

# SensaCharm

## Brand Documentation

Naming and visual identity development

I worked with Lorena to create a brand that expressed the care behind her handcrafted pieces and the feelings she wanted them to evoke. Through conversations and exploratory sessions, this intention took shape as a name, a visual language and a way of presenting her products.

This document focuses on SensaCharm's conception in 2024: its name, meaning and visual expression. The closing sections show how that identity extends to packaging and supports the later introduction of new product categories.

### BRAND CONCEPTION 2024

Recreated for this portfolio from the original Spanish documentation.



# The origins of the brand

SensaCharm began in Argentina in 2024 as a brand of handcrafted decorative objects made with cement and other mixtures and materials. It grew from a personal and creative transition: Lorena had worked in makeup and wanted to extend her hands-on practice to objects she could shape, personalize and share.

Her founding narrative, dated May 30, 2024, connects the two practices: pigments remain part of her work, but she now shapes the object itself as well. Her interest extends from the appearance of a piece to the experience of the person receiving it.

## Developing the brand together

My involvement began before the logo design. Through conversations and video calls, we explored what Lorena wanted to communicate, the feelings she associated with her work and the words that could represent it. Naming developed through this exchange alongside the definition of the brand concept.

## Listening and defining the concept

These conversations helped articulate the character of the pieces and their creator's intention.

## Naming and giving form

The concept became SensaCharm and the elements that express its verbal and visual identity.

## Applying the identity as the brand grows

Following the logo, palette and typography, the identity extended to labels and packaging. This foundation later supported additional product categories.

# Creating the name

Together, these elements create a name that speaks to the experience of the pieces without being limited to one material or product. Handcraft is the starting practice; sensation and charm define the brand's expressive territory.

## The idea behind the symbol

The name brings together two ideas that later become visible in the identity: a sensory relationship with objects and the desire to create an emotional connection. The logo gives this concept a recognizable visual form.

## A name with room for new categories

The name can accommodate new pieces and experiences while retaining its connection to handcraft, care and sensation. It leaves room for different materials, techniques and kinds of objects. This breadth is part of the identity's original conception.



## Sensa

Evokes sensation and sensory experience, connecting the name with the feelings a piece can inspire.

## Charm

Introduces the idea of charm: an object's ability to attract, delight and become emotionally meaningful.

# Brand promise and voice

Two expressions give the identity distinct layers. The brand motto names the qualities of the work; the tagline focuses on the recipient's experience. Both remain in their original Spanish in the brand artwork.

## Simple · Artesanal · Diferente

### Simple

Beauty and clarity without overloading the object or its presentation. Simplicity is an intentional part of the design.

### Handcrafted

The hands-on process, materials and creator's dedication contribute to the value of each piece.

### Different

Distinctiveness comes from the detail and sensitivity of the work rather than generic claims of exclusivity.

## piezas que encantan

The tagline means “pieces that enchant.” “Piezas” connects it to the objects being made, while “encantan” echoes Charm and the emotional response the brand seeks to inspire. The motto means “Simple · Handcrafted · Different.” These are explanatory translations of the original brand language.

### A warm and sensitive voice

The verbal direction combines warmth and clarity. Talking about the process, materials and small details supports the handcrafted character. Evocative language accompanies concrete information about each piece: what it is, how it is made and the experience it offers.

# Giving the concept a symbol

The logo was created specifically for SensaCharm. It combines an organically drawn heart, a butterfly and a script wordmark. Together, these elements express affection, transformation and a sensitivity to handcraft.

## The heart as a connection

The open, flowing line gives the heart a living quality, close to the gesture of a hand. Within the brand concept, it evokes the maker's care and the connection with the person receiving the piece.

## The name as a signature

The handwritten gesture continues the symbol's movement. Combining the wordmark, motto and tagline balances expression with readability: the script adds personality, while the supporting lines organize the message.



Heart



Butterfly



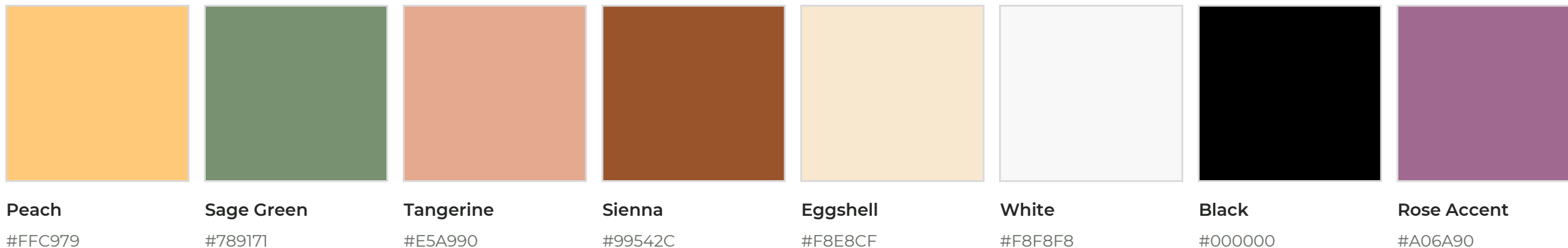
Combined symbol

## The butterfly as transformation

The butterfly adds delicacy and movement. It can be read in relation to Lorena's creative transition and the transformation of materials into objects. Its fine, thread-like line reinforces the identity's handmade character.

# The color palette

The palette combines greens, warm hues and neutrals. Sage green and rose appear together in one logo configuration, while earthy tones offer additional applications that retain the brand's gentle character.



## How the colors work together

Sage establishes an organic presence, and rose provides a delicate accent. Peach, Tangerine and Sienna introduce warmth. Eggshell and White support lighter compositions, while Black anchors monochrome versions.

These codes come from the two original vector palette files. Some logo versions use specific shades for the heart or wordmark. Printed reproduction requires color adjustments for the substrate and print supplier.

# The typography system

The identity uses two typefaces with defined roles: Playlist Script for the SensaCharm wordmark and Montserrat for the remaining logo text, including the motto and tagline. This pairing balances the name's handwritten expression with clear supporting messages.

## Playlist Script for the wordmark

The script gives the name the character of a signature. Its rhythm and curves complement the heart and butterfly, connecting the identity to the hand of the maker and the care behind each piece.

The distinction between the two typefaces establishes a reading hierarchy: the name as a signature, followed by the brand's qualities and promise. This relationship can also guide subsequent applications.

The wordmark 'SensaCharm' is written in a green, cursive script font. The letters are fluid and connected, with a mix of upper and lower case letters. The 'S' and 'C' are particularly large and stylized.

## Montserrat for the motto and tagline

Montserrat carries “Simple · Artesanal · Diferente” and “piezas que encantan.” Its sans serif forms add structure, allowing these lines to support the signature without competing with its expressive gesture.

SIMPLE · ARTESANAL · DIFERENTE

piezas que encantan

# An identity in different configurations



SIMPLE • ARTESANAL • DIFERENTE  
piezas que encantan

The brand archive includes transparent, circular and square versions in sage, rose, Sienna, white and black combinations. Individual logo components are also preserved, allowing the signature to adapt to the available space.



Circular



White on sage



Monochrome

To preserve the identity, use an existing logo version, maintain its proportions and check the motto and tagline for legibility at the final size.

# The brand and its growing product range



SensaCharm’s conception in 2024 established the name, meaning and identity assets. Its initial activity was making decorative handcrafted objects. Additional products were introduced as the business developed.

Lorena began combining some pieces with candles, went on to make soy candles and later developed her own fragrances. These additions expand the product range, with the SensaCharm name and identity providing a shared framework.

## Shared identity and category information

Each category may need its own names, imagery and product information. These elements explain the offering alongside the main signature. The system maintains a shared identity while allowing individual product families to be distinguished.

### Decorative handcrafts

The original product range, made with different mixtures and materials.

### Soy candles

Candlemaking and combinations with selected handcrafted pieces.

### Fragrances

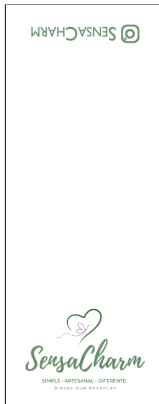
A later category with its own descriptive and visual language.

# Applying the identity to packaging

Stickers 3x3 cm



Cierra bolsas 10x4 cm



Thank-you tag

Sticker and folded bag topper

The brand work extended to stickers, folded bag toppers and tags. These bring the signature, symbol and message into the moment of delivery. Adapting the identity requires attention to the available space, folds and readability of each format.

## Different formats and functions

The sticker concentrates brand recognition in a small space. The bag topper organizes the identity across a folded piece, with the signature and Instagram reference on opposite faces. The thank-you tag adds a personal message to the recipient's experience.

I supported these applications and created labels for the brand's presentation needs. The collected files show the identity translated into tangible pieces and document its adaptations across formats and compositions.

# Identity within a product category

The fragrance line shows how a category develops its own information and visual assets within SensaCharm. The girl holding a dandelion serves as its core motif: a recurring marker for this product family, accompanied by the brand signature.

The main identity retains the heart, butterfly and SensaCharm name. On the labels, the girl identifies the category, while botanical references and names distinguish individual scents. Brand, product family and variety each have a recognizable role.

## A repeatable verbal and visual structure

Names follow a noun-and-adjective pattern. “Matices” describes the aromatic profile; “Sensaciones” conveys its evocative qualities. The composition adapts to product types, volumes and label formats, as shown by versions for textile and room sprays and diffusers.

These applications illustrate SensaCharm’s capacity to accommodate new categories. The brand’s conception precedes this expansion of the product range and remains its shared foundation.



The shared fragrance label system applied to three varieties.

# My contribution and the project scope

My involvement began with SensaCharm's conception in 2024. I worked with Lorena through conversations and video calls to develop the concept, explore the name and define what she wanted to communicate. This process led to the original logo, color palette, typographic language and expressions that articulate the identity.

## A foundation for subsequent applications

I subsequently applied the identity to labels and packaging. New product categories created additional needs, including the organization of fragrance names and information. These extensions build on the original brand and represent later stages of the collaboration.

The resulting identity connects handcraft, care and a sensory relationship with objects. Its continuity is recognizable in the signature and symbols as well as in the way products are named, presented and differentiated.

## Reference documents and artwork

1. Original Spanish brand analysis and founding narrative, dated May 30, 2024.
2. Evidencia 1 sensa and Silvia Reinhardt's account: concept development, working sessions with Lorena, naming, logo creation, color, typography and applications.
3. SensaCharm visual archive: palette, logo components, original configurations and typography confirmed by the designer.
4. SENSACHARM\_Corregido.pdf and Etiqueta Gracias.png: sticker, bag topper and thank-you tag applications.
5. Case Study and fragrance label files: documentation of a subsequently introduced category and its presentation variants.