



OUR CONCEPT

Onyx & Gold is an elegant, contemporary health brand that is inspired by the richness of South Asian traditional medicine and its powerful natural ingredients.

KEY INGREDIENTS

Turmeric



This golden spice has been celebrated for its powerful healing benefits. Turmeric contains curcumin, an active compound that works as a powerful anti-inflammatory and antioxidant, reducing free radicals in the body and boosting clarity of the mind.

Nigella



Our aromatic black cumin seed is grown in southwest Asia and harvested from a beautiful flowering plant. The antioxidant-rich seeds are known to reduce inflammation, and ease ailments such as asthma, high blood pressure, and migraines.

MYTHOLOGY

ancient wisdom in a modern to

The innate order of all of life is balance; disorder is created through imbalance. Health is present when there is a balance of Nigella and Turmeric, two key herbs central to Ayurvedic medicine, are said to hold the ability to produce balance among the doshas—the biological energies found throughout our bodies and minds.

MYTHOLOGY

ancient wisdom in a modern to

Both of these herbs have been used for centuries and long been revered as a preventative for disharmony. They holistically protect and support the doshas with the combination of these two miracle herbs creating a stable, balancing and uplifting effect on the body's energy, working synchronistically to form the basis of balance and harm

THE DOSHAS

Vata



Pitta



Kapha



In Aryurveda, the doshas - vata pitta and kapha - are recognized as the biological energies found flowing throughout the human body and mind. Each energy has a unique make up and influence on the bodies systems the delicate balance and harmony between these is crucial to maintaining overall health. Turmeric and Nigella have been revered for thousands of years for restoring and maintaining that balance.

THE DOSHAS



Vata

Vata governs movement in the body, the activities of the nervous system, and the process of elimination. The synergistic properties of onyx & gold aids joint health, the elimination of toxins, and mental clarity.

THE DOSHAS



Pitta

Pitta controls heat within the body. A healthy Pitta dosha staves off heart burn, skin ailments and hot flashes and feeds the digestive fire for a healthy microbiome.

THE DOSHAS



Kapha

The Kapha dosha is the grounding energy within us all. The components found in Onyx & gold provide the foundation for healthy sleep, stability, strength and stamina and all that which brings us into a healthy state of equilibrium.



PERSONA

CLAIRE

Age: 35

Occupation: VP of Marketing

Motivations:

- Living a healthy lifestyle
- Maintaining her flawless skin
- Making mindful life decisions

Goals & Needs:

- She wants to consume products that are natural, ethical, and elegant.
- She wants to explore non-toxic, holistic health and wellness.
- She wants to balance her professional life with a healthy lifestyle in her daily routine.

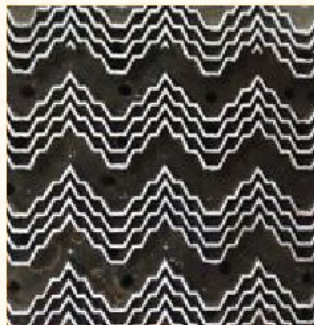
SCENARIO



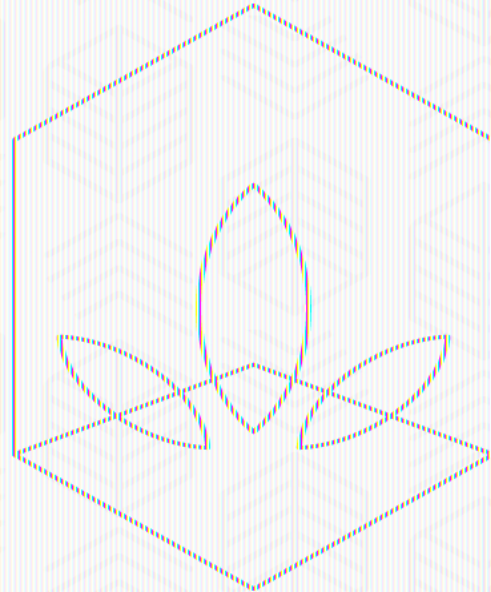
Claire has just finished up an intense 7am yoga class, so she decides to stop by her local Whole Foods and grab something to supercharge her healthy routine, before she gets into the office to start her busy day.

OUR BRAND

MOODBOARD



LOGO



TYPEFACE

HEADLINE FONT- JOSEFIN SANS

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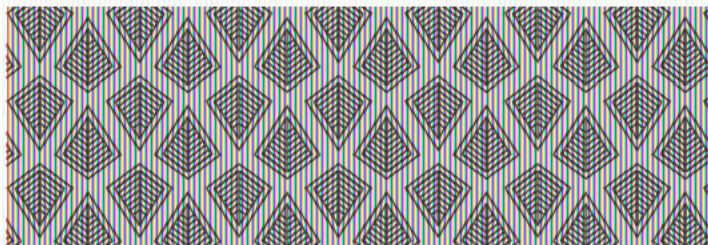
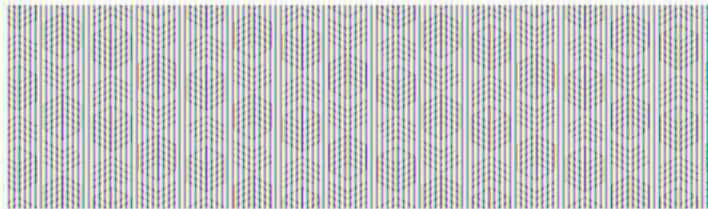
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Body Font -Avenir

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PATTERNS



LOGO VARIATIONS



ONYX & GOLD



ONYX &
GOLD

ONYX & GOLD

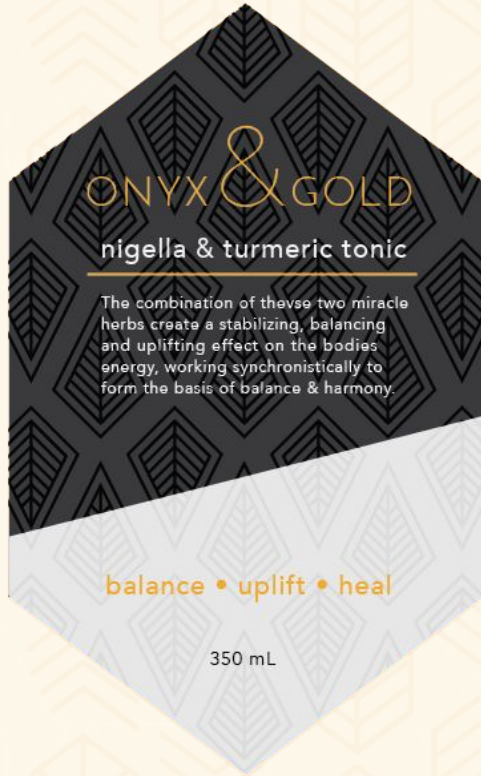
OUR PRODUCT

Our tonic is a blend of health-enhancing ingredients with a hint of sweetness, for a palatable and clean health experience. The product line also includes loose leaf tea for those who want to brew their own at home.

OUR PROCESS



PRODUCT OVERVIEW



Ingredients

Organic Nigella Seed
Organic Ground Turmeric
Organic Green Tea
Organic Ginger
Organic Cinnamon
Raw Honey

Price

\$5.99



ONYX & GOLD

nigella & tumeric tonic

The combination of these two miracle herbs create a stabilizing, balancing and uplifting effect on the bodies energy, working synchronistically to form the basis of balance & harmony.

nigella
& tumeric
tea

ONYX &
GOLD &

12 TEA BAGS - NET WT 1 OZ

balance | uplift | heal





OUR WEBSITE

Thank you!

