



# SPARSHA

Like the Quiet Caress

# About Us

Sparsha is a sustainable personal care brand rooted in the philosophy of creating a gentle, meaningful connection with its users. Derived from the Sanskrit word for "touch," Sparsha represents care, purity, and the transformative power of sustainable living. The brand focuses on creating products that are not only effective but also eco-friendly and aesthetically pleasing.



## Vision

To create a world where skincare is synonymous with thoughtful care, gentle touch, and sustainable choices, reflecting beauty in both people and the planet.

## Mission

At Sparsha, we are committed to crafting high-quality skincare products using responsibly sourced ingredients and **100% recycled plastic packaging**.

# Target Audience

Eco-conscious women and men aged 18-40 who value premium skincare products and care about sustainability.

# Market Gap

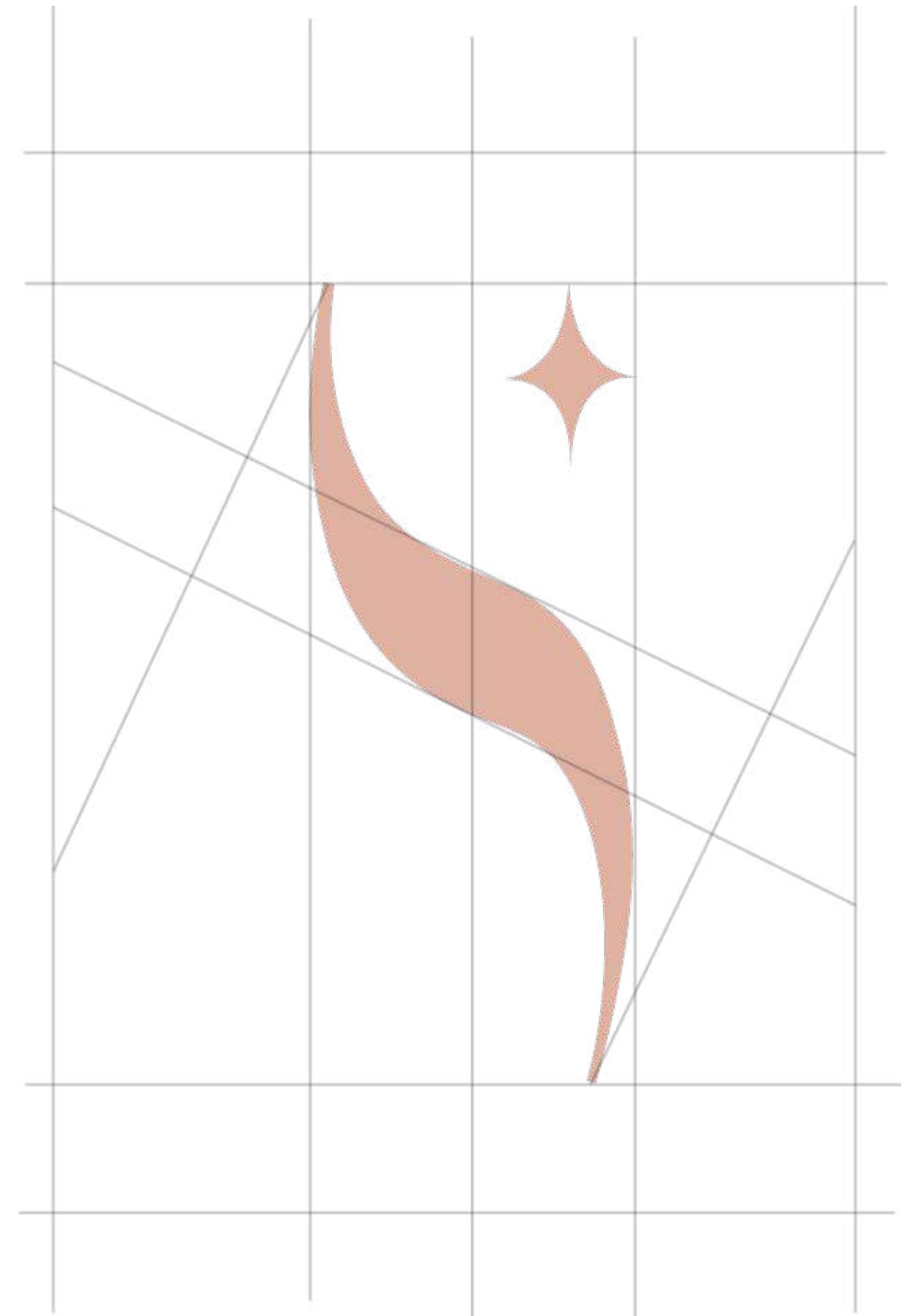
While many skincare brands claim sustainability, few address the balance between premium quality, affordability, and environmental impact. Sparsha fills this gap by offering luxurious skincare with thoughtful, earth-friendly packaging and formulations.





# Logo Design

The Sparsha logo combines the elegance of a serif typeface with subtle, organic elements like star motifs and smooth curves, symbolizing the gentle care and elegance the brand embodies.



# Typography

VINTAGE MOHAI

AaBbCc  
0123'1

Elegant and timeless serif font with vintage charm. Reflects Sparsha's brand values of sophistication, elegance, and a premium feel.

Usage :

- Brand logo.
- Primary headings on packaging, hoardings, and advertisements.

Voltaire Frangela

AaBbCc  
01234

Modern, clean serif font with high readability. Complements Vintage Mohai with its minimalistic yet refined design.

Usage :

- Subheadings on packaging and collaterals.
- Website and printed materials requiring a blend of clarity and charm.

Syne

AaBbCc  
01234

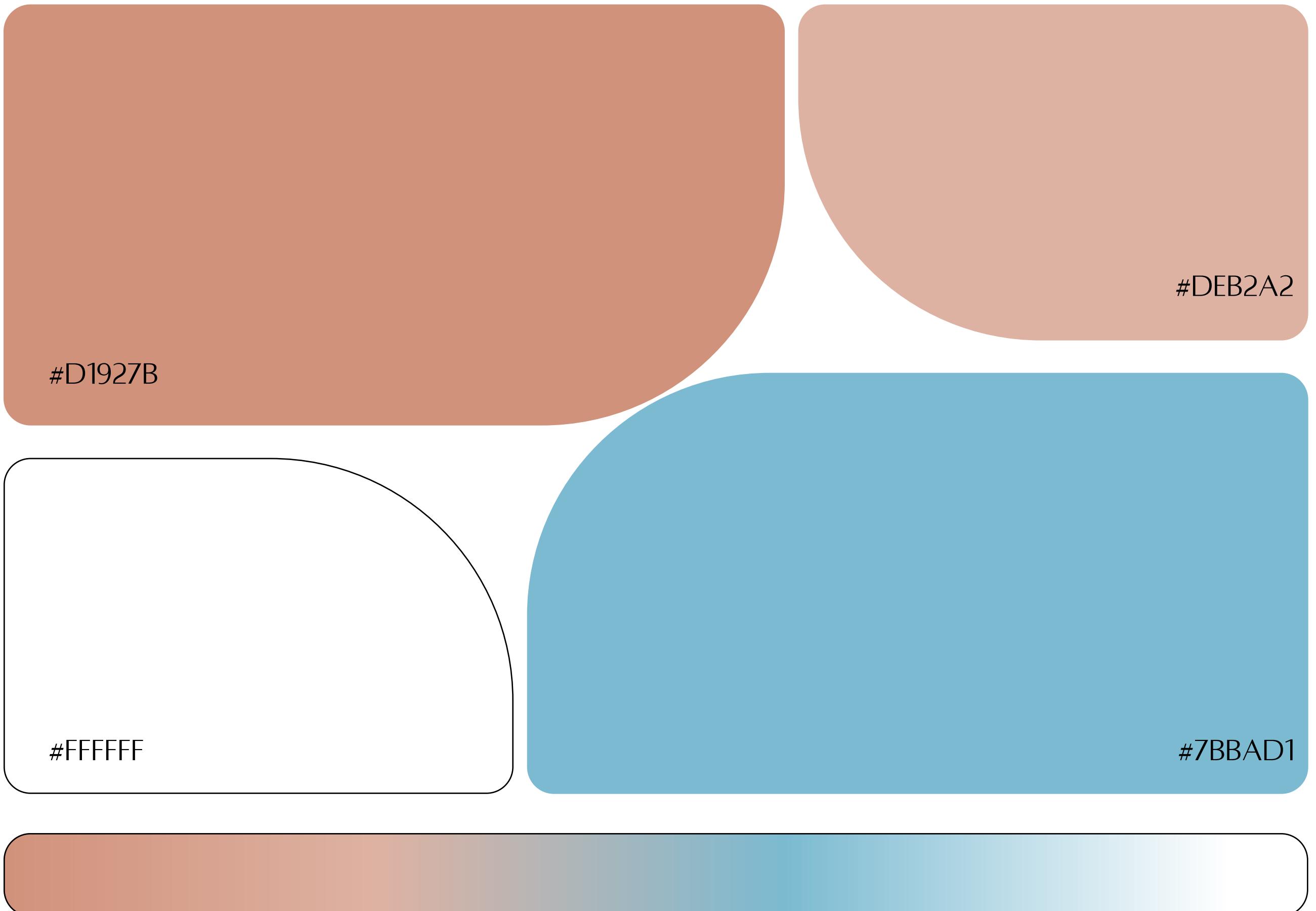
Contemporary sans-serif with bold, geometric edges. Provides a modern contrast to the classic serif fonts, adding versatility to the brand identity.

Usage :

- Accent elements such as product quantities, taglines, or promotional text.
- Social media posts and advertisements .

# Color Palette

The palette balances warm, earthy tones with cool, refreshing hues, creating a harmonious and inviting aesthetic. The combination mirrors Sparsha's commitment to blending luxurious care with eco-conscious values, ensuring a memorable and authentic brand presence.



# Like the Quiet Caress..

Gentle, Nurturing, and Effortlessly Soothing.

**SPARSHA**

Made in India



# Digital Marketing

Sparsha leverages targeted strategies to connect with eco-conscious and skincare-savvy audiences through social media, email campaigns, and search engine optimization. It amplifies the brand's story of gentle care and sustainability, creating meaningful engagement and driving trust across digital platforms.



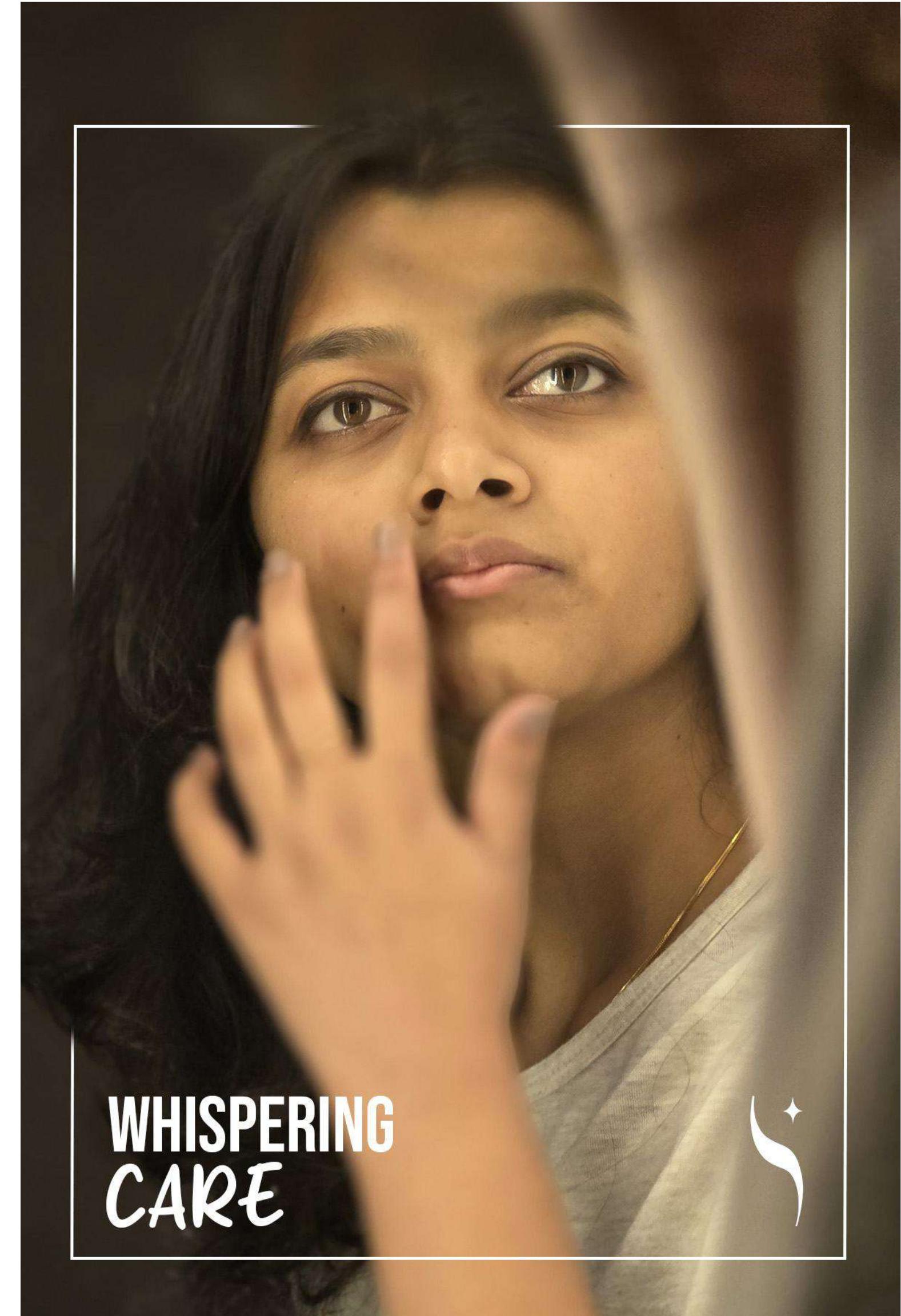
MAGIC IN  
EVERY TOUCH



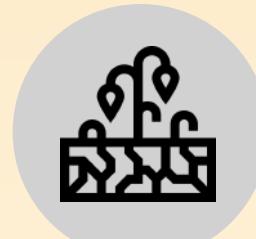
SPARSHA



WHISPERING  
CARE



A Touch of  
♥ *Care*



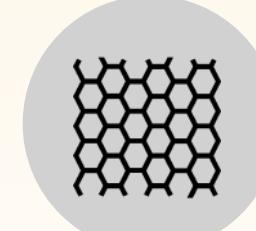
Prevents Dryness



Slows the  
signs of Aging



Prevents  
Wrinkles



Smoothens the  
Texture



## Shea Body Lotion

A gentle touch for all skin types, crafted with care



## Business Cards

Crafted with earthy tones and clean typography, these feature the elegant primary logo on one side and essential contact details on the other, ensuring clarity and sophistication. Printed on 100% recycled paper with a matte finish, the cards embody the brand's commitment to sustainability while exuding understated luxury and professionalism.



Thank You