SemiBold 600

Aa Bb Cc 123

SECONDARY — UI & BODY

NAVIGATION, LABELS, CAPTIONS

MONTSERRAT

LABELS & NAVIGATION

Lato — Body Copy

Clean and readable at all sizes. Perfect for product descriptions, website copy, and marketing materials.

Montserrat Light

UI / Nav

Montserrat Medium

Labels

Lato Light

Body

Earth-Inspired Palette

 <p>CLAY DARK #5C4033</p>	 <p>CLAY WARM #A0785A</p>	 <p>TERRACOTTA #C87941</p>	 <p>KRAFT #C4A882</p>	 <p>SAND #D4C5A9</p>	 <p>LINEN #F5F0E8</p>
 <p>BAMBOO #B8A88A</p>	 <p>SAGE #7A8B6F</p>	 <p>STONE #8A8580</p>	 <p>CHARCOAL #3A3532</p>	 <p>OFF-WHITE #FEFCF9</p>	 <p>GRADIENT Brand Accent</p>

PRIMARY

ACCENT

NEUTRALS

Sustainable Luxury, Tactile Experience



- **Frosted Glass Jar**
Recyclable, reusable, premium weight. Frosted finish evokes natural minerals and purity. Protects product from light degradation.
- ▲ **Bamboo Lid**
Sustainably harvested bamboo with food-grade seal. Creates a satisfying close. Natural grain varies per piece — each jar is unique.
- **Kraft Box**
Unbleached, recycled kraft with soy-based ink printing. Minimalist typography. No plastic wrapping — tuck-tab closure.
- ◆ **Hang Tag**
Handcrafted metal tag with engraved brand mark. Attached with natural jute cord. Doubles as a keepsake — reinforcing the ritual experience.
- ◎ **Label System**
Debossed typography on glass. Ingredients printed on inner box panel. QR code links to full sourcing transparency page.

Living the Brand

TERRA CLAY

@terraclay

SOCIAL MEDIA

Instagram-first strategy with earthy photography, minimal text overlays, and lifestyle content.

terraclay.com

Shop the Ritual

WEBSITE

Minimalist e-commerce with full-bleed imagery, slow-scroll storytelling, and transparent ingredient pages.

TERRA CLAY

Look Book — S/S 2026

PRINT COLLATERAL

Uncoated stock, minimal layouts, kraft inserts. Tactile experience that mirrors the product.

Your Ritual Awaits

Weekly earth notes

EMAIL MARKETING

Clean templates, educational content, ingredient spotlights, and seasonal skincare guidance.

TC

ESSENTIALS

MERCHANDISE

Organic cotton pouches, linen headbands, bamboo applicators. Extensions of the brand experience.

TERRA CLAY

Discover Pure Earth

RETAIL DISPLAY

Natural wood fixtures, stone surfaces, soft lighting. The in-store experience mirrors the brand world.

Who We Serve



The Conscious Consumer

Women 28-42 • Urban • Mid-High Income

Reads ingredient lists. Shops at Whole Foods and local markets. Values transparency and sustainability. Willing to pay premium for authentic natural products.

CLEAN BEAUTY

ECO-AWARE

RESEARCH-DRIVEN

QUALITY OVER QUANTITY



The Ritual Seeker

Women 25-38 • Wellness-Oriented

Practices yoga or meditation. Sees skincare as part of holistic self-care. Attracted to brands with story and intention. Active on Instagram and Pinterest.

MINDFULNESS

SELF-CARE

AESTHETIC

COMMUNITY



The Minimalist

All Genders 30-50 • Discerning

Prefers fewer, better products. Attracted to clean design and honest marketing. Values craftsmanship and materials. Appreciates the "less is more" philosophy.

ESSENTIALISM

DESIGN-LED

PREMIUM

INTENTIONAL

Where We Stand



DIFFERENTIATOR

Single-ingredient focus (clay) with artisanal, small-batch positioning. No brand in the space owns "earth minerals" this authentically.

PRICE POINT

Premium tier (\$38-65 per product). Positioned above clean-beauty mass brands, alongside Drunk Elephant and Tata Harper.

CHANNEL STRATEGY

DTC-first via terraclay.com. Selective retail: Sephora, Credo Beauty, Anthropologie. No mass-market distribution.

Digital Presence

An Instagram-first content strategy built around earth tones, ritual moments, and ingredient transparency.

<p>TC terraclay</p> <p>"Return to what's real. Return to the earth."</p> <p>Brand manifesto content. Minimal text on rich earthy backgrounds.</p> <p>#TerraClay #PureEarth #CleanBeauty</p>	<p>TC terraclay</p> <p>Ingredient Spotlight: Kaolin Clay</p> <p>Educational content showing sourcing, science, and benefits of each ingredient.</p> <p>#IngredientSpotlight #KaolinClay</p>	<p>TC terraclay</p> <p>Sunday Evening Ritual</p> <p>Lifestyle moments: the mask ritual, self-care routines, morning and evening skin prep.</p> <p>#SkinRitual #SelfCareSunday</p>	<p>TC terraclay</p> <p>From the Earth to Your Skin</p> <p>Behind-the-scenes: sourcing trips, production, packaging design, and the team.</p> <p>#BehindTheBrand #EarthToSkin</p>
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The Terra Clay Collection

A curated line of earth-mineral skincare, each rooted in a specific clay and its unique properties.



Kaolin Purify

CLEANSING MASK

Gentle white kaolin clay. Draws impurities while maintaining hydration. For sensitive and combination skin.



Bentonite Detox

DEEP CLEANSE MASK

Volcanic bentonite clay. Powerful absorption for deep pore cleansing. For oily and acne-prone skin.



French Green Glow

REVITALIZING MASK

Mineral-rich montmorillonite. Tightens pores and improves circulation. For mature and dull skin.



Rhassoul Radiance

NOURISHING MASK

Moroccan lava clay. Rich in silica and magnesium. Softens, detoxifies, and adds luminosity. For all skin types.

TERRA CLAY

PURE EARTH SKINCARE

Thank You

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@terraclay

terraclay.com